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President Diether H. Haenicke called for a new debate on undergraduate education at Western Michigan University in his "State of the University" address at the tenth annual Academic Convocation on October 31.

"I am asking myself if we really look intensely enough at the quality of our undergraduate curriculum," Haenicke said. "I am not referring to the quality of instruction, I am referring to coherence, structure, and the possibility of a common core.

In his address Haenicke cited "horror stories" in the media and in scholarly literature about students who cannot place the American media and in scholarly literature about students who cannot find Mexico on a world map.

The quality of instruction. I am referring to coherence, structure, and the possibility of a common core. What needs to be known in a given academic field—we believe students must be educated. He said students must have:

- a firm knowledge and understanding of U.S. history
- a good command of standard English
- knowledge of how society functions politically and economically
- a basic understanding of scientific processes and methods

"I believe in a strong core during the freshman and part of the sophomore year, and I believe that it can be delivered largely in lecture classes with a broad, general, introductory tenor," Haenicke said. "I also believe that through honest, collegial discussion and lively debate, we will be able to define such a core."

He added that obstacles to initiating change, such as turf questions, personal preference, and convenience, are "ugly monsters" which appear in every campus debate of educational issues. But other obstacles are more important and honorable, he said, such as the debate over representing our multicultural society.

While Haenicke said he had many questions and few answers, he also said he thinks the situation among students today is critical enough that the faculty can no longer avoid dealing with such issues. "Let us enter a new debate on undergraduate education, to the benefit of our students," he said. "I think that if we do we have a problem in education, the failure is largely ours. Let us do what everyone, including our students, expects of us: Let us set high standards, and let us teach our students how to meet them."

Western Michigan University has been awarded a challenge grant of $500,000 from The Kresge Foundation in Troy to complete the University's $21 million Haworth College of Business building.

To qualify for the grant, the University must raise the $3 million needed to complete funding for the building by June 1, 1991. The building, under construction since October 1988, is expected to be finished by fall 1990.

"This grant demonstrates confidence by The Kresge Foundation in our ability to complete this crucial part of our Campaign for Excellence and in the University itself," President Diether H. Haenicke said.

The $55 million Campaign for Excellence, the largest fund-raising effort in the University's history, was launched in April. It is intended to raise funds for buildings, endowments, and programs.

"The Kresge challenge grant gives us valuable impetus to approach alumni and other friends of the Haworth College of Business and of the University and ask them for their support," said William U. Parfet, corporate executive vice president of The Upjohn Company and chairman of the Campaign. "This challenge could not have come at a better time."

The University already has received a $5 million gift, a part of which will be used to furnish and equip the building, from the Haworth family and company of Holland. In appreciation, the WMU Board of Trustees named the college in honor of the family and company.

The three-story, U-shaped building will support five academic departments, 11,000 students, and 150 faculty and staff members. The college currently occupies three buildings on the University's East Campus. The foundation, steel framework, and most of the roofing for the new Kresge building have been completed and work has begun on the interior.

The Haworth College of Business ranks among the nation's top business schools in terms of the quality of its programs and number of master's degrees awarded. In fact, it is one of only 544 schools in the country to have both its undergraduate and graduate programs accredited.

The Kresge Foundation is an independent, private foundation created by the personal gifts of Sebastian S. Kresge. Grants are made nationally and internationally to institutions operating in the areas of higher education, health and long-term care, arts and humanities, social service, science and the environment, and public affairs. Most of its grants are made on a challenge basis to insure completion of funded projects.

President Diether H. Haenicke

Haenicke says in 'State of the University' address

WMU should review its undergraduate education

University receives $250,000 gift to name courtyard for Duncans

The grand courtyard of the new building to house the Haworth College of Business at Western Michigan University will be named in honor of James, '46, and Colleen, 47, Duncan of Kalamazoo.

James H. Duncan, Sr., retired in 1985 as chairperson and chief executive officer of the First of America Bank Corporation of Kalamazoo. His wife, the former Colleen P. Cheney, has been an active civic leader in the community.

Gifts to the WMU Foundation totaling $250,000 by the Duncans' son James H., Jr., B.A. '74, owner of Duncan's American Radio in Indianapolis, Indiana, and by the First of America Bank Corporation will provide for construction and landscaping of the courtyard. It was James Duncan, Jr., who initiated plans to name the courtyard in honor of his parents nearly a year ago. His mother and father learned of the honor at a campus luncheon November 10.

"This gift is intended to recognize my parents for their contributions to the University and to the community," James Duncan, Jr. said. "It also expresses my own gratitude to WMU for what it has done for me." Colleen Duncan, who studied business education, has been a member of the Junior League of Kalamazoo and served as a Nazareth College trustee and Catholic Social Services member and officer. She and her husband are members of the WMU President's Club and life members of the WMU Alumni Association.

James Duncan, Sr., who studied economics, joined First National Bank and Trust of Michigan (now First of America) in 1955 and served as chief executive officer for sixteen years prior to his retirement. He received a WMU Distinguished Alumnus Award in 1983 and has received honorary degrees from both WMU and Nazareth College. He is a director emeritus and past president of the WMU Foundation, the former national chairperson of WMU's "Partners in Progress" capital campaign, and a member of the University's Academy of Volunteers.

The Duncans, from left, James, Sr., James, Jr., and Colleen, have made giving and WMU synonymous.

Inside this issue

Award-winning teachers typify academic excellence

Bronco spirit draws thousands to Homecoming

William Parfet addresses "building for tomorrow"
Three Western Michigan University faculty members have been recognized for their superior teaching skills by winning 1989 Alumni Teaching Excellence Awards.

This year's awards recipients are Dr. Alan S. Brown, professor of history; Dr. Robert W. Felkel, associate professor of languages and linguistics; and Dr. Leo J. Stevenson, associate professor of finance and commercial law.

