The second Haworth College of Business Distinguished Speaker Series presentation of the fall semester occurred Thursday, October 14, 2004. More than 250 people, of whom more than half were students, heard Alec Gores' very personal presentation of his progress from a WMU graduate 25 years ago to a very successful M&A entrepreneur. Thank you to all of the faculty and staff who continue to support the DSS so well!

A Western Michigan University alumna, who is a senior vice president with DaimlerChrysler, spoke about marketing, muscle cars and Mopar when she was on campus Wednesday, Sept. 8, in the first Distinguished Speaker Series presentation. Cortez joined Chrysler Corp. in 1976 after earning her marketing degree from WMU. After five years in sales, she spent 17 years in divisional and corporate finance before returning to marketing in 1998. She assumed her current position as senior vice president for global service and parts in 2001. In her talk, she will describe the task of establishing a market for the Mopar product line.

The larger research universities have experienced the most severe impact but the authors make it clear that all tertiary educational institutions have been part of this evolution now generally described as 'higher education in a corporate culture'. That development poses a fundamental ethical dilemma: Higher education sees its purpose as promoting the common good; corporations take their purpose as promoting private good. How will these contrary goals affect higher education in the long term? That is the focus of our conference.

Two scholars have been invited to make presentations. Dr. Samuel M. Hines, Jr. is dean of the School of Humanities and Social Sciences at the College of Charleston. Dean Hines has authored several papers on this topic and has experience with commissions dealing with these challenges. He is a long time member of the governing board at the Association of American Colleges and Universities. Currently he is director of a large grant for the study of higher education and entrepreneurship.

Dr. Eric Gould is professor of English and department chair, University of Denver. He is the author of University in a Corporate Culture (2003). His undergraduate work was done in New Zealand and he received his doctorate from the University of London. These two classic European experiences in higher education are contrast with his 30 years of practice in the U.S. system. He is in an excellent position to identify the extent of and the stimulus for change in the two systems of higher education.

The forum will take place in the Fetzer Center and the Haworth College of Business. A session on "Evolving Human Relations in Higher Education" will be held on Thursday, November 11, from 3:00 – 5:00 p.m., at the Fetzer Center. On Friday November 12, two sessions are planned: "Globalization and International Programs in Higher Education" and "Universities and Corporations," at 10:00 a.m. to 12:00 noon, and 2:15 – 4:15 p.m., respectively, at Schneider Hall. (see also page 6 and 7)

Teaching, Learning, and Leadership Pilots iWebFolio
The Elementary Education unit in the Department of Teaching, Learning, and Leadership is piloting iWebFolio in some courses this fall. The culmination of a year's work by a committee on portfolio assessment comprised of Drs. Josephine Barry Davis, Allison Downey, Esther Gray, Barbara Harris and Paul Vellom, the use of iWebFolio in teacher education courses is part of the College of Education's lead role in implementing the program at WMU. The

Continued on page 2
The Reading Unit in the Department of Teaching, Learning, and Leadership houses the Dorothy J. McGinnis Reading Center and Clinic. The center and clinic has developed and refined its library thanks to a $10,000 gift from a College of Education alumnus. This gift has allowed purchases of thousands of award-winning books, as well as other books of interest to readers. To be spread out over ten years, this gift allows the clinic staff to stock and build its library. The library has every book logged into its computer by topic, genre, author, illustrator, and content. Graduate students and teachers from area schools can put together text sets and books of all levels and interests for their students and learners being tutored in the clinic. This library has opened up a whole new world of reading and exciting places for all readers, not just struggling readers. The library also houses a professional library for area teachers.

**Faculty Accolades**

**Professor of Art Al LaVergne**'s large outdoor fabricated steel sculpture, "Miss Rose's Bar," was dedicated on September 17 in front of the Tourism Commission Office in Lafayette, Louisiana. The sculpture commemorates the civil rights struggle of the 60's.

