Water quality project receives grant from Kellogg Foundation

Safeguarding people's health in Southwest Michigan by using computers to monitor water quality is the goal of a unique project at Western. The University has received a three-year grant of $418,571 from the W.K. Kellogg Foundation of Battle Creek to head up the ambitious project, which involves seventeen counties. The monitoring system will be developed by the WMU Science for Citizens Center of Southwestern Michigan and the Southwest Michigan Groundwater Survey and Monitoring Program (SMGSMP).

The project involves developing a computer data base that standardizes descriptive and analytical reports about groundwater location, quantity, movement, and quality. Once the data base is firmly in place, personnel from four townships and four counties will be trained to do the data collection and the analysis required to keep it current. Later, people from every county will be trained so that the monitoring system is comprehensive and continuous.

Counties included in the project are Allegan, Barry, Berrien, Branch, Calhoun, Cass, Eaton, Hillsdale, Ingham, Ionia, Jackson, Kalamazoo, Kent, Muskegon, Ottawa, St. Joseph, and Van Buren.

Dr. Edwin R. Larkin, health officer and medical director for Barry, Eaton, Calhoun, and Ionia counties, chairs the policy board of the SMGSMP. He outlined the use for the system by saying, "It will provide three basic functions: to make existing information more useful and accessible; to serve as a management and decision-making tool, and to provide the basis for public health and environmental research."

The computer records compiled through the project will be developed in such a way that they can be transferred between counties or forwarded to state and federal agencies. The computer will be used to generate, in a matter of minutes, subsurface geological maps that previously have required days to prepare by hand.

According to Larkin, the groundwater data base will be a useful management tool for land-use planning and zoning, identifying and controlling contamination, rural water supply planning, protecting municipal water systems, developing emergency water supply procedures, encouraging innovation and conservation, and increasing public education.

In addition, the computer can be used to predict the flow of contamination from its source and to process statistical data to determine if correlations exist between the level of any given substance in water and health problems in a population. "It is no exaggeration to say that we depend on clean and abundant groundwater supplies for our very existence," Dr. Donald J. Brown, director of the Science for Citizens Center and a WMU professor of chemistry, said in explaining the necessity for the project. "It is the source of our drinking water, the lifeline to grow our food, and a vital component of most industrial processes that provide jobs and the products we need every day.

"Surprisingly, Michigan's subsurface environment is poorly understood. A detailed picture of the location, supply, and quality of groundwater is urgently needed," he said.

Plans for the project were developed over more than two years by the SMGSMP. The organization was initiated by local health departments with the help of WMU and the cooperation of state, public, and private organizations. Representation in the organization includes health departments, academic institutions, the U.S. Geological Survey, the Michigan Department of Public Health, and the Michigan Department of Natural Resources.

WMU education expert praises state for teacher competency approach

Michigan has been wise not to jump on the teacher competency bandwagon that is rolling across the country, according to the chairperson of Western Michigan University's Department of Education and Professional Development.

"Michigan stands in the forefront of dealing with competency for teachers," Dr. Thomas F. Ryan says, "but it has not been seduced by the siren call of competency testing. I think the concurrent efforts of school teachers in Michigan, local school boards and administrations, the state Department of Education, and even the legislature and the governor's office have stressed a slightly slower but more reasoned approach to the question of competency for teachers."

Western has long been recognized as a national leader in teacher education. During a decade that spanned the mid-1960s and early 1970s, WMU graduated more teachers than any other school in the country. About 500 teachers will be graduated from Western this spring.

Some states test competency

The National Education Association (NEA) says eight states have passed or implemented competency testing (Continued on page 3)

Presidential search narrowed to three

Three finalists have been named for the WMU president and separate two-day visits to campus have been scheduled for all three during April.

The three finalists are: Dr. George E. Ayers, forty-six, president, Chicago State University, Chicago, Illinois; Dr. Diether H. Haenicke, forty-nine, vice president and provost, Ohio State University, Columbus, Ohio; and Dr. Carol C. Harrey, forty-three, vice president for administration, Ohio University, Athens, Ohio.

We are confident that the two-day campus visitation schedule will provide an opportunity for the finalists and University community to get a good look at one another," University Trustee Charles H. Ludlow, chairman of the presidential search committee, said. During public forums on campus, Ludlow added, each finalist will be asked to make a presentation on the topic, "Issues Facing Higher Education in the Next Ten Years."

Ayers has been president of Chicago State since 1983 and was vice president of Massasoit Community College in Brockton, Massachusetts. He held several positions at Metropolitan State University in St. Paul, Minnesota, including vice president and dean of academic affairs from 1974 to 1978, vice president for administrative services from 1973 to 1974, and assistant vice president for academic affairs from 1971 to 1973. He has a Doctor of Education degree from the University of Northern Colorado, where he also earned his Master of Arts degree. His bachelor's degree is from Western Illinois University.

Haenicke has been vice president and provost at Ohio State since 1983; he was acting vice president and provost from 1982 to 1983 and before that was a dean from 1978 to 1983. In addition, he has been a professor of languages and literature there since 1978. At Wayne State University, he was vice president, provost, and professor from 1977 to 1978, and was provost and professor from 1975 to 1977. His degrees, including his Doctor of Philosophy degree, are from the Universities of Gottingen, Marburg, and Munich, Germany.

Harter has been vice president for administration at Ohio University (Continued on page 3)
Teacher competency (Continued from page 1)

programs for teachers within the last two years. As of last fall, according to NEA figures, twenty-three states required some form of competency tests or prospective or practicing teachers.

To be certified to teach in Michigan, a student must complete a state-approved college or university teaching program. Thus, schools determine whether a person is qualified to teach and the state decides whether a teaching program is required.

According to Ryan, a bill slowly working its way through the Michigan legislature would require persons entering the teaching profession to take a test measuring basic academic skills.

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For more people, buying a car involves weeks and even months of making choices. But a group of Western Michigan students has simplified the process by designing a computer program to do much of the work for prospective car buyers.

The program was a semester project for the group, which was enrolled in a business information systems class titled "Decision Support Systems." The class is taught by Dr. Kurjakone at Western Michigan University.

