Waging war against substance abuse is high national priority

The war on drugs and alcohol is high on the list of challenges facing today’s national, state, and local leaders. While most of us are preoccupied by worries like making the next car payment, more and more officials, educators, and health and human services professionals are advising citizens to focus greater attention on substance abuse issues.

Dr. C. Dennis Simpson, director of Western Michigan University’s Specialty Program in Alcohol and Drug Abuse, cites the reasons as being three-fold. First, Simpson says, the nation should be concerned because substance abuse among the young inhibits learning potential and social interactions, and increases the likelihood of criminal activity as youths seek to pay for their addictions.

Secondly, by emphasizing the problem more, Simpson says, specialists may be able to intervene earlier. The earlier the intervention, he says, the better the probability that treatment will be effective.

“The other reason is that it’s just economically eating our country alive. The well-being of our society is at risk,” he says, adding that substance abuse dramatically affects the cost of health care, and that the manufacture and sale of illegal drugs has become part of the U.S. infrastructure. Although cocaine and cocaine-based drugs such as crack have captured the nation’s attention recently because of their rapidly growing rate of use, alcohol remains the most abused substance in the country today. Federal reports indicate there are about 17 million alcoholics and alcohol abusers in the nation. Alcohol abuse alone costs this nation more than $136 billion annually—an amount greater than the federal deficit.

Alcohol use has been decreasing slightly over the last few years, but this fortunate turn of events is offset by other troubling trends. A steady increase in alcohol consumption by women and young people is particularly disturbing. In addition, while the number of teenagers who drink has gone...
Dr. C. Dennis Simpson wishes his profession would become obsolete so he could make a career change—permanently. But the substance abuse expert says "I don't think that's going to happen in my lifetime. We're here to stay." In Simpson's case, "we" refers to the faculty and staff the supervises as director of Michigan's Western Michigan University's six-year-old Specialty Program in Alcohol and Drug Abuse. SPADA is Michigan's leader in preparing professionals for battle in the nation's war against substance abuse.

The graduate-level program is the oldest program of its kind in the state and has gained a national reputation in the areas of substance abuse training and research. It currently graduates about seventy-five certified substance abuse therapists, administrators, and researchers each year.

Since its inception in 1973, SPADA graduates have risen to prominent positions in the national spotlight. Not only do they make up the majority of staff members in substance abuse agencies located in Southwest Michigan, large numbers can also be found on the professional staffs of agencies across the country.

So far, business doesn't seem to be slowing down either, with more out-of-state and international students applying to SPADA each year. "We receive three admission applications for every one we accept," Simpson says, "and the number of applications is growing as more mental health agencies enter the dual diagnosis arena."

Simpson explains that dual diagnosis training is more significant today because increasingly therapists are recognizing that many of their clients suffer from both mental disorders and substance abuse problems. But he says this is just one of several trends SPADA has witnessed during its evolution from a traditional graduate certificate program to a multi-faceted professional training and research program and center.

The program now attracts more mid-career professionals seeking to add to an already substantial body of skills, Simpson says, noting that previously the program primarily attracted students in their early twenties who were just entering the field. Today, the average age of enrolled students is forty-one, and most younger SPADA enrollees are heads for research careers.

Another trend Simpson sees is a change in the area in which students decide to concentrate. SPADA prepares professionals to work in the specialty areas of treatment, administration, prevention, and research. Nearly two-thirds of program enrollees choose the treatment area, he says, but increasing numbers are focusing on the prevention area. Flexibility is built into the program because students can complete their training on the Kalamazoo campus and in other Lansing or Grand Rapids through WMU's Division of Continuing Education.

With this increased emphasis and extensive field work requirement, SPADA has gone far beyond being noted primarily for providing top-notch staff members for substance abuse agencies.

It has become the focal point for Michigan's statewide effort against substance abuse. SPADA now manages the recently formed Michigan Institute for Human Resource Development, through which the state's more that 4,000 direct-care workers receive in-service training, career development information, and certification preparation.

In the future Simpson predicts SPADA will play a growing role in helping the state's business community come to grips with the problems of providing a drug-free workplace for employees. Adding impetus to business concerns is the federal Drug Free Workplace Act of 1988.

The bill requires organizations to provide an employee drug education program if they receive more than $25,000 per year in government contracts. In addition, organizations must provide documentation about the program and participation in it. These requirements also apply to the organizations' subcontractors. Simpson expects a surge in employee drug education programs as companies near the 1992 deadline for compliance.

Some attitudes are common in the business world says Dr. Thomas Pasco, Sp.C.'83, assistant director for the UAW General Motors Department and president of the International Association of Employee Assistance Professionals. "Companies can be very much like individuals," he says, "they often get into denial symptoms when dealing with substance abuse.

But companies are now being forced by federal legislation to deal with substance abuse in the workplace. The Drug Free Workplace Act of 1988 mandates drug education programming for firms or agencies that receive federal money.

"There is a real opportunity here for companies that don't panic when they look at the legislation's provisions to develop employee programs that really help workers overcome substance abuse problems," Pasco says.

The challenge, he adds, is for companies to take a positive approach and avoid turning the provisions into an excuse to take punitive measures against employees.

"Substance abuse should be treated like any other illness," Pasco maintains. "When people have heart attacks, they don't lose their job. Once they recover, they are welcomed back. It should be the same with substance abuse."

Wayne State University's Roland Sobek agrees that recovery for abusers is the goal, but worries that too few treatment programs have good evaluation systems built in so actual effectiveness can be judged. "We have many innovative programs, such as treatment programs for addicted women and children," he says, "but we lack sufficient resources to evaluate these efforts."

The answer, he says, lies partly in more higher education programs geared specifically toward dealing with the problem on a professional level. "More programs like SPADA would certainly help," she says.
Alumna Merze Tate donates $1 million

(Continued from page 1)

was offered positions at schools in Cincinnati, Ohio, St. Louis, Missouri, and Indianapolis, Indiana. She began her career at Crispus Attucks High School in Indianapolis.

Tate took extension courses from Indiana University and attended intersession and summer sessions at Teachers College of Columbia University, where she earned a master's degree in 1940. She went on to become the first American black woman to enter Oxford University and the first American black to earn an advanced degree there. She was the first American black woman to earn a doctorate from a university in England.

