**The Campaign for Excellence**

"Campaign for Excellence," a six-year, $55 million fund-raising effort for capital projects, endowments, and support of priority programs, was officially kicked off April 27 as part of a WMU Foundation Board of Directors meeting.

"This is the largest fund-raising effort in the history of the University, and thanks to outstanding leadership support during the past sixteen months, I am delighted to report today that nearly $22 million—40 percent of our goal—has already been committed in actual gifts and pledges," President Diether H. Haenicke said.

"The leadership for this major campaign has been graciously accepted by the officers and directors of our University Foundation," he added. "I am very pleased to announce that William U. Parfet, executive vice president of The Upjohn Company of Kalamazoo, will chair this campaign."

**Parfet excited about campaign**

Parfet, who is chairperson of the WMU Foundation board, said he feels "honored and excited because I have great respect for the president of our University, Diether Haenicke. He has earned the admiration of all University life. We will seek funds for several specific capital building projects, for scholarships and fellowships, for endowed faculty chairs, and to support student and faculty research, special academic programs, athletics, student activities, and more."

"These gifts will improve our quality, ensure our future strength, and reduce our vulnerabilities to the vagaries of public-sector support," Parfet continued. "Private support spells the difference between what is adequate and what is excellent in higher education. Voluntary support from private sources makes it possible for state-assisted universities to build on areas of existing strength or considerable promise.

"Private investment provides the necessary flexibility so important in building a sound educational program," Parfet said. "Today, the ordinary is not good enough. It is apparent that both the federal and state governments have moved higher education to a lower priority than that enjoyed over the past two decades. Private investment is therefore critical to the future development of Western."

**Trustees add their unqualified support**

Card A. Waszkiewicz of Kalamazoo, chairperson of the WMU Board of Trustees, indicated that the campaign has "the unqualified support of the Board of Trustees," and that thanks to the strong leadership of Haenicke, "WMU is in a physical and intellectual renaissance that we hope will continue for many years to come. I also welcome this opportunity to publicly thank the volunteer leaders of the WMU Foundation who have enthusiastically accepted the responsibility for shoulderling this major campaign effort."

"The monies raised through the 'Campaign for Excellence' are needed to fuel that renaissance, and I hope that all who know and care about Western will contribute generously at this important moment in the University's history," Waszkiewicz added.

Haenicke observed, "This is an all-inclusive campaign. It is intended to benefit and to improve all aspects of University life. We will seek funds for several specific capital building projects, for scholarships and fellowships, for endowed faculty chairs, and to support student and faculty research, special academic programs, athletics, student activities, and more."

(Continued on page 12)
One of Western Michigan University's most honored former faculty members didn't let retirement slow him down. In fact, five years after leaving the faculty as a Distinguished University Professor Emeritus, Edward Callan has launched a whole new career as a playwright. Already internationally known as an authority on poets W. H. Auden and W. B. Yeats and as an expert on South African history and literature, the Irish-born Callan's new career is showing every indication of meeting with the same success as did his earlier endeavors.

Theatre goes in Dublin were introduced to the work of this new playwright last summer when I Am of Ireland: An Entertainment of W. B. Yeats, made its professional debut at The Abbey Theatre, Ireland's famed national stage. The play was performed in the Abbey during the Dublin Millennium Literary Festival—a celebration of Dublin's 1000th year as an Irish city.

The play was revived in August and again in January when it was chosen as the Abbey's commemorative work marking the fiftieth anniversary of Yeats' death. The play moved to Rome for performances May 4 through 6. Currently, negotiations for performing the play elsewhere are under way with theatres in a number of cities, including Tokyo, Japan; New York, New York; and Boston, Massachusetts.

Not incidentally, the first-time playwright had the satisfaction of pleasing the critics each time the play has been presented.

"I Am of Ireland is a superlative work of dramatic poetry," one critic said after attending a January performance.

"The play brings Yeats alive again as an immensely vivid, passionate, and surprisingly funny man—not the aloof and reserved figure living in his ivory tower," another critic said.

Dublin critics called last June's production, "an entertainment of singular appeal" and "a nicely modulated blend of narrative and poetry." One critic admitted to a bias against such biographical sketches, saying they are usually "boring," "just plain bad," or "profoundly embarrassing." Callan's I Am of Ireland, the critic continued, was "a shining exception." That same critic said the show "demands to be revived at an early opportunity," and the Abbey Theatre, which has the right to the play, did just that. The June version was expanded and revived in August for two weeks of performances in Dublin and later toured the Irish cities of Sligo, Cork, and Galway.

The June, August, and January performances of I Am of Ireland were presented in a location that held great significance in Yeats' life. The Abbey Theatre is an institution that Yeats helped found. The theatre's Peacock Stage, where the play was performed, was one of Yeats' pet projects during his lifetime. The traditional focus of that stage is poetic drama.

"I feel it was very fortunate that this was done at the Abbey in the first place," Callan said, and he calls the attending celebrities "the sort of occasion that one hadn't anticipated."

There are other connections between Callan's play and the Nobel Prize-winning poet. The music for the play was written and performed on the harp by Grainne Yeats, Yeats' daughter-in-law and one of Ireland's leading harpists. The poet's son Michael and daughter Anne, long-time acquaintances of Callan's, were also in attendance during opening week last June and again during the January commemorative performances.

I Am of Ireland is, as yet, unpublished because it is still a work in progress. "I'm not in any hurry to publish," Callan said. "I'm still making some changes."

Callan, who has an extensive background in teaching and in acting and directing, first wrote the work as a radio play. When the Abbey Theatre produced it last June, it was done in an hour-long abbreviated form. After the successful June run, it was once again expanded to full-length for the August production. The January production was also of the longer version. Along the way, constant revisions and refinements have been made.

