In this issue

BTR Park result of shared vision
Dining through the ages
CO₂ research is common bond
Dear Friends:

By now, you may have heard that I will be leaving the University in the coming weeks. It was with mixed emotions that I recently advised our board of trustees that I have accepted the presidency of the University of Missouri system. My resignation from WMU is effective Jan. 5, 2003.

Western Michigan University is truly a special place and, while I will miss being part of this University community, I leave with great confidence that WMU will continue the amazing pace of accomplishment that has characterized its recent years. I regret that I will not be here to help this University observe its centennial year in 2003, but I wanted to use this last communication with you to make sure you are fully aware of the series of events that will mark both WMU's accomplishments of the past 100 years and the promise of the future.

The official centennial observance will begin with the start of the 2003 fall semester. Formal opening ceremonies will take place in Miller Auditorium on Thursday, Sept. 4, during the first week of classes. Also that week, a replica of the trolley that once ran up and down Prospect Hill will be unveiled. Built by faculty and students from our College of Engineering and Applied Sciences, the replica will be permanently located near the Bernhard Center.

On Saturday, Sept. 13, WMU will be host to the University of Virginia at Waldo Stadium in the centennial showcase football game. In addition to the clash between the Broncos and the Cavaliers on the gridiron, the event will feature centennial tailgate parties at Hyames Field, a special musical halftime show and ceremonies, and a post-game fireworks display.

Homecoming festivities Oct. 10 and 11 will feature the unveiling of a commissioned centennial sculpture and a special centennial homecoming parade through downtown Kalamazoo. The parade will be followed by the homecoming football game between the Broncos and the Ball State University Cardinals.

Finally, the official centennial celebration period will conclude with several receptions, the first commencement of the centennial year (on Dec. 13) and the closing of the centennial capital campaign.

To learn more about the centennial, I encourage you to visit the Web site at <www.wmich.edu/centennial> or call Drs. Ruth and Ed Heinig, the Centennial Celebration Committee co-chairpersons, at (269) 387-8449.

While I will not be with you during these important events, please know that I will be present in spirit and this University will always hold a special place in my heart.

Warmest regards,

Elson S. Floyd, President
FEATURES

On the cover
The BTR Park—a shared vision
WMU's new engineering campus and Business Technology and Research Park are the result of a shared vision and public/private partnerships.

COVER DIGITAL ILLUSTRATION BY NEIL SIMON AND KIM NELSON USING BTR PARK LOGO AND ENGINEERING BUILDING PLANS AND PHOTOS.

Enjoying the fruits of their labor
From Jell-O to gelato—campus dining has evolved in such a way that students rarely consider being late for dinner.

When worlds collide
WMU researchers from different worlds vow to break down communication barriers for the next generation of scientists.

TOPICS

27

30

SECTIONS

2

3

13

14

22

26

28

What's happening on campus?
Planning a visit to Kalamazoo? Check the WMU News Web site for the latest information about campus events that you can attend. Calendar listings are currently available through October 2003 and are regularly updated at <www.wmich.edu/wmu/news/events/calendar1.html>.
Elson Floyd leaving WMU; interim president selected

WMU President Elson S. Floyd has resigned, effective Jan. 5, to assume the presidency of the four campus University of Missouri system. Dr. Daniel M. Litynski, who has been serving as provost and vice president for academic affairs since Sept. 1, was named interim president of WMU, subject to approval by the Board of Trustees.

In his new post, Floyd will oversee UM's campuses in Columbia, Kansas City, Rolla and St. Louis as well as be responsible for the statewide services it offers through the University Outreach and Extension division. UM is a land-grant institution enrolling more than 60,000 students and is Missouri's doctoral degree granting public research university.

Floyd, 46, became WMU's sixth president Aug. 1, 1998. During his tenure, he forged the University's reputation as a student-centered research institution and oversaw three consecutive record gift years, the near-completion of a $125 million capital campaign and WMU's elevation to the top category in the Carnegie Foundation for the Advancement of Teaching's classification system—"doctoral/research universities-extensive."

He also is credited with improving town and gown relations, making collaborative projects a hallmark of his administration, securing legislative approval for a new $48 million home for the College of Health and Human Services, fulfilling a promise to make WMU one of the first major research universities in the nation to offer a totally wireless campus computing environment, and parlaying funding for a new engineering building into an addition to the Kalamazoo campus that includes a model Business Technology and Research Park (see related story on page 4).

Litynski, who has an extensive background in high-tech research, came to WMU in 1999 as dean of the College of Engineering and Applied Sciences. Previously, he was professor and head of the Department of Electrical Engineering and Computer Science at the U.S. Military Academy.

A retired brigadier general, Litynski served with the armor and ordnance units of the U.S. Army in Vietnam and Germany from the platoon to battalion levels. He has been active in research and teaching in electrical engineering, optics and physics and also studied international, national and industrial policy and operations, with a special emphasis in foreign policy and the electronics industry, at the National Defense University in Washington, D.C.

Record enrollment logged

An upturn in the number of graduate students attending WMU helped push this fall's enrollment total up 2.8 percent to an all-time high of 29,732 students compared to the previous record of 28,931 students set last fall.

The number of full-time graduate students increased 6 percent over last year's figures, while the number of part-time graduate students increased 4.8 percent. The largest increase came in the number of doctoral students, which jumped nearly 15 percent, from 542 to 623 students.

The notable growth in graduate enrollment, especially at the doctoral level, reflects the growth in WMU's graduate programming and the increasing national prominence of its Graduate College.

At the undergraduate level, enrollment rose 2.1 percent compared to fall 2001, increasing from 23,156 to 23,643 students. Of this total, 4,543 students were beginning freshmen, a decline of 2.7 percent.

This past spring, the University established a waiting list for freshmen for the first time in its history to keep the freshman class at an optimum size. The previous three years, the University closed admission to the freshman class in the spring for the same reason.

Administrative changes noted

Among the administrative changes taking place this past summer were the naming of Dr. Diane K. Swartz as vice president for student affairs and Dr. Joseph G. Reish as dean of University libraries.

Swartz came to WMU in 1993 as dean of students. She was named associate vice president for student affairs and dean of students in 1999 and interim vice president for student affairs in 2001.

Reish has been a member of WMU's French section faculty since 1972. He joined the Lee Honors College administration in 1987 and had been serving as the college's dean since 1993.
Thompson tapped for NSF post

The National Science Foundation has tapped Dr. Donald E. Thompson, vice president for research and dean of the Graduate College, for a two-year stint as head of an NSF division aimed at developing young scientists.

Thompson was selected to direct the foundation’s Division of Human Resource Development and began his duties in Washington, D.C., Aug. 12. WMU is receiving an NSF grant in exchange for Thompson’s services.

While at the NSF, Thompson will be responsible for the work of personnel in a variety of NSF programs aimed at increasing opportunities in the sciences, engineering and technology for minorities, women and people with disabilities.

Two top-level staffers were named to two-year posts to assume Thompson’s responsibilities during his absence. Dr. William R. Wiener, formerly associate dean of the Graduate College, is serving as Graduate College dean, and Dr. Jack R. Luderer, formerly associate vice president for research, is overseeing the University’s research efforts as vice president.

WMU honors DaimlerChrysler

DaimlerChrysler was honored as WMU’s 2001-02 Employer of the Year during a recognition luncheon July 19 in Kalamazoo. Career & Student Employment Services selects one employer for the honor each academic year.

Recipients are chosen based on their outstanding recruiting practices and involvement in educational partnerships that contribute to the career development and employment of WMU students and alumni.

According to DaimlerChrysler, the company recruits from WMU “because the University consistently produces motivated, innovative, inspired and high-achieving individuals.” About 240 WMU alumni currently work for the global automaker.

More football suites go on line

Ten additional corporate suites were created at Waldo Stadium in time for the Bronco football team’s August home opener. All of the suites, which are part of the new Seelye Athletic Center still under construction on the east end of the stadium, have been leased under five-year contracts.

The Seelye Center boxes are used throughout the year as coaches offices and converted to corporate suites on game days. They come with 24 game tickets and six parking passes, eight inside seats, and 16 outside chairback seats. Amenities include carpeting, counter and sink facilities, catered food, couch seating, a television set and in-stadium game feed, and an in-house stereo system for radio broadcasts.
It began four years ago with what some have called "a cosmic convergence" of University and community interests. Today it is stopping traffic along U.S. 131 and turning the heads of economic development officials nationwide.

WMU's Business Technology and Research Park is the result of a massive economic development undertaking involving the University, the city of Kalamazoo and local economic development agency Southwest Michigan First. That partnership took on a fourth member last year, when the state designated the park a Michigan SmartZone and brought its forces to work on behalf of the effort.

"I can recite the facts about the place pretty quickly," says engineering Dean Michael Atkins, whose college plays a critical role in the effort, "but this is really less about facts and more about a concept—a concept built on change, not just the present reality."

The facts alone are impressive. The BTR Park, part of the University's new 265-acre Parkview Campus, is home to high-tech companies whose businesses fall into one of three areas—advanced engineering, life sciences and information technology. In the three years since ground for the development was first broken, 11 firms have committed to the park.

Private enterprise in the park ranges from the 120-plus employees of Richard-Allan Scientific, a life science medical testing and equipment firm, to the two staff members of Biomes Inc., a start-up firm staking its future on a promising development in the fight against cancer. The companies' physical surroundings range from a 120,000-square-foot stand-alone research and production facility to a single laboratory in the Southwest Michigan Innovation Center, the park's business incubator (see related story on page 6).
The BTR Park promotes University/private sector partnerships in three areas: information technology, life sciences, and advanced engineering. By fall 2002, 11 private-sector partners, including Actives International and its co-founder John Anderson (center), had committed to the development.

Public/private partnership is the focus
The major draw for the executives who seek a spot in the park is clear. Adjacent to the park is a complex under construction that within a year will house WMU's College of Engineering and Applied Sciences. And that complex will be home to a faculty and student body with a growing reputation for applied research. It's that relationship between campus and private sector that is at the heart of the vision that gave birth to the park.

While private industry is attracted by the prospect of research with University faculty and the opportunity to

Continued on page 6

Building ready to serve a changing profession
With 343,000 square feet spread across two massive red brick wings that are joined by a glass hub, WMU's new College of Engineering and Applied Sciences has the look of solid permanence about it—even in its unfinished state.

Inside, however, is a building designed to readily change to meet the needs of coming generations of students. For engineering Dean Michael Atkins, that flexibility is almost a metaphor for engineering education today. "There are no permanent interior walls," Atkins says. "The whole concept of the building is about change and being agile and ready to adapt. And those are the same traits we want our students to develop. We want them to leave with the foundation and basic skills they need, but we also want them to have the capacity to continue learning and the ability to adapt as a way of life."

Atkins, who recently took the reins of the college from Dr. Daniel Litynski, who is now serving as WMU provost, cheerfully admits that he can't even imagine what his building or even the engineering profession will look like five years from now. He is sure that the profession will be based on interdisciplinary work and focused on teams drawn from various specialty areas, both in and out of what is traditionally called the engineering profession.

"What's really important, though, is that we realize it will be different," says the computer-aided engineering specialist whose field didn't even exist when he was a student. "We're creating a dynamic learning environment, a concept built on change, not just a more modern 'us.'"

Continued on page 8
interact with and recruit top students early in their academic careers, the University is looking for BTR Park partners who can fundamentally enhance the caliber of its academic programs.

“We’re really out to attract the best and the brightest from the private sector to advance our core mission as a University,” says Robert Miller, WMU associate vice president for community outreach and the University’s point person on the park. He says that from the start, the University set out to avoid the mistakes of some university-related business parks that treated the recruitment of park tenants more like a real estate deal.

Because the University is dedicated to its student-centered research mission, development of the park hinges on the kinds of relationships that can be built between an interested tenant and one of the University’s academic areas.

“We’ve zeroed in on three areas of strength for this institution. When a company expresses an interest, very early in the process, we engage the appropriate academic unit to work with the company and determine whether having that firm at the park will be an advantage to our core mission,” Miller says. “Unless the answer is ‘yes,’ we back away. To be very honest, we’ve walked away from more opportunities than we’ve said yes to.”

For those companies who have become partners, research relationships already are under way with the University community. Engineering students and faculty are developing more ergonomically sound clinical laboratory instrumentation for use by Richard-Allan Scientific. Fluid Process Equipment, an engineering firm specializing in fluid handling systems, already is working with tribology specialists in the engineering college, and the firm’s products are part of WMU’s newly opened Paper Coating Pilot Plant.

Treating private firms as partners who can advance the University’s core mission is a concept that is working well, Miller says. “When we started this, we were told the typical build-out period for a park of this size was eight to 10 years,” says Miller. "Here we are, just three years later, with 11 firms already committed.

**Opportunities and needs converged**

The entire project began in late 1998 when new developments and new opportunities appeared to be in tight alignment. It was a happy coincidence of timing, leadership and fortune—a marriage of convenience that joined the economic development needs of the Kalamazoo community and the changing mission and identity of the University.
research, grant writing, funding source identification and intellectual property protection.

