Recycling requires rethinking as well as reusing

Many environmentally concerned people separate paper, bottles, and cans from their household trash and take them to a local collection center. Recycling at that level is a good start toward protecting the environment, but it is only one part of the wider effort to reuse the earth's natural resources and lessen dependence on landfills.

"The general public's view of recycling is one-dimensional," says Mike Tenenbaum, resource management analyst for Michigan Disposal Service, a materials management company in Kalamazoo. "People separate their bottles, cans, and paper and think they’ve recycled. However, you haven’t recycled until you’ve bought something made of recycled materials."

Continued on page 2
WMU expands recycling efforts

Like many research-oriented universities, Western Michigan University has been focused on finding ways to help industry handle its waste materials. In recent months, however, the institution has taken the process of finding ways to reduce the amount of solid waste it contributes to West Michigan landfills. Recycling at the institutional level is in its infancy, but individual and department efforts in a number of areas have been going on for years. Student environmental groups have begun coordinating recycling projects and many University employees have been dealing responsibly with their departments' particular waste problems.

This fall, the process of bringing all campus recycling efforts under the direction of one office will begin. University officials will soon make a final selection in their search to fill a newly created position of campus recycling coordinator. According to Phillip S. Roeke, director of plant maintenance and operation facilities, the new coordinator's initial responsibility will be to carry out a detailed study of the University's solid waste stream and determine what resources will be needed to develop practical programs for dealing with this waste.

"Our coordinator will have to determine what parts of the waste stream have recycling potential and what equipment, personnel, and staging requirements will be needed to take advantage of those opportunities," Roeke says. "Once a plan is developed, the coordinator will oversee its implementation and 'sell' the plan to the University community. In the end, a large part of the recycling effort will fall back on the efforts of individuals."

A number of basic issues will have to be addressed in the process, Roeke says. Among them are whether or not savings from reduced landfill costs will pay for equipment needed to set up recycling posts and whether or not the University should broker recyclable products itself or turn over such materials to a commercial waste company. Also this fall, the entire University community will take part in an experiment that combines both research and recycling. The Department of Paper and Printing Science and Engineering is coordinating the project, which involves printing two issues or a special supplement of the student newspaper, the Western Herald, with ink made from soybean oil, then recycling the newspapers to obtain research data.

Sayokin is a high quality ink that, when recycled, does not leave the petroleum-based effluent that traditional inks leave. William K. Forester, assistant director of WMU's Paper Pilot Plant and its fiber recycling center, says using soyink and a bleachable black pigment may result in drastically reducing the density that is left after recycling traditional ink and pigment combinations.

"Any shade that is left from recycling also may be much kinder to the environment. 'With soyink we're left with a salad oil instead of motor oil,' says John Serafano, assistant director of the Printing Management and Research Center.

Collecting soyink from the newspapers printed with soyink should provide data from a large-volume printing job that can give the process more credence to the printing industry."

Continued on page 15

Continued from page 1

Dr. Michael Swords, chairperson of the Kalamazoo County Solid Waste Management Planning Committee and a professor of general studies at Western Michigan University, takes that concept one step further. "There's a new term that's called "precycling,"" Swords says. "That means reducing the amount you buy in the first place, thereby reducing the amount of waste you generate; then reusing whatever waste is generated; and then buying or producing products and materials that are recyclable."

Tzenenbaum, who has done graduate work in ecology at WMU and was an assistant to the director of the Environmental Studies Program, says about ten percent of the national waste stream is being recycled. However, he says as much as eighty-five percent of municipal solid waste (household and business trash) could be recycled. But he cautions that this figure has nothing to do with the economic reality of what it would cost and the availability of markets for the material that's collected.

"You can recycle just about anything," Jim DeKnyter, B.B.A., '72, president of Michigan Disposal, adds. "But it has to be cheaper to recycle the materials in question than it would be to burn or bury them. The general public just doesn't realize the kinds of ramifications tied up with collecting, processing, and recycling materials."

To supply curbside collection for a neighborhood for example, Tzenenbaum says a collection company must supply materials containers costing $5 to $15 per household and trucks costing between $65,000 and $150,000 a piece. In addition, the company must keep the trucks insured, fueled, and maintained; pay drivers; and pay handlers to unload the trucks and further sort the materials to the specifications of the buyer who will recycle them. This can require additional expenses, such as purchasing processing equipment and building structures to handle the materials.

In some cases, Tzenenbaum says, the economics of recycling results in buyers offering $0 to $25 a ton for material that has cost $25 to $60 to collect and sort. However, it still may be cheaper to recycle than to landfill, he says, because a typical landfill costs between $400,000 and $1 million a year.