The experience has turned Callan into a frequent commuter between Kalamazoo and Dublin.

The play, set late in the poet's productive years, is an account of Yeats' life—as told through his own words. It is an outgrowth of Callan's 1982 book Yeats on Yeats. The idea of turning the work into a one-man show originally was suggested to Callan by Vincent Dowling, an actor and producer who performed at Western during the early 1980's. The idea was put on hold because of the demands of teaching and his many literary projects left Callan with no time to pursue it. Once Callan retired, he began work on the project, writing the role of Yeats for Dowling.

Dowling, a veteran of the Abbey Theatre, and no longer was able to devote the time required to playing the role. When the Abbey decided to present the play last June, well-known Irish actor Bosco Hogan was selected to play the role. He returned for subsequent productions and views the role as his own.

"He would like to take it and play it more often," Callan said, noting that Hogan's interest in Yeats has increased as he has grown with the role. Callan says several other actors have expressed some envy over Hogan's good fortune in playing the role of Yeats.

"Most actors would like to have a one-man show, like this," Callan said.

Because of the Abbey staff's attention to detail and the involvement of the Yeats family, Callan said, Hogan's portrayal of Yeats has been carried off with a great deal of authenticity. He recalls one occasion when Abbey personnel expressed concern over efforts to obtain a ring similar to a famous ring worn by Yeats. Grainne Yeats appealed to the poet and not with a facsimile, but with the actual ring that had been worn by the poet. A problem in recreating Yeats' eyeglasses was solved in similar fashion when the family provided the poet's own glasses to be used as a model in designing the actor's glasses.

Has the thrill of theatrical success and the lure of the theatre signaled a new professional direction for the retired professor? "No, I do other things to do," he said. "The play and its revisions have kept me busy and I'm a bit behind on some of my other work."

That other work includes adding to an already impressive body of writing with a book about the novel, Cry the Beloved Country, written in 1948 by Callan's friend, author Alan Paton. Their friendship spanned four decades and ended last spring when Paton died. Callan paid tribute to his friend by including Paton's favorite Yeats poem in I Am of Ireland.
'Walter Mitty' volunteers, participants help fund Medallion Scholarship

The second annual 'Walter Mitty Fantasy Night and Dress Down Dinner' held February 4 raised more than $26,000 to fund a prestigious Medallion Scholarship for an incoming freshman this fall.

During the special fund-raising event, participants had a chance to fulfill their fine arts fantasies, such as beating the bass drum in a marching band or playing the lead in a stage production.

For a $100 per person donation, those attending were able to participate in faculty-led workshops covering vocal jazz, theatre, jazz dance, art, creative writing, and many other areas. Later in the evening, participants had a chance to show off their newly acquired skills.

Helping to make the night a success were the volunteer committee members who organized the event: Russell Gabher, Carol Haenick, Antoinette Kemp, J. Michael Kemp, Judy Maze, Naomi Stucki, James Thorne, and Mary Thorne. Also donating their time and expertise were the work-shop leaders: Lou Rizzolo (art); Pat Dunnigan (marching band); Phil Denfeld (creative writing); Amy Plozman (jazz dance); Jim Daniels, Lyda Stillwell, and D. Terry Williams (theatre); and Steve Zegree (vocal jazz).

Due to the success of the event, the committee is already at work planning the third benefit, scheduled for Saturday, January 27, 1990.

Hurletron employees donate their expertise

Several employees at Hurletron in Darien, Illinois, recently made a $50,000 in-kind corporate gift to Western Michigan University possible. The employees donated evening and weekend time to manufacture a circumferential register control system consisting of three units which was given to the Department of Paper and Printing Science and Engineering.

The system enhances the quality of Western's new Cerutti rotogravure press by electronically ensuring that successive colors of ink are accurately placed on the product being printed. Hurletron officials say this is one of only a handful of such systems that have been placed on presses around the country since the first was installed in August 1988. Dr. Arvon D. Boyle, interim chairperson of the paper and printing science and engineering department, said the addition of the register control units provides students and industrial-client users 'a state-of-the-art control system which is not available at any other university.'

Cutanical printing is a method of printing used for high-volume publications and flexible and foldable packaging products, as well as for specialty products like wood laminates, vinyl floor coverings, and gift wrap.

Plaque honors emeriti scholarship donors

A plaque bearing the names of donors contributing to the Emeriti Council Medallion Scholarship was recently dedicated and hung in the main entrance of the Seibert Administration Building. The Emeriti Council established its first Medallion Scholarship in 1984. The recipient was Morenike Soremekun, who graduated in April. Enough funds have now been raised to create a perpetual scholarship, which will be awarded to a new recipient every four years. Since the scholarship is an open-ended fund, donations may be made at any time now or in the future by any emeritus.

Donors must pledge a sum of $500 to be included on the plaque. Those pledging $5,000 or more have their names listed in the leadership section. Some families and friends of deceased emeriti have made memorial gifts to the scholarship. These names are also listed on the plaque.

For more information about the emeriti scholarship or the Medallion Scholarship Program, contact Helen Flaspohler at the WMU Foundation by calling (616) 387-6167.

Volunteers: 1988 Medallion Scholarship committee

Judy L. Maze
Kalamazoo

Guido A. Bindia
Battle Creek

First awarded in 1984, Medallion Scholarships are fully-paid four-year undergraduate scholarships to Western Michigan University. Applicants demonstrating leadership and excellent academic credentials are tested and interviewed, and the Medallion Scholars are selected by a committee of faculty, staff, alumni, and friends from among these most promising high school candidates.

Currently, gifts of $22,000 will establish a Medallion Scholarship, which may be named for the donor or to honor a faculty member, relative, or friend.

Gifts of $100,000 will endow a Medallion Scholarship as a living memorial, providing for countless generations of students.

