Dear Friends,

I'd like to take this opportunity to thank the faculty, staff, alumni and many friends of the University who have so warmly welcomed me and my family since I took office as your sixth president.

As the University enters its second century of service and I begin my term as your president, I want to share with you my priorities, goals and vision for this wonderful institution.

I've spent much of my first months on the job meeting with WMU alumni and friends around the state. Such personal contact and dialogue has meant a great deal to me and will remain a high priority throughout my presidency.

During my travels, I've made a number of trips to Lansing to meet with legislators. Since we receive a significant portion of our funding from the state, it is essential that we keep them well informed about the contributions that we make to the people of Michigan.

Over the coming months we will ask you to join us in a discussion that will establish a plan for the University as it prepares to meet the challenges and opportunities of the 21st century.

The goal of this strategic planning process will be to provide the necessary framework for us to become one of the leading student-centered research universities in the nation. To that end we will be seeking to:

• Identify academic and resource needs of our faculty and colleges;
• Establish a land-use plan for our main campus and outlying properties; and
• Define the framework for a centennial capital campaign that will provide the "margin of excellence" needed to reach our goals.

Finally, I pledge to you a presidency of vigor, vision and passion, a presidency of both thoughtfulness and decisiveness. It is with great gratitude, pride and appreciation that I make this pledge as the sixth president of Western Michigan University.

Elson S. Floyd
President
On the cover
High-Energy Administration
Elson Floyd may be new to the presidency but he’s already off and running with an ambitious to-do list.

Reading Recovery
WMU-backed intervention program helps thousands of Michigan children improve their reading skills.

Man with a Mission
Muggers, kidnappers and armed escorts are all in a day’s work for researcher Dan Stufflebeam.

Positive Impact
Alumnus Bill Brown, a longtime WMU supporter, has been instrumental in reshaping Waldo Stadium.

University News
College News
Alumni News
Classnotes
Obituaries
Athletic News
President Floyd addresses alumni, friends on 'Day One'

Dr. Elson S. Floyd, WMU's new president, spent much of his first official work day Aug. 3 meeting and greeting members of the University community. The day's main event was a luncheon and live interactive videoconference with alumni and friends in Kalamazoo and seven other cities.

The videoconference originated from the Fetzer Center on the Kalamazoo campus and involved remote sites in Chicago and the Michigan cities of Battle Creek, Benton Harbor/St. Joseph, Detroit, Grand Rapids, Holland and Lansing. Floyd and the other conference participants interacted via one of today's most sophisticated communication technologies—interactive compressed video.

For many years, Floyd has been active in promoting the use of technology in education. He used the “Day One” event as an opportunity to identify some of the key priorities of his presidency as well as to answer questions from a wide range of WMU’s constituents. A strong advocate of community outreach, he already is planning an ambitious series of personal visits to the cities that participated in the videoconference.

Campus boundaries redefined

The main campus in Kalamazoo is branching out—in vocabulary as well as size. A pending property acquisition has prompted officials to add the terms “South Campus” and “North Campus” to the WMU lexicon. Adding the terms to the existing East and West campus designations better describes the University's expanding boundaries.

The action was taken in July after about 120 acres and 20 buildings were transferred to WMU by the state of Michigan. The property and buildings make up the Kalamazoo Psychiatric Hospital grounds located along Oakland Drive.

The recently acquired property makes up the bulk of the new South Campus, which encompasses all of the land bordered by Stadium Drive, Howard Street, Oakland Drive and Oliver Street. East Campus is now defined as the property on both sides of Oakland Drive encircled by Stadium Drive and Oliver, Austin and Davis streets. North Campus is basically the residential area in Goldsworth Valley, while the University’s remaining property comprises West Campus.

Guard gets tuition break

In recognition of the service of Michigan National Guard members to the state and nation, Gov. John Engler and former WMU President Diether H. Haenicke unveiled a precedent-setting tuition grant program on May 12 for members of the guard to attend WMU. The program is the first by a public university in Michigan.

It combines federal and WMU tuition assistance to provide all eligible members of the Michigan Air and Army National Guard with up to the full cost of tuition at WMU. The National Guard Association of Michigan, a private group made up of current and former army and air guard members, also played a significant role in creating the program.

Maj. Gen. E. Gordon Stump, Michigan adjutant general, thanked Engler and Haenicke for the tuition initiative on behalf of the 12,000 men and women of the Michigan Army and Air National Guard. The initiative covers all degree programs and is available at all WMU locations in Michigan, including the University's five regional centers.
Grants reach record high
Grants to WMU from external sources surpassed the $31 million mark during the 1997-98 fiscal year, eclipsing last year's record high by 24 percent. When the fiscal year ended June 30, the University had received $31,028,830 in external awards. This was $6 million more than the $25,019,439 received during the 1995-96 fiscal year.

The increase is the largest single-year jump in grant totals in the University's history. The rise is attributed to a decade-long effort to expand WMU's cadre of faculty researchers and improve the rate at which the University's grant proposals win funding.

Jump-start initiative to help WMU gain Research II status
By funneling $3 million into promising areas of research, administration officials expect to provide a jump-start that will put WMU on the road to receiving more federal funding and earning a Research II designation from the Carnegie Foundation for the Advancement of Teaching.

The jump-start initiative targets research areas that foster interdisciplinary work among departments and that have potential for increased federal funding. A boost in federal research dollars is necessary if WMU is to meet its goal of moving up from Doctoral I to Research II within the Carnegie Foundation's classification system for universities. Such a designation requires the University to pass the $15.5 million threshold in annual federal funding.

Four colleges and the Evaluation Center have received jump-start funds to expand research in such areas as school and mathematics reform, educational technology, the environment, non-wood fibers and health-related rehabilitation/intervention training.

Haenicke given two more honors
Two additional honors were bestowed on former President Diether H. Haenicke prior to his July 31 retirement from the presidency to return to the faculty.

June 27, while presiding over his last commencement ceremony, he was granted an honorary doctor of humane letters degree from WMU. The degree recognizes Haenicke's 13 years of distinguished service to WMU and commends him for significant improvements in areas such as academics, research, graduate programs, private fund raising, fiscal management and campus facilities.

July 24, while attending his last Board of Trustees meeting, the Diether Haenicke Center for International and Area Studies was named in his honor. The center, established last year, serves as a coordinating body to provide an intellectual and academic hub for the growing number of WMU faculty members with international expertise.

Haenicke is credited with spearheading that increase as well as with implementing initiatives that also have led to significant increases in WMU's linkages with foreign universities, study-abroad offerings and international student enrollment.
The prospect of shivering through Michigan winters doesn't faze Western Michigan University's new president. By all accounts not much does. In fact the North Carolina native says the question he's asked most often is not whether he dreads the ice and snow but whether he's really as energetic as he seems.

"The answer is yes. Yes, I am!" says Dr. Elson S. Floyd. "I have a lot of energy, and I have high expectations. I want to do a lot, and I want it done yesterday."

"Besides," he adds, "if you can survive the weather in Spokane, Wash., (where he lived for several years), you can endure anything."

Floyd became WMU's sixth president Aug. 1, succeeding Dr. Diether H. Haenel. Who retired after 13 years to return to the faculty. A widely representative search committee spent nearly a year narrowing a national field of presidential candidates. After interviewing five finalists, the Board of Trustees unanimously selected Floyd in April.

To come to Kalamazoo, Floyd left the No. 2 position—executive vice chancellor—at the University of North Carolina at Chapel Hill. That was the seventh administrative role he had filled since 1978 at UNC, the backdrop not only for much of his career but for his education as well. He earned three degrees there, a bachelor's degree in political science and speech, a master's degree in adult education and a doctoral degree in higher and adult education.

In 1990 he and his wife, Carmento, and children, Kenny and Jessica (now 14 and 13), headed to Washington state. Floyd served as vice president and executive vice president at Eastern Washington University and later as executive director of the state's Higher Education Coordinating Board. He returned to assume the responsibilities of chief administrative and operating officer for UNCl's flagship campus in 1995.

The charismatic 42-year-old administrator earned wide respect in Chapel Hill for his communication skills and work style. "Collaboration and partnerships are very important to me," he says. "I don't make decisions in a vacuum. My decisions are based on consulting others, seeking advice from individuals close to the issues."

He acknowledges that building consensus in this fashion takes time and effort, and adds, "It makes for better policy and has a tendency to create policy that lasts longer, with good buy-in and ownership by stakeholders."

Floyd feels his open, collegial style is a product of growing up poor in the small community of Henderson, N.C. "I did not come from an advantaged background," he says. "So I treat everyone who crosses my path with dignity and respect, whatever their role. It's fundamental to who I am that I recognize people for who they are. I am comfortable talking with anyone, and that's how it should be."

"That my family did not have a lot of financial resources not only affects my management style, but also, I think, my fiscal philosophy," he says. "I understand the value of a dollar and the importance of spending it appropriately."

Although neither his mother nor father graduated from high school, they made sure Floyd and his three younger brothers understood the value of studying hard.

"That all four of us graduated from college is a wonderful illustration of the importance my parents placed on working hard and seizing opportunity—particularly education," he says. One brother is an FBI agent, a second works for a diesel manufacturing company and the third is a computer programmer.

"They always challenged us to do our best," Floyd says of his parents, Dorothy and Elson Floyd Sr., who still live in Henderson. He says their guidance and his experience in a variety of educational settings kindled his lifelong appreciation for education.

Floyd attended segregated public schools through the seventh grade. Always an outstanding student, he then excelled in integrated public schools until his junior year, when he received a scholarship to finish high school at The Darlington School in Rome, Ga., a boarding school for exceptional students.

He recalls the trip to Rome: "I had never been on a plane before. I got on that plane to Georgia all by myself with my three suitcases, and I thought, 'What am I getting myself into?' But he says his experience as Darlington's first black graduate continues to be rewarding. In fact, Floyd now serves on the institution's board of directors.

By the time college approached, the young scholar had many choices. His best high school sport had been football, and he received football scholarship offers from several small schools. But he opted instead to take UNC up on its offer of an academic scholarship.

"I knew I was too small to compete in football professionally, so it didn't make sense to me to play in college," he explains. "Besides, I wanted to go to a state school because I knew I would be able to afford to continue even if something happened to my scholarship."

There was little chance of that; Floyd paid for his master's and doctoral degrees with scholarship dollars as well. Still, he says, "The affordability of education is a very personal issue to me. It's also important public policy."

Most conversations with the University's new president will reveal that he finds many issues urgently important. So for the foreseeable future, it's unlikely that Floyd's favorite leisure-time activities, including
white-water rafting, will find room on his calendar with any frequency.