Assistant Professor of Theatre **Micha Espinosa** presented at numerous international conferences, including The World Voice Congress in Santiago, Chile; The Voice and Speech Trainers Association Conference in Philadelphia, PA.; and The American Theatre Higher Education Conference in Toronto, Canada. She also had the pleasure of vocal coaching/dialect designing for the Hampton Shakespeare Festival.

Trumpet Professor **Scott Thornburg** was featured soloist with the Kalamazoo Symphony Orchestra on its season opening gala concert in Miller Auditorium, October 1, 2004. Thornburg and the orchestra, under the direction of Maestro Raymond Harvey, performed Tomasi's "Trumpet Concerto."

"Siena," the eagerly awaited sequel to **Tom Knifc**'s award winning solo CD "Home Bass" was released in concert at the Dalton Center Recital Hall, Sunday, September 26. The CD features a host of celebrated artists, many of whom performed in this concert. Featured in performance were by pianist Fred Hersch, guitarist Gene Bertoncini, singer Sunny Wilkinson, violinist Renata Artman Knifc, saxophonist Trent Kynaston, pianist Steve Zegree and drummer Tim Froncek. The CD also features saxophonist Billy Drewes, percussionist Jamey Haddad, guitarist John Abercrombie, and pianists Andy...
LaVerne and Sir Roland Hanna. “Siena” is inspired by the Medieval Tuscan city of the same name, where Knific did advanced music studies. The lyrical and ancient beauty of this city is reflected in Knific’s original composition which is also the title track. Knific also penned “The Baron,” a tribute to his father, who is a bassist. Other selections include originals of Bertoncini, LaVerne, Abercrombie, Hanna, and stunning standards sung by Wilkinson. Siena is released by Sea Breeze Records (SB-3069) and distributed worldwide.

“Aching To Go Home” is the work of first time playwright and producer Paul Solomon, associate professor in the School of Art. The premiere of the production was in May 2004 at the Epic Center in Kalamazoo. Artists who collaborated in the production joined Solomon at Lee Honors College Tuesday, October 19, to discuss the collaborative process. Fifteen-minute excerpts from a DVD of the performance were screened. Discussion included the collaborative process from the perspective of actors, designers and the writer/producer; the research process was conducted in Israel, Austria, France, Belgium and the United States. The fundraising process was also discussed.

COLLEGE OF ARTS AND SCIENCES

Chansheng He, Ph.D., associate professor in the Department of Geography reported that he visited several Chinese institutions during the period of July 22 through Aug. 29, 2004. He was invited and funded by the Chinese Academy of Sciences (CAS) and the Qinghai provincial government and visited the CAS Institute of Geographic Sciences and Natural Resources Research (IGSNRR) and Institute of Soil and Water Conservation, July 23-30 and Aug. 24-28, 2004. Jiangxi Normal University, Aug. 12-15. Lanzhou University, Aug. 22, 2004. The Institute for Water Resources and Hydropower of Qinghai Province, Aug. 15-23. He gave lectures on large watershed modeling and water resources management at each institutions. Accompanied by the host institutions, he took field trips to The CAS Changwu Rainfed Agricultural Experiment Station in Shaanxi Province, headwater of the Yellow River (up to 5,000 m above sea level), Kunglun Mountain Pass, Xiangride Desert Experiment Station, and Qinghai Lake in Qinghai Province. Two collaborative projects are underway to model the hydrologic systems of the Yellow River in northern China and Poyang Lake in southern China.

HAWORTH COLLEGE OF BUSINESS

Onur Arugasian (FCL), Douglas Cook (University of Alabama) and Robert Kieschnick (University of Texas at Dallas) had their paper, “Monitoring as a Motivation for IPO Underpricing,” published in the October 2004 issue of Journal of Finance 59, 2403-2420.


Jim Eckert, Mktg and co-authors Lloyd Rinehart and Matthew Myers from the University of Tennessee – Knoxville, had their article "Supplier Relationships: The Impact on Security" published in Supply Chain Management Review.

Judy Swisher, FCL and co-author Tim Cairney had their article “The Role of the Options Market in the Dissemination of Private Information,” published in the September/October issue of Journal of Business, Finance and Accounting.