Plaque bearing the names of donors contributing to the Emeriti Council Medallion Scholarship.
Blanchard names new trustees

Gov. James J. Blanchard has appointed two new members and reappointed one member to the Western Michigan University Board of Trustees. The appointments have been confirmed by the Michigan Senate.

The two new members are Lana L. Boldi of Kentwood, a United Auto Workers official who will serve a full eight-year term, and George A. Franklin of Kalamazoo, a Kellogg Company executive who will serve out the remaining three years of an expired term. Dr. Alfred L. Edwards of Ann Arbor, a professor of business administration at the University of Michigan, was reappointed to another eight-year term.

I applaud the Governor’s three appointments to our board because Ms. Boldi and Mr. Franklin represent the University’s primary service regions—Kent and Calhoun counties, respectively—and Dr. Edwards will provide us with valuable continuity and important representation for East Michigan,” President Niether H. H. Haenicke said about the appointments.

Boldi is an international representative and coordinator of education and the Community Action Program for Region 1-D of the United Auto Workers. She replaces Maury E. Reed of Kalamazoo, who has served on the board since 1972.

In her current UAW post, Boldi covers a region encompassing sixty-two Michigan counties and 65,000 members. Previously, she was a Community Action Program representative for eleven years. Earlier, she worked for six years at General Motors’ Kalamazoo plant, where she became the first woman journeyman in the Fisher Body Corpo- ration International as a welding, equipment, maintenance, and repair person.

Boldi attended Western for three years after graduating from high school. Her son Anthony just graduated from high school. My cousins have attended Western. My family school because my grandfather, eight aunts and uncles, and dozens of my cousins have attended Western.”

Franklin has been vice president-public affairs for Battle Creek’s Kellogg Company since last year. He replaced Larry H. Howard of West Bloomfield, who resigned to accept a gubernatorial appointment to the Oakland County Circuit Court bench.

Kellogg’s employees since 1965, Franklin began as director of government relations and was appointed vice president-government relations in 1985. Previously, he represented Kellogg as an attorney in private practice in Washington, D.C.

Franklin has also worked with numerous federal agencies, including serving on the House of Represen- tatives’ Special Subcommittee on Labor and on the Department of Agriculture’s Human Nutrition Advisory Committee. In addition, he served as election counselor for the Carter presidential campaign in 1976.

Edward, who was first appointed to the WMU Board in 1981, has taught at Southern University in Baton Rouge, Louisiana; the University of Iowa; and Michigan State University. He served as an economic adviser to the University of Nigeria for two years and was a deputy assistant secretary in the U.S. Department of Agriculture for ten years.

In addition to other governmental posts, Ed- wards served as a member of the National Advisory Committee on Vocational Education and is a con- sultant to the social-sciences division of the Rockefeller Foundation in New York.

WMU annually pumps $334 million dollars into Kalamazoo County

Western Michigan University has an annual economic impact of $334 million on Kalamazoo County, playing a central and powerful role in the local economy, a study by three WMU economics professors has shown.

President Diether H. Haenicke called for the study in part to respond to sentiments he said some people have expressed about Western being a "millstone around the neck of this community" because it pays no taxes. The study provides Haenicke with information about that and other concerns. It also provides a focus for pointing out the University's role in the economic de- velopment of the area beyond its intellectual and cul- tural contributions, which are "difficult if not impossible to measure," Haenicke said.

"We are all engaged in a very delicate, pointed ef- fort at economic development," said Haenicke, who is a member of the newly formed CEO Council of Kalamazoo County leaders. "We want to attract jobs, compa- nies, professional people, and development over the next five to ten years.

"It is very important, as we talk to potential clients who want to settle in this city, in this county, and in this region, to point out the kind of very fine resource they will have in WMU if they locate their company in this area."

Haenicke added that one of the other concerns the study will help address involves student/communit- y relations.

"If I occasionally get a phone call that there is a loud student party going on down the street or the kids aren't in bed by nine o'clock, I'll be able to point out that students pay $25 million in rent and house pay- ments each year."

"So students, while they are occasionally a nuisance, are also wonderful to have around because they create culture and entertainment. They spend money, and they give life to this community."

The study was conducted by Department of Eco- nomics professors Dr. Werner Schiel, department chair- person; Dr. Myron H. Ross; and Dr. Raymond E. Zelder, former department chairperson.

It estimated that the University's 21,592 on-campus students would spend $148 million in Kalamazoo County this year, including $25.8 million in rent or house payments, $23.4 million in room and meals if paid together, and $15.5 million in food. Their visitors, including parents, would spend another $13 million.

The University would spend nearly $173 million division the study said, including $95.3 million in wages and salaries and $45 million in capital outlays such as con- struction, for the total of $334 million.

Consortium forms Center for Lost Foam Casting Development

Will a simple foam product similar to the packing mate- rial that protects new appliances be the key to rejuvenat- ing this country’s foundry industry and give it the edge it needs to compete effectively with foreign producers? Western Michigan University researchers think so, and so do four Michigan companies that have joined forces with the University to open a unique campus research facility. The Center for Lost Foam Casting Development offers U.S. companies a chance to evaluate a new casting pro- cess called “lost foam casting.” Founding partners, along with Western, are Bendix Automotive Brake Systems—North America, a division of Allied-Signal in St. Joseph; Dow Chemical Company of Midland; the Dow Foundry Company of Three Rivers; and Midwest Metal- lurical Laboratories of Marshall.

Additional companies are expected to affiliate with the center.

The process, which is simple and easily automated, in- volves making a foam pattern of the part to be duplicat- ed, embedding that pattern in dry sand, and pouring molten metal into the pattern. The foam evaporates or "loses" into spaces between the sand granules. After cool- ing, a perfectly reproduced part requiring little or no fur- ther machining remains.