The man's reputation as a dynamic, self-professed workaholic preceded him to campus. It turns out rumors that he sleeps only a few hours a night are true. "It drives my wife batty, my sleeping patterns, but they work," he says. He often turns in, exhausted, by 10 p.m., sleeps until 1:30 or 2 in the morning, then gets up and works for several hours.

"That's when I return e-mail," he says, adding that he's often too pushed during the day to draft the thoughtful responses he feels people deserve. But Floyd frequently squeezes in a short nap before heading to the office.

"I love coffee," he adds with a laugh, and admits to drinking four or five cups by 7 a.m.

It's evident, however, that Floyd's energy would be in bountiful supply even without the caffeine. He's been on campus only a few months, yet already has defined some of the next necessary steps for several of WMU's strategic priorities.

First among them is achieving Research II classification in the widely recognized college and university rating system developed by the Carnegie Foundation for the Advancement of Teaching. At present, WMU is one level away, a Doctoral I institution.

Reaching Research II status will not only attract top faculty and students, but will also help draw private industry to West Michigan. Increasingly business and industry are partnering with higher education to develop new products.

Western Michigan University has the requisite number of doctoral programs to qualify for Research II status. What must be done now, Floyd says, is to increase external funding associated with those programs, especially federal funding.

Any discussion of Floyd's priorities will reveal his firm belief that the fortunes of the University and the state of Michigan are entwined. "In our knowledge-based economy, a state enjoys competitive advantage only to the extent that it nurtures brainpower—its institutions of higher education," he says. "As research institutions, universities serve as economic engines for the state. They pave the way for future growth."

Of course, Floyd says, it's a two-way street. Public universities like WMU depend on the state for funding, and WMU must get its fair share. "Legislators must understand what we provide to the state and to their constituents," he says, promising to deliver this message—vehemently and repeatedly—in Lansing.

Private fund raising also must continue to be a campus priority, Floyd says, and he has established a campus-wide committee to coordinate planning for a major capital campaign to coincide with the University's centennial. Committees on programs and infrastructure will coordinate with the first to create what he calls "a blueprint for WMU for the 21st century."

Floyd's "to-do" list doesn't stop there. He wants to engage in an ongoing dialogue with alumni—a "conversation" he says that will benefit both the University and its graduates. He began the process his first official day on the job with a live, interactive TV hook-up with alumni and friends in Kalamazoo and in Battle Creek, Benton Harbor, Chicago, Detroit, Grand Rapids, Holland and Lansing.

Alumni, among others, will be pleased to hear that the new president supports a competitive athletics program. Floyd says strong athletics are important to the University as the "connective glue" with alumni and the community.

"But not at the expense of academics," he cautions. "We can do both."

He knows faculty members will be keeping close tabs on athletics expenditures and other issues. To keep on top of faculty concerns and priorities, Floyd has begun regular dinner meetings with faculty leaders. "In my experience, the best way to get faculty input is in informal, rather than formal, settings," he says.

Making sure he understands the faculty's perspective is part of building what he calls "a better sense of community." He has scheduled meals with staff and student groups as well.

It should surprise no one that Floyd wants to build stronger town-gown ties. Proof of that came even before he was hired. He
visited both the mayor of Kalamazoo and the superintendent of the Kalamazoo Public Schools while in town to interview for the position. He's eager to form and nurture partnerships with those officials as well as others in the region and beyond, especially in Grand Rapids and Detroit.

It's clear that his vision for WMU is broad in its reach. He plans to foster relationships for WMU across the state. Plans are under way for a bus tour that he will conduct for new faculty members—something that worked well for him in North Carolina.

"This will be a great way for new faculty members, and the new president, to get to know the state and to help our citizens understand that we're here to make a difference in their lives," Floyd says.

WMU's new leader believes the region is well served by all the University has to offer—a range of programs that surprised him when he first arrived in Kalamazoo. "I hadn't realized the full scope and complexity of WMU's academic programs," he says. "I was—and am—very impressed with the quality of the programs offered here.

"The University's past presidents have done a superb job," he says. "I feel honored and privileged to stand on their shoulders." And to those who wonder how long this dynamo will stick around, he adds, "The idea that I might be a flash in the pan is simply not an issue. There's too much I want to do, and it'll take time to do it."

And do it he will—with what he has pledged will be "a presidency of vigor, vision and passion." So take heed, WMU! It's time to pour another cup of coffee and get to work. ■

Stories by Jennifer Snyder
Images by John Gilroy, John Lacko

Focus on family, support for husband drive Carmento Floyd

She's a graduate of the Citadel, makes her living in the world of finance, loves to bake and calls her high-profile husband "just a really nice guy."

A conversation with Carmento (pronounced Carmenta) Floyd reveals wide interests and a thriving career. Mostly, however, it reveals a focus on family and support for her husband in his new role as WMU's sixth president.

"I am extremely proud of Elson," she says. "He'll do a wonderful job." And while her husband works long hours, Carmento Floyd says he shares her belief in the importance of time with children Kenny, 14, and Jessica, 13.

"He's very concerned about the well-being of his children as well as his parents, his brothers and my parents," she says. "He puts all of us first as he juggles everything else."

Floyd is an accomplished juggler herself. For years she has divided time and energy among family, career and volunteer responsibilities. She knows her role as WMU's first lady will give the word "busy" new meaning, and she looks forward to her "official" duties.

"I think it's very important for me to support campus organizations and constituencies," she says.

Important, and essentially a full-time job. But that doesn't deter her from plans to continue her own career. "I now work from home, so the job goes wherever I go," she says. "It's important to my sanity to preserve my career. I was comforted when Carol (Haenicke) told me she had worked while her husband was president."

Floyd's work life, just as her husband Elson's, has always been tied to education. After graduating from high school in Ahoskie, a rural community in northeastern North Carolina, she earned a bachelor's degree in elementary education from North Carolina Central University in Durham and taught language arts in several southern states.

It was while she was teaching in Charleston, S.C., that she earned a master's degree in education and clinical counseling from the famous military school, the Citadel. "Their graduate school is 85 percent to 90 percent female," Floyd says. "It was a bunch of old school teachers—no uniforms, no marching, no saluting," she says, laughing.

With new degree in hand, she worked as a marketing specialist for Trident Technical College in Charleston and then returned to North Carolina as a program coordinator for the state, helping youth move from training schools back into public education. Her next stop was Elizabeth City State University, where she recruited students into teacher education and created a weekend college-prep academy.

For the last seven years, Floyd has been immersed in education of another kind as an account executive with Metropolitan Life Resources, the non-profit division of insurance giant Met Life. One of her larger clients is the National Association for Equal Opportunity in Higher Education.

Though Floyd professes to be a fan of "quiet moments," one guesses they're rare in her household. Both children are what she calls "typical teenagers," involved in school, sports and other activities that keep her on the run.

continued on page 33
Fran Raffel calls it “the best thing that has ever happened to me as a teacher.” And she’s been in the trenches of elementary education for 30 years.

Like Raffel, a teacher in the Kalamazoo Public School system, hundreds of teachers, school principals and administrators sing the praises of Reading Recovery, an international program introduced to children in Michigan by Western Michigan University eight years ago.

Reading Recovery nips reading problems in the bud by providing daily one-on-one instruction for low-achieving first graders. Last year alone, more than 4,500 Michigan children took part in the program. An amazing 85 percent learned to read at or above their grade level at the conclusion of 16 weeks of intervention.

“The success of Reading Recovery is remarkable compared with other programs,” says Joe R. Chapel, director of WMU’s Dorothy J. McGinnis Reading Center and Clinic and the Michigan Reading Recovery Program. “It has had an incredible impact on our clinic and on the University’s teacher-preparation curriculum. It’s had us take a careful look at the importance of engaging in systemic, organized early intervention that can interrupt the cycle of failure for students.”

Through the WMU Reading Center, 121 Michigan school districts, with 410 specially trained teachers, participate in Reading Recovery. Another 82 state school districts are involved through Oakland University, WMU’s partner in administering the program in Michigan.

Developed by Dr. Marie Clay, a New Zealand educator and psychologist, in the mid-1970s, Reading Recovery recognizes that some children do not develop effective strategies for approaching reading and writing tasks. Their confusion and anxiety result in poor academic performance and a loss of self-esteem. Intervening before a pattern of failure is established can reduce the child’s likelihood of repeating a grade or being placed into a remedial or special education program.

Effective intervention can result in significant financial savings for school districts. On the flip side, of course, the program costs money. School districts pay up-front training costs for their Reading Recovery teachers plus wages to cover the half-days they spend away from the regular classroom working with a relatively small number of students.

Though Reading Recovery has grown with remarkable speed in both the United States and Canada, the program would grow even more quickly if money were available, Chapel says. “Reading Recovery has had such success that we have a backlog of teachers who want the training.”

He and other supporters at WMU continue to seek grant money to offer teacher training. Another priority is to convince state lawmakers that reading education deserves more funding.

Educators like Raffel are already sold.

“I could tell you a hundred success stories,” she says. She speaks with understandable pride about a little boy from a family struggling with socio-economic challenges and a history of academic difficulty. Through Reading Recovery, the six-year-old learned to read two years above his grade level—so well, in fact, that he volunteered to tutor other children in his class before the morning tardy bell.

Raffel is equally proud of the parent who told her she learned to read by helping her child work with his take-home Reading Recovery books.

To produce results similar to Raffel’s, Reading Recovery teachers-in-training complete a year-long, master’s-level program that emphasizes keen observational skills and intense interaction with colleagues. It includes weekly theory classes, literature reviews, school visits and daily lessons with at least four children. Colleagues observe through one-way glass and then discuss each other’s interaction with students.

The training is provided in teachers’ home districts by Reading Recovery “teacher leaders,” who have completed a year of full-time post-graduate instruction at WMU, Oakland University or one of 20 other university-based training centers in North America.

Dr. Beulah Lateef, who was recently appointed by Gov. John Engler to the Reading Plan For Michigan Advisory Council, trains Reading Recovery teacher leaders at WMU. She also provides ongoing support and year-round career development.

Interestingly, Lateef explains that the program does not apply a particular teaching methodology. Instead teachers are trained to help children build upon their individual strengths.

For some children, that might be knowledge of phonics or sound-symbol associations. For others it might be the ability to draw lines and circles in patterns resembling words or merely having an understanding of the mechanics of reading—such as the necessity of turning pages to find out what happens next.
A half-hour lesson includes reading a familiar Reading Recovery book, rereading a book introduced in the previous day's lesson, working with plastic letters on a magnetic board to construct and analyze words, writing a brief message or story and reading a new book. During these activities, the teacher demonstrates problem-solving strategies and provides just enough support to help the child learn to use them flexibly and independently.

