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A preview ....
Watch for the next issue of the University Magazine, which will focus on how Western weathered the blizzard of '78, which snowbound the editor, which kept the Magazine from getting to the printer, which is one reason this issue is late getting to you.

Published By
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UNIVERSITY MAGAZINE is mailed to alumni and friends of Western Michigan University.

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Member, Council for the Advancement and Support of Education.

UNIVERSITY MAGAZINE is owned and published in April, July, October and January by Western Michigan University, 1921 West Michigan Avenue, Kalamazoo, Michigan 49008. Second class postage paid at Kalamazoo, Michigan 49008.
Letters

To The Editor:

In the July issue of the University Magazine I note that the state of Michigan recognizes "Historic East Hall." This brings to me many wonderful memories.

In the autumn of 1905 I was twelve years of age and enrolled as a freshman high school student in that beautiful new building. Mr. D. B. Waldo was then principal (later President). I'll always remember that I was so impressed with this elegant new structure and the two beautiful marble staircases. There was great admiration for such faculty members as Prof. Ernest Burnham (Rural Dept.), L. H. Wood (Geography), Dr. T. J. Riley (Mathematics), Emily Goldsworthy (Art), Elizabeth Zimmerman (German) and other dedicated instructors. Later there was Coach "Bill Spaulding" who subsequently coached winning teams for the University of California in Los Angeles (U.C.L.A.)

There followed four years in high school then two years in Normal School—so I graduated with the June class in 1911 with a teacher's General Life Certificate—eighteen years of age. I believe that I was the first student to pursue this six year program. During those years other six year students were enrolled—also, the gymnasium, pool, additional classrooms and the Campus Training School were erected at this site.

I gratefully remember the encouragement given to me by Prof. T. Paul Hickey (History). In the autumn of 1911 I became an elementary teacher in the Battle Creek public schools with his recommendation and from 1913-1919 an elementary teacher at Vine Street School (Kalamazoo). That large building has since been razed.

As an alumna who entered Historic East Hall seventy-two years ago—it is indeed a proud and pleasant memory—and was the beginning of what has become a major university. May there be continued growth and expansion.

Mrs. Ona Thomazin Boyd Seitz, '11
Long Beach, Calif.

To The Editor:

I was very pleased to be admitted to your Class Notes section of University Magazine's October issue, but I would be even more ecstatic if I could be admitted to my Alma Mater's intramural gymnasium on the occasion of one of my frequent visits to Kalamazoo.

As a former athlete and an alumnus, I think it is an insult to have to plead with a door guard for admittance. Recently, a group of former WMU athletes and a friend from East Lansing attempted to use the gym on a Sunday. There were no school activities going on in there at the time, the gym was far from filled, the lights were blazing and the heat was on. Even though we showed the guard on duty our "W" Club membership cards we were rebuffed. The guard added insult to injury by calling the campus police on our friend from East Lansing.

As responsible young men in our thirties, the members of the group I was with hardly looked as if we were going to rifle lockers or write graffiti on the walls.

I realize that there is a need for security, but the persons you insult at the gym door are the same persons you look to for support in regard to fund raising or the recruiting of athletes and scholars.

I sincerely hope this letter is published in your magazine and the Board of Directors of the Alumni Association takes swift and positive actions in this regard.

Thank you.

Edd G. Snyder, B.S. '70
Ypsilanti, Mich.

Editor's Note—Ron Winter, WMU intramural director, offers the following explanation of the Gary Center facility use policy:

"Our current policy permits the general public and alumni to use the Gary Center facilities when entering as a guest of a student, faculty or staff member. This policy reflects our philosophy of serving the students, faculty and staff of Western first.

As is the case at most institutions near a large alumni population, our facilities cannot accommodate use by even a small percentage of those alumni. Many questions have been raised of late as to whether these facilities are adequately serving the students, faculty and staff. To add alumni to the facility would merely compound our difficult problem.

While we do not have an open door policy for alumni, neither do we totally exclude them from the facilities. Other possibilities exist for alumni use and I'd be happy to discuss them with interested individuals."

To The Editor:

Thanks so much for including the Student Employment Referral Service in Tom Vance's article about student employment in the October University Magazine. As an integral part of the Office of Student Financial Aid and Scholarships here at Western, we have found that the student worker is the most important resource we have on our campus. The success of the program to date is reflective of the skills and initiative of the students on our staff. Most of our staff comes to us from the College Work Study Program and they are a credit to themselves, our office and the University. Its easy to be the mouthpiece for such a successful exciting operation.

Mr. Vance's article about students and their ability and need to work in school admirably highlights an issue too long overlooked in today's collegiate environment.

Ron Lutz, B.B.A. '70, M.A. '74
Coordinator
WMU Student Employment Referral Service

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MOTIVATION
or
How To Get Others To Do What You Want Them To Do

By
Dr. Darrell Jones

The frustrated professor stands in front of the classroom, wondering why no one will raise a hand to answer questions.

Concerned about lowered production, the plant manager has attempted every method he knows to encourage his employees to work harder; he doesn't know what to do next.

Family arguments start whenever Susie's parents turn off the television set and tell her to clean her room or read a book.

While the situation varies, there is a common denominator to the aforementioned scenarios which affects everyone at some time—how to get others to do what you want them to do.

It's an intriguing topic, and you and I and everyone else want and need answers to the questions: What do we really know about motivation? And why are we so concerned about motivation today?

Each of us has an old sweater or fishing rod, or both, stuck off in a closet corner. We have successfully ignored the pleas of those about us who would have us throw them away "because they aren't ever used anymore." We answer: "Oh, I'll use it one of these days. It's still good." And, when we do remember to put on that comfortable old sweater, or try for a trout with that old rod, we wonder why we didn't use them all the time. But, they do get pushed back into the closet, don't they?

Well, that is where motivation finds itself too, I fear. Useful when remembered, but more often forgotten. But, things have been changing all around us in our personal lives and working situations over the years—sometimes dramatically—and a consideration of motivation and behavior must be brought out of that closet to stay.

Behavior can be described as a series of activities in which we engage. Basically, these activities are directed toward some goal.

Motives are the whys of behavior, and motivation is, quite simply, the will to do. It takes place to a greater or lesser extent in each of our lives. Each of us is at sometime a motivator, and at sometime a motivatee. We do it, and we have it done to us.

It is only these definitions that are simple, though. The study and practice of motivation is complex. Book after book has been written about it; speech and discussion after speech and discussion have addressed the subject. Motivational disciples have arisen to find success—and failure. We certainly are not dealing with a science. We can only hope that experience has taken us past fiction. Yet, we must admit that there have been Elmer Gantry's of employee motivation who have tried to convert us to "their way" without much evidence that they would not hurt more than they would help. Many companies have paid dearly for amateur ministers of motivation to mess with them.

I have a whole series of Jones' truisms that I lay on people with and without invitation. One of these is: Management is management is management. It isn't difficult to look at any work situation and identify the managerial role. We see managers working with and through individuals and groups to accomplish organizational goals. Yet, it is easy to fail to see that a teacher is a manager, a student is a manager, a parent is a manager and each of us must manage himself or herself. Therefore, even if we never need to supervise or stimulate any other individual in a work situation, we need to be aware of what makes us, and others, tick. That ticking is going on all the time within us and all around us.

Let me tell you several reasons why we need to be seriously concerned about motivation today. We face an explosion all about us; "T" and "T"—times and technology—is ready to blast us into unmanageable situations. Those two ingredients are forcing change in our systems, and the individuals
with whom we live and work resist it. When people resist change there is tension and anxiety, logrolling and a lot of muttering of "It won't work." We know that if someone says that often enough, it won't work.

Our organizations are stretched to the thin side today in order to satisfy workers. Wages have spiraled; and you know that the last increase was not the last increase. It was the increase before the next increase. Fringe benefits in this country cost approximately 25 percent of the wage dollar. Business and industry are involved in a womb-to-tomb dispensation of "tender loving care" wrapped up in the latest negotiated welfare package.

The work week is hardly a work week for many people any longer. Some companies must feel that they fill the interlude between weekends; and with so much free time available, workers are asking their employers to provide off-hour recreation programs.

Does management like to have its workers enjoy "the good life?" It is hoped so! Can it afford to continually try to satisfy the next set of requests? Perhaps—perhaps not. Research indicates that workers are only about as satisfied with their lot today as they were 20 years ago, despite what appears to be tremendous gains in working life style and rewards. The dangers of "T," and "T" and the increasing cost of "T L C" are some reasons why we need to be concerned about motivation in the work place.

Outside of the work place, in our homes and schools, motivation merits serious consideration. Children who have been chauffeured to piano, dance, drama and gymnastics lessons from 6 to 16, who have had their skin cleared and their teeth straightened at mommy's and daddy's expense, and who are driving to school at 16 in the family car and at 18 in their own car don't react to the old M & M reward scheme the way it worked on their parents. Jaded is too strong; let's say they are sophisticated.

As indicated earlier, change is all about us every day. There is generally resistance to change. We need to understand that there are four levels of change in people. Changes in knowledge are the easiest to make, followed by changes in attitudes. Attitude structures differ from knowledge structures in that they are emotionally charged in a positive or negative way. Changes in behavior are significantly more difficult and time consuming than knowledge and attitude changes. It is the implementation of group change that is by far and away the most difficult to achieve. Voting increased millage to buy busses is much easier for many parents than is putting their own children on the bus.

It is a strong statement, but our very destiny may be dependent upon how well we are able to resolve conflict through understanding and implementing change. A major obstacle to the practical application of behavioral sciences to these problems has been the small amount of money allocated by government, business and other agencies for research in these areas. In the U.S., only about one of every 30 dollars spent on research and development is channeled to behavioral science areas. The large remainder is spent for research in the "hard sciences" to be used in developing "things." I would argue, that to be effective, regardless of the type of organization in which we operate, we need to develop human skills even more than we need to increase our knowledge of the technical aspects of our jobs. Of course, the technical side is important and more easily administered. John D. Rockefeller recognized the problem and wrote: "I will pay more for the ability to deal with people than any other ability under the sun."

Even though the research has been less than we want and need, we have learned a lot. Many surveys of employee performance before, during and after the developing of incentive systems have shown that an employee can work up to only 20 to 30 percent of his ability and still not be fired; in fact, before the surveys were undertaken, management didn't even recognize that the "average" employee was doing so little. The introduction of factors that people find motivating can increase performance by as much as 60 percent.

What we know about motivation depends upon which "authority" we agree with. There is no shortage of opinion; certainly, there is a large supply of speculation. About the only thing on which most students of motivation agree is the hierarchy of needs, a framework developed by Abraham Maslow.

From birth, man has needs which are more often subconscious. The behavior of an individual at a particular moment is usually determined by his strongest need. In Maslow's Hierarchy, the first needs identified are the physiological needs, the basic human needs—food, clothing, shelter. Only when these basic needs are somewhat satisfied will other needs emerge and provide motivation.

Following the gratification of physiological needs, security and safety needs become predominant. Freedom from physical danger and the threat of deprivation are sought. Self-preservation is the concern. Will I have a job tomorrow? Can I pay my bills? All else is unimportant when security and safety are jeopardized.

As man attains the apparent satisfaction of his primary needs, affiliation or acceptance will emerge as dominant. A person will wish to belong, to be accepted. The establishment of meaningful relations with others will be the goal.

Again, as lower needs are somewhat satisfied, higher needs emerge. The need for esteem, both self-esteem and recognition from others, becomes dominant when the
individual determines he wants to be more than just a group member. He wants to be respected. He develops self-confidence, a feeling of usefulness and a desire to impact on his environment.

When Maslow first developed his needs hierarchy, he said nothing about man's need to understand and man's appreciation of beauty. Later, he determined that these needs did exist when individuals had satisfied the four lower priority needs. Thus, it is only in his later writings that we find him discussing the aesthetic drive which causes man to be sensitive to beauty in art or in his surroundings and to his need for knowledge and understanding.

Finally, as esteem needs and the other lower order needs begin to be adequately satisfied, the highest level need—self-actualization—appears. Self-actualization is almost undescribable. It is the need to absolutely maximize one's potential. This is the one need about which least is known. Maslow said, "What a man can be, he must be." A quarterback passes, a poet rhymes, a pilot flies. Each of them tries to become all that he is capable of becoming.

There are two motives which seem to compliment self-actualization: competence and achievement. Individuals motivated by the competence drive do not want to have things happen to them; they want to make things happen. The achievement-motivated individual is more concerned with personal achievement than with the rewards of success. Winning is more important than the prize.

Discussions about Maslow's needs must be careful to indicate that it is not necessary for one level of needs to be completely satisfied before the next level becomes dominant. In all probability, most individuals tend to have needs that are partially satisfied at each level and partially unsatisfied. Lack of satisfaction of the lower order needs is much easier to observe than is lack of satisfaction of the higher needs. It is

for this reason that companies pay more per hour and increase the pension benefits. Yet, to ignore the potential motivation of higher need satisfaction is to settle for less than half a loaf.

I never think about Maslow without thinking about the caveman who really didn't want to go out and hunt the dinosaur even though his mother-in-law nagged him all the time to do it. He was concerned about the safety of his skin. But when he and his family couldn't bear the hunger any longer, out hunting he went. Safety gave way to starvation.

To this point, we have considered some things we know, some things we think and some interesting speculation. It seems a good time to ask the question again, "How do we get them to do what we want?" It seems that a straight-forward way is to "ask them." If they do "it" as well and as quickly as we want, we should be pleased to succeed because of acceptance and cooperation. If the request approach fails, we can always order them. If you have ever "ordered" an Irish setter to stay close to you rather than chase up the pheasants in the adjacent county, you know the frustration when the orders don't work with that blasted breed of dogs—I have one. The same frustrations exist when people ignore orders; but they are frustrations squared.