The new center should become the drawing card for a consortium of companies pooling their resources to study and implement the casting process, which is now in limited use in the automobile industry.

Trustee Brady listed among nation's best lawyers

University Trustee James S. Brady of Grand Rapids is one of 229 Michigan attorneys cited in the third edition of The Best Lawyers in America. The book, co-written by Steven Naich and Gregory White Smith, was recently released by New York publisher Woodward & Company.

Each attorney listed in the biennial survey is identified by their area of expertise. Brady is recognized for his pro- minence in the field of business litigation. Brady also received another honor recently when he was selected as president-elect of the Grand Rapids Bar Association. A 1966 graduate of Western, Brady was ap- pointed to his post on the Board of Trustees in 1987.
Bob Donewald named men's basketball coach

Bob Donewald, who directed Illinois State University to a 208-121 record and six post-season tournament appearances over the last eleven years, has been named head coach for the men's basketball team. Donewald succeeds Vernon Payne, who resigned in March after compiling a seven-year record of 69-126. In accepting Payne's resignation, athletic director Dr. Leland Byrd said despite not guiding the Broncos to more wins, Payne "achieved leadership successes in molding the character of student-athletes which will make a lasting contribution to society. "His ability to inspire and motivate players to become the best that each can have been made an indelible impact on those whose lives he has touched," Byrd said.

Donewald's appointment was based on his successful record both on and off the court. "We had an outstanding field of applicants," Byrd said. "However, Bob Donewald's proven record of success, his reputation for honesty and integrity, and his commitment to his players in helping them attain both athletic and academic excellence made him the natural choice for the position."

Donewald's Redbirds were selected for three National Collegiate Athletic Association tournaments (1983, 1984, 1985) and three National Invitational Tournaments (1980, 1985, 1988). He was picked as Kodak District II 'coach of the year' in 1983 after winning a Missouri Valley Conference championship and received the same honor from the MVC the following year after winning a regular season title.

The forty-six-year-old Donewald served as an assistant coach at Indiana University from 1974 to 1978, when Coach Bob Knight's club had a 121-27 mark, won three Big Ten titles, appeared in four NCAA tournaments, and won the 1976 national championship with an undefeated record. Joining Donewald at Western are Anthony Jones and Mark Zwart, who both played and coached for him at Illinois State.

Jones was an assistant coach at Illinois State from 1984 to 1989 and a graduate assistant the two previous years. He played for the Redbirds from 1979 through 1981. He was team "most valuable" player in 1981, while his 1987 and 1981 quintets participated in the National Invitational Tournament. Zwart was a full-time assistant for Donewald the last two seasons and a graduate assistant the previous year. He played for the Redbirds from 1980 to 1984. His 1983 and 1984 clubs participated in NCAA tournaments after winning Missouri Valley regular season or tournament titles. The latter season, he was team captain, "top defensive" player, and MVC 'player of the week'.

Since his retirement in 1982, Russell has been extensively involved in Western sports through the baseball Dagout Club and the Gary Athletic Fund. In the latter capacity, he is one of the top five volunteer fund-raisers for the 1980s.

Alumni 'W' Club 'man of the year'

Lorrie Russell, a Western Michigan University track athlete during the 1930s and later a successful sales executive and athletic fund-raiser, is the 1989 Alumni 'W' Club 'man of the year'. Russell served on the Alumni Association Board of Directors from 1983 to 1986 and was inducted into the University's Hall of Distinguished Alumni in 1988. A native of Kalamazoo, he earned three letters in track. He served as team captain in 1936 and ran on mile relay teams that set national teachers' college records in winning the 1934 and 1935 Penn Relays.

Following graduation, Russell held several sales management positions. These included manager of industrial Macy sales at Rockwell Manufacturing in Pittsburgh, Pennsylvania, from 1957 to 1972 and vice president of sales for the Kalamazoo-based Buck Tool Company from 1972 to 1982.

University presidents seek more state tax dollars for education

The Presidents Council of State Universities has proposed a plan to Gov. James J. Blanchard that by 1995 would boost Michigan from thirty-first to fifteenth place in the percentage of tax dollars it gives to higher education.

"It strikes me as an important, good, politically smart step," said WMU president Dieter H. Haenicke, a council member along with the presidents of Michigan's other fourteen public universities. 'Higher education is always taken apart in Lansing because we march out of step with one another rather than with one opinion.'

The plan calls for increasing state appropriations 5.5 percent for fiscal year 1990. The governor has recommended a 3 percent increase. It also seeks a 2.5 percent increase in state aid for fiscal years 1991 through 1995. To protect the state's investment in the universities' $6 billion physical plants, the council plan recommends appropriating $25 million for fiscal year 1990 for special maintenance projects. This would be in addition to the $16 million already earmarked for these projects. This sec-

1. Takeda receives honorary degree

Maestro Yo-Yumi Takeda, music director and conductor of the Kalamazoo Symphony Orchestra, was awarded an honorary doctor of music degree during April commencement exercises. Takeda was recognized for his many honors and "in appreciation of his outstanding contributions to the cultural quality of life in West Michigan and throughout the United States and abroad." Also during the winter exercises more than 1,140 degrees were awarded.

News

Baseball squad wins crown for the first time since 1967

Coach Fred Decker's baseball squad clinched a Mid-American Conference title for the first time since 1967. The squad automatically took the Presidents Council championship. The crown May 13. The Broncos had a 39-15-2 overall record, a 23-6 MAC record, and won the MAC regular season title and tournament title. The Broncos set a school record and runs scored (110). At the National Collegiate Athletic Association Midstate Regional Tournament May 15-19, 1989, the Bronco baseball team placed third in California State 9-8. However, the team failed to advance in tournament play because of subsequent losses to Okla-

Women's tennis team is runner-up

Coach Betty Kubis's Broncos finished the 1989 season with a second-place showing at the Mid-American Conference tournament May 25-27 in Chicago, Illinois. The Broncos finished 14-23-6 overall and were sixth in the league for regular season play with a 9-19-6 mark.

