Printing center receives $200,000 Kellogg grant

Western has received a $200,000 grant to help fund a $2.8 million project establishing a printing management and research center.

The center will serve as the Midwest's educational and research center for printing and paper-making industries. It will provide a site for undergraduate and continuing education programs, as well as a library, classroom space, and a laboratory for printing and industry research.

In addition to the grant, which was provided by the W. K. Kellogg Foundation, the project will be supported by cash and in-kind contributions from industry, gifts from alumni, friends of the program, and public sources.

As evidence of the level of support for the project, Charles Thompson, vice president to national accounts for General Printing Ink in Chicago and the fund-raising chairperson of the WMU Printing Industry Advisory Committee, cited industry's commitment of $800,000 in cash and $700,000 in equipment, along with the contribution of student scholarships and internships.

"We are excited by the prospect of having a printing center for research and continuing education in this region, which is a major supplier of printing and print-related industry such as ink, imaging, and press manufacturers," Thompson said. Homer C. "Scrap" Cox, chairperson of the advisory committee and general manager of the Carton and Container Division of the General Foods Corp. in Battle Creek, explained the industry need, saying, "As printing moves from a craft to a highly technological science, our industry will need trained individuals in the workforce. At the same time the existing workforce needs to be updated on new technology through continuing education."

Board of Trustees elects new slate of officers and gains two new members

Fred W. Adams of Grosse Pointe and Carol A. Waszkiewicz of Kalamazoo were elected chair and vice chair of the WMU Board of Trustees during an annual meeting January 18.

More officers elected during the meeting were: secretary, Chauncey J. Brinn, vice president for university relations; treasurer, Robert M. Beam, vice president for finance; assistant treasurer, Gerald C. Schwemmin, university controller, and assistant secretary, Beam.

Adams' term is for two years; all the other officers were elected for one year as prescribed by the board's by-laws.

Adams, the only charter member of the WMU Board of Trustees still serving on the governing board, was the first trustee chairman of the board.

Governor selects Detroit area pair to help govern Western

Winifred D. Fraser of Northville and Barry L. Howard of West Bloomfield have been appointed by Gov. James J. Blanchard to the WMU Board of Trustees. If their appointments are confirmed by the Michigan Senate, the two will serve on the board until 1992.

Fraser and Howard replace Robert D. Caine and Gayl F. Werme, both of development consulting firm in Detroit. Last June she retired from Wayne State University, where she had served as associate dean of the graduate school and associate professor of psychology.

The sixty-year-old Fraser received her bachelor's, master's, and doctoral degrees in psychology from Wayne State. She is president-elect of the Women's Economic Club of Detroit, as well as a member of the board of directors of the Mental Health Association in Michigan, the board of management of Interim House, a Detroit agency for battered women, and the board of directors of the YMCA of Metropolitan Detroit. She has also chaired Wayne State's Commission on the Status of Women and is a member of Phi Beta Kappa, Psi Chi, and Sigma Xi.

Howard, thirty-six, is an attorney in Southfield, specializing in labor law and administrative law. He received his bachelor's degree in history from the University of Michigan and his law degree from the University of Detroit.

A native of Mount Clemens, Howard is an active member of the State Bar of Michigan, serving on its representative assembly and serving as chair of Law PAC, the organization's political ac-
Maier is among the nation's best

A member of the College of Arts and Sciences faculty has been named one of the nation's twenty-five finest professors, in recognition of his stature as an academic and his effectiveness as a teacher.

Dr. Paul L. Maier, professor of ancient history, was awarded a citation for joining the college's top twenty-five and the only historian represented in the country.

In making the presentation, Dr. A. Bruce Clarke, dean of the college, said Maier was the only professor from Michigan in the country's top twenty-five. "Equally rewarding is the fact that the award brings to Western the recognition it deserves. In this particular academic contest, WMU finished among the very best and the University deserves such acclaim." He also expressed gratitude to the College of Arts and Sciences for its confidence in nominating him, as well as for the endorsements of colleagues in the administration and faculty, and particularly endorsements of present and former students.

List of presidential hopefuls narrowed

On January 31 Western's screening committee narrowed the field of candidates seeking WMU's presidency from nineteen to eight persons. University Trustee Charles H. Ludlow, a member of the presidential search committee, said good progress was made and he expects the committee to narrow the field to five strong candidates after one more meeting.

"I am really pleased with the progress that we made tonight," Ludlow said after the meeting. "Screening committee members had obviously done their homework." He added that, "In narrowing the field, we concentrated on the following key areas of experience and expertise: academic leadership and scholarship, collective bargaining, affirmative action, fund-raising and alumni relations, trustee and legislative relations, and long-range planning."

Kemp cited for his service to WMU

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The names of the five candidates to survive the next step in the selection process will be given to the six-member selection committee, which will reduce the number to two persons. The Board of Trustees will then select a new University president from these two finalists.

The selection process was slowed in December when the screening committee delayed narrowing down its initial list of candidates until additional qualified candidates could be identified by its search consultants. But by early January, eight current presidents of higher education institutions smaller than Western had been combined with eleven persons from the initial list, and the nineteen names were given to the screening committee.

Kemp cited for his service to WMU

Kalamazoo attorney J. Michael Kemp received the Board of Trustees Distinguished Service Award during the December commencement exercises. He is the sixth person to receive the award.

"Mr. Kemp has served Western ably and well in many different ways," University President John T. Bernhard said in recommending Kemp, "but perhaps his most significant contribution has been the extraordinary and dynamic leadership he has provided to our Medallion Scholarship Program. Without his vision and energy, I doubt very much if this fine effort would have achieved the unusual success it has." WMU's most prestigious scholarship program, the Medallions were established in 1983 to be awarded to freshmen "to encourage and recognize superior intellectual achievement."

The Board of Trustees' Distinguished Service Award was established in 1976 by the Board of Trustees to recognize distinguished service in community affairs at local, state, or national levels, or specific and meritorious service to the University.

An emeritus University trustee, Kemp is a former chairman of the Board of Trustees and an adjunct professor of government regulation of business in the College of Business. He has earned degrees from Michigan State University and George Washington University.

Henderson named admissions head

Stanley E. Henderson, director of admissions at Wichita State University since 1971, became director of undergraduate admissions on January 2. He replaced Dr. Paul E. Holkeboer, acting director since August 27, who has resumed his regular duties as University coordinator of admission.

At Wichita State, Henderson's duties included development and administration in the areas of high school, community college, and continuing education recruitment, a computerized admissions system, special scholarship programs, liaison with other university offices, and the supervision of staff members.

Previously, he had been an admissions counselor and resident director of orientation at Michigan State University.

Henderson earned a bachelor's degree at Michigan State in 1969 and a master's degree at Cornell University in 1971. He is a doctoral candidate at the University of Illinois.
Bernhard comments on findings in higher education commission report

WMU President John T. Bernhard says he is encouraged by a December 13 report issued by the Governor's Commission on the Future of Higher Education in Michigan, but is concerned about the Governor's acceptance of the commission's recommendations regarding doctoral degree programs.

"We are greatly encouraged by the tone and direction of the report, especially its strong recommendations regarding tuition stability, increased student aid, the need for new instructional equipment, and more funds for deferred maintenance," Bernhard said.

"In fact, Western already has responded to several of those concerns, first by joining Michigan's other state colleges and universities in a tuition freeze last fall and by designating portions of the University's 1984-85 operating budget for both instructional equipment and deferred maintenance. "We applaud the relationship the commission has established between the state's system of higher education and economic development, a relationship that Western has pursued aggressively for many years, most recently through our Office of Public Service or WESTOPS," Bernhard said. Bernhard cited ten positive actions mentioned in the commission report which he considers particularly important to Western:

• The expression of support for tuition stability and limiting future tuition increases to inflation rates.
• The recommendation that student aid be increased and equal access for women, minorities, and handicapped be assured.
• The recommendation that funding be provided for new instructional equipment.
• The recommendation of deferred maintenance as a serious problem.
• The rejection of a centralized system for coordinating higher education.
• The recognition of WMU as a doctoral-granting institution as first recognized by the prestigious Carnegie Commission in the mid-1960s.

Technology transfer idea gaining momentum

The idea of a campus-based technology transfer network to spur economic development in Michigan, especially among small- and medium-sized businesses and industries, is gaining momentum.

Dr. Jack S. Wood, director of Western's Office of Public Service (WESTOPS), notes that the idea has been endorsed in two recent reports by advisory commissions to Gov. James J. Blanchard.

The most recent report recommends the state "expand and adequately fund current technology transfer network activities." These activities are based on the WESTOPS model, which to date has responded to more than 1,600 requests for information and technical assistance from WMU.

"Western and WESTOPS are part of a technology transfer network that is already in place, but which needs additional support," Wood said. "We're right on the brink of some really exciting developments."