"We help them learn to monitor their errors and figure out what to do when they get stuck," says Raffel, a teacher leader. "The child will accelerate on his or her own, depending on what the teacher is prompting. We liken it to teaching a child to ride a bike, first with training wheels, then on his own."

"We guide children into an effective, efficient repertoire of learning strategies," Lateef says. She notes that the program creates the opportunity for highly effective team-building among Reading Recovery educators, classroom teachers and parents.

Still, she says, school districts across the country are struggling to pay for the program. They need state funding if Reading Recovery is to continue its remarkable success.

"If more people understood what they're getting for the money, money wouldn't be an issue," Lateef says. "It's the only answer for some children."

Story by Jennifer Snyder
Images by John Lacko
The Adventures of WMU's Guru of Evaluation
Man with a Mission
Abroad, Dr. Daniel L. Stufflebeam has been mugged in Madrid, kidnapped by Basque separatists in Spain and escorted through the Philippine mountains by army personnel carrying automatic weapons.

At home, the world-renowned Western Michigan University scholar is beset by puzzled looks from lay acquaintances trying to understand his work. “What exactly do you do?” is a question he hears constantly.

Stufflebeam, the Harold and Beulah McKee Professor of Education, is a pioneer in the little-understood field of evaluation. He has built the WMU Evaluation Center he directs into one of the top three such centers in the nation.

For him, the phrase “all in a day’s work” can mean anything from meetings with the U.S. Marine Corps commandant in Quantico, Va., to a tromp through the municipal dump in Manila. It’s all done in the name of helping organizations find a way to determine and document how well they’re accomplishing what they set out to do.

To that end, Stufflebeam has lectured in more than 20 nations and been hired by organizations around the world to lend his expertise. His travels take him to such dangerous locations as Colombia, where he helped the United Nations evaluate its rural education efforts until drug cartel violence made it too dangerous to continue.

His work in the Philippines once took him on an evening visit to the birthplace of Ferdinand Marcos, where his hosts urged him to enter a small building on the grounds alone. A light source gradually brightened the pitch-dark interior until Stufflebeam could examine his surroundings.

“I looked down and there was Ferdinand Marcos—under glass,” Stufflebeam recalls. “I was stunned.”

Such an Indiana Jones existence had become almost routine for the globe-trotting scholar until last fall when danger finally overtook him in the most unlikely of places. Leaving a Big Ten football stadium on a November afternoon, he was hit by a campus bus and suffered injuries that cost him a leg. His life was spared only because of the quick reaction of a bystander who used a belt as a tourniquet to stop his blood loss.

“She saved my life as far as I know,” Stufflebeam says of the woman who has since been honored for her efforts. “I think the world of her.”

The irony of injury in such a seemingly safe location weighs heavily on him, but his recovery has been marked by the same sense of optimism and purpose that have been his hallmarks since he began his career as a high school band director and wrestling coach in tiny Nora Springs, Iowa.

“I’ve never had a hint of depression,” Stufflebeam says of his injury and the lengthy process of recovering and adapting to an artificial limb. “It’s an annoyance now, a process to go through before I can get back to my normal schedule.”

That “normal schedule” is a product of his work for 25 years as director of the Evaluation Center at WMU. He enjoys an international reputation in a field that had its beginnings in the early 1960s with post-Sputnik attempts by the U.S. government to find effective ways to identify students with potential in mathematics and science.

Stufflebeam, a music teacher by training, had made a fortunate connection and nabbed the last available Purdue University graduate fellowship in measurement and statistics at about the same time the country began desperately searching for ways to measure student aptitude. Stufflebeam’s own aptitude for the field pushed him rapidly through master’s and doctoral programs and into a research position at Ohio State University.

“At that time Congress wanted to invest heavily in education and it was hoped that investments in education would help disadvantaged kids,” Stufflebeam says. “But standardized tests were keyed to the average child and not normed on the kids Congress wanted most to evaluate.”

A carrot on a stick was being dangled in front of researchers nationwide. Millions in “War on Poverty” money was there for use by anyone who could develop a way to show that the money was making a difference. Stufflebeam says his OSU superior walked into his office one day and

continued on page 33
THE 1998-1999 SEASON
OUR MOST EXCITING EVER!
UPCOMING SHOWS:
A Funny Thing Happened on the Way to the Forum
Starring Rip Taylor
A Christmas Carol
The King and I
Russian National Ballet
Swan Lake & Sleeping Beauty
Rent
Monsters of Grace
New York City Opera
Madama Butterfly
Tango Buenos Aires
The Acting Company
Twelfth Night
Porgy and Bess
Riverdance
Les Misérables
Fame
FOR TICKET INFORMATION, CONTACT THE MILLER TICKET OFFICE AT (800) 226-9858
Lessons from the Oregon Trail

Armed with soil thermometers, windmeters and other tools, a dozen WMU students followed the Oregon Trail this summer as part of a regional geography field study course.

The students camped three days at Yellowstone National Park and made stops at numerous attractions during their 4,300-mile journey. Lessons they learned along the way included how to test the phosphate in the soil and water, measure relative humidity and dew point, and use a global positioning system to record latitude, longitude and elevation.

“The Oregon Trail brought hundreds of thousands of immigrants from the east to the west and played a pivotal role in populating the western region of the country,” says Stephen Podewell, instructor of geography and leader of the excursion.

“The goal here is to learn and to have an appreciation for the national parks and monuments while also looking at the physical geography of the region,” Podewell adds. “The students learn more by seeing and doing firsthand than from a textbook or the traditional classroom. I think they retain the knowledge longer.”

Four more languages offered

New language courses will be offered this fall in Arabic, Dutch, Italian and Middle English.

“These courses are an outgrowth of our college’s commitment to the internationalization of the University and the broadening of opportunities for our students,” says Dr. Elise B. Jorgens, dean of the College of Arts and Sciences.

Uncovering history

A group of anthropology students and faculty members have been digging into the daily life of mid-19th-century residents at what was once the home of Seventh Day Adventist prophetess Ellen White.

The group unearthed and cataloged artifacts at the Battle Creek, Mich., site during an archeological field school this summer. They found such items as storage jars, ceramics and silver spoons. The work was partly financed by members of the Seventh Day Adventist Church, who are interested in restoring the site to its late-19th-century condition.

Driving up seat belt use

Hearing grocery carriers and restaurant workers say “Have a nice day and remember to wear your safety belt for a safe ride home” may influence you to buckle up.

Dr. John Austin, assistant professor of psychology and an expert in human performance, has been working with a number of graduate students on research projects that measure whether such verbal prompts result in increased safety belt use. Early results have shown an increase of 12 to 20 percent, Austin says, indicating that verbal reminders could be put to practical use wherever large crowds gather.

“Certainly we would be more likely to get 100 percent compliance if we were to pay a person $10 every time he or she buckled up, but that’s not cost effective,” Austin says. “If we can get the same effect by asking, with no cost, then that’s pretty good.”

National writing prize awarded

Bonnie Jo Campbell, a master of fine arts student in creative writing, has won the 1998 Associated Writing Program First Book Contest for her collection of short stories called Women and Other Animals. Campbell’s work was selected from nearly 1,000 entries representing creative writing programs throughout the country. She’ll receive a stipend of $2,000, and her book will be published by the University of Massachusetts Press.

Campbell’s graduate advisor, Stuart Dybek, says the contest is one of the most respected in the nation. Dybek, professor of English and a well-known writer himself, says winning the contest will launch her career.

This is the second national prize won by a WMU student in two years. Last year, Lisa Lenzo, MFA ’91, was awarded a national short fiction award for her first book, Within the Lighted City.
Amsterdam and Prague were on the syllabus this year for a group of 15 master of business administration students. The students traveled to the Netherlands and the Czech Republic as part of an International Business Seminar that encourages study outside the United States.

While touring the countries, the students visited manufacturing facilities, software companies and accounting firms as well as universities. They also attended a number of presentations and, at the end of the course, wrote papers about such issues as the European currency and its indirect impact on the United States.

“We want to provide opportunities for all of our students to study, live and work outside the United States so they have a better understanding of the global business environment,” says Dr. Robert J. Balik, associate professor of finance and commercial law, who led the study with Dr. F. William McCarty, a professor in the same department.

“Most of our MBA students work full-time so a long stay is often incompatible with their work and family schedules,” Balik says. “This program attempts to emulate typical business practice, which generally sends people on foreign assignments for short periods of a week or two.”

A new grant to the Haworth College of Business will boost Asian Pacific opportunities for students as well as help West Michigan firms seeking to expand their international marketing capabilities.

The $70,675 award from the U.S. Department of Education will support the first year of a two-year project called the Asian Pacific Education Program. The project is designed to develop the Asian Pacific expertise of business faculty members, expand undergraduate and graduate offerings to include study and internships in the region and assist area businesses in expanding their export opportunities.

“Since more than 30 percent of U.S. trade is with Asian Pacific countries, our program will focus on that area as we work to increase the international skills and enhance export opportunities that are needed by both today’s businesses and tomorrow’s managers,” says Dr. Roger Tang, professor of accountancy and holder of the Upjohn Chair in Business Administration. Directing the project are Tang; Dr. F. William McCarty, professor of finance and commercial law; and Dr. Zahir Quraeshi, professor of marketing.

Government, business and economic development organizations across West Michigan have made commitments to help implement the project’s entire range of activities. These activities will include a bimonthly lecture series on global business issues beginning in fall 1998, two export development workshops and a major Asian Pacific conference in the year 2000.
Shen wins grant to research critical national education issue

Dr. Jianping Shen, assistant professor of educational leadership, has been selected by the National Academy of Education as a Spencer Fellow for 1998-99. Shen and 30 other scholars were chosen for the honor from among nearly 200 applicants.

The fellowship, administered by the National Academy of Education and funded by the Spencer Foundation of New York, was created to encourage outstanding young scholars working on research viewed as critical to education. Shen will receive a $45,000 grant to research alternative teacher certification policies. He'll gauge whether such policies have improved the teaching force in the public schools and compare alternatively certified teachers with those who are traditionally certified.

"Forty-one states now have alternative routes for teacher certification," Shen says. "However, the debate continues regarding alternative over traditional university-based teacher education. The purpose of this study is to inquire into whether alternative certification policy is successful in recruiting and retaining quality teachers."

Unique graduate program offered

In an effort to help teachers and administrators meet the increasing demands of integrating computer technology into the K-12 curriculum, WMU is now offering a 15- to 21-credit-hour certificate program in educational technology.

