

Elson Floyd is WMU's sixth president

The Board of Trustees has appointed Dr. Elson S. Floyd, executive vice chancellor of the University of North Carolina at Chapel Hill since 1995, as WMU's sixth president.

When Floyd took office Aug. 1 at age 42, he became the youngest president of a state university in Michigan. He succeeds Dr. Diether H. Haenicke, who retired from the presidency July 31 and returned to the faculty.

Floyd, a native of Henderson, N.C., said his initial priorities as president will include focusing on private fund raising, the University's relationship with the state Legislature, research growth, community outreach and quality of life on campus. He discussed these and other priorities in an Aug. 3 videoconference that involved WMU alumni and friends in Chicago and seven Michigan cities.

Between 1995 and 1978, when he began his career at UNC, Floyd held a variety of posts at the Chapel Hill campus and the UNC system office as well as at Eastern Washington University, where he was vice president and executive vice president. He also was executive director of the higher education coordinating board for the state of Washington.



President Elson S. Floyd addresses alumni in Michigan and Illinois during an Aug. 3 videoconference.

Dedication ceremony conducted July 10

Stadium addition named in honor of Bill Brown



Participants in the July 10 dedication ceremony for the Bill Brown Alumni Football Center included, from left, James S. Brady, chair of the WMU Foundation; Willard A. "Bill" Brown; and Kathy B. Beauregard, director of intercollegiate athletics.

The new \$8.2 million alumni football center at Waldo Stadium has been named in honor of Willard A. "Bill" Brown, B.S. '53, of Chicago.

Brown retired in 1996 as chairman and chief executive officer of Chicago-based Rubloff Inc., one of the nation's largest full-service real estate companies. He co-chaired the fund-raising effort for the center along with John A. Offerdahl, B.S. '90, formerly an NFL All Pro middle linebacker with the Miami Dolphins. All the funds needed to build the center have come from private sources.

"Bill Brown has been an absolutely remarkable supporter of this institution," former President Diether H. Haenicke told some 200 guests at the center's dedication July 10.

"This outstanding facility would not exist if it had not been for Bill's drive, energy and sheer determination. I'm awfully proud that Bill is a friend of mine, and all of us know that WMU has a great friend in him and in his wife, Peggy."

Continues on page 2

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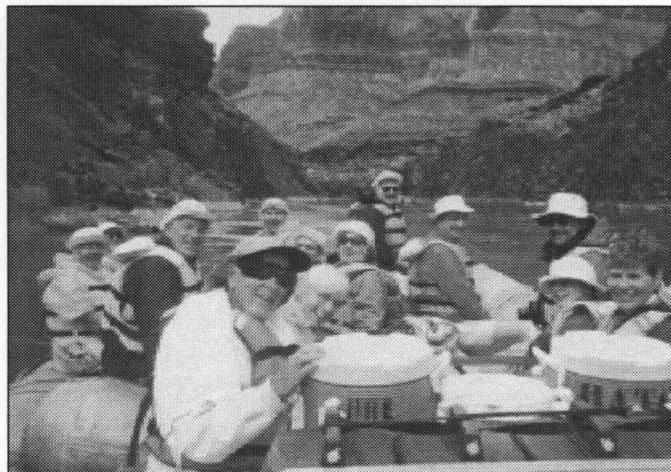
Mark D. Weishaar '80

What I did on my summer vacation

Twenty-eight members of the WMU Foundation and President's Circle and other friends of the University started their summer vacation early with a June 3 raft trip down the rapid-filled Colorado River.

The six-and-a-half day adventure took the group 187 miles through the scenic Grand Canyon with Dr. Lloyd J. Schmaltz, professor emeritus of geology, teaching participants about the canyon's geology and history.

Among those who signed up for this year's trip were (foreground left to right) Lloyd Schmaltz, Scrap Cox, Suds Sumney, Cindy Cox, Robert Shamu, Robert Sumney, Alan Kehew, Elizabeth Kehew, and Marilyn Milko.



Brown Alumni Football Center

Continues from page 1

During his remarks, Brown thanked the many donors who helped make the alumni football center a reality.

"This facility will bring together Broncos of every era as well as the University, the community, alumni and friends," he added. "WMU has been wonderful to me over the years, and I'm glad to contribute to its future."

The 55,000-square-foot center includes entirely new locker rooms for visiting and home players; meeting rooms; facilities for training, strength and conditioning; and an auditorium seating 130 persons. Its third-floor coaches offices will be used for instruction and double as suites on game days.