At this point you can adopt the old "B I F" approach. If people don't respond to a pretty-please or an outright command, try the "boot in the fanny." Some people, from some childhoods, do understand this method of communicating. Today, however, it appears that the kickers are probably larger and quicker and non-accepting of "B I F." Thus, they might simply turn to unemployment compensation or grievance with the added possibility that they will really return the kick! With vigor! "B I F" doesn't seem to be the answer.

We first started looking for "how to get them to do it and be happier" answers during the late 1920's and early 30's when Elton Mayo conducted the Hawthorne Experiment of the Western Electric Company. From this experiment, management learned that workers are happier and more productive if they can unburden themselves by talking about their problems and if they can develop satisfying interpersonal relationships on the job. With this acknowledgement that workers were people and not machines, organizations undertook a series of programs over the years designed to motivate.

Costly human relations programs were started, stopped, re-started. Sensitivity training was the fad when trainers were helping people to look within themselves and be honest. Some of those sessions have raised blisters that will never heal.

Job enlargement seemed to provide a momentary panacea as experts persuaded management that workers would be happier if their jobs were enlarged. Somehow, job enlargement came to mean that a job should be made structurally bigger. Thus, the dishwasher was
given more dishes to wash. The true expert would suggest rotating the dishwasher with the floor sweeper. Needless to say, meaningless plus meaningless equals more meaningless.

House organs sprung up all about as management attempted to communicate to employees what it was doing for them. The existence of the International Council of Industrial Editors gives testimony to the fact that employees are still being barraged with company ink. Management wanted to listen, too, so suggestion plans, employee surveys and participation programs appeared. Attempts were made to make the man on the line feel a part of the total scene. He wasn't just a widget wrangler; he was on the team building 747's.

And all the while, employees were spending less and less time at work for more and more money and ever larger security packages. Some companies have felt the programs to be successful. Many programs have continued. If what has been done is appropriate, why don't workers express improved satisfaction; why do managers continue to ask “how do we motivate?” If business and industrial organizations have had success and discovered motivators, why don't the schools follow suit and employ similar motivational band-aids? Why hasn't Johnny satisfied his basic skills over the years? The answer is that we haven't found all the answers.

Is there no hope then? Of course, there is. When we know what doesn't work well, we know something. When we admit we have a long way to go, we are on the way. There are still people who are overworked and underpaid and they will react favorably to the satisfaction of their lower needs. For the fortunate many whose lower needs are satisfied, motivators must touch their higher needs.

An embryonic movement stemming from Frederick Herzberg's Motivation-Hygiene Theory is underway. The underlying theory suggests that work be enriched to bring about effective utilization of personnel. The descriptive term “job enrichment” should not be confused with the outcast “job enlargement.” Herzberg admits that all of the principles have not been worked out yet, but his experimentation has been fruitful. He has developed steps to follow in instituting job enrichment; and he has provided enough principles to illustrate that job enrichment is designed to provide satisfaction of the higher needs of recognition, competence and achievement.

Some researchers are now working with organizations using Herzberg's sketchy model. Some school systems are viewing this industrial model to see if it has application in other settings. Time will tell whether we have an answer or the answer.

Will the granting of additional authority to employees, students, sons and daughters, the provision of more freedom of choice, really satisfy these higher order needs as Herzberg maintains? If so, will the satisfaction of the higher needs override the lower needs' incessent cry for satisfaction? It is certainly a provocative notion. We have only a small base on which to even make a guess. But if. Just if . . .

Herzberg noted the problems brought about by underuse of ability. "If you have someone on a job, use him to the fullest. If you can't use him on the job, get rid of him, either through automation or selecting someone with lesser ability. If you can't use him and you can't get rid of him, you will have a motivation problem." This would be difficult to implement in the work place, improbable in school and impossible in the home. But it certainly makes the point that we need to be seriously concerned about our people relations and the whys of behavior. We do need to discover "what makes Sammy run."

Keep your old sweater and your old fishing rod and your old and new thoughts on motivation and behavior out of that closet.

Dr. Darrell G. Jones has been dean of Western's College of Business since July 1, 1974. He was associate dean, 1971-74, and head of the business education and administrative services department, 1966-71. He joined the WMU faculty in 1962 as an assistant professor of business education. From 1946-66, while working on his doctorate at Michigan State University, he served as research field director, Office of Manpower, Automation and Training there. Before coming to WMU, Jones was director of instruction for Evelyn Wood Reading Dynamics in Washington, D.C., and in Detroit, 1961-62; an instructor of office management at MSU, 1957-61; instructor at Iowa State Teachers College, 1955-57; and high school principal in Iowa, his native state, 1954-55.

Jones, who has held the rank of full professor at WMU since 1969, received a WMU Alumni Association Distinguished Teaching Award in 1970.
Library Acquires Millionth Volume

A rare book, William Beaumont's "Physiology of Digestion, with Experiments on the Gastric Juice," second edition, 1847, has become the millionth volume acquired by Western's libraries.

Formal presentation of the book, valued at $500 but purchased for 10 cents at a Jackson junk shop by a Kalamazoo book store owner, was made in January in a campus ceremony.

The book was presented officially to Carl Sachtleben, director of WMU libraries, by Dr. Harold R. Reames, Kalamazoo physician and president, Kalamazoo Academy of Medicine (KAM). It was discovered in the Jackson junk shop last year by Arlene and Vaughan Baber, owners of the Bicentennial Bookshop, Kalamazoo.

Recently, Dr. Marshall McDonald, Kalamazoo physician and collector of old medical books, obtained it at well below its market value, thanks to the generosity of the Babers and through arrangements with Wayne Mann, University archivist, for the presentation by KAM to Western.

The book will be housed in a Special Collection Room of Waldo Library. Western's 500,000th volume was a facsimile of the famed Gutenberg Bible, acquired 10 years ago.

The work by Beaumont is considered a milestone in medicine, Sachtleben noted, in that it described for the first time the interior of the stomach, its operations and secretions. The author, a military surgeon, was stationed at Ft. Michilimackinac (now Mackinaw City) in 1822 when Alexis St. Martin, an 18-year-old French-Canadian voyageur serving the American Fur Co. was accidentally wounded by a musket.

Although the young man recovered, the wound left an opening in his body which permitted Beaumont the unique opportunity to study the functions of St. Martin's stomach. The first edition of the book (1833) received immediate recognition in medical circles and made Beaumont famous.

Sachtleben stated that generally the first edition of a noted work is considered the most prized one, but in this case, it is possible that the second edition is the rarer of the two. The book, he said, is "... a fitting tribute to commemorate the coming-of-age of the Western Michigan University libraries."

WMU Saluted By Legislature In Resolution

A Michigan House of Representatives concurrent resolution of tribute saluting WMU "upon the occasion of its Diamond Jubilee" has been received by the University.

The House resolution, with the State Senate concurring, says in part:

Whereas, it was May 27, 1903, when Public Act 156 was approved "locating, establishing, and providing for the maintenance of what was then called Western State Normal School." The first classes were held in 1904 with 117 students and three faculty members; and

Whereas, "Jubilee '75 WMU," a period of important and inspiring events will highlight the growth and development of one of our State's finest institutions of higher learning; and

Whereas, a multipurpose university, Western Michigan, with its scenic Kalamazoo campus, is fourth in Michigan in number of students. The University includes eight colleges: Applied Sciences, Arts and Sciences, Business, Education, Fine Arts, General Studies, Graduate College, and Health and Human Services; and

Whereas, with an enrollment of over 20,000 students and staff of approximately 930 instructors and 1,600 administrative employees, Western Michigan University has achieved national recognition in many areas, including teacher education, speech pathology and audiology, paper technology, printing management, aviation engineering technology, blind rehabilitation, and occupational therapy. Western Michigan University is truly one of the leading universities in our nation.

The resolution was introduced by Reps. Lucille H. McCollough (D) of Dearborn, Mary C. Brown (D) and Robert A. Welborn (R) of Kalamazoo, Donald Gilmer (R) of Augusta, Mark D. Siljander (R) of Three Rivers, and Dennis M. Dutko (D) of Warren.

Western Starts Cordial Corps

A "Cordial Corps" is operational at Western as part of the institution's year-long Diamond Jubilee celebration.

Fifteen students are available to serve as official hosts and hostesses for WMU at various events throughout the academic year.

"These students have a high level of academic achievement, possess enthusiasm, are active on campus, have knowledge of WMU's history and have communication skills that enable them to articulate to visitors the students' viewpoint of Western," said Barbara Maddox, director of special projects and corps coordinator.
Financial Aid Up By Eleven Percent

Nearly $12.8 million in financial aids to Western students was administered by the WMU Student Financial Aid and Scholarships (SFAS) Office in the past fiscal year—11 percent more than in the previous year.

Dr. Edward Harkenrider, SFAS director, said there were 19,819 separate student aids here in the past year, with some students obtaining more than one, in reaching the total of $12,746,811.

The aid administered by SFAS during the fiscal year was nearly evenly divided among scholarships/grants—35 percent ($4.5 million); loans—34 percent ($4.3 million); and work opportunities—31 percent ($3.9 million).

Harkenrider noted that 50 percent of total aid dollars came from private sources, 33 percent from federal funding, 11 percent from WMU, and six percent from the state. However, he added, the greatest percentage increase in funding from these sources was by the state, which supplied $740,000 in fiscal 1977, a 45 percent gain over the previous year.

These state funds, he said, come directly to the SFAS for student aids. The major portion of student aid from WMU institutional funds is from state appropriations to Western, he added.

The federal aid to WMU students in fiscal 1977 increased by 23 percent, or over $800,000, he added.

In addition to the aid funds administered by SFAS, another estimated $5.7 million was gained by WMU students through regular University employment, graduate assistantships, departmental scholarships, G.I. Bill funds, and Social Security payments, among others.

Design Center Wins Award for Magazine

Western's Design Center has an award-winning entry in the traveling exhibition, "Design In Michigan."

Four issues of WMU's quarterly magazine, University Magazine, among the 34 items from WMU in the showing, received the Governor's Award for Excellence of Design. Other projects representing WMU include posters made by the Design Center for the Kalamazoo Police Department's Crime Prevention Bureau, brochures for Western's College of Fine Arts, stationery and a poster for the music department's Brass Quintet, and a promotion book for a Kalamazoo paper stock distributor.

The two-part historical and contemporary exhibit, which will visit Grand Rapids, Muskegon, Saginaw, Midland, Flint and Big Rapids, is co-sponsored by the Michigan Council for the Arts and Cranbrook Academy of Art. The contemporary section includes more than 150 award-winning projects from the past 10 years, while the historical section illustrates the use of design from the Indians' birch bark canoes through the Industrial Revolution up to 1967.
Plant A Tree
To Celebrate WMU's Diamond Jubilee

To commemorate Western's Diamond Jubilee year, a major tree-planting project has been designed for the mall area between Wood Hall and Everett-Rood Halls on campus.

On Jubilee Day in September, the first of many new trees was planted in front of Rood Hall. Since that time the Alumni Association and several alumni and friends of Western have donated money for plantings.

Individuals or groups wishing to purchase a tree or trees should plan on a minimum donation of $300 per tree. Information such as type of trees, date of plantings, and location will be available through the Alumni Office. Any donation less than $300 will be placed in a tree acquisition account, and a record of all individual or group donors, with the type of tree and location, will be kept in the Archives and the Alumni Office.

All donations to the Diamond Jubilee tree-planting project should be made payable to the Western Michigan University Foundation and earmarked for the Jubilee tree-planting project. Donations should be sent to the Alumni Office. This is a tax deductible contribution.

Donations to the project to date include $2,500 from the Alumni Association; a gift from Dr. & Mrs. Harvey Overton in memory of Otis B. McAlpine and Bess Stinson; trees and planting service from Duane Darling; and a contribution from Judith Anderson.

The actual planting of the trees will be under the supervision of WMU's Physical Plant. The landscape design is by O'Boyle-Cowell-Rohrer and Associates, Inc. of Kalamazoo.

Western Grants
1,400 Degrees

Approximately 1,400 degrees were conferred at WMU's fall semester commencement exercises on December 17, in Read Fieldhouse on campus.

The figure includes 930 bachelor's degrees, 441 master's, 16 specialist's and 14 doctorates.

WMU President John T. Bernhard presided at the ceremony, which included the presentation of a University Distinguished Service Award to James S. Stolley, group vice president of Hammermill Paper Company, Erie, PA.

Donations to the project to date include $2,500 from the Alumni Association; a gift from Dr. & Mrs. Harvey Overton in memory of Otis B. McAlpine and Bess Stinson; trees and planting service from Duane Darling; and a contribution from Judith Anderson.

The actual planting of the trees will be under the supervision of WMU's Physical Plant. The landscape design is by O'Boyle-Cowell-Rohrer and Associates, Inc. of Kalamazoo.

Many of the 1,400 WMU students who received degrees may have been thinking "finally," but Lois J. Rider of Portland, Tex., who received a bachelor or music degree at WMU's fall commencement "put it in writing," on her mortar board hat. A music major, Rider first enrolled at WMU in early 1972, perhaps the reason for her mortar board message.

London Show Tour Set

An eight-day show tour to London, England, scheduled to depart on April 1, is being sponsored by WMU's Center for Continuing Education in Muskegon.

Included in the London Show Tour are three plays, to be individually selected before departure; a performance of the National Theatre; and accommodations at the London Ryan Hotel, with continental breakfast daily.

Further information about the tour may be obtained by contacting Mrs. Charles Bennett at the Muskegon Center of Western Michigan University, 3308 Glade Street, Muskegon Heights, MI 49444, (616) 739-7111.
Teacher Corps Project

Professional Development Center Provides Educational Support Services

Nearly 500 elementary teachers in the Grand Rapids area have benefited over the past two years from participating in a joint WMU-Grand Rapids Public Schools Teacher Corps project.

Funded by a $300,000 grant from the U.S. Office of Education, HEW, the project, now in its third year, is designed to demonstrate the operation of a cooperatively developed and implemented Professional Development Center.