The program will address a new market that has emerged for professionals trained to serve as technology coordinators at both the building and district levels. The 15- to 21-credit-hour certificate will accommodate individuals who enter the program with varying degrees of experience. Those enrolled will acquire the skills necessary to keep current with the demands of technology and will learn to evaluate, integrate and develop technology to enhance instruction.

"This will be the only program in Michigan and it may be the only one in the nation with a focus on preparing technology specialists," says Dr. Joseph Kretovics, chair of the Department of Education and Professional Development. "We anticipate that by the end of the third year of implementation, we'll have an enrollment of about 250 students."

Pilot course offerings developed for the program have enrolled more than 200 students over the past year and have attracted a waiting list of students who want to enroll. The program will be offered both on campus in Kalamazoo and at WMU's regional centers.

Getting kids ready to read

WMU is one of several Kalamazoo-area organizations involved in a collaborative effort to make sure Kalamazoo County children are ready to read when they enter the classroom.

Overseen by the Kalamazoo Public Library, the "Ready to Read" project emphasizes early literacy with children from birth to age 5.

It involves community-wide literacy summits and workshops for parents on how to share books with children regardless of their literacy level as well as efforts to recruit pediatricians to distribute books to parents of newborns. Several WMU students also work as trained volunteers who read to children at clinics and centers around the area.

"The research tells us that children who come to school having been read books are ahead in vocabulary and attention span," says Dr. Karen Thomas, associate professor of education and professional development, who trains the pediatricians on literacy principles. "Hearing the language of books early adds to one's sense of what a story is. The earlier you hear it, the better off you are."

Thomas plans to track families involved in "Ready to Read" to see if it leads to positive changes in family literacy practices.
College of Engineering and Applied Sciences

Theta Tau honors Hamelink
Dr. Jerry H. Hamelink, professor of mechanical and aeronautical engineering, has won the annual “outstanding faculty award” from Theta Tau, a professional engineering fraternity.

Each year graduating Theta Tau seniors present the award “in recognition of outstanding faculty who present engineering concepts clearly, provide extraordinary assistance, motivate students to excel and teach with enthusiasm.”

Hamelink has been a WMU faculty member since 1968.

Fredericks named to safety post
Dr. Tycho Fredericks, assistant professor of industrial and manufacturing engineering, has been appointed to the General Industry Safety Standards Commission by Gov. John Engler.

The eight-member commission works with employers and employees to ensure a safe work environment in industry and business throughout the state of Michigan.

The group is divided into categories representing labor, management and the general public. Fredericks will serve his three-year appointment with the labor group.

Aviation lands another contract
Enrollment at the International Pilot Training Centre continues to grow. Emirates Airlines, the international carrier of the United Arab Emirates, has sent eight cadets for training at the Battle Creek, Mich., facility, which is home to WMU’s School of Aviation Sciences.

The new students bring the number of international pilots being trained at the school to 72. The centre also has contracts with British Airways and the Irish carrier, Aer Lingus.

“This is a big step toward our goal of having, as regular clients, a group of four or five select airlines that are representative of different parts of the world,” says Joseph H. Dunlap, director of the School of Aviation Sciences. “In the future, we’d like also to have an Asian airline and eventually one from Africa as part of that select group.”

A major new component to the school’s training regimen will include a five-week jet orientation course to familiarize students with jet handling characteristics, crew coordination and flight management systems.

$2.9 million partnership creates center for design excellence
Australian-based Moldflow Corp. has provided $2.9 million worth of computer hardware and software to the College of Engineering and Applied Sciences, establishing the Moldflow Center for Design Excellence in Kohrman Hall.

Moldflow, with U.S. headquarters in Lexington, Mass., will use the center as its North American training site, where it will conduct training, industrial seminars and customer visits. When Moldflow isn’t using the facility, WMU students and faculty will have access to the center for class projects, consulting and research.

Moldflow is a world leader in plastic simulation software used to design and produce plastic parts for the auto, aviation and electronics industries, among others. The software is predictive, making it possible for designers to sit down and do a “what if” scenario of a manufacturing run on a product and then change the design to correct errors before the actual tooling is made.

“We’ve had a long relationship with Moldflow in terms of developing training materials and consulting in the area of software interfacing, but this is the first time we’ve really formalized it and established a unique center,” says Dr. Michael B. Atkins, chairperson of the Department of Industrial and Manufacturing Engineering. “This is clearly a marriage between the company and our capabilities.”
A new talking book is available this fall featuring some WMU voices, but they aren't talking, they're singing.

Members of the Gold Company Sextet were invited to Chicago last spring to record two musical arrangements within an audio book version of *The Emperor's New Clothes*. The project is sponsored by the Starbright Foundation, an organization chaired by filmmaker and DreamWorks SKG executive Steven Spielberg. The foundation aims to improve the hospital stays of seriously ill children.

Several stars donated their vocal talent to the project as readers, including actors Robin Williams, Harrison Ford and Liam Neeson. Some of the musical arrangements in the recording were written by WMU graduate Greg Jaspers, BFA '93. The project was produced by Gold Company alumnus Andre Mika, who now works for DreamWorks.

The Japan Center for Michigan Universities in Hikone has selected Dr. Richard de Peaux, professor of art, to be its fall 1998 Visiting Artist and Scholar. de Peaux will lecture on contemporary Japanese art and science while also working on his paintings and prints, which engage the concepts of contemporary physics.

A cooperative effort between Michigan's 15 public universities, the center is designed to build relationships and provide learning experiences for Japanese and American students.

In addition to his latest honor, de Peaux also had his work included in the 1998 International Biennial of Prints and Drawings at the Taipei Fine Arts Museum in Taiwan. The biennial received 2,977 entries by 639 artists from 61 countries. Jurors selected 112 prints and 96 drawings for exhibition.

Pianist and faculty member Lori Sims won first prize in the prestigious Gina Bachauer Piano Competition in Salt Lake City in June. An assistant professor of music, Sims competed against 56 pianists from 20 countries for the top prize.

The award includes $10,000, a new Steinway grand piano, the release of a CD recording and performances around the globe. The competition is named after eminent Greek pianist Gina Bachauer, who rose to fame in 1933 after winning the Medal of Honor at the International Contest for Pianists in Vienna. The contest is held every four years.

Percussion ensembles from around the world compete to perform at the convention. The groups send in unedited audition tapes of actual public performances, which are judged by a panel of anonymous jurors.

This year's contest focused on works for small chamber music or percussion ensembles. Judy L. Moonert, associate professor of music, directs WMU's ensemble.

The Jazz Studies Program hasn't skipped a beat when it comes to winning annual music awards from *Down Beat* magazine. Seven more “DB” awards went to students and ensembles this spring.

Winners this year were: saxophonist Robert Lewis; guitarist Michael Drost; the University Jazz Orchestra; vocalists Christin Foley and Dan Myers; Gold Company; and the Gold Company Sextet. Adding their recent prizes to those received during the past five years gives WMU students and ensembles some 50 awards—more than any other college or university in the same time period.

The Jazz Studies Program hasn't skipped a beat when it comes to winning annual music awards from *Down Beat* magazine. Seven more “DB” awards went to students and ensembles this spring.

Winners this year were: saxophonist Robert Lewis; guitarist Michael Drost; the University Jazz Orchestra; vocalists Christin Foley and Dan Myers; Gold Company; and the Gold Company Sextet. Adding their recent prizes to those received during the past five years gives WMU students and ensembles some 50 awards—more than any other college or university in the same time period.

WMU's percussion ensemble will be one of three university percussion groups featured in the Percussive Arts Society convention this November in Orlando, Fla.

Percussion ensembles from around the world compete to perform at the convention. The groups send in unedited audition tapes of actual public performances, which are judged by a panel of anonymous jurors.

This year's contest focused on works for small chamber music or percussion ensembles. Judy L. Moonert, associate professor of music, directs WMU's ensemble.
College of Health and Human Services

Taking knowledge home

Four graduates of WMU's nursing program returned to the east African nation of Eritrea this summer to begin helping their country heal from the wounds of war. The four, Regbe Samuel, Shashu Gebreselassie, Tesfai Wahid and Berhane Negusse, each received a bachelor's degree in nursing during June commencement exercises.

They arrived at WMU in 1996 as part of an initiative to help their nation rebuild after more than 30 years of fighting. Nearly 70,000 Eritreans were killed in the conflict, including family members of each of the students.

The nurses returned to Eritrea with the tools they need to train other nurses in their home country. They face the challenges of rebuilding Eritrea's infrastructure and healing the physical and psychological injuries of former soldiers. All the while, they'll be dealing with health care problems typical in developing nations, such as malnutrition and malaria.

Hands-on health training

Students from a variety of health care majors gained some valuable experience this summer through a special institute addressing the needs of migrant farm workers in rural Southwest Michigan. The institute focused on Head Start centers, community health clinics and immunization clinics in Berrien and Van Buren counties.

Participating students "shadowed" health care professionals, observing their activities, treating patients, conducting therapy sessions and helping train migrant camp residents to serve as lay health workers. "Working side by side with health professionals helps students begin to understand the challenges and complexities of service delivery to a transitory population whose culture is distinct from mainstream U.S. culture," says Christina Sonneville, project coordinator within WMU's Rural Health Education Office.

The summer institute was part of WMU's Rural Health Education program, which encourages students to complete field placements in rural settings and pursue careers in rural communities. This is the first year an institute was organized to give special attention to the needs of the migrant population.

Cooperative project funded

A $349,983 award announced this past July will boost local efforts to educate youngsters about the wide range of health care professions and encourage more minority students to think about selecting one as a career.

The award was made through the Association of American Medical Colleges and will fund the Kalamazoo Health Partnership Initiative, a five-year project to coordinate local resources and efforts. The initiative will involve WMU, Michigan State University/Kalamazoo Center for Medical Studies, the Kalamazoo Public Schools and community organizations from across the city.

Similar efforts around the nation have been funded through AAMC's "Project 3000 by 2000." The project's goal is to boost the numbers of minorities in the medical school pipeline as a way of responding to the nationwide shortage of students headed for health care professions.

Dr. Bernardine Lacey, director of WMU's School of Nursing, will direct Kalamazoo's community-wide effort. The W.K. Kellogg Foundation of Battle Creek, Mich., and the Robert Wood Johnson Foundation of Princeton, N.J., are partners in the national project along with the AAMC.

Pioneering a new profession

Accessible entrances, curb cuts and wheelchair ramps have made it easier for those with disabilities to travel. But they've also spurred the need for a new category of professionals—those trained to help disabled citizens travel independently.