Teacher's objectivity and the performance of the students the teacher works with.

The last alternative

The third alternative is to define what knowledge is necessary to teach a particular subject or grade level and to develop a set of questions to ask prospective teachers how they would approach a topic or what they know about the topic. Clearly, as you go from one to three on my list you move further away from the actual act of teaching.

Any measure of teacher competency must take into account the differing goals of local school districts, Ryan says.

"In Michigan we have talked about ways in which teachers can be prepared to deal with local school issues and local school goals and objectives. There has to be room for teachers to make decisions that differ from community to community, and more particularly, differ as that teacher interacts with specific groups of children."

According to Ryan, teachers make thousands of decisions each day.

"We've not jumped on the bandwagon, but we have given the topic considerable study and interest," Ryan says.

Classroom performance

"I think that we in Michigan have felt for a number of years that the primary mechanism for judging competency that is in vogue around the country is a paper and pencil test, and while we believe that teachers must have a store of knowledge to communicate to children, we also believe that teachers' responses to paper and pencil tests are not adequate to determine whether they actually can do a job in the classroom."

Ryan ranks paper and pencil tests at the bottom of his list of preferable ways to measure teacher competency.

"The best alternative for measuring teacher competency that is known today, as far as I'm concerned, is to have individuals who are knowledgeable about good teaching go and watch a teacher teach," Ryan says.

"The second best alternative is to examine the relationship between a teacher's stated objectives and the performance of the students the teacher works with,” Ryan says.

Concerning the most effective way to teach a given subject to each of a large number of students.

Ryan says there is a "certain amount of logic" in Albert Shanker's recent call for the development of a nationally recognized licensing exam for teachers. Shanker is the president of the 600,000-member American Federation of Teachers.

"Shanker continues to use his position as a national leader in the teacher union movement to keep alive the public's focus on quality education," Ryan notes.

Ryan complains, however, that proposals such as Shanker's are based on "our national belief that technology can solve most of our problems."

Ryan agrees that testing can give some indication of knowledge levels, but argues that what one knows is simply the base for what one does.

"The only true way you can detect how well a teacher teaches," Ryan says, "is by going and sitting in the classroom and watching that teacher function with a group of kids."
Four recognized for achievement

Two seniors and two faculty members were recognized for outstanding achievement by the Michigan Association of Governing Boards at its fourth annual awards convocation March 26.

The students are Michael P. Stapleton of Garden City, a finance major, and Deborah L. Walker of Lansing, a major in occupational therapy. The faculty members are Dr. Mary A. Cain, professor of education and professional development, and Dr. Claude S. Phillips, professor of political science.

The nomination of faculty members is made by the executive board of the Faculty Senate. Student recipients are nominated by a committee representing the offices of academic affairs, Board of Trustees, Faculty Senate, and student services.

Two undergraduate students and two faculty members from each of Michigan's fifteen public colleges and universities were honored at the convocation.

WMU to take part in liberal arts workshop

Western is one of twenty-four institutions across the country selected to participate in the 1985 Workshop on the Liberal Arts.

Western, Kalamazoo College, and the University of Michigan are the only institutions in the state chosen for this program, which will be held June 15-29 at Colorado College in Colorado Springs, Colorado.

The purposes of the workshop are to provide a team of four persons from each institution an opportunity to explore, in depth, a particular issue of academic concern. To provide opportunities for each participant to enroll in one or two seminars related to the liberal arts. A group of distinguished researchers and practitioners of higher education will serve as the workshop and resource faculty.

Western's team will address the future of interdisciplinary programs in the College of Arts and Sciences and the role of these programs in the University's commitment to public service.

Search

(Continued from page 1) since 1982. Before that she was vice president and dean of students from 1976 to 1982, ombudsman and assistant professor from 1974 to 1976, and an assistant professor of English from 1964 to 1974. From 1964 to 1970 she was a member of the faculty at the State University of New York at Binghamton. Her Doctor of Philosophy and Master of Arts degrees are from the State University of New York at Binghamton and her bachelor's degree is from Harvard College.

DNR and Western conduct unique training program

Western and the Michigan Department of Natural Resources (DNR) conducted a unique two-week training program in late February at Michigan State University's Kellogg Conference Center at Battle Creek.

Twenty-five DNR middle managers from across the state took part in the first DNR Management Academy. Academy participants attended classes covering a variety of topics, toured several sites in the Kalamazoo area, and met with top DNR officials, members of the Natural Resources Commission, a state legislator, and a circuit court judge.

Song Woong Oh, one of seventy-two international students participating in the WMU Career English Language (CEL) program, proudly talks about his Korean homeland while studying here at Western. "Like a lot of international students, he's a long way from home. To overcome the loneliness and homesickness our students experience, we actively seek alumni and friends of Western within greater Kalamazoo to act as host families," Mary Lu Light, CEL language specialist says. "Host families are asked to simply include a student in some of their regular activities for a minimum of eight weeks. "The cultural exchange benefits the CEL students as well as the families," Light adds.

Song Woong Oh points out his homeland if you're interested in serving as a host family, contact the CEL Office at 383-8024.

Song Woong Oh, one of seventy-two international students participating in the WMU Career English Language (CEL) program, proudly talks about his Korean homeland while studying here at Western. "Like a lot of international students, he's a long way from home. To overcome the loneliness and homesickness our students experience, we actively seek alumni and friends of Western within greater Kalamazoo to act as host families," Mary Lu Light, CEL language specialist says. "Host families are asked to simply include a student in some of their regular activities for a minimum of eight weeks. "The cultural exchange benefits the CEL students as well as the families," Light adds.

Carol Kent 'speaks up with confidence'

Editor's note: This is the third in a four-part series of articles about Western alumni entrepreneurs. Ann Johnson, assistant director of admissions, wrote the articles.

Carol Kent, who earned a master's degree in communication arts and sciences at Western in 1974, has created a thriving business preparing seminar products, such as cassette tapes and notebooks. She also plans to write a book, and will continue "to set goals that are specific, measurable, and achievable."