The awards were presented by the Alumni Association during WMU's tenth annual Academic Convocation on October 31. Since the Alumni Teaching Excellence Awards were established in 1966, some 100 faculty members have received them in recognition of their superior teaching skills and professional expertise. Recipients are selected by an Alumni Association committee from nominations by alumni, students, and departmental colleagues.

Brown joined the WMU faculty in 1955. He founded the University Archives and Regional History Collections four years later and served part-time as that area's director until 1966. He teaches undergraduate and graduate courses in Michigan history as well as American history, focusing on Colonial America and the American Revolution. His commitment to the education of his students was obvious both in and outside the classroom, said one former student in nominating Brown for the award. "His lectures were well-organized and interesting. He was willing to spend unlimited amounts of time with his students. His love of both history and teaching made studying under him a pleasure."

Brown has edited books and has written numerous articles and reviews for professional journals. The former president of the Kalamazoo Historical Society, he has served as a trustee of the Historical Society of Michigan and as a member of the Kalamazoo Historical Commission. He is a member of Phi Alpha Theta history honor society and for several years served in leadership positions in WMU's Faculty Senate.

Felkel has been a WMU faculty member since 1971. He teaches undergraduate and graduate classes in Spanish language and literature. "Dr. Felkel is a highly competent and thoroughly professional educator who sets high standards of performance for himself and brings out the best in his students," said one former student who nominated him for the award. "His kindly good humor, his patience, his consummate lesson preparation, his enthusiasm for his subject and his constant professional development make him an inspiration to others."

A special interest of Felkel is Cervantes' masterpiece, "Don Quixote." He developed a course at WMU that studies the world's first modern novel from a historical/sociological point of view. In addition, he is the author of a soon-to-be-published translation of Jose Antonio Maravall's "Utopia y Contrustopia en el Quijote." And, as part of a book-length project, he has published a number of articles on Cervantine ethics for professional journals.

Felkel has traveled extensively in Spanish-speaking countries to improve his language skills, conduct research, and acquire materials for courses. He frequently shares his expertise in the community by visiting area high school Spanish classes.

Stevenson joined the WMU faculty in 1976. He teaches undergraduate and graduate classes in business law, criminal law, and administrative law. "Dr. Stevenson has a flair for teaching that maintains the students' interest and makes them want to learn more," said one nominating student. "He's always willing to help students above and beyond the call of duty. He also has a knack for using 'real life' situations to explain many aspects of the law."

Stevenson is the co-author of Legal Environment: An Introduction to the American System of Law, which is now in its eighth printing. He also has written several articles for professional journals on such business law topics as the Uniform Commercial Code and warranties. In addition, he has written a guide for WMU students interested in law school.

A member of the American Business Law Association and the Tri State Business Law Association, Stevenson also serves as contract administrator for WMU's chapter of the American Association of University Professors.

Dr. Jack Michael, one of the country's foremost proponents of behavioral psychology, has received Western Michigan University's 1989 Distinguished Faculty Scholar Award.

Michael, a professor in the Department of Psychology, was presented with the award at the tenth annual Academic Convocation on October 31. The award is WMU's highest honor for a faculty member.

Prominent in the letters nominating Michael for the award were several mentions of his willingness to share his expertise with other scholars. "A scholar himself of the first rank and an incubator of scholarly talent in others, he is the shining example, in my view, of what a 'real' scholar can be and should be," one letter stated.

Michael's scholarly interests began in the area of behavior modification, which is the deliberate use of positive reinforcement to change the behavior of the mentally ill, the mentally retarded, and others with behavioral problems. Widely known for his pioneering work in this field, he gained early recognition in 1959 with his first published article, "The Psychiatric Nurse as a Behavioral Engineer." The article, co-written with Ted Ayllon, is regarded by some as the first printed paper in the area of behavior modification.

Since then he has focused his attention on theoretical issues in the field of motivation and on a behavioral analysis of language. This work has resulted in a number of articles for professional journals. "Teaching and professional scholarship have been very closely related," Michael said in speaking about his career. "Most of what I write is first something that I have lectured on in undergraduate courses or in graduate seminars, then prepared as a written handout for subsequent versions of those courses, and finally submitted to a professional journal or made into a chapter for a longer work."

Besides earning accolades for his scholarly endeavors, Michael also has been honored for his teaching ability. He received the American Psychological Foundation's Distinguished Teaching Award in 1971, the first year it was given, and a WMU Alumni Teaching Excellence Award in 1984. He also served as an American Psychological Association Master Lecturer in 1984.

He is a fellow of two divisions of the APA and in 1965 was elected president of Division 25, the Division of the Experimental Analysis of Behavior. A founder of the Association for Behavior Analysis, Michael served as president of this organization in 1979. A Phi Beta Kappa graduate of the University of California at Los Angeles in 1949, Michael went on to earn his doctoral degree from this institution in 1955. He taught at the University of Kansas, the University of Houston, and Arizona State University before joining the WMU faculty in 1967.
WMU tops the charts with 1989 enrollment

More students are attending Western Michigan University this fall than at any time in its history. About 26,100 students—5.1 percent more than last fall's record enrollment—were attending classes this September, marking the fifth consecutive year that fall enrollment has increased at the University.

"This is a very positive reflection on the image and reputation of Western Michigan University for academic programs and student support services of high quality," said Dr. George M. Dennison, provost and vice president for academic affairs. "Everyone in the University community, including the students, deserves credit for this outcome."

On-campus enrollment is up 5.3 percent and off-campus enrollment is up nearly 4 percent. Both the number of students attending on-campus classes and off-campus classes are institutional records.

"Our growth resulted largely from the retention of larger freshman classes and an increase in students transferring from two-year and other four-year institutions over the past three years," Dennison explained. "In addition, the enrollment of minority students has increased as well."

New students increased 15.7 percent, transfer students increased 7.6 percent, and minority enrollment increased 12.3 percent. Dennison said the most dramatic increase in minority enrollment is at the freshman level. A record 259 minority freshmen are on campus this fall, he said, for an increase of 41.5 percent.