After graduating, teaching a year in a Cass County grade school, and taking correspondence courses in history and economics, Tate returned to WMU with adequate savings and completed her four-year degree in three years, achieving the school's highest academic record at the time, 4.5 As and six Bs. The degree qualified her to teach history and the sciences in senior high school.

But she discovered that senior high schools in Michigan did not hire blacks. She was helped by then President Dwight B. Waldo, Dean of Women Bertha Davis, and Registrar John C. Hocke to seek employment out of state and

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Three recognized at December commencement

Above: Dr. Jessie L. Brison, Jr., who earned a doctorate in education in cooperating with her, President of the College of Education at WMU.

○ Williams, Bradly to lead Board of Trustees

Candace Williams Jones of Detroit and James S. Bradley of Grand Rapids were elected on January 19 as chairperson and vice chairperson, respectively, of the WMU Board of Trustees. Both terms are for one year.

Williams, who replaces Carol A. Washington of Kalamazoo who had been a member of the board since 1985, is her senior vice president of United Community Services of Metropolitan Detroit and is responsible for planning, government relations, and research for the agency. She has taught at the Detroit College of Business and is a leader and member of numerous Detroit area organizations.

Bradly, B.S. ’66, is a partner in the Grand Rapids law firm of Miller, Johnson, Snell, and Cummiskey. He has been with the firm since 1981. Previously, he was appointed by President Jimmy Carter as the U.S. attorney for the Western Judicial District of Michigan and served in that post from 1977 to 1981. He was appointed to the board in 1987.

○ Substance abuse project ends in conference

A national conference focusing on the substance abuse problems of the country's rapidly aging population will be held April 5 and 6 at the Novi Hilton, Novi, Michigan. WMU's Gerontology Program and the Specialty Program in Alcohol and Drug Abuse are coordinating the conference as a culmination of an eighteen month project funded by a $149,922 grant from the U.S. Department of Health and Human Services Administration on Aging.

The conference, "Aging in the 1990's: Alcohol and Other Drug Abuse," will include twenty-five presentations that focus on the medical results of substance abuse among the elderly, prevention, treatment, research, and education. Two keynote addresses, two dramatizations, a film festival, and poster session are also part of the conference. (More information about WMU's involvement in the war on substance abuse appears on page 2 of this issue.)

○ WMU serious about helping substance abusers

After a year-long process, the state has licensed WMU's Substance Abuse Services to provide a drug-free outpatient substance abuse treatment center and to offer treatment and prevention programs to students. Such university programs are not usually licensed, but WMU pursued the certification out of a concern that substance abuse, especially alcohol abuse, is becoming excessive on U.S. college campuses. WMU already has a task force investigating the extent of alcohol abuse on campus and drawing up recommendations for how to better assist students with alcohol problems.

Latin europeans monitor Eastern Europe

If the drive for independence that has swept Eastern Europe leads to independence for Latvia and the other Baltic republics of Estonia and Lithuania, few U.S. academic communities will be watching with more interest and concern than WMU. Committed to preserving the Latvian language and culture, WMU and the American Latvian community have enjoyed a fifteen-year partnership devoted to this goal. WMU is the only university in the U.S. that offers a major in minor in Latvian studies. A privately financed Latvian Study Center located near campus houses students from around the world who come to WMU to study Latvian. In addition, the center houses a 30,000-volume library, the most extensive Latvian book, periodical, and archive collection in this country.

Help needed to move Sunseeker along

Work is well under way on Sunseeker, the solar-powered vehicle built by WMU and Jordan College for SMURF USA, a 1,200 mile competition from Orlando, Florida, to Warren, Michigan, scheduled for July. Photovoltaic panels—space-age materials that convert sunlight directly into electricity—will power the vehicle. Sunseeker's development is a student-run project involving students and faculty from nearly every department in WMU's College of Engineering and Applied Sciences.

Although a $10,000 gift from Consumers Power Company provided a big boost, funds are still needed for the project, which will pit the WMU/Jordan entry against cars from thirty-one other colleges and universities. Two members of the WMU faculty are among the professors involved in this project. Dr. Richard Schubert, faculty adviser for the project, is handling inquiries about tax-deductible donations. He can be reached at (616) 387-2002.

Jazz group raising funds for Carnegie Hall

The WMU Jazz Orchestra will appear in New York's Carnegie Hall May 6. The ensemble was selected by NBC Productions to appear on the prestigious jazz Cavalcade Series as a result of its outstanding performances at the Detroit Montreux Jazz Festival and at the Notre Dame College Jazz Festival. Under the direction of Trent Rynan, the orchestra has received national acclaim for its high performance standards and creative approach to big-band jazz.

In order to make the trip to New York possible, the ensemble has mounted a fund-raising effort. Anyone interested in making a tax-deductible contribution may contact Rynan at the School of Music, Western Michigan University, Kalamazoo, Michigan 49008-3311, (616) 387-4667. Donations should be made payable to the WMU Foundation/Jazz Orchestra.

WMU Alumni Association

Members of the WMU Alumni Association of State College, Pennsylvania, have voted to elect William A. Johnson, Jr., BBA '79, executive director of the Alumni Association.

Nominations for officers will be considered at the Alumni Association's annual meeting in May. Information can be obtained from John C. Hocke, registrar, Alumni Office, Western Michigan University, Kalamazoo, Michigan 49008-3311, (616) 387-2162.

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Usually Western Michigan University is preoccupied with the promise of its future. However, the achievements of alumni and friends constantly remind us that WMU has had a productive past and excellence is not a new commodity on campus. Consider Georgia Rawlinson, B.A. ’36, and David, B.A. ’35, Tashjian. After seven years of intensive research, the Tashjians have co-edited Richard Rawlinson: A Tercentenary Memorial, which commemorates the life and legacies of the eighteenth-century collector and antiquary Richard Rawlinson.

This article concerns but one example of the many contributions alumni and friends of Western Michigan University make to the world around them, and it highlights the importance of one man’s devotion to preserving a portion of our past so it may be studied and enjoyed by future generations. The article is written by Dr. Thomas H. Seiler, associate professor of English and managing editor of publications for WMU’s Medieval Institute.