For this entrepreneur, self-employment is the result of a lifelong desire to excel. "Ever since I was very young, I can always remember wanting to do something significant with my life—to make a difference in the world. "There was never any doubt in my mind that I was created for a purpose, and that it was possible, with God's help and hard work, to do anything I put my mind to. Don't ever settle for being 'average' when you could be 'extraordinary'"
Sports

Broncos make the playoffs in women's basketball, men's basketball, and hockey.

Three of Western's winter sports teams impressed fans and opponents alike as they defeated top-rated teams to make it into playoff action for 1982-83. Western's women's basketball team qualified for its first-ever National Collegiate Athletic Association (NCAA) tournament, while the men's team advanced to the first round of the Mid-American Conference (MAC) playoffs and the Bronco ice hockey team advanced to the first round of the Central Collegiate Hockey Association (CCHA) playoffs.

The women's basketball team qualified for the MAC tournament, advancing to the first round of the Central Michigan University 73-63 to move on to the CCHA tournament. They qualified for its first-ever National College Basketball Tournament. The team was named after Tracy Wells. Last year the team had a 13-21 overall record. The team's recent success is a result of the addition of four highly-rated freshmen.

Hockey

WMU to host national volleyball championships

After waiting nearly forty years to host another National Collegiate Athletic Association (NCAA) final match, WMU will again be in the spotlight this December. WMU has been selected to host the sixth annual NCAA women's volleyball championships on December 20 and 22, marking the first time the tournament will be held in the Midwest. The previous four tournaments were held at the University of California at Los Angeles (1981 and 1982), at the University of Pacific (1985), and at the University of Kentucky (1983). This will be the third time Western has hosted an NCAA volleyball championship final and the third straight year in which Read Fieldhouse has been a volleyball tournament site.

WMU hosted the country's first two college basketball finals at Hynes Field in 1947 and 1949. Then in 1983 a first-round volleyball match between the Broncos and the University of Nebraska attracted an all-time NCAA tournament record attendance of 8,543. The following year Western played Illinois State University in a first-round match and hosted Nebraska, Pennsylvania State University, and Pacific in the Midwest regional.

The next step for the Broncos is to turn in another exceptional season and become one of the final four teams to play in the NCAA championships. The addition of four highly-rated freshmen may be a factor in whether Western achieves this goal.

The four, all of whom have signed letters of intent, are: six-foot, two-inch middle blocker Katharine Wilmer of Portage Northern High School, five-foot, seven-inch setter Christy Griffin of Downers Grove North High School in suburban Chicago, five-foot, ten-inch outside hitter Linda Mangus of Berrien Springs, and six-foot, one-inch middle blocker Gail Church of Quincy, Illinois.

1985 spring sports schedules

Baseball

| Apr | 3  | UNIVERSITY OF MICHIGAN (DH), at Kalamazoo, 1 p.m. |
| Apr | 6  | BOWLING GREEN STATE (DH), at Kalamazoo, 1 p.m. |
| Apr | 8  | BOWLING GREEN STATE, 1 p.m. |
| Apr | 10 | UNIVERSITY OF DETROIT (DH), at Kalamazoo, 1 p.m. |
| Apr | 12 | Michigan State (DH), at East Lansing, 1 p.m. |
| Apr | 13 | Kalamazoo, 1 p.m. |
| Apr | 16 | CENTRAL MICHIGAN (DH), at Kalamazoo, 1 p.m. |
| Apr | 19 | Ohio (DH), at Athens, Ohio, 3 p.m. |
| Apr | 20 | Ohio (DH), at Athens, Ohio, 3 p.m. |
| Apr | 23 | EASTERN MICHIGAN (DH), 1 p.m. |
| Apr | 26 | Kent State (DH), at Kalamazoo, 1 p.m. |
| Apr | 27 | Kent State (DH), at Kalamazoo, 1 p.m. |
| Apr | 28 | Kent State (DH), at Kalamazoo, 1 p.m. |
| May | 1  | Iowa (DH), at South Bend, Ind., 1 p.m. |
| May | 4  | Iowa (DH), at Columbus, Ohio, 1 p.m. |
| May | 5  | Ohio State (DH), at Columbus, Ohio, 1 p.m. |
| May | 7  | Central Michigan (DH), at Mt. Pleasant, 1 p.m. |
| May | 10 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 11 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 14 | Eastern Michigan (DH) at Ypsilanti, 1 p.m. |
| May | 17 | Ball State (DH) at Muncie, Ind., 1 p.m. |
| May | 18 | Ball State (DH) at Muncie, Ind., 1 p.m. |
| May | 21 | Michigan State (DH) at Lansing, 1 p.m. |
| May | 24 | Northern Michigan (DH) at Marquette, Mi. |
| May | 26 | Bowling Green (DH) at Bowling Green, Ky. |
| May | 29 | Detroit Mercy (DH) at Detroit, Mi. |
| May | 30 | Cleveland State (DH) at Cleveland, Ohio, 1 p.m. |

Women's tennis

| Apr | 12 | Northern Michigan at Detroit, 6 p.m. |
| Apr | 13 | Toledo and Marquette, 6 p.m. |
| Apr | 18 | Michigan State at Muncie, 1 p.m. |
| Apr | 20 | Ball State at Muncie, 1 p.m. |
| Apr | 26 | Bowling Green at Toledo, 1 p.m. |
| May | 3 | Northern Michigan at Detroit, 6 p.m. |
| May | 5 | St. Mary's at Detroit, 6 p.m. |
| May | 9 | Northern Michigan at Home, 6 p.m. |
| May | 11 | Mid-American Conference tournament, at Ohio State University, 1 p.m. |

Men's tennis

| Apr | 8 | Ferris State College at Big Rapids, 1 p.m. |
| Apr | 15 | Michigan State at Eastern Michigan University, 1 p.m. |
| Apr | 19 | Michigan State at Central Michigan University, 1 p.m. |
| Apr | 20 | Ohio State at Wayne State, 1 p.m. |
| Apr | 21 | Notre Dame at Siena Heights, 1 p.m. |
| Apr | 22 | Ohio at Siena Heights, 1 p.m. |
| Apr | 23 | Toledo at Siena Heights, 1 p.m. |
| Apr | 26 | Kalamazoo College at Stowe Stadium, 1 p.m. |