Established by Southwest Michigan First, Kalamazoo's economic development agency, the center builds on the area's strengths—a better than 13,000-strong life science workforce and a core of professionals with management expertise built through years of service to such firms as Upjohn, Pharmacia, Stryker and Perrigo. In fact, two of W.E. Upjohn's great-grandsons are members of the Southwest Michigan First Board of Directors, and one, Donald Parfet, has formed a life sciences business development group called Apjohn—the Welsh spelling of his family name—to find companies with promising technology and help them commercialize their discoveries.

"There's been a revolution in science in recent years," Parfet says. "No single entity will have a monopoly on discovery. Now, any individual in a lab can make a breakthrough. In the past, people thought you needed the resources of a big company behind you, but that's no longer true, thanks to technology." Parfet says that while discovery can happen in literally any lab, Kalamazoo's strength is that it has a number of people with the skill set to take a discovery from the lab to the marketplace. His group was formed to facilitate the development of ideas.

The five small firms already at the innovation center range from NephRx, a firm working to perfect technology developed at the University of Chicago that will combat kidney disease, to Biomes Inc., which is working on naturally occurring microbes that show promise in the fight against cancer. The center can accommodate eight to 10 tenants at a time and, unlike traditional incubators designed to foster small companies as they grow, the accelerator program is designed to speed that process by providing more intensive services. To continue its recruitment of those start-up firms, Southwest Michigan First has been holding a series of "Investing in Innovation" forums on the WMU campus, offering scientists a chance to showcase their ideas before an audience of management specialists and angel investors.

"We believe the center will spin out about 20 companies by the end of its first five years," says Barry Broome, president and CEO of Southwest Michigan First.

For WMU, fall 1998 was a time when:
- A new president, Dr. Elson S. Floyd, had just taken the helm, pledging to forge partnerships with the private sector and move the University's research enterprise to the next level.
- The engineering college was bulging at the seams of aging Kohrman Hall, and the state Legislature had just approved an appropriation to build a new building.
- The University's celebrated Department of Paper and Printing Science and Engineering had an opportunity to acquire a high-speed paper coater that would dramatically enhance its research capabilities.

The immediate challenge for the University was finding a location to build an engineering complex large enough to accommodate expected growth as well as provide the space needed to recruit cutting-edge, private-sector firms to the project. One proposed location was a parcel of Kalamazoo farm land the University had long owned that was known as the Lee Baker Farm. Another option considered was a move to Battle Creek's Fort Custer Industrial Park.

Both cities rose to the occasion and offered attractive incentives. The Kalamazoo community, newly attuned to the need to diversify its economic base, was selected as home to the park and engineering campus. As part of the deal, the University agreed to set aside its nearby Asylum Lake property as a permanent nature preserve for the community.

But the development will have an impact on a geographic area much larger than greater Kalamazoo.
and sewer infrastructure development at the BTR Park.
In July 2002, the agency awarded another $550,000 to
turn the park's growing business incubator into a high-
tech business accelerator.

This fall, the park was showcased by the MEDC at a
New Orleans conference of the Association of University
exploded the Michigan SmartZone program by focusing
on the success of the Kalamazoo efforts.

Those best practices are apparently paying off hand-
somely. With 70 percent of the park's available space
already committed for development, the park's future
appears secure.

By the end of the decade, Miller predicts, the park will
have had a dramatic impact on both the community and
its home University.

"Almost every area of this University will be able to say
'We're a better place because this vision has come to
fruition.'"

—Robert Miller

Building ready to serve...continued from page 5

The new $72.5 million building being built on
the Parkview Campus will be a fully integrated
teaching and research facility, however, and will
have the following basic elements when it opens
for classes in fall 2003:
• Instructional laboratories
• Graduate and faculty research laboratories
• Classrooms, lecture halls, break-out rooms and
distance learning classrooms
• Administrative, faculty and support offices
• Computer facilities and technical facilities.

A walk through the two-story building's west
wing, which is closest to completion, provides a
good look at what students will enjoy. Student
"living rooms" and study carrels are placed
throughout the building. Special entrances from
two adjacent parking ramps feed directly into
those areas.

Classrooms, lecture halls and the college's
administrative offices are clustered in the glass-
walled building hub that also will offer a scenic
view of the BTR Park, the nearby Paper Coating
Pilot Plant, which is already completed, and a large
waterway that flows from the park, past the pilot
plant and under the hub, resurfacing on the
opposite side.

Faculty offices and research labs are arranged
along the length of both wings, and high-tech
communication and security systems tie the two
wings together. Throughout the building, mechanical
and utility systems are undisguised and will
remain in full view, offering students a chance to
look up and ponder the inner workings of the
state-of-the-art facility.
We Put the STARS in Your Eyes!

Ask about our Alumni and Senior Citizen discounts!

Subscribe and Enjoy Spectacular Savings and Benefits

2002

<table>
<thead>
<tr>
<th>october</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
</tr>
<tr>
<td>24</td>
</tr>
<tr>
<td>25-27</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>november</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>5-10</td>
</tr>
<tr>
<td>16</td>
</tr>
<tr>
<td>22</td>
</tr>
<tr>
<td>23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>december</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>17</td>
</tr>
</tbody>
</table>

2003

<table>
<thead>
<tr>
<th>january</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
</tr>
<tr>
<td>18</td>
</tr>
<tr>
<td>21-26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>february</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>5-9</td>
</tr>
<tr>
<td>16</td>
</tr>
<tr>
<td>21</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>march</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
</tr>
<tr>
<td>23</td>
</tr>
<tr>
<td>26</td>
</tr>
<tr>
<td>28-30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>april</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>25 &amp; 27</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>may</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4</td>
</tr>
</tbody>
</table>

Miller Auditorium

800.228.9858 · 269.387.2300 · www.millerauditorium.com
Renovation of Bigelow Hall dining area pays off in customer satisfaction

Enjoying the fruits of their labor

It's mealtime and hungry students stroll past the 1903 Bistro, where diners lounge at sidewalk tables, sip coffee, munch croissants or bury their faces in the day's news.

In the background, vendors hawk fresh produce as pedestrians scurry through the streets of the bustling, open-air marché.

Meanwhile, the students have some tough decisions to make. At the nearby Cobblestone Café, a wide variety of deli meats, accompanied by every manner of bread from rye to wheat, beckons. And at the neighboring Field of Greens, freshly chopped vegetables and piles of chilled radicchio, romaine and Belgian endive await.

Around the corner, cooks at the Daily Faire are offering up specials like Caribbean chicken, Mexican lasagna, and Tuscan rice and beans. At Sweet Treats, the local patisserie, slices of Dutch apple pie, chocolate chip cheesecake and homemade cookies prove tempting.

In the end, though, it all comes down to one thing.

"Choices, choices, choices," says WMU Dining Services Director Ken Bartholomew, who last year helped transform the outdated, 1960s-era Bigelow Hall dining room into the WMU Marketplace. "We're all about choices. The more we have to offer students, the less we hear them say they can't find anything to eat on campus."

Now, after a $1.2 million overhaul of the vintage eating area and continued adjustments to the menu, students can find almost anything to eat in Bigelow—a welcoming environment that can easily compete with off-campus restaurants and contemporary food courts.
Campus dining as a destination, not a last resort

Like other universities nationwide, WMU is working to please students who arrive on campus with savvy palates and dining experiences that are far different from those of their parents' college days.

"Back then, it was one time through the serving line with about one-and-a-half servings—dished out to you by someone behind the line—for each meal," Bartholomew says. "Today, we feature self-service with hundreds of choices, deli bars, plenty of fresh produce and fruits, ice cream and dessert bars, and a whole lot of ambience."

According to the National Association of College and University Food Services, more of today's students have eaten in restaurants throughout their lives and have become accustomed to upscale eating. At the same time, increasingly diverse student populations are contributing to the growing demand for international and health-conscious cuisines.

But beyond the wide selection of food they expect to see, 21st-century students also want to dine in an updated, upbeat environment that is cool and offers quick service. And campus residence halls, as a part of the University's Auxiliary Enterprises, must be self-supporting and pay attention to their customers' desires in order to compete with a variety of off-campus living and dining experiences.

Ensuring that students would approve of the new Bigelow—which serves more than 3,200 diners daily—was a tall order.

"We wanted the students to be someplace where they could enjoy the dining experience," says WMU interior designer Sheri Harper. "People want to be in an environment that's pleasant. People don't want to be in a room—be it a dorm room or a cafeteria—where all the walls are painted one color and there's no imagination."

It was Harper's active imagination that sparked the WMU Marketplace concept.

"I'd just started work at Western in January 2001 after working for years in corporate environments," Harper recalls. "The Bigelow project was one of my first assignments and I was constantly thinking, 'What can I do to measure up?' It was on my mind 24-7.

"I was probably half asleep one night when the idea came to me in a dream," says Harper. "I had to get up and start writing everything down."

"We wanted the students to be someplace where they could enjoy the dining experience. People want to be in an environment that's pleasant. People don't want to be in a room—be it a dorm room or a cafeteria—where all the walls are painted one color and there's no imagination."

—Sheri Harper, WMU interior designer

The dream also had the trappings of a logistical nightmare.

Walls had to be knocked down. Antiquated vinyl tiles needed to be tossed. The ceiling had to be raised, and new grills, refrigerators and movable carts had to be ordered. The floor plan called for 100 fewer dining room seats, but new umbrella-topped tables needed to be added. Signage for each of the new food stations had to be designed from scratch, and something had to be done about those boring, cement block walls.

Oh, and one more detail: the work had to be completed between the end of the 2001 academic year in April and the return of students in August.

A harvest of hard work

Kalamazoo artist and businessman Conrad Kaufman, B.S. '86, of Fence Rows Studios was brought in to help make it happen. Using the room's traditional block walls as a canvas, Kaufman and his helper, Paddy Aidan, created a 5,000-square-foot streetscape full of French character.

The two added images of modern-day students, professors, residents and storefronts. They painted the existing walls to look as if they were made of rock and stucco, and created striking archways, some crawling with wild vines.

"Part of what I like to do with my murals is offer people something visually appealing to look at, but only to the degree that they have an 'idea' of what it looks like," Kaufman says, citing sections of painted brick peeking through what appears to be deteriorating stucco. "The viewer's mind fills in the rest."
There are more rewarding ways to stay connected...

Become a Member & Become a Mentor

Members of the WMU Alumni Association make a difference in the life of the University and in the lives of its current and future students. By becoming Alumni Mentors, members can share their valuable professional experiences and real-world insights to help prepare current students for life after Western Michigan University. To become a member and participate in the Association’s newest member benefit, the Mentor Program, call (269) 387-8777 or visit www.wmich.edu/alumni/.

WMU ALUMNI ASSOCIATION
Sign up for your alumni membership today!
Alumni directory slated for 2003
The WMU Alumni Association will publish an alumni directory in 2003 to commemorate the University's upcoming centennial and help alumni rekindle memories of their alma mater as well as reconnect with former classmates.

The directory will feature listings of alumni grouped by graduation date, geographical area and profession. It also will include a color editorial section filled with WMU history and facts, adding to its value as a reference work and centennial keepsake.

Profiles of many alumni already have been sent to the directory's publisher, the Bernard C. Harris Publishing Co. Inc., from existing WMU files and questionnaires filled out by graduates.

Alumni are responsible for updating their profiles with current information and verifying the accuracy of questionnaire information. For those who do not update/verify their information, the directory will include the profiles WMU currently has on file. All alumni will be listed in the directory. However, those who do not wish to be included may opt out.

To update/verify information or purchase the directory, call the Harris Publishing Co. toll free at (888) 749-0746. To opt out, contact the Alumni Association by calling (269) 387-8777 or sending e-mail to alumni@wmich.edu.

New mentoring program brings together students, alumni
Both current and former students are benefiting from a new joint program begun this past fall by Career & Student Employment Services and the WMU Alumni Association.

The WMU Alumni Association Mentor Program establishes a professional networking system for students. The collaborative project also gives graduates the opportunity to connect with future members of their professions, other alumni mentors and the University.

Alumni mentors have valuable career information to share, as well as insights and experiences that can be of help to students considering a similar life or career path. Program participants determine the level of contact and involvement they will have. Alumni mentors choose the number of students who may contact them per month and how they are contacted, such as through brief telephone conversations or ongoing e-mail dialogues.

To register for the mentor program or get more information, visit Career & Student Employment Services' Bronco Jobs Plus Web site at <www.broncojobs.wmich.edu> or click on the "Mentor Program" link at the bottom of the WMU Alumni Association Web site at <www.wmich.edu/alumni>.

Howard Taft became the first sitting U.S. president to visit and speak on the WMU campus. The 27th president of the United States was in Kalamazoo to help dedicate the city's New Burdick Hotel. During his stay, he visited Western State Normal School on Prospect Hill to speak to would-be teachers and their faculty mentors. Taft decried the low pay of the teaching profession, but said teachers were increasingly highly regarded. "Teachers are now regarded in some ways as more important than physicians, lawyers or even clergy," he is reported to have said. Nearly 90 years later, President George W. Bush—"43"—became the next sitting president to speak on campus March 27, 2001.
Western becomes world-class concert venue

In 1913, Harper C. Maybee was hired to build Western Normal School's young music program. He also took the reins of the Kalamazoo Music Society and began testing Kalamazoo audiences with a string of top-notch musical events. Encouraged by the response and determined to bring to the community a level of cultural life almost unheard of for a town of its size, Maybee and his students mounted the first campus music festival May 27-28, 1915, engaging guest artists from New York and Chicago.