The network, which includes Western, Michigan State University, State University and Wayne State University:

• The adoption of a "classification system" by state policymakers as a basis for future funding. (Western would be classified as a "general state university," along with Central Michigan University, Eastern Michigan University, and Northern Michigan University. However, WMU could maintain its current eight doctoral degrees if justified on the criteria of "cost effectiveness, uniqueness, and quality."

"We are confident that our eight doctoral programs would meet the commission's criteria of cost effectiveness, uniqueness, and quality in any review of those programs," Bernhard said.

"Western has a well-established tradition of excellence in graduate education, including that at the doctoral level. In fact, Western is the only four-year university in the western half of the lower peninsula to offer doctoral degrees. Such programs not only foster research, they enhance the application of research and other knowledge."

"We plan to carefully monitor any proposed implementation steps for the report," Bernhard concluded.
WMU television programs earn awards

Four television programs produced by Western placed first in competition for the 1984 Philo T. Farnsworth Awards sponsored by the Central States Region of the National Federation of Local Cable Programmers.

Another University program won a second in the competition, which attracted 116 entries from four states. No other entrant received a comparable number of awards.

Earning WMU firsts in the professional division were: "Bronco Football '83" in the sports category; "weightedness will make this fly" in the arts and cultural expressions category; "WMU Presents" in the compilation-yearly programming category; and "Idlewild: The Apollo of Michigan" in the minority programming category.

Placing second in the documentary-profile category, professional division, was WMU's "Paolo Soleri: Arcosanti."

Entries were judged on the basis of content, the best use of available equipment, technical quality, and overall impression. The competition, begun in 1983, is named in honor of an early television pioneer. "Bronco Football '83," a thirty-minute grid highlight program, was produced by William G. Collins, a former television producer for WMU's Media Services, and hosted by Steven M. Babik, sports information assistant. A modern dance concert was the subject of "weightedness will make this fly." Frank R. Jamison, head of Media Services, produced and directed the program, which featured the Wellspring Dance Collaborative of Kalamazoo, choreographed by Cori Terry. Fiber artists Ann Burian and Ruth Zachary designed the capes around which the choreography was created.

"WMU Presents" was a thirty-minute newsmagazine highlighting special Western projects and events. It was directed by R. Mark Spink, a coordinator of the media production group in Media Services, and produced and hosted by Michael J. Matthews, public information director.

"Idlewild: The Apollo of Michigan" traced the history of a small Lake County resort community. It was produced and directed by Jamison. Dr. Benjamin C. Wilson, associate professor of black Americana studies, served as content coordinator.

"Paolo Soleri: Arcosanti," produced and directed by Spink, examined a prototype city in Arizona where urban design principles are being refined.
Inaugurations: everything from rhetorical to rowdy

President Ronald Reagan's second inauguration will be remembered as the most rowdy inauguration yet. But when the parade was cancelled in January, because of unusually frigid Washington, D.C., weather, it wasn't a historic first. WMU history professor Dr. Albert Castel says, "Poor weather also forced the cancellation of Andrew Jackson's second inauguration in 1833, according to Castel, author of a book about Andrew Johnson, the nation's seventeenth president. In fact, ceremonies for Ulysses S. Grant's second inauguration in 1873 were held under such bitter conditions "that some of the West Point cadets keeled over," he said. "At the inauguration hall, people wore their overcoats while dancing and the champagne even froze." Castel said presidential inaugurations over the years have been memorable for more than just the weather conditions under which they were held, and he offered the following examples as proof.

The most effective inaugural address
Franklin Roosevelt's first inaugural address in 1933 was "very effective in rallying the people and raising morale," Castel said. In that address, Roosevelt told a Depression-ravaged nation that the "only thing we have to fear is fear itself.

The most eloquent inaugural address
"Without doubt," Castel said, "the most eloquent address was Abraham Lincoln's second inaugural." It was delivered just weeks before the close of the Civil War in the spring of 1865. Lincoln's address concluded with a paragraph that began, "With malice toward none, with charity for all, with firmness in the right, as God gives us to see the right, let us strive to finish the work we are in, to bind up the nation's wounds."

Regarding inaugural addresses Castel noted that they have ranged in length from 125 to 8,445 words, with George Washington's second address in 1793 being the shortest and William Henry Harrison's in 1841 being the longest.

The simplest inaugural ceremony
"Certainly, the simplest would have to be Thomas Jefferson's in 1801," Castel said. "He simply proceeded to the Senate chamber with an informal escort, read his speech, which, given his poor voice, very few people could hear, and that was it."

The rowdiest inauguration
This dubious distinction belongs to Andrew Jackson's first inauguration in 1829. "The White House was thrown open to all comers. People literally came in through the windows and left through the windows, and practically ransacked the place," Castel said.

The most bizarre inauguration
Castel said Lincoln's second inauguration qualified for this "honor" as a result of the antics of Johnson, Lincoln's vice president. "Prior to the inauguration, Johnson, who had been feeling ill and had been to a party the night before—complained of feeling weak and asked for a stimulant," Castel said. "He was given and drank two big tumblers full of whisky. Well, the whisky got to him. He gave a rambling, discordant and very, very embarrassing speech."

New training program initiated
University President John T. Bernhard established a new program called the Management Associates last year, early this year to increase the number of women and minorities in higher-level administrative positions at Western. The first two program participants are Dr. Earl M. Washington, associate professor of communication arts and sciences, and Dr. Beverlee A. White, an associate professor in the WMU Counseling Center.

Washington is spending nine months coordinating a program for the recruitment and development of black faculty members at Western. Faculty members from predominantly black colleges and universities will be invited to complete doctoral degrees and to teach at Western. Master's degree candidates will be sought and faculty exchanges will be arranged between Western and black institutions. White is spending five months working in staff development at Kalamazoo Valley Community College. She will help update affirmative action information, consolidate personnel handbooks, coordinate the hiring of at least three staff members, and make recommendations for an employee wellness program.

Book Nook

- Stufflebeam edits, writes new books
  Dr. Daniel L. Stufflebeam, director of the Evaluation Center and professor of education, has written and edited a series of books dealing with the evaluation of programs in educational and human service institutions.
  Conducting Educational Needs Assessment was written by Stufflebeam with three others, including Robert O. Brinkerhoff, associate professor of educational leadership. Systematic Evaluation was co-written by Stufflebeam, and with two others he edited Evaluation Models: Viewpoints of Educational and Human Services Evaluation.
  - Black heritage documented
    The history of blacks in southwestern Michigan has been documented in a new book by Dr. Benjamin C. Wilson, associate professor of Black American Studies. The Rural Black Heritage Between Chicago and Detroit, 1850-1929: A Photograph Album and Random Thoughts was published by Western's New Issues Press.
  - Eighth edition planned
    Paul B. Horton, professor emeritus of sociology, is co-author of the only textbook in the discipline of sociology to be published in an eighth edition. The new edition of The Sociology of Social Problems was published this January.

In a few words...

- Western represented on council
  Dr. Arnold Hotz, dean of the College of Education, and Dr. John E. Sandberg, faculty member in the college, have been named to a statewide advisory council by Philip E. Runkel, Michigan superintendent for public instruction.
  The two were invited to serve on Michigan's advisory council to the new North Central Regional Educational Laboratory, which is part of a network of organizations set up throughout the country to provide educational research and development services to the region. The advisory council will provide guidance regarding individual state's needs.
  - ASCAP honors Curtis-Smith again
    Curtis Curtis-Smith, professor of music, is a recipient of a 1984-85 American Society of Composers, Authors, and Publishers (ASCAP) award. This marks the eighth time. Curtis-Smith has received an ASCAP award.
  - Disadvantaged students served
    A Special Services for Disadvantaged Students Program has been established in the Academic Skills Center. It is designed to meet the unique needs of physically handicapped, first-generation (neither parent having acquired a bachelor's degree), and low-income students.
  - 25 Year Club inducts twenty-two
    Twenty-two faculty and staff members were recognized for their twenty-five years of continuous service to the University with induction into the WMU 25 Year Club at a banquet December 5.
    Faculty members inducted were: Richard D. Brewer, biology; Roger L. Cole, languages and linguistics; John A. Copp, economics, William S. Fox, social science; Fred V Hartenstein, management; William O. Haynes, consumer resources and technology, William F. Morrison, finance and commercial law; James E. Nadolny, political science; James D. Neill, Counseling Center; Barbara J. Renshenghous, art, Lloyd Schmelzle, geology, Donna Schumann, biology; Robert E. Sechler, mathematics; Robert L. Shafer, English; and James K. Smier, paper science and engineering.
    Staff members inducted were: Henrietta Ackerson, president's office; Helen F. Baker, food service; Doris J. Blackburn, custodial; Anna Bera, data processing/SCI; Dorothy J. George, financial aid and scholarships office; Fotoula Kazanowski, arts and sciences; and Lloyd W. Wester, plant accounting.
  - Information about WMU available
    WMU news and sports information is available by calling News Hotline, (616) 383-6171, and Sports Line, (616) 383-GOLD. Hotline includes information about speakers, events, registration, and rescheduled activities. Sports Line provides scores, comments, and schedule information.
Basketball

Coach Vernon Payne, right, has moved into the players’ residence hall in an effort to improve his squad’s performance. The move has allowed him to have closer contact with players like Pete Hansen, right, and Kelvin Oliver, middle, who joined him in his room recently to view a video tape of an opposing team.