Richard Rawlinson, D.C.L. From an original picture in the Bodleian Gallery. Copyright published January 20, 1903, by S. Hawking

Richard Rawlinson, who taught children’s literature in the Department of English until retiring in 1942, was like his ancestor Richard Rawlinson, loves Anglo-Saxon culture and language. This love began when Georgian was a senior undergraduate studying with Professor William R. Brown, who praised WMU’s English Department for many years and after whom Brown Hall is named. Georgian has pursued her Anglo-Saxon interests ever since—at Oxford University and at San Jose State University, where she earned her master of arts degree. In the meantime, she has seen her children through their youths—taught poetry, German, and English as a second language, and embarked upon a literary career. In 1965 she co-wrote a book of verse that has been six times reprinted, and in 1976 a volume of her poems, The Quiet Noise of Remembering, was published. Last December, during what was ostensibly a vacation trip after the stress of seeing the Rawlinson volume to the printer, she began research in the British Library on Elizabeth Elston, an eighteenth-century Anglo-Saxon scholar who was dubbed “the Saxon nymph.” She also is currently conducting a detailed study of the Anglo-Saxon poem “The Battle of Maldon.”

Antiquary keeps access to the past open

In Rawlinson’s case, massive collections of coins, paintings, statutes, prints, books, manuscripts, and copperplates were devotedly gathered in the course of a busy life of public service, of scholarship, and of tending to complex family financial affairs. He was constructive businesss; the sort of busyness that was powered by an almost universal curiosity. The Tashjians have been similarly busy and curious, and these qualities, perhaps more than the accidents of genealogy, explain their persistence over so many years in ferreting out the details of Richard’s life.

Georgia teaches, writes, and researches

The manuscript that contains “The Battle of Maldon” is, appropriately, Bodleian MS. Rawlinson B. 203. Its existence is due to the attentiveness of Rawlinson and antiquaries like him who sought to preserve as much of the material evidence of the past as could be gathered. They did so, often, not for immediate praise or fortune, but in the faith that in some future, “less barbarous” time than their own, attention would be paid.

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Georgian and David say they hope they have “seeded the clouds” with their book Richard Rawlinson: A Tercentenary Memorial and that others will complete the picture they have sketched. But “seeding the clouds” is positive and creative, and the least one must grant to those who seed is our thanks and our praise.

Georgian Rawlinson Tashjian

David Tashjian

The proceeds will go toward a new Medallion Scholarship, which will be awarded to a qualifying freshman this fall. This year’s event, held on Super Bowl Eve, was attended by a record-breaking number of people. The Medallion Scholarship Committee, which arranged the evening, is comprised of Tony Bouchot, Bloomfield Hills; Russell Gabler, B.S. ’70, Kalamazoo; Carol Harrle, Kalamazoo; J. Michael Kemp, Bloomfield Hills; Judy Maze, B.A. ’77, Kalamazoo; Maris Stivers, Kalamazoo; Naomi Stuck, Kalamazoo; James Thorne, B.A. ’74, Kalamazoo; and Mary Thorne, Kalamazoo.

Medallion Scholarship funds

While participants in the third annual Walter Mitty Fantasy Night and Dress Down Dinner were making some of their dreams come true, they were also making a dream come true for a college-bound student. Participants raised about $35,000 during the evening. The proceeds will go toward a new Medallion Scholarship, which will be awarded to a qualifying freshman this fall. This year’s event, held on Super Bowl Eve, was attended by a record-breaking number of people. The Medallion Scholarship Committee, which arranged the evening, is comprised of Tony Bouchot, Bloomfield Hills; Russell Gabler, B.S. ’70, Kalamazoo; Carol Harrle, Kalamazoo; J. Michael Kemp, Bloomfield Hills; Judy Maze, B.A. ’77, Kalamazoo; Maris Stivers, Kalamazoo; Naomi Stuck, Kalamazoo; James Thorne, B.A. ’74, Kalamazoo; and Mary Thorne, Kalamazoo.
The Campaign for Excellence

Major gifts and pledges to continued excellence at Western Michigan University

BDO Seldman pledges $50,000 to Haworth College of Business

The anonymous donor of BDO Seldman has pledged $50,000 to the Haworth College of Business, with $5,000 of the total to continue funding of a scholarship in the Department of Accountancy and the $45,000 balance to assist with construction of the new business building.

The partners and staff of BDO Seldman are making this pledge as a recognition of the outstanding job Western Michigan University is doing in providing top-level accounting graduates.” Larry J. Wilson, senior managing partner of the firm’s Kalamazoo office, said in announcing the pledge. To recognize BDO Seldman’s gift, a classroom in the new business building will be named for the firm. Founded in New York City in 1910, BDO Seldman has more than fifty offices throughout the United States.

Anonymous donor gives $24,000 gift to honors brass quintet

The Russell Brown Honors Brass Quintet in the School of Music has received an anonymous gift of $24,000 for current operating expenses. This contribution was received by the WMU Foundation as part of a $30,000 anonymous gift to support several programs at the University.

Designer of University seal establishes Medallion Scholarship

John G. Kemper, professor emeritus of art, has established the John G. Kemper Medallion Scholarship for the School of Music. Kemper of Kalamazoo retired from the faculty in 1970 and continued serving WMU as a graphic designer until 1977. Among his many contributions to the University was designing the current seal in 1957.

He received a bachelor of fine arts degree from Ohio State University in 1933 and a master of arts degree from Columbia University in 1942. During his long career, his works were displayed at numerous exhibitions on the WMU campus and in shows throughout the Midwest. The Kemper Medallion Scholarship will be awarded in the fall of this year.

Durametallic Corporation provides $50,000 for business building

The Kalamazoo-based Durametallic Corporation has made a $50,000 gift to the Haworth College of Business new building. Durametallic’s pledge was announced by James S. Ware, the company’s chairman of the board.

In recognition of this gift a conference room in the new building will be named for the company. Durametallic is a manufacturer of sealing products and pump seals with offices and production facilities in the United States, Canada, Mexico, Europe, Asia, and South America.

Albany International Corporation establishes scholarship fund

The Albany International Corporation of Albany, New York, has established a scholarship fund in the Department of Paper and Printing Science and Engineering with a $45,000 pledge to the Campaign for Excellence. Albany International’s five-year scholarship fund commitment was made in addition to the company’s annual contributions of $3,500 to the paper technology program. This raises the company’s total anticipated contributions to the campaign to more than $35,000.