Over the next decade, the campus played host to symphonies from New York, Philadelphia and Chicago and from Russia. Maybee Hall, which once stood where the current University Computing Center is located, was named for the longtime music program leader.

Archaeologists unearth structural remains of Fort St. Joseph

University archaeologists announced in June they have found what they were looking for at the site of an 18th-century fort in Niles, Mich.

Underneath layers of mud, they discovered structural remains of Fort St. Joseph, believed to have been the only colonial fort in western Michigan. Established by French colonists along the St. Joseph River, the fort existed from 1691 to 1781 and is known as the Four Flags Fort because it was held by four different nations.

Directed by Dr. Michael Nassaney, associate professor of anthropology, and Dr. William Cremin, professor of anthropology, an archaeological team unearthed remains of a stone hearth and what appears to be stone pavement or foundation marking a second structure. Hundreds of other recovered artifacts, including glass beads, gun parts and engraved cutlery handles dating to the 18th century, also were discovered.

Professor's text on leadership used by military, others

A University professor has taken the lead when it comes to writing about leadership.

Dr. Peter Northouse, professor of communication and a researcher on leadership principles, noticed that when it came to teaching leadership, a prevalence of heavy scholarly materials existed, but nothing summarized leadership theories in a clear and straightforward way.

He wrote "Leadership: Theory and Practice" in 1997 to meet that need and watched as his book gained national and international recognition and was translated into several languages, including Chinese, Korean, French and Arabic. A best-selling book for Sage Publications, it is in use at more than 250 colleges and universities, including the U.S. Military Academy and by the Canadian Armed Services. Northhouse is currently penning a third edition of the text.

Student is first from WMU to win prestigious Ford Fellowship

A doctoral student in psychology is the first WMU student to earn a Ford Foundation Dissertation Fellowship for Minorties, one of two dissertation fellowships she won this year.

Alicia Alvero, of Miami Springs, Fla., received one of only 40 Ford Foundation Dissertation Fellowships awarded nationally in an annual competition administered by the National Research Council of the National Academies on behalf of the Ford Foundation. The fellowships are designed to bring diversity to academia by providing aid and mentorship to underrepresented students who have demonstrated outstanding academic performance and potential.

The Ford Foundation awards its dissertation fellows a stipend of $24,000 and the opportunity to attend three Conferences of Ford Fellows with all expenses paid. Alvero received a second dissertation fellowship from the University, awarded to four graduate students each year. It provides a stipend of $17,242 to each scholar.
College of Aviation

College launches exchange with Australian university

Aviation students will have a chance to expand their horizons, thanks to a new international exchange program with Swinburne University of Technology in Australia, that nation's premier pilot training college.

Two WMU students are attending classes at Swinburne this fall, while three Swinburne students are at WMU. The arrangement is the University's first study abroad program designed for aviation students.

According to William Rantz, assistant professor of aviation, both sets of students will take general education courses as well as such aviation classes as flight physiology and aviation safety. Because of differing flight training requirements, the students will delay flight instruction until they are back at their home universities.

"This opportunity has provoked definite enthusiasm from students on both sides of the exchange," says Rantz.

New agreement reached with U.S. regional airline

Atlantic Coast Airlines became the University's newest domestic partner with the signing of a bridge hiring program for pilots.

Jim Jennings, chief pilot with ACA, traveled in June to the college's aviation facilities to sign the agreement and interview the first candidates for the program. The program will bring WMU students into the ACA organization as pilot interns and give them preferential hiring consideration for positions as first officers when they successfully complete the program.

The five-year agreement also will bring new aircraft training materials to the college and will allow ACA representatives to be involved in aviation curriculum development at the University.

"We're tremendously pleased to add ACA to the list of airlines that have reviewed our programs and want our graduates as part of their organizations," said former Dean Gregory A. Lyman. "Agreements like this one are important indicators that the industry appreciates the quality of our programs."

ACA, the fastest growing regional carrier in the United States, operates as United Express in the Eastern and Midwestern United States and as Delta Connection in the Eastern United States and Canada.

Aardema named interim dean

Longtime aviation faculty member Robert Aardema has been named interim dean of aviation, taking over when Gregory A. Lyman, who had served as dean of the college since January, resumed his W.K. Kellogg Foundation post on a full-time basis.

Aardema, a faculty member since 1979, will lead the college while the University concludes a search for a permanent dean. The change was effective Sept. 1. Lyman had been on loan from the Kellogg Foundation, where he is senior vice president and corporate secretary. While serving as aviation dean, he retained his foundation position and split his time between the two organizations. Lyman will continue to serve as chairman of the college's advisory board.

Aardema has a background that includes work in both flight and aviation maintenance operations. He was first a pilot and then a maintenance officer in the U.S. Air Force from 1969 to 1975, and he served for 17 years in the Michigan Air National Guard as a pilot, flight instructor and flight commander.

www.aviation.wmich.edu
In 1936, a young professor who had struggled to overcome his own debilitating problem with stuttering came to Western as a member of the speech department and founded the Speech and Hearing Clinic that today bears his name. Dr. Charles Van Riper (1905-1994) came to be recognized as one of the nation’s pioneers in speech pathology. His classic book, “Speech Correction: Speech Principles and Methods,” is in its ninth edition and still in use today. But it’s not his speech credentials that are attracting today’s browsers of amazon.com. The Champion, Mich., native also wrote a series of Northwood Readers about early 20th-century life in the Upper Peninsula under the pen name Cully Gage. Those five volumes, favorites of Michiganders for generations, are attracting a new audience today.

Haworth College of Business

Chinese professors examine how college trains future MBAs

The international renown of the college’s MBA program and the accomplishments of one of its faculty prompted two Chinese scholars to visit WMU recently.

Professors Nie Fengying and Wei Xiu Fen arrived in Kalamazoo to consult with accounting professor Dr. Roger Tang, the Pharmacia Chair in Business Administration, and observe American MBA teaching methods. Nie and Wei are involved in planning one of their nation’s first agribusiness master’s programs.

“WMU is very experienced in MBA education, and both Dr. Tang and the University’s program are famous in China,” says Nie, an associate professor and deputy director of the Department of Information Research at the Chinese Academy of Agricultural Sciences in Beijing.

Nie and Wei, who is an associate professor at Tianjin Agricultural College, also played host to Tang in June, when he visited their cities to teach two management accounting courses in the agribusiness program.

Plan for marketing tires snags national award for students

Four seniors rolled to a second-place finish in a national competition sponsored by the American Marketing Association.

Business students Kelly Giles, Kelly Gutowski, Quinn Hoard and Holly Sharp made up one of eight teams from across the country invited to participate in the AMA’s national case study competition in Orlando, Fla. To qualify, the team submitted a marketing plan for this year’s sponsor, Goodyear and Sullivan Tire, a regional auto service and tire retailer.

The students, who were coached by Dr. Ronald B. Larson, assistant professor of marketing, presented their plan to Goodyear and Sullivan Tire executives at a recent AMA conference.

Economic developers flock to campus to share their expertise

Veteran economic developers from across the state joined forces in June to teach some two dozen beginners the basics of their craft.

www.hcob.wmich.edu
College of Education

Educator joins former Olympians in hall of fame honors

Dr. Jody Brylinsky, associate professor of health, physical education and recreation, recently joined the ranks of such standout Olympians as Wilma Rudolph, Rafer Johnson, Nancy Hogshead and Peter Vidmar when she was inducted into the National Association for Sport and Physical Education’s Hall of Fame in San Diego.

The April ceremony honored Brylinsky as an outstanding individual who has achieved new levels of excellence in sport and physical education, and who has inspired others by example.

Brylinsky is nationally recognized as an educator, researcher and activist in the areas of sportsmanship, gender equity and Special Olympics. Throughout her career, she has been an outspoken advocate and a tireless promoter of coaching education and sport participation opportunities for all.

“T always loved physical education and thanks to an incredible teacher in eighth grade I knew what I wanted to be when I grew up,” she recalls. “And being a pre-Title IX girl, staying involved in athletics was not easy. But I had great parents and a great school that was ahead of the times.”

As a past president of NASPE and national leader in the National Association for Girls and Women in Sport and the National Council for the Accreditation for Coaching Education, “she has been a consistent and persistent voice for the importance of sport and its educational values,” NASPE officials said in making the award.

Faculty and students travel to Latvia for spring study tour

After 50 years of Soviet domination and only a decade of democracy, Latvia is coming into its own—politically, economically and culturally—as the country works to become a key player in trade, travel and technology.

Lessons that its educators, government officials and 2.3 million residents have learned along the way were part of “Passage to Latvia,” a study tour of the small Baltic nation May 23-June 4. Participation was open to faculty, staff, students and the community-at-large.

Led by faculty members in the Department of Family and Consumer Sciences, the study tour explored everything from Latvia’s historical, educational and multicultural landscape to its apparel, architecture, food and families.

“This was not just another package tour,” says Dr. Marlene Breu, assistant professor of family and consumer sciences. “We focused on the subject matters of our department while putting it all into the socio-political context of the country.”

Latvia won full independence in 1991 and remains in transition, working to usher in democracy while reclaiming its national and cultural identity. Dr. Maija Petersons, a Latvian-American who has been a WMU professor for more than 20 years, is on sabbatical in the Latvian capital of Riga this fall, witnessing the changes first-hand.

www.wmich.edu/coe

Oaklands is birthplace of standardbred royalty

In 1944, the wartime purchase of Gateway Golf Course as well as two other land purchases west of the Michigan Central Railroad line quadrupled the size of the campus and gave WMU its first equine connection. What is now the central WMU campus was a horse farm in the 19th century and the birthplace of Peter the Great, one of four founding stallions of standardbred racing in the United States. A stone marker just west of Seibert Administration Building commemorates the area as the birthplace of the racing champion.
**WMU establishes Nigerian connection**

In April 1960, the College of Applied Sciences, under the direction of Dean George Kohrman, took WMU into the world of international development with a project aimed at development and operation of a Technical Institute at Ibadan, Nigeria. Working under a contract with the U.S. Agency for International Development, WMU faculty organized and launched course work for a technical college in the difficult environment of a British-based education system that did not place value on technical education. By the time WMU completed its AID contract, more than 300 students had graduated from the program.

---

**College of Engineering and Applied Sciences**

**President Floyd, faculty featured at Montreal conference**

The University's wireless computing technology got some international exposure in June when WMU President Elson S. Floyd joined officials from the engineering college to make presentations at the annual conference of the nation's leading engineering education organization.

Floyd moderated a session on "Teaching and Learning with Technology" when the American Society for Engineering Education convened in Montreal for the organization's annual conference and exposition. The session focused on wireless developments in higher education.

Dr. Hossein Mousavinezhad, chairperson of the Department of Electrical and Computer Engineering, was program chairperson of ASEE's Electrical and Computer Engineering Division. He says the annual conference is the major gathering for the nation's engineering educators and a chance for them to interact with government and industry officials as well as engineering professionals from other nations.

"There are more than 300 engineering schools in the nation and this is the major gathering that gives engineering educators a chance to discuss the important issues they are all facing," says Mousavinezhad. Major issues under discussion this year, he says, included online education, the growth in the role of student researchers, the demand for hands-on experiences and schools' attempts to balance the speed of technological change with the need to impart basic engineering principles to students.

**Internal search gives Atkins engineering college's top job**

Dr. Michael B. Atkins has been selected as the new dean of the College of Engineering and Applied Sciences, replacing Dr. Daniel M. Litynski, who in August was named provost and vice president for academic affairs.

Atkins has served as chairperson of WMU's Department of Industrial and Manufacturing Engineering since 1998, and in September 2001, took on additional duties as the college's assistant dean for external relations and facilities. He also has served since 1998 as chairperson of the Department of Manufacturing Engineering.

"Dr. Atkins has been involved with both planning and operations for all aspects of the college's initiatives," Litynski says, "and he will be able to step in without missing a beat."

Atkins joined the faculty in 1971. Prior to coming to WMU, the Texas native taught at both Texas A&M University and San Antonio College. In his current position, he has overseen a dramatic expansion of his department's research and instructional capabilities.

**New civil engineering degree program approved by trustees**

The Board of Trustees has approved a new degree in civil engineering that will swing into operation in fall 2003.

The new degree, the first of its kind in West Michigan, is expected fill a growing need for well-trained civil engineers.

"The College of Engineering and Applied Sciences has been looking at a new civil engineering program since 1997," says Dr. Michael B. Atkins, college dean. "We looked closely at other programs in the field and developed ours with input from civil engineering firms in this region."
University Chorale takes top prize at international choral festival

The University Chorale, the premier choral ensemble in the School of Music, was recently named grand prize winner of Europe's Fourth International Robert Schumann Choral Competition. Thirty-nine choirs from 16 countries were selected from recorded auditions to participate in the three-day competition in May in Zwickau, Germany. Judges awarded grand prizes to two ensembles, a semi-professional group from Germany and the University Chorale. The chorale is the first ensemble from the United States to receive the grand prize.