Hockey team regroups for 1989-90

Coach Bill Wilkinson's team ended their 1988-89 season March 22 with a 190-13 to 127-15 win over the University of Illinois-Chicago. The team placed fourth in the Mid-American Conference Championsh

Women's gymnasts come close

Coach Brigitte Foyster's squad ended the 1988-89 season March 24-25 with an eight-game-place showing at the National Independence Championships. The team had a 3-12 dual meet record. For the sixth consecutive year, a WMI gymnast qualified for the National Collegiate Athletic Association meet.

Men's tennis teams have big year

Coach Jack Vredevelt's tennis squad finished the 1989 season with a second-place showing at the Missouri Valley Conference tournament in Oxford, Ohio, and poor weather conditions around the rest of the league resulted in the team's third-place finish.

Men's tennis team has big year

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Softball team racks up the wins

Coach Kim Worden's softball team closed the 1989 season May 13 with its best showing since 1984, posting a 38-20 overall record and a 20-10 Mid-American Conference record to finish third in the league. The squad fell one win short of tying the school record for wins. Going into final conference action, the Bronco were in contention for the MAC title, but three losses to Miami University in Ohio, and poor weather conditions around the rest of the league resulted in the team's third-place finish.

Hockey team regroups for 1989-90

Coach Bill Wilkinson's team ended their 1988-89 season March 5, losing to the University of Illinois-Chicago in opening-round Central Collegiate Hockey Association tournament play in Chicago, Illinois. Western sandwiched a 6-4 win between 8-4 and 6-2 losses during the best-two-of-three series. The Broncos finished 14-23-6 overall and were sixth in the league for regular season play with a 9-19-6 mark.

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Building for tomorrow

The ‘Campaign for Excellence’

The keys to Western Michigan University’s future are held by thousands of alumni who have shared the Western experience and thousands of friends throughout the world who believe in the institution’s mission and purpose.

The keys unlock the door to the twenty-first century, and Western is readying itself to cross the threshold. The WMU Foundation Board of Directors has authorized an effort to raise $55 million prior to December 31, 1993. These funds will help keep Western in the forefront of higher education during the upcoming decades.

The University is choosing its path deliberately, keeping faith with the best from its past, building on its present, and thus assuring its future. The additional private funds will help Western continue to:
- Provide the highest quality education at the undergraduate and graduate levels.
- Ensure that academic programs are accessible to the greatest number and broadest range of potential students.
- Conduct research that will address the economic, social, and scientific issues challenging the state, the nation, and the world.
- Maintain excellence in teaching, research, and public service.
- Improve it’s standing among the nation’s leading universities.

The challenge of keeping those commitments is immense. It will test the efforts of a dedicated faculty, administration, and staff; it also will require a substantial increase in financial support from the private sector.

The “Campaign for Excellence” is the most ambitious fund-raising initiative in the University’s history. Yet it is a challenge welcomed by those who believe that broad accessibility to the University’s comprehensive curriculum and the pursuit of educational excellence are attainable goals.

Funds that enhance instructional quality

Capital development--$24.3 million

Facilities are important to any educational venture. Western has adequate facilities in most areas, but many older buildings need expanding or upgrading to meet current and future needs. Although cautious about expansion, the University has identified several needed construction projects, including a new building for the Haworth College of Business, expansion of Waldo Library, a new computer center, a new building for the Honors College, and an addition (and renovation) to Shaw Theatre.

Funds are also needed to renovate and adapt other existing facilities to meet the evolving requirements of Western’s dynamic educational programs. The areas of greatest need include renovating classrooms, modernizing scientific and research laboratories, and purchasing research and instructional equipment.

Funds that ensure academic excellence

Endowments--$10 million

Endowments are essential to excellence. Few universities have attained distinction and outstanding quality without accumulating sizable endowments. Western has carefully reviewed the needs of its various schools and departments and recommends establishing additional endowments in three key areas:

- More endowed professorships and chairs are needed in academic programs that either reflect strengths that should be solidified or great promise that should be actualized. A dramatic increase also is needed in endowments supporting student financial aid, including the Medallion Scholarship Program and graduate fellowships and assistantships. Further endowments are needed to help establish research centers.

Funds that maximize the learning experience

Priority programs--$15 million

The broad spectrum of interests that Western represents provides each donor the widest possible opportunities for philanthropic investment. A sampling of the varied and exciting areas for which funds are sought includes faculty development, computer literacy, enhancement of library collections, student financial assistance, sports and recreational programs, and life-long learning programs.

Funds that make a vital difference

Annual giving--$5.7 million

Annual unrestricted support is extremely valuable to a university. It provides flexibility within the budgeting process to carry out programs that cannot be underwritten from state appropriations, tuition, auxiliary enterprises, or other sources. These funds often mean the difference between what is good and what is excellent.

All alumni and friends of Western will be asked to make yearly contributions to the Annual Fund as part of their overall commitment to the “Campaign for Excellence.”
William U. Parfet spearheads $55 million capital campaign

William U. Parfet, executive vice president of the Upjohn Company in Kalamazoo, is chairperson of the WMU Foundation Board of Directors and chairperson of the University’s $55 million “Campaign for Excellence.”

Parfet, a member of the Foundation board since 1985, is sharing his commitment to excellence through his leadership of the largest capital campaign in Western Michigan University history. Previously, Parfet served as vice chairperson of the Foundation board.