Directed by Dr. Richard Harring, WMU associate professor of education and professional development, the project offers a two-year training program to improve the quality of teacher education for both inexperienced teacher interns and certified teachers. It also is intended to facilitate better educational opportunities for children from low-income families.

A major component of the Teacher Corps project is the Professional Development Center located at the Oakdale Elementary School in Grand Rapids. Under the direction of Dr. Robert Howell, WMU associate professor of education and professional development, several on-site resource professionals from Western assist in providing seminars, workshops and University course work to interested elementary teachers in the Grand Rapids area.

The Center staff hopes to help educational personnel function more effectively in elementary schools in urban settings. In addition to training and follow-up support services, assistance is provided in developing instructional materials and innovative teaching methods.

Michael Fisher, left, public relations manager for Kalamazoo's Bronson Hospital, answered questions about his profession at an Occu-Rap seminar in November. Students pictured with Fisher are Jerry Hebekeuser, a Corunna freshman, and Sheila Delaney, a junior from Inkster. Other alumni professionals involved were: Jacque Jennings Sill, promotion director for the Kalamazoo Center Corporation; Pam Pierce, account manager with Gilmore Advertising; and Joe Galligan, Associate editor, Employee News Services, The Upjohn Company. The program, as detailed in From the Alumni Director's Desk, enables students to discuss various aspects of their chosen fields of study with alumni in those fields.
Poverty Definition Is Perplexing

How poor is poor?

That's a question with no single answer, which is "one of the reasons poverty has remained such a perplexing problem," says a WMU sociology professor.

There are three basically different definitions of the word 'poverty' in current use, according to Dr. Donald H. Bouma, and "they are so fundamentally different that one's perceptions about the extent of the poverty problem and what to do about it vary immensely with the definition used."

He says the most widely used interpretation of the word refers to an inadequate income—people are poor when they fall below the official poverty line which is set by the government and revised each year to reflect changes in the cost of living. He points out that the current level for an urban family of four is $5,038 per year, and any family falling below that step is classified as "poor."

"Relative deprivation is Bouma's second definition of poverty, in which the poor are identified as those whose incomes are on the lower end of the scale, no matter how large the incomes. According to this definition, the WMU sociologist explains, if all families in the United States had a minimum annual income of $25,000, there would still be poverty.

He stresses that the extent of poverty varies greatly with the figure used as the cut-off point, and this must necessarily be a highly arbitrary decision. Furthermore, Bouma says, "It should be noted that this is a 'no win' type of definition. There always will be those in the lower income category."

The final component of Bouma's definition triangle is "... the inability to reconcile what one has with what one feels he needs and wants." An example Bouma cites is the late Mike Todd, a Hollywood movie producer, who said, "I have often been broke, but I have never been poor. Being broke is a temporary condition; being poor is a state of mind."

Also, Bouma notes that the corporate executive who loses a $100,000-a-year job and must settle for one paying $20,000, might consider himself "poor." Bouma reminisced that in the early decades of this century, pioneer American sociologist, W. I. Thomas, insisted that it was not the situation that mattered, only the definition of it.

Sociologist Bouma states his position on poverty in an article, "The Three Faces of Poverty," in a recent issue of Intellect magazine.

He concludes by noting that since poverty is different things to different people, the prescription for easing the situation, the assessment of its severity, and the evaluation of current programs to aid those in the poverty bracket will vary according to one's definition and viewpoint. Informed and productive debate about the problem, he notes, requires careful specification of the viewpoint being used.

Intellect magazine, which was formerly called School & Society, has an international circulation, and is published by the Society for the Advancement of Education, New York City. For the past two years, Bouma has served as an associate editor of the publication. He has been a member of Western's faculty since 1960.
Periscope
On People

Trustees Fill Administrative Slots

The appointment of an assistant vice president for academic affairs heads the list of new personnel actions approved recently by the WMU Board of Trustees.

Dr. L. Michael Moskovis is the new assistant vice president, with primary responsibilities for academic planning and budgeting. He has been professor and chairman of Western's department of business education and administrative services.

Other appointments made by the Board include: Dr. Richard T. Burke as dean of continuing education; Dr. Barbara Marks as associate dean of the College of Health and Human Services; Robert H. Luscombe as associate dean of the College of Fine Arts; Dr. Ronald C. DeYoung as assistant dean of the College of Business and director of the Business Research and Service Institute.

Also appointed were: Dr. David Taylor as assistant dean of the College of Education; Dr. Kenneth Simon as acting dean of Education; Dr. A. L. Sebaly as acting associate dean of Education; Dr. Thomas F. Ryan as chairman of the department of education and professional development; Dr. Franklin K. Wolf as chairman of the department of industrial engineering; and Carl A. Lindstrom as head of the directed teaching unit in the department of education and professional development.

Moskovis returned to WMU in 1971 as a department head after having served as chairman of secondary education at Cleveland State University (CSU), 1970-71. He held a joint appointment in 1969-70 as an associate professor and teacher educator with CSU and the State Department of Vocational Education in Ohio. He was an associate professor of business education and coordinator of the business communications staff here at Western, 1962-69.

Burke had been serving as acting dean of continuing education since January, 1977. He was associate dean of the WMU Graduate College, 1971-76. He came to Western in 1964 as an instructor of history after having been a lecturer in history for two years at Northwestern University. He was a part-time instructor of history at the Jewish University of America, Skokie, Ill., 1961-64. He also has served as an administrative assistant to the WMU history chairman.

Marks most recently served as professor and dean, School of Allied Health Professions, Madison College, Harrisonburg, Va., in 1975-76. She previously was employed from 1972-75 as program designer, University of Miami; as consultant and academic adviser, Oakwood College, Huntsville, Ala., 1973-75; as captain and educational coordinator for continuing education for professional medical officers, United States Air Force, 1970-72; and as assistant professor, Broward Community College, Fort Lauderdale, Fla., 1967-70.

As associate dean at Western, Marks is responsible for program development, continuing education and multi-professional education in the College of Health and Human Services.

Luscombe came to Western as administrative assistant in the College of Fine Arts in 1973, and was named assistant dean in 1974. He previously was assistant to the dean for public relations and development at the University of Michigan, where he also was employed as performing arts coordinator in the school of music.

Prior to joining WMU's faculty, DeYoung taught at Northern Illinois University, 1967-69. He also taught at Gull Lake Community High School in Richland, 1965-66; at WMU, 1966-67; and he returned to Western in 1970 as an assistant professor of business education and administrative services. He was promoted to associate professor in 1974, and served as acting chairman of the department from January-April, 1976.

As assistant dean, DeYoung will assist with budgetary and personnel matters for the College of Business. In his new position as director of the Business Research and Service Institute, he replaced Dr. Andrew Powell, who returned to full-time teaching duties.
Taylor has been assistant to the dean of education since 1974. He joined Western's faculty as an assistant professor of teacher education in 1968. He was promoted to associate professor in 1971, and was appointed assistant chairman of the department in 1973.

Simon has served as associate dean of the College of Education since 1971, and Sebaly is a professor of education and served as chairman of the department of directed teaching since 1972. Both are serving in their temporary positions from Jan. 1-May 31, 1978, during the absence of Dr. John Sandberg, dean, who was granted a professional development leave by the Board.

Prior to joining the WMU faculty in 1974, Ryan was director of assessment, The Child Development Associate Consortium, Washington, D.C., 1972-74; and associate dean for teacher education, 1971-72, and a member of the faculty, 1969-71, at Georgia State University, Atlanta.

Lindstrom joined Western's faculty in 1959 as an assistant professor of industrial engineering at Iowa State University, Ames, before coming to WMU in 1970. He has served as director of the M.S. degree program in operations research and as associate director of the Center for Depreciation Studies here at Western.

Lindstrom joined Western's faculty in 1959 as an assistant professor of education, and was promoted to associate professor in 1970. He was a junior high school teacher in Midland, 1938-40; an elementary school teacher in La Grange, Ill., 1940-42; and in Battle Creek, 1942-48; and served as junior high school principal in Battle Creek, 1948-59.

O'Connor Joins WMU Development Staff

John B. O'Connor, 46, is Western's new director of corporation/foundation relations in the office of alumni affairs and development.

He most recently served as director of development and special programs for the Colorado Springs (Colo.) Metropolitan Board of Catholic Education, a position he held since 1975.

O'Connor's function is to design and implement a corporation/foundation relations program with the purpose of encouraging increased giving by business and industry to the University, according to Russell Gabier, assistant vice president, alumni affairs and development.

O'Connor also will establish a communications network between private foundations and the University, which will aid in grantsmanship efforts, Gabier added.

"This appointment is an outgrowth of Western's commitment to increasing its support from the private sector and it adds an important new dimension to the University's total development efforts," Executive Vice President Dr. Stephen R. Mitchell told the WMU Board of Trustees, who confirmed O'Connor's appointment in October.

O'Connor received his bachelor's degree in political science and his master's in education/administration from Our Lady of the Lake College in San Antonio, Tex. From 1963-72 he was a special agent and intelligence officer for the U.S. Military Intelligence, followed by three years' service at Our Lady of the Lake University as a lecturer and later as director of admissions.

Smith Is New Publications Director

David H. Smith, 31, coordinator of publications at Wittenberg University, Springfield, Ohio, is the new director of university publications at Western.

Smith's responsibilities at Western include the development, implementation and supervision of a coordinated publications program, as first recommended four years ago by an ad hoc all-University committee.

"He will be responsible for establishing and maintaining a rapport with all colleges and units of the university to insure continued improvement of our publications," explained Martin R. Gage, director of information services. "With his expertise, Smith will be able to provide the needed supervision of editorial, artistic and production work for publications; and provide professional advice in the selection of paper stocks and the use of colors and printing techniques to achieve the best quality product for the least amount of money."

A native of Battle Creek, Smith joined Wittenberg's Office of Information Services as a staff associate in 1969 and was named coordinator of university publications in 1974. Previously, he served as assistant to the dean at Kellogg Community College, Battle Creek, 1965-66, where he also received his Associate of Arts degree. He earned his B.A. degree in advertising and journalism in 1969 from Michigan State University.
Teaching Excellence Awards Presented

Three Western faculty members were given Teaching Excellence Awards by the WMU Alumni Association at its Diamond Jubilee Homecoming Luncheon October 22.

Selected by students and alumni, they are: Dr. Harold L. Bate, professor of speech pathology and audiology; Dr. Sherwood S. Cordier, professor of history; and Harry S. Hefner, emeritus professor of art.

They were each presented with a $1,000 check and a plaque by Robert W. Denison of Kalamazoo, president of Western's Alumni Association, and WMU President John T. Bernhard.

Bate joined Western's faculty in 1964. A native of Albany, Ind., he received his B.A. degree in 1959 from Butler University, Indianapolis, Ind., M.A. in 1961 from the University of Florida, Gainesville, and Ph. D. in 1964 from the University of Wisconsin.

Last year, he received a grant from the New Zealand League for the Hard of Hearing to serve as a consultant to the staff of the National Audiology Centre of New Zealand; he assisted with the improvement of hearing rehabilitation services. Bate is active in the A.G. Bell Association of Deaf, American and Michigan Speech and Hearing Associations, and the Michigan Society of Gerontology. He also served on the board of directors, Michigan Association for Better Hearing and Speech, 1966-70.

Cordier came to WMU in 1956. He received his B.A. in history and political science in 1950 from Juniata College, M.A. in international relations in 1951 from Yale University and Ph.D. in history in 1963 from the University of Minnesota; he also was a Rotary International fellow at the Graduate Institute of International Studies in Geneva, Switzerland, 1951-52. He is the author of two books, "Britain and the Defense of Western Europe in the 1970s" and "Calculus of Power: The Current Soviet-American Conventional Military Balance in Central Europe," plus numerous articles. Cordier was a fellow at the 1975 Inter-University Seminar on Armed Forces and Society and he was awarded a 1970 WMU faculty research fellowship. He also is a member of the Royal United Services Institute for Defense Studies and the International Studies Association. He was born in Columbus, Ohio.

Hefner received his B.A. degree from WMU in 1936, M.A. in 1939 from Columbia University and did additional graduate work at Ohio State University. A native of Kalamazoo, he joined Western's art faculty in 1941 and served as department head, 1955-65. He retired earlier this year.

His previous teaching experience included service in the Muskegon Public Schools, 1937-38; Skidmore Girls College, 1940; and summers at the Cranbrook Boys School, Harvard University and the University of Vermont. An active artist, he has an extensive record of exhibitions to his credit; his watercolors have been displayed throughout Michigan and neighboring states. He also has been awarded many prizes and his paintings are permanently represented in university, business and private collections.

Stolley Receives WMU Distinguished Service Award

A "University Distinguished Service Award" was given to James S. Stolley, group vice president, Hammermill Paper Company, Erie, Pa., during WMU's fall semester commencement exercises Dec. 17, for his outstanding service as president of WMU's Paper Technology Foundation, Inc., 1973-77.

The award was established by the WMU trustees in 1976 to recognize distinguished accomplishments in business or professional life; or distinguished service in community affairs at local, state or national levels; or specific and meritorious service contributing to the quality and advancement of WMU. No more than one award is granted annually by the Board. The only other recipient of the award is Philip N. Watterson of Ada, Mich., WMU trustee emeritus.

Stolley received his B.S. degree in 1952 from Massachusetts Institute of Technology. At Hammermill, he also is a member of the board of directors and its executive committee. Previously, he was employed by Proctor & Gamble Company, Cincinnati, Ohio, 1952-55, and Beckett Paper Company, Hamilton, Ohio, 1955-62. He also served in the U.S. Navy, 1946-48.

His activities include service with the Boy Scouts, Boys' Clubs of Erie, Rotary Club, Board of Corporators at Hamot and St. Vincent Hospitals, chairman of the Board of Villa Maria College in Erie, and the United Way.

He and his wife, Margaret, have three children: Karen, 22, a June 1977 Phi Beta Kappa-summa cum laude graduate of Middlebury College, who is now on a Fulbright Scholarship in Bogota, Columbia; and Jim, 20, and Beth, 19, a senior and sophomore, respectively, at Middlebury College.