Continued on page 5

Several readers object to the Westerner's paper stock

Editor's note: We are in the process of obtaining cost estimates on a variety of paper stocks. We hope to locate an affordable recycled paper that allows us to maintain the Westerner's high-quality reproduction of text and photographs.

A little too slick

The December 1989 issue of the Westerner is certainly a slick piece, that's the problem. In our area we cannot recycle this type of paper I just received. I am not sure, however, if non-slick recycled or recyclable paper that carries a worthwhile content without becoming problematic to the recycling effort. Ron Wilcox, B.A., '84

Ineffable practice

Shredded laser-printed computer paper and general office waste paper is used in specialized recycling experiments by William K. Forester, left, assistant director of Western Michigan University's Paper Pilot Plant, and Mark J. Zempel, a paper and printing science and engineering student from Sheboygan, Wisconsin.

Shredded laser-printed computer paper and general office waste paper is used in specialized recycling experiments by William K. Forester, left, assistant director of Western Michigan University's Paper Pilot Plant, and Mark J. Zempel, a paper and printing science and engineering student from Sheboygan, Wisconsin.

A new kind of paper chase

Paper is often the first material that comes to mind when recycling is mentioned. It is not only simple to collect, but it permeates our daily lives.

William K. Forester, B.S.E. '80, assistant director of Western Michigan University's Paper Pilot Plant, says people have been recycling paper for as long as it has existed.

However, he says the paper industry has unfairly come under fire recently because what derives from landfill studies and the waste discharges from paper plants.

Forester, an international paper-recycling expert, says investigators have discovered that about forty percent of the refuse in landfills is buried paper that hasn't biodegraded due to a lack of moisture. If this paper could be recycled instead of buried, it would free up landfill space.

"Then there's the pollution," Forester continues, "and this is where the issue becomes complicated. In order to recycle the paper people dump on their doorstep, they have to first remove the inks and dyes that are printed on it, and that involves some sort of a waste stream."

Other contaminants in post-consumer waste paper must be removed as well, says Barbara Cichon, B.S.E. '79, technical director at Michigan's Rock-Tenn paper mill in Otsego, everything from staples that jam processing equipment to glues and plastics that won't break down in the recycling process.

"One of the big misconceptions in paper recycling is that the entire sheet can be recycled," Cichon says. Her plant, one of seven under Rock-Tenn ownership, recycles 100 percent of the paper stock it receives, manufacturing a heavy board that's used in book covers, notebooks, and similar products. The board generally is not sent, so its visual appeal is secondary to its strength.

"Rock-Tenn uses 275 tons of material to manufacture about 250 tons of board a day," Cichon says. "Ten percent of the 275 tons, however, is rejected contaminant waste like plastic and glass. We fill three cubic-yard dumpsters per day, and all of it goes to a landfill, so we can accept all sorts of baled post-consumer waste paper. Now, a mill that produces fine paper for printing will be much choosier about what kind of stock it will accept for recycling."

Both Cichon and Forester agree that sorting paper from other household trash does not help the paper industry to a great degree.

"One of the problems," Forester explains, "is that the typical household has all sorts of paper lumped together—cereal box, junk mail, magazine, newspaper. Most mills don't produce a product that can be made using all of this dissimilar material, and so it must be sorted." According to Rock-Tenn accepts several types of waste paper. Cichon notes that many plants cannot.

Many people do not even attempt to recycle some paper, whether it is classified as junk mail or other publications, including the Westerner, as they are printed on "coated" stock.
Robert Ackerman, a professor and coordinator of graduate education in the department of sociology/anthropology at Indiana University of Pennsylvania, is recognized as the foremost authority in the nation on children of alcoholics. As a student at WMU, Ackerman attracted Ackerman's attention because of its doctoral program in sociology and the Specialty Program in Alcohol and Drug Abuse. In 1976, Ackerman began working as a medical resident at the University of Chicago. He was still at WMU when he received his second degree from the institution, a master's in education administration. Lore left WMU in 1972 to become the vice president for development and planning at Nazareth College. Two years later, he left Nazareth temporarily to accept an internship from the W. K. Kellogg Foundation and to complete his doctoral degree. In July 1975, two months after receiving his third degree, Lore was named president of Nazareth College.

When asked what he considers to be his most significant professional achievement to date, Ackerman responded, " His support and belief in me helped throughout my education," Ackerman says. Compared to other outstanding higher education administrators at Western during that time, namely Peter Ellis, Paul Griffith, and Thomas Coyne., Lore, who raised more than $20 million as president of the Michigan Colleges Foundation, has been recognized by his colleagues as one of the national leaders and spokespersons for philanthropy. A certified fund raising executive, Lore is past president of the Michigan chapter of the National Society of Fund Raising Executives and currently serves on its national board of directors. He says he considers his involvement with national and state professional associations in philanthropy, and particularly NSPRE, to be one of his most significant professional achievements.