Payne moves into players’ residence hall

Senior center Kelvin Oliver feels that Payne’s experiment has been successful.

“I think that coach moving in with us has really helped the team a lot. They can see in practices that everybody is really motivated and working harder.”

“If we want to be effective this year, then we also have to be disciplined as a team—which is now happening.”

Payne said.

“Payne is looking for this to be the turnaround year from his previous two seasons in the thick of the fight for a position in the conference. The Broncos have an 8-8 record that includes the stunning 65-64 December 19 win over No. 5 nationally-ranked De Paul University.

New athletic director talks about his post at Western

The Bronco volleyball team ended its 1984 season on December 8 with another perfect 18-0 Mid-American Conference record.

When Western begins the 1985 season, it will carry with it a forty-two-match, conference winning streak that began at the end of the 1982 season.

Coach Rob Buck’s squad was 26-8 overall, winning a second straight appearance in the National Collegiate Athletic Association Mideast regionals and a third consecutive MAC title. The team began postseason play with a win over Illinois State University, but was defeated by Nebraska in the Mideast regionals.

The Broncos’ success prompted Buck, who was named the MAC coach of the year for the second consecutive season. Additionally, Leland Byrd was named freshman of the year and Heather Sawyer shared most valuable player honors with Central Michigan University’s Joanne Hoskins.

What interested you in applying for your present post at Western Michigan?

“Really, the excitement that abounds on a college campus, working with coaches and young people, setting and establishing goals.”

What have been your impressions since coming to Western?

“I’m excited and enthusiastic after talking with Chauncey Brinn (vice president for governmental relations) and President Bernhard and meeting with members of the staff. They are young, knowledgeable, and energetic. I’ve also been impressed with the Kalamazoo community. To be willing and ready to support competitive teams and the staff is committed to accomplishing that goal.”

How do you view your job?

“The job of the athletic director is to use the knowledge, skill, and expertise available to him to provide the leadership necessary to reach our goals. The general overall goal is to develop a competitive, winning program that will generate pride, enthusiasm, and interest in Western Michigan University.

“To accomplish this, we must be sensitive to the needs of each program and secure the necessary resources to reach our goals. We must create an atmosphere that’s open and sincere and where people want to come to work.”

Administrators, coaches, and participants must have an enthusiasm and love for the game to be successful. We have to promote teamwork and work together. We need to always integrate the athletic program with the academic community and to insure as much as possible that our student-athletes obtain degrees.

“We’ll also face budget problems. Fund raising becomes very important as do gate receipts. Both of these factors benefit from winning, competitive teams.”

“Public relations is an integral part of our program. To be successful, we must have the support of our many publics—students, administration, faculty, alumni, fans, and community.”

What are your feelings on Title IX?

“Title IX brought a focus on women’s sports. It enabled our women’s program to make great strides in a short period of time. As I previously mentioned, our goal is to field competitive, winning teams throughout our total program.”

How has the role of the athletic director changed over the years?

“It’s become more of a business function. It used to be you scheduled games, handled travel arrangements, and made coaching appointments. Now, there’s increasing pressure to make both ends meet financially. At least everywhere, budgets have tripled during the last decade because of constantly rising costs.”
When Bernie Saunders first put on a Western hockey uniform in 1976, his skating style wasn't particularly pretty but nonetheless put him in the proper defensive position in front of an opposing winger.

Long hours in the weight room followed by and by his sophomore year, Saunders had boosted his weight from 175 to 187 pounds and his bench press from 340 to 320 pounds. In the process, he developed a powerful skating style that produced seventy-six goals, ninety-eight assists, and 154 points over a 140-game career.

Saunders led Western in goal scoring three different seasons and was the only player in the University's history to be team captain, most valuable and most improved player, and recipient of the sportsmanship award.

In 1982, following a three-year professional career that included two stints with the Quebec Nordiques, Saunders joined the Kalamazoo-based Upjohn Company as a purchasing agent.

"I'd always dreamed of playing in the National Hockey League," said Saunders, who was born in Montreal and moved to Ajax, Ontario, with his family to Ajax, Ontario. "When I came to Western, I decided to take advantage of academics as a business major. Because I had a good grade point average, I had the option of being able to turn my back on pro hockey and enter business."

"I was never gifted with talent, but I played hard no matter what the score. I believe that people remember me as someone who worked hard on the ice and in the classroom, and I try to carry this over into the business world." Saunders' years in professional hockey weren't idyllic. He spent the 1979-80 season with Cincinnati of the Central Hockey League, Syracuse of the American Hockey League, and the NHL Nordiques. In 1980-81, he spent two months with the Nordiques, in between two stints with the Nova Scotia Voyageurs, a powerful farm club of the Montreal Canadiens.

The following year, Saunders wasn't retained by Quebec, despite being the third leading scorer in its training camp. He had hopes of being traded, but when that didn't come about, he eventually obtained his release and signed with the Kalamazoo Wings.

"I had been talking with the Upjohn people about a position and wanted to give myself one last year of hockey, but in Kalamazoo," Saunders said.

"That year was satisfying for Saunders because he had thirty-eight goals and forty-two assists while helping his centerman Brett Jarrett, claim most valuable player honors in the International Hockey League."

In citing the difference between college and professional hockey, Saunders points out that "one is a profession, it's not a game but your bread and butter. I was a goal scorer and was expected to score goals," he said. "When I didn't, I was criticized, and justifiably so."

Saunders' most pleasant on-ice moment at WMU was beating Bowling Green 3-2 on the road his freshman year. The Falcons had already booked their airplane tickets to the National Collegiate Athletic Association tournament, but Bob Gardner's overtime goal kept them in Ohio and sent the Broncos into the Central Collegiate Hockey Association final.

Academically, Saunders says he was pleasantly surprised at the amount of information he learned at Western. "It all came back to me once I went into business," he said.

Saunders is still involved with hockey. He's coaching Portage Northern's team for a second year, he heads up the alumni association of Bronco hockey players, and he's the color commentator on WMU radio for its broadcasts of WMU hockey.

Dick Benson, left, with the Sports Medicine Clinic is working with graphic design student Mark F. Macioszek to strengthen Macioszek's knee, which was injured during a touch football game.

**Former icer continues his involvement in the sport he loves...**

Broadcasting WMU hockey games for WKMI Radio is just one way Bernie Saunders, (standing front), remains involved with hockey. Saunders, who does game analysis, teams up with fellow alumnus Robin Hook, (standing back), who does the play-by-play. Hook received a business administration degree from Western in 1978.
The beauty of the beast

Mother Nature provided both bad news and rare beauty New Year’s Eve when an ice storm blasted Southwest Michigan—downing trees and snapping power lines.

About 75,000 area residents lost power to their homes and were forced to spend the beginning of 1985 without heat or light. Western’s campus suffered limited damage and was never without electricity.

However, power to the transmitter of WMUK was interrupted and the University’s public radio station was knocked off the air for four days until a portable generator could be installed. Western did not lose its electricity because power lines to the substation serving campus were not affected by the storm and because most campus lines are underground.

Other Kalamazoo area residents were not so lucky and in response to a plea from the Red Cross, WMU opened the University Student Center as a temporary shelter (A). More than 225 people needing a warm place to stay used the shelter during the two days it was open. Meals were provided at Red Cross expense.

Meanwhile grounds crews labored to clear debris from around campus (D) after the weight of the ice tore branches from their limbs (B). In addition, a tree removal firm had to be called in to clear branches from the roof of The Oaklands (E), which was not damaged.

Despite the havoc the storm caused, Western’s campus seemed like a shimmering fantasy world for a few days as frail tree branches bent to the ground with the weight of their icy burden (C) and ice-encrusted power lines (F) glinted in the sunlight.
Dear Alumni:

Anniversaries are a time to reflect on the past and a time to plan for the future. As February marks my first anniversary as Western's alumni director, I would briefly like to reflect on the past twelve months, and share some plans for the future.

The increased involvements of the Alumni Association's board members is responsible for many of our accomplishments over the past year. The board has worked diligently to obtain better financial reporting, a more timely production and mailing schedule for the Westerner, and a membership marketing plan.

In addition to those successful accomplishments, the board is currently strengthening its awards nomination and selection processes and reviewing its constitution and bylaws. All of these efforts have contributed to making your Alumni Association stronger.