Four new Medallion Scholarships created and awarded

Four new Medallion Scholarships have been established at Western Michigan University, bringing to fourteen the number of WMU scholarships awarded this year in which President John R. Haenicke is the sponsor. From left are the Stoltman, Carlson-Carmichael, and Haenicke Medallion Scholarships, and the President's Medallion Scholarship.

The new scholarships are as follows:

• The Diether H. Haenicke Endowed Medallion Scholarship. This was established in honor of Haenicke, president of the University, by the Faculty Senate with contributions from faculty and staff members.

• The Charles Carmichael and Bernadine Carlson-Carmichael Medallion Scholarship. It honors the late Charles Carmichael, who retired in 1986 after thirty-three years as a faculty member in the Department of English, established this scholarship with his wife. They live in Kalamazoo.

• The Arnold E. Schneider Business Medallion Scholarship. This was established by the University in honor of Schneider, founding dean of the Haworth College of Business. Schneider retired in 1979 after thirty-two years of service to the University. He resides in Sarasota, Florida.

Task force will look into alcohol abuse on campus

President Diether H. Haenicke has appointed a task force to review existing alcohol regulations, data, educational initiatives, and counseling and support programs, as well as to make appropriate recommendations to Western Michigan University administrators.

"I had decided to establish this task force before the recent events surrounding our Homecoming observance," Haenicke said, referring to an unsanctioned student party at an off-campus apartment complex last Friday. "This is an issue that we have to look at seriously, I think."

Three students have been forbidden to participate in disciplinary probation for their participation in those incidents. They also have been required to do up to fifty hours of community service on campus, as well as undergo an assessment to determine whether alcohol counseling is warranted.

WMU, like numerous universities across the country, has experienced increasing and widespread substance abuse among students, especially alcohol abuse. Prior to the start of the 1988-89 academic year, Haenicke had made counselors available on campus. This option allows students to live in an area where no drinking is allowed, regardless of the age of resident students.

Haenicke followed up that with the task force.

• The WMU Class of 1939 50th Reunion Medallion Scholarship. This was established by members of the fiftieth reunion class of 1939.

• The William R. Cole, B.B.A. '62, president and chief executive officer of First of Michigan (Bank)—Michigan, is serving as chairperson for the 1989-90 Annual Fund for Western Michigan University. As chairperson of the Annual Fund, Cole is the chief national volunteer for the University's annual campaign for unrestricted support.

"At WMU we are continuing to focus on University-wide greatness," Cole says. "Alumni and friends must make a commitment to the Annual Fund this year and in the years ahead. By being annual 'investors' in Western, each of us can ensure the responsibility for Western's future, and all will reap the benefits of the University's progress."
Junior high students prone to stress

The majority of students age ten to fourteen fall prey to a number of chronic stress-induced situations that revolve around peer and academic pressure. Dr. Mary A. Strubbe, assistant professor of education and professional development, found in a seven-state survey of 3,382 ninth graders in the Detroit Public Schools to attend WMU if they graduate with at least a "B" average. The news conference was announced at a news conference October 17 in Detroit detailing this year's Wade H. McCree, Jr. Incen-

tive Scholarship Program.

WMU's 1989 pledge of support brings to sixty-four the number of students the University has committed to assisting. "I'm delighted that Western Michigan University is participating in this landmark scholarship program," said Geneva Jones Williams of Detroit, vice chairperson of the Board of Trustees and the news conference.

The University also has been involved in other, similar programs. They include an incentive scholarship program with three Kalamazoo area public schools and the Van Buren Intermediate School District, a junior/senior high school collaborative program, and a science program for black elementary school students.

More than money makes a successful merger

The success of many business mergers may hinge on the recognition of cultural and organizational factors, say Dr. Daniel J. Farrell, professor of management, and Dr.

James C. Petersen, professor of sociology. The pair examined existing data detailing classic corporate acquisitions completed in recent years. Among their findings were: successfully merged companies shared similar, pre-merger decision making styles and similar systems for rewarding employees; acquired companies which continued their operations with only financial oversight work far better than vertical mergers, in which the acquiring company merges with a smaller company in hopes of using it to achieve a specific goal; and foreign firms are acquiring U.S. firms of ten times more often than U.S. firms are acquiring companies overseas, reflecting the view that the United States' stable political climate and favorable exchange rates make investing here attractive.

National grant promotes ergonomics

A $65,464 grant from the National Science Foundation to Dr. Ashraf M. Genaidy, assistant professor of industrial engineering, will result in a new state-of-the-art laboratory on campus for ergonomics research and instruction. The grant will be matched by an equal amount of funds to purchase equipment and add to an industrial ergonomics and safety laboratory that was started last year.

One of the main goals of ergonomics, also called human engineering, is to design work tasks that are within the capabilities of the workforce. By taking the strength and characteristics of the body into account when work is done, maximum safety and comfort for the worker is achieved—and injuries, high medical costs, lower production output, and lost production time are avoided. When complete, the 1,500-square-foot laboratory will serve as an instructional and research laboratory for ergonomics equipment and for all undergraduate industrial engineering students and as a model for other universities.

What's going on down there—Information about what's going on down there, and how to protect it is available in a book published by WMU and written for readers who do not have a technical background. The Groundwater in Southeast Michigan was produced for the Michigan Groundwater Survey, a model groundwater data and management system co-written by Dr. Richard N. Pasero, professor of geology, and Dr. W. Thomas Straw, Department of Geology chairperson.

Journal gets new lease on life—Three years ago a trio of faculty members became editors to rescue an academic journal from what seemed like certain death. Today, the Journal of Sociology and Social Welfare is enjoying good health and WMU has been introduced to the far corners of the world. The University is now the official publisher of the journal, with Dr. Robert D. Leinhardt, an adjunct faculty member in the Department of Sociology, serving as journal editor; Dr. Edward J. Pawlik, professor of social work, serving as associate editor; and Dr. Danny H. Thompson, professor of social work, also serving as an associate editor.