Men's outdoor track

| Apr | 5-6 | Ohio University Relays at Athens, Ohio |
| Apr | 13-14 | Mid-American Conference championships, at Ohio State, 1 p.m. |
| Apr | 20 | Ohio Relays at Oxford, Ohio |

Women's outdoor track

| Apr | 12-13 | WESTERN MICHIGAN INVITATIONAL, noon |
| Apr | 15-16 | Eastern Michigan Relays at Detroit, 1 p.m. |
| Apr | 20 | Battle Creek Relays at Kalamazoo, 1 p.m. |
| Apr | 26 | Battle Creek Relays at Kalamazoo, 1 p.m. |

Softball

| Apr | 9 | MICHIGAN STATE (DH), at Tempe, Ariz., 3 p.m. |
| Apr | 12 | Toledo (DH), at Toledo, Ohio, 3 p.m. |
| Apr | 13 | Bowling Green State (DH) at Bowling Green, Ohio, 9 a.m. |
| Apr | 15 | Northern Illinois (DH) at Kalamazoo, 1 p.m. |
| Apr | 17 | Wayne State (DH) at Detroit, 1 p.m. |
| Apr | 19 | OHIO UNIVERSITY (DH), at Athens, Ohio, 1 p.m. |
| Apr | 22 | KENT STATE (DH), noon |
| Apr | 26 | Toledo/Verisk Fauz (DH), 6 p.m. |
| Apr | 28 | University of Michigan (DH), at Ypsilanti, 1 p.m. |
| Apr | 30 | Michigan State (DH), at East Lansing, 3 p.m. |
| May | 1 | UNIVERSITY OF MICHIGAN (DH), 3:30 p.m. |
| May | 3 | Miami (DH), 2 p.m. |
| May | 10 | EASTERN MICHIGAN (DH), at Kalamazoo, 1 p.m. |
| May | 12 | Mid-American Conference Tournament, at Michigan State University, 1 p.m. |
| May | 18 | Ohio State (DH), at Columbus, Ohio, 1 p.m. |
| May | 19 | Ohio State (DH), at Columbus, Ohio, 1 p.m. |
| May | 21 | Ohio State (DH), at Columbus, Ohio, 1 p.m. |

Soccer

| Apr | 6 | TEXAS (DH), at Kalamazoo, 1 p.m. |
| Apr | 8 | BOWLING GREEN STATE, 1 p.m. |
| Apr | 10 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 12 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 14 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 16 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 18 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 20 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 22 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 24 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 26 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 28 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| Apr | 30 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 2 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 4 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 6 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 8 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 10 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 12 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 14 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 16 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 18 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 20 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 22 | Toledo (DH), at Toledo, Ohio, 1 p.m. |
| May | 24 | Toledo (DH), at Toledo, Ohio, 1 p.m. |

Dear WMU Alumni:

One of the rewards of my job is the heartwarming letters which come in to the office from alumni who love Western Michigan University. I received one such letter recently from Susan Potter, a June 1984 graduate, and I wanted to share it with you.

"As a recent graduate of Western and a business teacher and looked so impressed with my speech that I received, as any alumni wishes to do. Thank you so very much."

Along with this letter, Susan sent in her Alumni Association membership dues and thus will receive each issue of The Westerner. She was also invited to participate in our alumni ambassadors program and will certainly be kept informed of association-sponsored events in the greater Detroit area. Thank you, Susan, for taking the time to express your affection for Western. Thanks to all of you who, like Susan, have a deep commitment to Western.

former dean recounts business college’s development

Western’s nationally recognized College of Business has experienced phenomenal growth during its thirty-eight-year history, and Dr. Arnold E. Schneider’s vision and hard work were instrumental in achieving this growth.

Schneider came to Western in 1947 and served as dean of the business college in 1974. He remained here as a distinguished professor of business until fully retiring in 1979. During a recent interview he talked about his background and personal philosophy, and the stresses but also the fun of the road he and his colleagues traveled to build the College of Business.

It is evident that Schneider’s varied employment and educational background was well suited to guiding the development of the business program.

He began his business career as a securities analyst for a major brokerage firm and later joined the Ford Motor Company as an accountant. He holds bachelor’s, master’s, and doctoral degrees in business, and taught business education before coming to WMU.

Schneider’s doctoral studies were interrupted in 1938 when the state of Minnesota asked him to begin a pilot school at the State College at St. Cloud. The project, which was to develop the country’s first statewide business education system, drew national attention and resulted in Schneider being a frequent lecturer at conferences and seminars.

In late 1939 while giving a speech in Pittsburgh, Pennsylvania, Schneider met his wife, Rosanne. “She was a business teacher and looked so impressed with my speech that I figured she must be pretty bright,” Schneider said.

Booming enrollment

After serving four years in the military during World War II, Schneider

returned to academia and saw that the business field at U.S. colleges and universities had changed dramatically. Most importantly enrollment was booming because of the GI Bill.

“We started getting students as soon as I came here because it was 1947 and after the war we got a lot of veterans coming to school here,” Schneider recalled. “Our enrollment jumped to 600, to 700, and just kept going up every year.

“I took a look around and saw that there was a broader market for business courses than had been previously thought,” Schneider said. “My work at the University of Iowa had shown me that a good business student needs to have a solid background in all areas—history, accounting, marketing, economics, law—the whole spectrum.

“When I came to Western I found two teachers of typing and shorthand and one accounting professor. Right away we started to add accounting courses and I went after GPA’s because of their practical professional experience.”

Schneider said Western was competing against other schools in the business world, but started building its courses and in 1948 changed the focus from business education to business studies.

B.B.A. offered

After a few years, Schneider saw a need for Western to offer a Bachelor of Business Administration degree (B.B.A.). He wrote University President Paul V. Sangren pointing out that Western’s School of Business had a high percentage of veterans and that he felt the students could be better served if they had a Bachelor of Commerce or a B.B.A. degree.