Brown was a four-year member of the WMU football team, lettering at halfback between 1950 and 1952. The latter year, he led the Broncos in rushing, receptions and scoring and was selected the team's most valuable player. He was inducted into WMU's Athletic Hall of Fame in 1997.

In addition to Brown, other major donors to the alumni football center campaign are: Peter L. and Elizabeth J. Aseritis; Robert J. Bobb; First of America Bank; Lloyd E. and

The WMU Foundation periodically sponsors special trips such as this one for members and friends. This was the 17th time Schmaltz has guided an excursion down the Colorado River.

Nancy Gearhart; Haworth Inc.; William D. Johnson and Ronda E. Stryker; Kalleward-Bergerson Charitable Foundation Inc.; Judith L. and William J. Maze Jr.; Jim and Consuelo McKinley; John A. and Lynnora A. Offerdahl; Dominic J. and Sharon L. Riggio; Orville F. and Linda A. Schneider; Tower Pinkster Titus Associates Inc.; and James S. and Sheila D. Ware.



WESTERN MICHIGAN UNIVERSITY

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DISTRIBUTION

Members of the Alumni Association and donors to the University receive all issues of *WMU, The Western Michigan University Magazine*. In addition, the fall issue of the magazine will be distributed to all other alumni and friends of the University. Those wishing to receive all issues of the magazine are encouraged to join the Alumni Association or become a donor.

FREQUENCY

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Bronson gives \$1 million to nursing school

Bronson Healthcare Group in Kalamazoo has pledged to give \$1 million to the School of Nursing. The gift brings Bronson's total contribution to WMU's nursing program to \$2.25 million in direct and indirect support.

"The gift is a continuation of the effort that began in 1988 when Bronson first began supporting Western Michigan University's quest to develop a bachelor of science in nursing program," said Frank Sardone, president and chief executive officer of Bronson Healthcare Group.

"We're committed to nursing education for the community and the region, and fully support Western's nursing program."

WMU established its School of Nursing in 1994 and two years later, awarded its first four-year bachelor of science degrees in nursing. This past May, just four years after its founding, the school was granted national accreditation by the only recognized accrediting agency for nursing in the United States.

The Bronson Methodist Hospital School of Nursing closed this past spring after 94 years of operation. It offered an accredited three-year diploma-based program, the last diploma-based program in Michigan. Bronson Healthcare Group has named WMU the legal successor to the school.

Sardone said the \$1 million gift from Bronson is targeted to help during the transition between WMU's and Bronson's programs as well as to help Kalamazoo maintain its reputation for providing superior nursing education.

"WMU is very grateful for the further expression of Bronson's continued support," University Provost Timothy Light said. "We appreciate greatly the support that we receive from community organizations like Bronson, and we're devoted to establishing collaborations that will better serve our wide community through the synergies that can be achieved by our working together."

Gary Fund up 13.5 percent, raises \$520,000

The Mike Gary Athletic Fund raised \$520,000 during its 1998 campaign, achieving a 13.5 percent increase in gifts and pledges compared to last year's fund-raising effort.

"Because of the hard work and dedication of our 38 volunteers, the campaign was a big success," said campaign chair Gary L. Cramer, B.S. '64, M.A. '72. "The result gives a sizable boost to WMU's student athletes, and lets them know the community is behind them."

Stephen M. Keizer, Gary Fund director, said the 1998 volunteers did an outstanding job in topping their \$483,000 goal, especially considering that WMU was conducting two other athletics-related drives at the same time.

"Our volunteers really had to be informed and determined," Keizer said, noting that WMU staff members



WESTERN MICHIGAN UNIVERSITY

GARY FUND

and supporters also were hard at work selling season football tickets and soliciting gifts to complete the campaign for the Bill Brown Alumni Football Center (see related story on page 1).

Planning is already under way for next year's Gary Fund campaign, which will be led by Jerry D. Meinzinger, B.B.A. '57, M.A. '62, this year's chair-elect. Meinzinger is a retired Pharmacia & Upjohn executive and a longtime Bronco supporter.

Cramer and his wife, Jan, also are strong friends of WMU. The Michigan couple recently established a WMU scholarship for high school graduates who live in Kalamazoo Township. Gary is supervisor of the township and Jan operates a pre-school there.

During this year's Gary Fund campaign, Cramer and Meinzinger led seven volunteer teams captained by Gary Gunia, Gitta Kudlicki, Jim Lamborn, Larry Leuth, Jim McIntyre, Fred Sitkins and Lou White.