On speaking and hearing—A guide to planning individualized clinical programs for infants, children, and adolescents with language, speech, and hearing impairments has been written by Nicola Wolf NCN, associate professor of speech pathology and audiology. The book, Planning Individualized Speech and Language Intervention Programs, is a revision and expansion of an earlier work.

The law and business—The second textbook of a series that explores the law's impact on business. Business and the Law, 2nd Edition, has been co-written by Dr. F. William McCarty, chairperson of the Department of Finance and Commercial Law. The other authors involved are: Dr. Durward Dunfee of the University of Pennsylvania's Wharton School, Dr. William Black of the University of Michigan, Dr. John D. Blackburn and Dr. Frank F. Gibson of Ohio State University, and Dr. Bartley A. Brennan of Bowling Green State University.

International engineering group sites at WMU

Industrial engineers from around the world will be turning to Western Michigan University for research, testing, and certification in a time-study technique that is rapidly gaining acceptance in the industrial community. The University has been chosen as home base for the newly organized International MODAPTS Association. With Dr. Robert M. Wiegant, professor of industrial engineering, as executive director, the association will promote the use of MODAPTS and MODAPTS-based systems in all English-speaking countries except Australia and New Zealand. MODAPTS stands for Modular Arrangement of Predetermined Time Standards. The system uses human rather than mechanical terms to integrate observed body movements and optimum work times into a computer program. The system is used for production planning and scheduling, cost estimating and analysis, ergonomic evaluation of manual tasks, and the development of labor standards. The nonprofit MODAPTS association will be the central MODAPTS authority, holding all pertinent trademarks and copyrights, and will be the only entity entitled to issue analyst or instructor certification.

Many state hospitals face closure

A survey of Michigan hospital executives by Dr. J. Patrick Forrest, assistant professor of accounting, reveals that most believe the state's currently operating hospitals fail due to financial problems. Decreasing admissions and length of hospital stays coupled with the out-migration of patients and declining public and private medical insurance rates are among the factors hospital executives see as causing financial hardships.

Tuition guarantee goes to 20 more students

For the third consecutive year, Western Michigan University is guaranteeing the tuition of twenty minority ninth graders in the Detroit Public Schools to attend WMU if they graduate with at least a "B" average. The guarantee was announced at a news conference October 17 in Detroit detailing this year's Wade H. McCree, Jr. Incentive Scholarship Program.
Fifteen others inducted into academy

Fox, Quinn honored as volunteers of the year

Russel N. Fox, vice president and general manager of Hurletron in Danville, Illinois, and Patrick M. Quinn, president and chief executive officer of Spartan Stores in Grand Rapids, have been named Volunteers of the Year by Western Michigan University. They were inducted into WMU's Academy of Volunteers on October 6, along with fifteen other persons. The academy was established in 1985 to recognize the contributions of volunteer fund-raisers to the University.

Fox led an effort by his company to have innovative Hurletron systems installed on a printing press in the Printing Management and Research Center, which is a part of the Department of Paper and Printing Science. The donated systems are valued at more than $220,000. Quinn led an effort to raise funds for the University's food distribution program, which is a part of the Department of Marketing. The fund-raising campaign represents more than $220,000 in support over the past three years.

"Each of these special friends of Western Michigan University has made a unique and valuable contribution to the education of our students and the enhancement of excellence at the University," Lee H. Wenke, WMU Foundation president, said. "This is one opportunity to say 'thank you.'"

Many gift options available

There are as many ways to give as there are reasons to support Western Michigan University. Awareness of the various giving options and planning a gift can provide significant tax advantages and other financial benefits. One of the few areas left untouched by recent federal tax reforms is charitable deductions. You may still deduct gifts of up to 50 percent of your adjusted gross income in a given year. Gifts of long-term appreciated securities or real estate may be deducted up to 30 percent of adjusted gross income. In both cases, you may carry over for an additional five years whatever you cannot apply against this year's tax liability.

Cash gifts. The simplest way of making a contribution is to write a check, and the majority of the gifts to the University are made in this way. Cash gifts are deductible (subject to certain limitations) from both federal and several state income taxes. While this is the most common way to give, it is far from the only option, and other methods may hold real advantages for some donors.

Giving securities. Two tax benefits result from a donation of appreciated securities, provided the securities have been held for more than twelve months. First, you may deduct the entire market value of the securities (subject to certain limitations); and second, no capital gains tax need be paid on the appreciated portion of the gift.

Gifts of personal property. These gifts might include your residence, vacation home, commercial property, or farm. Like gifts of highly appreciated securities, gifts of personal property may be deductible for the full value of the property and avoid capital gains tax (subject to certain limitations).

Life income plans. A life income plan can provide you and/or someone you designate (such as your spouse or child) with an income for life. Life income gifts generate both immediate and estate tax deductions and, if highly appreciated securities or property are used to fund the life income gift, capital gains tax also may be avoided.

Reserved rights and gifts of personal property. Giving your home or farm to WMU can be done while reserving the right to live in your home or to continue to farm the property as for you and/or someone else you designate (such as your spouse or child) live. Immediate and estate tax benefits result from making a gift in this way.

Bequests. After providing for members of your family and others close to you, you can make a provision in your will for WMU to receive a) a fixed amount from your estate, b) a certain percentage of your estate, or c) the remainder of your estate after other specified distributions have been made. It is vital that you discuss your estate plans with the University's planned giving officers to be certain that the wishes expressed through your will can be honored by the University.

For more information about the planned giving options available to you, contact Kenneth J. DeVries, Esq., director of Planned Giving Services, Western Michigan University, Kalamazoo, MI 49008-3855, (616) 387-6178 or toll free (800) 876-1067.

Feirers create endowed scholarship through life income giving plan

Dr. John L. Feirer, professor emeritus of industrial technology and education, and his wife, Jane, recently established a charitable remainder unitrust, in excess of $100,000 that will eventually fund the John L. and Jane K. Feirer Endowed Scholarship for Industrial and Vocational Education in the College of Education.