Besides strengthening the association's internal structure, successes were also noted last year in several program areas. Bright spots in our outreach programs, included the fifty, forty, and twenty-five-year reunions, the successful staging of the first-ever wartime reunion, and increased activities among our Detroit area alumni.

Looking ahead to this year, the alumni office staff will take a systematic approach to building a network of regional alumni organizations, beginning with four or five areas containing a large concentration of alumni. As the organizations in these targeted areas evolve, we will turn our attention to new areas.

Again, as I have done so often in my messages to you, I ask for your help. As we build and expand the network of regional organizations, I hope you will become involved, express your opinions and ideas for programs, and most important, assume responsibility to insure the success of these regional programs.

Sincerely,

Yours truly,

M. James Leyton

Lasers are the ultimate business achievers. They envision a profit-making opportunity and transform that vision into reality. Trusting their own judgment, and often risking their economic future, entrepreneurs are plunging into business ventures in ever-increasing numbers. Last year nearly 600,000 people started businesses in the United States.

Among those who have chosen the risks and rewards of self-employment is Western graduate E. Michael Kilbourn, real estate developer, commercial investment broker, and licensed real estate instructor. Kilbourn, forty, began his entrepreneurial career shortly after completing his education at Western in 1968.

He holds a Bachelor of Science degree in Mechanical Engineering, and masters degrees in business administration, communication arts and sciences, and teaching in the community college. After receiving his bachelor's degree, Kilbourn served as a company commander in Vietnam.

"That experience gave me a tremendous appetite for control of my life, and for more education," he said. "I've found that my sales ability has certainly been enhanced by the education I received, especially in the communication arts and sciences area."


"I believe that specializing is an important ingredient for success. In my case, it's residential rental property—apartment buildings."

Kilbourn became involved in that business after managing rental apartments while attending Western. "I started managing apartments as a way to live rent-free, but when I saw the opportunities for making money in real estate, I decided to enter this field."

After gaining sales experience at a local real estate firm, Kilbourn formed his own company.

"I was not getting recognition for achievements working for someone else," he said. "I did not perceive a risk in starting my own firm—I just moved forward."

In the last three years, Kilbourn's personal sales record totaled more than $27 million. He attributes his success to several factors.

"I know how to close a sale, and I enjoy solving people's investment problems. To be successful, you have to be persistent. I don't give up easily and I follow things through," he said.

"The complexities and challenges of investment real estate give me a great deal of pleasure. I could not be in business for myself, or spend twelve hours a day working if I didn't enjoy it. I don't think of this as work."

After being self-employed, could he accept employment with someone else? "If I ever did," Kilbourn said, "it would certainly have to be an arrangement where I was given extreme latitude in my decision-making. I enjoy being in direct control of my own life." Kilbourn currently serves on the board of directors of several firms, and is an active member of professional and community organizations.

Editor's note: This is the second in a four-part series on entrepreneurs. Ann Johnson, an admissions counselor, wrote the articles after interviewing four Western alumni in conjunction with a research project. The remaining articles will appear in the April and June issues of the Westerner.

Entrepreneurs are the ultimate business achievers. They envision a profit-making opportunity and transform that vision into reality. Trusting their own judgment, and often risking their economic future, entrepreneurs are plunging into business ventures in ever-increasing numbers. Last year nearly 600,000 people started businesses in the United States.

Among those who have chosen the risks and rewards of self-employment is Western graduate E. Michael Kilbourn, real estate developer, commercial investment broker, and licensed real estate instructor. Kilbourn, forty, began his entrepreneurial career shortly after completing his education at Western in 1968.

He holds a Bachelor of Science degree in Mechanical Engineering, and masters degrees in business administration, communication arts and sciences, and teaching in the community college. After receiving his bachelor's degree, Kilbourn served as a company commander in Vietnam.

"That experience gave me a tremendous appetite for control of my life, and for more education," he said. "I've found that my sales ability has certainly been enhanced by the education I received, especially in the communication arts and sciences area."


"I believe that specializing is an important ingredient for success. In my case, it's residential rental property—apartment buildings."

Kilbourn became involved in that business after managing rental apartments while attending Western. "I started managing apartments as a way to live rent-free, but when I saw the opportunities for making money in real estate, I decided to enter this field."

After gaining sales experience at a local real estate firm, Kilbourn formed his own company.

"I was not getting recognition for achievements working for someone else," he said. "I did not perceive a risk in starting my own firm—I just moved forward."

In the last three years, Kilbourn's personal sales record totaled more than $27 million. He attributes his success to several factors.

"I know how to close a sale, and I enjoy solving people's investment problems. To be successful, you have to be persistent. I don't give up easily and I follow things through," he said.

"The complexities and challenges of investment real estate give me a great deal of pleasure. I could not be in business for myself, or spend twelve hours a day working if I didn't enjoy it. I don't think of this as work."

After being self-employed, could he accept employment with someone else? "If I ever did," Kilbourn said, "it would certainly have to be an arrangement where I was given extreme latitude in my decision-making. I enjoy being in direct control of my own life." Kilbourn currently serves on the board of directors of several firms, and is an active member of professional and community organizations. He is a director of the Michigan Association of Realtors and a former vice president of the Kalamazoo Board of Realtors. In June 1983 he was appointed Mid West regional vice president and director by the Real Estate Educators Association.

When asked what motivates him, Kilbourn replied, "The need for recognition, and the satisfaction of helping my clients achieve their investment goals. Money is not a main motivator for me—it's a way of measuring success."

As for aspiring entrepreneurs, Kilbourn suggests they write down their goals and objectives, "because part of being successful is knowing where you're going. Setting your goals as specifically as possible is a lot of sense to me," he said. "If you don't reach one goal, then revise your goal or make a new goal, but don't give up."
We would like to remind Western alumni and friends that two exciting travel programs are being offered this summer and fall.

You may take advantage of the Alumni University Abroad-Great Britain program from July 26 to August 16 at a cost of $2,251 per person. Participants will depart from New York and discover that this trip is a perfect blend of social, cultural, and educational experiences.

Each year the Distinguished Alumni Awards.

Nomination from alumni are a vital part of the selection process for both awards. Interested WMU graduates are urged to complete and submit nominations for both awards using the forms appearing on this page. Included on each form is an explanation of the criteria used to select award recipients.

The Distinguished Alumni Award is given to alumni who have achieved a high level in their particular professional field. It is the most prestigious award the Alumni Association bestows. The Teaching Excellence Awards are given to full-time faculty members who are judged to be exceptionally effective teachers.

The deadline for submitting nominations for both awards is May 15. Completed nomination forms should be sent to the address listed on the forms.

**IMPORTANT:** The nomination deadline for 1985 awards is May 15. Complete and return this form to Western Michigan University, Office of Alumni Relations, Kalamazoo, Michigan 49008-3899.

*Only those nominations with supportive information will be forwarded to the selection committee.*
1910
Howard A. Cramer, TC '10, one of our older alumni, is still active and living in Pemona, CA. He retired from General Electric Co., Ontario, CA, in 1957.

1924
Cornelia Koster, TC '24, BA '36, was the oldest teacher participating in a recent reunion of the long defunct Thomas Edison School in Kalamazoo. Rudell Miller, BA '24, and Elizabeth Cross Miller, TC '24, celebrated their sixtieth wedding anniversary October 12 in Kalamazoo, where they have spent all of their married life. He was for many years a partner in, and later owner of, Miller & Boerman Sporting Goods. They have three children, ten grandchildren, and four great-grandchildren.

1928
Joan L. Taylor, BA '28, has been honored by Morgan Park Military Academy in Chicago, IL. He taught there for some years before moving on to Compton College in California. Morgan Park now has a Joan Taylor Alumni Scholarship in recognition of his thirty-year career as editor of its alumni newsletter. He lives in Rolling Hills Estates, CA.

1929
Edith Beadle Brouwer, BA '29, and Clarence Brouwer, BA '31, last August were featured in a senior citizens' column in the Grand Rapids Press. Both are longtime teachers and inveterate travelers to Europe. She is also a widely published author.

1932
N. Lorraine Beebe, BS '32, is one of two Kalamazoo WMU alumni appointed by Gov. James Blanchard to the Michigan Committee on Juvenile Justice. Borden and D. Clevelde Schoemaker Sanders, both BA '32, observed their fiftieth wedding anniversary November 29 in Kalamazoo. Both are retired teachers and musicians. Robert played with the Kalamazoo Symphony Orchestra and travels widely. They have two children, three grandchildren, and one great-grandchild.

1933
Mildred Scarlett Carter, TC '33, and her husband, Conard, celebrated their sixtieth wedding anniversary September 29. She is a retired teacher and they live in Kalamaezoo. They have three daughters and two grandchildren.