One of his most significant memories of WMU, he says, is meeting his wife, Judy Bell. "I worked for her as a feature writer, while she served as editor of the Western Herald. I have since shared twenty-six years of marriage and two sons. Many of my memories of Western center around activities with Judy and our children, including basketball games, hockey games, and student activities."
Sunracye USA

Two years of hard work end in top ten finish for WMU and Sunseeker

Jubilant despite their exhaustion, members of the Western Michigan University/Jordan College solar-powered race car team watched admiringly July 19 as their vehicle crossed the finish line in Warren ahead of some of the best engineering and technical schools in the nation. Only a flat tire a mile from the finish line kept Sunseeker, the WMU/Jordan entry, out of second place for the final day of the eleven-day, 1,600-mile Florida-to-Michigan GM Sunracye USA. Sunseeker finished eighth overall among the thirty-two cars invited to compete by the sponsor, the General Motors Corporation.

"We're really excited," said Randy Rop, one of six Sunseeker drivers on the twenty-six-member team which included several faculty members from WMU and Jordan College, located near Grand Rapids. Up to 120 students have worked on the project since the application process began in December 1988.

"We were the underdog," Rop said. "Here we were with our little budget car, taking on some of the big names in college engineering—MIT, Stanford, Dartmouth.

"The University of Michigan, the only other Michigan entry, won the race with a time of seventy-two hours, fifty minutes, and forty-seven seconds. Sunseeker's time of ninety-six hours, thirteen minutes, and thirty-five seconds was a little budget car, taking on some of the big names in college engineering—MIT, Stanford, Dartmouth."

Western Michigan University came in second in the race, followed by the University of Maryland, California State University, and Villanova, Arizona State, and Drexel Universities. In the process, the WMU/Jordan team received a second-place sportmanship award for helping other teams and a third-place power train innovation award.

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WMU President George M. Dennison, BBA '71, said, "We are extremely pleased to receive this grant because of the impact upon services we can now provide to the region; once and resources, said Dr. George M. Dennison, WMU provost and vice president for academic affairs, in announcing the foundation grant in June."

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WMU's involvement in both economic development and regional education makes expanded library service a natural reaction to the growing demand for access to information and resources, said Dr. George M. Dennison, WMU's provost and vice president for academic affairs, in announcing the foundation grant in June."

"In addition to broadening WMU's information services to the region, Charles Rennier, dean of university libraries, said the grant purchases will provide the computer resources necessary to make the University's holdings a platform on which to build a consortium of regional libraries."

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"The WMU library system contains the fifth largest library collection in Michigan and the largest on the west side of the state, with holdings of more than two million print and non-print items. The collection is used by more than 150 libraries in West Michigan through inter-library loans. Rennier said the planned West Michigan Library Management and Information Consortium will link the holdings of all types of libraries in West Michigan."

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Currently, about 80 percent of the University's holdings are part of a computerized online catalog. The remaining holdings, such as music scores, maps, and special collections, are in the process of being added to the catalog. The foundation funding provides a basis for expanded public access to information about holdings at both WMU and consortium member libraries.

Just as important, the expanded computer capabilities will allow access to selected online databases containing journal articles and report literature. The databases offer users fuller records and abstracts on journal articles, as well as the ability to search the literature for information about combined subject matter.

U.S. Rep. Ford honored

Congressman William D. Ford, center (D-Taylor) was awarded an honorary doctor of laws degree during Western Michigan University's spring commencement exercises June 30 in Waldo Stadium. Ford currently is serving his fourteenth term representing Michigan's 15th District, which includes portions of Wayne and Washtenaw counties. As the ranking majority member of the House of Representatives' Committee on Education and Labor, he plays a key role in drafting virtually all legislation covering elementary through postgraduate study. Placing the hood on Ford at commencement were Governor J. William Gubser, Detroit, Board of Trustees chairperson; and George A. Franklin of Kalamazoo, board trustee.
Fourteen students earn Medallion Scholarships

Fourteen top high school seniors have been awarded prestigious Medallion Scholarships to attend Western Michigan University this fall. Each scholarship is valued at $25,000 over four years. The scholarships are made possible by private donors through the WMU Foundation, are among the largest merit-based awards in American public higher education.