Kellogg Foundation contributes to WMU athletic scholarship

The W. K. Kellogg Foundation of Battle Creek has contributed $10,000 to the Peter R. and Lois Peterson Ellis Athletic Scholarship Endowment Fund. The donation was made “to celebrate the life of the late Dr. Peter R. Ellis, program director for the Kellogg Foundation, who died October 20, 200. The endowed scholarship fund was established by Ellis and his wife, Lois, in 1987. The $10,000 memorial gift to the scholarship endowment, which is now valued in excess of $25,000.

Former Kirsch Company president pledges $25,000 to campaign

John W. Kirsch, chairman and chief executive of the former Kirsch Company in Sturgis, has made a $25,000 pledge to the Campaign for Excellence. Kirsch is a member of the WMU Foundation Board of Directors and chairman of the President’s Club.

His gift to the campaign was given for the unrestricted use of the University and will be applied to one or more projects as determined by President Diether H. Haenicke.

Gault establishes scholarship fund for psychology students

Jeanine F. Gault of Kalamazoo has contributed $25,000 to establish the Frederick P. Gault, Sr., Memorial Scholarship Fund in memory of her late husband. The scholarship benefits undergraduate students enrolled in the Department of Psychology.

Frederick Gault, a professor of psychology, died July 28, 1989. He taught at Yale University for eight years before joining the WMU faculty in 1968 and served as chair of the psychology department from 1973 to 1977. In 1978 he conducted research on brain function and emotion at the Institute of Biomedical Research in Mexico. He received an honorary doctorate from the University of Mexico the same year. Memorial gifts from several dozen friends of Gault have added to the scholarship fund total.

Estate bequest establishes Peckman Scholarship Fund

A bequest in excess of $15,000 from the estate of Dorothy S. Peckman has been used to create the Hubert and Dorothy Scott Peckman Scholarship Fund, in accordance with the wishes of Peckman as expressed in her will. Peckman died November 1, 1987, and the WMU Foundation received the final distribution of $30,000 from the estate in January.

WMU Foundation director pledges $50,000 for landscaping project

Mary B. Thorné of Kalamazoo has pledged $50,000 toward construction of the new Lee Honors College building. The gift is designated for landscaping around the new building. Thorné has served on the WMU Foundation Board of Directors since 1982.

She and her husband, James, are members of the WMU Foundation, The President’s Club, and the Academy of Volunteers, as well as members of the Friends of the Arts.

The WMU Foundation has also established the James and Mary Thorné Arts and Sciences Medallion Scholarship and serve on the committees for the annual Walter Mitty Fantasy Night and Dress Down Dinner, which raises funds for the Medallion Scholarship program.

Dorothy U. Dalton Foundation awards grant for campaign

The WMU Foundation has received an unrestricted grant of $50,000 for the Campaign for Excellence from the Dorothy U. Dalton Foundation of Kalamazoo. The grant, received in December 1989, was approved by the foundation’s trustees earlier in the year.

The Dalton Foundation was established in 1978 with funds provided by the late Dorothy Upjohn Dalton, whose generous contributions to the Kalamazoo area community, especially in the areas of theater and the performing arts, included a major gift for WMU’s music and dance center, which bears her name. Dalton, a daughter of one of the founders of The Upjohn Company in Kalamazoo, was a member of the University’s first governing Board of Trustees. She retired from the board in 1972.

Gatlin Estate supports College of Health and Human Services

The estate of alumna and former University employee Elissa Gatlin has provided $10,000 for the College of Health and Human Services. Gatlin served as director of the college’s Center for Human Resources and Health until her death March 5, 1989. She earned a bachelor of science in education from WMU in 1970 and went on to receive a master’s and a doctoral degree from Michigan State University. She was a member of WMU’s minority alumni group.

A plan for the future

Preparing your will

Regardless of your age or your financial circumstances, there is no better time than the present to plan for the disposition of your assets through the means of a will. A carefully thought-out will can maximize the impact of estate taxes and provide more funds for your family. It can also provide an enduring expression of your charitable wishes. Tax laws encourage support of charitable organizations through income tax deductions as well as estate tax savings.

First, make a list of all your property and its approximate value. Don’t forget to include life insurance policies and retirement benefits.

If you don’t already have an attorney, select one who can assist you in preparing your will. If you aren’t familiar with local attorneys, ask friends, co-workers, or relatives to suggest some you might consider. A relatively simple will may cost $200 or less in attorney fees, and this nominal cost is generally worth the peace of mind of knowing your will correctly expresses your wishes.

Decide to whom you want to leave your property and in what manner. Consider the possible estate tax advantages of a trust that would provide an ongoing income to your spouse and/or children, as opposed to lump-sum distribution of your assets.

Be sure to consider contingency beneficiaries in the event that you and your primary beneficiaries, for example your spouse, were to die at the same time. Select “guardians” or “conservators” for the personal care and management affairs for any minor children in the absence of a surviving parent.

Decide whom you want to name as “executor” and as alternate executor of your estate. This person, bank, or trust company is responsible for carrying out the wishes you have expressed through your will.

Above all, remember that everyone should have a will. If you don’t already have one, get started today. For more information about wills and planning for the future, contact Kenneth J. DeVries, director of Planned Giving Services, Western Michigan University, Kalamazoo, Michigan 49008-3853, (616) 387-6178 or toll free (800) 876-1867.

Calling Alumni

During the next year, WMU students will individually contact each alumnus and alumna to request funding for the many important needs supported by the University’s Campaign for Excellence.

Use this opportunity to talk with a Western student about your University. Remember that gift payments can be arranged to suit your needs. Please respond generously when you are called. Total pledged to student callers so far...$1,100,000!
Alumni Roy Roberts addresses President's Club Associates

Education, people keys to competing

The sad fact is that too many Americans got complacent with our country's unrivaled manufacturing success back in the fifties and certainly the sixties. Back then was when "made in America" was the standard that all of the countries sought to imitate; but we were certain that we could never be matched. That's when complacency set in and our quest for excellence faded away.

We spent the seventies hearing the prophets of competitive doom who warned us about complacency; and the eighties it was time to improve for many of the quick fixes that we are all very familiar with because of the invasions of foreign competition.

As we approach a new decade, I think we have finally come to understand that competitiveness truly is not anything new.....The way to beat the competition is to give the customer the kind of product or service and the quality of the product or services he or she wants, and you have to offer it at an attractive price.

But you cannot do it if your workforce does not have the skills, tools, diversity, and sensitivity to hear what the customer is saying he wants and translate that knowledge into a product or service that the customer will buy.