1944
Bruce W. Ambrose, BA '44, has become executive director of the Michigan State Medical Society, where he has worked since 1971.

1948
Robert H. Rustcika, BA '48, a retired member of the WMU social work faculty, in November was featured in a Kalamazoo Gazette article that described his retirement activities and concerns.

1949
Gordon Hunsberger, BS '49, has retired as head football coach at Grand Rapids Junior College, a position he held for the last twenty-nine years. He is still athletic director.

1950
Guy R. Benson, BS '50, has received a 1948 W. E. Upjohn Award from The Upjohn Co. The award includes a cash payment and a medal. He is head of dry products packaging, Budd J. Norris, BS '50, MA '54, has been elected as vice chairman of Upjohn Healthcare Services. He was formerly a coach in Cadillac and Muskegon and at University High School, and was WMU's alumni director.

1951
Dr. Robert Palmatier, BA '50, MA '55, has been elected to a two-year term on the executive committee of the Michigan Linguistic Society. He is chairman of WMU's department of languages and linguistics.

1953
Dr. Kenneth Deel, MA '64, EdD '67, has been appointed director of business and finance for the Redford Union School District, MI.

1954
Dr. Kenneth Deel, MA '64, EdD '67, has been appointed director of business and finance for the Redford Union School District, MI.

50 to celebrate fortieth anniversary.
Western Michigan College’s 1945 graduating class will reunite June 7 and 8 in Kalamazoo to celebrate its fortieth anniversary. A reunion committee, composed of Inez Vandepyle Hope, Gladys Jones Kingsnorth, Lois Hervey Rustcika, Alberta Hecker Studier, and Yvonne Fisher Waskin, is planning this special occasion with the help of the alumni relations office. In April class members will receive detailed information about the reunion, and more details will appear in the next issue of the Westerner. Over the years, the alumni office has lost track of many 1945 graduates. If you have any information regarding the whereabouts of the alumni listed on this page, please contact the WMU Office of Alumni Relations, Kalamazoo, Michigan, 49008-3899.

1955
William Hessel, BS '55, has been lauded by the Joseph B. Jackson Foundation for his fund-raising efforts to finance the establishment of a Three Rivers Community Center. He is president of American National Bank, Three Rivers.

1956
Patricia Boynton Kasdorf, BS '56, BA '59, is part-time children's librarian at Plainwell Public Library. She is also an instructor in children's literature.

1957
Robert L. Cook, BS '57, is now special education director for the Kelloggsville schools.

1959
James E. Doolan, BBA '58, has been promoted to field sales manager of Humphrey Products Co., Kalamazoo.

Rowland O. "Ron" Davies, BS '59, was recently featured in the Detroit News, as someone who handles investment portfolios for athletic stars, including several Detroit Tigers.

1961
Barbara Adams, BA '61, earned her juris doctor degree at Wayne State University. She lives in Clarkston.

1962
Larry K. Best, BM '62, MA '70, has been named employee supervisor for Clark Markhady Systems Technology Co., Battle Creek.

1963
John R. Abbott, BS '63, has become director of employee relations and administrative services for Dow Latin America. He lives in Missouri City, TX.

Gary Gusten, BS '63, is now deputy chief of Manpower Division of Natural Resources and is in charge of the Bureau of Environmental Protection. Dr. James Hawkins, BS '63, last fall became superintendent of schools at Ypsilanti, moving there from the Benton Harbor superintendent position.

Russ Black McKenzie, MA '63, this year became superintendent of the Holten schools.

Michael Murch, BS '63, MA '67, has become president of the Posen schools.

1964
Dr. Kenneth Deel, MA '64, EdD '67, has been appointed director of business and finance for the Redford Union School District, MI.

Ronald H. Dykehouse, BS '64, has been elected to the board of directors of the American Frozen Food Institute. He is executive vice president of Amfac Inc., San Francisco, CA, and president and chairman of the Amfac Food Group.

Richard Fluke, MBA '64, has been elected to a three-year term as an alternate delegate of the Michigan Hospital Association to the American Hospital Association House of Delegates. He is executive director of Pennock Hospital, Hastings.

Richard L. Patterson, BA '64, has been elected president of the Parchment Board of Education. He is vice president and secretary of interloc., Inc., Kalamazoo.

Shirley Karr Smith, BS '64, MA '72, has retired as a program counselor at Kalamazoo Valley Community College.

1965
Lewis Burchard, BBA '65, MA '70, is the new principal of Eau Claire High School. He is also a colonel in the Michigan National Guard and commands an infantry brigade in Wyoming. He moved from Hillsdale to Eau Claire.

Ione Condit, BS '65, MA '77, this year became elementary principal of the Decatur schools.

Dale Cryan, BA '65, MA '69 SpA '72, has become assistant principal of Albion High School.

May Foster-Haverkamp, BS '55, MA '74, has been appointed director of special projects for the academic affairs office at Ferris State College, where she is an associate professor of business education.

Robert L. Kent, BS '65, MA '70, over sixteen years as assistant, became head football coach at Kalamazoo College last
1966
Ronald R. Chamberlin, BBA '66, has become an assistant vice president and mortgage loan officer for American National Bank, Kalamazoo.

Carl Christof, B.S., '66, is now teaching at Chippewa High School.

Dr. Peter Krawutschke, BA '66, MA '67, has published a paper in the proceedings of the recent meeting of the American Translators Association. He is a WMU assistant professor of German.

James R. McKinley, BS '66, has enjoyed his first season as linebacker coach for the Oklahoma Outlaws of the United States Football League.

1967
Dr. David Bartz, BA '67, MA '69, EdD '72, is an associate professor of educational administration at WMU and assistant professor of education at the University of California at Santa Barbara. He is the Jenison schools.

Dennis Neubacher, BA '77, was featured in the November 17 issue of the Battle Creek Enquirer. He is near Augusta and is the wife of Don Gilmer, who represents that part of Kalamazoo County in the Michigan House of Representatives.

Dennis Brewer, BBA '69, has been promoted to vice president of sales and marketing for Steketeer-Van Huis, Inc., Holland.

1968
Daniel T. Armstrong, BS '68, MA '69, has been named vice president of Student Government at WMU, Orchard Lake.

Robert A. Dunn, BA '68, has been named vice president of Northern Michigan University Exploration Co., Michigan.

Gail Goines King, BA '68, has been promoted to vice president of Outback-safe area. She and her daughter live in Clarksburg.

Dr. Thomas J. Kuieck, Daniel T. Armstrong, BA '74, MA '77, has been named superintendent/principal of Battle Creek Community College.

Katie Barnes, BA '69, has earned her doctorate in psychology at the University of California at Santa Barbara.

Dr. David Bartz, BA '67, MA '69, EdD '72, has become manager of national accounts and promoted to vice president/sales and marketing for First of America Bank–Menominee.

Carolyn Cheeks Kilpatrick, BS '72, a member of the Michigan House of Representatives from Detroit, has been appointed by The Upjohn Co. to head, Consumers Financial Services. She is a team leader in the fund development office of the Greater Battle Creek United Way.

1969
Dr. Milo Meadows, MA '75, has moved to Palm Beach, Fla., schools. He is a coordinator of the Twenty-five-Year Rehabilitation and Mobility at The University of California at Santa Barbara.

1970
Hari K. Bhargava, BA '70, has received a 1970 W. E. Upjohn Award from The Upjohn Co. The award includes a cash award and a medal. He is manager of pharmaceutical planning, distribution, and inventory control.

Peter F. Clancy, MBA '70, is now vice president of CBS Books, New York, NY. He has settled in Defiance, OH.

Robert A. Hecht, BA '70, has become director of corporate communications for Harbor Industries, Grand Haven.

Charles M. Hobbs, BBA '70, has been promoted to senior account executive by Federal Home Loans, Battle Creek.

1971
Trenia Brown, BA '71, MA '78, is one of two WMU Alumnae to be appointed by Gov. James Blanchard to the Michigan Committee on Juvenile Justice. The rev. Patricia DeJong, BA '71, has been ordained in the United Church of Christ. She has been installed as senior pastor and minister of education for Riverside Church, New York, NY. She is now director of the master of divinity degree at the Pacific School of Religion.

Douglas A. Dewey, BBA '71, has been promoted to a new director of the data processing department for Kalamazoo County.

1972
William F. Smith, BBA '71, MBA '73, has been named vice president and director of marketing for First of America Bank–Monmouth, which is headquartered in Kalamazoo.

1973
Stephen Bukuwe, BBA '73, has become a social science instructor at Bay of the Great Lakes Community College, Escanaba. His wife, Tanja, BA '73, is now head nurse at the Gladstone Family Medical Clinic.

Peter J. Dion, BS '73, has become principal of the Pine Ridge Elementary School, Forest Hills Schools, Grand Rapids.