The Feirers used highly appreciated securities to establish the unitrust. Their contribution will be professionally managed and invested by the Western Michigan University Foundation. Earnings from the trust will provide them with an annual income for the rest of their lives. The couple elected to draw five percent of the unitrust's principal each year as income. Earnings in excess of five percent will be applied to the principal, increasing both the principal and the Feirers' earnings in subsequent years. Upon the death of the sole surviving spouse, the entire principal of the unitrust will be used by WMU to establish the Feirer endowed scholarship.

This planned gift will provide the University with a significant endowed scholarship fund, and it provides the Feirers with several advantages, including:

• a substantial current-year charitable tax deduction
• no capital gains tax on the highly-appreciated stock donated
• regular annual income for as long as either spouse lives

Because the annual dividends of the stocks donated were less than the income from the unitrust, the Feirers annual income will actually increase. In addition, they have the option to make further voluntary contributions of cash or securities to their charitable remainder unitrust.

There are many ways the Feirers could have contributed to the University. By seeking the counsel of the University's planned giving officer and by planning their gift, they have made a generous contribution to WMU in a way that is best suited to their financial needs.

Foundation holds annual meeting; elects new officers

Six persons were elected October 6 to terms of one to three years on the Western Michigan University Foundation Board of Directors, bringing to forty-six the number currently serving on the board.

Vice Chairpersons are: Howard K. Kowalski, retired assistant vice president for facilities engineering; Dr. Howard F. Biddle, president of Haworth in Holland; Dr. Stephen E. Upton, Jr., president of the Whirlpool Foundation in Benton Harbor.

J. Feirer, professor emeritus of theatre.
Six former Bronco standouts inducted into WMU Athletic Hall of Fame

Six former athletes, including four from the post-World War II era, are the 1989 inductees into the Western Michigan University Athletic Hall of Fame. They are Fred Zadlena, 1950’s football and tennis player; Ray Louthen and Pat Clysdale, 1960’s multi-sport athletes and later college athletic administrators; Tom Cole, 1980’s baseball player; and Ann Kasdorf, 1980’s basketball player; and Ann Kasdorf.

The WMU Athletic Hall of Fame was started in 1913 and now includes seventy-eight members. Induction ceremonies were held in September.

Zadlena, who died in 1980, was lettered as an end in football from 1950 to 1952, playing on teams that had a combined record of 38-6-4. He earned tennis monograms in 1952 and 1954 and won the Michigan Intercollegiate doubles crown in 1952.

The Spring Lake native spent his professional career in the Kalamazoo Public Schools. Prior to his death, Zadlena was athletic director. He had also coached golf, reserve basketball, and football.

Cole grew up in Columbus, Ohio, and lettered as a football quarterback in 1980 for the 1986 national award. Louthen’s baseball clubs crowns and was named District campaign enroute to four Indiana

Dr. Paul Griffin, right, Redfield, Iowa, former Bronco basketball owner, left, and former WMU athletic director, right.

1944, basketball center in 1945, and baseball pitcher in 1949 and 1954. He earned All-Mid-American Conference grid honors in 1949 and was captain of the 1950 squad. A staff in the

Paul Griffin, Ray “Red” Louthen, Fred Zadlena, Jr. (representing the late Fred Zadlena, Sr.) and Pat Clysdale.

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Cole grew up in Columbus, Ohio, and lettered as a football quarterback in 1980 for the 1986 national award. Louthen’s baseball clubs crowns and was named District campaign enroute to four Indiana

Dr. Paul Griffin, right, Redfield, Iowa, former Bronco basketball owner, left, and former WMU athletic director, right.

1944, basketball center in 1945, and baseball pitcher in 1949 and 1954. He earned All-Mid-American Conference grid honors in 1949 and was captain of the 1950 squad. A staff in the

Paul Griffin, Ray “Red” Louthen, Fred Zadlena, Jr. (representing the late Fred Zadlena, Sr.) and Pat Clysdale.

appeared in the 1965 and 1969 National Collegiate Athletic Association Division II playoffs and won three Indiana Collegiate Conference championships.

Clysdale, Detroit native, lettered twice in football (1960 and 1961) and basketball (1949 and 1956). He earned All-Mid-American Conference grid honors in 1949 and was captain of the 1950 squad. After a staff in the

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Alumni Leaders

The Alumni Association Board of Directors held its fall meeting October 12 and 13 in Kalamazoo and elected new officers. Serving on the board for 1989-90 are: from left (seated): Dr. Robert Ethridge, Julie Skorin, Rozelle Krenis, Patricia Muth, past president; Patrick Laughlin, vice president; Jamie Jerry, executive director; Larry Leatherwood; Deborah Mazer-Baker; (standing) John Yelich; Robert Zakar; Barbara Letts Simmons; Theodore Huntinski; Richard Carlson; Dennis McCrumb; Richard Chormann; president; Michael Dallas; Michael Dietz; Cheryl Drew; and Kevin Scott.

Alumni Association Calendar

JANUARY
23 “Good Morning, Kalamazoo”—7:30 a.m., Kalamazoo Center, Kalamazoo.
29 Gold Pride Reception—for students who have been accepted to WMU and their parents, Bernhard Center, Kalamazoo.
“An Evening with the Presidents: A Forum on Public Higher Education”—5:00 p.m. reception, 6:00 p.m. dinner program, Eberhard Center, Grand Rapids. For more information, call Bob Perry of the Greater Grand Rapids Alumni Chapter at (616) 949-5517.
30 Gold Pride Reception—for students who have been accepted to WMU and their parents, Kalamazoo Country Club, Kalamazoo.
31 Gold Pride Reception—for students who have been accepted to WMU and their parents, Lansing Holiday Inn, Lansing.