Stolley was born in Peoria, Ill., and was graduated from high school in Pekin, Ill. His hobbies are sailing, skiing, tennis and squash.
The Fritter Fest, a doughnut-eating contest, is a popular Homecoming event, sponsored by the Student Alumni Service Board.

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Homecoming '77
'Diamonds Are Forever'

WMU President John T. Bernhard, right, prepares for his challenge Soap Box Derby race against a competitor who the student promoters identified as former President Richard M. Nixon, who was actually a WMU student wearing a Nixon Halloween mask. Real-life federal agents didn't appreciate the Homecoming hoax.

Connie K. Wray, a Dowagiac senior in psychology, and James D. Murphy, a communications junior from Richland, reigned as 1977 Western Michigan University Homecoming queen and king.

A Detroit freshman, Alecia Smith, left, was chosen as Miss Black WMU during Homecoming week.

Football is the highlight of Homecoming. Western won this year's battle against Marshall University, 53-29.

Clowns and parades are always a fun part of Homecoming festivities.
Recommended Reading

AGRICULTURE
Kromdijk, G. Translated by A.M.H. Speller, 200 House Plants In Color, (McGraw-Hill, 1967) $7.95

Everyone interested in growing house plants will find this book very helpful in just about every way imaginable.

The book contains general hints on watering and feeding, seedling, making cuttings and the requirements for light, air and correct temperatures, as well as types of soil, dividing, layering and other pertinent information. There is also information concerning bowls of plants and miniature hothouses for indoor plants.

ART

This large, voluminously illustrated work by a leading Americanist has been long awaited. Most books on American art published in recent years have stressed the 20th century: this book discusses the development of painting, sculpture and architecture in the United States since the early colonial foundations, although the emphasis is on the art of 19th century. A special feature of the book is the superb color illustrations, many of which are of seldom reproduced works. The text is well-written and assembled information from many historical sources, often obscure and difficult to locate.


This is a two volume paperback copy of the newly revised 6th edition of Gardner, incorporating the text and illustrations of the hardbound work and at a better price. It is a new standard work for the survey of the history of art and would be excellent reading, well illustrated, for people interested in an initial contact with that field of study.

Grabar, Oleg, The Formation of Islamic Art (Yale University Press, 1977)

A well illustrated book, well written, and dealing with the roots of Islamic art in Eastern, Oriental and Classical Western forms of art. Particularly interesting is the author's examination of sociological, economic, historical, psychological and ecological influences upon the art of Islam.


This book has been in publication several years, and is one of many catalogues published in recent years that are so valuable to recent scholarship in Art History. Because of current interest in things oriental, and their impact on Western artists, it is still timely and informative. For the first time it pulls together in a systematic way the many isolated pieces of information on this field. It is most informative about the historical climate which fostered this interest, about the early sources of Japanese prints and their distribution, and about the manner in which their influences occurred.

MARKETING

One of the leading books designed specifically to broaden and apply the conceptual system of marketing to the marketing problems of nonprofit organizations.

Readings in Marketing 77/78 (Dushkin Publishing Group, Inc., Guilford, CT., 1977)

A collection of stimulating marketing articles--43 to be exact! The titles are standard, but the content is different and meaningful; Business Environment of 1985; What’ll We Eat in 1997 are some examples. Seeks to advance the understanding of contemporary students of what recent and ongoing changes mean for future marketers.


A comprehensive collection of copyright data including estimates of population, households, Effective Buying Income, Retail Store sales, Buying Power Index, and other statistical indicators. A valuable, easily understood source of data for market planner.

MILITARY SCIENCE
Agee, Philip, Inside the Company: CIA Diary (Stonehill, New York, 1975)

Agee served twelve years in CIA, ending in 1969. His book is a "diary" of his career there, first during his training period, and then as an operations officer in Ecuador, Uruguay, and Mexico. His own political change has brought him to aspire to be "a communist and a revolutionary." The book is in reconstructed "diary" form, placed in time context by memory and research in Cuba and Western Europe. In it, the author names many names of his colleagues, agents and contacts in the countries where he served. His announced aim is to disclose as much as he can in order to force CIA into withdrawing its officers and shutting down its operations which Agee feels are "addicted" and oppressive to peoples throughout the world. Because of the plethora of names and pseudonyms which the author includes in his operational discussions, and the writer's style, the book is tedious reading.

Dupuy, COL (Ret.) R. Ernest and Dupuy, COL (Ret) Trevor N., The Encyclopedia of Military History From 3500 B.C. to the Present (Harper and Row, New York, 1977)

Here in one volume the authors Dupuy have done an amazing job in compiling a massive reference work on all major military events since the beginning of organized warfare in the fourth millennium B.C. The book was first published in 1970, though this revised edition includes new sections on Vietnam and the Arab-Israeli wars.


Rated by the Army Times as one of the best military history works of 1977, author Goldhurst develops his theme by interweaving the events of Pershing's life with the strands of national policy which spanned the last of the Indian Wars, the Philippine Insurrection, the Mexican Punitive Expedition and World War I.

Weigley, Russell F. (ed), New Dimensions in Military History (Presidio Press, San Rafael, California, 1977)

History professor and former Army War College instructor Weigley has compiled an impressive anthology of essays on the "new military history" being taught future leaders at the war colleges today. This new approach discards the practice of rehashing strategy and tactics and looks more to the political, social and economic aspects of conflict.

SOCIAL WORK
Buscaglia, Leo, The Disabled and Their Parents: A Counseling Challenge (Charles B. Slack, Inc., 1979)

The problems of day to day living which accompany a disability are often all-consuming, devastating and complex. The failure to help the disabled and their families to understand the nature and implications of a disability frequently results in more pain and suffering than the disability itself. In this book, Dr. Buscaglia challenges the human services worker to recognize the needs of the disabled and their families and to provide competent, reality based services.


Dr. Glasser, author of Reality Therapy, presents a stimulating new concept: It is possible to become "addicted" to positive behaviors which develop the body and mind. These addictions have nothing to do with substance abuse but with developing behaviors which can result in a more integrated and rewarding life.
Bronco Sports

Thincalads Challenge for Title

After winning the 1976 championship, Western Michigan was fourth in 1977 Mid-American Conference men's track standings.

Coach Jack Shaw returns 12 athletes who placed in this meet last spring and adds a solid group of freshmen sprinters that should enable the Broncos to challenge Eastern Michigan and Ohio University for the top spot.

Heading the returnees is Hastings senior Tom Duits, who set MAC marks in winning the 1,500-meter (3:44.96) and 5,000-meter (14:31.29) titles in 1977 after coping mile honors as a sophomore. Duits also finished fifth in the NCAA 1,500-meter race last spring (3:41.8).

Besides Duits, Ted Farmer, Lansing; Ludington's Bob Lewis, Jeff Zylstra of Grandville, Kalamazooan Greg Savicke and Paw Paw's Mike Thompson all picked up places in the distance area at the MAC affair.

Lewis, the league runner-up, and Zylstra both hit NCAA qualifying standards for the steeplechase, while Farmer accomplished the same feat in the 10,000-meter event. Another top-flight returnee is Grand Rapids senior Darrell Williams. He has finished second in the last two league high jump competitions and also added third and sixth places for the long and triple jumps in 1977. Another quality long jumper is Howard Lane of Chesterton, Ind., the fourth place MAC finisher.

Other returning league point winners include hammer thrower Erik Klimoff, New Britain, Conn.; quarter-miler Bill Yeo, Saginaw; pole vaulter Joe Lusk, Michigan Center; and Kalamazoo javelin thrower Jim Borlik.

Returning after a year's absence from school is Ron Parisi, Sewickley, Pa., the 1976 MAC javelin champion and NCAA qualifier.

From junior college ranks, Shaw adds Mike Karsiewicz of Rockford, runner-up for national 1,000-yard indoor honors in 1976 and a 3:46.9 runner for 1,500 meters, plus Hartford's Steve Bunn, a JC All-American for 1976 with a fourth place finish in the national 5,000-meter event.

The sprint area is greatly strengthened with the addition of freshmen Mike Smith, Yellow Springs, O.; Lawrence Claxton, Detroit; Warren Miller, Camden, N.J.; and Michael Lockhart, Akron, O.

Smith has been clocked in :09.6 and is the Ohio Class A 100-yard champion. For the 220, he and Claxton have run :21.7 with Lockhart and Miller going :21.5 and :21.6, respectively.

Shaw also recruited Mansfield Relays pole vault champion Bob Babits, Redford; State Class C high jump titlist Mike Bishop of Saginaw; and vaulter Mike Forner of Manchester to balance out a fine freshmen crop.

Diget, Bramble To Coach Women

Dave Diget, Western's men's swimming coach for the past seven years, also will direct the Bronco women's team this winter, while Ron Bramble will work with the divers of both squads.

Diget came to WMU in 1969 as a graduate assistant, helping former coach Ed Gabel on a part-time basis while earning a master's degree in physical education. He received his bachelor's degree from Michigan State in 1961, where he achieved All-American honors as a freestyler.

Diget also has prior experience in women's coaching, directing the Battle Creek Swim Club from 1961-68, and the YMCA sponsored Kalamazoo Aquatic Team from 1968-74. In the latter capacity, four of his swimmers qualified for the women's senior AAU nationals in 1974.

Bramble, a Mid-American Conference diving champion for Western in 1966, also coaches the divers at both Portage Central and Northern High Schools and serves as aquatic director for West Jr. High.

Set Attendance Mark

A record 189,008 spectators were attracted for Western's 1977 football season to break the school's old 11-game attendance mark of 175,608 set in 1973.
Softball Team Even Stronger

Coach Fran Ebert's Western Michigan women's softball team finished 17-8 a year ago and with the return of most of her 1977 squad, it appears her Broncos are headed for an even finer campaign in 1978.

Three players who batted .300 or better are back along with three of last season's top pitchers, so Ebert's optimism seems well-founded.

Senior catcher Sue Peel (Burton) hit for a .362 mark last year while sophomore shortstop Barb Burke (Kalamazoo) and second-year centerfielder Cindy Nichols (New Buffalo) sported respective averages of .311 and .300.

On the mound, Ebert returns senior Ann Kasdorf (Sturgis), who owned a 9-4 record, a 1.14 ERA and pitched 13 complete games and sophomore Jane Smith (Scotts), who finished with a 4-1 mark and a 1.63 ERA in 34 innings. The other returning hurler is sophomore Jayne Smith (Belleville), who owned a 2-1 mark and a 0.89 ERA in 15 innings.

Bates Appointed Assistant Coach

Halbert Bates, a standout sprinter and co-captain of Western’s 1976 Mid-American Conference championship team, has been named as WMU’s assistant men’s track and field coach.

The 23-year-old Bates takes over the duties of Orin Richburg who resigned his post earlier this year. He is presently working on his master’s degree in physical education and joined the Bronco thinclad program this past September as a graduate assistant.

Persell Is A. P. All-American

Western Michigan tailback Jerome Persell was a second-team choice on the Associated Press All-American team following a 1977 football season in which he gained 1,339 yards and scored 14 touchdowns. The Detroit junior ranked fourth and ninth respectively in those two national categories.

For the second straight year, Persell was the Mid-American Conference “Offensive Player of the Year,” a selection on the All-MAC team, Western’s “most valuable” player and the team’s “top offensive player.” He repeated as the MAC rushing and scoring leader and established school career records for rushes (533), rushing yardage (2,844) and TD’s (33).

The only other Bronco cited for All-MAC recognition was offensive guard Don Leigh, a sophomore from Chicago, who was named to the second-team.

Other team honors went to middle guard Kurt Schoknecht, senior, Hammond, Ind., as “defensive player of the year;” Kalamazoo senior defensive end Rick Smith as recipient of the “Gary Sportmanship Award;” senior linebacker and co-captain Howard Nevin, Alpena, as winner of the “President's Award;” junior defensive end Gene Roger, Royal Oak, as “most improved” player; and sophomore wingback Mike Drake, Kalamazoo, as “scout team player of the year.”

The 1977 Broncos were picked as pre-season favorites for the Mid-American Conference championship, however, Coach Elliot Uzelac and his staff had to contend with 22 surgeries this fall. Included in the final 4-7 record and 3-5 MAC showing were six losses that were decided by a combined total of 29 points.
Gymnasts Look For Improvement

Following an impressive season-opening win over Valparaiso at Gary Center on Dec. 14, Western Michigan's women's gymnastics team appears headed for a much-improved campaign in 1978. Coach Sally Belson is in her second season with WMU, after guiding the Broncos to a 4-4 dual meet record and a fifth place finish in the state championships a year ago.

Belson has five individuals back from last year's squad, headed by juniors Kathy Frisbie Millward (Portage-Central) and Jennifer Riley (Ann Arbor-Huron) who were chosen as co-captains for '77-78. Millward is an all-around performer while Riley specializes in the vaulting and floor exercise areas.

Other top returnees are juniors Karen Pultz (Trotwood, -Madison, floor exercise and balance beam) and Nancy Van Vaar (Kentwood, uneven bars), and sophomores Rosemary Boyd (Kalamazoo-Hackett, all-around) and Sue Czarny (Montague, balance beam). New to the team this year are Bev Braman (Drayton Plains-Waterford Mott), Michelle Dillworth (West Bloomfield-Our Lady of Mercy), Sheryl Slaggart (Ludington) and Rebecca Stone (Jackson-Northwest).

Four Top Track Performers Return

Four of last year's top individual performers return for Western Michigan women's track coach Annette Murray. The top returnee is sophomore sprinter Liz Shon (Kalamazoo-Central), the current WMU record holder in the 60, 100 and 220-yard dashes. The other top sprint returnee is senior Kim Meyers (Kalamazoo-Christian), who also will compete in the 60, 100 and 220-yard events.