WMU students could be the first professionals in this new field, thanks to a $52,313 grant to begin a new bachelor's degree program to train travel instructors. The U.S. Department of Education's Rehabilitation Services Administration, which awarded the grant, is expected to provide funds totaling nearly $350,000 over five years.

"This is really the start of a whole new profession, and it's coming from a tremendous need that's out there," says Dr. William R. Wiener, chairperson of the Department of Blind Rehabilitation and director of the grant project. "We could become the first school in the country to offer such a program. The timing is perfect."
Lee Honors College

Lee Honors College pays tribute to founding director

Dr. Samuel I. Clark, founding director of the Lee Honors College, was fondly remembered during a May 1 memorial service in the LHC lounge.

Clark, who died this past January, joined WMU in 1948 as a faculty member in the Department of Political Science. He retired in 1986 after 38 years with the University.

In 1962 Clark was selected to head WMU's new honors program. In addition to overseeing the program's expansion during his 24 years as its director, he coordinated lectures and planned opportunities for other kinds of growth, such as trips abroad for students and faculty.

During the LHC's memorial service, Clark's former colleagues, friends, students and family members filled the lounge. Dr. Joseph G. Reish, current dean, began the ceremony, and numerous other speakers followed. Several people also sent written remembrances for the service.

"For so many of us, the honors college and Sam are nearly identical," says Philip Kabza, B.A. '75, "for he became a continuing figure in our memory whose questioning voice and face would surface at crucial moments, asking, 'Is this your best effort?' or 'Explain to me how you justify that ethically.'"

Years after graduating, Kabza says, that dialogue continues. "It has a haunting quality," he says. "Hearing (Sam's) voice, I know that good enough is never sufficient."

Dr. Dale Porter, B.S. '63, notes that Clark made a strong impact on the University as well as on individuals.

"Sam always expected high performance from his students," Porter said. "He had gathered a sterling array of young, bright teachers who offered stimulating courses, and he kept the program moving forward with outside speakers and special in-house programs....His encouragement led me to a year of study in India that strongly influenced my life and career."

Clark also played a major role in the life of Laura Havnaer, B.S. '78.

"Dr. Clark's establishment of the honors college made my entrance to university life much less daunting," Havnaer says. "I had grave concerns about getting lost among the tens of thousands of students. Staying in honors housing...and seeing the same faces in my various classes made me feel like I was attending a smaller, more intimate college."

That, she says, allowed her to make the transition comfortably to the bigger scale of WMU life. "And several of the courses I attended proved to be pivotal in my life," she adds. "I'm very grateful that Dr. Clark's vision and actions gave me a special place to grow and learn."

Dr. E. Thomas Lawson, chairperson of the Department of Comparative Religion, said above all Clark was committed to excellence in the life of the mind.

"Therefore," Lawson said, "he early insisted on the importance of honors work. He inspired students and treated them well, especially the bright ones. And he provided many opportunities for them to stretch their minds."

www.wmich.edu/honors/
The 1998 Distinguished Alumni Award Recipients

David Dombrowski
Bachelor of Business Administration '79
Executive Vice President and General Manager
Florida Marlins

David Dombrowski was hired to build the Florida expansion franchise in 1991. Under his leadership, the Marlins became the first-ever expansion team to improve its record in each of its first five seasons. In 1997, the Marlins went on to win the World Series.

James Holden
Bachelor of Science '73
Executive Vice President, Sales and Marketing
Chrysler Corporation

James Holden joined Chrysler Corporation in 1981 as fleet development manager and has moved up the ranks. He now serves as one of only six executive vice presidents at Chrysler, where he directs all of the automaker's sales, fleet and marketing operations in the U.S., Mexico and Canada.

Thomas Reece
Bachelor of Arts '64
President and CEO
Dover Corporation

Thomas Reece began his 33-year career with Dover Corporation in 1965 with the Ronningen-Pettersson Company. He was named to his current post in 1994, after serving as the president of three of the corporation's divisions.

The WMU Alumni Association proudly announces and congratulates the 1998 recipients of its Distinguished Alumni Award. These three leaders join the other 102 alumnae and alumni who have received the Association's most prestigious award since 1963. In addition, WMUAA members support the Teaching Excellence Awards, Legacy Scholarship Awards and a wide range of other programs.

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.
June was back to school time for star of television's Tool Time

Actor Tim Allen's unannounced appearance at the June 27 commencement ceremony drew a roar of approval from Western Michigan University graduates and their families.

Allen, B.S. '76, was on hand to accept an honorary doctor of fine arts degree as well as the Distinguished Alumni Award that was presented to him in 1996 by the WMU Alumni Association. He stars in ABC television's long-running situation comedy, Home Improvement, and also is gaining notoriety as a best selling-author and star of such films as The Santa Clause.

Indeed some of his fame rubbed off on WMU when a commencement photo of the robed Allen ran in People magazine's July 13 issue. It appeared in the "Star Tracks" section—right next to Antonio Banderas and Melanie Griffith.

"The last time I saw [former WMU President Diether Haenicke] was three years ago when he was awarding Tim Taylor an honorary degree on a Home Improvement episode," Allen recalled during his commencement remarks. "Tim Taylor was acting like he was not impressed, Tim Allen was acting like Tim Taylor and your president was acting—badly," he quipped. "You'd think with an entire theatre department at his disposal, he'd pick up a few pointers."

But the popular actor also mixed his light-hearted comments with fond memories of his alma mater.

"I hope each of you—like I did—remembers somebody special here. My memories are of Jules Rossman, Lyda Stillwell and Tom Pagel," Allen said.

"The truth of it all is that I have a tremendous amount of affection for my University", he said, adding, "It's better to make bold choices than to make no choices or even mild ones."

Excellent teachers honored

Dr. E. Thomas Lawson, professor and chair of comparative religion, and Greg D. Roehrick, professor of theatre, are the 1998 recipients of the Western Michigan University Alumni Association Teaching Excellence Award.

Lawson came to WMU in 1961 and Roehrick in 1978. They join 119 other faculty members who have received this award since its inception in 1966.

The award is the Alumni Association's way of recognizing, on behalf of all alumni, members of the University's faculty for their superior teaching skills.

Alumni wishing to nominate current faculty members for the 1999 awards should contact the WMU Alumni Association for a nomination form or use the form available on the association's Web site <www.wmich.edu/alumni/>. Nominations for next year's award must be received by March 26.

Association elects leaders

The Western Michigan University Alumni Association is proud to announce its officers for 1998-99. They are: Wyatt Kirk, B.A. '63, M.A. '69, Ed.D. '73, president; Jeanne Carlson, BBA '68, vice president; William Higley, B.A. '69, M.A. '70, treasurer; and Robert G. Miller, B.A. '72, past president.

Kirk is an associate professor and chair at North Carolina A&T State University in Greensboro, N.C.; Carlson is vice president of the General Motors account at Blue Cross/Blue Shield of Michigan in Detroit; Higley is senior vice president of the Interstate Welding Sales Corp. in Marinette, Wis.; and Miller is sales manager for K-Lift Materials Handling Equipment in Kalamazoo.


Three new directors also were elected to three-year terms on the board: Nolan Fischer, BBA '69, of Sandy, Utah.; Peggy Peltonen, B.S. '70, of Kalamazoo; and Julie Shroyer, BSW '87, of Washington, D.C.
1960 - 1964

Francis W. Guilbault
BS ’60, recorded his 600th win during the 1998
season of coaching boys’ basketball at St. Henry
Consolidated Local School District, St. Henry,
OH. Only five coaches in Ohio history have
achieved this goal. Guilbault has led teams to

Kenneth Nakakura
BS ’60, retired after teaching industrial arts,
wood and drafting for 34 years with the Los
Angeles Unified School District. Nakakura was
listed in Who’s Who Among America’s Teachers in
1996.

Edwin R. Peterson
BS ’62, has retired as a manager of product
engineering after 34 years with Detroit Diesel
Corporation.

David E. Steinfurt
BS ’62, MA ’66, retired as dean of the School of
Mathematics, Natural Science, Health and
Wellness at Grand Rapids Community College,
Grand Rapids, MI.

Blake Hagman
BS ’64, MA ’71, was honored as the 1998
recipient of the Vern L. Norris Award by the
Michigan High School Athletic Association.
Hagman has been a registered official in cross
country and track for 37 years. He has
served as head official at the MHSSA cross
country and track field finals more than 20
times during this period.

1965 - 1969

Arthur H. Catlin
BBA ’65, manager, customer technical liaison at
Inland Paperboard and Packaging, Indianapolis,
received a 1998 ASTM (American Society for
Testing Materials) Award of Merit and was
designated a Fellow.

Don W. Hubble
BA ’65, MBA ’66, is chairman, president and
CEO of Angelica Corp., Chesterfield, MO.
Hubble was formerly president and COO of
National Service Industries, Atlanta.
1970 - 1974

Col. Thomas G. Cutler
BA '70, was promoted to Brigadier General, Michigan National Guard. Cutler serves as Base Commander and Commander of the 127th Wing at Selfridge Air Force Base in Mr. Clemens, MI.

John E. Houghton
MBA '70, received the Outstanding Faculty Award from the College of Natural Resources at the University of Wisconsin-Stevens Point. Houghton is an associate professor of forestry.

Roy E. Gerritsen
BS '72, MA '76, is manager of radio services for Penn State Public Broadcasting and station manager of public radio station WPSU-FM, University Park, PA.

B.N. Bahadur
MBA '73, is president of BBK Ltd., a management and financial consulting firm in Southfield, MI. BBK Ltd. was named the 1997 "Supplier of the Year" by General Motors Corp. The company works with troubled suppliers to keep parts flowing to the automaker. It was the first time a financial services company was given the honor by GM.

Dr. Michael R. Petersen
BA '73, was named a trustee for the Cincinnati Association for the Blind. Petersen, an ophthalmologist and retinal specialist, is director of Vitreoretinal Services at the Cincinnati Eye Institute, Cincinnati.

Kathryn Phelps Tenary
BS '74, is the head coach for the girls' basketball team at Mendon High School. Tenary's team placed first in the St. Joseph Valley League conference during the 1998 season.

1975 - 1979

Mary Jane-Fair Dechow
BA '75, was promoted to director of corporate and public affairs for Spartan Stores Inc., Grand Rapids, MI.

Watching out for us
Among the many government workers who keep an eye out for us every day is Nancy Flynn, B.A. '69. Flynn helps monitor compliance with wage and hour laws.

A Labor of Love
As an undergraduate student majoring in political science, Nancy Flynn planned to work for the government. "I didn't realize I'd spend my whole career here," Flynn says with a laugh 30 years later.