In addition to receiving a cash prize of 2,500 euro, the chorale was selected to perform at the final award ceremony. Nations represented at this year's competition were Brazil, Denmark, Germany, Estonia, Italy, Latvia, Liechtenstein, Macedonia, the Netherlands, Portugal, Russia, Sweden, South Africa, Ukraine, Hungary and the United States.

Held every four years, the competition is part of the "Musica Mundi" series of European festivals and competitions that bring together amateur and semi-professional choirs in different categories and levels of difficulty.

The University Chorale is conducted by Dr. Joe Miller, director of choral studies.

Dance students step into capital, perform at Kennedy Center

Dance students were chosen to perform in the Celebration of College and University Dance in May at The Kennedy Center in Washington, D.C.

The dance department was one of 12 programs chosen to participate in the event. Students performed a piece titled "3 Epitaphs" choreographed by legendary modern dance choreographer Paul Taylor, appearing on the closing day of the festival in a concert titled "Modern Innovators."

Prior to their Kennedy Center appearance, dance students performed the same piece in the gala concert of the Great Lakes Regional American College Dance Festival in Ann Arbor, Mich. While in the nation's capital, the students also participated in the National American College Dance Festival.

Professor premieres novel instrument during Gilmore

A revolutionary instrument that merges acoustic pianos with digital technology was given its North American premiere in May as part of the Irving S. Gilmore International Keyboard Festival.

The Groven Piano was demonstrated by Dr. David Loberg Code, associate professor of music. The performance, in the Little Theatre, is a follow-up project to Code's extensive research into the life and technical innovations of Norwegian classical composer Eivind Groven.

Code developed the Groven Piano while in Norway using some of Groven's ideas and experimentation in alternate tunings.

In 1968, the Ed.D. degrees awarded to Flora H. Mendoza and Robert Vermeulen were the first doctoral degrees granted by Western Michigan University. A year later in 1969, WMU awarded its first Ph.D. in chemistry. By June 1991, WMU had awarded 1,000 doctoral degrees. Today that number stands at 1,629, and the University will launch its 27th doctoral degree program in 2003.
When WMU was 75—and counting

In 1977, the University launched its year-long diamond jubilee celebration with Robert Luscombe, longtime dean of the College of Fine Arts, in charge of the celebration. The year leading up to the 75th anniversary date in 1978 included more than 40 different events ranging from musical performances and art exhibitions to athletic events, variety shows, open houses, dances and film showings. The highlight was a Sept. 14 Chautauqua with a variety of events running all afternoon and evening.

College News

College of Health and Human Services

Grant to help those with communication disorders
An internationally recognized researcher has been awarded a $780,000 grant to help those with serious communication disorders communicate more effectively.

The grant, to Dr. Jan Bedrosian, professor of speech pathology and audiology, is from the National Institutes of Health, National Institutes of Deafness and Other Communication Disorders. Bedrosian, an internationally recognized researcher in augmentative and alternative communication—ACC—is using the grant to fund four experiments over a three-year period. Each experiment is designed to explore a portion of a theory of disordered communication, which Bedrosian has developed over the past four years with colleagues in Kansas and Delaware.

"The theory attempts to explain and predict events associated with flawed communication," Bedrosian says.

AAC is a branch of speech-language pathology that addresses the communication needs of people with severe speech impairments, such as those with cerebral palsy. Since these people are unable, for the most part, to communicate through speech, they must rely on other methods to express themselves. One such method involves the use of a special communication computer or device with voice output technology.

"Everyone has the basic human right to communicate," Bedrosian says. "Being able to communicate independently fosters one's acceptance and inclusion in society."

Federal grant boosts hands-on learning for physician assistants
Faculty members are fine tuning a new curriculum that incorporates a more hands-on approach to learning with the help of a three-year federal grant.

The grant, from the Department of Health and Human Services, Health Resources and Services Administration, allows students to use real medical cases to learn the process of diagnosing symptoms and prescribing treatment.

It's all part of a "problem-based" learning program established three years ago. New grant money, totaling nearly $470,000 over the next three years, will allow for further assessment of whether the problem-based learning track works better than the more traditional lecture-based model.

"The students use real medical cases to teach themselves the medicine they need to function as a physician assistant," says James Van Rhee, physician assistant program chairperson. "Students work in small groups of five or six students with a faculty facilitator or tutor. Each week, they go through a new case and they work through it just like they would a real patient."

Special texts let students ask questions about a patient and get the patient's history. Students also conduct a physical and order lab work. In some cases, members of the community are brought in as "simulated patients."

The program is modeled after a similar program at Southern Illinois University. Van Rhee says that WMU is the only university to offer both problem-based and lecture-based physician assistant curricula.

www.wmich.edu/hhs
Lee Honors College

Alumna tapped to paint mural honoring 40th anniversary

An honors college graduate was recently hired to complete a mural honoring the college’s 40th anniversary, as well as the University’s 100th birthday.

Paula Clayton, a New Zealand native and 2001 graduate who majored in art, painted the 300-square-foot mural in a common room in the honors college residence in Eldridge/Fox Hall in June. Clayton, who works for Decovis Interiors, a Kalamazoo-based mural company, was assisted by fellow employee Kitty Rockafield.

The mural incorporates images of the honors college building, blueprints and floor plans, a gargoyle modeled after a former honor’s college dean Dr. Joseph Reish and Aimee Jachym, an honors college student from Detroit, and various hues of the University’s colors, yellow and brown. Other elements touch on such themes as science, nature, college and University landmark dates and the zap of energy that honors college students bring to their education.

The mural took about two weeks to complete and isn’t the only one Clayton has undertaken on campus. While a student, Clayton won an Undergraduate Research and Creative Activities Award to paint a mural in Sangren Hall. The 500-square-foot mural was based on Roman-style architectural elements with Department of Art faculty members portrayed as classical statuary.

Clayton began working as an intern at Decovis Interiors and continued working there after her graduation. The company paints murals in homes and businesses in Grand Rapids, Ann Arbor and Detroit, as well as the greater Kalamazoo area.

www.wmich.edu/honors

Books

The First Christmas

Kregel Publications, 2001

Dr. Paul Maier, the Russell H. Seibert Professor of Ancient History

First published in 1971, this revised documentary of the Nativity has been updated to include new archaeological discoveries and biblical research over the past 30 years that have shed additional light on what happened in Bethlehem more than 2000 years ago. Each chapter contains new information, including revisions on the varying genealogies of Jesus in the accounts of Matthew and Luke, as well as fresh detail on the Roman imperial census that brought Joseph and Mary to Bethlehem. The “gift book edition” is enhanced with full-color photographs, paintings, maps and charts.

The Political Environment of Public Management

Longman, 2002

Dr. Peter Kobrak, professor of public administration

In this second edition of Kobrak’s reader, the author argues that "public entrepreneurs" are needed who will not only vigorously push a governmental agency’s mission, but also engage the public in shaping that mission. The book explores the impact of politics and globalization on managing diversity and on the public agencies of the future.

Dutch in Michigan

Michigan State University Press, 2002

Dr. Larry ten Harmsel, professor of English and associate dean, Lee Honors College

Part of the “Discovering the Peoples of Michigan” series, ten Harmsel’s book is an examination of an ethnic group that came to America not to escape persecution, but “to escape a spirit of tolerance in their native land.” The author explores the impact of the state’s largest well-defined ethnic group, which by 1880 had grown to include some 40,000 Michiganders, and looks at the religious schism that split the fractious West Michigan Dutch community in 1857.

Surprise move honors South African legend

In June 1988, WMU became one of the first universities in the nation to award an honorary doctoral degree to South African leader Nelson Mandela. Mandela was still imprisoned in South Africa at the time, and the move drew criticism from many, including the student newspaper editors, who said the move was too political and noted Mandela’s ties to violent anti-apartheid groups. A student-faculty committee first proposed the idea and mounted a petition, gathering more than 1,000 signatures.

The University Honorary Doctoral Degree Committee declined to make a recommendation one way or the other. In a surprise move, then-President Diether H. Haenicke brought a recommendation to award the degree to the Board of Trustees one day before commencement. The degree was awarded in absentia.
Classnotes

Alumni are listed under their preferred class years. Names printed in gold denote membership in the WMU Alumni Association.

Don't hesitate to contact us when you have news to share in our classnotes or obituaries sections. For classnotes, make sure to include your name (first, middle, last, maiden), address, degree(s), year(s) graduated and phone number. We will publish your photo as space permits.

Write: Classnotes/Obituaries
WMU Magazine
1903 West Michigan Ave.
Kalamazoo MI 49008-5403
Fax: (269) 387-8770
E-mail: dev-alumnote@wmich.edu

1927 - 1980

Pauline Harris
TC '27, recently received the State of Michigan Special Tribute Award for her work as an artist. She operates Prints by Pauline Harris from her home in Lansing, MI.

Frederick T. Petroskey
BA '62, recently exhibited his paintings at a show in Northport, MI. He is retired from teaching at Northwestern Michigan College and continues to lecture, judge and exhibit.

James A. Pierce
BS '66, recently retired from his position as dean of business and marketing at Fox Valley Technical College in Appleton, WI.

Bruce R. Abrams
BBA '71, has been promoted to executive vice president of American International Group SunAmerica, which specializes in retirement savings and investment products and services.

Margaret E. (Schultz) Tabar
BA '72, MLS '75, is a middle and high school librarian at St. Paul Academy and Summit School in St. Paul, MN.

Christin E. Kessler
BA '74, MLS '76, is the assistant director of the Cass County Public Library in Belton, MO.

Barbara G. Stevens
BS '75, MA '79, is a learning specialist at Glen Oaks Community College's Tutoring and Testing Center in Centreville, MI.

James D. Coppinger
BS '76, owns and operates Quadrant II Marketing, an independent consulting firm in Kalamazoo that specializes in marketing, advertising, promotion and public relations.

Eric J. Karson
BS '78, is assistant professor of marketing at Villanova University in Bala Cynwyd, PA.

Gary D. Bennett
MSW '79, has been named president and chief executive officer of Eagle Village, a family support center in Hersey, MI.

1980 - 1990

Mary K. (Kabisch) McClellan
BS '83, is the new director of marketing at the Ann Arbor (MI) Chamber of Commerce.

Todd A. Sanford
BBA '83, has recently established Sanford Financial Services, a family wealth management practice, in Kalamazoo.

Timothy B. Hodges
BS '85, was recently promoted to lieutenant in the United States Navy. He is serving at the Navy Reserve Center in Great Lakes, IL.

Daniel P. Dalton
BS '86, recently formed the law firm of Tomkiw Dalton PLC in Royal Oak, MI.

Connie R. Guest
BS '86, has been named the planning director for Commerce Township in West Bloomfield, MI.

Leslie A. (Wilk) Braksick
MA '87, PhD '90, is the president and chief executive officer of Pittsburgh's Continuous Learning Group, a management consulting firm that helps companies change behavior to improve performance.

John D. Kintner
BS '87, is a copywriter at Parsons & Maxson Inc. in Saginaw, MI, a firm that provides copywriting, graphic design, Web site development and public relations consultation to businesses.

Donald J. White
BSE '87, recently attended the National Conference on Building Commissioning in Chicago. He is an electrical engineer at Tower Pinkster Titus Associates Inc. in Kalamazoo.

1990 - 1995

Velma Laws-Clay
BBA '87, MPA '91, DPA '98, is the first female African-American chairperson of the Battle Creek Community Foundation. She is director of the Equal Employment Opportunity Office in the Battle Creek (MI) Federal Center.

Richard K. Lawson
BS '91, recently formed Tri-R Entertainment, a concert promotions company in Jackson, MI.

Jane H. Herbener
MA '92, received the 2001-02 Excellence in Special Education Award from the Kalamazoo Regional Educational Service Agency. She teaches fourth grade at Tobey Elementary School in Vicksburg, MI.
Joel W. Markucki  
BSE '88, MSE '92, has been promoted to manager of machine design at Denso Manufacturing Michigan Inc., an automotive components supplier in Battle Creek, MI.

Diana M. Cooley  
BS '93, MA '95, has been recognized in the 2002 edition of "Who's Who Among America's Teachers." She is an assistant professor of speech communication at North Harris College in Houston.

Dawn (Kirkbride) Mackety  
BS '93, MA '96, is executive director of Kingman Museum Inc. in Battle Creek, MI.

James R. McAnaw  
BA '91, MBA '93, has been promoted to creative director at McCrosky Marketing Communications in Kalamazoo.

Jill M. Critz  
BA '94, is a special education teacher-consultant at Beach Middle School in Chelsea, MI.

Andrew D. Bos  
BS '95, has joined Miller, Canfield, Paddock and Stone PLC in Troy, MI, as an attorney in the business services and finance practice group.

Linsey A. Furry  
BS '95, was awarded the Irving S. Gilmore Emerging Artist Grant in 2002 by the Arts Council of Greater Kalamazoo. Her first commercial CD, "Takin' the Longview," was released in November of 2001.