Sophomore high jumper Kay Barstow (Kalamazoo-Central), who was a national AIAW qualifier in 1977 and holds the school record at 5-7, also is back along with senior Pam Fletcher (Jackson-Parkside), who owns the WMU standard in the 440-yard dash and was one of the squad's top hurdlers a year ago.

Help also must come from a strong freshman class, headed by Hastings freshman Paula Pederson, who will compete in the quarter and half-mile events.

Spencer Joins SID Office

Doug Spencer has joined Western's sports information staff in the capacity as assistant to the director. He served as assistant sports information director at Eastern Michigan University last year.

Spencer, 25, is a 1976 WMU graduate in English and journalism and worked three years as a student aide in the SID office. In addition, he worked on a part-time basis for the Western Herald, the WKZO radio and television sports desk and was manager of the gymastics team.

A native of Farmington, Spencer helped edit national award winning publications at both institutions. His brother, Dennis, is a former Bronco gymnastics captain and NCAA qualifier, who later coached the WMU women's team.

Two Alums Get Coaching Honors

A pair of WMU football teammates in the 1960s, Ed Chlebek and Roger Theder, have both made news on the coaching front.

Chlebek directed Eastern Michigan University to an 8-3 season and was picked as the Mid-American Conference "Coach of the Year." His initial Huron team had a 2-9 mark in 1976. He recently became the head coach at Boston College.

Theder took over as head coach at the University of California after serving as an offensive assistant at the Berkeley institution since 1972.

Both Chlebek and Theder played quarterback as undergraduates.

12 Battling For Net Nod

With a dozen talented players battling for a regular position on her 1978 team, many coaches might feel Western Michigan women's tennis coach Janet McCutcheon is in an enviable position. McCutcheon, however, points out that she has the unenviable task of deciding which of those 12 individuals will constitute her starting team.

The Broncos, who finished the 1977 spring season with a 4-2 record, hope to better that mark in 1978 and also make a strong showing in the SMAIAW (State of Michigan Association of Intercollegiate Athletics for Women) tournament at the end of the regular season.

Those individuals who hope to make the team are junior Sue Stack (Hastings), sophomores Jean Gallagher (North Branch), Charlene Hudson (Detroit), Leonora King (Detroit), Janis Moon (Portage) and Susan Ufkes (Portage) and freshmen Ellen Beebe (Richland), Julie Crimmins (Trenton), Anne Cavanaugh (Cheboygan), Sue Ghindia (Trenton), Judy Osborne (Roseville) and Carol Pschudy (Winnetka, Ill.).
Harriers Repeat as MAC Champs; Recognize Shaw

Western Michigan’s men’s cross country team captured the Mid-American Conference title for a second straight year in 1977 and Coach Jack Shaw was again cited for “Coach of the Year” honors.

The Broncos also posted a 5-1 dual meet record, were third at the Central Collegiate Conference meet and fourth in USTFF national competition.

Individually, senior Tom Duits of Hastings was runner-up for MAC honors, the third runner across the line at the CCC’s, sixth at the USTFF and fifth in the NCAA District IV qualifying run. He earned All-MAC and USTFF All-American awards.

Grandville junior Jeff Zylstra also was cited on the All-MAC squad with a sixth place finish at that meet. Other Bronco scorers who helped win that title were senior Ted Farmer of Lansing, 11th; Ludington senior Bob Lewis, 13th; and Kalamazoo senior Greg Savicke, 20th.

WMU Soccer Records 6-6-1

The 1977 Western Michigan soccer team finished with a 6-6-1 record as sophomore Randy Wojtala accounted for two seasonal and a like number of career records while junior Dave Jacobson of Northbrook, Ill., assisted on eight goals to break a single-year standard.

Allen Park native Wojtala tallied 16 goals and 23 points for Coach Pete Glon’s booters to break the old marks of 11 and 15. In just two campaigns, Wojtala now owns varsity records for career tallies (17) and points (27).

As a team, WMU notched new annual marks for goals (28), assists (26) and total points (54).

Bronco Golfers Are Optimistic

With a year’s experience behind it and third and fourth place showings at the Michigan and Playboy Invitationals this past fall, Western Michigan’s men’s golf team should again contend for Mid-American Conference title honors in 1978.

The Broncos will be returning a strong nucleus from a squad that finished sixth a year ago but were fourth after the first 36 holes.

Pete Eddy will once again lead the 1978 version of Coach Merle Schlosser’s team. The Dearborn senior won the State Golf Association of Michigan Amateur Tournament (GAM) over the summer, was a semi-finalist at the Michigan Amateur, the Gulf Stream medallist and the sixth place individual finisher at the Playboy tourney.

Other returning regulars are: George Ruthkoski, junior; Muskegon; Joe Heimonen, senior, Portage; and Flushing senior Rob Strain. Another promising feature will be sophomore Mark Olson of Kalamazoo; he led the Broncos in the fall qualifying meet with rounds of 71, 74, 76 and 74 over the par-72 Lake Doster layout. Among the freshman candidates is Bob Sauer of Bloomfield Hills who was a semi-finalist at the GAM tourney last summer.

Synchronized Swimmers Post Two Seconds

WMU’s women’s synchronized swimming team enjoyed substantial success through the first portion of the 1977-78 season. Coach Norma Stafford’s Brown and Gold placed second in the 4th annual Western Michigan Synchronized Swimming Propulsion Meet and also finished second among four teams at a figure invitational held at the University of Michigan.
Full Membership of WMU Foundation Meets

Approximately 48 alumni and friends answered the roll call for the first annual meeting of the WMU Foundation membership on October 7. The membership, which was expanded from the original 18-member Board of Directors to its present size, heard Raymond Rathka, treasurer of Michigan Bell Telephone and a charter member of the Foundation Board, explain the role of the Foundation and the challenge which lies ahead as it seeks to enhance the University's fund raising efforts.

Also, Dr. Stephen R. Mitchell, executive vice president for administration, recouunted the impact of private funding on university campuses across the country. Mitchell highlighted campus research and other creative activity made possible through private funding, emphasizing that such support provides the "critical margin" between good education and excellence in education.

Russell Gabier, executive secretary, provided the Foundation members with an overview of the development operation and its relationship to the Foundation. Gabier paid special tribute to the charter board and its first president, Wm. John Upjohn of Kalamazoo, citing the high calibre of leadership as being responsible for a successful first year of operation.

Created by the WMU Board of Trustees as a non-profit, tax-exempt corporation, the WMU Foundation is governed by the 27-member board of directors, which operates within its own by-laws. The Foundation, formed exclusively for the benefit of the University, provides a total program umbrella for the various components of Western's development office and college and departmental special fund campaigns.

The Foundation's Board of Directors convened its annual meeting immediately following the opening session of the full membership. With Wm. John Upjohn, the Foundation's first president, presiding, the Board heard reports from its standing committees and received a full report of development activities over the past year from Gabier.

At the closing session of the Board on October 8, Rathka was elected president of the Foundation, succeeding Upjohn. Other officers elected were: Arthur F. Homer, Kalamazoo, a retired trust officer of American National Bank and Trust Company, Kalamazoo, as vice president; Robert B. Wetnight, WMU vice president for finance, reelected as treasurer; and Russell Gabier, WMU assistant vice president, alumni relations and development, reelected as executive secretary.

Homer, a lifelong resident of Kalamazoo, served as vice president of the Foundation during the previous year.

Elected to three-year terms as new members of the Board of Directors during the first session of the Foundation meeting on Friday were: Carlton H. (Scotty) Cameron, William J. Maze, Kalamazoo, owner of Wm. John Upjohn of Kalamazoo, citing the high calibre of leadership as being responsible for a successful first year of operation.

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Among principal participants at the first annual meeting of the total membership of the WMU Foundation in October, from left, were the following officers: Arthur F. Homer, Kalamazoo, a retired trust officer of American National Bank and Trust Company, reelected as vice president; Raymond A. Rathka, Detroit, treasurer of Michigan Bell Telephone, president; Wm. John Upjohn, Kalamazoo, immediate past president of the Foundation; and Russell Gabier, WMU assistant vice president for alumni relations and development, reelected as executive secretary.

Marshall, retired senior vice president of the Michigan Carton Company, now the St. Regis Paper Company in Battle Creek; James H. Duncan, Kalamazoo, president of the First National Bank of Kalamazoo; Michael L. Gulino, Washington, D.C., vice president of Pacific Architects and Engineering, Washington, D.C.; William J. Maze, Kalamazoo, owner of Maze CPA firm; Dr. Russell H. Seibert, Kalamazoo, emeritus WMU vice president for academic affairs; Maurice D. Sumney, Kalamazoo insurance executive; and Michael L. Gulino, vice president, Pacific Architects and Engineering, Washington, D.C.

Reappointed to three-year terms as directors were: James O. Berghorst, a Kalamazoo realtor; Thomas F. Briscoe, Detroit, a retired teacher; Harry Contos, Jr., Kalamazoo attorney; Harold McKee, Parchment, a retired teacher; and Dr. Ruth Seay, Battle Creek, a retired teacher.

The board of directors include three ex-officio members: WMU President John T. Bernhard; John R. Dykema, chairman of the WMU Board of Trustees; and Wetnight.
Dear Alumni and Friends:

A friend of mine recently sent me a cartoon depicting a man and a woman sitting at the breakfast table reading the morning mail. In the man's hand was a letter addressed, "Dear Jim" on alumni association stationery. The only other thing on the letter was a very large outstretched hand, palm up, ready to receive something. The caption of the cartoon read, "One thing about my alumni association; they come right to the point!"

I laughed at the cartoon at first, but then I began to think about the statement that was being made. Do Western's alumni think all we want is their money? I hope not!

I then decided that it might be a good idea to talk about one of our new alumni programs in which we ask our alumni for nothing more than a couple hours of their time. The Alumni Office and Western's Counseling Center have joined forces in developing Occu-Rap, a series of informal occupational rap sessions. The Occu-Rap program provides an opportunity for students who are undecided about their careers to meet and interview alumni in various professions. This fall semester, there were over 800 freshman enrolled at Western who had not yet declared a major. According to our Counseling Center, it is not unusual to find juniors and sometimes seniors who are still uncertain about their career choices.

The career development personnel in the Counseling Center provide the students for the Occu-Rap seminars. The Alumni Office locates area alumni professionals in the areas of student interest. This fall, over 30 students had an opportunity to talk with four of our area alumni involved in various aspects of public relations. This first Occu-Rap seminar was considered a pilot project. We evaluated very carefully the reactions of both the students and the alumni involved and responses from both were very positive. We were encouraged to expand our program for the coming semester, and thus we will sponsor at least four more Occu-Rap seminars. If you would be interested in participating in the Occu-Rap program, please contact Yvonne Spaulding in the Alumni Relations Office (383-6160).

The Occu-Rap program is just one of the many ways we hope to re-involve you with your alma mater. While you will still receive appeals to join the Alumni Association, I hope that you realize we will be calling on you to serve Western Michigan University in other ways. Your time and talents are valuable assets to the University and we will not overlook their value to the continued growth of this Institution.

Sincerely,

Gary P. Brown
Director

Alumni College Is 'Learning Vacation'

By Yvonne Spaulding
Assistant Alumni Director

In July, the first Alumni College, a new, innovative program, will become a reality on Western's campus.

Scheduled for July 16-21, the Alumni College is designed for couples, singles or the whole family to participate in an inexpensive "learning vacation."

Come back to campus and enjoy an enriching, fun-filled week of activities. We guarantee that no exams or grades will be given! Just allow your mind to soak up all kinds of new ideas. Well-known faculty will be on hand to lead a variety of class sessions during the day and there will be plenty of free time to enjoy your favorite leisure activity. All University facilities will be available for your enjoyment, including tennis, racquetball, swimming or a full exercise program. After-hours entertainment will be plentiful.

(Continued on page 32)
President’s Club Grows In Popularity

Membership in Western’s President’s Club climbed to over 120 members during 1977, according to Helen Flaspohler, director of the University’s Annual Fund. This represents a 35 percent increase over the total membership at the end of 1976.

Founded in 1975, the President’s Club is Western’s major donor organization, formed for the purpose of encouraging much needed private support and to recognize those whose gifts help maintain and improve the University’s educational programs.

“A great public institution like Western needs private support if it is to continue to distinguish itself,” commented Flaspohler. “That’s what the President’s Club is all about, and we are grateful for the interest of our many friends, alumni and emeriti.”

The most recent new members of Western’s President’s Club are:


Members Gather Following Miami Tilt

Members of the President’s Club gathered at the home of WMU President John T. Bernhard and Mrs. Ramona Bernhard following the November 5 football matchup between the Broncos and Miami University. Over 75 members and their guests enjoyed the post-game conversation and buffet dinner.

According to Russell Gabier, assistant vice president for alumni affairs and development, the festivities offered the opportunity to highlight a major fall athletic event while fostering the holiday spirit.

“The President’s Club has grown tremendously in the last several months,” Gabier said, “and gatherings of this type allow everyone to become acquainted with new members.”

33 invitations to the President’s Club were issued in 1977, bringing total membership to 123. The November activity was the second President’s Club meeting of the year.

Among the President’s Club members who met at President Bernhard’s home were, above, from left: Maurice “Suds” Sumney; Charlotte Sumney; Harold McKee; with Russell Gabier, assistant vice president for alumni affairs and development. Below, with William Sturtevant, planned giving consultant, are Marion I. Hall, right, with her guest, M. Elizabeth Smitz.

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Also joining in the November President's Club
Activities were Mr. and Mrs. Don F. Thomas.

Emeriti Continue Support
Of President’s Club

This past year, four of Western Michigan University’s emeriti accepted invitations to join the President’s Club. Welcomed by other members were Dr. Rosalia A. Kiss, Miss Ruth Y. Kirby, Miss Eulalia S. Toms and Miss Marion I. Hall. Through their support of the University and membership in the President’s Club, they are helping insure that future generations of Western students will have an opportunity to achieve their educational objectives.