After graduating from WMU magna cum laude, she earned a master's degree in political science from the University of Michigan, then immediately went to work for the U.S. Department of Labor as a wage and hour investigator in Detroit and later in Chicago.

The Kalamazoo native moved to Washington, D.C., in 1982 and has held a number of labor department positions ever since, collecting some notable "firsts" along the way. Currently Flynn serves as director of planning and analysis for the Wage and Hour Division of the department's Employment Standards Administration.

What the title means is that she oversees a $210 million budget and information technology activity for the agency, which employs 1,400 people across the United States. The division ensures that businesses of all sizes comply with 60 labor laws regulating minimum wage, overtime, child labor, the Family Medical Leave Act, government contracts, and other work place issues.

Within those broad responsibilities, Flynn says she enjoys wearing her "techie" hat the most. Good thing, too, as she's been donning it regularly these days while her agency confronts the challenges of the Year 2000 computer bug and implements a new data-collection system for wage and hour investigators nationwide.

But that's all in a day's work for the division's first female deputy administrator, the top career position in the agency, and first female to advance from an entry-level position to the senior executive service.

So what's it like to be one of those "Washington insiders" we hear so much about?

"It's great," Flynn says. "It's a very interesting place to be.

"People here are consumed with politics and with work," she adds. "They love to work. They love to talk about work. They love politics. They love to talk about politics."
Alumni Association announces new life members

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.

Cindy L. Beran
BBA ’93, Schoolcraft, MI

David M. Clickner
BS ’80, Bastrop, TX

Quek Kwang Ee
BBA’98, Singapore

Charles P. Fleis
BA ’93, MA ’96, Grawn, MI

Carmento Floyd
Kalamazoo

Elson S. Floyd
Kalamazoo

Craig S. LaFrance
BBA ’93, Walled Lake, MI

Sandra Larabell LaFrance
BS ’92, Walled Lake, MI

Michael C. Poling
BS ’88, Issaquah, WA

Joyce Daily Spence
BS ’92, Kalamazoo

James B. Thelen
BA ’92, Kalamazoo

Kelly Lubien Thelen
BA ’95, Kalamazoo

Mary Cisio Tucker
BBA ’92, Signal Mountain, TN

Cynthia Cooper Vails
BS ’93, Ferndale, MI

Classnotes

Thomas L. Kloosterman
BS ’82, was promoted to production manager at Tower Pinkster Titus, an architecture engineering firm in Kalamazoo.

Paul Sanderson
BS ’82, was hired as art director for Merle Norman Cosmetics, Los Angeles.

Naomi Stine Ludman
MA ’84, is director of Student Support Services/EXCEL at Southwestern Michigan College, Dowagiac, MI. Ludman received a PhD in leadership in June 1998 from Andrews University.

Barry Z. Roberts
BS ’84, was promoted to senior vehicle architecture designer for the Midsize Luxury Car Group, a division of General Motors Corp., Warren, MI.

1980 - 1984

Norman H. Wein Jr.
BS ’80, is athletic director at Episcopal High School in Jacksonville, FL. Wein also serves as a board member on the State of Florida High School Activities Association.

Rev. Allen Jay Hoogewind
MA ’82, has published a book entitled Parables of Hope. Hoogewind is chaplain of the Hope Network in Grand Rapids, MI, and has served as an adjunct professor at WMU.

1985 - 1989

Daniel A. Schroeder
MA ’86, was named coordinator of the industrial/organizational psychology program at Edgewood College, Madison, WI. Schroeder was also recently awarded status as a diplomate by the American Board of Psychological Specialties.

Robert W. Shepard II
BBA ’87, was promoted to executive vice president at Creative Financing Group Inc., Lake Orion, MI.

Julie E. Shroyer
BSW ’87, has joined Capitol Associates Inc., Washington, DC, as an associate. Shroyer was formerly deputy director of congressional affairs at the American Psychiatric Association.

Timothy R. Davison
BBA ’88, was recently appointed vice president of commercial loans at First of America Bank, Grand Haven, MI. Davison was formerly audit manager of commercial loans, First of America, Kalamazoo.

Michael D. Lewis
BBA ’83, MPA ’88, was named to the 1998-99 Leadership Detroit program. Lewis is currently the assistant director of development in corporate giving at the Detroit Institute of Arts.
Carey Casperson
BS '89, was accepted as a Michigan State Police Trooper recruit in Lansing, MI. He began his training in March.

Ann Farley Thompson
BA '89, was hired as corporate development associate with John M. Olson Co., a construction management/general contracting firm in St. Clair Shores, MI.

Christopher R. Royce
BBA '89, joined the law firm of Fraser Trebilcock Davis & Foster, P.C., in Lansing, MI. Royce is in the insurance defense and civil litigation departments.

Nancy A. Foncannon
MS '90, was named a Fellow of the American Society for Quality. Foncannon currently works for Quality Systems Consulting Inc. in Marcellus, MI.

Bruce E. Gillett
BS '90, has joined the Michigan firm of Fishbeck, Thompson, Carr & Huber Inc., Grand Rapids/Lansing/Kalamazoo, as a hydrogeologist in its environmental division.

Mitch S. Goldstrom
BS '90, recently joined Digital Doman, a computer animation and visual effects company based in Venice, CA. The company's work can be seen in feature films such as Titanic, Armageddon and Supernova.

Brian Inglis
BBA '90, was named vice president and senior sales executive responsible for regional commercial business development for Huntington National Bank, Charleston, WV.

Sandra J. Overhiser Lewis
BA '90, MPA '96, is a lobbyist at Muchmore Harrington Smalley & Associates, a Lansing, MI, corporation specializing in public issues management.

Kirk A. Smith
BBA '90, was promoted to associate media director of the Jeep Dealer Advertising Association business at the Detroit office of Bozell Worldwide. Smith joined Bozell in 1992.

Some good advice
Speech courses taken at the recommendation of a WMU football coach helped propel Jim McKinley, B.S. '66, to successful careers in coaching and business.

Alumnus sticks with game plan
Business is booming for James R. McKinley, who has built McKinley Financial Services Inc. into a successful insurance company that employs 48 people and continues to receive numerous regional and national honors.

Yet McKinley started his career in a very different business—football.

When he began coaching, he says he told himself he'd go into insurance after retiring from the sport. "And 23 years later, that's what I did," he notes. "I moved from Missouri to Ft. Lauderdale and started a business from scratch."

A 1992 inductee into the WMU Athletic Hall of Fame, McKinley initially coached high school and sold insurance during summer break. He went on to various positions at the college level, including head coach posts at Central State University in Ohio, North Carolina A&T and Prairie View A&T in Texas.

Next he "turned pro," serving as an assistant coach for the Oklahoma Outlaws of the now defunct U.S. Football League. He finished his coaching career as a defensive coordinator and assistant head coach at the University of Missouri.

Then it was on to the business world, although McKinley's association with football didn't end. In 1991 he founded the Heritage Bowl for black colleges. After the first year, McKinley stepped down as director. "That's a full-time job and I had a business to run," he explains. The event, which was subsequently moved to Atlanta, has continued as an annual college bowl.

McKinley credits much of his career success to the wisdom of former WMU football coach Bill Doolittle.

"He knew I was going to be a coach and recommended something to me that I took advantage of," McKinley says. "As a coach, you're giving speeches all the time, so I took a lot of speech classes in college."

That training has helped McKinley as a business owner as well as a coach, if his growing list of awards are any indication. "They all have a special meaning," he says of the accolades. But he adds that two quite different awards stand out.

"We were selected by the U.S. Department of Commerce as the regional minority business of the year a couple of years back, and that's an eight-state region," McKinley says. "The other one that I cherish was being selected for the WMU Athletic Hall of Fame."
Taking the long view

Friends used to try to get a service-minded Brenda Hunt to go into a more lucrative career. But Hunt, B.A. '83, MPA '86, foresaw the vital role nonprofit organizations would soon play in communities across America.

Make hay while the sun shines

One adage often quoted by farmers advises us to "make hay while the sun shines." Brenda Hunt, a farmer's daughter, has taken the adage to heart.

Hunt, president and chief executive officer of the Battle Creek Community Foundation in Battle Creek, Mich., hasn't let any grass grow under her feet—as a college student or as a career woman.

The Western Michigan University alumna picked up her bachelor's degree in just three years, completing a double major in communication and sociology and a minor in women's studies to boot. She immediately began pursuing a master's degree as well as working full time at a local American Red Cross chapter.

"Within a month of working at the Red Cross, I changed my master's program at Western from guidance counseling to public administration," she says. "It happened pretty fast. Sometimes you get into a line of work and you say 'this is it, this is what I want to do.'"

The speed at which Hunt's talents and passion to make a difference have allowed her to ascend the executive ladder is equally impressive.

She quickly moved up at the Red Cross and again with her next employer, the United Way, at agencies in Kalamazoo and Holland, Mich. Then in 1993 Hunt joined the Battle Creek Community Foundation as program officer. She was promoted to vice president a mere two years later and elevated to president and CEO in 1997.

The foundation operates on a credo of "leadership, compassion and people." Although a not-for-profit enterprise, Hunt notes that her organization and others like it have developed from charities to businesses.

"We're subject to the same practices and procedures as the private sector," she says. "We're just a different type of business. Our product is the community and people."

Consequently, Hunt says, there's something of a higher calling to her job.

"I have the opportunity to bring two worlds closer together," she explains, "areas where individuals with some resources have an interest and areas where there are great needs. As CEO I consider it an honor to be placed in this position and a responsibility I take very seriously."
1920 - 1929

Leva Robbins Daniel
TC '21, May 1, 1998, in Arden Hills, MN.

Elizabeth L. Smith
TC '23, March 24, 1998, in Lamont, MI.

Lois Day Townsend
TC '26, March 6, 1998, in Swartz Creek, MI.

Rosamond Haas  
BA '29, June 6, 1998, in Ann Arbor, MI.

1930 - 1939

Estelle M. Geller

Marjorie Eaman Nash
BS '32, April 23, 1998, in Ashland, OH.

Ruth A. Fochtman  

Louise Bartholomew Barnaby

Doris Barker De Haan

Ada B. Collins
BA '36, April 13, 1998, in Kalamazoo.

Constance Montague Ray

Roberta Roberts Hill
TC '37, May 7, 1998, in Grand Rapids, MI.

Gerald Dean Cole
BA '38, April 10, 1998, in East Jordan, MI.

Carl A. Lindstrom
BS '35, Feb. 5, 1998, in Charloettesville, VA.

Ruth Leak Peters

1940 - 1949

Pauline Medema Lucas

Robert M. Hamlin
BS '41, MA '54, April 9, 1998, in Kalamazoo.