The recipients and their extended academic programs at WMU and the scholarship donors are:
- Jennifer L. Abernathy of Monroe, mathematics, Helen and Richard Musser, United States.
- Ryan D. Bruneau of Davison, engineering, contributions in honor of Dr. James W. and June Miller of Kalamazoo from the 1990 Walter M. and Doreen D. Davis Foundation, which was sponsored by the WMU Foundation.
- John J. Burns of Grand ledge, mechanical engineering, provided by the estate of the late Genevieve U. Gilmore of Kalamazoo.
- Robert D. Cherry of Bridgman, music, John G. Kemper of Kalamazoo.
- Jennifer L. Francis of Okemos, university curriculum, provided by the estate of the late Genevieve U. Gilmore of Kalamazoo.
- Dr. Bruce Clarke has been selected to new position as WMU's chief academic officer during the search for a replacement for Dr. George M. Dennison. Clarke's appointment was presented one year prior to the academic affairs was effective July 31, 1992. The board action extended the contract through July 31, 1997. Three million students were the last year of the college's 'golden hand' deferred compensation agreement that sets aside $10,000 per year. Haenicke would only receive the compensation if he stays on at WMU's presidency through July 31, 1992. The 29 board action created a second set of 'golden hands' for the five-year period 1992 to 1997.
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Three endowed gifts support important University programs

Kercher graduate fellowship established in sociology

The Department of Sociology's founder and first chair, the late Dr. Leonard C. Kercher T.C. '24, has been honored through an endowed graduate fellowship established in his name in the department he headed for several decades.

The fellowship was created through anonymous gifts totaling $100,000 and more than $17,000 in contributions from the department's faculty and staff. The Leonard C. Kercher Graduate Fellowship will provide support for master's and doctoral degrees in sociology. Awardees will receive a maximum equivalent of five years of graduate support.

Kercher was associated with Western Michigan University for fifty-two years, forty-four of which were spent on the faculty. He began his WMU career in 1919 as a summer session student at what was then Western State Normal School and concluded it with his retirement from the faculty in June 1972. He earned three degrees from the University of Michigan, a bachelor's in social science in 1927, a master's in political science in 1928, and a Ph.D. in sociology in 1939.

The same year Kercher received his master's degree, he joined the sociology faculty at WMU. He was named head of the department in 1945 when the social science departments were formed. He continued as department chair for more than a quarter of a century until his retirement, and is among the most respected members of the faculty in the University's history.

Ellis endowments provide for Gary Fund and Lee Honors College

Two endowed funds will be created through a major bequest from Lois E. Ellis, M.A. '69. Formal declarations of intent were signed in June to establish the Peter R. and Lois Peterson Ellis Mike Gary Fund Endowment and the Peter R. and Lois Peterson Ellis Lee Honors College Endowment.

Kenneth J. DeVries, Western Michigan University's director of planned giving services, indicates that both endowments will be substantial and will provide significant ongoing support for athletics and for the honors program.

Prior to his death on October 22, 1989, Dr. Peter R. Ellis, B.A. '53, M.A. '55, was program director for the W. K. Kellogg Foundation of Battle Creek for more than seventeen years. He served as secretary of the University's Board of Trustees prior to joining the Kellogg Foundation in 1972. He was named WMU's Distinguished Alumnus in 1974.

Lois Peterson Ellis, a retired elementary school teacher in the Kalamazoo Public Schools, completed the first two years of her undergraduate education at WMU and returned later to earn a master's in the teaching of reading. She is a member of the WMU President's Club.

A member of the University faculty for forty years, Starring, T.C. '23, was born in 1903 and died in 1976. After graduating from WMU, he went on to receive a B.A. and an M.A. from Columbia University. In 1929 following brief tenures as a teacher at Harbor Springs and Oak Ridge and as superintendent of the Oak Ridge School District, he joined the WMU faculty.

Starring was a highly regarded member of the WMU history faculty and retired with emeritus status in 1969. He was also well known in the Kalamazoo and Michigan historical communities, and was considered a leading authority on the history of the state. He served as president of the Kalamazoo County Historical Society and was a trustee of the Michigan Historical Society. Starring was also a charter member of the WMU President's Club.

The $235,000 gift to the University, made through the WMU Foundation, represented the final disbursement of the Starring Trust.

A plan for the future

Charitable remainder unitrusts are popular methods of giving

One of the more popular ways to make a significant charitable gift is the charitable remainder unitrust or CRUT. This option is especially popular with those who are nearing retirement or who are already retired. The CRUT can have significant tax and income advantages.

Here's how it works. The donor makes an irrevocable gift to Western Michigan University and gains an immediate income tax deduction for the gift, less anticipated revenue (based on the donor's age). The donor and any other income beneficiaries of the CRUT named by the donor, the principal may be used as an unrestricted gift to the University or designated to fund a scholarship or program. This can be done in the name of the donor or as a memorial for a loved one. For example, an endowed scholarship could be created to perpetuate the name of the donor and to benefit students for generations to come.