Michael T. Schilling  
BBA '95, is assistant vice president responsible for business development and portfolio management at Keystone Community Bank in Kalamazoo.

1996 - 2000

Karen S. Brown  
MPA '96, is the 2002 recipient of the Martin P. Luthy Award, which is given to the top-10 chapter presidents of the Michigan Jaycees. She is a consultant for the Michigan Department of Community Health in Lansing, MI.

Phillip J. Miller  
BS '96, recently received the World Class Service Award from the city of Detroit for contributions to the city's eBudget development and implementation.

Rebecca S. Wall  
BBA '96, has joined Yeo & Yeo PC of Kalamazoo as a senior accountant.

Rachel E. Brausch  
BA '97, is a lieutenant in the United States Navy. Her squadron recently was deployed to the Mediterranean Sea and the Arabian Gulf.

Michelle A. Davidson  
BSW '97, has joined Southwest Michigan Rehab Hospital in Battle Creek, MI, as a case manager.

David C. Grandy  
BA '97, is operations manager at Alegent Health in Omaha, NE.

Monica M. Smith  
BA '95, MPA '98, received the 2001 George Award from the Battle Creek (MI) Enquirer for creating Transportation Impaired Inc., a countywide taxi service for the disabled.

Caroline A. Wallace  
BFA '99, is a graphic designer for Addison Espana in Madrid, Spain.

Jason T. Woytal  
BBA '99, has joined Farm Bureau Insurance in Portage, MI, as an agent.

Holly L. Holmes  
BMUS '00, is the assistant ticket office manager at WMU's Miller Auditorium. She recently completed an internship at the Kennedy Center in Washington.

Johanna R. Nabozny  
MBA '00, has been promoted to vice president and relationship manager for the private banking division of Fifth Third Bank in Kalamazoo.

James M. Ryan  
BA '00, is working as a field marketing specialist on the Saturn team for Carlson Marketing Group.

Jessica J. Smith  
BA '00, recently was promoted to media buyer at LKF Marketing of Kalamazoo.

Jayna L. (Peterson) Sobecki  
BS '00, is a kindergarten teacher at Frank Squires Early Elementary School in Cassopolis, MI.

Thoroughbred 'Bronco' graces campus center

In April 1997, the newest Bronco icon moved to a pedestal between Read Fieldhouse and the Student Recreation Center. Purchased through two gifts from alumnus David B. Smyth and his wife Margaret, the one and a quarter life-size bronze piece is intended to serve as a focal point for Bronco spirit and pride. The 1,800-pound sculpture features a Thoroughbred in the act of jumping. The 9.5-by-14-foot bronze piece weighs 1,800 pounds and was designed by artist Veryl Goodnight.
Members for Life
We at the WMU Alumni Association would like to take this opportunity to welcome our newest life members. We thank you and commend you for your continued interest in your University through life membership in our association.

John M. Albery
BBA '87, Kalamazoo

Linda Rutgers Albery
MA '89, EdD '01, Kalamazoo

B.N. Bahadur
MBA '73, West Bloomfield, MI

Anthony E. Clark
BS '96, Plainwell, MI

Lesley A. Clark
Plainwell, MI

James W. Cook
BS '66, Grand Haven, MI

John C. DeLand
BBA '76, Downers Grove, IL

David M. Dombrowski
BBA '79, Bloomfield Hills, MI

Deborah Koleczi Engers
BS '78, Phoenixville, PA

Dennis W. Engers
BS '73, Phoenixville, PA

Douglas R. Farnsworth
BSE '81, Wixom, MI

Michelle Dillworth Farnsworth
BS '82, Wixom, MI

Angela Nowak Jacobs
BS '92, Park Ridge, IL

Derek S. Martin
BS '84, San Diego

Tamara A. McMahon
BA '97, Costa Mesa, CA

James E. Monticello
MS '85, New City, NY

Julia Badalamenti Monticello
BS '84, New City, NY

Antonina Marino Morcelle
BS '01, East Aurora, NY

Sarah Ellen Parsons
BA '66, Plainwell, MI

William J. Parsons
BA '67, MLA '71, Plainwell, MI

Pamela Kellogg Pomeroy
BS '85, Sault Sainte Marie, MI

Leslie Lee Roell
BS '53, MA '72, South Haven, MI

Jessie J. Storey-Fry
BA '68, Lansing, MI

Kimberly Ann Stump
BS '97, Lansing, MI

Taaj Suri
BA '90, Littleton, CA

Thomas L. Titcomb
BBA '65, Harbor Springs, MI

Steven M. Tracy
BS '76, Ann Arbor, MI

Dawn Rockwell Weingart
BBA '88, MBA '96, Elkhart, IN

James Edward Weingart
BS '93, Benton Harbor, MI

Edward Weisbond
BS '54, Chatsworth, CA

Michelle A. Cook
BBA '01, has joined Bell, Cerutti & Associates PC, a Kalamazoo-based certified public accounting firm, as a staff accountant.

Neo Habangana
MA '01, is the chief officer for the education of visually and mobility-impaired students in her native Botswana.

Rosemary A. Hakes
BMUS '78, MA '79, PhD '01, is a counselor specializing in the treatment of mental health issues related to exceptional academic, athletic, or artistic performance at the Counseling Center in Escanaba, MI.

Troy D. Holmes
BBA '01, has joined Bell, Cerutti & Associates PC, a Kalamazoo-based certified public accounting firm, as a staff accountant.
Roger C. Shew

MM '01, won third place in the World Bass Competition at the International Society of Bassists World Conference in Indianapolis. He was one of 20 bassists invited to participate in the competition.

Suzanne M. Suchyta

BA '01, is the executive director of the Vine Neighborhood Association Inc. of Kalamazoo.

Brian A. Hicks

BA '02, has joined the staff of S.J. Waisniki & Co. of Grand Rapids, MI, as a staff accountant.

Lori A. Hughes

MA '95, MS '02, has joined Borgess Pulmonary and Critical Care Associates PC of Kalamazoo as a physician assistant.

Shawn L. Molitor

BS '02, is a fourth grade teacher at Central Elementary School in Portage, MI.

Kristin J. Petrucci

BA '02, is working for Hormel Foods in Minneapolis.

Julie C. Schultz

BS '00, MA '02, is the assistant director of campus recreation at Elon (NC) University.

Service to country

A three-time recipient of the Army's Meritorious Service Medal, Roger Marin, B.S. '85, turned his finance major and ROTC experiences into a career as an intelligence officer.

Behind the scenes at the Pentagon

Lt Col. Roger Marin was in a meeting at the Pentagon when the first plane hit the World Trade Center Sept. 11, 2001.

"We had CNN on in the background, and we stopped and speculated on whether it could be terrorism," says Marin, an Army intelligence officer. "We decided that because of our business, we were probably reading into it and we went back to our meeting. When the second plane hit, we knew. One of my colleagues actually commented on what a high profile target the Pentagon would be."

Some 60 minutes later, that statement proved prophetic. From his secure, windowless office, the impact of American Airlines Flight 77 felt like a strong overpressure, Marin says—like when a large heating system kicks on. Smoke quickly filled his office. He and his colleagues evacuated and stood by to assist firefighters with rescue attempts that never succeeded because of the intense heat. In the days following, Marin worked around the clock from a makeshift office at FBI headquarters, returning within a week to the National Military Command Center at the Pentagon.

Marin had been stationed at the Pentagon for just two months when the terrorists struck. His post supporting the chairman of the Joint Chiefs of Staff is the latest in a string of high profile assignments.

After graduating from WMU's Reserve Office Training Corps in 1985, Marin began his career as an infantry officer with the Old Guard, the presidential escort and ceremonial unit stationed adjacent to Arlington Cemetery.

The son of a military intelligence officer, he turned to his father's field in 1990, when he was assigned to an intelligence brigade in Panama. There, he sifted through a huge warehouse of documents related to the trial of former dictator Manuel Noriega. Human intelligence and liaison missions followed, and he eventually took command of a counterintelligence company.

After earning his master's degree in 1994, Marin served for several years at Ft. Campbell, Ky., and later in Heidelberg, Germany. Each new assignment brought increased responsibility and additional decorations.

Next year, Marin will assume a new post as a battalion commander at Ft. Belvoir, Va. Until then, he continues his key role in America's war on terrorism.

"We get the Paul Harvey on everything that's going on—'the rest of the story,'" says Marin. "My staff is the liaison between high-level officials and combatant commanders around the world. It's a satisfying and rewarding job, particularly now when America is facing such a dangerous threat."
Obituaries

1923 - 1940

Doris A. (Shenstone) Olson
TC '23, July 10, 2002, in Salt Lake City.

Florence F. (Hunt) Hoffman
TC '25, April 18, 2002, in Allegan, MI.

Percis P. (Dykstra) Osmun
TC '26, July 4, 2002, in Portage, MI.

Marvin F. Folio
TC '27, April 15, 2002, in Kalamazoo.

Kenneth L. Bonine
TC '29, BS '31, May 9, 2002, in Lynnwood, WA.

Ann P. (Pevic) Warner
TC '28, BA '34, June 16, 2002, in Kalamazoo.

Francelia H. (Parker) Heuer
BS '38, March 16, 2002, in Grand Blanc, MI.

Kenneth T. Beagle
BA '39, March 17, 2002, in Lansing, MI.

Cecile D. (Jones) Cook Harbour
BS '39, MA '61, April 14, 2002, in Grand Ledge, MI.

Lawrence P. Long
BS '40, Jan. 19, 2002, in Portage, MI.

1941 - 1950

Lois E. (Crossley) Mickey

Bethel M. (Mott) Barber
TC '44, March 25, 2002, in Foley, AL.

Eleanor R. (Durkee) Firme
BS '44, May 15, 2002, in Grand Rapids, MI.

Donald H. Walker

George R. Hyde
BS '45, April 29, 2002, in Delton, MI.

Mary E. (Kugler) Reineke

Robert R. Baker
BS '50, MA '53, June 18, 2002, in Richland, MI.

Oliver C. Brash
BS '50, March 18, 2002, in Whitehall, MI.

Robert A. Early
BA '50, May 2, 2002, in Kalamazoo.

1951 - 1960

Richard G. Bloxsom

Jean A. (Ruess) Leitch
BA '54, May 29, 2002, in Bloomington, IL.

Stephen J. DeRight Jr.
BS '56, April 18, 2002, in Kalamazoo.

Lawrence O. Martin
BS '57, April 23, 2002, in Sarasota, FL.

Sandra L. (Bourns) Wilcox
BS '57, April 24, 2002, in Plymouth, MI.

Margaret E. (Oswalt) Smith
BS '59, May 8, 2002, in Muskegon, MI.

1961 - 1970

Jeanne S. (Stocke) Null
MA '61, April 19, 2002, in Kalamazoo.

Marjorie A. (Jackson) Fricke

Harold E. James
BSE '62, April 12, 2002, in Indianapolis.

Richard P. Corcoran
MA '65, July 9, 2002, in Bismarck, ND.

Clarke D. Dekryger
MA '65, May 19, 2002, in Kalamazoo.

Sandra V. (Phillips) Heywood
BS '65, June 18, 2002, in Portage, MI.

Douglas A. Buist
BS '67, MA '71, May 7, 2002, in Portage, MI.

Thomas F. Gibson
BA '67, April 14, 2002, in Chicago.

Dorothea A. (Allen) Hammer
BS '67, MA '72, June 22, 2002, in Bellingham, WA.

Eugenie A. (White) Westhauser
MA '68, April 18, 2002, in Kalamazoo.

Phyllis M. (Duyser) Wuerding
BA '69, June 25, 2002, in Kalamazoo.

1971 - 1980

Douglas J. Fetterolf

Judith A. (Bournazos) Jones
BS '71, May 10, 2002, in Plano, TX.

Barbara H. (Lozuaway) Morgan
BS '71, March 16, 2002, in Kalamazoo.

John G. Nally
BS '72, April 14, 2002, in Plainwell, MI.

Patsy J. (Maddox) Jones
BS '75, April 12, 2002, in Kalamazoo.

Diane L. Kinowski
BS '77, March 24, 2001, in Crystal Falls, MI.

Mary M. (Reid) Bonnell
BS '78, Feb. 12, 2002, in Richmond, VA.

E. Joyce Kirk
BS '78, May 24, 2002, in South Bend, IN.

Kirk R. Conner
BA '79, July 5, 2002, in Delton, MI.

Frances M. (Hurdle) McCormick

Gary R. Sala
BS '79, April 8, 2001, in South Lyon, MI.

1981 - 1998

Barbara R. (Knowlton) Magnan
BA '82, April 14, 2002, in Kalamazoo.

Gerald D. Snodgrass
EdD '87, April 19, 2002, in Sarasota, FL.

Carroll C. (Eaker) Maylath
BA '89, July 5, 2002, in Kalamazoo.

Cheryl L. (Sass) Pallo
BS '89, May 24, 2002, in Portage, MI.

Patrick J. Carney II
BS '92, MA '99, May 24, 2002, in Jackson, MI.

William W. Shupe
BA '97, May 19, 2002, in Kalamazoo.

Donna J. Ende
MSW '98, May 21, 2002, in Pequannock Township, NJ.