The Gary Fund, founded in 1956, provides direct financial support for WMU's nine men's and nine women's sports. This support includes funds for student-athlete scholarships, travel and special equipment purchases. Contributions can be made through the WMU Foundation by calling (616) 387-8713.

'Dooing' it with style and a smile



Bill Doolittle at his desk today and (inset) as Gary Fund director in the mid-1970s.

When it comes to showing and generating WMU pride, Bill Doolittle is a natural. The former Bronco football coach turned fund-raiser has been representing the University with style and a smile for 34 years.

"Bowtie Bill," or just plain "Doo" as he is affectionately known, is one of WMU's strongest boosters. The 75-year-old's limitless energy, enthusiasm and wit have endeared him to generations of students, alumni, donors and friends.

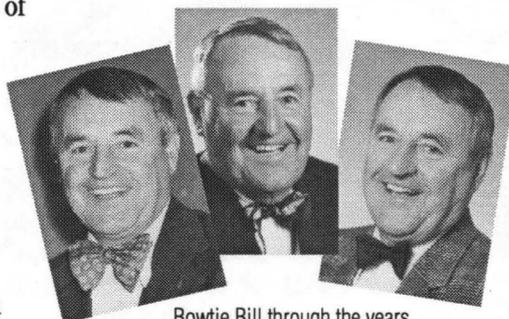
While none of that is about to change, Doolittle's current role with the University soon will.

"By Labor Day, the campaign for the Bill Brown Alumni Center should be finished and I'll wrap up my duties," Doolittle explained.

For the last two years, Doolittle has been helping to obtain private support to build the center, an \$8.2 million addition to Waldo Stadium (see related story on page 1).

"Our problem has been that some of our facilities haven't been up to

snuff," Doolittle said. "Waldo Stadium, for instance, was built in 1939. We needed to have our football coaches housed together at the stadium—where they would be working—and we needed modern facilities for our student-athletes."



Bowtie Bill through the years

When the campaign for the addition ends, Doolittle said he has no intention of retiring. "There's always a need for volunteers, especially in the fund-raising area," he said. "I can't just sit at home and watch TV."

Those who know him and his work ethic would expect nothing less. In addition to more than three decades at WMU, he has found time to be an active community volunteer and to

better his skills at golf, tennis, fishing and coin collecting.

Doolittle came to WMU in 1964 to head the football program and teach health, physical education and recreation. When he stepped to the sidelines after his 11th season, he had built a solid winning program in addition to guiding the 1966 team to a share in WMU's first Mid-American Conference championship.

"I graduated from Ohio State University, but grew to love Western," he said, "it's my chosen alma mater. So when I stopped coaching, I wanted to stay on here if I could be productive."

And productive he has been. From 1975 to 1989, Doolittle served as the Mike Gary Athletic Fund's first director. During his tenure, he built the Gary Fund into the top athletic fund-raising organization in the MAC. Rather than retire with that success, he immediately began his current position, that of a special fund-raising consultant working for WMU eight months out of the year.

In recognition of his accomplishments and service, Doolittle was named the Alumni "W" Club's "man of the year" in 1987 and was inducted into the WMU Athletic Hall of Fame in 1996. In addition, the player's lounge in the new Bill Brown Alumni Center will be named in his honor.

"By being at the University and working with so many young people, you keep your motivation and enthusiasm," Doolittle said in reflecting upon his career. "And by working with so many volunteers, you see how much they're needed and valued."

"It's been great and I've had a lot of fun," he added. "The University has been good to me, and I've tried to be good to the University."

Noteworthy contributions

Five area churches pledge to endow scholarship funds

Five Kalamazoo churches and several individuals have pledged to donate \$90,000 in a joint effort that will help undergraduate students attend WMU, it was announced July 24.

The money will be designated by the WMU Foundation to create five endowed scholarship funds in the name of the participating churches. Earnings from the endowments will allow each of the churches to award at least one scholarship per year. To be eligible, either the applicants or their parents must attend and be members of the church sponsoring the scholarship.

The churches participating in the scholarship project are the Tabernacle Church of God in Christ, Galilee Missionary Baptist Church, Christian Life Center, Mt. Zion Missionary Baptist Church and Allen Chapel African Methodist Episcopal Church.