FEBRUARY
1 Gold Pride Reception—for students who have been accepted to WMU and their parents, Bernhard Center, Kalamazoo.
5 Gold Pride Reception—for students who have been accepted to WMU and their parents, Armway Grand Plaza, Grand Rapids.
6 Gold Pride Reception—for students who have been accepted to WMU and their parents, Midland Holiday Inn, Midland.
10 Chicago area alumni reception—prior to the WMU-University of Illinois-Chicago hockey game.
18 Alumni brunch—with President and Mrs. Haenicke, noon, Boca Raton Hotel and Club, Boca Raton, Florida.
19 Alumni dinner—with President and Mrs. Haenicke, 6:00 p.m., Maison Jardin, Altamonte Springs, Florida.
22 Alumni dinner—with President and Mrs. Haenicke, 6:00 p.m., Collier Athletic Club, Naples, Florida.
23-25 Alumni Getaway Weekend—for WMU alumni and friends and their families, Sugar Loaf Resort, Cedar. For details and reservations, call the McKee Alumni Center at (616) 387-6179.
25 Alumni brunch—with President and Mrs. Haenicke, noon, Crown House, Sarasota, Florida.
27 “Good Morning, Kalamazoo”—7:30 a.m., Fetzer Center, WMU.

MARCH
1 Gold Company performance—by WMU’s award-winning vocal jazz group, 8:00 p.m., DeVoe Hall, Grand Rapids. For ticket information, call Ticketmaster or the Alumni Association at (616) 387-6179.
9-11 Mid-American Conference Basketball Tournament—Cobo Hall, Detroit.
10-11 Central Collegiate Hockey Association Tournament Finals—Joe Louis Arena, Detroit.
27 “Good Morning, Kalamazoo”—7:30 a.m., Kalamazoo Country Club, Kalamazoo.

JUNE
9 Class of 1950—Fortieth anniversary reunion, WMU.
15 Class of 1949—Golden anniversary reunion, WMU.
More graduates become Alumni Association life members

Fred Everett is recently elected

the national executive secretary of Fourth of July Corp., Detroit. World War II Everett is a WIOO

professor emeritus in accounting.

1910-1959

Carl Sholder, M.S., is now a

member of the board of directors of the education division of the Charitable American Legate.

Charlotte, NC.

On April 26, 1984 in June was elected president of the Michigan

College at Dayton. For her first term she is the director of the Alumni

Public Student Services.

Warren M. Stoddard, M.A., on April has recently published the following:

April in June was named to the Roster of Fellows of the American Occupational Therapy Association at that organization's sixty-ninth annual meeting. June is manager of occupational therapy at Harb- from the University of

nuevo Center.

Boston. In June was named to the Roster of Fellows of the American Occupational Therapy Association at that organization's sixty-ninth annual meeting. June is manager of occupational therapy at Harb- from the University of

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Deaths
Dr. Joan A. Boucher, professor emeritus of music, died August 7 in Amherst.
Robert P. Johnson, professor emeritus of art history, died June 28 in Kalamazoo.

1910-1939
Ruth Payne Isenberg, 25, died June 6 in Kalamazoo.
Irene E. Ruggles, 37, died June 24 in Charlevoix.
Nancy H. Spafford, 35, died June 17 in Wayland.
Helen M. Ziemke, 28, died July 5 in Muskegon.

Margaret N. Cramer, 29, died September 1 in Kalamazoo.
Ruth Miller, 27, died September 4 in Kalamazoo.

Velma C. Shbalanced Bock, 24, died September 17 in Huntington, W. Va.

Glady Richards Rice, 70, died in September in Kalamazoo.

Margaret Forman Gamble, 26, died March 18 in Centreville.

Marc J. Miller, 28, died May 15 in Battle Creek.

Dorothy B. Rice, 27, died May 17 in Muskegon.

Lena T. Epting, 27, died August 13 in Plainwell.

Lula E. McNeil, 24, died September 12 in Kalamazoo.

Harold J. Goering, 29, died in September in Muskegon.

Elizabeth B. Warden, 29, died in September in Kalamazoo.

Harriet A. Miller, 29, died September 27 in Kalamazoo.

Vera M. Togwell, 28, died September 28 in Kalamazoo.

Katherine H. Phillips, 28, died September 29 in Kalamazoo.

William H. Hardick, 27, died October 5 in Kalamazoo.

Edward R. Miller, 24, died October 9 in Kalamazoo.

Gladys L. Miller, 25, died October 25 in Kalamazoo.

Grace M. Wickersham, 29, died October 27 in Kalamazoo.

Bruce D. Wickersham, 28, died October 30 in Kalamazoo.

Margaret S. Ziegler, 28, died October 31 in Kalamazoo.

Harold Seibert, 27, died November 2 in Kalamazoo.

Emma A. Kraske-Booker, 24, died November 5 in Kalamazoo.

Grace M. Wickersham, 28, died November 5 in Kalamazoo.

Grace E. Foss, 25, died November 10 in Kalamazoo.

Lillian A. Neiderer, 28, died November 10 in Kalamazoo.

Grace M. Wickersham, 28, died November 12 in Kalamazoo.

Grace M. Wickersham, 28, died November 23 in Kalamazoo.

Grace M. Wickersham, 28, died November 27 in Kalamazoo.

Grace M. Wickersham, 28, died December 1 in Kalamazoo.

Grace M. Wickersham, 28, died December 2 in Kalamazoo.

Grace M. Wickersham, 28, died December 3 in Kalamazoo.

Grace M. Wickersham, 28, died December 5 in Kalamazoo.

Grace M. Wickersham, 28, died December 7 in Kalamazoo.

Grace M. Wickersham, 28, died December 8 in Kalamazoo.

Grace M. Wickersham, 28, died December 11 in Kalamazoo.

Grace M. Wickersham, 28, died December 12 in Kalamazoo.

Grace M. Wickersham, 28, died December 13 in Kalamazoo.

Grace M. Wickersham, 28, died December 14 in Kalamazoo.

Grace M. Wickersham, 28, died December 15 in Kalamazoo.

Grace M. Wickersham, 28, died December 16 in Kalamazoo.

Grace M. Wickersham, 28, died December 17 in Kalamazoo.

Grace M. Wickersham, 28, died December 18 in Kalamazoo.