Bernard Han, BIS and Tom Rienzo, BIS have jointly presented an innovative teaching proposal to W.K. Kellogg Foundation. W. K. Kellogg Foundation accepted this proposal and twenty used laptops (Dell Pentium III) were donated to the CIS program in support of a new teaching pedagogy to enhance the teaching and learning of BUS 270 – Information and Communication Infrastructure. Mr. Rienzo will utilize these laptops to create an information and communication environment representative of real-world businesses.

David Burnie, associate dean was quoted in the July 12 issue of MiBiz Michigan Business Network Special Report in the article “Curricula remain fluid as institutions shift gears to meet the ever-changing needs of the business community.”

Norm Hawker, FCL was quoted in the July/August issue of Enterprise in the article “Sarbanes-Oxley: Honesty IS the BEST Policy.”

COLLEGE OF EDUCATION

Dr. Phyllis Belt-Beyan, assistant professor, Department of Teaching, Learning, and Leadership (Reading and Literacy Unit), has written a book entitled The Emergence of African American Literacy Traditions. The book captures African American literacy traditions and the impact of intrinsic motivation, and the impact of language arts, reading, writing, speaking, listening, and a framework to develop and sustain literacy in 19th century America.
Dr. Robert Brinkerhoff’s recent book High Impact Learning (Perseus 2001) was awarded the 2004 Award of Excellence for Outstanding Instructional Communication by the International Society for Performance Improvement (ISPI). Brinkerhoff was presented his award and honored at a special ceremony at the ISPI International Conference in Tampa, Florida. Brinkerhoff, a professor in the Counselor Education and Counseling Psychology department, has authored 13 other books on the topic of education and training effectiveness and evaluation and several dozen chapters and articles.

Dr. Gunilla Holm, professor, Department of Educational Studies, presented her published work Empowering Urban Girls through Education: The Problem of Voice at the Multiple Marginalises Conference, University of Helsinki, Finland (2004).

Dr. Shaila Rao, assistant professor, Department of Educational Studies, published Faculty Attitudes and Students with Disabilities in Higher Education: A Literature Review in the College Student Journal (2004).

Dr. Charles Warfield, associate professor, Department of Teaching, Learning, and Leadership (Educational Leadership Unit), and his wife, Dr. Martha Warfield, assistant vice president for the Division of Multicultural Affairs, were featured in the Kalamazoo Gazette. The editorial “Charles, Martha Warfield set Positive Examples.” The article notes the contributions of Charles and Martha at WMU, in the Kalamazoo community, and beyond. The Warfields' contributions have increased multi-cultural awareness. Warfield, a faculty member since 1972, has been instrumental in the development of the Educational Leadership program in WMU’s College of Education.

SWE recently began its second year as sponsor for a FIRST Lego League (FLL) team at Portage Central Middle School. SWE members are assisting a dozen 10-to 14-year-olds in designing and building a small robot that can complete nine tasks. The robot must be able to shoot baskets, serve dinner at a small table, push chairs in at a table, climb stairs, retrieve eye glasses, move a CD into storage, and change a sign based on the sign’s color. “That final task involves artificial intelligence,” Phillips said.

Pfizer Inc. and Eaton Corporation have provided funds for the FLL competition robot.

SWE has many other activities planned. Three years ago, SWE began offering an annual Saturday workshop in February so that over 100 upper elementary school Girl Scouts could earn a “Making it Matter” engineering badge. Because of the popularity of the workshop, Phillips said that SWE might offer two sessions this year. “We turned people away last year,” she said. Several of last year’s popular activities are also being repeated this year. These include a “Tea and Engineering” workshop for young girls and their mothers held last year at Kalamazoo Public School’s Woodward School for Technology and Research.

Last year’s first annual “Engineer for a Day” challenge pitted area high school teams against each other in a daylong event in which the teams were challenged to solve several physics-type problems.

While predominantly female, this year’s SWE membership includes four guys. Membership in the student chapter is free, but to qualify for scholarships and conferences, students must be official members, which costs $20 per year.