Donors typically request that five to seven percent of the earnings of the trust be paid to them. The portion of the earnings not paid to the donor, if any, is reapplied to the principal of the unitrust, thus increasing the size of the unitrust and the amount of the future payments to the donor.

Many people buy low-dividend or no-dividend "growth stocks" early in their lives for their retirement. Because these stocks pay no dividends, there is no annual income tax liability; the stock just keeps growing in value. However, upon retirement, the now highly appreciated stock will only generate income if sold, which ordinarily results in capital gains tax on the stock sold.

If that same long-term, highly appreciated stock is used to fund a charitable remainder unitrust, capital gains tax may be avoided, and the unitrust will pay an annual income for the remainder of the donor's life (and the life of a surviving spouse or other). The same can apply to highly appreciated real property. There may also be income advantages to funding the CRUT with a fully paid life insurance policy.

The options available through charitable remainder unitrusts are considerable; the primary advantages are: an opportunity to make a major gift to WMU during one's lifetime, immediate tax deduction for this gift, and annual income for the remainder of the donor's life, and for the life of a surviving spouse or other named by the donor.

For more information, contact Kenneth J. DeVries, director of planned giving services, Western Michigan University, Kalamazoo, Michigan 49008-3855, (616) 387-6178 or toll free (800) 876-6178.
Balancing scholastics and sports

Program provides safety net for student-athletes

For student-athletes, college life is a delicate balancing act between academic goals and athletic obligations. Most of the 450 men and women who play on Western Michigan University's sixteen varsity athletic teams understand that only a small number of college athletes end up playing in professional sports. They work hard to obtain an undergraduate degree, but keeping up their studies is no easy task.

One way WMU is helping is by providing an academic support program designed to get the best of both worlds: helping athletes succeed in their sports and in their studies. Developed three years ago, the program provides academic support services to provide a safety net for student-athletes.

Jeff Stone, who heads the program as academic support services coordinator, says the Division of Intercollegiate Athletics implemented the program to make sure that student-athletes maintain a 3.00 or better overall grade point average.

In addition to monitoring student-athletes' academic progress, Stone has implemented several programs to make athletes better students, including organized study halls and tutoring sessions. A daytime study area has even been built adjacent to his office in Head Fieldhouse.

Among the other programs Stone has developed is a peer counseling project to help freshmen adjust to college life—academically, athletically, and socially. During 1989-90, eight students who had completed their eligibility to play sports met periodically on a one-to-one basis with assigned freshmen. In the future, Stone hopes to expand this activity.

"Not only would we be able to have more 'peers' work with our freshmen, but it would help our former athletes finish up their own degrees," he says. "The stipend we pay them certainly doesn't cover all costs, but it's better than nothing, particularly for out-of-state students."

Stone's current activities are drawing high marks from student-athletes and coaches alike.

"Jeff has been able to alert us when a youngster is starting to struggle in the classroom," says men's basketball coach Bob Donewald, who makes sure that all freshmen on his team and all upperclassmen experiencing temporary difficulties work with Stone on a regular basis. "He's been able to provide them direction at that point, and helps us as coaches in encouraging the player to overcome those difficulties."

"Jeff is doing a truly outstanding job," football coach Al De Vries, a Holland native, is a senior majoring in management and has a 2.66 overall grade point average. "I think a lot of the time, adults just don't give it to kids straight. If I were a peer counselor, I'd answer every question them they're going to like what's out there in the world or not."
Here's Looking At WMU

There's a lot for alumni to look at and to look forward to during this year's Homecoming celebration October 19 and 20. First of all, you'll see friends! Not only at the Alumni Association's Homecoming reception and brunch in the Bernhard Center but also at the exciting pregame tailgate on Kanley Track. Both events take place 10:30 a.m. Saturday, October 20.

Those events are a great way to start off your day of reunions and fun, but this is just the beginning. Also Saturday morning, you can either get an inside look at the new Lee Honors College or view all of the University's new buildings and improvements by taking a tour of campus. In addition, the association will be running a new service all morning long. Stop in at the Bernhard Center and let our Alumni Locator help you find that old sweetheart, roommate, sorority sister, or fraternity brother you've lost track of over the years.

Then it's on to Waldo Stadium where this year's gridiron clash pits the Broncos against the 1989 Mid-American Conference championship Cardinals of Ball State. Saturday evening you can attend the Distinguished Alumni Awards Dinner, see live performances of Hamlet or Damn Yankees, or visit your favorite Kalamazoo hot spot.

Don't miss the fun. Use the order forms on page 9 to make your Homecoming and football reservations for your return to campus October 19 and 20. Here's looking at WMU and you.