Sangren took Schneider’s recommendation to the State Board of Education and this resulted in Western beginning a B.B.A. program in 1953.

“We were teaching in the old Union Building (Wallwood Hall) and wherever else we could find a room in East Hall,” Schneider recalled. “In 1949 they rebuilt the military mess hall,”

(taken on page 6)

Scholar athletes—at half time during the February 27 basketball game, Larry Russell, far right, a member of the WMU Alumni Association Board of Directors, presented certificates to the five students selected as “scholar athletes” representing the 1984 fall sports teams. This award was initiated by the Alumni Association to recognize the academic achievements of Western’s student athletes as well as their contribution to the University’s athletic programs. The 1984 recipients from left: are Scott Smith, football; Paul Pioszak, men’s cross country; Charlene Hocher, women’s volleyball; Kevin Green, soccer; and Kayla Skelly, women’s cross country.

Alumni group seeks student members

The Student Alumni Association (SAA) is currently seeking new members.

Alumni who have a son or daughter currently enrolled at Western are encouraged to ask their child to consider joining SAA.

The association is a social and service organization, designed to act as a communication link between faculty, staff, and the alumni office. SAA involves students in various alumni programs while they’re still on campus.

Some of the numerous activities sponsored by the association include the senior wine and cheese reception, frriter fest during Homecoming, the annual pep-scope ceremony with Miami University, and hosting and attending alumni reunions and other activities.

SAA members stimulate their fellow students to develop an interest in remaining involved with the campus and provide leadership among their fellow alumni after graduation. Please encourage your son or daughter to join.

For further information about SAA contact Tina Daniels in the alumni relations office at (616) 383-6160, and get your son or daughter involved now.

Reunions

Class of 1935 plans fiftieth

Plans for Western’s Class of 1935 to celebrate the golden anniversary of their graduation are well under way. Class members will return to Kalamazoo June 14 to renew friendships and reacquaint themselves with their alma mater.

Assembling the assistance of staff with the planning are class members Wilma Steenrod Hall, Willis Hunting, Doris Traphagen Luther, Wilda Dake, and Sue Sluka. Slaughter, Esther Halnon Stubberfield, and John Tushuck.

Fred Adams, ’32, WMU Board of Trustees chairman, will join Universi ty President John T. Bernhard in welcoming the reunion class back to campus. Members of the Golden Associates, a group of alumni who graduated fifty or more years ago, will also be invited to share in the festivities.

Reunion information has been distributed to 1935 class members. If you’re a member of this class and haven’t been contacted yet, write the alumni relations office for more information.

Class of 1945 to celebrate fortieth

On June 7 and 8, the 1945 graduates from what was then Western Michigan College will return to Kalamazoo to mark the fortieth anniversary of their graduation.

The Fetzer Business Development Center will be the site for all reunion events, with the registration list ending at 7:00 p.m. social hour and 8:00 p.m. dinner program. Members of the class will be welcomed by University President John T. Bernhard and his wife, Ramona.

On June 8 the class will reconvene for breakfast, reminiscing, and a bus tour of campus.

Reunion information has been distributed to 1945 class members if you’re a member of this class and haven’t been contacted yet, write the alumni relations office for more information.

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Alumnotes

1924
Eleanor L. Kendrick, BA '24, has won a medal of honor from the Daughters of the American Revolution in New York.

1925
Margaret Feather, TC '25, BA '32, is the new treasurer of the Kalamazoo County Republican Women’s Club.

1939
Elnora Stitham Vade, BA '39, has retired after ten years on the Delta County Board of Commissioners, and as board chairman the past four years. She retired as an Escanaba teacher in 1980. While maintaining her home, she hopes to spend a year in Switzerland with her son.

1941
Max Minzer, TC '41, in December was pictured in the Battle Creek Enquirer helping second graders create Christmas gifts. He is a special consultant to the Battle Creek schools.

Schneider takes investments seriously.

When Dr. Arnold E. Schneider retired from Western, he continued his life-long fascination with the stock market.

“Every time I was always told people that in order to be an intelligent investor, you have to know about accounting, finance, mathematics, and everything else that goes into running a business,” Schneider said. “But just knowing how to read and understand numbers is not enough.

“The one thing you have to have beyond that is the ability to have a wider view, a conceptual grasp of the overall world situation. An investor needs to have a grasp of economic, political, and social forces going on in the world today.”

Business college’s development (Continued from page 5)

which stood where Waldo Stadium is now, behind Vandercook Hall. We had our classrooms and offices there.

“We were running night courses at the time with sixty to sixty-five students each. And many of our instructors then thought we really didn’t have enough money to hire new full-time faculty. We really built the college on enrollment every year.

“We also started running courses in real estate, which I admit is a little unusual to emphasize at a university like Western. Frankly, I think looking at what I was getting words, how long has the company been doing what they are doing? How prosperous is their business? If it’s in the Detroit law firm of Miller, Canfield, Peregrine, or two with no rate of return, but over the long haul I definitely want that rate of return in there.

“Number two is in reliability. In other words, how long has the company been doing what they are doing? How reliable are they as a chemical company or whatever their main business is, especially in relationship to other companies in the same industry.

“One of the things I recommend is, a firm can really get the best results from a company that they know the management. Continental Illinois Bank is a good example.

“The third ‘R’ is what I call rebound potential. In other words if the company can solve all of its problems, what will be its potential to rebound into a solid situation.”

Often a company’s rebound potential or true growth potential is made evident by Wall Street. Schneider said. When either pessimism or optimism sets in, especially on the New York Stock Exchange, that feeling goes through a fairly predictable cycle. Frequently that feeling goes beyond the true situation, and that’s when the stock is incorrectly valued versus reality.

When asked whether this was not fairly straight contrarian thinking, Schneider had the following to say about the workings of the market in relationship to the perceptions of the investor public.

Most investors have three things that worry them, and they’re nervous, for the most part they don’t have an overall philosophy, and they don’t rely upon their own judgment,” Schneider said.