Josephine Gibbens Russell
BS '41, April 27, 1998, in Kalamazoo.

Donald E. Nanry
BS '48, May 8, 1998, in Higgins Lake, MI.

Don F. Thomas

Victor Wier
BS '48, April 27, 1998, in St. Joseph, MI.

1950 - 1959

Sara Mary Anderson Sheridan
BM '51, March 15, 1998, in Cadillac, MI.

Phyllis Wesner Mosier
BA '52, March 5, 1998, in Chula Vista, CA.

Laura D. Hagelshaw
BS '53, May 2, 1998, in Battle Creek, MI.

Roma Blocher Angeletti

Martha Hounes Lubbers

Patricia Newlun Boykin
BA '56, April 13, 1998, in Kalamazoo.

Beatrice Abbott Van Horn
BS '56, MA '62, March 26, 1998, in Plainwell, MI.

Lewis D. Prestidge
BM '57, MA '69, March 8, 1998, in Winter Park, FL.

Aldyth Light Quick
BA '58, Nov. 2, 1997, in Hernando, FL.

Bonnie L. Wells
BS '58, March 26, 1998, in Portage, MI.

Linda A. Weatherwax
BS '59, Feb. 6, 1998, in Sturgis, MI.

1960 - 1969

Lela Bates Shine
MA '60, Feb. 18, 1998, in South Haven, MI.

Bessie Sheline Cornish

Alice Margaret Malpass Nesman

Sue Ward Bornheimer
BA '63, MA '68, Sept. 11, 1997, in Grand Rapids, MI.

1970 - 1979

Rev. Raymond E. Bierlein
MA '71, April 10, 1998 in Three Rivers, MI.

Arthur E. Littlefield

Nathan A. Duncan
BS '74, March 26, 1998, in Cooper Township, MI.

1980 - 1998

Beulah DePue Fryling
BS '80, March 26, 1998, in Mendon, MI.

Nancy Cruickshank Figel
BS '84, April 4, 1998, in Brimley, MI.

William James Livingstone
BA '96, May 8, 1997, in Troy, MI.

Stacy M. Wicks

Melissa M. McNeil
BA '97, Dec. 2, 1997, in Freeland, MI.

Facult

Eulalia S. Toms
assistant professor emerita of teacher education, May 2, 1998, in Lawton, MI.
Two women's sports added
Women's golf and women's precision skating have been added to WMU's intercollegiate athletics program as part of a continuing effort to meet gender equity goals. Bronco athletics is now comprised of 11 women's and 9 men's sports.

Precision ice skating, a winter sport, will begin in January 1999. A head coach and competition schedule have yet to be announced. The sport has been described as synchronized swimming on ice and involves about a dozen athletes per team.

The new women's golf team will participate in five spring 1999 competitions, including the MAC championships. Cindy Trout, a certified member of the Professional Golfer's Association, will coach the squad. Most recently she was the head professional at the Shoal Creek Golf Range in Kansas City, Mo.

Men tie for Reese Trophy
WMU has captured a share of the 1997-98 Reese Trophy, which is emblematic of men's all-sports supremacy in the 12-member Mid-American Conference. The Broncos tied the Ball State Cardinals for the prize.

WMU gained most of its points by winning a share of the men's basketball championship, finishing second in tennis, and finishing third in cross country, indoor track and football.

New head coaches named
Terry L. Casperson, B.S. '90, has been named head gymnastics coach. Casperson had been serving as interim head coach since fall 1997. Previously, she was the women's competitive team coach for the Greater Kalamazoo World of Gymnastics Club. She lettered in gymnastics while attending WMU.

Chris Karwoski has been named head men's soccer coach. Karwoski was an assistant coach for the past five seasons at the University of Pittsburgh, where he established himself as a top-notch recruiter. Previously, he played soccer professionally and coached the U.S. Soccer Region I Olympic Development Program.

Three baseball players turn pro
Designated hitter Derek Ottevaere and left-handed pitchers Eric Place and John Stewart signed professional contracts following the 1998 major league baseball amateur draft this past June and went on to spend the summer playing in the minor leagues.

Stewart and Ottevaere, both juniors, were selected in the seventh and 14th rounds, respectively, by the Texas Rangers. Place, a senior, was a 12th-round choice of the Toronto Blue Jays. Their 1998 team under coach Fred Decker appeared in the league championship tournament for the first time since 1993. Decker has seen 65 of his Broncos to date go on to play professionally.

Track standouts perform well in NCAA competition
Senior All-Americans Phil McMullen and Jamie Strieter have been making a name for themselves in post-season competition. They both earned All-American honors at the NCAA Outdoor Track and Field Championships held June 5 and were named District IV All-Academic performers, with McMullen a second-team pick and Strieter a first-team pick.

McMullen took fifth at the NCAA championships in the decathlon after recovering from a sprained ankle. In 1997 he finished second in the nation in this event and earlier this year at the Sea Ray Relays, he posted the top NCAA score in the decathlon for 1998.

He also is only the second person to win four Mid-American Conference decathlon championships.

Strieter placed eighth among Americans and 15th overall in the javelin at the NCAA meet. She established a personal best of 171-11 at the 1998 MAC Championships, breaking her own WMU record. She finished second at the prestigious Drake Relays this year and was the co-winner of the WMU female scholar-athlete of the year award.
The Broncos beat the Wolverines 68-63 in Ann Arbor last year. They wouldn’t face us on our turf, so we’ll chase them to Grand Rapids.

The Wolverines want revenge. The Broncos want to repeat.

It’s a battle of national powers at Van Andel Arena.

**Broncos vs. Wolverines**

Men’s Basketball in Grand Rapids

Sunday, December 6 at 2 p.m.
Van Andel Arena

Call 1-888-4-WMU-TIX for Ticket Info

The Bronco coaches talk about their recent results, upcoming games and behind-the-scenes information you can’t get anywhere else! It’s the best place to get the information you need as a fan and now you can get it at a better time!

Stay in the game with Broncos Sports Weekly! Portions re-air Sundays at 11:30 p.m. on WOOD TV-8
Magnificent atrium greets visitors to the Bill Brown Alumni Football Center.

Bill Brown: 'A remarkable supporter'

Willard A. (Bill) Brown Jr., B.S. '53, is proof positive that institutions have best friends just as people do.

An ardent Western Michigan University supporter since graduating, Brown makes a positive impact on WMU year after year. Most recently, he was the driving force behind the successful effort to construct a 55,000-square-foot addition to Waldo Stadium.

While fans have enjoyed a much improved Waldo Stadium in recent years, student athletes and coaches have endured locker rooms and other facilities that have gone largely untouched for half a century. Now, built entirely with private funds, the new $8.2-million Bill Brown Alumni Football Center has changed all that.

With it, WMU has gone from having some of the worst accommodations for players and coaches to having some of the best in the Mid-American Conference, creating a boon to recruitment. The center brings together coaches, offices and training activities that previously were scattered across the campus.

Features include a 130-seat auditorium, first-class facilities for training and conditioning, new locker rooms and a players lounge. In an innovative use of space, coaches' offices, which overlook the playing field above the north grandstand, are converted to corporate suites on game days. The suites offer big-screen TV, catered food and covered outdoor box seating. In addition to the football offices, the new center also houses the offices for women's softball and men's baseball.

The new facility was named the Bill Brown Alumni Football Center in tribute to Brown and the hundreds of other alumni who helped to make it a reality.

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

Brown, a star Bronco football player, served as co-chairperson of the fund-raising campaign for the center along with John A. Offerdahl, B.S. '90, formerly an NFL All Pro middle linebacker with the Miami Dolphins.
President Elson S. Floyd notes that the campaign was successful largely because of Brown's generous donation of time, ideas and personal resources.

"Bill Brown has been an absolutely remarkable supporter of this institution," Floyd said after seeing the center in operation for the first time at the Broncos' home opening victory over Northern Illinois University Sept. 3.

Brown retired in 1996 as chair and chief executive officer of Chicago-based Rubloff Inc., one of the nation's largest full-service real estate companies.

His professional accomplishments and work on behalf of WMU have earned him a number of accolades from his alma mater, including Volunteer of the Year and Distinguished Alumni awards.

Fittingly, WMU thought of Brown when it created a new volunteer recognition award in 1995. Named the Bill Brown Award for Exemplary Service and Leadership, the honor is presented to alumni and friends who demonstrate exceptional voluntary service to the institution.

Not surprisingly, Brown was the first recipient. •

IMAGES BY TONY DUGAL, JOHN LACKO
AND COURTESY WMU ATHLETICS, WMU ARCHIVES
WE'RE PROUD THAT WMU GRADUATES HAVE GONE ON TO WEAR MANY HATS.

BUT WE WOULD LIKE TO SHOW YOU THE MANY BENEFITS OF ADDING ONE MORE.

For decades, WMU alumni have gone on to successful careers in a wide variety of endeavors—from heading multinational corporations to raising families. But no matter what kind of hat you wear, you share a bond with every other WMU graduate and a lifelong link to the University that has helped you in so many ways.

As a member of the WMU Alumni Association, you’ll join thousands of other graduates who take advantage of some very special member-only benefits. Give us a call and we’ll tell you more.

The WMU Alumni Association—just one more way you can benefit from WMU.
Focus on family, support for husband drive Carmento Floyd

continued from page 7

Still, family dinners are the norm. It's an unusual evening, Floyd says, when her husband doesn't come home at the dinner hour, "even if it's between a meeting and an evening event, and he doesn't have time to eat. He still stops in for a while to talk about everyone's day. It's important to him that we carve out time together."

Once the family has settled in, and she has a chance to learn about needs both on campus and off, Floyd expects to become involved as a volunteer in the community. In Chapel Hill, she donated time to many organizations, including a homeless shelter, hospital and cancer survivor's program.

"We're looking forward to becoming part of the community," she says. In particular, the family—beach fans all—looks forward to discovering Lake Michigan. "We've even decided to be open-minded and give winter sports a try," the southerner says with a laugh.

"This is an exciting time for our family," Floyd adds. "We have had a very warm and friendly reception here."

Man with a Mission—Dan Stufflebeam

continued from page 11

simply said, "Dan, you're going to get into the evaluation business."

Stufflebeam had been directing the OSU Test Development Center. That center evolved into an evaluation center where Stufflebeam and his colleagues, working with the Columbus Public Schools, began developing theory and models and training teachers and graduate students to carry out evaluation.

Stufflebeam did subsequent consultation work for a number of states. Along the way, he met Dr. John Sandberg, who later became dean of WMU's College of Education. In 1973, when Stufflebeam let it be known he wanted to leave OSU, a number of universities began recruiting him, but it was Sandberg's appeal and a research deal he cut with WMU officials that brought him to Kalamazoo.