Faculty

Robert H. Anderson
professor emeritus of chemistry, March 6, 2002, in Kalamazoo.

Paul E. Holkeboer
professor emeritus of chemistry, May 26, 2002, in Holland, MI.
The verdict is in. More pictures, more news about alumni and a focus on WMU’s history are at the top of *WMU Magazine* readers’ wish lists.

A reader survey in the winter 2002 issue of the magazine asked readers to “Give us a Grade” and lay out what they liked or disliked about the quarterly publication. Nearly 400 readers responded online or by mail, and a few responses are still trickling in. Nearly 90 percent of the responses were from alumni, and respondents were equally split between males and females.

We asked readers to tell us what they read, what they wanted to see more of and how we could improve in such areas as use of graphics, choice of topics, length of articles and overall design. The responses were clear and many dovetailed with the direction of recent issues of the magazine.

More than 77 percent of respondents said they read more than half of the magazine, and the Classnotes and Obituaries sections were reported to be the most widely read, with 63 percent of readers reporting they “always” read them. Next in order of readership numbers were University News, Alumni News and President Elson S. Floyd’s letter to readers, which appear in each issue. Athletics, perhaps because those interested can follow team performance in a more timely fashion in a variety of other media, was ranked last, with 45 percent of readers saying they “rarely” or “never” read that section.

Among items readers said they most wanted to see in the magazine were stories about the history of the University, good graphic representations of the way the campus looks today and more information about alumni accomplishments.

Reader responses will be carefully considered over the coming year. A few items on readers’ wish lists will show up immediately. University history and stories offering a “then and now” look at the campus are the focus of features in this issue and will continue through the centennial year and beyond. More and larger photos and artwork, and more brief secondary articles or “sidebars” will become staples. A cover summary of topics included in each issue already has been added.

Curiously, for an institution with its roots and traditions in education, only one alumna who responded answered the invitation expressed in the headline and actually assigned a grade to the magazine. Longtime educator Josephine Miller of Dowagiac, Mich., took the opportunity to do what teachers do when they approve of the product presented to them. She gave the *WMU Magazine* a ringing endorsement, and marked the upper right hand corner of the survey with an A+.

Thank you, Mrs. Miller, and thanks to all readers who took time from their busy days to help make the *WMU Magazine* all that it can be.
### 2002-03 Men's Basketball

- **Nov. 13**: NBC Thunder (exhibition)
- **Nov. 17**: GT Express (exhibition)
- **Sooner Invitational, Norman, Okla.**
- **Nov. 22**: vs. Princeton
- **Nov. 23**: vs. Oklahoma or U.C. Irvine
- **Nov. 25**: at Fordham
- **Nov. 30**: at Michigan
- **Dec. 2**: Detroit
- **Dec. 7**: at Miami (Ohio)*
- **Dec. 14**: Centenary
- **Dec. 17**: at Auburn
- **Dec. 21**: Virginia Tech
- **Dec. 30**: at Marshall*
- **Dec. 17**: at Auburn
- **Dec. 14**: at Michigan*
- **Dec. 11**: Eastern Michigan*
- **Dec. 15**: at Ball State*
- **Jan. 22**: Bowling Green*
- **Jan. 25**: Akron*
- **Jan. 28**: at Toledo*
- **Feb. 1**: Kent State*
- **Feb. 5**: Marshall*
- **Feb. 10**: at Central Michigan*
- **Feb. 15**: at Bowling Green*
- **Feb. 18**: Toledo*
- **Feb. 22**: at Ohio*
- **Feb. 26**: at Eastern Michigan*
- **March 1**: Ball State*
- **March 5**: Buffalo*
- **March 8**: at Northern Illinois*
- **March 10**: MAC Tournament begins

#### Bronco Radio Network for men's basketball
- **WFAT**: 96.5 FM Kalamazoo/Portage (flagship)
- **WZUU**: 92.3 FM Allegan/Kalamazoo
- **WWKN**: 104.9 FM Battle Creek/Grant
- **WTVB**: AM 1590 Coldwater
- **WVHQ**: 92.1 FM Dowagiac/Niles/South Bend
- **WTKG**: AM 1230 Grand Rapids
- **WBCH**: 101.1 FM Hastings
- **WBCH**: AM 1220 Hastings

### 2002-03 Women's Basketball

- **Nov. 6**: Chicago Challengers (exhibition)
- **Nov. 18**: Basketball Travelers (exhibition)
- **Nov. 23**: Illinois State
- **Nov. 24**: Cleveland State
- **Jayhawk Classic, Lawrence, Kan.**
- **Dec. 6**: vs. Western Illinois
- **Dec. 7**: vs. Kansas or Texas Southern
- **Dec. 14**: at Butler
- **Dec. 18**: at Missouri-Kansas City
- **Dec. 20**: at Kansas State
- **Dec. 22**: Indiana-Purdue Fort Wayne
- **Dec. 29**: at Purdue
- **Jan. 2**: Montana
- **Jan. 8**: at Kent State*
- **Jan. 11**: Miami (Ohio)*
- **Jan. 16**: Northern Illinois*
- **Jan. 20**: at Central Michigan*

### 2002-03 Hockey

- **Oct. 11**: at Bowling Green*
- **Oct. 12**: Bowling Green* (Homecoming)
- **Oct. 18**: at Notre Dame*
- **Oct. 19**: Notre Dame*
- **Oct. 26**: at Maine
- **Oct. 27**: at Maine
- **Nov. 1**: Nebraska-Omaha*
- **Nov. 2**: Nebraska-Omaha*
- **Nov. 8**: at Northern Michigan*
- **Nov. 9**: at Northern Michigan*
- **Nov. 15**: at Ferris State*
- **Nov. 16**: Ferris State*
- **Nov. 23**: Niagara
- **Nov. 29**: Lake Superior State*
- **Nov. 30**: Lake Superior State*
- **Dec. 6**: Cornell
- **Dec. 7**: Cornell
- **Dec. 20**: at Colorado College
- **Dec. 21**: at Colorado College
- **Jan. 4**: Findlay
- **Jan. 10**: at Michigan*
- **Jan. 11**: Michigan*
- **Jan. 17**: Miami (Ohio)*
- **Jan. 18**: Miami (Ohio)*
- **Jan. 24**: at Alaska Fairbanks*
- **Jan. 25**: at Alaska Fairbanks*
- **Feb. 7**: at Ohio State*
- **Feb. 8**: at Ohio State*
- **Feb. 15**: at Ferris State*
- **Feb. 16**: Ferris State*
- **Feb. 21**: Bowling Green*
- **Feb. 22**: at Bowling Green*
- **Feb. 28**: Notre Dame*
- **March 1**: at Notre Dame*
- **March 7**: Michigan State*
- **March 8**: at Michigan State*
- **March 14**: CCHA Playoffs begin

#### Bronco Hockey Radio Network
- **WQXH**: 100.9 FM Kalamazoo/Otsego (flagship)
- **WWIN**: 98.5 FM Battle Creek/Coldwater/Kalamazoo
- **WYQQ**: 92.1 FM Dowagiac/Niles/South Bend
- **WFUR**: AM 1570 Grand Rapids

### Athletic News

#### Broncos do well in class
Bronco student-athletes generally perform well academically, and the results of two recent surveys show just how well members of the football and men's basketball teams have been doing.

The football team was recognized by the American Football Coaches Association for its success in graduating student-athletes from 1996-97 to 2000-01. An AFCA survey placed WMU as one of only nine schools in the nation that posted a graduation rate of 90 percent or better over the five-year period. It focused on scholarship athletes who enrolled as freshmen or transfers and included data collected from 80 Division I programs.

The eight other schools in the 90-percent group are Northwestern, which earned the AFCA's 2002 Academic Achievement Award with a 100 percent graduation rate; Boston College; Duke; Notre Dame; Nebraska; Pennsylvania State; Rice; and Vanderbilt.

In addition, members of the men's basketball team also are finding success in the classroom. The team's cumulative grade point average of 3.08 for the 2001-02 academic year was by far the best effort by any of the 13 programs in the Mid-American Conference. In fact, only WMU's program attained a GPA higher than 3.0.

#### Fund drive sets record
The 2002 Mike Gary Athletic Fund reached a record total this past spring, surpassing the $730,000 goal and raising $758,655 in gifts and pledges. The total represents a 5 percent increase over the $725,854 raised in 2001.

A telephone campaign kicked off the drive, with a group of approximately 40 volunteers soliciting phone contributions in April and May. The drive, in its 48th year, officially ended June 30.

For tickets and event information:
[www.wmubroncos.com](http://www.wmubroncos.com) or toll free 888 4-WMU-TIX
Jon Dixon, B.S. ’69, M.A. ’75, retired vice president of Bronson Healthcare Group in Kalamazoo, was the campaign chairperson. Chairperson for the 2003 campaign will be Charlie Miller, BBA ’58, a retired State Farm agent and longtime Gary Fund volunteer.

Three hockey players honored

The hockey program had two players selected in the 2002 National Hockey League Entry Draft, marking the first time since 1993 that WMU has had multiple draft selections in the same year.

Sophomore right wing Pat Dwyer was chosen in the fourth round (116th overall) by the Atlanta Thrashers while incoming freshman center Vince Bellissimo went in the fifth round (158th overall) to the Florida Panthers. In addition, alumnus Jeff Reynaert competed at the 2002 International Ice Hockey Federation In-Line Hockey World Championships in Germany this past summer.

Alumni stay with Bronco athletics

Once a Bronco always a Bronco, or so it seems. At the start of the fall semester, 15 former student-athletes were serving in the Division of Intercollegiate Athletics, filling almost 20 percent of administrative staff, coaching and support positions.

Among the most recent WMU graduates who returned to their alma mater were former outside linebacker Paul DeVries, BBA ’91, M.A. ’97, director of compliance; former pitcher Don Beyer, BBA ’93, director of ticket operations; and three recipients of the Kathy Beauregard Athletic Administration Internship, which was created by current Athletic Director Kathy Beauregard to give individual graduate students hands-on experience in athletic administration.

Five named to hall of fame

Five former student-athletes have been inducted into the WMU Athletic Hall of Fame for 2002, bringing the total number of members to 155.

The inductees and their preferred class years and sports are: Maggie Lillie-Smith, ’87, (cross country and track and field); Julie Liljeberg, ’91, (softball); Jesse McGuire (cross country and track and field); Matt Mieske, ’90, (baseball); and Vic Vanderburg, ’38, (football, basketball and baseball).

Varsity women to be recognized


WMU is one of a relatively small number of universities, and only the third Michigan university, to retroactively award varsity letters to former female athletes.

To submit names or obtain more information, call Kim Thebo at (269) 387-2057 or visit <www.wmich.edu/wmu/women>.

Broncos will play Virginia, MSU

The non-conference portion of WMU’s 2003 football schedule will include the Broncos’ first-ever meetings with the College of William & Mary (Sept. 6), University of Virginia (Sept. 13) and University of Connecticut (Nov. 1).

WMU will open the season on the road at Michigan State University Saturday, Aug. 30. The first home game will be against William & Mary, which advanced to the Division I-AA playoffs seven of the past 14 seasons.

The Broncos will play 12 games in 2003. Their eight-game Mid-American Conference schedule will be finalized by February and will feature a MAC opponent for the Oct. 11 homecoming game.
Elected officers of the WMU Foundation for 2002-03 are, seated from left, Martha Meinzinger, William Johnston and Joseph Hemker; and standing from left, Gordon Brown, Floyd Parks, Bill Brown and Phil Long.

**Foundation officers selected**

At the Sept. 27 annual meeting of the WMU Foundation, William D. Johnston was elected to a second one-year term as president of the foundation. Johnston, B.S. '70, M.A. '74, of Portage, Mich., is the president and chief executive officer of Greenleaf Asset Management.

Joseph B. Hemker, '76, of Richland, Mich., was elected to a fifth one-year term as vice president. Appointed officers with one-year terms are Bud Bender, executive director and secretary; Robert M. Beam, '65, treasurer; Kenneth J. DeVries, '73, assistant secretary; and Jan Van Der Kley, '80; assistant treasurer.

Elected to lead the standing committees of the foundation were Johnston, executive committee; Gordon D. Brown Jr., '72, development committee; Willard A. "Bill" Brown Jr., '53, real estate committee; Philip A. Long, '70, nomination committee; Martha M. Meinzinger, '55, membership committee; and Floyd L. "Bud" Parks, '55, investment committee.

**Health and Human Services gets $1.2 million boost from Bronson**

Bronson Healthcare Group of Kalamazoo has pledged $1.2 million toward the new building for the College of Health and Human Services.

"Bronson is pleased to partner with WMU in developing the Oakland Drive corridor as a health care campus," said Frank J. Sardone, Bronson's president and chief executive officer.

"As we look toward the changing health care needs of our community and our society as a whole, one thing is certain: we will have a continuing and growing need for education and research in the crucial area of health sciences. We're confident that Western's new health and human services facility will make a vital contribution toward meeting that need," said Sardone.

The new HHS building will be constructed on the Oakland Drive Campus, which is composed primarily of former state hospital grounds that WMU acquired in 1998.