Let me cite some sobering statistics on the 1987 Workforce 2000 study that was conducted by the Hudson Institute for the Department of Labor:

- Three out of four jobs will require skills beyond the high school level.
- But, students now spend less than half as much classroom time on mathematics and science as their counterparts in Japan.

U.S. high schools have been graduating about 700,000 functionally illiterate students each year, with another 750,000 dropping out each year.

One out of four ninth grade students fails to graduate, while more than 90 percent of Japanese students complete high school.

One-fifth to one-half of the doctoral degrees in mathematics, science, and engineering go to foreign students.

It is important to me that I do not come off sounding like doom and gloom. I think for sure there are pockets of excellence. I think that what is going on here at WMU—the excellent programs with the students—is extremely important. I think it is important that the educators in this room and the corporate people in this room take on the challenge of recognizing and rewarding excellence.

I believe that business, the academic community, and government must meet next to last year, today, yesterday, last week. If they do not, an increasing share of young people will end up with lower-paying jobs or no jobs at all. A fact that we need to keep in mind is that the kind of capable employees that those young people could have been if they had been given the basic tool kit of a sound basic education.

But business alone cannot change the situation. Educators have a responsibility to redefine the role of education in this country. And communities play a vital role as well in assuring support for education through funding and by driving a critically important change through the system; namely, we have to make the teaching profession one of the highest paid professions in this country.

All they need is a telephone.

All alumni can now tap into nation's largest computer system

The Western Michigan University Alumni Association is pleased to announce that the nation's largest computer information retrieval system is now available to WMU alumni and friends.

Information available through the DIALOG system could prove invaluable when preparing for a job interview or making other important career decisions. This alumni benefit has been made possible in cooperation with the Office of Career Planning and Placement Services' Career Information Library.

The Alumni Association was delighted when the staff of our Career Information Library suggested making DIALOG available to our graduates."M. Jimmie Jeramy, association executive director, said, "Making DIALOG available to all of our graduates is a wonderful service. The ideal part of the program is that any alumni or alumna can access it to, regardless of where they live or work throughout the country. All they need is a telephone."

Jerry Albertson, a graduate student from Kalamazoo pursuing a master's degree in student personnel administration, assists users so they obtain exactly the information they need. For instance, he recently helped one alumnus who was about to be interviewed and wanted background information before going to the interview. Using the information obtained through DIALOG, the alumnus was not only well prepared for his interview, but he was able to objectively analyze the company's prospects before making an important career decision.

Other advantages to using the computerized information system are typified by a current student who stated, "Albertson after deciding she would like to work on the East Coast. Through DIALOG, she obtained a list of all the companies in the region whose employment needs matched her academic training and interest."

Hasting reviewed that list, she is now working with Albertson to retrieve more detailed information about specific companies on such topics as annual sales, sales growth, number of employees, market share, and products and services offered. DIALOG can even provide summaries of recent news articles relating to the firms she's interested in examining.

"I get great satisfaction from helping students use the system to retrieve information which will assist them with important career decisions," Albertson said. "I'm looking forward to providing our alumni with that same service."

Alumni wishing to access DIALOG can simply call the Career Information Library at 6161.837-2745. Albertson will assist callers in determining their exact informational needs, then send them a printed copy of the information.

Users will be charged a nominal service fee, plus the long distance telephone charge associated with the retrieval of their information from DIALOG. However, the service fee is discounted for members of the Alumni Association.
Estern's 'greatest Bronco' still going strong

At age ninety-one, John Gill has yet to retire his brown and gold pennant

Editor's Note: The following story is an edited version of a November 27, 1985, article written by Jack Moss, sports editor for the Kalamazoo Gazette. The article was published on the day of John Gill's ninetieth birthday. The Westerner also wishes to take the time to pay tribute to Gill for his longtime support of Western Michigan University athletics and his distinguished career at the University as an administrator, faculty member, and student-athlete.

Additional Information and more recent remarks by Gill were provided by MaryEllen McKenna. Photos were provided by Brenda L. Hunt, B.S. '83 M.P.A. '96.

John W. Gill, T.C., B.A. '24, the greatest Bronco of them all, celebrated his ninetieth birthday November 27, 1986, but was more than willing to wait a couple of weeks for his present.

"That would be a Western Michigan (University) victory in the California Bowl," said Gill at the time. Although the ardent football fan didn't get his wish, he did travel to Western in 1930, to cheer on his many classmates. Gill didn't miss many WMU football games. He has been at every Bronco game at Waldo Stadium since midway in the 1941 season and has seen most of the brown and gold's games away from home.

One of WMU's all-time athletic standouts as an undergraduate, Gill later served his alma mater as head coach in football, basketball, and baseball—never having a losing season—and as an administrator. While a student he participated in football, basketball, baseball, and track, earning thirteen varsity letters in four years.

Gill's accomplishments and record of service resulted in his being named a charter member of the WMU Athletic Hall of Fame in 1973. He was inducted along with Ira Marchion, Frank Quilici, Sam Dunlap, Charlie Maler, and Harold Gensichen.

Among his many non-coaching contributions to WMU was winning a 1929 University competition that netted him a $10 check, which he promptly turned over to the Waldo Stadium building fund. He earned the prize by supplying the winning entry of the "Bronco" in a contest to rename WMU's athletic teams, which had been known as the Hilltoppers.

"We used to get a lot of attention from the Chicago Tribune then," Gill said in explaining where the idea for his entry stemmed. "We needed something smaller to fit into a (newspaper) column and the bronco was a western fighting animal!"

Since his retirement in 1969, Gill hasn't faded into the sunset either. He's an ever-present figure at practices, games, and banquets, showing up at WMU through times good and not so good.

A walking encyclopedia on WMU sports, Gill is cautious about picking any all-time great teams or individuals. Upon prodding, however, he will say that two teammates of his on the 1919 team, Walt "Ole" Olsen and Sam Dunlap, were the finest offensive football players the University ever had.

"Ole played end as a freshman, fullback as a sophomore and quarterback as a senior. He also placekicked. "Sam was a great all-around player and handled the punting. When Knute Rockne was coaching at Notre Dame, he voiced a disclaimer on All-American selections, pointing out that there were players outside the population and major media centers who deserved All-American status and wouldn't receive it. When pushed to name someone, Rockne replied: 'Sam Dunlap.' And Sam was that good."