Several individuals also have pledged to support the endowed scholarship funds being created by the churches. These donors are: Arthur and Janice James, Theresa and Debra Smith, Donald Thompson and Kathleen Wilson, Charles and Martha Warfield, Charles and Lita Wembly, and Sidney and Carolyn Williams.

Dr. Donald E. Thompson, vice president for research, said former President Diether H. Haenicke and other WMU administrators had worked with the churches for a couple of years to coordinate the scholarship project. Thompson said all of the churches already were involved in supporting education activity in some way, but now they will extend their efforts to higher education.



Former WMU president Diether H. Haenicke (left) with donor Lloyd Schmalz. They are holding a photo of Schmalz's brother, a World War II hero.

World War II hero honored

A \$10,000 endowed aviation scholarship has been established by Dr. Lloyd J. Schmalz, professor emeritus of geology, along with his wife, Marilyn, and other family members. The scholarship honors Lloyd's brother, Henry, who died in 1958 while a member of the U.S. Air Force.

"Throughout his life, Henry was devoted to aviation, education and service," said Schmalz of Kalamazoo. "He would be proud to know that future aviation professionals were helped to complete their studies in his name."

The Major Henry Schmalz, USAF, Endowed Scholarship for Aviation Sciences will be available this fall to full-time juniors and seniors studying aviation flight science or aircraft maintenance engineering technology.

Henry Schmalz flew 31 missions out of the Mediterranean theater during World War II. A pilot assigned to a B-17 bomber group, he was shot down in 1944 and held prisoner for more than six months. After the war, Henry was assigned to an air rescue group at Selfridge Air Force Base near Mt. Clemens, Mich.

Subsequently, the decorated veteran was transferred to Wiesbaden, Germany. He was later named mission commander for the American Rescue Operation in the Netherlands after disastrous flooding occurred there in 1953. The Dutch government honored him for his rescue work and leadership when Consul General Baron A. De Vos knighted him with the Queen's Order of Orange Nassau.

Macomber family trust provides \$100,000 gift

A \$100,000 gift from the Lewis and Elizabeth Macomber Family Trust has created the Lewis and Elizabeth Macomber Endowment, which will become part of WMU's general unrestricted endowment fund. Proceeds from the Macomber endowment will be used for educational activities that are not related to building projects.

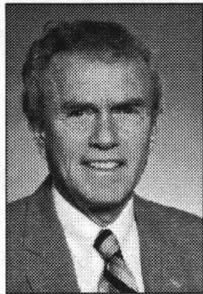
The Macombers were longtime residents of Kalamazoo. Elizabeth, who died in 1997, had worked in Grand Rapids, Mich., as a librarian. Lewis, who died in 1991, had worked for the Kalamazoo Paraffin Co., which was founded by his father. He served as the company's president until it was sold in 1979. During World War II, he took flying courses at WMU.

Ruth Seay donates more than \$1 million for education students

Dr. Ruth Hillis Seay of Bloomington, Ind., has put in place an estate gift plan valued at more than \$1 million. In the future, the plan will create a permanent endowed graduate fellowship in honor of her husband, Dr. Maurice Seay, who died in 1988.

Continues on page 6

Four new named professorships announced



Maier



Pritchard



Scott



Ziring

Four more faculty members have been awarded named professorships in recognition of their outstanding performance in teaching and research. They join six faculty members who were chosen for the honor last year.

The endowed professorships program was established in 1997 by Dr. Diether H. Haenicke, former WMU president. They carry the names of University donors and friends whose exceptional philanthropy has significantly increased WMU's general endowment.

The latest faculty members being honored and their new titles are: Dr. Paul L. Maier, the Russell H. Seibert Professor of Ancient History; Dr. Michael S. Pritchard, the Willard A. Brown Professor of Philosophy; Herbert S. Scott, the Gwen Frostic Professor of Creative Writing; and Dr. Lawrence Ziring, the Arnold E. Schneider Professor of Political Science.

Brown, B.S. '53, of Chicago is a longtime University supporter and volunteer. He retired in 1996 as chairman and chief executive officer of Rubloff Inc. in Chicago. (For more about Brown, see the story on page 1.)

Frostic, B.A. '29, of Benzonia, Mich., is a distinguished artist, poet and naturalist and the owner and manager of Presscraft Papers in Benzonia. She is a director emerita of

the WMU Foundation and a charter member of the President's Circle and the Academy of Volunteers. Frostic received the WMU Alumni Association's Distinguished Alumni Award in 1965 and an honorary doctor of humanities degree from WMU in 1971.