Grace M. Wickersham, 28, died December 19 in Kalamazoo.

Grace M. Wickersham, 28, died December 20 in Kalamazoo.

Grace M. Wickersham, 28, died December 21 in Kalamazoo.

Grace M. Wickersham, 28, died December 22 in Kalamazoo.

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Grace M. Wickersham, 28, died December 24 in Kalamazoo.

Grace M. Wickersham, 28, died December 25 in Kalamazoo.

Grace M. Wickersham, 28, died December 26 in Kalamazoo.

Grace M. Wickersham, 28, died December 27 in Kalamazoo.

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You can make an indelible contribution to the future of Western Michigan University through a “naming gift” to the Campaign for Excellence. Such gifts serve several valuable purposes. For instance, they provide funds to meet critical University needs, establish scholarships and fellowships, construct and expand buildings, purchase instructional equipment, and enhance academic programs. They also can provide a physical demonstration of your support for WMU by virtue of carrying your name as a donor. Similarly, by choosing to make a gift in the name of someone else, they can serve as a living memorial to a family member or other individual whom you wish to honor.

As the chart below shows, there are many naming gift opportunities available at the University, for contributions of as little as $500 or as much as $5 million or more. Each gift fulfills one of WMU’s important funding needs and represents the donor’s commitment to building the institution’s reputation of excellence.

If you are interested in making a naming gift, or if you would like more information, contact Western Michigan University Foundation, Hillside East, Western Michigan University, Kalamazoo, Michigan 49008-3855, or call (616) 387-6167.

### Representative examples of naming gift opportunities

<table>
<thead>
<tr>
<th>Amount</th>
<th>The University</th>
<th>Business Building</th>
<th>Honors Building</th>
<th>Library Expansion</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>$500 Endow a book fund</td>
<td>Name an auditorium seat</td>
<td></td>
<td>Name a student study carrel (500)</td>
</tr>
<tr>
<td>$1,000</td>
<td>$1,000 Endow a periodicals acquisition fund</td>
<td>Name a courtyard garden</td>
<td>Name the dean’s office</td>
<td>Name a computer station (100) Name a faculty study carrel (40)</td>
</tr>
<tr>
<td>$2,500</td>
<td></td>
<td>Name a junior level faculty office</td>
<td>Name the executive-in-residence suite</td>
<td>Name a conference room (2)</td>
</tr>
<tr>
<td>$5,000</td>
<td>Endow a student scholarship</td>
<td>Name a senior level faculty office</td>
<td>Name a conference room (3) Name a standard classroom (26)</td>
<td>Name the library</td>
</tr>
<tr>
<td>$10,000</td>
<td>Endow a department support fund</td>
<td>Name an existing classroom</td>
<td>Name the dean’s office</td>
<td>Name a conference room (2)</td>
</tr>
<tr>
<td>$15,000</td>
<td>Name an existing faculty room</td>
<td>Name the executive-in-residence suite</td>
<td>Name the library</td>
<td>Name the library</td>
</tr>
<tr>
<td>$20,000</td>
<td></td>
<td>Name an existing faculty room</td>
<td>Name a conference room (3) Name a standard classroom (26)</td>
<td>Name the library</td>
</tr>
<tr>
<td>$25,000</td>
<td>Sponsor a Medallion Scholar</td>
<td>Name an existing faculty room</td>
<td>Name the executive-in-residence suite</td>
<td>Name the library</td>
</tr>
<tr>
<td>$30,000</td>
<td>Endow a department support fund</td>
<td>Name the lobby and reception area</td>
<td>Name the reserve services center Name the reading room</td>
<td>Name the reserve services center Name the reading room</td>
</tr>
<tr>
<td>$50,000</td>
<td>Name an existing classroom</td>
<td>Name the large lecture hall</td>
<td>Name the administrative area</td>
<td>Name the administrative area</td>
</tr>
<tr>
<td>$75,000</td>
<td></td>
<td>Name the reference materials center</td>
<td>Name the reference services center</td>
<td>Name the reference services center</td>
</tr>
<tr>
<td>$100,000</td>
<td></td>
<td>Name an assistant professorship</td>
<td>Name the reference services center</td>
<td>Name the reference services center</td>
</tr>
<tr>
<td>$150,000</td>
<td></td>
<td>Name an assistant professorship</td>
<td>Name the administrative area</td>
<td>Name the administrative area</td>
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<td>Name the reference services center</td>
<td>Name the reference services center</td>
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<tr>
<td>$250,000</td>
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<td>Name an assistant professorship</td>
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<tr>
<td>$300,000</td>
<td></td>
<td>Name the reference materials center</td>
<td>Name the administrative area</td>
<td>Name the administrative area</td>
</tr>
<tr>
<td>$500,000</td>
<td></td>
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<tr>
<td>$750,000</td>
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<tr>
<td>$1,000,000</td>
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<td>Name the reference materials center</td>
<td>Name the reference services center</td>
<td>Name the reference services center</td>
</tr>
<tr>
<td>$1,250,000</td>
<td></td>
<td>Name the reference materials center</td>
<td>Name the reference services center</td>
<td>Name the reference services center</td>
</tr>
<tr>
<td>$2,500,000</td>
<td></td>
<td>Name the reference materials center</td>
<td>Name the reference services center</td>
<td>Name the reference services center</td>
</tr>
<tr>
<td>$3,000,000</td>
<td></td>
<td>Name the reference materials center</td>
<td>Name the reference services center</td>
<td>Name the reference services center</td>
</tr>
<tr>
<td>$5,000,000</td>
<td></td>
<td>Name the reference materials center</td>
<td>Name the reference services center</td>
<td>Name the reference services center</td>
</tr>
</tbody>
</table>

These are only a few of the many naming gift opportunities available. The figures listed are the minimum amounts required, and all figures are subject to change.

The approval of the Western Michigan University Foundation Board of Directors and of the University’s Board of Trustees may be required to name a building, classroom, scholarship, program, etc. at Western Michigan University.