The “Campaign for Excellence” is in very good hands,” President Diether H. Haenicke said. "We could not have a better person than Bill Parfet to head this critical effort on behalf of public higher education and Western Michigan University. His stature in the community will help very much to assure the success of this campaign."

At the Upjohn Company, Parfet is responsible for the agricultural division, consumer products, the chemical division, and Upjohn HealthCare Services. He served as corporate vice president and treasurer from July 1984 until January 1988. He was corporate vice president for consumer products, HealthCare Services, and pharmaceutical strategic planning until January 1989, when he was promoted to his present position.

Parfet received his bachelor of arts degree in economics with honors from Lake Forest College in 1970 and his master of business administration degree in international finance from the University of Michigan in 1972. He serves on several boards, including the Old Kent Financial Institution, the Kalamazoo Institute of Arts, Borgess Medical Center, Walstrom Marina, and Lake Forest College.

CONSTRUCTION COMPENDIUM

The Honors College

- **Design**: one-story three-point star; one point forming a hexagon-shaped lounge, two points making up a pointed hallway and off-shooting seminar rooms and offices.
- **Space**: 8,400 square feet to support more than 800 Honors College students and administration of sixty honors course offerings each year.
- **Exterior**: white pre-cast concrete.
- **Interior**: neutral colored to spotlight permanent art and temporary exhibits.
- **Special features**: fireplace, lounge, hallway skylights, and plaza area.
- **Location**: just east of Rood Hall on the West Campus pedestrian mall.
- **Completion date**: winter of 1990.
- **Cost**: $1.3 million. Funding source: gifts through the “Campaign for Excellence.”
- **Current facilities**: located in Hillside West, a former campus apartment building converted into offices.

Business Building

- **Design**: three-story U-shaped steel structure capped by a standing-seam sloped metal roof. Built into the hillside overlooking Goldsworth Valley; all three stories exposed on the valley side and two exposed on the parking side.
- **Space**: 170,000 square feet to support five departments, more than 11,000 students, and 150 faculty and staff in the Haworth College of Business.
- **Exterior**: red brick facing similar in color to that of the John E. Fetzer Business Development Center.
- **Interior**: green color scheme.
- **Special features**: central courtyard, 400-seat auditorium, computer laboratory.
- **Location**: north of the Fetzer Center and to the west of the Sind cercue Health Center.
- **Completion date**: fall of 1990.
- **Cost**: $20.1 million.
- **Funding source**: Michigan Legislature, $12.1 million for construction; $8 million in private gifts through the “Campaign for Excellence” for construction, furnishings, and site improvements.
- **Current facilities**: three aging East Campus buildings, North, West, and East halls.

Shaw Theatre

- **Planned work**: constructing an addition and theatre renovation.
- **Project phase**: schematic design work approved in April.
- **Cost**: about $4 million.
- **Funding source**: private gifts through the “Campaign for Excellence,” including $2 million from the Irving S. Gilmore Foundation of Kalamazoo.
- **Current facilities**: houses the Department of Theatre and supports about fifty performances each year. Lack of funds in 1967 limited the building’s site; a four-fold increase in theatre students and technological advances now make expansion and renovation essential.

Breaking ground for construction

Four ongoing construction projects highlight the University’s efforts to ready its campus facilities to meet the challenges of the 1990s. One project, an addition to Shaw Theatre, is still on the drawing board.

Ground was broken April 21 for the ex-pansion of Waldo Li-brary and the com-plementary con-struction of an adjacent computer center. In addi-tion to President Diether H. Haenicke, state Sen. Harry Gast, left, was among those participating in the kick-off ceremonies. Gast, a Re-publican from St. Joseph, is chairperson of the Senate Appropriations Committee.

The most recent ground-breaking took place April 27, when construction of the Carl and Winifred Lee Honors College officially began. The Lees of Kalamazoo have pledged $500,000 toward the building. Carl Lee is president and general manager of Kalamazoo’s Fetzer Broadcasting Ser-vice and vice chairperson of the WMU Foundation Board of Directors. Winifred Lee has been ac-tive in local civic affairs for many years.
Volunteers are 'heart and soul' of the Alumni Association

It is often said that the United States is the only country in the world where volunteering is a pervasive societal characteristic.

One need not think long or look far to find examples of how voluntary institutions and groups affect and influence our lives. Volunteer fire departments, the Boy and Girl Scouts, little leagues, the United Way, churches, YMCAs, and YWCA's are just a sampling of the many organizations which depend on the time and talents donated by individuals.

The ideas and energy of volunteers have been and continue to be instrumental in promoting social change and improving the quality of life in America. Volunteers have made significant contributions to our national parks, public education system, public libraries, and cultural network of orchestras, museums, and dance companies, as well as in establishing women's suffrage, abolishing slavery, and cleaning up the environment.

Closing a home, volunteers are the heart and soul of the WMU Alumni Association. The association is governed by a volunteer board of directors, and the funding needed for its programs comes from the annual dues its members contribute. The volunteer Alumni Association could not fulfill its mission to serve the University, its graduates, and its students.

In this issue of the Westerner, we proudly acknowledge and sincerely thank the graduates who, during the past year, volunteered their time, talents, and enthusiasm to and for students and alumni activities. In future issues we will continue our recognition of alumni volunteers who have given invaluable service to the University through their involvement with the Alumni Association's regional, local, and committee planning committees.

In this issue, we salute participants in the Alumni Admissions Ambassadors and Career Allies programs.

More than 300 alumni currently serve as ambassadors. They share their enthusiasm about Western Michigan University's academic programs and extracurricular activities with high school seniors who reside in their area and have been admitted to the University. Ambassadors also assist representatives of the Office of Admissions at College Night programs and Gold Pride receptions.