Schneider of Sarasota, Fla., is a dean emeritus of the Haworth College of Business. He came to WMU in 1947 and was appointed dean of the business college in 1956. He stepped down from the post in 1974 and taught until retiring in 1979.

Schneider is a founding director emeritus of the WMU Foundation as well as a member of the President's Circle and the Academy of Volunteers. His generous support of the University over the years includes a \$1.5 million gift and the creation of four endowment funds. The building housing the Haworth College of Business and a Medallion Scholarship carry his name.

Seibert of Kalamazoo is a professor emeritus of history. He joined WMU in 1936 and retired as vice president for academic affairs in 1973. He was instrumental in WMU's evolution from a teacher's college to a multi-purpose university. Seibert is a director emeritus of the WMU Foundation and was an active community leader and volunteer. The administration building is named in his honor.

Noteworthy

Continues from page 5

In making the gift, Ruth combined two popular giving options. About three-quarters of her gift will come from a charitable annuity agreement, which allows the donor to receive lifetime income and the University to receive the rest of the principle upon the donor's death. The remainder of the bequest will come from an estate gift in her will.

"We're extremely grateful for Dr. Seay's generosity, foresight and commitment," said Kenneth DeVries, director of planned giving.

"Ruth's deferred gift plan both gives her the satisfaction of knowing she'll be helping numerous WMU students for generations to come and meets many of her personal tax and income needs," DeVries added. "It's a classic example of how both donors and WMU can benefit from creatively designed giving plans."

The Maurice F. Seay Graduate Fellowship will support outstanding students who have been admitted to WMU's doctoral program in educational leadership. Students must apply for the fellowship, which will be awarded to a student for a maximum of three years in an amount determined by a departmental selection committee.

Maurice, professor emeritus of educational leadership, received an honorary doctor of laws degree from WMU in 1966 and joined the University a year later. While at WMU, he helped develop the Department of Educational Leadership and served as acting dean of the College of Education. He retired in 1972 as associate dean of the college. Previously, Maurice headed the educational division of the W.K. Kellogg Foundation in Battle Creek, Mich., and was an administrator and a teacher at

Michigan State University. He was involved in many Battle Creek area activities, including the successful efforts to found and develop Kellogg Community College.

Ruth, a free-lance writer and editor since 1950, most recently has been a partner in an Indiana construction company. She taught at the high school and college level, then in 1945, joined the University of Kentucky as a research associate. From 1948 to 1950, she was an assistant professor of social science and education at Berea College in Kentucky.

A charter member of the WMU Foundation Board of Directors, Ruth served as a director from 1976 to 1982 and was given director emerita status in 1982. She is a member of the McKee Society and a former member of the Greater Battle Creek Foundation.

Other notable donations

WMU received numerous other notable gifts during the last few months. They included:

- Two anonymous donors, gifts of \$354,911 and of \$200,000 for unannounced purposes.
- Anonymous donor, \$37,000 for the Provost's Discretionary Fund.
- Estate of Aura Stevenson, C.T. '26, B.A. '31, of East Jordan, Mich., \$33,053 for the President's General Endowment.
- Anonymous donor, \$32,000 to establish an endowed Medallion Scholarship.
- Peggy Sorensen, M.A. '63, of Bradenton, Fla., \$30,000 for the Hap Sorensen Endowment Fund for Men's Tennis, which she created in 1997.
- Anonymous donor, \$27,000 for the Russell Brown Honors Quintet Scholarship.
- Pharmacia & Upjohn Foundation of Kalamazoo, \$20,000 for the Annual Fund for Western.

- Estate of Phyllis H. Mosier of California, \$12,358 for the Office of Disabled Student Resources and Services.
- Charitable Gift Fund of Boston, Mass., on behalf of Priscilla M. McDougal of Kalamazoo, \$10,000 for the Russell Seibert Scholarship.
- Chicago Food Brokers Association, \$12,000 for the Food Marketing Program.
- Farmer Jack Supermarkets of Detroit, \$10,000 for the Food Marketing Program.
- Georgia-Pacific Foundation of Atlanta, \$10,000 for the Food Marketing Program.

- George Junkin of Arlington, Va., \$10,000 for the Jennifer C. Wenger Memorial Study/Work Abroad Fund.
- Stanley Bert Leedy of Fort Myers, Fla., \$10,000 to endow the Dale L. Leedy Memorial Scholarship.
- St. Margaret's Junior College in Tokyo, Japan, \$10,000 for the Masami Otsuka Memorial Endowed Scholarship.
- Tecumseh Corrugated Box Co. of Tecumseh, Mich., \$10,000 for the Jeffrey T. Robideau Awards for Meritorious Scholarship Quasi-Endowment.