Alumni Association Homecoming Event

**Sunday OCTOBER 14**
- Victory Run
- 2:00 p.m.
- Kanley Track
- Gold Company performance
- 8:30 p.m.
- Bernhard Center Stage

**Monday OCTOBER 15**
- Gospel choir
- 7:00 to 10:00 p.m.
- Dalton Center Recital Hall
- That's Entertainment
- 7:00 to 9:00 p.m.
- Bernhard Center Ballrooms
- King and queen coronation
- 9:00 to 10:00 p.m.
- Bernhard Center Ballrooms

**Tuesday OCTOBER 16**
- Volleyball game
- WMU vs. Purdue
- 7:30 p.m.
- Read Fieldhouse
- Western Olympics
- 2:30 p.m.
- Goldsworth Valley Pond
- Parade
- 6:30 p.m.
- Sangren Hall to Intramural Field
- Studio Series Production: Hamlet*
- 7:00 p.m.
- Dalton Multi-Media Room
- Call (616) 387-6222 for ticket information
- Bronco hockey**
- WMU vs. University of Illinois-Chicago
- 7:30 p.m.
- Lawson Ice Arena
- Yell Like Hell
- 7:30 p.m. to 8:00 p.m.
- Intramural Field
- Bonfire and pep rally
- 8:00 p.m.
- Intramural Field
- Fireworks
- 8:30 p.m.
- Intramural Field
- Campus dance
- 9:30 p.m. to 12:30 a.m.
- Bernhard Center South Ballroom

**Thursday OCTOBER 18**
- Noon tents
- 11:30 a.m. to 12:30 p.m.
- Sundial, Miller Plaza, Goldsworth Valley Pond
- Movie: Casablanca
- 7:00 p.m.
- Miller Auditorium
- Movie: Total Recall
- 9:30 p.m.
- Miller Auditorium

**Friday OCTOBER 19**
- House displays
- 8:30 to 10:30 a.m.
- Noon tents
- 11:30 a.m. to 12:30 p.m.
- Sundial, Miller Plaza, Goldsworth Valley Pond
- Fritter Fest
- 2:00 p.m.
- Goldsworth Valley Pond
- Soap Box Derby
- 2:00 p.m.
- Gilkison Avenue
- Western Olympics
- 2:30 p.m.
- Goldsworth Valley Pond
- Call (616) 387-6222 for ticket information
- Bronco hockey**
- WMU vs. University of Illinois-Chicago
- 7:30 p.m.
- Lawson Ice Arena
- Yell Like Hell
- 7:30 p.m. to 8:00 p.m.
- Intramural Field
- Bonfire and pep rally
- 8:00 p.m.
- Intramural Field
- Fireworks
- 8:30 p.m.
- Intramural Field
- Campus dance
- 9:30 p.m. to 12:30 a.m.
- Bernhard Center South Ballroom
- Movie: Total Recall
- 9:30 p.m.
- Miller Auditorium
- Movie: Casablanca
- 7:00 p.m.
- Miller Auditorium

**Saturday OCTOBER 20**
- Alumni registration and Locator service
- 9:30 a.m.
- Bernhard Center
- Here's Looking At WMU!
- Tours leave Bernhard Center lobby every half hour
- 9:30 a.m. to 11:30 a.m.
- Take an Inside Look!
- Open houses, receptions, and tours of Western's new buildings, site listing available at alumni registration
- Alumni Association reception and brunch
- President Haenicke, Coach Molde, the pep band, and cheerleaders will welcome you
- 10:30 a.m. to noon
- Bernhard Center East Ballroom
- Alumni Association pregame tailgate
- Hot dogs, hamburgers, and refreshments
- 10:30 a.m. to noon
- Kanley Track
- Bronco football**
- WMU vs. MAC defender Ball State
- 1:00 p.m.
- Waldo Stadium
- Distinguished Alumni Awards Dinner*
- 6:00 p.m.
- Fetzer Center
- Studio Series Production: Hamlet*
- 7:00 p.m.
- Dalton Multi-Media Room
- Call (616) 387-6222 for ticket information
- Damn Yankees*
- Live stage performance
- 8:00 p.m.
- Miller Auditorium
- Call 1-800-228-9858 for ticket information

*Admission fee/advance registration required.
**Use the athletic ticket order form.
Constituency Activities

In addition to the Alumni Association activities planned for this year's Homecoming, various colleges, departments, fraternities, and sororities will roll out the "gold" carpet for alumni. Check the following list of constituency activities to see what the groups you're interested in have planned. Contact your Homecoming constituency coordinator at the phone number provided for more information about these groups' activities.

Then use the order forms on this page to reserve tickets for the following Alumni Association events:

**Deadline for Ticket Orders: October 20**

- **Football Game:** Visit your mail for details.
- **Gold Alumni Awards Dinner:** Contact Carl Doubleday at (616) 381-6477 for details.
- **Postgame Tailgate:** Use the order forms on this page to reserve tickets for this event.