Mark Alexander, BA '74, has become an assistant regional director of agencies for National Mental Health Insurance Co. He is now a partner in Milwaukee, WI.

Mary B. Paulsen, MA '74, has been appointed professor of educational administration at Eastern Illinois University. She and her daughter live in Niles.

1974
Cookell Insurance Co., Buchanan. She is also a senior insurance agent for the State Farm Insurance agencies.

Lee F. Buescher, BSE '74, has been promoted to a new state Farm Insurance agency in Clarksburg, MD. She is a group insurance specialist for Consumers National Bank.

Kim A. Appel, BS '70, has joined First of America Bank–South Central as manager. She joined First of America Bank–Menominee.

1975
John F. Dowdle, BBA '75, has been named vice president and secretary of Farley-Estes Funeral Home, Inc., Battle Creek.

John Price, BA '75, MA '81, has become director of computer services for Kalamazoo Valley Community College.

Dr. Steven J. LaGrone, BS '75, MA '76, has been elected president of the Michigan chapter of the Association for the Education and Rehabilitation of the Blind and Visually Impaired. He is an assistant professor in blind rehabilitation and mobility at WMU.

1976
Kathleen Eichfield BA '71 is a branch librarian at the Branch County Library, St. Mary's Country, MD. She lives in St. Leonard, MD.

Gary L. Hankinson, BA '71, MA '73, has become director of the Mid-Michigan Center for Alcohol and Drug Treatment, Lansing.

Mary E. Devine, BS '69, has been appointed superintendent/principal of St. Mary's Preparatory School, Creston, Ont.

Gale Price, BS '75, MA '76, has become a marketing specialist for Consumers National Bank, Kalamazoo.

Gary L. Hankinson, BA '71, MA '72, has been named to Midland as regional sales manager for First of America Bank–Monmouth, which is headquartered in Kalamazoo.

Gary Walling, BBA '74, has been named a vice president of Comerica Bank, Kalamazoo.

1977
James Bonner, BS '77, is dean of students at Grand Haven High School.

Harold E. Fisher, BBA '77, has opened his own public accounting firm in Battle Creek, after working for Price Waterhouse Co. in Battle Creek.

Dr. W. R. Kelly, BA '77, MA '74, has had his third training bulletin published by Michigan Police Officer magazine. He has been with the Marshall Police Department since 1977.
1978
Barbara Adler, BA ’78, MSA ’81, presented a paper last September at the International Congress for Prevention of Child Abuse meeting in Montreal. She has a private practice in South Haven and has recently been awarded a clinical membership in the International Academy of Professional Counseling and Psychotherapy.

Dr. Charles L. Phillips, MD ’78, has opened a medical practice in St. Joseph. He is a 1983 graduate of MU’s College of Osteopathic Medicine.

Monte Anderson, MA ’78, is now supervisor of schools in Michigan Center. He lives in Jackson.

Dr. Louise Birch, MA ’78, EdD ’82, is now principal of Williamston Elementary School. She continues to live in Kalamazoo.

Robert F. Bishop, MBA ’78, has been appointed to a position in the Grand Rapids office of Buys, MacGregor, MacNaughton, Greenwalt, & Co., investment bankers.

Robert T. Brownlee, BBA ’78, has been appointed manager of the tax department of Seidman and Seidman, Saginaw. He is also vice president of the Saginaw Jaycees.

Rebecca Sue Bird Carender, BA ’78, has been promoted to personal bank manager by Gimbels Midwest.

Michael Denzel, MBA ’78, has been named tax manager for Touche Ross & Co., Chicago, IL.

Carolyn Fitzpatrick, MPA ’78, has been elected to second term as president of the National Hospice Organization. She has left her position as executive director of Good Samaritan Hospice Care, Battle Creek, to serve in the presidency.

D. Hussein Finnane, BS ’81, is a practicing chiropractor now in St. Joseph Townsgend, Berrien County.

Laurie Shank, BA ’84, has been named tax manager for Union Pump Co. She lives in Grand Rapids.

Mark Flowers, MFA ’79, has been appointed painting/foundation professor at the Savannah College of Art and Design. He now lives in Bluffton, SC.

Laura Kullenberg, BA ’79, in November visited homes to observe starvation conditions there. She is project officer for the Horn of Africa, Oxfam America, Boston, MA.

Kevin McKeough, BS ’79, has been promoted to national sales manager of the furniture division, Fabri-Corte Corp., Hastings.

Brent J. Pruitt, BBA ’79, has become a district sales manager for Humphrey Products Co., Kalamazoo.

Geraldine Thomas, MA ’79, has been named a teaching counselor at Kalamazoo Valley Community College.

1980
Diane Bolton, MA ’80, is teaching this year in Homer.

Charlene M. Bussnell, BS ’80, is now business manager of the Waterlilt. schools.

Ernest G. Perich, BS ’80, has been appointed vice-president for marketing of Group 234 Design, Inc., Ann Arbor. He lives in Ypsilanti.

S. Joseph D. Bata, BBA ’81, has been appointed assistant dean for student affairs at the University of Detroit School of Law, having graduated from there this past year. He is also a Wyandotte city commissioner.

Dr. William D. Howard, MA ’81, EdD ’83, has been appointed an assistant professor of education at Northern Michigan University.

Steven Kenzie, MPA ’81, is now with ERA Battalion Realty in Salinas, CA.

Mike Slochack, BS ’81, has received a 1983 outstanding teaching assistant award from the WMU physics department.

1981
Mary P. Bartante, BS ’82, is now on the staff of the ophthalmology department at the University of Houston, TX.

David Burns, BA ’82, has received his master’s degree in library science at the University of Denver, and is librarian for Denver Theological Seminary.

Lynne Dray, BA, 1982, now a WMU graduate student in creative writing, co-wrote an article in the October Associated Writing Programs of America newsletter entitled “Inside: Western Michigan University.”

Nancy Engardio, BFA ’82, is now a graphic designer for KMI, Inc., Ceresco.

John D. Jasper, BS ’82, is now associate field representative for the National Grape Cooperative in Michigan.

Jeanne Kopko, BS ’82, has become activity director for Beverly Manor, Novi. She lives in West Bloomfield.

Louise Inselberg, a 1983 graduate who majored in business administration, has been promoted to college relations manager by Gerber Geared Systems. She continues to live in Kalamazoo.

1979
Thomas R. Branson, BS ’79, has been named South Bend, Indiana, engineering manager for Monroe Auto Products. He lives in Sylvania, OH.

Judith L. Dobbert, MA ’79, is Michigan’s 1983 Teacher of the Year. She was among twenty-five finalists for the award, which is presented by the State Board of Education. She is a third grade teacher at Carmel Elementary School, Albion.

T. J. Fiola, BS ’79, has been promoted to senior chemist for Dow Chemical Co., Midland.

Gimbels promotes alumna
Louise Inselberg, a 1983 graduate who majored in business administration, has been promoted to college relations manager by Gimbels Midwest. Now residing in Southfield, Inselberg returned to campus recently for a day of interviewing current seniors. She joined Gimbels’ executive training program in October, 1983, and was named to her present position in August of last year.

1986

Philip Teirstein, BA’79, and Cynthia Fenton, MSA ’79, July 30 in The Outlands. She is a social worker in the Kalamazoo County Mental Health Program and he is a psychologist at the Kalamazoo Regional Psychiatric Hospital.

1967

Mary Jane Bettsman, BBA ’68, and Terry G. Bettsman, BA ’68, August 1, in East Lansing. Both are with IBM’s National Marketing Division, Atlanta, GA.

Charles P. Alexander, MBA ’69, and Linda White, November 18 in Owosso, NY. He is assistant treasurer of Ryder System, Inc. They live in Miami Lakes, FL.

James A. Laure, BBA ’69, and Debbie Pyke, November 3 in Kalamazoo. He is with W.S. Christie Rhodes, Kalamazoo. They live in Kalamazoo.

1969

Richard Campbell, MBA ’83, has moved to Kalamazoo as an investment officer with American National Bank.

Steven Elders, BS ’83, is now a loan officer with the Federal Land Bank Association in Bay City.

Stan Ellis, BBA ’83, is a partner in a new men’s store in downtown Battle Creek, Gen’s Men’s Wear.

Rozana Hussain, BS ’83, has received 1983-84 outstanding teaching assistant and outstanding scholarship awards from the WMU physics department.

Philip J. King, BS ’83, has graduated from the Fort Worth, TX, police academy and has worked for that department for the past year.

Mary Ann Link, BBA ’83, has become a marketing representative for HMO West in Battle Creek.

Richard E. Lovell, MPA ’83, has become director of communications for the Kellogg Company, Battle Creek.

Andrea L. White, BBA ’83, has been promoted to chief financial officer of Public Sector Consultants, Inc., Lansing. She continues to live in Kalamazoo.

Paul N. Arnold, BBA ’84, has become an account executive for Capital Systems, Inc., Saginaw.