Development staff appointments

Knowles directs development for business

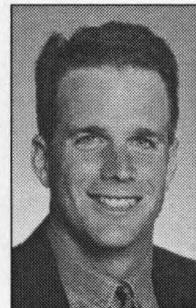
Nancy S. Knowles, has been named development director for the Haworth College of Business. This is a new position in the Development Office. It will allow WMU to devote more time to forging relationships with its business school graduates and the business community.

Knowles will design and implement a comprehensive fund-raising program for Haworth with particular emphasis on securing major gifts. In addition, she will provide direct assistance to the business college dean as well as work closely with the college's Business Advisory Council.

From 1993 to 1997, Knowles was director of external relations for the Division of Student Affairs at Cornell University in Ithaca, N.Y. She directed the division's portion of Cornell's \$1.5 billion capital campaign.



Knowles



Keizer

Keizer fills vacant post

Stephen M. Keizer, B.S. '89, M.A. '91, has been named the new director of corporate/foundation relations. Keizer, of Portage, Mich., formerly director of annual giving, replaces Tracy A. Connelly, who has joined Indiana University's Kelley School of Business in Bloomington, Ind., as development director for corporate and foundation relations.

In his new Development Office post, Keizer will be responsible for managing, planning and implementing WMU's efforts to solicit financial support from corporations and foundations. These duties will include taking charge of special targeted capital campaigns and organizing special events for corporations, foundations and University donor groups.

Paper Technology Foundation receives \$475,000



Paper
Technology
Foundation
Inc.

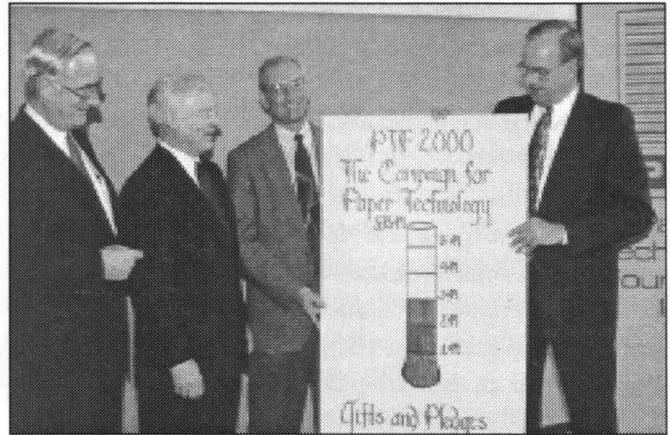
The Paper Technology Foundation's capital campaign is edging closer to its \$5.75 million goal with the recent receipt of

nearly one-half million dollars in gifts of equipment.

The campaign, which began in 1995 and will conclude in 2000, has raised \$3.3 million to date. Gifts of equipment are an important part of the fund-raising effort, noted John Ferguson, executive director of the foundation.

"We must maintain laboratories and pilot plants that are relevant to the needs of the pulp and paper industry," Ferguson said. "By doing so, we're able to support our research mission as well as train our students in facilities that mirror the work place they will shortly join."

The recent in-kind gifts reflect \$475,000 in donations to the campaign from three Michigan companies. They are: Simplex Products of Adrian, which provided an Aquatex Mass Transfer Reactor and an ozone generator; GAF Materials Corp. of Kalamazoo, which provided a Dixon Laboratory Coater and kitchen; and Crown Vantage Corp. of Kalamazoo, which provided a Hunter Lab Goniophotometer.



Among those leading the Paper Technology Foundation's current capital campaign are, from left: A. Richard Wagner, president of the Paper Technology Foundation and vice president of the E.B. Eddy Paper Co., Port Huron, Mich.; William J. Fondow, president of Thermo Black Clawson, Middletown, Ohio; Stanley L. Oakleaf, sales representative of the Appleton wire division of Albany International, Kalamazoo; and C. Wesley Smith, campaign chair and executive vice president of International Paper Co. in Purchase, N.Y.

The Paper Technology Foundation at WMU was established in 1958. It supports and enhances the paper programs offered by the Department of Paper and Printing Science and Engineering. In addition, it helps recruit and financially assist young men and women who wish to pursue careers in the pulp and paper industry.