Career Allies help current students make meaningful and satisfying career choices by sharing on-campus work experiences with them. Students meet with allies at their work site or talk with them by telephone to gather information about professions or careers they may wish to pursue.

An important activity for Career Allies is attending seminars like this one, an annual event where By Kuhn, B.S. & J. control network manager for the Upjohn Company, shared some of his professional experiences with Betsy Carl, a senior majoring in business management.

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Be A Volunteer

If you’re interested in volunteering for either or both of these programs, simply complete the form below and return it to WMU Alumni Association, Kalamazoo, MI 49006-3844.

Volunteers: 1988-89 Alumni Admissions Ambassadors

In the 1988-89 academic year, volunteered their time, talents, and enthusiasm to and for students and alumni activities.

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Volunteers: 1988-89 Career Allies

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Class of 1964 to celebrate silver anniversary reunion

The Class of 1964 will reunite on campus October 14, in conjunction with Homecoming, to commemorate the silver anniversary of its graduation.

A complete schedule of reunion and Homecoming activities will be mailed to all class members in August, along with information about overnight accommodations.

Reunion committee members encourage all of their classmates to plan to return to campus for this special occasion.

For more information, call one of the following planning committee members:

Class officers
- Lee Kuczynski, vice president, Chicago, Illinois, (312) 750-5151

- William D. Walton, BS '87, M. Ed '77, in October was hired as principal for Pine Tree Tremont and Fair Haven Elementary Schools, Algonac.
- Robert W. Wolf, BS '87, in November was named quality assurance analyst for the Eaton Corp.'s Fluid Power Division, Charlotte, Michigan.
- Noel A. Barcelo, BS '88, in December was promoted to manager, central engineering, for Rapistan Corp., Grand Rapids.

1966-67

James A. Gambino

Class of 1966

James A. Gambino, B.A. '74, M.A. '75, middle, shows a few dance steps to Ericka Brown, left, a freshman from Naperville, Illinois, majoring in dance, and Bill Lembrete, right, a senior from Jackson majoring in mathematics.

- William Julian, BS '88, in October was selected as chairman of the Board of The Upjohn Company. 
- John Schreuder, BBA '70, in October was promoted to assistant vice president, commercial loans office at First Interstate Bank. 
- David Shomaker, BS '77, M.E. '80, in September was named junior/senior high school principal in Brandonw.
- Mark N. Kozel, BBA '77, in October was hired as a senior East Jordan.

1970

John Murphy

- John Schuneider, BBA '70, in October was promoted to assistant vice president, commercial loans office at First Interstate Bank.
- Richard E. Hall, B.A. '70, in October was appointed to the NASA Ames Research Center.
- John Murphy, MS '70, in January was named information technology director for the appliance group of Whirlpool Corp., Benton Harbor.

- Donald Hadden, BS '89, M.E. '72, recently retired as assistant high school principal in South Haven.
- Richard A. Morton, B.S. '62, '64, '65, '67, in October was elected president of the National Junior College Athletic Association.

1971

- Robert F. Becker, BBA '73, in October was named regional president of Lakeshore Bank's Northern Michigan region, which is based in Traverse City.
- Larry G. Ruhman, BS '70, M.A. '73, in November was appointed an associate professor of the University of Michigan College of Science, St. Joseph.

1969-70

- Donald J. DeVito, B.S. '74, in October was promoted to control manager-Michigan, quality assurance international at The Upjohn Company.

1972

Michael C. Brodie, BS '72, in February was named director of community relations and employee services at Creston Grinnell, Grand Haven.
- Michael J. Laemers, BS '72, in January was named new Trust Officer of First National Bank.
- Gerald J. Kline, BBA '71, has been appointed director of human resources for Brass-Craft Manufacturing Co., Southfield.

- John Jack Engelbrecht, BS '71, in September became the pastor of the Church of God, Colon.
- Ronald Chapman, BS '70, M.A. '77, in November was named supervisor of Michigan Family Health Center.
- Ed Jones, B.A. '71, in January was named coordinator of senior employment at West Shore Community College, Bad Axe.
- Gerald J. Kline, BBA '71, has been appointed director of human resources for Brass-Craft Manufacturing Co., Southfield.
Gloria A. Gregg, MA '73, EdD '75, is now a member of the Board of Directors of Volunteers of America, a national organization combating literacy in the United States. She is an associate professor at Noranta State University, Bozeman, MT.

Bruce R. Groeb, BS '72, in February was appointed assistant to the law firm of Howard & Howard at Kalamazoo.

William E. Hauser, BS '72, in February was named manager, pharmaceutical marketing at the Upjohn Company, Kalamazoo.

1976

Allen A. Backman, BS '76, in January was named assistant vice president at First Federal of Michigan, Detroit.

James Copping, BS '76, in January was named advertising director for the Kalamazoo Gazette.

Bruce D. Dewar, in January became manager, manufacturing at Ronningen-Petter, Fremont.

John W. Fricke, BS '76, in December was named sales service manager of Schneider, Larche & Hoapas, Co., certified public accountants, Escanaba.

George G. Fuhrman, BS '79, in January has been appointed assistant vice president in auditing for Old Kent Financial Corp., Grand Rapids.

Mary A. Gaul, MA '76, in January was promoted to national sales manager for Newcomb & Co., Fremont.

1977

John J. Hannigan, BS '77, in January was named corporate vice president at William R. Biggs & Gilmore Associates, a Kalamazoo public relations company.

Michael J. Wilson, BS '74, has been promoted to manage public relations at General Motors at William E. Riggs/Gilmore Associates, a Kalamazoo public relations company.

Carol A. Reit, BBA '76, in January was appointed human resource officer for the Whirlpool Corporation, South Bend.

Cynthia E. Adams, B.S. '65, Enrico, has been promoted to public relations manager for the Newaygo County School District. Barron is a substitute teacher in East Grand Rapids.