Numbers in parentheses indicate the number of seats, stations, or rooms to be named.
The Campaign for Excellence

Building on strength for tomorrow

Editor's note: William U. Parfel, corporate executive vice president of The Upjohn Company in Kalamazoo, is chairperson of the Western Michigan University Foundation Board of Directors and of the $55 million Campaign for Excellence, the largest fund-raising effort in the University's history. In a recent conversation with Michael Matthews, director of public information, Parfel shared his views of the campaign, its leadership, and the University.

Westerner: What does the Campaign for Excellence mean to WMU?

Parfel: It's obvious, as we look to the future, that we must recognize the important role public higher education will play in keeping this region, this state, and this nation vital. But if we continue to look to state dollars as the only source of funding, I believe we're missing a great opportunity in the face of our state's capital funding. Western Michigan University—with its strong programs and its great potential—has another key resource available to it: its own constituency groups.

Now, more than ever, these groups are willing to augment state funding with their own contributions to make WMU an institution of even greater excellence. The notion that public schools should get their money strictly from public sources is an old one. Because of its location, because of the role it plays in our region and as a university with a statewide mission, and because of the leadership of President Haenicke, Western Michigan University has captured the interest, the heart, and the spirit of a great many people.

Everybody acknowledges the pivotal role Western is going to play in the future of each and every one of us. As a major partner in economic development, as well as for the rich cultural resources it brings us. So it only makes sense to build our strength. And that's really what this campaign does.

Westerner: Why have you taken on this important personal assignment as chairperson of the Campaign for Excellence?

Parfel: Of course, I'm a lifelong resident of Kalamazoo. My family, my heritage is right here. And I have strong feelings about being able to continue to make West Michigan, Michigan, and the Midwest strong, viable parts of the world. With all of the resources we have available to us, the task simply is to keep the momentum going and not necessarily to start from scratch.

The Campaign for Excellence is helping Western Michigan University build for the future through capital projects that include new buildings for the Haworth College of Business and the Lee Honors College, the renovation and expansion of Waldo Library along with a new computer center, and a major addition to Shaw Theatre.

Western Michigan University is on the move. That means it can play an ever greater role in our lives in the future if we're willing to help it now through this campaign. That, and the personal satisfactions that come from helping a good cause are reasons why I'm excited about making sure that these campaign goals are met.

And three, of equal importance: He has a great sense of humor, which allows him to put everything in perspective. It gives people a feeling of belonging and ownership that is so important at this time in our history. That's why I believe Diether Haenicke's leadership is critical not only to the success of this campaign but also to the future of this University.

But Diether is not alone in his impact on the campaign and the University. We have the help of Carl Lee, vice chairperson of the Foundation board, who is part of the fabric of this great country. He's a self-made entrepreneur who, by taking risks throughout his career, was able to build a successful and respected business. A lot of people can appreciate what Carl and his wife, Winifred, have done in the hardest years of Carl's career in their willingness to share much of what they've earned with others, including Western.

Westerner: How would you characterize the role of the WMU Foundation in relation to the campaign, the University, and region?

Parfel: The WMU Foundation, with its sixty-six directors and officers, provides the mechanism—and the leadership—for the acquisition and disposition of private resources for the public good. Beyond that, the Foundation allows persons who are interested in the University to express that interest as members, directors, or officers of the Foundation, keeping them close to the life and work of the University.

Westerner: How would you describe the importance of the leadership for the Campaign for Excellence?

Parfel: As you look over the history of Western Michigan University, you'll see that it has been blessed with a number of fine presidents. It seems that WMU often has had the right president at the right time. Diether Haenicke clearly fits that category. At this juncture in the University's history, what is needed is somebody who has the energy, the motivation, and the drive to pull all the necessary resources together to move the University up to that next level. Clearly, he's the person of the hour who can do that.

Diether Haenicke has exhibited three characteristics that make him that kind of leader. One: He can articulate a vision for Western Michigan University that others not only agree with but can enthusiastically endorse. Two: He can get all groups within the University family together to work toward common goals and objectives even though each may come from a different vantage point.

We have to pause and say thanks to the Lees for their gift of $500,000 and to others, whose early gifts to the campaign have provided both inspiration and leadership. They include G. W. Haworth, his son Richard, and others in the Haworth family and company, whose gift of $5 million, the largest donation in the history of Western Michigan University, is truly exemplary.

The Upjohn Company and the Irving S. Gilmore Foundation also have stepped forward at this important time, with pledges of $2 million each, and we owe them our special thanks as well. They all serve as role models for others who may find themselves in a position to respond favorably at this time.

We also have thanks to say to Bill Brown, who had deployed his professional expertise to our Foundation by serving first as our chairperson and now by helping us manage the Foundation's real estate investments. Besides his own generosity, Bill brings remarkable insights to us from his position as chairperson and chief executive officer of Rubloff in Chicago, Illinois, one of the nation's largest real estate development organizations.

These outstanding persons, as well as a great many others—each for different reasons but with strong feelings about the future of Western Michigan University—have stepped forward and moved to that next phase in the development of the University. That is so important to all of us as we prepare for the next decade, and the next century.

Westerner: What is the role of alumni in the Campaign for Excellence?

Parfel: In some ways, a university is like a corporation. We look to our shareholders or, as we call them today, our "stakeholders" for leadership. Clearly, the alumni of Western Michigan University are among its most important stakeholders—not only in contributing money but also in contributing thought and ideas. In both ways they help to shape the future of this great University.

In a recent survey of alumni, 95 percent of them expressed satisfaction with their experience at the University. This experience enhances the quality of their lives and the quality of their communities, where alumni make lifelong contributions to every facet of community life. Beyond that, the value of their WMU degree goes up as the reputation of the University continues to grow. As a result, their personal support of the campaign is crucial to its success.

So, as stakeholders in Western Michigan University, our 95,000 alumni have a say in its future. They obviously are a product of its capabilities. And, now, through their ownership of the institution, they have the opportunity to make it an even better University for their children and for ours.