“We are honored and gratified to have these distinguished emeriti as President’s Club members,” said Russell Gabier, assistant vice president for alumni affairs and development. “The emeriti have made this institution the great University that it is today, and many will benefit from their devotion to higher education and to Western Michigan University.”

Emeritus status is granted by WMU’s Board of Trustees to employees who, normally, are faculty rank at retirement and who have served Western at least 15 years.

New Alumni Board Members Appointed

Several appointments to the WMU Alumni Association board of directors have been announced by Gary P. Brown, director of alumni relations and executive secretary of the Board.

Appointed to three-year terms are: Margie L. Armstrong, ’70, Annandale, Va., who is currently serving on the Board; Gilbert Bradley, Jr., ’63, Kalamazoo; Edward Kurt, ’70, Pompano Beach, Fla.; Thomas G. Tallman, ’64, Tustin, Calif.; and Barbara Doescher, ’70, Novi.

Also appointed to a three-year term as the appointee of WMU President John T. Bernhard was S. Martin Taylor, ’64, Detroit, director of the Michigan Employment Security Commission. Other presidential appointees currently on the board are WMU Trustee Mildred Johnson of Muskegon and Robert A. Welborn, ’65, Kalamazoo, 47th District state representative.

Alumni appointed to fill one-year terms on the board are: Sterling Breed, ’55, Kalamazoo; Miriam DeHaan, ’46, Kalamazoo; Judith Dolezel, ’70, Battle Creek; and Wayne R. Seigel, ’62, Arlington, Tex., who currently is a board member.

Armstrong, a computer systems analyst for the Defense Communications Agency in Washington, D.C., originally was appointed to the board in June, 1976. Bradley, a former mayor of Kalamazoo, is now employed as Kalamazoo assistant city manager, with primary responsibility for human relations. Kurt is the corporate cash manager for STP Corporation; Tallman is an administrator at Tustin High School in Tustin, Calif.; and Doescher is program director for the Oakland County Dairy Council of Michigan.

(Continued next page)
The 10th anniversary of the opening of the James W. Miller Auditorium on WMU's campus was celebrated on Jan. 12 by a College of Fine Arts program which included performances by students of dance, music and theatre, and by a tribute to former WMU president James W. Miller, after whom the building was named.

The tribute to Miller, who served as WMU president from 1961-74, cited him as a prime force behind the construction of the auditorium.

Continued from page 23

Breed, who served on the board from 1969-74, is a professor and counselor at WMU's Counseling Center, and serves as advisor of general university studies and the health services curriculum. DeHaan, a board member from 1970-76, has been president of the Interchapter Council of Alpha Beta Epsilon, the WMU alumnae sorority, and is involved in community and church-related activities in Kalamazoo. Dolezel, a Battle Creek native, is active in the League of Women Voters and is a Battle Creek Township Planning Commissioner. Seigel is regional sales manager for Exxon Chemical Company in Arlington, Texas.

The new president of the Student Alumni Service Board, Mary Jo Swanson, a Kalamazoo sophomore at Western, will replace the past president, Ruth Hartman, as a board member.

Members of the board whose terms have not expired and who will continue to serve are: President Richard C. Barron, '52; president-elect William Coole, '66, treasurer John C. Wattles, '55; Robert W. Denison, '55, (past president); Connie J. Bartlett, '61; J. Patrick Clysdale, '51; Harry Contos, J., '50; Mary Ellen Doe, '58; Johnson; Welborn; and executive secretary Brown.

The effort to build the auditorium was initiated March, 1964, when the WMU Board of Trustees decided to seek legislative authority for the building. Less than two years later, on Dec. 18, 1965, the ground-breaking ceremonies were held.

Since the Jan. 12, 1968 grand opening, over one and one half million people have attended more than 860 programs in Miller Auditorium, ranging from opera to ballet, symphony to concert soloist, from Broadway musicals and plays to popular entertainers, and from religious programs to controversial speakers.

"All of us at Western are proud of this remarkable facility, which has reaped warm praise from entertainers and patrons alike, and which has added a new dimension to the opportunities for cultural enrichment in Michigan," said WMU President John T. Bernhard.

Among principal participants in the 10th anniversary celebration of James W. Miller Auditorium, from left, were: Gordon Smith, auditorium manager; Detroit architect Steve Page, who designed the facility; Dr. James W. Miller, emeritus president of Western for whom the auditorium is named; WMU President John T. Bernhard; and Dr. Robert Holmes, dean, College of Fine Arts. Students and faculty in the College of Fine Arts were featured in a free, public tribute as the celebration.
Over 300 WMU student and alumni volunteers participated in a month-long phonathon held during October in the Hall of Fame Room in the Mike Gary Center on campus.

To date, contributions from 680 first-time donors have netted $12,363 for the University's programs.

The phonathon effort was made to increase the base of donor participation from alumni living in the state of Michigan and to provide an opportunity for students to learn about Western's need for support and to have conversations with former students of their University.

The last three evenings of calling were handled by area alumni. Night captains were: Barbara Lenderink, '61, Char Sumney, '48 and Patrick VanSlambrouck, '75.

Greg Goulette, a senior in Business Administration from Detroit, won the individual "Big Talker Award" for the most money raised by an individual student. Of the 11 student organizations which participated, the Student Alumni Service Board took the award for most dollars pledged.

Phonathon Activities

Gifts made by Grand Rapids WMU alumni during their 1977 phonathon were matched dollar-for-dollar by special friends of Western.

Mr. and Mrs. Ray Weigel, II and the Kysor Foundation of Cadillac, Mich., jointly agreed to match each gift made by the Grand Rapids alumni to the University during the phonathon campaign.

A total of 439 alumni pledged $5,493. As of Dec. 31, $5,429.50 had been received, giving the Grand Rapids area alumni a 60 percent increase over last year's phonathon.

For the second consecutive year, WMU alumni living in the Washington, D.C. area, gathered in the office of Michael Gulino, '65, vice-president of Pacific Architects and Engineers for a one-night phonathon in November. The effort elicited pledges of support from 153 alumni, for a total of $1,770.

Participants in this year's phonathon were Night Captain Margie Armstrong, '70; Sam Hall, Jr., '63; WMU Trustee Fred Adams, '32; Mike Snodgrass, '63; Dick DeCair, '67; Sue Gillespie, '64; Russ Fisher, '50; Joel Burdin, '53; Owen Johnson, '67; and Michael Gulino, '65.
The uncertain economic climate means that careful gift planning is becoming increasingly important. Many of Western’s friends, alumni and emeriti are aware of the University’s needs and are eager to offer support, yet are not in a position to relinquish the future earnings their assets will generate. As expressed in the Tax Reform Act of 1969, Congress recognizes the importance of charitable gifts but realizes the necessity for cautious financial planning. It is from this awareness that a giving vehicle known as the Pooled Income Fund emerged. Western’s Pooled Fund was authorized by the Board of Trustees in 1974, and recent experience indicates that more and more of the University’s friends are becoming aware of its many advantages.

Quite simply, the Pooled Income Fund is a way of giving and receiving at the same time. A donor makes a gift to the University’s Pooled Fund and, in turn, receives an income for life (other beneficiaries can receive a life income as well). It operates somewhat like a mutual fund in that each gift is “pooled” and invested with other gifts in order to generate a greater return than might otherwise be the case. Upon the death of the surviving income beneficiary, the donor’s gift to the Pooled Fund is turned over to Western for the support of the program of his or her choosing. The University receives the funds only after the life income is paid, and during the donor’s lifetime the assets are invested in a manner designed to maximize earnings for the donor while preserving principal.

In addition to the life income, an investment in the WMU Pooled Fund offers many financial and tax benefits. Consider the case of a male donor, age 65, who is holding some highly appreciated shares of stock with a fair market value of $5,000. The stock is paying an annual dividend of 4 percent. This donor is aware that WMU needs private support and wishes to help future generations of students achieve their educational goals. Yet, inflation makes him wary and he does not feel he can give up the income his stock generates. Therefore, he irrevocably transfers his shares to Western’s Pooled Income Fund and the following occurs:

* Because the transfer is irrevocable and the assets will eventually provide support to WMU, the donor is entitled to an income tax deduction of $2,589.40. This deduction can be taken up to 30 percent of his adjusted gross income with a five year carryover of any excess.

* The donor does not have to pay a capital gains tax on his appreciated securities. This is so even though the income tax deduction is based upon the stock’s fair market value. If he decided to sell his securities and reinvest the proceeds, the capital gains tax would reduce the amount of money he would have working for him.

* His estate will receive a charitable estate tax deduction upon his death thereby preserving more of his estate for its intended use.

* The donor has the satisfaction of knowing that after he receives an income for life his investment in the Pooled Fund will serve to further Western’s educational excellence.

* The Pooled Income Fund can serve as a hedge against inflation. For example, the income from $5,000 paying 6.75 percent is $337.50 per year. If, through wise investments, the assets grow in value to $6,000, the yield will be $405.00 per year.

A state institution can become great only if interested and generous people support it, and the Pooled Income Fund gives the donor the opportunity to provide for himself while furthering his interest in the students of Western Michigan University.

It is worth observing that the Pooled Income Fund is a sound approach even for those of modest means. A gift of $5,000 will gain entry to the fund, and subsequent additions can be made in increments of $1,000.

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For further information, complete this card and return to:

I am interested in learning more about WMU’s Pooled Income Fund. Please send me your latest booklet.

Name __________________________
Address _________________________ City ________
State ___________ Zip ____________ Phone ________

Planned Giving Services
Western Michigan University
Kalamazoo, Michigan 49008
ELVENA M. (PEGG) BEERY, TC '24, Plainwell, MI, wrote and brought us up-to-date on what has been happening. She and her husband, Albert, have one son, DR. DONALD DRUMMOND, BS '57, who is president of Portable Recording Ministries in Holland, MI. The senior Beery’s are involved in church work in Plainwell, the Allegan County Historical Society, and the Nature Center. They celebrated their 50th wedding anniversary in 1976.

HENRY LEWIS VAN DYKE, TC '25, BA '27 and BESSIE CHANDLER VAN DYKE, TC '27, BA '37, celebrated their 50th wedding anniversary last Aug. 20 at their Altadena, CA, home. The Van Dyke’s are retired professors, both having taught at Alabama State University. He is a 1968 Distinguished Western Michigan University Alumni.

CLARA BUTFBAKER YOUNG TC '26, BA '50, and Alton Young, Shelbyville, MI, celebrated their 50th wedding anniversary on Aug. 16, 1977.

PAULINE HARRIS, TC '27, Lansing, sent the Alumni Office a Christmas card she designed herself. Pauline has been drawing since she was 12 and took art classes when she attended Western. She taught children’s art classes but now draws as a hobby. She has been doing her own Christmas cards for many years. When asked about the value of art classes, Pauline replied that they helped her develop her artistic ability, but the consistent practice of drawing really helped her incorporate her own style and special feeling into her pen and ink drawings.

JOSEPH M. WEPMAN, BA '31, received the Honors of the Association Award from the American Speech and Hearing Association at their annual convention in Chicago last fall. Dr. Wepman retired from the speech pathology department at the University of Chicago in 1976. He began the program there in 1936.

CARL J. BLADES, BS '34, Denver, NC, recently retired his position as vice-president of real estate with Duke Power Company in Charlotte, NC.

FRANK SECORY, BS '36, Port Huron, MI., former major league baseball umpire, was inducted into the Port Huron Sports Hall of Fame this fall.

BILL YAMBRICK, TC '43, was honored by 400 friends at a retirement dinner in Flint last fall when he retired from the Flint School system.

JUNE CALSWELL, BA '44, is the nursing department laboratory supervisor at Lake Michigan College in Benton Harbor, MI.

RICHARD SKYLES, BA '46, Janesville, WI, principal at Monroe School, was a leader in the development of a Title III project called LEAF, which has now been accepted for nationwide dissemination by the U.S. Department of Education.

JOHN J. PRUIS, BS '47, President of Ball State University, Muncie, IN., was recently elected President of North Central Association of Colleges and Schools. Dr. Pruis has served as a member of the Executive Board of the Commission on Institutions of Higher Education and on the Board of Directors of the association.

HAROLD W. AUSTROW, BS '49, Clarkston, MI., has a new position as technical director for the International Group of Automotive Operations, Rockwell, International.

HAROLD HUMBLE, BS '49, has been appointed personnel administrator for the Ingham County Intermediate School District.

TED A. LAWRENCE, BS '49, Louisville, KY., is a vice president of Marsh & McLennan Insurance Brokers, and has recently been named head of the Louisville office.

RHINEHOLD G. PASTRYK, BA '49, has been appointed president of Parker’s Seal Group by Parker Hannifin Corporation. Parker’s Seal Group is located in Culver City, CA.

JOHN PEATLING, BA '49, Director of Basic Research and Character Research Project at Union College in Schenectady, NY., has co-authored a book called Career Development: Designing Self.

MARTHA LOUISE SHIRTUM, BS '49, Lansing, MI., had an exhibit of her color photographs in the Olde World Restaurant in East Lansing.
DALE V. HARTGERINK, BS '50, has been elected vice president of the Municipal Treasurers Association of the United States and Canada. Hartgerink is the treasurer for the City of Kalamazo.

ROLLIE VAN HATTUM, BS '50, Grand Island, NY., recently completed a term as president of the American Speech and Hearing Association. Taking his place as president for the next year is Dr. RICHARD N. VAN HATTUM, BS '50, Grand Island, NY., recently completed a term as president of the American Speech and Hearing Association. Taking his place as president for the next year is Dr. KATHARINE BUTLER, BA '50, MA '53, SED '61. Dr. Butler is Associate Dean for Graduate Studies and Research at California's San Jose State University.

RAYMOND L. JANES, BS '53, Gottesman Professor of Paper Science and Engineering at WMU, was given a Foundation Honor Award by the Paper Technology Foundation at WMU in September.

ROBERT J. BRADSHAW, BA '54, has been named general manager of the Mt. Pleasant Morning Sun. He has been comptroller manager of the Ypsilanti Press.