Dr. Bradley F. North American Environment, '74, in January was named director of instruction at the John Burroughs School, St. Louis, MO.

Michael J. Greenfield, BBA '72, in December received the W.E. Upjohn award, which is presented annually to employees of the Upjohn Company in recognition of outstanding achievement. He is vice president of Thornetta State University, Bozeman, MT.

Robert Lamb, BS '77, in January was named public relations director for Kendall College of Art and Design, Grand Rapids.

Sherry L. Holton, B.A. '72, in January was named principal and chief financial officer of Security Savings Bank, Portage.

Paul A. Pearson, MA '72, was recently awarded a doctor of philosophy degree in human and organizational systems from The Fielding Graduate Institute, Santa Barbara, CA.

Gary H. Waters, BBA '72, in December was named materials manager for Protective Treatments, Dayton, OH.

Carleen M. Gaw, B.A. '67, in January was named corporate vice president at William R. Biggs & Gilmore Associates, a Kalamazoo public relations company.

Robert P. Humphreys, B.S. '75, in January was named manager of sales and administration at Ronningen-Petter Products Co., Kalamazoo.

Holly A. Lewis, B.A. '76, in January was named principal and supervisor of special education at Kalamazoo Public Schools and principal of School District, Wayland.

James L. Lunsford, BS '76, in January is now a assistant vice president at Potegee Commercial Bank.

Greg R. Pierce, BS '76, has been appointed to manage the Kalamazoo area for Fabri-Kal Corp., Kalamazoo.

Laurie L. Neidler, BS '74, in October was named special agent for the Michigan State Police, Kalamazoo.

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More graduates become life members of the Alumni Association

Robert Coebstraat, BBA '75, in September was elected president of the Pipe Line Contractors Association of Canada. President is of R. L. Cosaball of Canada, Brantford, Ontario.

Dr. Robert Fein, M.S. '73, EdD '75, in October was named superintendent of the Fennville Public Schools.

Glenn A. Northrop, BS '75, in January was named vice president of the Automotive Dealership for Herman Miller, Zeeland.

David G. Odle, MS '75, in October was appointed director of employment and training at Strato, Grand Rapids.

Bret Pugash, BS '74, in December was appointed president and chief executive officer of the Building Supply Co., Sturgis, MI.

Michael J. Wilson, BS '74, in January was named corporate vice president at William E. Riggs/Gilmore Associates, a Kalamazoo public relations company.

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Olga M. Bonifilis, MS, Ed. in December received Global Vision, Kalamazoo. The company provides training in the business and social protocol of the countries.

Christopher G. Dolan, BBA '87, is an independent financial consultant at Troche Ross & Company, Kalamazoo, MI.

Jan Frankhouse, BBA '87, in December was appointed to the staff of the Township of Coloma, MI. John Frankhouse is a public relations firm in Minneapolis, MN. Christopher A. Sutton, BBA '88, in December was promoted to director of Ad Hoc Marketing Resources, New York, NY.

Barbara Pardom, DSM '92, in November joined a doctor's office in Brooklyn as a physician assistant.

Dr. Maryk Wittelson Powell, BBA '82, in October was appointed director of Dental Services by the Michigan and Rural Community Health Association, Binger. John Welch, BBA '92, MBA '93, in October joined First of Michigan Corp., Harper Springs.

Jesse Reade, BBA '92, in December was appointed production director at Ad Hoc Marketing Resources, New York, NY.

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**Homecoming set for October 14, 1989**

Planning is already well under way for the 1989 Homecoming celebration.

The WMU Alumni Association will again sponsor several activities, including the traditional champagne brunch, which will be staged in the newly remodeled Bernhard Center, and a tailgate near Waldo Stadium where food and beverages will be served under a gold tent.

A capacity crowd is expected for the gridiron clash at 12:30 p.m. as the 1988 Mid-American Conference champion Broncos take on Central Michigan University.

The brunch, tailgate, and football game tickets will sell out quickly, so the Alumni Association is offering you this special opportunity to buy your tickets early. Just complete the reservation form on this page and return it along with your payment to: Homecoming '89, WMU Alumni Association, Kalamazoo, Michigan 49008-3584.

Your reservation will be held until August, at which time you will receive your tickets and a complete Homecoming schedule, including information about the many constituency activities that will take place. If you plan to return to Kalamazoo for the celebration, you are also encouraged to make arrangements early to reserve overnight accommodations.

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**Largest fund-raising effort ever launched**

(Continued from page 1)

"I am personally reassured by and very grateful for the support we have received to date from the relatively small number of persons we have approached in private and from whom we have asked support," Haenicke continued. "In the past year, we have received the three largest gifts in the University's history. Beyond that, we have received several dozen major pledges from alumni, friends, and businesses and foundations, and from our faculty and staff.

"To have already raised nearly 40 percent of our goal is a remarkable vote of confidence," he said. "However, it will take many more gifts from many more friends of the University if we are to achieve our goal by the end of the campaign in December 1993. The funds we are seeking are absolutely essential. If we are successful in this effort—and I have every confidence that we will—Western Michigan University will be far better able to serve our region, our state, and beyond, and to provide a quality education for our students."

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**The Board of Trustees met in Detroit for its March meeting.**

Afterward, a reception was held for area alumni. Top Photo: Sharing stories during the reception were, from left: U.S. District Court Judge Anna Duggs Taylor of Detroit; Geneva Williams, Board of Trustees vice chairperson; and former trustees Fred Adams, BA '32, and his wife Mary Grace of Grosse Pointe.

Bottom Photo: President Nathan H. Haenicke, center, chats with students. J. Danico, BAA '83, of Novi and Debra Duno, BAA '83, of Dearborn.