The Bronson School of Nursing at WMU was named in recognition of Bronson Healthcare's longstanding support of the University.

**Former professor remembers her department with estate gift**

WMU's Department of Speech Pathology and Audiology is the beneficiary of a $40,000 gift from the estate of Dr. Frances E. Lohr, who died in December 2001. The gift will be used to establish an endowment in Lohr's name for the department.

A professor emerita of speech pathology and audiology, Lohr taught at WMU from 1968 until her retirement in 1992. She earned a bachelor's degree from Michigan State University in 1951, a master's degree from Northwestern University in 1955 and a doctoral degree from the University of Michigan in 1968.

In addition to serving as a professor, Lohr was coordinator of the Charles Van Riper Language, Speech and Hearing Clinic.

**Alumna Karen Stone receives foundation's Bill Brown Award**

Karen S. Stone of Alexandria, Va., a 1978 accounting graduate of WMU and former director of the WMU Foundation, was presented with the Bill Brown Award for Exemplary Service and Leadership at the annual meeting of the foundation.

The Bill Brown Award was established in 1995 and is presented to those who have demonstrated the exceptional depth, breadth and length of
voluntary service as exemplified by Willard A. "Bill" Brown Jr., in support of the work of the WMU Foundation.

Stone served as a foundation director for eight years beginning in 1991. She was cited for her longstanding relationship with alumna and University benefactor, the late Dr. Merze Tate of Washington, D.C.

Stone and her husband, Ted, are members of the national steering committee for the University's centennial campaign, Partnering for Success.

President Elson S. Floyd with Ramona Bernhard

Alumna provides scholarships for Plainwell High School graduates

Alumna Gretchen Vaughn Bullard of Fort Myers, Fla., has provided for WMU through her estate with a future bequest from her trust, currently valued at $400,000.

Two endowments will be established in amounts of $200,000 each, one to support the unrestricted funds of the University and the other to provide for a series of scholarships for incoming freshmen who are graduates of Plainwell (Mich.) High School.

Both endowments will be named for Bullard, a 1944 business graduate of WMU, and her late husband, John M. Bullard, who studied engineering at WMU and completed his degree at the University of Miami after serving in World War II.

Ramona Bernhard honored

Ramona Bernhard, wife of former WMU President John T. Bernhard, was honored as Volunteer of the Year at the Sept. 27 annual meeting of the WMU Foundation.

The foundation's Volunteer of the Year award was based on Bernhard's recent contributions as a member of the College of Fine Arts Development Advisory Committee. She was instrumental in creating a series of "salons"—receptions based on an 18th century European tradition, which were held in private homes and featured performances and works of art by fine arts students and faculty members.

Sandelins provide for WMUK through charitable gift annuity

Alumni Joyce and Karl Sandelin of Kalama-zoo have contributed approximately $30,000 to WMU in the form of a charitable gift annuity. This is the Sandelins' second charitable gift annuity for WMU.

The gift annuity will provide the Sandelins with a guaranteed income for the remainder of their lives. The balance will then be used to support the equipment fund of WMUK, the University's public radio station.

Joyce Ayres Sandelin earned a bachelor's degree in music from WMU in 1952. Karl received a bachelor's degree in English in 1950 and a master's degree in 1953, both from WMU.

Partnering for Success

The Centennial Campaign for Western Michigan University

Launched July 1, 1998

Publicly announced Aug. 30, 2001, with $75 million raised

Goal of raising $125 million by Dec. 31, 2003

Total raised as of October 31, 2002

$113 million

99 2001 2003 2004
Dr. Steven Bertman and David Karowe are fighting a language barrier.

They're both native English speakers, and if they met on the street or at a party they'd communicate just fine. But when they start talking science, the researchers might as well be on opposite sides of the globe.

Bertman, an atmospheric chemist, works with terms like flux, advection and photolysis. Karowe, an ecologist, deals with parasitoids, hyperparasitoids, and phenology. And when they talk about species, they mean completely different things.

Despite their communication challenges, these two researchers trained in very different sciences are collaborating to piece together how the atmosphere and life interact. "It's like someone speaking English who has only practiced for a week," says Bertman. "If you can figure out what they mean, it's a success."

Nonetheless, the duo has made impressive strides to untangle the details of how changing atmospheric composition impacts the life cycles of plants and animals, and how those organisms in turn affect the atmosphere. And they're working to make sure future scientists don't have such a tough time of it.
Cloud to ground research

Bertman and Karowe spend their summers at the University of Michigan Biological Station in Pellston, Mich. An idyllic haven that to the untrained eye looks more like a summer camp than a high-tech research facility, the station sprawls over 10,000 acres of mixed hardwood forest.

Although they're both associate professors at WMU—Bertman in chemistry and Karowe in biological sciences—each found his way to the station independently. Karowe first visited the station as a graduate student at the U of M, and has maintained a research presence there throughout his career. Bertman, a Yale doctoral graduate, became interested in the station in 1994, when he and a group of colleagues were searching for a spot to measure atmospheric conditions and examine how they interacted with the biosphere.

"We didn't even really know each other until we were both working at the biological station," says Bertman. "We became friends and racquetball nemeses first. And then we started talking about our research, and each got really interested in what the other was doing."

As part of a team of atmospheric scientists from WMU, Purdue and the U of M, Bertman was examining the chemistry of photochemical smog and its main component, ground-level ozone. While ozone in the stratosphere protects us from harmful UV radiation, ground-level ozone is a damaging pollutant. Bertman and his colleagues were interested in the rate and mechanism by which ozone and other pollutants were being delivered to the forest.

"Traditionally, atmospheric chemists have worked in sort of a vacuum and focused only on what was happening in our little box," he notes. "But all of those things that are stewing in photochemical smog are ultimately going to end up ventilating into the ecosystem and affecting the biosphere, whether it be trees, forests, crops, animals or aquatic systems. We decided it was time we looked at the real-world feedbacks."

That's how the researchers' project, called the Program for Research on Oxidants: Photochemistry, Emissions and Transport, or PROPhET, landed at the Pellston facility, where they built a 30-meter tower that stretches high above the forest canopy. From that Northern Michigan enclave, the scientists can study both clean air from unpopulated regions of Canada and the heavily polluted variety that blows in from Detroit and Chicago.

They found the place crawling with ecologists, including Karowe. The WMU biologist was at the station to examine the interactions between plants, insect herbivores like caterpillars and parasitoids—specifically, tiny wasps that develop in and eventually consume the caterpillars.

Around the time he met Bertman, Karowe got interested in the effects of elevated carbon dioxide on plant-herbivore-parasitoid interactions. Today, he grows plants at elevated CO2 levels, feeds them to caterpillars and then allows the wasps to infect the caterpillars. He's found that as CO2 levels rise, the nutritional quality of the plants goes down and the caterpillars must eat more to survive. But the wasps are attracted by both the chemicals evaporating off the damaged leaves and the caterpillars' fecal matter, and when the caterpillars eat more there's more damage and more excrement. Under elevated CO2 conditions, the wasps thrive while the caterpillars suffer.

Although Karowe's research doesn't focus on what these changes might mean to humans, he sees obvious ramifications for agriculture and pest control. But for better or worse, it's clear that elevated CO2 levels are changing this corner of the biosphere.

"The most important motivation for this research is that if the patterns we see in our particular multiple-trophic level system will be repeated in other systems, and we think they will, ecosystems
Plants exposed to elevated CO₂ levels are central to research

globally are going to be affected by rising CO₂ levels,” he says. “The bottom line is that things are going to change. At this point, it’s hard to predict exactly the direction and magnitude of those changes. But the world isn’t going to be the same in 50 or 100 years—maybe even sooner.”

Molding a new breed of scientist

The duo’s related interests have led to a lot of brainstorming sessions and some natural collaborations. For instance, they are currently exploring a project with two other scientists to examine why trees emit isoprene, a common substance whose biological function hasn’t been identified.

“Out of a brainstorming session between two ecologists, an atmospheric engineer and an atmospheric chemist, we came up with a hypothesis that, as far as we know, no one else has proposed,” says Karowe. “With our wide-ranging expertise, I think we can design experiments that will be pretty powerful. So here we have this collaboration of four people who under normal circumstances would never even know each other, but we all have something unique to add to the design of the experiments and the conceptualization of the project. These collaborations happen spontaneously quite a bit—’Wouldn’t it be cool to look at this?’”

In concert with other researchers at the station, Bertman and Karowe have developed dozens of intriguing, fundable ideas, they say. But despite their interest in and commitment to interdisciplinary research, these traditionally trained scientists keep bumping up against the walls of their own worldviews. Disciplinary language, concepts and methodology all conspire against them. Biospheric and atmospheric scientists just don’t think the same way.

“There are a lot of people who have dual or interdisciplinary interests, but the practical path by which you can become an interdisciplinary scientist is filled with obstacles,” says Bertman. “It’s important, it’s conceptually satisfying and it’s fun, but on a practical level, how do those of us who were trained as disciplinary scientists really do this?

“Finally, we realized that if you want new tricks, you’ve got to get new dogs. The old dogs just don’t do it that well.”

The new dogs are graduate students, who are early enough in their careers to learn new ways of thinking about interdisciplinary research. In the same way they had brainstormed collaborative research projects, in 1998 Bertman, Karowe and colleagues from the University of Michigan and Ohio State began shaping a proposal for a program that would introduce young researchers to biosphere-atmosphere connections during their doctoral studies. They created BART, the Biosphere Atmosphere Research and Training program. The multidisciplinary initiative is creating a new generation of scientists capable of conducting research at the cutting-edge intersection of these two sciences.

NSF funds test project

As their program was taking shape and drawing interest from colleagues at universities like Pennsylvania State and Bowling Green, the National Science Foundation was thinking along similar lines. Just one year earlier, the NSF had founded IGERT: The Integrative Graduate Education
and Research Traineeship program. This flagship initiative is intended to catalyze a cultural shift in graduate education by establishing innovative training models for collaborative research that transcend disciplinary boundaries. IGERT aims to help create a diverse, globally engaged science and engineering work force—a perfect match, the WMU duo thought.

The NSF agreed, and it gave the BART founders $2.7 million in 1999 to implement the program, with Karowe and Bertman as co-coordinators. Originally given to the U of M and later transferred to WMU, the coveted IGERT grant is one of just 100 such awards given nationwide over the past five years. Further, it's the only IGERT project open to students in any doctoral program in the nation, and the only one to involve faculty from some 10 different universities.

"Typically, the IGERT projects involve two or three departments within a single university, and that university's students are the only ones to benefit from the program," says Karowe. "But with BART, we're bringing in doctoral students from across the country and matching them up with some of the best minds in biosphere-atmosphere research. NSF didn't really know if we could pull off such a uniquely broad-based initiative, but they were intrigued and decided to fund us as a test project."

By all accounts, it's working. For the past three summers, doctoral-level scientists from around the nation have gathered in Pellston to learn about biosphere-atmosphere connections. So far, the program has attracted young researchers from 10 top institutions including WMU, the U of M, Bowling Green and Purdue. Last July, the BART organizers aced their first IGERT review.

During two summers at the biological station, groups of seven to 10 BART students attend interdisciplinary workshops and conduct their own research on biosphere-atmosphere interactions. Each student carries out his or her research under the guidance of at least two mentors: one biospheric and one atmospheric scientist. The students receive $21,500 stipends, along with reimbursement for travel expenses and support for equipment and supplies.

"We offer fundamentals workshops in boundary layer meteorology, atmospheric chemistry, aquatic and forest ecology, and statistical analysis and experimental design," notes Bertman. "It's very unlikely that any student entering our program has had substantial training in all those areas, but to be good biosphere-atmosphere scientists, they need to know those things.

"It's a time of extremely rapid intellectual growth. While they're still figuring out all the minutia of their field, we force them to look at the big, interdisciplinary picture. It can be frustrating, but it's rewarding and in the end they become more visionary scientists."

And just how have students changed by the time they finish the BART program and return to complete their doctorates?

"They're really tired," quips Bertman.

"What we know for sure is that we have formed a cohort of colleagues in various disciplines scattered across the country who share common experiences, and who rely on and trust each other to bounce ideas off of and develop collaborations," adds Karowe. "One of the rewards of being interdisciplinary is that you start asking questions that other people aren't asking because they're not interacting outside their narrow frame of reference. And when BART students learn that here, it means that throughout their careers they'll be more likely to sit down and talk with scientists outside their areas with the expectation that it could be a fruitful interaction.

"And that's the future of science." •

STORY BY JESSICA ENGLISH—JESSICA.ENGLISH@WMICH.EDU
IMAGES COURTESY OF MICHAEL LANKA AND DAVID KAROWE
Some of the scenes have their own stories. Kaufman’s favorite is the spike-haired, punk-rocker student engrossed in conversation with an elderly woman. “That’s his grandmother and she’s not happy with his lifestyle,” the artist says.

“And not far from them is a girl with a bread basket in her hand,” he says. “Originally we thought we’d make her a delivery person, but the kitchen staff thought otherwise. Now we call her the bread thief. The only character who didn’t make the cut was Pepé le Peu, the classic Looney Tunes skunk.”