“No investor willing to put the time and research and analyzing stocks can have an excellent return on their investment, but they’ve got to rely on their own common sense and judgment and not just listen to what some so-called expert tells them about a particular company.

Schneider’s investment philosophy closely parallels his attitude during the years he was developing the College of Business at Western. As he put it, “If you believe in what you’re doing, and you just keep doing it and working at it, you’ll eventually be successful.”
Correction

It was incorrectly reported in the February issue of the Westerner that George P. Wood, M.B.B.S., '76, died in Allegan. To quote Mr. Wood, who recently sent us a letter, "All reports of my death are exaggerated and premature." We’re pleased to hear that news and we regret the error.

Dale Pratt, TC '59, has been promoted to vice president of marketing and development for Humphrey Products Co., Kalamazoo, and is also director of Humphrey International LTD.

Levi C. Eaton, BBA '59, MBA '63, February 1 retired from Ferris State College where he had been purchasing officer for seventeen years. John Gunnell, BS '59, MA '63, EdS '79, is now superintendent of the Forest Park school district in Crystal Falls, where he moved from DeTour.

Bill Powell, BS '59, MA '64, has gained considerable attention for his successful swimming program at Western Kentucky University, Bowling Green.

1960

Dennis W. King, BS '60, is commodore of the Peninsula Yacht Club in Redwood City, CA.

Thomas E. Munn, BBA '60, is now senior vice president of the trust department for Commerce Bank, Battle Creek.

Dr. John Zetelmaier, BA '60, a longtime physician in Gobles, has moved to Michigan City, Ind., where he is with a rural medical clinic.

1961

George McGinnis, BS '61, MA '65, has become assistant principal of Coloma High School, after coaching at Ferris State College Public Schools, Midland.

Norman J. Woodin, BA '61, last December received his Doctor of Education degree in educational leadership from WMU. He is now consultant director in the area at Nazareth College, Kalamazoo.

1962

Charles R. Lewis, BS '62, is now an adjunct professor at Eastern Kentucky University, Richmond, teaching criminology.

1964

L. C. "Ace" Candoli, MS '64, recently gained considerable attention in Kalamazoo for his work as superintendent of schools in Fort Wayne, Ind.

Kenneth Heikkinen, BS '64, is now superintendent of Osceola Consolidated Schools.

Joan Brandel Pearson, BA '64, retired last June after thirty-seven years of teaching in the Oceana County and Shelby schools.

Thomas G. Tallman, BS '64, MA '65, has become associate director of development for the Kendall School of Design, Grand Rapids.

Henry Wezemna, MA '64, has been chosen as outstanding principal of Region 12 of the Michigan Education Association. He heads Rosa Mound Elementary School in Grand Haven.

1965

Thomas L. Branch, BS '65, has been named manager of quality assurance (contract manufacturing) for The Upjohn Co., Kalamazoo.

Bob Kent, BS '65, MA '70, swimming coach at Kalamazoo College for seventeen years, and interim football coach last fall, has been named to succeed Rolla Anderson, BS '56, as athletic director when Anderson retires in October.

Nancy Roel, BS '65, MA '67, is now teaching in Petoskey.

Richard E. Schumacher, BS '65, has been elected to a sixth term as a Tyrone Township trustee. He lives in Fenton.

1966

George Jepson, BA '66, MA '70, is executive director of Hockey International, which in December sponsored World Games III in Battle Creek. WMU represented the United States against teams from Japan, Russia and Canada. He is manager of human resources and strategic planning at The Upjohn Co.

Dale F. Sorget, BA '66, MA '72, has been promoted to director of public affairs for Whirlpool Corp., Benton Harbor.

1967

Jay Flowers, MA '67, has become principal of Velona Elementary School in Fort Wayne, Ind.

David Randall, BA '67, MA '71, has become principal of Grand Haven Junior High School.

George Stamas, BS '67, has become principal of Decatur Junior-Senior High School. He moved to Decatur from Grand Rapids.

1968

Howard T. Major, BA '68, MA '75, EdD '80, has moved from East Grand Rapids and is now principal of Climax-Scotts High School.

Robert L. Matau, BS '68, has been promoted to chief pilot for the executive travel department of Dow Chemical Co. Peter H. Lederman, BBA '68, last fall was promoted to vice president of the Louis Bento Advertising firm in Tampa, FL.

Glenn Rotter, BA '68, is a city councilman in Rockford. During the regular work day he is computer coordinator for the Cedar Springs schools.

1969

Amed D. DeVisser, BA '69, has been named manager of quality assurance systems development for The Upjohn Co., Kalamazoo.

Lorna LaBelle Giani, BA '69, MA '77, was teacher of the year in Marshall for 1983-84. She is a seventh grade teacher.

Berger Hamam, BA '69, is now president of the Board of Associates at Adrian College. He is supervisor for technical and administrative placement at Steelcase, Inc., Grand Rapids.

Chung Ming Leung, BS '69, has been granted tenure and been promoted to associate professor of physics at Rensselaer Polytechnic Institute, Troy, NY.

Donna McPartlin, BS '69, MA '73, is a first grade teacher in the Climax-Scotts schools.

Steven Michael, BBA '69, is now a realtor at Continental Village, Scottsdale, AZ.

Kathleen East Duncan Paulsen, BA '69, MA '71, MA '79, has received her Doctor of Philosophy degree in psychological education from the University of California, Santa Barbara. She teaches at Santa Barbara City College.

W. Douglas Sackett, M.B.B.S. '69, has been named manager of industrial relations for the Kellogg Co., Battle Creek.

Sandra Barnard Williams, BS '69, MA '73, is a seventh grade teacher.

1970

Beryl K. Galer, BBA '70, MBA '75, has been named corporate marketing manager for Diversified Service Technologists, Clinton.

Wilfred Dennie, BBA '72, MBA '76, is now manager of office management services-special for The Upjohn Co., Kalamazoo.

Robert A. Desel, MA '72, last December received his Doctor of Education degree in educational leadership from WMU. He is an assistant principal at Goshen High School in Indiana.

Robert P. Harrison, BA '72, has been promoted to associate administrator and chief operating officer of Pawling Hospital, Hastings.