Phillips earned her bachelor’s, master’s and Ph.D. degrees at Purdue University. Her Ph.D. is in industrial engineering; her educational specialty and area of expertise is human factors and artificial intelligence. She came to WMU in 1999 from Louisiana Tech.


**COLLEGE OF EDUCATION**

Dr. James Croteau, professor, Department of Counselor Education and Counseling Psychology, along with Julianne Lark, CECP alumni, and Melissa Lidderdale, CECP doctoral student have authored or co-authored several chapters in the book, *Deconstructing Heterosexism in the Counseling Professions: A Narrative Approach*, scheduled for publication in early 2005. Until recently, the lives and issues of Lesbian, Gay, and Bisexual (LGB) people have been rendered largely invisible in the larger society and in the counseling professions. LGB-affirmative counseling professionals are no longer without voice; however, the stories of navigating sexual orientation as counseling professionals have not been told or explored in any systematic way. *Deconstructing Heterosexism in the Counseling Professions* uses the personal narratives of lesbian, gay, bisexual, and heterosexual counseling psychologists and counselor educators in order to deconstruct the heterosexist discourse in the counseling professions, envision a discourse of sexual orientation equity, and make practical suggestions for addressing sexual orientation in professional life. The narrative approach encompasses a diversity of stories and experiences including an emphasis on racial and cultural contexts. These narratives and their analyses serve as a means for the individual and collective self-examination that is needed to move LGB affirmative practice, training, and scholarship from the margins to the center of what it means to be a counseling professional.

Melissa Lidderdale, doctoral candidate, Department of Counselor Education and Counseling Psychology, also received the College of Education’s Rising Star Award (Doctoral Student) in April of 2004.

Family and Consumer Sciences Faculty Provide Support for Students: Dr. Maija Petersons, professor of dietetics, has generously funded a graduate scholarship benefiting future full-time FCS students who pursue a degree in dietetics. This scholarship is intended to support students during their graduate internship. Dr. Petersons commented, “Resources are even more challenging for dietetics interns because they do not have the time to work outside of the internship.” We look forward to awarding the first student the Maija Petersons Endowed Scholarship in the fall semester 2005.

Additionally, Dr. Carl Woloszyk, recently retired professor of Career and Technical Education, has also endowed a scholarship for graduate students in the CTE Master of Arts program. When asked why he made this kind gift to the department, Woloszyk said, “We need to reward practitioners who secure a graduate degree in Career and Technical Education, and this is a way to recognize them for their effort and professionalism in continuing their education.”

Agriculture alumni and Drs. Max and Beverly Benne have established a scholarship for students in memory of Dr. Lee O. Baker, who served as chairperson of the former Agriculture Department at WMU. This scholarship will benefit a junior or senior who is studying in dietetics or food service administration. We look forward to announcing the first awardees in 2005. Dr. Benne stated, “Lee Baker was a dynamic leader of agriculture who recruited many superior students to the program. These graduates have lead illustrious careers in the food and agriculture business areas.”

Our thanks and congratulations go to Drs. Petersons, Woloszyk and Benne for leaving a permanent legacy to future FCS/CTE students.

**COLLEGE OF ENGINEERING**

As part of their commitment to expanding the knowledge of both employees and customers, Armstrong International has endowed a scholarship at Western Michigan University to help support students that intend to pursue energy management as a potential career choice. Energy management is an option within the chemical engineering program at WMU and many mechanical engineers, through proper choice of electives, can also pursue appropriate courses. The one-year awards are typically made to juniors, but are renewable for a second year. The Armstrong International Scholarship recipients for the 2004 - 2005 academic year are:

Ali Fadhel, senior in Chemical Engineering  
Melinda Marsh, senior in Chemical Engineering  
Charles Combs, senior in Chemical Engineering  
Edward Johnson, junior in Chemical Engineering

Front Row: Dean Michael Atkins, Edward Johnson, Melinda Marsh, David Armstrong, CEO of Armstrong International  
Second Row: Ali Fadhel, Chuck Combs, Will Grindall of Armstrong  

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The Gold Company Sextet departs for Europe on October 24, 2004 for appearances at “Polyfollia 2004 -The International Showcase for Choir Singing” in St. Lo, France. They are the only vocal jazz and American ensemble invited to be the festival’s guests at this year’s event. Prior to their performances at Polyfollia, the ensemble will spend a few days performing in the schools of Belgium. Their visit to Belgium includes appearances in Namur, Dinant, and Hannut. This is the third Gold Company trip to Belgium to work in the schools.