In basketball, Gill has great respect for the skills of Harold Gensichen, undeniably the most exciting player in WMU history. "Gensichen didn't score as much as Manny Newsome," Gill noted, "because Buck Read coached to have a five-man contribution and limited Gensichen's shooting area and the number of his shots. He was good, so was Newsome, although if I was going to build a team around one basketball player we ever had here, I'd take Devion Smith. He made scoring easy for everyone with his setup passes and when you needed a basket, Devion could get it for you."

Gill hedges in talking about individuals in baseball "because we've had so many outstanding players over the years. But the pitchers, guys like Harry Freeman, Dutch Dietz, Vic Nagenf, and Stubby Overmire have been particularly outstanding," he added.

"Western has always had good athletes. The rules and equipment change, so it's difficult to compare today's players to past players," Gill said. "WMU athletes are next to the Big Ten (in ability). They get the media attention; we have to struggle."

Although not willing to compare yesterday's and today's athletes, Gill does make a distinction between yesterday's and today's campus atmospheres. He said the early 1920s were a special time for him, and he wishes for a resurgence of the spirit that prevailed then.

"Immediately after World War I there was a new enthusiasm," said Gill, who enrolled at WMU just out of high school in 1919. "So many new things were started. We organized a student association and student council and the WMU Chah. We increased the size of the Brown and Gold (yearbook).

"All the students went to the athletic events then," he recalled. "You paid one fee and you were admitted to all contests, including band and debate. The athletic teams were very successful. It made for a lively student body."

Gill added that he got to a slow start academically because he was interested in coaching as a career, but was not aware of all of the University's new program offerings. "I lost a half year because the physical education department was new when I first started and I didn't know about it. Other than that, I wouldn't change a thing. I've been very happy as a student, faculty member, and coach at Western."

While his early student days are a treasured memory, it was as a freshman coach under President Dwight B. Waldo's administration in the 1920s that best evokes the true spirit of Western for Gill. "D. B. Waldo was a great administrator and was always two strides ahead of everyone else," he said. "That period up to 1926, everything was alive and jumping. I never had the privilege of working directly under him, but he made sure coaches knew what was going on in their field. He kept everyone on their feet."

Gill himself has kept a number of people on their toes, including his children. He and his late wife, Margaret, have two sons, Don, B.S.A. '58, was a two-year letterman in football and now is a Piano, Texass, businessman. Bob, B.S. '65, was a Bronco tennis player and a tennis coach at Bowling Green State University for twenty years.

At ninety-one, the dapper Gill still remains an active part of the WMU community. In addition to attending numerous sporting events, he donates to the Mike Gary Athletic Fund and attends "the Golden Oldies" reunions. "Once in a while," he said, "I see someone who outdates me."

Maybe so, but no one who has for so long been known as the University's "greatest Bronco."

When John Gill received his captain's/sideline man's sweater in baseball, it was the first year the sweaters were white. The white color and star on the left sleeves indicate his captain's status, while the stripes indicate his four letters in baseball.
WMU graduate 'preaches' to President Bush

Being in the right place at the right time provided an experience of a lifetime for a Western Michigan University graduate—even though the right place was a ship being tossed about on a stormy Mediterranean sea.

The Rev. David M. Schwabauer, B.S. '77, was serving on the USS Belknap as chaplain when the ship was chosen as the site for December's U.S.-U.S.S.R. summit between President George Bush and Soviet President Mikhail S. Gorbachev. Schwabauer was tapped to lead the on-board church service.

"It's not every day that one gets an opportunity to preach before a president," Schwabauer said in a telephone interview from his home in Gaeta, Italy. "I was very honored. It was so unexpected. If someone would have told me six months ago that I would be preaching for the president, I would have told them they were nuts."

"I found out two weeks before that I would be speaking, so I was very nervous. It took me a long time to decide what kind of message I would bring to the president." Because the biblical Abraham prayed to the Lord for his field and seed to multiply, Schwabauer talked about the message he had preached. He showed his appreciation and asked me if I would like to be photographed with him. Then we talked again briefly before he had to leave to meet with Gorbachev again.

Schwabauer was invited to the service and had planned to attend, but winds clocked at forty-five knots (about fifty-four miles per hour) prevented it. "The winds and waves were awful," Schwabauer explained. "The anchor was down, but the waves were so high the engines were running to keep the ship from running aground. It was a dangerous time, but the crew was fantastic.

"One of the things that really impressed me about President Bush was that he was so concerned about the crew that he went out and walked the deck, checking on them, during a terrible storm the night before. He let the crew know how much he appreciated what they were doing. I had a lot of admiration for the president before I met him, but it grew one hundred fold. He is a caring, outgoing, and personable man, besides being a capable president.

During the summit, the Belknap was anchored off the coast of the island of Malta. Schwabauer said that while the president, a former navy man, was at home on the ship, not everyone was so lucky. With the winds so high that they were pushing the ship and dragging the anchor, seasickness was a problem.

"When I'm busy ministering to people, seasickness doesn't bother me," he said. "I did a lot better than the secret service agents. They were binging around all over the place."

Although WMU did not educate Schwabauer about sea duty, the sociology major said he chose the University because he knew it was an excellent school. "It was close to home, and I thought it would be a great place to get an undergraduate degree," he said. "Western provided an excellent education for me; I appreciated the education I got there. I think it would make an excellent choice for anyone."

Schwabauer, his wife Susan, and their three children live in Gaeta in a three-story flat overlooking the harbor—and the Belknap when it is in port. Schwabauer will be stationed in the Italian city, which is located halfway between Rome and Venice, for three years.

—by Janet Jones, '80

Association seeks nominations

The Western Michigan University Alumni Association is currently accepting nominations for the 1990 Teaching Excellence and Distinguished Alumni awards.

The association's Teaching Excellence Award is presented annually to full-time members of the University's faculty who are considered exceptionally effective teachers by their past and present students. The Distinguished Alumni Award recognizes those former students who have achieved a high level of success in their chosen professions.

Nomination forms have been mailed to all Alumni Association members. Additional forms may be obtained by calling the McKee Alumni Center at (616) 387-6179.