French language alumni meet 9:30 a.m. Saturday, October 20, in Room 312 of the Bernhard Center.

Haworth College of Business alumni are invited to attend the Annual Alumni Reunion to be held at the "new" Haworth College of Business building from 3:30 to 5:30 p.m.

Hispanic alumni meet Friday, October 19, in the Rehman Room of the Bernhard Center.

Honors College alumni: see Lee Honors College.

Inter-Fraternity and Sorority Gathering: members of every freshman and fraternity meet 9:30 to 11:30 a.m. Saturday, October 20, in the Red Rooms of the Bernhard Center. Then join other alumni at the reception/buffet before going to the football game. Then at 5:30 p.m. for dinner at Bravo Ristorante on Portage Road. Watch your mail for details and reservation information about the dinner.

Lee Honors College alumni meet for a reception and tour 9:30 to 10:30 a.m. Saturday, October 20, in the new Lee Honors College.

Marching Band: alumni who hold a rehearsal Saturday morning, October 20, at Waldo Stadium. Then perform at halftime during the football game with the current Bronco Marching Band. Alumni interested in playing should contact Carl Doubleday (616) 381-6477 before October 15.

Military Science (ROTC) alumni meet for an update on the ROTC program and upcoming events 9:30 a.m. to 11 a.m. in Room 106 of the Bernhard Center.

Omega Delta Phi members: see Inter-Fraternity and Sorority Gathering.

Onyx Society alumni can attend the reception/buffet 10:30 a.m. Saturday, October 20, then go to the football game. After the game, report to Read Fieldhouse for the Pan-Hellenic March Down and a reception. The tradition continues with the annual dance beginning 10:00 p.m. Saturday in the Grand Ballroom of the Kalamazoo Center and an early breakfast from 6:30 to 8 a.m. Sunday. Alumni meet for the fall business meeting 11:00 a.m. Sunday. Watch your mail for details or call Joan Harris at (616) 385-4072.

Pan-Hellenic/Printing Science and Engineering alumni meet for a reception and dinner starting 8:00 p.m. Friday, October 19, at the Holiday Inn-West. The cost for dinner is $20 per person. Sunday Alumni can meet before the football game at the brunch/reception and after the football game at Wellman Hall. Call Barb Ochon at (616) 492-3521 to register for the dinner.

Phi Sigma Kappa alumni will attend the reception/buffet Saturday, October 20, and attend the football game at the house at 446 Seward for a postgame tailgate. A banquet will follow at Don Neat's. Watch your mail for further details in the Phi Sig newsletter. Call (616) 345-2224 for more information.

Phi Sigma Rho/Sigma Tau Gamma members: see Inter-Fraternity and Sorority Gathering.

Pi Kappa Rho members: see Inter-Fraternity and Sorority Gathering.

Sigma Chi alumni meet for the pregame and postgame gatherings Friday, October 19, and Saturday, October 20, at the house at 1018 Fraternity Village Drive. Food and beverages will be available. Call Scott Aitken at (616) 381-3355 for details.

Sigma Phi Epsilon alumni meet Friday, October 18, at the new house at 3013 West Michigan. After the football game Saturday, alumni meet at the house at 218 Woodward. Call Larry Harding at (616) 345-1868 to make reservations for the fraternity activities.

Sigma Sigma Sigma alumni meet at the pregame tailgate Saturday, October 20, and for the football game for a barbecue at the house at 218 Woodward. Call Shawn Trout or Nancy Fanard at (616) 343-4602 for more information.

Social Work alumni meet to visit with the new School of Social Work director 9:30 a.m. Saturday, October 20, in Room 105 of the Bernhard Center. Alumni will also discuss the future direction of the school's alumni society.

Speech Pathology and Audiology alumni meet after the football game for an open house Saturday, October 20, at the Speech and Hearing Center in honor of the new department chair.

Theta Chi Delta members: see Inter-Fraternity and Sorority Gathering.

 Theta Chi Pi Alpha members: see Inter-Fraternity and Sorority Gathering.

WDR alumni take to the air during Homecoming weekend. Listen as past WDR personalities recreate their old shows. Also planned is a WDR alumni reception 9:30 a.m. Saturday, October 20, in Room 211 of the Bernhard Center and the second annual alumni banquet Saturday evening in the Heritage Room of the Comfort Inn in Portage. Watch your mail for more details regarding the banquet.

**Return to the WMU Alumni Association, McKee Alumni Center, Kalamazoo, MI 49008-3694 before October 20, to reserve tickets for any of these events.**

**Note** to alumni interested in playing should contact Carl Doubleday at (616) 381-6477 for details.
Throughout the year, this publication has informed you about changes on campus, given you news of your classmates and friends, and notified you of various alumni events. We’re proud to say this issue is more of the same.