Members of the Gold Company Sextet are vocalists Justin Avery (Traverse City, MI), Joseph Beutel (Fort Wayne, IN), Timothy Buchholz (Stevens Point, WI), Kathryn Campbell (Wyoming, MI), Nayanna Holley (Los Angeles, CA), Johnaye Kendrick (San Diego, CA), the rhythm section included David Izard (Summit, NJ), Matthew Warnock (Sault Ste. Marie, Ontario, Canada), Matt Heredia (Grand Rapids, MI), Jevin Hunter, (Detroit, MI). More information on Polyfollia can be found at the following address (www.polyfollia.org).

A group of School of Art undergraduate and graduate students are being invited to exhibit, along with students from CMU, MSU, UofM, and Wayne State, in an exhibition space at the Michigan State University College of Law, from January 31 to May 1, 2006. The exhibition will be comprised of approximately 50 paintings, photographs, and collages from the five participating universities.

The Bronco Marching Band, directed by David Montgomery, performed pre-game and at half-time of a football game at Covert High School on Friday night, September 24. This appearance continues the Bronco Marching Band’s tradition of outreach to area schools to promote music, Western Michigan University, and the bands in the School of Music.

The Blinding and Low Vision Studies Department recently learned that not a single WMU Rehabilitation Teaching graduate has failed the national certification examination through the Academy for Certification of Vision Rehabilitation Professionals (ACRVEP) since the test’s inception in 2000.

Speech pathology master’s student Jenny Devereaux has received the Kensel Giddings Award in Aphasia Education for the 2004-2005 academic year. Devereaux will work with Sandra Glista, master faculty specialist in the Department of Speech Pathology and Audiology, to develop and conduct an evaluation and assessment for the Conversation Partner Project in affiliation with Senior Services of Kalamazoo.
These proposals too will be discussed.

The forum will also treat some of the immediate and practical problems facing students, faculty, staff, and officers. Interested Faculty have encouraged selected students to work on papers related to the Forum topics. The proceedings of the forum will be published including an evaluation of the forum and its content as an instrument of learning. The major themes, international curricula, and human relations will be considered.

Thursday, November 11
2:15-5:00 p.m., 2000 Schneider Hall, College of Business – Welcome to the Forum, President Judith Bailey

"Universities and Corporations," Moderator: Dr. Robert Kaufman, Emeritus in Political Science, WMU

“The Entrepreneurial University: Prospects and Problems,” Dr. Sam Hines, Dean, School of Humanities and Social Science, College of Charleston

“Commercialization of the University,” Dr. Jack Luderer, Vice President for Research, WMU

“The Business Technology and Research Park: A Partnership with Purpose,” Dr. Michael Atkins, Dean, College of Engineering and Applied Sciences, WMU

“Cultural Contradictions and Ethical Dilemmas: The University in a Corporate Culture,” Dr. Eric Gould, Professor of English, University of Denver

3:00-5:00 p.m. Fetzer Center, Kirsch Auditorium

“Evolving Human Relations in Higher Education,” Moderator: Dr. Thomas VanValey, Chair, Sociology, WMU

“The Entrepreneurial University: Rewards and Risks,” Dr. Samuel Hines, Dean, School of Humanities and Social Sciences, College of Charleston

“Rewards and Risks of Corporate Funding for University Research,” Dr. Jack Luderer, Vice President for Research, WMU

“Human Relations Trends and Issues,” Laureen Summerville, Director of Human Resources Services, WMU, and Dr. Jon Neill, Professor, Economics, WMU