The deadline for submitting all 1990 award nominations is March 24. Nominations are treated confidentially by the awards selection committees. Recipients of the Distinguished Alumni Award will be announced in the September issue of the Westerner and recognized at an awards dinner held in conjunction with Homecoming on October 20. Teaching Excellence Award recipients will be announced in the December issue of the Westerner and recognized at the Academic Convocation held in the fall.

Calhoun alumni meet to form chapter

The Western Michigan University Alumni Association is sponsoring a spring conference designed to establish an alumni chapter in Calhoun County. The conference will be held 9:00 a.m. at Kellogg Community College on April 21.

Join fellow alumni for a breakfast, then enjoy a series of workshops on how you can benefit from your involvement and participation in alumni activities. Workshop sessions will be held from noon until 1:00 p.m. We cordially invite you to become a charter member of an organization that will serve more than 8,000 graduates of your alma mater in southwest Michigan. The conference registration fee of $5 per person covers the cost of breakfast and conference materials.

Registration forms were mailed to area alumni in February. For more information, contact Emily Word at (616) 965-0914.

Above: Three alumni came to campus to tape what could be the first of a series of programs giving students insights into various careers. Guests on this edition included, from left (dressed in coveralls), Shawn Boehm, B.S. '87, account executive for WUHQ TV, Battle Creek; Suzanne Geha Mersy, B.A. '73, news anchor for WITV; Grand Rapids and a former member of the Alumni Association Board of Directors; and Donna Cateceinos, B.A. '88, anchor for WAFR-KWAX Radio, Kalamazoo, at the time of the taping.

Right: Edward L. Gordon, B.S. '80, one of the nation's youngest network news anchors, presented the Reynolds address, January 22, at the annual Martin Luther King Jr. Program banquet. In 1986, at age twenty-eight, Gordon took over as anchor and chief news correspondent for Black Entertainment Television in Washington, D.C. A Detroit native, he earned his degree in communication arts and earned the degree from an MLK Program student.
1910-1960

**MA '69,** has been appointed pastor of the Rock-
Numerous alumni retire from teaching in Kalamazoo

- **Gloria Graber**, D '73, was recently named west coast regional director of the Supply Policy and Planning Office of Boeing, San Diego, CA.
- **Cloris Ginder**, M '73, has been named principal of Ada Elementary School, Ada, MI.
- **Paul Houch**, B '73, has been named elementary counselor at West University School, Union City, MI.
- **Nita Brown**, B '73, has been appointed administrative director of the library at Mt. Clemens General Hospital, Mt. Clemens, MI.
- **Deborah Hoffman Knapp**, B '73, has started the Glastonbury Education in Farmington Hills, MI.
- The school is designed to assist children who have reading or attention problems.

- **R. B. Landa**, M '73, has been appointed senior executive, personnel, Grayston Grayout County State Bank, Kalamazoo.
- **Michael D. Marcars**, B '73, was recently named west coast regional director of the Supply Policy and Planning Office of Boeing, San Diego, CA.
- **Gloria Graber**, D '73, was recently named west coast regional director of the Supply Policy and Planning Office of Boeing, San Diego, CA.
- **David B. Chen**, D '73, has been appointed senior executive, personnel, Grayston Grayout County State Bank, Kalamazoo.
- **Benard Meyer**, B '73, has been named retail financial manager for Coblentz, Cleveland, OH.
- **Dennis B. Yateman**, B '73, has been named vice president, marketing, Bath & Body Works, Franklin, MA.
- **D. D. Stine**, B '73, has been appointed by the Legal Aid Bureau, Chicago, IL, as a certified public accountant.
- **M. Jamie Jeremy**, D '73, has been appointed elementary special education teacher at Plainville Regional High School, Plainville, MA.
- **Fred Sang**, B '74, is now teaching at Northern High School, Portage, MI.
- **Ann Mielke Bowman**, B '73, has been named executive director of the Southwestern Medical Clinic, Bay City, MI.
- **Laura Rhinemuth Hojsacki**, B '75, M '82, is now teaching at the Open School, Bay City, MI.
- **Gregg C. Gauthier**, B '73, M '82, in October was appointed to the Field of Crops and Soils, Michigan State University, East Lansing, MI.
- **Kurt A. Wasko**, B '73, M '75, has been named director of the Plainwell Area Intermediate School, Plainwell, MI.
- **Jeanne Black Frey**, B '73, M '76, has been named assistant principal of East Middle School, Battle Creek, MI.
- **Susan Winder Burton**, B '73, M '75, has been named business manager at Monroe Community College, Monroe, MI.
- **Alison Mabel Phifer**, B '73, M '75, has been appointed administrative director of the library at Mt. Clemens General Hospital, Mt. Clemens, MI.
- **Stuart Wierda Bolton**, B '73, M '75, has been named field support representative for New Mexico High School, Las Vegas, NM.
- **Mark T. Rawley**, B '73, has been elected as an associate at the Kalamazoo law firm of Glanzman, Lechman & Company, Livonia, MI.
- **Peter A. Estes**, B '73, has been appointed the supervisory staff accountant for the law firm of Norcross, Webb & Company, Kalamazoo, MI.
- **Tina Holmes**, B '73, has been appointed as a part-time librarian at Amherst College, Amherst, MA.
- **Richard Fowler**, B '73, M '73, in August was named a part-time teacher at Portage Northern High School, Portage, MI.
- **Ralph L. Frey**, B '73, has been appointed to geology professor for Gove Associates, Kalamazoo, MI.
- **Stephanie Hahn-Nack**, B '73, M '75, X '82, has been appointed program director of the Bloomington Learning Center, Bloomington, MN.
- **Barbara J. Loveland**, B '74, has been appointed assistant professor in the marketing department of the University of Wisconsin, Milwaukee, WI.
- **Barry R. Smits**, B '74, is in August was named a college chemistry professor at Chicago State University, Chicago, IL.
- **Dr. Dennis McCleath**, M '74, has been appointed a consultant to Peterson, Kalamazoo, MI.
- **Renate M. Schoen**, B '74, has been named assistant high school principal at West Michigan Christian High School, Jenison, MI.
- **Kim A. Milward**, B '74, has been named retail financial manager for First America Bank, Kalamazoo, MI.
- **Jean Caillan Pelssier**, B '74, in August was named an assistant director of the St. Joseph Catholic School, Water-
Alumni helps children of alcoholics (Continued from page 2)

There was a real need. When I came to Western, I was able to combine what I was learning in SPALC with my experiences in the military.