He started the University's Evaluation Center with a staff of three. Today, the number of researchers working under him tops 30 and his list of clients reads like a "Who's Who" of the grant-making world.

"We've built a powerhouse," Stufflebeam says of the center. "We're easily among the top three centers for this work in the nation."

The MacArthur Foundation has called on him to evaluate community development work in Chicago. The U.S. Marine Corps hired him to evaluate the standards the Corps uses for promotions. The Alger Foundation relies on him to evaluate the success of low-income community housing projects in Hawaii and the Philippines. The U.S. Department of Education awarded him a five-year, $5 million grant to establish a research and development center to examine teacher accountability and the standards school districts use to make personnel decisions.

In all, the Evaluation Center has conducted more than $20 million in research. The demand for the kind of work he does is skyrocketing, moving far afield from its original base in education. Personnel and program decisions in every field can benefit from sound evaluation and all fields need trained evaluators. Stufflebeam is now looking at how to apply evaluation theory in such fields as engineering, business and health.

As for the relevance of his work to WMU, he says "developing preeminence across the disciplines in evaluative research would help our University achieve Research II status and provide us with a specialized area of research not present in any other Michigan university." He also wants the center to help the University provide an interdisciplinary doctoral program in evaluation that is second to none.

Those are goals Stufflebeam plans to get back to. His injury has forced him to delay most travel—although he undertook a strenuous trip to the Philippines in May, proving to himself and colleagues that he's almost ready to return.

In the meantime, he's used his convalescence to make sure the Evaluation Center's story is documented and told in full. While still in the hospital last fall, he fired the psychiatrist his insurance company had hired to help him deal with the loss of his leg. He'd already come to terms with the loss, he said. When a sleepless night hit, he simply asked nurses for paper and pen so he could begin planning a "Wall of Distinction" to grace the walls of his center and detail the history of his profession.

It's a story he'll make sure is told well.
1A Broncos Cap
- Wool-blend cap with embroidered Broncos design by UNIVERSITY SQUARE
- Color: Black
- $14.95

1B, 1D Big Cotton Fleece Crew
- 80% cotton/20% polyester
- Fully combed cotton
- Left-chest Bronco embroidery by GEAR
- Colors: Black, Natural, Oxford or Yellow S-XXL
- Also available with an Alumni embroidery
- Colors: Natural, Oxford or Yellow S-XXL
- $42.95

1C Children’s Sweatsuit
- 50% cotton/50% polyester
- by LITTLE KING
- Colors: Black with Vegas Stripes
- Sizes 12 and 18 mos. $21.50
- Sizes 2 and 4 toddlers $24.95
- Youth Sizes $27.50

1H Seal and Name T-Shirt
- 100% cotton by JANSPORT
- Color: White S-XXL
- $15.95

1J Bronco Stripe Logo T-Shirt
- 100% cotton by JANSPORT
- Color: White S-XXL
- $15.95

1K Full Bronco T-Shirt
- 100% cotton by JANSPORT
- Color: White S-XXL
- $15.95

1L WMU Seal T-Shirt
- 100% cotton by JANSPORT
- Color: Brown S-XXL
- $15.95
1M Contrast Tipped Pique Polo
Short sleeve, 100% cotton pique,
Left-chest Bronco embroidery by GEAR
Color: White with Black/oxford trim  S-XXL
$42.50

1N Jersey Polo
Short sleeve, 100% cotton jersey,
rib knit at collar and cuffs
features colored stripes by GEAR
Color: White with Black stripes  S-XXL
$36.95

1P,1Q Cotton Pique Polo
Short sleeve, fully combed
100% cotton pique by GEAR
Colors: Black, Natural or Yellow  S-XXL
$41.95

1R Premium WMU Seal Sweatshirt
Premium heavyweight 10 oz. fleece
80% cotton/20% polyester
by JANSPORT
Colors: Oxford or Black  S-XXL
$42.95
2A WMU Seal Sweatshirt
Heavyweight 9 oz. fleece
50% cotton/50% polyester
by JANSPORT
Colors: Brown or Oxford S-XXL
$36.95

2B Suede Applique Bronco Sweatshirt
Heavyweight 9 oz. fleece
50% cotton/50% polyester
by JANSPORT
Colors: Natural or Oxford S-XXL
$31.95

2C Bronco Logo Cap
Wool-blend cap with embroidered Bronco Logo
by UNIVERSITY SQUARE
Color: Black
$19.95

2D Bronco Logo Cap
Wool-blend cap with embroidered Bronco Logo
by LEGACY
Color: Brown
$18.50

2E Classic WMU Cap
Cotton-twill cap with WMU embroidery
by UNIVERSITY SQUARE
Color: White
$13.95

2F,2H Heavyweight Sweatshirt with Suede "WMU"
Premium heavyweight fleece
80% cotton/20% polyester
by JANSPORT
Colors: Black or Oxford S-XXL
$43.95
2J Youth Bronco Logo Sweatshirt
by JANSPORT
Colors: Black or Oxford
$14.95

2R Youth Long Sleeve T-Shirt
by JANSPORT
Color: Oxford
$14.95

2Q Floppy Friends Bronco Plush
by JANSPORT
$7.50

2S Youth Bronco Logo T-Shirt
by JANSPORT
Colors: Black or Oxford S-L
$10.95

2L 2K,2M Cross Grain Crew
Super heavyweight
11 oz. fleece
95% cotton/5% polyester
by JANSPORT
Color: Ash or Oxford
M-XXL XXXL
$36.95 $39.95

2L WMU Alumni Cap
Cotton-twill cap with
Alumni embroidery
by UNIVERSITY SQUARE
Color: White
$13.95

2N WMU Bronco Cap
Wool-blend cap with
Full Bronco Logo
by LEGACY
Color: Black
$19.95

2P Long Sleeve Western Michigan T-Shirt
Heavyweight 100% cotton
by JANSPORT
Color: Oxford S-XXL
$22.95
**Repp Stripe Tie**
Brown and navy repp stripe tie with gold seal
4.95

**Scarf**
Ported silk, brown and gold on ivory with black trim
10” x 54”
34.95

---

**3A Classic Club Tie**
Gold tie with brown seal and accents
44.95

**3B Repp Stripe Tie**
Brown and navy repp stripe tie with gold seal
4.95

**3C Scarf**
Ported silk, brown and gold on ivory with black trim
10” x 54”
34.95

---

**3D, 3E The Victory Jacket**
Hooded jacket in water-resistant nylon taffeta, lined in super heavy weight fleece by GEAR

- Adult Black S-XXL $69.95
- Infant Black 3T and 4T $49.95
- Youth Black S-L $59.95

**3F The Clipper Poplin Fabric Jacket**
Caped front and stand-up, two-tone collar by GEAR

Colors: Khaki/Black, or Black/Khaki  S-XXL $88.95

**3G “W” Cap**
Wool cap with stitched on felt “W” by LEGACY

Color: Brown
$18.95

**3H Scrimmage Pullover V-Neck Jacket**
Water-resistant, 100% nylon oxford taslon by GEAR

Color: black  S-XXL $62.50

**3J Nor-Easter Nylon Jacket**
Upper body and collar lined in bavarian fleece
Lower body and sleeves lined in nylon taffeta by GEAR

Color: Black  S-XXL $90.00

**3K The Quivira Pullover Nylon Jacket**
Hood concealed in collar, upper body and collar lined with bavarian fleece by GEAR

Color: Gold  S-XXL $95.00
3L Broncos License Plate
Color: Black
$4.95

3M Broncos Alumni License Frame
$6.95
Broncos License Frames also available
$6.95

3N WMU Car Flag
Colors: Black or Gold
$18.95

3P Broncos Flag
3'x5'
Colors: Black or Gold
$39.95

3R, 3S Two-tone Broncos Cap
Wool-blend cap with new Broncos Logo by LEGACY
Colors: Black/Natural or Natural/Black
$18.50

3T Wool Flannel Broncos Cap
Two-tone cap with new Bronco Logo by LEGACY
Color: Oxford/Black
$19.95

3U Cotton-Twill Broncos Cap
Embroidered with new Broncos Logo by LEGACY
Color: White
$16.50

3Q Golf Balls with Tees
3 golf balls with Bronco Logo
$12.00
4A Pendant/Necklace
9/16" medallion from the Gold Medallion Jewelry collection
$19.95

4B Two Sectional Key Ring
From the Gold Medallion jewelry collection
$16.95

4C Lepetit "Arcade" Quartz
The Gold Medallion time piece collection
ETA of Switzerland movement
clock size: 2.5" X 3.75" X 1.5"
$59.95

4D Money Clip
The Gold Medallion jewelry collection
money clip
$16.50

4E WMU Seal Coffee Cup
$4.95

4F Bronco Coffee Cup
$4.95

4G WMU Alumni Coffee Cup
$4.95

4H Business Card Holder
The Gold Medallion desk accessory collection business card holder
$29.95

4J Desk Set
The Gold Medallion desk accessory collection pen desk set
$49.95

4K Brass and Leather Coaster Set
The Gold Medallion accessory collection set of two brass and leather coasters with a rosewood finish stand
$49.95
**Mail Order Form**

Western Michigan University Bookstore  
Bernhard Center  
1201 Oliver Street  
Kalamazoo, MI 49008

*Please call for availability of items*

<table>
<thead>
<tr>
<th>Classification #</th>
<th>Description</th>
<th>Size</th>
<th>Color</th>
<th>Qty.</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Shipping and handling**

<table>
<thead>
<tr>
<th>ORDER AMOUNT</th>
<th>FEE</th>
<th>UP TO $30.00</th>
<th>$3.75</th>
<th>$30.01 OR MORE</th>
<th>$4.25</th>
<th>EXPRESS MAIL AVAILABLE UPON REQUEST</th>
</tr>
</thead>
</table>

**Method of payment**

- Check or money order enclosed; made payable to: WMU BOOKSTORE
- Mastercard  
- Visa  
- Discover

Account # ____________________________________________________________________________  
Signature ______________________ Expiration ________________

**Ship to:**

Name ____________________________
Address __________________________
City ___________________ State _______ Zip ______
Phone ________

---

**WMU BOOKSTORE**  
**The Goods**
This artist’s proof of Quimet Canyon Wall, a woodcut by master of fine arts student Mary Brodbeck, was purchased by the College of Fine Arts for on-campus display. Brodbeck won the 1998 Bunka-Cho Fellowship to study traditional Japanese woodcut printmaking in Tokyo.