CHUCK HIGGINS, BS '54, St. Petersburg, FL., is team sales manager for Jimmy Conners' Wilson Sport Store.

BARBARA MION, BA '54, is the news editor of the Kalamazoo Diocese of the Catholic Church newspaper, The Proclaim. She is also editor/publisher of Focus News, a minority oriented newspaper.

CHARLES FARLEY, BM '55, MA '57, was recently named to the Robert W. Murphy Chair of Music at Knox College in Galesburg, IL.

ETHEL H. NANTZ, MA '55, Kalamazoo, was given the Woman of the Year Award by the Paw Paw Business and Professional Women organization. Ms. Nantz is head of the Language Arts department of Paw Paw High School.

DAVID T. SPAYDE, BS '55, MA '62, has been named director of the Bay View, MI Recreation Department.

ROBERT D. WARNER, BBA '57, Grosse Pointe, MI, is vice president-Leasing, Truck, and Recreational Products and Tractor Financing at Ford Motor Credit Company.

TERRY CASZATT, BA '58, a teacher at Interlochen Arts Academy, has been named as one of the 3 top writing teachers in the nation by Scholastic Magazines, Inc.

LEE GRIFFIN, BA '58, Augusta, MI., has been named editor of The Argus, a Galesburg, MI. newspaper.

ROBERT J. NORCROSS, BS '58, has a new position as Manager of Office Services at the Upjohn Company's downtown research site.

PEARL SARNO, BS '58, MA '65, Covert, MI., was given the Elementary Teacher of the Year award in Covert last spring.

EUGENE VINING, BA '58, MA '63, SED '76, EDD '75, is the principal of the middle school in Merrill, MI.

FLETCHER LEWIS, BS '59, MA '64, Kalamazoo, was reelected president of the WMU Chapter of Phi Delta Kappa, a professional educational fraternity.

R. JACK MEYERS, BA '59, Kalamazoo, has been promoted to general sales manager at the Brass Products Division of Parker Hannifin Corp. in Otsego.

EDWARD L. TAYLOR, MA '59, Acton, MA., is chief of the chemistry section for the New England Regional Laboratory, U.S. Environmental Protection Agency.

FRANCES WINEGAR, BS '59, MA '75, has been appointed principal at Waylee Elementary School in Portage, MI.

1960-1964

M. LUKE MILLER, BS '60, has been appointed Senior Vice President of the Detroit Osteopathic Hospital Corporation.

PAUL W. STORM, BMUS '60, MA '75, Caledonia, MI., has been named principal of Bloomingdale High School.

ARLEN D. WHITE, BA '60, has been named manager of Planning for Commonwealth Associates, engineers, consultants and architects, of Jackson, MI.

GENE S. BONHAM, BBA '61, MBA '64, South Bend, IN., has been promoted to assistant tax manager for Clark Equipment Company.

LESLIE H. COCHRAN, BS '61, MA '62, was selected as vice provost for academic administration at Central Michigan University.

LEE M. MOSS, BA '61, St. Joseph, MI., is the Executive Director of Child and Family Services, Southwestern Michigan Branch.

DOLORES LARSON, SHORTWAY, RE '61, Rye, NY., has been named vice president and general manager of the White Plains branch of Bergdorf Goodman. Previously, Mrs. Shortway was with Bullocks Wilshire in Los Angeles.

ROGER L. WEBSTER,! BBA '61, Kalamazoo, has been elected a vice president of Marsh & McLennan, international insurance brokers. He is also serving as Manager of the Western Michigan offices of the company.

JAMES D. HILLS, BA '62, has opened a new law practice at 1611 W. Centre in Portage, MI.

LARRY B. SAMPSON, BS '62, MS '63, was recently appointed assistant superintendent material-Engine and Salvage Plant with Pontiac Motor Division.

ROBERT SWART, BS '62, Grand Haven, MI., has been appointed principal of Robinson School in Grand Haven.

ROBERT BOLTON, MA '63 is the administrator of the new North Central Christian Academy located in Burt Lake, Michigan.

ROBERT E. JOHNSON, BS '63, Williamston, MI., has been promoted to assistant superintendent of final assembly material handling at Oldsmobile Division in Lansing.

JACK RAFAELELLI, BS '63, has been appointed principal of Owosso High School.

MARVIN VANDERWALL, MA '63, Grand Rapids, MI., has been named principal of Union High School in Grand Rapids.

DON AULBERT, BS '64, has been appointed administrative assistant to the superintendent of Merrill Community Schools.

LARRY GRESCOVIK, BBA '64, West Bend, WI., has been named vice president of Industrial Relations for the West Bend Company.

DOLORES B. STOREY, MA '64, Muskegon, MI., is a practicing psychologist and recently keynoted a seminar for West Michigan area businesswomen and secretaries.
1965-1969

MICHAEL J. ALLUS, BBA '65, MBA '72, Clifton Park, NY, has been appointed branch manager for the Burroughs Corp. in Albany.

JAMES R. BOHLAND, BA '65, Norman, OK., recently completed a sabbatical in London, England where he also presented several lectures at Scottish universities. He was just appointed Chairman of the Department of Geography at the University of Oklahoma where he is an associate professor. He and his wife, SALLY DARKEN BOHLAND, BA '65, have 2 sons.

RONALD G. KUMMER, BBA '65, Fort Wayne, IN., has been promoted to manager of commodity services for Central Soya, Inc.

TIMOTHY J. MALONEY, BBA '65, Vincetown, NJ., has been appointed assistant manager-sales, New York zone, for the Pontiac Motor Division.

BRUCE RAYCE, BS '65, has a new position as Employee Relations Manager for Dow Chemical Europe in Germany.

ROBERT E. RIDER, BS '65, a Bronze Star recipient, was recently promoted to Major in the U.S. Marine Corps.

JAMES STOMMEN, BA '65, has a new position as the executive editor of the Owensboro, KY. Messenger-Inquirer.

GARLAND ANDERSON, BA '66, Cupertino, CA., has been appointed manager of the Santa Clara branch office of Xerox Corp.

ROBERT BARNHART, BS '66, was recently promoted to assistant vice president of the Litchfield State Savings Bank and named manager of the Pittsford branch.

LEE BOWLES, BA '66, MA '69, has a new position as personnel relations at Champion Spark Plug Company, Toledo, OH.

RODNEY TEEN, BS '67, has been named manager of personnel relations at Champion Spark Plug Company, Toledo, OH.

RICHARD S. VIDA, '67, Royal Oak, MI., has been appointed manager of the Southland Center Shopping Mall owned by the Dayton Hudson Corp.

RICHARD ALPERIN, BBA '68, Bronx, NY., has a paper "Social Work Has a Problem: A Psychosocial Study" published in the summer issue of the Clinical Social Work Journal. Alperin teaches at Ramapo College in New Jersey and is a practicing psychotherapist in the Bronx.

ROBERT J. BLAZO, BS '68, Winston-Salem, NC., has been promoted to manager of sales planning for R.J. Reynolds Tobacco Co.

PEARL E. DUNGEY, BS '68, has been elected an assistant vice president of the National Bank of Bay City.

JAY GOWELL, BA '68, MA '73, has accepted a job as a math teacher and head football coach at Charlotte High School. His wife, CYNTHIA PARK GOWELL, BA '75, is teaching Home Ec at Hastings High School.

ERIC HOOKER, BBA '68, has been promoted to Superintendent of Agency Administration at the Northern California Office of State Farm Insurance.

DORIS (VALENTINE) KEMP, BS '68, Liverpool, NY., has become Supervisor of Clerical Training for the Carrier Corp. of Syracuse.

RICHARD MARKOFF, BA '68, former alumni director at Western, has been named associate director of development at Adrian College.

MARVA PRITCHETT, BA '68, MPA '77, has been appointed the manager of the village of Hopkins.

DENNIS MCMAGON, BS '67, MA '69, Ada, MI., has been appointed superintendent of the Hopkins Public Schools.

WILLIAM MORRISON, BA '67, Pittiesburg, MA., is an orthopedic surgeon who last spring performed the surgery on Detroit Tiger ace pitcher, Mark (The Bird) Fidrych. Dr. Morrison is a special physician for a number of college and professional teams in the south.

DOUGLAS J. RIDGWAY, BBA '67, is the coordinator of transportation services for West Point Pepperell in Fairfax, AL.

PETER A. SCHWEITZER, MBA '67, has been elected a senior vice president at J. Walter Thompson Company in New York City.

RICHARD ALPERIN, BBA '68, has a new position as personnel relations at Champion Spark Plug Company, Toledo, OH.

JAMES ROWBOTTOM, BA '68, Wasco, CA., was named the Teacher of the Year for Kern County, CA., and has been nominated for the 1978 National Teacher of the Year Award.

CHARLENE TODD, BS '68, Kalamazoo, has been promoted to vice president for residential mortgage at Industrial State Bank in Kalamazoo.

FAROUK AKHDAR, BA '69, is the Secretary General of the Royal Commission for Jubail and Yanbu in Saudi Arabia

GARY ALLEWARD, BA '69, has been named the pastor of the Calvary United Methodist Church in Monroe, MI.

JAMES A. BIRBERICK, BA '69, Hoffman Estates, IL., is the Chicago area marketing representative for Smith, Kline and French, pharmaceutical manufacturers.

THOMAS R. COFFEY, BBA '69, is the Advertising Sales Promotion Manager for the three Gilmore Bros. Department stores in Kalamazoo.

KARLA GRAY, BA '69, MA '71, Butte, MT., was recently appointed to the legal staff of the Anaconda Mining Company.

DALE GRIFFIN, BBA '69, Kalamazoo, has been appointed assistant vice president of the First National Bank and Trust Company.

ROBERT HANSEN, BA '69, Oak Park, IL., a minister in the Lutheran Church, Illinois Synod, has been appointed Director of Pastoral Care Services at West Suburban Hospital in Oak Park.

WILLIAM D. HEURLIN, BA '69, is the new community development director of the city of Ludington, MI.

DUANE HOLT, BBA '69, Innkeeper of the St. Joseph, MI.Holiday Inn, has been named general manager of the inn.

KENNETH V. MILLER, BBA '69, Kalamazoo, has been named law clerk-bailiff for Kalamazoo Circuit Court. He has his law degree from Thomas M. Cooley Law School in Lansing.

RONALD NYENHUIS, BS '69, Montague, MI, is the assistant superintendent for Business at Northview Schools.

KENNETH NYSSON, BA '69, has been named substance abuse coordinator for the Monroe County Health Department.

MICHAEL J. OPALEWSKI, BA '69, Muskegon, MI., has been named assistant vice president and manager of First Savings and Loan Association's Roosevelt Park office.

JACK C. TAMBLYN, BS '69, has been promoted to vice president and manager of the correspondent banking division of City National Bank of Detroit.

JOSEPH P. YOCK, JR., BA '69, MBA '76, has been named coordinator of rotogravure printing for the American Can Co. in Neenah, WI.
WILLIAM J. TUROWSKI, BA ’71, was appointed the athletic business manager at Eastern Michigan University by the EMU Board of Trustees in August.

TIMOTHY AMBROSE, BS ’72, MA ’74, Denver, CO., has a new position in the Marketing and Sales Division of Professional Billing Services, Inc.

WILLIAM CHURCH, BS ’72, Sault Ste. Marie, MI., has been appointed director of Indian education for the Sault Area Schools.

DENNIS CROSS, BS ’72, Cloverdale, MI., has joined the Menasha Corporation of Otsego as a staff engineer.

ROBERT DORNBOS, BS ’72, graduate of the U of M Dental School, has opened a dental practice in Vicksburg, MI.

JACK FALVO, BS ’72, and DAVE ANDREWS, BS ’72, boyhood friends, WMU roommates and fraternity brothers are together again, this time in a dental practice in Canton, MI. Falvo graduated from the University of Detroit Dental School and Andrews from the University of Michigan Dental School.

CURTIS FONGER, BA ’72, Grand Rapids, MI., has been appointed News Director of WOTV, a Time-Life Broadcast station in Grand Rapids. Fonger also serves as anchorman of the Noon Report on the station.

JAMES HOLDREAD, BBA ’72, of the Garrett Insurance Agency in Kalamazoo was recently appointed treasurer of the Kalamazoo Independent Insurance Agents Association.
NATHANIEL JACKSON, JR., BS '72, was recently appointed Supervisor of Employment for Gilbert/Commonwealth in Jackson, MI.

MICHAEKELLER, BA '72, Kalamazoo, has been named vice president and associate creative director at Gilmore Advertising.

TIMOTHY MCAFEE, BBA '72, has been named director of accounting and tax manager for Jim Gilmore Enterprises.

JERRY J. STEINKER, BS '72, MA '73, Streamwood, IL., has been named a sales representative for the Automotive Trades Division of 3M Company.

LARRY SWANSON, BBA '72, Portage, MI., has been named director of accounting and tax for L.R. Klose Electric Co.

DIANE K. BOGUSH, BA '73, San Francisco, CA., is attending the Academy of Art College in San Francisco and is an assistant manager for the Marin Society of Artists Art Gallery. She also does free-lancing and promotional cartooning for the San Francisco Advertiser.

KATHLEEN DEKKER, BA '73, Tallahassee, FL., has been admitted to the Florida Bar Association.

CARLA DONK, BS '73, MA '75, has a position as a counselor for the Argosy Substance Abuse Program in Hastings, MI.

STAN FORTUNA, JR., MA '73, ADD '73, is an administrative assistant with the Caledonia Community Schools.

JANE L. GREENE, BS '73, Kalamazoo, has been appointed personnel manager at Borgess Hospital

JON HARRY JOHNSON, BA '73, Sidney, IA., graduated from Creighton Law School and successfully passed the state bar exams in Iowa and Nebraska. He is associated with the Leonard and Johnson Law Firm.

ELAINE PARKER LEE, BA '73, has been named to the Neighborhood Legal Services Division of the Appellate Court in San Francisco. Ms. Lee is a graduate of the University of Denver Law School.