Friday, November 12
10:00 a.m.-12:00 noon, 2000 Schneider Hall, College of Business “Globalization and International Programs in Higher Education,” Moderator: Dr. James Butterfield, Professor, Political Science, WMU

“Ethical Challenges in the New European University,” Dr. Eric Gould, Professor of English, University of Denver

“Commodification of International Higher Education,” Dr. Howard Dooley, Executive Director, Office of International Programs, WMU

2:15 – 4:15 p.m., Brown Auditorium, Schneider Hall

“Universities and Corporations,” WMU Emeriti Council Forum

George Faison, Tony award winning choreographer of “The Wiz,” will be in residence in the Department of Dance from October 23 though October 31, 2004. He will present a public lecture entitled “My Life in Theater” at 4:00 p.m. on October 29 in Dance Studio A of the Dalton Center. He will also conduct an open rehearsal for his dance “Suite Otis” from 7:30-9:00 on Thursday, October 28 in Dance Studio A. Seating is limited for both presentations. Call the Department of Dance at 387-5830 for reservations.

The College of Fine Arts “Journey of the Spirit: Exploring Beauty” series continues with an exhibition entitled “Pivot Points.” The large traveling exhibition of paintings and poetry are on display in Gallery II, Sangren Hall, and the School of Art hall showcases from October 11 through November 8. Poems can be read as well as heard in the gallery. Curated by faculty at Virginia Commonwealth University, the show traces abstract painting and poetry through three generations of students and teachers. It highlights the mentored relationship and how it plays a significant role in the development of the younger artist. This is further expanded when the younger artist becomes the teacher of the next generation and colleague to the first. Gallery II hours are Monday through Friday, 10:00 a.m. to 5:00 p.m.

The School of Art and College of Fine Arts were pleased to host Swiss graphic designer Wolfgang Weingart from the Basel School of Design for a week of activities presenting seminars, critiques and small lectures with students in the graphic design program. He gave a public evening lecture, “My Way to Typography,” on Thursday, October 21, at 7:00 p.m. in 2304 Sangren Hall. There is an exhibit of his posters in the Sangren Hall showcases from through November 5. Viewing hours are Monday through Friday, 7:00 a.m. to 10:00 p.m. Viewings are Monday through Friday, 7:00 a.m. to 10:00 p.m. The WMU Visiting Scholars and Artists Committee co-sponsored these events.
The Department of Theatre will present the production SETTLING SOPHIA in the Multi-Media Room of the Dalton Center, October 28-30, 2004 and November 4-6, 2004, at 8 p.m., and on Sunday, October 31 at 2 p.m. In the quiet, rural North Carolina town of Sophia, everyone knows the secret about one woman's identity except the woman herself. Issues of racism and self-definition are examined as she must make a life-altering decision about her future.

The School of Art and College of Fine Arts is presenting videos by Jawshing Arthur Liou of Bloomington, Indiana, in Gallery II, Sangren Hall, from November 11 to 23. There will be a lecture on his work Thursday, November 11, at 7:00 p.m. in 1213 Sangren Hall, followed by a question and answer session in the gallery.

The Department of Theatre will present OTHELLO in Shaw Theatre, November 11-13 and 18-20, 2004 at 8 p.m., and Sunday, November 14, at 2 p.m. In this classic Shakespearean tragedy, the title character is a Moorish war hero whose life is ruined by deceit and betrayal at the hands of the evil Iago.

HAWORTH COLLEGE OF BUSINESS


Execution - The Discipline of Getting Things Done by Larry Bossidy and Ram Charan. Recommended by Ed Edwards.

Against All Enemies! by Richard Clark. Clark served on the White House staff of Presidents Reagan, Bush Sr., Clinton & Bush Jr. He was the National Security Advisor for both of the latter. The 1st chapter on what happened inside the White House on September 11 was especially fascinating. Highly recommended by Chris Korth.

LEE HONORS COLLEGE

No items submitted for this issue.

COLLEGE OF AVIATION

No items submitted for this issue.