Overall, the engaging murals, the marketplace theme and the atmosphere it generated was just what the students and dining service officials wanted.

“It allowed us to create an area especially for carryout meals and gave us an opportunity to incorporate the high-quality murals, along with fun names for all the food specialty areas,” Harper says.

**Range of choices, changes makes a difference**

In addition to areas like the Field of Greens, the Daily Faire and Cobblestone Café, the WMU Marketplace has a made-to-order grill and an exhibition cooking station. At breakfast, students can order eggs and omelets. At lunch and dinner, they can enjoy hot burgers, chargrilled chicken, specialty sandwiches, fries or vegetarian fare.

The Soda Shoppe offers pop, juice, health drinks and water, including vitamin-enriched, filtered, flavor-enhanced and (gulp!) plain. And for those who love cereal, Modern Grains serves up everything from Life to Lucky Charms.

A dizzying array of choices continues with a milk bar and a coffee bar. This year, in addition to traditional java, the bar includes the student-requested Starbucks’ Fair Trade blend, coffee that offers lessons in sociopolitical awareness and global economics.

The dramatic changes to the dining hall’s appearance and offerings have been well worth the effort, drawing praise from parents and media coverage in *On Campus Hospitality* magazine.

But the best responses have come from students.

“Last year when we first reopened there were lots of ‘oohs’ and ‘ahhs,’ parent complaints went down and we didn’t receive any negative student feedback,” Bartholomew says. “And even though we lost 100 seats, our meal counts went up by 800 students for lunch and dinner. They like having the facility, they like watching their food being made for them and they like having choices.”

---

**Past sample menu items**

(One time through, one serving)

**Fall 1969**

- Yankee pot roast
- Sweet & sour pork
- Mashed potatoes & giblet gravy
- Candied sliced parsnips
- Buttered dinner roll
- Date nut pudding

Source: WMU Archives and Regional History Collection
A wide variety of entrees and sides are featured daily.

Cookin'? Present sample menu items (Virtually anytime, all you can eat)

Fall 2002
Sirloin tips
Portobello mushroom ravioli
Cheddar and potato pierogies
Vegetable Moo Shu
French bread with garlic spread
Chocolate crème pie

Source: WMU Dining Services

Food for thought

Fast facts about WMU dining
WMU offers three levels of meal plans, including choices for the all-you-can-eat addict and the moderate diner. Food is served up in five cafés and six residence hall dining rooms around campus, some with specialties in Asian, vegetarian and Mexican fare. During fall semester last year, 99 percent of on-campus students participated in the meal program. Below are a few more facts of interest about WMU Dining:

What's Hot
Fried chicken fingers, chicken nuggets

What's Not
Tuna casserole

Bigelow Dining Hall goes through:
400,000 8-oz. servings of orange juice per year
30,000 hamburgers per year
5,000 lbs. of chicken strips per year
500 lbs. of cheese per year
170 Little Caesar's pizzas per day

Source: WMU Dining Services

The more things change...
Well, you know the rest. Despite the national obsession with diets, discerning between good and evil fats, and students' demands for healthier choices, items like pizza, fries, sodas and anything chicken (fingers, strips, popcorn chicken, you name it) still tend to top national lists of favorite campus foods. Still, always aiming to please, WMU Dining Services provides students with online nutritional information <www.auxe.wmich.edu/dining/nutrition.asp> detailing everything from the number of carbs in one serving of beer-battered Pollock to the number of calories packed into a slice of Heath pie.

Sources: Chronicle of Higher Education, WMU Dining Services
F1A
Western Michigan University T-shirt
100% Cotton by Gear
Color: Black Sizes: S-XXL
$16.95

F1B
Bronco Logo & Centennial Seal T-shirt
100% Cotton by Jansport
Color: Vegas Sizes: S-XXL
$16.95

F1C
WMU/Seal T-shirt
100% Cotton by Gear
Color: Oxford Sizes: S-XXL
$16.95

F1D
Embroidered Western Michigan Bronco T-shirt
100% Cotton by Jansport
Color: Black Sizes: S-XXL
$19.95

F1E
East Hall Centennial T-shirt
100% Cotton by Jansport
Color: Charcoal Sizes: S-XXL
$15.95

F1F
Bronco Logo & Centennial Seal T-shirt
100% Cotton by Jansport
Color: Black Sizes: S-XXL
$16.95

F1G
WMU/Logo & Broncos T-shirt
100% Cotton by Gear
Color: Gold Sizes: S-XXL
$16.95

F1H
It's a Great Day to be a Bronco! T-shirt
100% Cotton by Jansport
Color: Oxford
Sizes: S-XXL
$18.95

F1J
Ring Spun Cotton Western Michigan T-shirt
90% Cotton/10% Polyester by Identity
Color: Oxford Sizes: S-XXL
$16.95

F1K
Western Michigan Centennial Seal T-shirt
100% Cotton by Gear
Color: Black Sizes: S-XXL
$16.95
Western Michigan/Kalamazoo Crew
80% Cotton/20% Polyester by Gear

F2A
Color: Oxford
Sizes: S-XXL
$36.95

F2B
Color: Stone
Sizes: S-XXL
$36.95

F2C
Long-Sleeve Bronco & Western Imprint T-shirt
100% Cotton by Jansport
Color: Oxford
Sizes: S-XXL
$25.95

F2D
Color: Oxford
Sizes: S-XXL
$49.00

F2E
Color: Ash
Sizes: S-XXL
$49.00

F2F
Western Michigan & Bronco Youth T-shirt
Also suitable for adults seeking a snug fit as pictured.
100% Cotton by Jansport
Color: Oxford
Sizes: YS-YM-YL
$14.95

F2G
Zippered Hooded Jacket
Embroidered WMU 1903
80% Cotton/20% Polyester by Jansport
Color: Oxford
Sizes: S-XL
$44.95

F2H
Color: Columbia
Sizes: S-XL
$44.95

Cross Grain Hooded Sweatshirt
85% Cotton/15% Polyester by Jansport

F2I
Long-Sleeve Youth Bronco Logo T-shirt
100% Cotton
by Jansport
Color: Gold
Sizes: YS-YM-YL-YXL
$15.95

F2J
Long-sleeve WMU Broncos T-shirt
100% Cotton
by Jansport
Color: White
Sizes: S-XXL
$25.95

F2K
Garment Washed Contrast Collar & Cuffs Polo
100% Cotton by Jansport
Color: Black/Camel
Sizes: S-XXL
$48.95

F2L
Mercerized Jacquard-Broncos Embroidered Polo
100% Mercerized Cotton by Gear
Color: Camel/White
Sizes: S-XXL
$59.95

F2M
Long-Sleeve T-shirt Western Michigan Imprint
100% Cotton by Jansport
Color: Oxford
Sizes: S-XXL
$22.95
**Western Michigan University**

**Wool Felt Crew Sweatshirt**
by Jansport

- **F3A**
  - 80% Cotton/20% Polyester
  - Color: Vegas
  - Sizes: S-XXL
  - $39.95

**Embroidered Bronco Windshirt**
Spectrum Nylon by Holloway

- **F3D**
  - Color: Black
  - Sizes: S-XL
  - $44.95
  - XXL-3XXL
  - $49.95

- **F3E**
  - Color: Stone
  - Sizes: S-XL
  - $44.95
  - XXL-3XXL
  - $49.95

**Hooded Children's Pant Set with Bronco Embroidery**
by Holloway

- **F3F**
  - Color: Oxford
  - Sizes: 12M, 18M
  - $23.50
  - 2T, 4T
  - $21.95
  - XS, S, M, L
  - $26.95

**Hooded Youth Western Michigan Bronco Sweatshirt**
55% Cotton/45% Polyester
by Jansport

- **F3G**
  - Color: Gold
  - Sizes S-XL
  - $24.95

**WMU Hooded Double Layer with Contrast Lining**
90% Cotton/10% Polyester
by Jansport

- **F3H**
  - Color: Oxford
  - Sizes: S-XXL
  - $39.95

**WMU Crew with Striped Rib Knit Trim**
90% Cotton/10% Polyester
by Jansport

- **F3J**
  - Color: Oxford
  - Sizes: S-XXL
  - $29.95

**Hooded Western Michigan Seal and Alumni Sweatshirt**
55% Cotton/45% Polyester
by Jansport

- **F3K**
  - Color: Oxford
  - Sizes: S-XXL
  - $48.95

**WMU 1903 Embroidered Crew Sweatshirt**
55% Cotton/45% Polyester
by Jansport

- **F3L**
  - Color: Gold
  - Sizes S-XXL
  - $36.95

**Hooded Wool Felt Western Michigan Sweatshirt**
55% Cotton/45% Polyester
by Jansport

- **F3M**
  - Color: Navy
  - Sizes: S-XXL
  - $39.95

**Western Michigan Alumni Embroidered Crew**
55% Cotton/45% Polyester
by Jansport

- **F3Q**
  - Color: Oxford
  - Sizes: S-XXL
  - $39.95

**WMU Athletic Department Hooded Sweatshirt**
55% Cotton/45% Polyester
by Jansport

- **F3S**
  - Color: Oxford
  - Sizes: S-XXL
  - $48.95

**WMU 1903 Embroidered Hooded Sweatshirt**
55% Cotton/45% Polyester
by Jansport

- **F3T**
  - Color: Black
  - Sizes S-XXL
  - $39.95
**WMU BOOKSTORE**

www.wmubookstore.com

**TO PLACE AN ORDER**

Phone: (800) 922-6794 or (269) 387-3930  
Fax: (269) 387-3941  
Hours: Monday-Friday 8 a.m. to 5 p.m.

**MAIL ORDER FORM**

Western Michigan University Bookstore  
Bernhard Center  
Kalamazoo, MI 49008-5407  
PLEASE CALL FOR AVAILABILITY OF ITEMS

---

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
<th>Size</th>
<th>Color</th>
<th>Qty</th>
<th>Price</th>
</tr>
</thead>
</table>
| F4A    | WMU Bronco Logo Flag  
3 x 5 feet  
Polyester Flag by Duraknit |      |       |     |       |
| F4B    | WMU Bronco Logo Flag  
3 x 5 feet  
Polyester Flag by Duraknit |      |       |     |       |
| F4C    | Softgrip Bronco  
Football  
By Fotoball | $25.00 |       |     |       |
| F4D    | Mini Bronco Helmet  
By Fotoball | $29.95 |       |     |       |
| F4E    | Bronco Car Flag  
By Fotoball | $12.00 |       |     |       |
| F4F    | Bronco Golf Club Covers  
Set of 3 by Umelex | $44.95 |       |     |       |
| F4G    | Black Broncos  
License Plate  
Color: Black | $4.95 |       |     |       |
| F4H    | Chrome Alumni  
License Frame  
Color: Gold | $6.95 |       |     |       |
| F4J    | Black Broncos  
License Frame  
Color: Black | $4.95 |       |     |       |
| F4K    | Gold Broncos  
License Plate  
Color: Silver | $4.95 |       |     |       |
| F4L    | Bronco for Life  
License Frame  
Color: Silver | $6.95 |       |     |       |
| F4M    | OVAL "W" 1903 HAT  
Color: Black by Legacy | $15.95 |       |     |       |
| F4N    | WMU Broncos Hat  
Color: Khaki by Ahead | $19.99 |       |     |       |
| F4P    | Bronco Koozie  
Color: Black | $1.99 |       |     |       |
| F4Q    | WMU Seal Metal  
Travel Mug  
Color: Gold | $14.99 |       |     |       |
| F4R    | Bronco Mug  
Color: Gold | $16.99 |       |     |       |
| F4S    | Frosted Tankard  
Color: Gold | $14.95 |       |     |       |
| F4T    | Unframed WMU  
Lithographic Print  
Size: 28 x 16 inches | $80.00 |       |     |       |

**SHIPPING AND HANDLING**

<table>
<thead>
<tr>
<th>ORDER AMOUNT</th>
<th>FEE</th>
<th>6% SALES TAX (MI ONLY)</th>
<th>SUBTOTAL</th>
<th>SHIPPING AND HANDLING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>UP TO $30.00</td>
<td>$5.25</td>
<td></td>
<td>$35.25</td>
<td>$6.00</td>
<td>$41.25</td>
</tr>
<tr>
<td>$30.01 OR MORE</td>
<td>$6.00</td>
<td></td>
<td>$36.00</td>
<td>$6.00</td>
<td>$42.00</td>
</tr>
</tbody>
</table>

**METHOD OF PAYMENT**

Check or money order enclosed, made payable to: WMU BOOKSTORE

<table>
<thead>
<tr>
<th>Method</th>
</tr>
</thead>
</table>
| [ ]

Account # ____________

Expiration ____________

Signature _________________________

**SHIP TO:** (please print)

Name _________________________

Address _________________________

City _________________________ State _________________________ Zip ________

Phone ( ) _________________________

---

**THE GOODS**
Coin of the realm
A special coin was minted in 1939 and sold to raise funds for the construction of Waldo Stadium. By purchasing coins, each about the size of a 50-cent piece, supporters helped finance construction and were granted free admission to the stadium dedication and Homecoming game Nov. 4, 1939.