Mertz Rivard Hubert, BS '72, is teaching home economics this year at Greenlee Middle School.

Janice E. Kalisiek, BS '72, is teaching home economics at Paw Paw.

Carolyn Cherkas Kilpatrick, BS '72, has become a trustee of Henry Ford Hospital, Detroit. She is now in her fourth term as a Michigan legislator.

M. Peter McPherson, BBA '72, December 3 has featured in a lengthy interview on world hunger that appeared in the Grand Rapids Press. He is administrator of the Agency for International Development, and has held this appointive post since January 1981.

1971

Dave Chmielowski, BSE '71, recently was promoted to product manager at Roto-Finish Corp., Battle Creek.

Michael Fett, BBA '71, has become vice president of marketing operations for Metal Systems Technology Co., Battle Creek.

Paul Fox, BS '71, is now principal of Byron Area Middle School.

Malcolm P. Smith, BS '71, MA '78, is now principal of Edwardsburg Junior High School.

1972

Jan Francisco Thuerer, BS '71, has been elected president of the Women's Organization of Riverside Country Club, Battle Creek. She has taught at Bellevue High School for thirteen years.

Hugh G. VanderWooe, MBA '71, has been transferred to California, and is now general manager of FleetChamp West, a Bissell Co. subsidiary in Riverside.

Gary W. Walters, BS '71, last fall became personnel manager for Durametric Corp.

Kathryn Schulze Konopa Zeifer, BS '71, has become executive director of Grand Rapids Medical Care Facility.

Lynn Sommerfeld, BBA '71, has left the Gariite Hospital in Hart to join Professional Emergency Services, Inc., at Mercy Hospital in Muskegon.

Stedman B. Wooden, BS '71, MA '75, has been named corporate marketing manager for Bissell Co. subsidiary in Riverside.

1973

Joseph M. Nowak, BSE '72, MBA '76, has been promoted to vice president and chief financial officer for Guardian Industries, Novi.

James W. McIntyre, BBA '73, MA '77, has been appointed assistant vice president for commercial lending at NBD Portage Bank.

William Miller, BS '73, has been promoted to assistant city editor of the Battle Creek Enquirer.

David A. Wood, BS '73, has opened his own law practice in St. Joseph.

Edward J. Somerville, BA '74, has been promoted by The Upjohn Co. to district manager, medical and quality representatives, Eastern region. He lives in Southfield.

Judy Shook Wright, BS '75, has been appointed attorney for Century Service Corps, Battle Creek. She lives in Kalamazoo.

1974

Dorothy Goldie, MA '74, has received the vision care certificate at Rochester College of Oakland County Optometric Society for 1984. She teaches in Oakland County, and is a past president of the Michigan chapter of the American Association of Workers for the Blind.

Joan Greig, MSW '74, has become caseworker at the Oak Lawn Day Care Center, Oak Lawn, IL. She lives in Bronze, IN.

Dan Kleinow, BS '74, MA '77, is the women's cross country coach at St. Ambrose College, Davenport, IA.

Debbie Michaels, BS '74, MA '80, has become principal of the Pine Trails Elementary School, Alligah.

Rohany Nasir, MA '74, last December received her degree in counseling and personnel from WMU. She is a faculty member at the National University of Malaysia.

Thomas Tiao, BS '74, has been appointed executive director of the Continental Real Estate Appraisers, Inkster. He joined the company in 1979.

Sandra Barnard Williams, BS '74, has become a remedial teacher at the Sherman School, Marshall.

1975

Ricki Chowning, MSL '75, MA '76, SpA '83, has become librarian-media specialist for the East Grand Rapids schools.

Mark Fleming, BS '75, has become tennis pro at the Minges Creek Racquet Club, Battle Creek.

Christine Guimond, BS '75, has become an elementary teacher in Allendale.

William Pierpont, Jr., BS '75, has received his second degree in counseling and personnel from WMU. She is a faculty member at the National University of Malaysia.

Ami Jal. Mohd. Salleh, MA '75, last December received his Doctor of Education degree in counseling and personnel from WMU. He lives in Chicago.
Alumni gatherings.

Branch County

The fifth annual spring dinner for Western alumni in Branch County will be held May 10 at the new Quality Inn and Convention Center in Coldwater.

Medallion Scholarship recipient Doreen Haugboul, WMU women's volleyball team member Sarah Powers, and orientation leader and Homecoming queen Tracy Connolly, will share with alumni their perceptions about being Western students.

The cost of this year's dinner program is $10 for Alumni Association members and $11 for nonmembers.

Call Bruce Gregory at (517) 278-6502 or the WMU alumni office at (616) 383-6160 by May 1 to make your reservations for this event.

Northwestern Michigan

The WMU Alumni Association and the Traverse City area alumni will sponsor a spring dinner June 1 at the Holiday Inn in Traverse City. The social hour begins at 5:00 p.m. with dinner served at 6:00 p.m.

Further details will be mailed to alumni for more information.

Tina Daniels in the alumni relations office at (616) 383-6160.

Alumni Association life members

New life members of the Alumni Association are: Mark Anderson of Hartsville, South Carolina; Sandra Long (Anderson) of Hartsville, South Carolina; E. Kenneth Pinter of Evanston, Illinois; Edward Golda, B.S., B.S. '73, B.S. '78, of Rochester, and John Sanchez, B.S. '73, of Dearborn.

Deaths

Enn Conkin Doney, TC '19, died January 25 in Fremont. She leaves two sons, ten grandchildren, and seven great-grandchildren.

Goldie Schwartz Levine, TC '19, died December 6 in Southfield. She leaves her husband.

Ruth E. Parsons Bender, TC '21, BA '25, died January 6 in Kalamazoo. She retired from teaching in Battle Creek in 1955. She leaves her husband, Theodore.

Margaret Beall Hess, TC '22, BA '26, died January 9 in Valparaiso, IN. She was a retired teacher, and leaves two children and six grandchildren.

Delmer Hill VanWingen, TC '22, died January 8 in Grand Rapids. She leaves her husband, Martin, BS '24, two children, eight grandchildren, and three great-grandchildren.