ROBERT P. MC DONALD, BS '73, Nashville, TN., has a new position as a benefits counselor for the Veterans Administration.

JONATHAN W. MILLS, BA '73, has been promoted to Captain in the U.S. Army.

HENRY MEEUWSE, BA '73, MA '74, Annville, KY., has been promoted to assistant director of Annville Institute, a Reformed Church in America mission station.

DOUGLAS A. MOORE, BS '73, Battle Creek, has a new position with the Michigan Department of Corrections and is participating in the writing of textbook materials for the prison school system.

TERRY M. SCHPOK, BS '73, Dallas, TX., recently was appointed assistant general counsel for the insurance affiliates of Associates Corporation of North America.

ILENE SHEFFER, BA '73, South Bend, IN., has been named director of community education for the Berrien Springs, MI., public schools.

DON SOUTHWELL, BA '73, was recently promoted to associate actuarial director of the Southwestern Office for Prudential Life Insurance Co. in Houston.

NANCY TROFF, BA '73, has a new position as a probation officer for the 53rd District Court in Howell, MI.

CHARLES WASHBURN, BS '73, has been appointed recreation director for the City of Marshall.

JER YATES, BS '73, MA '73, has been appointed to the Veterans Administration Central Office in Washington, D.C. where he will be writing and producing television programs for national distribution.

RICHARD AUBLE, MSW '74, Gladstone, MI., has been named director of the Luce County Counseling Center.

SUE ANN CARPENTER, BS '74, has been appointed to the position of community outreach instructor at the Lakemary Center for Exceptional Children in Paola, KS.

LOIS A. DUBOIS, BA '74, Rowayton, CT., received her EdM from Harvard University and is now a reading specialist for St. Luke's Schools in New Canaan, CT.

PHILLIP K. DUNCAN, MA '74, Des Moines, IA., has received appointment as an assistant professor of psychology in the College of Liberal Arts at Drake University.

JOHN W. HEINSIUS, MA '74, Tulsa, OK., has a new position as Exploration Geologist for Ladd Petroleum Corp.

PAUL JELTEMA, BSE '74, Stevens Point, WI., has a new position in the engineering department at Mosinee Corp.'s Pulp and Paper Division.

LINDA JOHNSON, '74, Grand Rapids, MI., was elected to the Grand Rapids Board of Education last spring.

STEPHEN B. LAMBARTH, BS '74, a Navy Lieutenant (jg) has reported for duty with Attack Squadron 122, Naval Air Station, Lemoore, CA.

MACREAY JOHN LANDY, MA '74, is the assistant director of Career Planning and Placement at Wright State University, Dayton, OH.

ANN MARIE MIELKE, BS '74, Owosso, MI., is teaching this year at the Salem Evangelical Lutheran School.

SUSAN MURDOCK, BA '74, Allen Park, MI., is the food director for A.R.A. food services in the Gibralter School district.

SUSAN FORD O'BRIEN, BA '74, Galesburg, MI., has been promoted to Manager, Communications and Employee Services at the Brown Co.

JACQUELINE PRUITT, BSM '74, has been promoted to the position of Senior Patient Services Advisor in the Hypertension Detection and Follow-Up Program, College of Human Medicine, MSU.

LARRY D. SWISHER, MSA '74, has been appointed assistant professor of accounting at Olivet College.

1975-1977

LAURELLE BENNETT, BA '73, Dearborn, MI., is the women's volleyball coach at Henry Ford Community College.

MICHAEL BIVINS, BA '75, Detroit, MI., has been named market development representative—northern division for the Stroh Brewery Co.

LINDA ANN CHOWN, BA '75, MA '76, has been promoted to residence hall supervisor at Northwestern Michigan College in Traverse City, MI.

TERRENCE B. DEWEERD, MBA '75, has been appointed to the postion of community outreach instructor at the Lakemary Center for Exceptional Children in Paola, KS.

DAVID A. HAINEAULT, BS '75, Nellis AFB, NV., is a Second Lieutenant in the Air Force and recently completed flight training in the F-4 fighter bomber at MacDill AFB, FL.
William D. McNeil, BS '75, Phoenix, AZ., has been appointed orchestra manager for the Phoenix Symphony.

Janice Meyer, MMU '75, is an instructor of Applied and Group Piano and Piano Pedagogy at Arizona State University, Tempe, AZ.


Edwin L. Racine, MA '75, Loma Linda, CA., has a new position as Director of Development with Loma Linda University Medical Center.

Steve Robinson, BA '75, has been promoted to product sales manager at the Brass Products division of Parker Hannifin Corp. in Otsego.

Deborah Webster, BS '75, is the director of the Muskegon Area Urban League.

Lou Diller, BS '76, has been named to the position of graphic designer with KMH Associates in Cereso, MI.

Ulysses Dixon, BS '76, was promoted to sergeant with the Kalamazoo Police Department last fall.

Anthony W. Fritz III, BA '76, a second lieutenant in the army, is stationed at the Panzer Kaserne in Boblingen, Germany.

Mathew J. Greiner, BS '76, recently completed the Strategic Air Command's missile combat crew operational readiness training course at Vandenberg AFB, CA. and has been assigned to McConnell AFB in Kansas.

Jack M. Hatfield, BBA '76, a second lieutenant in the Air Force, recently completed the aircraft maintenance officer course at Chanute AFB, IL. He has been assigned to Wurtsmith AFB in Michigan for duty with a unit of the Strategic Air Command.

Ted Hurse, BS '76, has been appointed personnel director for the city of Benton Harbor.

Susan M. Hutchings, BA '76, St. Joseph, MI., has a new position as public relations coordinator for the Berrien County CETA office.

Norian Johnson, MA '76, has been named as the counselor for out-state students for Oakland University.

Sandra Kenney, BA '76, is the membership coordinator for the Greater Royal Oak and Madison Heights Chambers of Commerce.

Richard L. Kinas, BA '76, has been named personnel and planning director for Van Buren County.

Clifford T. Kizuka, BS '76, is a lieutenant in the U.S. Air Force and is attending combat crew training school at Vandenberg AFB in California.

Susan Massey, BA '76, Dowagiac, MI., has been appointed the new regional director of the Southwest Region of the Michigan Lung Association.

Ed Memmelar, MA '76, is living in Lafayette, NJ., and has accepted a position as counselor in the Kittatinny School District in Hampton Township.

Thomas Ollita, BS '76, Escanaba, MI., has a new position as technical service engineer for Mead Paper Publishing Division.

Thomas Seilheimer, MA '76, is a clinical therapist with the Family Service Agency of St. Clair County.

Stanley C. Worden, BBA '76, Kalamazoo, has been promoted to Michigan Territory manager for Parker Hannifin Corp.

William J. Holka, BSE '77, Bay City, MI., has a new position as assistant engineering analyst for Detroit Edison Co.

William C. Lamain, MA '77, Grand Rapids, MI., was appointed public health administrator for Ottawa County.

Paul Lang, EDD '77, was recently appointed health educator for the Kalamazoo County Health Department.

Richard Reames, BS '77, has been appointed process engineer for the Menasha Corp. in Otsego, MI.

Roger Van Dyke, MPA '77, has been named city manager of St. Johns, MI.

Quentin Yoder, MPA '77, is an occupational health consultant with the Calhoun County Public Health Department.

(Continued from page 21)

whether you enjoy live theatre, concerts or just relaxing at dinner in one of Kalamazoo's fine restaurants. Supervised children's activities are also planned throughout the week so the adults will be free to attend class sessions and participate in their favorite recreational activity. Costs for Alumni College Week will be kept to a minimum and will include lodging in the dormitory, food and use of all University facilities.

While developing the entire Alumni College program, information has been shared with other universities around the country who have had successful Alumni Colleges operating on their campuses. Staff members from Bowling Green State University, Whittenberg College and the University of Michigan, to name a few, are very excited about the favorable responses from their alumni who have participated, as well as faculty and staff. Alumni Colleges are now a part of their regularly scheduled programs for alumni during the year. Western's Alumni Relations office is eager to participate in Western's first Alumni College. The possibilities for further development of this type of program are unlimited.

Renew your relationship with your alma mater and experience a bit of nostalgia. Come back to campus and enjoy a full week of activities at Alumni College, 1978. More detailed information about the entire program will be available very soon. Please send all inquiries for additional information to Yvonne L. Spaulding, Alumni Center, Western Michigan University, Kalamazoo, MI 49008.

Send Address changes to: Alumni Relations Office Western Michigan University Kalamazoo, Michigan 49008

Please don't forget to inform the Alumni Association. You can help us keep track of you, and you will be assured of receiving each issue of the University Magazine. Also, please send us any news about your activities.

Name

Maiden Name (If applicable)

Address

City State Zip Code

Grad Year Degree Date of Address Change

Moving?

Send Address changes to: Alumni Relations Office Western Michigan University Kalamazoo, Michigan 49008

Please don't forget to inform the Alumni Association. You can help us keep track of you, and you will be assured of receiving each issue of the University Magazine. Also, please send us any news about your activities.

Name

Maiden Name (If applicable)

Address

City State Zip Code

Grad Year Degree Date of Address Change
in memoriam

ALUMNI

Flora R. Eacoop, '19, Germantown, MD.,
Ruth Paul, '22, Muskegon, MI.,
Stella A. Reinhardt, '26, Grand Rapids, MI., April, 1977.
Leora G. Thompson, '26, '48, Quincy, MI., Sept., 1977.
Delora M. Moon, '40, Traverse City, MI., May, 1977.
Vivian L. Tanis, '64, Fremont, MI., 1977.

FACULTY AND EMERITI

Marc F. Hansen, art professor at Western, died at Kalamazoo’s Bronson Hospital on Dec. 27 after an extended illness. He was 52.
A WMU faculty member since 1957, Hansen, a well-known teacher and creator of ceramics, also was an instructor in ceramics from 1952-57 in the College of Architecture and Design, University of Michigan.
A memorial service for Hansen was held on Jan. 5 in Kanley Chapel on campus. Dr. Cornelius Loew, WMU vice president for academic affairs, and Dr. Russell H. Seibert, emeritus vice president, officiated.
Hansen exhibited his art widely, including international events, giving a number of one-man shows. He won many prestigious awards, beginning in 1949 with a first prize at the California State Fair.
Survivors include his wife, Vadar, and three children—Mrs. Christina Dame, 24, Joseph, 21, and Amelia, 13, all of Kalamazoo. The family requests that any memorials be made to the American Cancer Society.

WMU Alumni Association
New Life Members

JOHN ADAMO, '74, and CONSTANCE SCHAEFER ADAMO, BS '74, St. Clair Shores, MI; RUSSEL A. AMPEY, BA '35, Baton Rouge LA; GREGG B. BALKO, BS '73, Wixom, MI;
CONSTANCE J. BARTLETT, BA '61, MA '70, Paw Paw, MI; KENNETH BRUNK and SUSAN (HOOVER) BRUNK, BA '68, Brookfield Center, CT;
EDDIE CHRISTOFFEL, BS '71, FAIRFAX, VA; DANNENBERG, BS '50, and MARY ROBERTS DANNENBERG, BS '50, MA '63, Kalamazoo; DANIEL A. DOESCHER, BA '75, Southfield, MI;
DENNIS G. DUDEWICZ, BS '76 and JANICE ROBERTS DUDEWICZ, BS '75, Fort Lauderdale; JAMES DUNCAN and COLLEEN CLONEY DUNCAN, Kalamazoo, MI; BRADLEY FONGER BA '70, and LINDA HENDRICK FONGER BS '75, Kalamazoo, MI;
JAMES P. GILAN, BS '73, MSW '77, Port Huron, MI; JOHN A. GONIEA, BBA '68, MA '74, MI; FRANK W. HALE, BS '42, MS '67, Miami Lakes, FL; LARE-DILLMAN HECKMAN BA '69 and PENELope SCANTLIN HECKMAN, BS '69, Syracuse, NY; R. GRAY IHLE, BS '64, Waynesville, OH; LILIAN JONES, BS '42, Battle Creek, MI; DAVID C. KAKKURI, BA '76, Portage, MI; JAMES KLETT, BBA '69, MBA '75, Dowagiac, MI; NOBU KODAKI, Matsue, Japan;
STEPHEN LARSON, BA '69, Parma, MI; WILLIAM N. MC CALLUM, BS '50 and JANET RUST MC CALLUM, BA '50, Lafayette, IN; JOHN Mc INTOSH, BA '69, and JOAN BLAIN MC INTOSH, BA '69, Flint, MI; RUTH MC WEBB, BA '53, Brandon, FL;
PATRICIA MEYERS, BS '74, Kentwood, MI; WILLIAM A. PETERS, BS '51, St. Paul, MN; SARA PROPER PLATZ, BA '64, Frederick, MD; GREGORY PLOMYN, BBA '76, Chicago, IL; PAUL POZIL, BBA '61 and SARAJANE GREEN POZIL, BS '61, Lakeville, IN; EDWARD D. PUGH, BS '74, MA '75, South Haven, MI;
RAYMOND RATHKA, BBA '53, Rochester, MI; ROBERT E. ROOT, BS '43 and ELVA ANDERSON ROOT, BS '40, Burr Oak, MI; CHARLES SCHOFF, BA '36, Midland, MI; JANE TANAKA, BS '75, Warren, MI; DANIEL J. TELFER, BBA '62, South Bend, IN;
LETHA LAIRD THOMAS, TC '27, Battle Creek, MI; NED VANDERS, BA '70, Gladstone, MI; MURRAY WADDE, TC '17 and ELTHA BENTLY WADE, New Market, IA; DEAN WEBSTER, BS '65, Comstock Park, MI; JAMES G. WILLIAMS, BBA '76, and LINDA SMITH WILLIAMS, BS '76, Traverse City, MI; HISASHI YAMAMOTO, '68, Scarsdale, NY; MARC D. YUNKER, BS '69, Sturgis, MI;
GRAND TOUR of Europe
August 11-25, 1978

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