I was fortunate. I wound up in an area where little work had been done, but I was not able to anticipate that there were millions and millions of children and three and a half times as many adults who had grown up in alcoholic families and who were just waiting for information and help.

Ackerman says today's estimates put the number of children of alcoholics at about 28 million—and 22 million of them are adults.

His latest effort, Perfect Daughters, reflects the concerns and issues of hundreds of women who were raised in alcoholic families and put Ackerman in the interview seat for more than thirty talk shows. He says his study of adult alcoholics found that these women most often have concerns that revolve around relationships. These women have little information about what makes them different from others. He says other important concerns and problems Ackerman discovered revolve around such topics as parenting skills; appropriate role models; pernicionality; sex identity; trusting too little or too much; self-worth; over-responsibility; physical, emotional, and sexual abuse; and co-dependency.

Ackerman says the first stage of recovery for survivors of alcoholic families is recognizing and finding help to achieve change. He says the main message he hopes women will get from Perfect Daughters is that they can become their own person. An adult daughter "moves into herself as a person with all of the capabilities and assets and liabilities that are part of being human," he explains in his book. "It means taking control of her life as opposed to always reacting to everyone else."

He points out that message and his recent research findings when he returned to campus last November as a visiting scholar. Although he has maintained close ties with his academic colleagues and maintains a teaching status at the University, his visit was far from routine. "What I will take back with me is the tremendous warmth and support of the people who said they remember something I'd said or done and it had made a difference in their lives. It could not have been a nicer experience—or a more humbling experience."
The Campaign for Excellence

Annual Fund key to campaign’s success

On April 27, 1990, President Walter R. Haenisch announced the $55-million Campaign for Excellence, the largest fund-raising effort in Western Michigan University’s history. This issue marks the Westerner’s second series of televised ads featuring campaign leaders discussing their views of the campaign and its importance to the future of WMU. This series continues with a conversation with William R. Cole, B.B.A. ’62, Cole, president and chief executive officer of First of America Bank-Wichita, a national chairperson for the 1989-90 Annual Fund for Western.

Westerner: The Annual Fund for Western has changed over the past few years. Perhaps we should begin by asking you about those changes and your view of their importance.

Cole: Most of the changes have been relatively minor. I think, but they were made for good reasons and, overall, give us a stronger and more focused Annual Fund. The most significant change of the past several years was to define the Annual Fund in terms of annual unrestricted support to the University. The two words “annual” and “unrestricted” are really the key to the definition and purpose of the Annual Fund for Western. That’s really what I’m talking about when I say the fund is more focused.

Westerner: It is obvious why the University would be anxious to promote regular annual giving, but why the emphasis on unrestricted gifts?

Cole: Precisely because the reasons are less obvious. Unrestricted annual gifts support many valuable programs that cannot be funded or fully-funded through tuition revenues or state appropriations. Annual Fund dollars might be used to support a visiting lecturer or visiting artist; to help fund publication of a faculty or student research project; or to support a conference, concert, art exhibition, or special student activity. And these are only a few examples. Each year, there are literally hundreds of very worthwhile needs that are met with Annual Fund dollars. Many times that’s needed—literally—is $200 or $300 to supplement an existing budget; but that $200 can and often does make the difference between a learning experience that is good and one that is excellent.

Of course even $200 needs add up quickly at a large University serving 25,000 students. Unrestricted gifts to the University are extremely important because there are many needs that cannot be funded out of tuition or state appropriation dollars. Tuition, student fees, and state appropriations pay for basic needs; they provide for salaries, utilities, office supplies, and many of the equipment and maintenance needs of the University. Private gifts provide for the things that make Western more than just good, and unrestricted gifts provide for the many needs that cannot be met through a separate, specific fund-raising appeal. Obviously, the University can’t launch a fund drive just to meet one $200 need for one group of students. And even if we could, we would have to have hundreds of similar fund drives to meet all the needs throughout a given year.

So how are these needs to be met?

Westerner: That raises an obvious question. Who decides how those unrestricted dollars are spent?

Cole: A portion of the unrestricted gifts received each year are allocated to a committee of faculty and administrators, established by the provost, that reviews requests from a wide variety of sources and awards funding. Other unrestricted gift funds are awarded directly by President Haenisch. These funds are very carefully allocated to the areas of greatest need. They are high-impact dollars that make an immediate and real difference in the quality of education and life at our University.

Westerner: How does the Annual Fund for Western relate to the Campaign for Excellence? Are they two separate efforts?

Cole: No, absolutely not. The campaign is an all-inclusive fund-raising effort. It is not just bricks and mortar; it is intended to address all of the needs for private funding for the next two-year period of the campaign. If you look at the published goals for the campaign, you will see that we have a $5.2-million six-year goal for the Annual Fund, or a little more than a half of the campaign’s $55-million overall goal. Every dollar you give to the Annual Fund is a gift to Campaign for Excellence.

Westerner: How are you doing in terms of meeting that $5.5-million goal for the Annual Fund?

Cole: We have a ways to go to meet our goal and four years remaining to do it. Our objective is to build an Annual Fund that grows steadily and significantly over the next six years of the campaign, so that by the end of the campaign, the University will have an Annual Fund of more than $1 million each year. At present, our Annual Fund raises about $600,000 per year, so we have a real challenge and a lot of work ahead of us.

Westerner: Aren’t you, in a real sense, competing with the other fund-raising efforts of the campaign?

Cole: The University has more than one need for private funding, and we’re trying to inform people about the importance of each of those needs. If we had only one project that needed our support, we wouldn’t be in a $55-million campaign.

For all of the reasons we’ve discussed, building a stronger Annual Fund is important to the future of Western, as are each of the building projects and other needs identified in the campaign. Because it is so critical to the University’s continued success and because it is the one fund drive that addresses needs for every department and program of Western, we are asking all alumni and friends to give to the Annual Fund—an unrestricted gift to the University each year—in addition to gifts for other projects that they may choose to support.

I really believe that the Annual Fund is a barometer for our overall success. If we succeed in our campaign goal for the Annual Fund, I am certain we will succeed in the other areas of the campaign, too. It’s an ambitious goal and it will require a lot of work and sacrifices; but Western deserves nothing less. I am confident we will succeed because I believe our alumni and friends want Western Michigan University to be excellent—to be a university with which we will always be proud to be associated.