Carrie Parker Schug, TC '23, BA '26, died February 3 in Three Rivers. She had taught in Marcellus and had taught for more than thirty years in Detroit and Portage. She leaves one son and two granddaughters.

Edna Ebner McChytce, TC '24, died in early January in Galesburg. She had taught in Vicksburg and Brooklyn, retiring in 1958. She and her late husband had observed their sixtieth wedding anniversary in 1978.

Flora Quincy Thomson, TC '24, BA '32, died January 17 in Grand Haven, where she had taught for many years. She leaves two daughters, seven grandchildren, and two great-grandchildren.

Lois Burke Farrand, TC '25, BA '36, died January 25 in Sturgis. She retired from teaching in 1972.

Gertrude Storey, TC '25, died November 1 in Honolulu, HI, where she had lived since 1934. Before moving to Hawaii she taught for eleven years in Kalamazoo. She leaves one son.

Arthur E. Yost, BA '26, died December 13 in East Lansing. He was a principal in Ann Arbor and Hartfort, and after retirement was a travel director for the National Education Association. He leaves his wife, one granddaughter, and one sister.

Katherine McCarry, BA '27, died January 19 in Traverse City, MI, where she had been a teacher for twenty-five years until her death. She leaves two daughters, one son, and four grandchildren.

Edna Bowman Brown, BA '28, died January 15 in Cocoa, FL. She taught for more than thirty years, retiring from the classrooms in the 1950s. She leaves her husband, two daughters, including Jerold Brown, BS '70, and five grandchildren.

Clara Brody Jessup, TC '28, died December 27 in Kalamazoo. She was a longtime resident of Lawson, where she was a teacher and, along with her late husband, the owner of Jessup's Clothing Store. She leaves two stepdaughters and two stepsons.

Alleen E. Bierman, BA '29, died November 17 in Benton Harbor. He retired from teaching at Benton Harbor High School in 1970, at which time the library there was named for him. From 1942 to 1948 he took time out from teaching to serve as a Boy Scout field executive and YMCA youth worker. Later he received the Boy Scouts Silver Beaver award. He leaves his wife of fifty-one years, Alice Bierman Bierman, BS '29, two daughters, six grandchildren, and one great-grandchild.

M. Atzadena Wolfe, BA '30, died February 7 in Battle Creek. She had been with Battle Creek Gas Co., for thirty-one years and six months.

Raymond L. Wisniewski, TC '34, died January 28 in Delton. He had been a teacher and owned the Delton Locker Service for twenty years. Also, he was employed by Williamsville Co., and the Federal Center, Battle Creek. He leaves his wife, two children, and four grandchildren.

Eleanor Lindgren, BA '35, a secretary and administrative assistant at the University from 1935 until her retirement in 1977, died January 6 in Kalamazoo. She was assistant to both President James W. Miller and President John R. Wilcox Rich Co., and the Federal Center, and served for many years in the office of the director of business and industry. She leaves her brother, brothers, including John, BA '40, Midland. Marjorie Shingler Conner, BA '37, died February 6 in Coldwater. She leaves her husband, for thirty-five years.

Kenneth J. Monohan, BS '39, a teacher and florist in Cooperstown for many years, died in February. He leaves his wife, Vera Philip, BA '39, three daughters, one grandson, and his mother.

Lowell L. Shepard, a member of the class of 44, died in February in Little Rock, AR. He was senior vice president of Consumers Power Co., and had served for twenty years after graduating from the University of Illinois. He leaves his wife and three children.

Marjorie Hoxie Burrows Myers, BS '45, died last October in Holiday CIty. She leaves her husband and one child.

James W. VanDyke, BS '50, died June 2, 1979, in Grand Rapids, MI.

Georgine Chalm Buhler, BA '51, died December 27 in Kalamazoo after a long illness. She had taught at Milford, and lived in Kalamazoo since 1931. She leaves her husband, BS '52, assistant vice president for university relations and president of the Western Michigan Foundation; a daughter, Andrea, BA '60, her parents, two sisters, and one brother.

Louis E. Pomeroy, BS '53, died December 23 in South Haven. He was a teacher and leaves his wife and three sons.

Garcia Carpenter Sinclair, MA '58, died December 25. He was a teacher and leaves his wife for twenty-eight years, retiring in 1976. She and her husband had been married for fifty-four years. She leaves her husband, three children, eight grandchildren, three great-grandchildren, and one sister.

Bustle Worthen Andrews, BS '63, died February 5 in Coldwater, where she had retired from teaching in 1972. She leaves two daughters.

Johnnie Mac Trice, BS '70, MA '75, and his wife, Mary Ruth Trice, died on January 25 in Battle Creek home January 11. He was assistant principal of Battle Creek High School. They leaves two daughters.

Lee R. Baumann, BS '71, MA '73, died January 6 in Grand Rapids. He was a teacher at Marquette High School.

William E. Worden, Jr., died January 2 in Fenton. He had lived most recently in Battle Creek and San Diego, CA. He leaves four children and his parents.

Edwin C. Wynn, MA '71, died January 28 in Kalamazoo. He had made his home in Allegan and taught in Portage for twenty years. He leaves his wife, four children, and his mother.

Glenn E. Liddell, MA '74, EdD '84, died in September in Providence, RI, where he was director of counseling for Rhode Island College. His counseling and personnel doctorate was conferred posthumously at WMU's December commencement.

Alice V. Robinson, BS '74, died January 17 in Kalamazoo. She leaves her husband, Frank B. Robinson, professor emeritus of speech pathology and Audiology, and their two daughters, one son, one brother, and three grandchildren.

Laura Dorothy Myers, BS '74, died in January in an automobile accident near Allegan, where she had been teaching since 1972. She was a graduate of Cornell College, Iowa. She leaves three sons and four grandchildren.

Anne Hallwell Mountjoy, BS '78, died January 3 in Kalamazoo. She was a recent graduate and undergraduate she had worked in the alumni office, and later she worked for Borgen & Associates. She leaves her husband, Prof. Paul Mountjoy, two daughters, and one brother.