Jerry Boose, MPA ’84, has become employee relations manager at L. Perrigo Co., Allegan. He lives in Battle Springs.

Julia Paradise, BBA ’84, is now an administrative trainee in finance for Gerber Products Co., Fremont.

James Stithole, BBA ’84, is now an economist with the Chamber of Mines for the government of Zimbabwe, Africa. He reposed his wife and two children there after 9 years of study at WMU and now lives in Harare, the capital city.

1970

Jack Boersen, BS ’70, and Bev Boskoel, August 17 in Hamilton. He is with Dog Life, Inc.

Michael D. Patterson, BS ’70, and Sheila Davis, in August in Detroit. He is an attorney, and a member of the WMU Development Fund Advisory Council.

Marvin B. Way, BS ’70, MFA ’76, and Robert Browne, to Hart, MI. He is a director of the Oceana County Department of Social Services. They live in Shelby.

1971

Vincent Piersante, Jr., BS ’71, and Claudia Joseph, BS ’76, August 25 in Owaso. He is a special agent for the criminal investigation division of the Michigan Treasury Department. He is sergeant in the internal affairs section of the Detroit Police Department. They live in Detroit.

Donald A. Sonnenberg, BBA ’72, and Jerrie Jones, October 6 in Benton Harbor. They live in St. Joseph. He is with Art’s Appliance and TV, Bridgman.

They live in Saywer.

Lyric V. Medora, BBA ’74, and Andrew Coyle, September 29 in Kalamazoo. She is an analyst programmer for the Kellogg Co.

Richard V. Medora, BBA ’74, and Mary Carroll, October 27 in Kalamazoo. He is chief accountant for the VA Medical Center, Battle Creek. They live in Kalamazoo.

Max J. Rieke, TC ’74, and Linda Green, September 18 in Battle Creek. He is a teacher in Muskegon. They live in Fruitport.
1975
Bruce Condecker, BS '75, and Susan Bridges, August 31 in Paw Paw. He is with the Cass County Soil Conservation Service.
Robert W. Daniels, BS '75, and Laurie Raps, July 31 in Black Rock, CT. He is with the Social Security Administration. They live in Chicago, IL.
Patrick Drzewicki, BS '75, and James Leiberguth, July 21 in Traverse City. She is a pharmacist.
Mark Sundberg, BA '75, MA '76, PhD '80, and Cynthia Sodin, September 1 in Battle Creek. She is a faculty member at California State University, Stanislaus.

1976
Nicholas Bazan, BA '76, and Brenda Barrette, September 15 in Hendersonsville, TN. He is an attorney in Atlanta, GA. They live in Chicago.
Thomas C. Byrum, BS '76, MA '82, and Maryellen Petrykos, November 2 in Greenfield Village, Dearborn. She is a systems operator at Warehouse Imports, a systems consultant for Logic Systems, and a foreman at UARCO. They live in Sugarland, TX.
Diana Clararino, BBA '76, and Richard Birlsall II, October 15 in St. Joseph. She is a systems analyst for the Clinton-Ingham-Eaton Community Health Center. They live in Beavert, NV.

1977
William L. Carey, BBA '77, and Annette Sabatino, September 5 at Higgins Lake. He is with Davis & Carey Grayling.
Joy K. Colin, BS '77, and Randall J. Bass, July 7 in Southfield. She is with Omnicom, Inc. They live in Midland.

1978
Janice Dates, BS '78, and David Hovrud, August 11 in Hoffman Estates, IL. She is a teacher at Fremont High School. They live in Schaumburg, IL. They live in Chicago, IL.
Virginia Jasper, BS '78, and Kevin Panos, September 16 in St. Joseph. She is a systems operator at Warehouse Imports, Naperville, IL. They live in Bonita Springs, FL.
Terry L. Lane, BA '78, and Robert J. Bruch, July 21 in Kalamazoo. She is a systems analyst at General Motors. They live in Midland.
David Moris, BBA '78, and Joyce Hudson, BS '83, September 15 in Kalamazoo. Both are accountants. She works at the WMU Campus Bookstore and he works at Allied Paper Co.
Dr. Robert J. Russell, MA '78, EdD '80, and Patricia A. Coughlin, MA '83, September 16 in Binghamton, NY. He is a psychologist at Binghamton Psychiatric Center and Morvote General Hospital.
Gayle Yeakle, BS '78, and Christopher Hertel, September 1 in Athens. She is with Burton, Cloud, & Pittman, Inc., Houston, TX. They live in Texas City, TX.

1979
Thomas W. Bouma, BBA '79, and Julie Careau, August 10 in Howardsville. He is employed by the city of Portage.
Joe H. Connell, BS '79, and Rhonda Johnson, August 10 in Athens. He is a teacher and she is with the Texas Department of Mental Health-Mental Retardation. They live in Houston.

1980
Brian Cross, BS '79, and Christine Kangas, August 9 in Kalamazoo. She is with the Nankai University in Tianjin. His visit is being sponsored by the Office of International Education and Program.
Karen Hansungser, BS '79, and Gary Poole, July 21 in Huron City. She is an elementary teacher. They live in Kalamazoo.
Douglas L. Smith, BBA '79, and Debra Epperle, BS '80, October 10 in Monroe. They live in Saline.

1981
Kristie Brouwer, BS '80, and Jeffrey Hanson, July 7 in Grand Haven. She is an occupational therapist with the Jackson schools. They live in Jackson.
Bonnie Drobac, BS '80, and Tom Demody, June 9 in East Lansing. They live in Monsonite, CO.
Llgii Patrick J. Felts, BS '80, and Deborah Fernando, October 6 in St. Ignace. They live in New Buffalo, MI.
Kevin C. Gast, BBA '80, MBA '83, and Juli Schrag, BS '82, October 6 in St. Joseph. He is a sales coordinator at Manufacturing Co., Benton Harbor. They live in St. Joseph.
Mark Gettel, BBA '80, and Cynthia Black, August 4 in Kent City. They live in Pigeon.
James W. Lusk, BBA '80, and Alison Angerman, October 6 in Kalamazoo. He is a computer programmer at the Federal Center, Battle Creek. They live in Battle Creek.
William Pfeiler, BS '80, and Deborah Brink, August 28 in Augusta. He is a teacher and coach in Pioneer, OH. They live in Dryden.
James D. Philip, BS '80, and Amy Thompson, August 4 in Port Huron. They live at the Lenawee Vocational Technical Center. They live in Adrian.
Walther S. Polk, Jr., BS '80, and Mary A. Westermann, July 20 in New Baltimore. He is a pilot for Kal-Aero, Inc. They live in Kalamazoo.

1982
Brand, BBA '81, and James Cuyp, August 25 in Richland. She is a forensic scientist at Flat Co. They live in Richland.
Mark Koons, BBA '81, and Robin Isom, August 31 in Tecumseh. He is an assistant manager at Tecumseh Products. He lives in Kalamazoo.
Samuel M. DeMarco III, BBA '81, and Marlene McFarland, BBA '81, and Mary Fawley, November 24 in Columbus, OH. She is with the George F. Valli Co. They live in Kalamazoo.

1983
James M. Maas, BS '83, and Donna Root, October 13 in Standale. He is with Imperial Development Co. They live in Flat Rock.
Patrick D. O'Brien, BBA '83, and Michelle Elliott, August 18 in Battle Creek. He is a credit analyst for Fidelity Bank of Dallas. They live in Arvada, CO.
Eric Pott, B.A., and Wendy Kaminski, June 9 in Manitou. She is an accountant at the Wisconsin Academy, Waterhouse.

1984
James P. Barnum, BBA '84, and Kristine Goess, June 30 in Kalamazoo. He is a systems analyst.
Richard G. Bean, BBA '84, and Cheryl Sexton, May 3 in Hillside. He is with Gimbels Department Store, Milwaukee, WI.
Caroline Beth, BS '84, and Christopher Williams, August 25 in Big Rapids. They are both with Calhoun County Mental Health Center.
Cynthia Bogema, BBA '84, and James Coffey, June 30 in Portage. She works for Microsoft Corporation. They live in Gobles, MI.
Melissa DeKuyper, BS '84, and Patrick Redlinger, August 3 in Fremont. They are both with Michigan National Bank, Fremont. They live in Fremont.
Barta Pillmann, BBA '84, and Scott VanderVeen, September 1 in Muskegon. She is an accountant with Umpqua Bank. They live in Muskegon.
is an elementary teacher. They live in North Muskegon.

Mary Beth Steinbrecher, BS '84, and Paul Schuiteman, BS '84, August 11 in Iron Mountain. He is a senior warranty analyst for American Motors Corp. They live in Lincoln Park.

Deaths

Florence Wood Carpentcr, TC '11, died December 10 in Grand Rapids. She was an elementary teacher, at one time in Comstock. She leaves two children, five grandchildren, and seven great-grandchildren.

Alice Stanton Phillips, TC '15, died October 3 in Southfield. Married to a Methodist minister, she lived in many places, notably Port Huron and Detroit. She leaves two children, five grandchildren, and four great-grandchildren.

Geacie Decker Adams, TC '27, died in Grand Rapids on November 16 in Kalamazoo. She leaves four daughters, two sons, including Thomas L. BA '53, Kalamazoo; eighteen grandchildren; fifteen great-grandchildren, and one sister.

Mary Alice Parsons Watters Mitchell, MA '40, died November 15 in Kalamazoo. She was an elementary principal, and directed of elementary education in the Kalamazoo school system for thirty years. She was a member of the American Association of University Women and an emeritus member.

Raymond C. Deur, BS '39, an emeritus assistant professor of biology, died November 15 in Kalamazoo. He was the WMU faculty from 1943 to 1976 and was widely noted for his work in outdoor education. In 1973 he received the Teaching Excellence Award from the WMU Alumni Association. He received many awards from professional and civic groups and in 1980 received the Diamond Jubilee award from the Michigan Audubon Society. That same year he received the Julian White Smith Award from the Michigan Outdoor Education Association. He and his wife took many students groups throughout the United States and Europe. He leaves his wife, Elizabeth [Hawethorn], BA '36, and two daughters.

Gertrude Jewett Bachelder, TC '18, died November 16 in Kalamazoo. She leaves four daughters, two sons, including Thomas L. BA '53, Kalamazoo; eighteen grandchildren; fifteen great-grandchildren, and one sister.

Sawyer.

Joseph H. Hoeh, Jr., BA '49, died in Kalamazoo on November 20 in Paw Paw. Before retiring she taught in Allegan and Covert, and taught for thirty years in Kalamazoo. She leaves her husband, one daughter, two brothers, one great-grandchild.

Marguerite Szakas Oros, BS '47, died September 16 in Kalamazoo. She was married to a Kalamazoo postal clerk for forty years and lived in Otsego. He leaves his wife, three children, ten grandchildren, and eight great-grandchildren.

Hazel Elsworth Carr, TC '25, died November 20 in Battle Creek. She was a Kalamazoo teacher, a Kalamazoo County teacher, and a Practitioner and Civic Groups and in 1980 received the Diamond Jubilee award from the Michigan Audubon Society. That same year he received the Julian White Smith Award from the Michigan Outdoor Education Association. He and his wife took many students groups throughout the United States and Europe. He leaves his wife, Elizabeth [Hawethorn], BA '36, and two daughters.

Gladdys Simonco, BS '56, died November 26 in Kalamazoo. A retired Kalamazoo teacher, she leaves one son, one daughter, John Collinsworth, BS '63, Laven, AZ; four sisters, and five great-grandchildren.

Ann M. Genetti, MA '58, died October 24 in Ironwood. She was an insurance agent in Ironwood for more than forty years, and most recently had lived in Sawyer.

Glady L. Kline, BS '27, died October 25 in Kalamazoo. She was a Kalamazoo County social worker for many years.

Mabel Gibson Simpson, TC '27, died November 13 in Cedar Springs. She had made her home for many years in Sand Lake, where she had taught, been a postal clerk and been a newspaper correspondent.

Bernard L. Spaulding, BA '28, died October 22 in Loveland, CO. Formerly of Grand Rapids, he was a pharmacist at the Fairview School for twenty-five years, and had been a missionary to the Melanesia for more than forty years, and most recently had lived in Sawyer.

Gladys Simonco, BS '56, died November 26 in Kalamazoo. A retired Kalamazoo teacher, she leaves one son, one daughter, John Collinsworth, BS '63, Laven, AZ; four sisters, and five great-grandchildren.

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Inside the WMU Foundation: Dottie Mortimore

Ever wondered about the folks who devote themselves to raising funds for Western Michigan University? In this question and answer interview with Doretha "Dottie" Mortimore, Development Fund director, the Westerman asked what brought her to WMU and to fund raising, and why she believes Western needs your annual support.

What brought you to Western?
"The need I felt in 1965 to obtain a university education. After graduating from high school in 1960, I worked in business in my hometown of Coldwater. After several years, however, I began to sense that my horizons were limited by my lack of a university education. I chose Western because my mother received her B.A. and M.A. degrees here and the school had an excellent reputation in my area."

Did you pursue a course of study for a particular career?
"At first I thought I wanted to teach in secondary education, so I majored in history and English. My studies changed, however, while I was fulfilling the non-Western world requirement at WMU.
"I took a course on the history of Japan from Professor Andrew Nahm. His lectures fascinated me and I developed a deep interest in the peoples and cultures of Asia. After receiving my B.A. in 1968, I went on to master's work in history, concentrating on U.S. diplomatic and East Asian history.
"I then received a Sp.A. (Specialist in Arts) degree in 1974 in International and Area Studies. My graduate work took some time as I interrupted my study to live and conduct research in South Korea in 1970."

Why didn't you go on in your academic field?
"Quite frankly, because I decided the life of research was not for me. When I returned to campus in 1971, I decided to use the management and administrative skills I'd obtained in the business world at my Alma Mater and began working full-time here."

When and why did you join the development office?
"I saw the development office as a challenging opportunity to combine my skills with my extensive knowledge of the University and joined the office in 1979.
"I'm happiest when working with people. This position gives me ample opportunity to meet a broad spectrum of our alumni body and to promote an institution I believe in—Western."

What are the responsibilities of your office—the Development Fund?
"This office is responsible for raising annual charitable contributions from alumni, parents, and friends who feel a kinship to Western and who are interested in assisting the University achieve its goals."

Many people believe the state of Michigan provides all the University's operating funds. Is this true?
"No, and it has never been true. Western is a state-assisted, not state-supported, university.
"Less than two-thirds of the University's total annual budget is derived from state assistance, tuition, and fees. We must seek the balance from the private sector."

Where do these annual gifts go?
"They're used for student scholarships and loans, instructional support, library acquisitions, state-of-the-art equipment, and research. Private support will be increasingly important if Western is to maintain and enhance its quality programs."

May donors designate their gifts?
"Of course. We receive many gifts tagged for a specific department or program. In these instances, we notify the appropriate academic administrator that a gift has been made and is ready for them to use."

Are you sure the needs aided by private support can't be met by asking for additional monies from the state?
"Yes. For the last fifteen years, there has been a steady erosion in the percentage of the state budget that is allocated to higher education. Michigan colleges and universities have been hit very hard and the need is very real for additional funds.
"Let me also point out that educational leaders agree that the road to excellence for any college or university has always been paved with private gifts.
"Without such help, universities do not become great! It is the gifts of individuals, corporations, and foundations that have always fostered the best in American higher education."

Can the small gift of just one alumnus or friend really make a difference?
"Absolutely. When placed with the thousands of other gifts. From 1970 to 1980, there was a loss to WMU in real income from the state of Michigan of about five million dollars. This has been replaced, in part, by outside gifts.
"If we are to continue to push ahead the frontiers of knowledge, and to educate our young people for meaningful lives in a host of careers, then it is the gifts of those who have gone before that will make a significant difference."

Some people don't enjoy asking others for money. How do you feel about it?
"One of the most remarkable characteristics of Americans is their need to help worthwhile causes, to the extent they are able. And I represent a very worthwhile cause—educating minds at a fine university.
"I believe most people know that the present and future of our society rests upon a highly educated citizenry. When you are proud of the cause you represent, and know that people feel a special pride in giving, asking for money is no problem."

How many WMU alumni actually make gifts each year?
"In 1983, over 9,000 alumni supported their Alma Mater. This translates to a participation rate of about 11 percent. The average for American public universities is 14 percent. I'd like to see Western alumni at this level and beyond by 1986."

How much money do alumni contribute?
"Last year alumni gifts totaled over one-half million dollars. Again, I'd like to see their support grow substantially in the next few years. I believe that is possible.
"Many of our alumni have not given simply because we have not been able to ask them in a personal, meaningful way."

How do you ask alumni for contributions?
"We'd like to ask everyone face-to-face, but of course this is impossible. The next best personal way is via the telephone. This is why "WMU Calling" is becoming such an integral part of our annual appeal."

Would you summarize again why one person's gift is important?
"Each gift helps swell total private support for Western. As a development professional on the staff at Western, I feel proud to work with the many, many volunteers who assist us in raising money for the continuation of educational programs that have produced such a fine alumni body."

"If we are to continue to be an outstanding university, we need not only your gifts, but also your continuing testimony of the worth of this institution in your life and career.
"Each of our alumni and friends can make a difference in the future of Western Michigan University."

"Less than two-thirds of the University's total annual budget is derived from state assistance, tuition, and fees."
"... the road to excellence has always been paved with private gifts."
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