In the 1990 Distinguished Alumni Awards recipients, as well as encourage you to return to campus for the 1990 Homecoming celebration and to provide highlights of all the exciting Homecoming activities planned. In addition, this issue features a series of stories concerning an issue many of you have written to us about. In other words, there is Alumni News, which I’m sure you turn to first and have already read.

Every story in each Westerner is important to you as alumni and deserve your attention. Equally important to you as alumni are the activities of the Alumni Association’s Board of Directors, which I would like to report on today.

Throughout the past year, the board’s Executive Committee devoted considerable time to initiating a strategic plan. The full board adopted the plan in April, along with a new Alumni Association mission statement, after thorough discussion of both documents. I believe, as do the board members, that it isn’t enough that you know a mission statement exists for your Alumni Association. We believe it’s important that you know what the mission means and so we have included it on this page.

In adopting the plan, the association’s leadership reaffirmed the following goals for the years ahead:

- Improved communication with the membership.
- Improvement communicate with association members.
- Further identify the needs of the membership and determine how the association and University can service these needs.
- Enhance current students’ understanding of the role of the association and their lifelong relationship with the University.
- Increase membership.
- Increase cooperation with other University departments/organizations.

There is an often quoted line from Alice in Wonderland that says, “If you don’t know where you’re going, any road will get you there.” Your Alumni Association knows where it’s going and knows what roads will get us there. Our map will be charted with specific objectives aimed at achieving the goals previously outlined. However, the association’s Board of Directors and staff can’t travel these roads alone. If the association is to fulfill its mission and successfully accomplish its objectives, the support and involvement of many, many alumni are needed.

For those of you who aren’t currently association members, your invitation to join and travel with us appears on page 9 of this issue.

For those of you who are currently association members, take time to consider how you might become involved. Numerous avenues are open to you, such as organizing an alumni chapter or returning to campus for the 1990 Homecoming celebration. Your involvement is the main ingredient for success in any alumni endeavor. I look forward to all of us journeying together as we travel the roads leading to fulfillment of our mission.

Dear Alumni

Here’s one ‘pig’ who’s flying high

Comedian Tim Allen, B.A. ’76, doesn’t believe in the adage, “You can’t go home again.”

When choosing the site for the taping of his first Showtime special, the Western Michigan University alumnus wanted a hometown setting for his on-campus comedy routine on his old college stomping grounds in Kalamazoo. So the State Theater became the setting for “Tim Allen Rewires America,” scheduled to air on the cable network this month.

“I liked the idea of doing the special where I feel comfortable,” Allen says. “And my manager and Showtime loved the name ‘Kalamazoo.’ My family is here, and filming the show in Kalamazoo is certainly more of an event here than it would be in Los Angeles.”

Like his recent “Men Are Pigs Too” special, the cable production features Allen’s sarcastic analysis of the relationship between men and women as depicted through the vehicles of power tools and household chores. His act focuses on the Neanderthal side of men, a focus he reinforces with the pig-like grunts that have become his trademark.

“I like to think of myself as a ‘masculinist’,” Allen says. “I’m not sexist; my act is not an anti- or pro-women thing. I like to reflect on men through the eyes of women. There are just some things that only men are stupid enough to do—like model cars, comic books, pocket knives, and whittling. If women do try these things, they lose interest quickly. I personally like tearing things apart and knowing how they work—finding the right tool for the right job. It’s a man’s thing,” he adds with a smile.

A version of this article also appeared in the fall 1990 issue of the alumni magazine. Be sure to check out the latest alumni news and events in upcoming issues of the magazine.

Eleanor Wissner, B.S. ’63

Alumni Association mission statement

Editor’s note: The following statement was approved by the WMU Alumni Association Board of Directors on April 27, 1990.

The Western Michigan University Alumni Association exists to serve the University and its graduates by providing alumni with a continuing link with the University and among themselves. The association will develop and offer a variety of ongoing programs, activities, and services, all designed to address the identified needs of its members. The association will work to strengthen pride in the University by communicating the progress and accomplishments of the University and its graduates. The effective communication with the University, the association shall also identify ways to assist the University with the achievement of its goals.

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MAIL BAG

John Gill story a 'triple bonus'

I read, with great appreciation, the story on John Gill and his ‘gang’ appearing during amateur nights at local comedy clubs. I always took an 8 o'clock class just to control my behavior. It was such a lively school with so much to do. It wasn’t until after graduation while working for a Detroit advertising firm that Allen’s career as a professional funnyman took off. He began his rapid ascent to stardom by appearing during amateur nights at local comedy clubs. And now, Allen says, a possible television situation-comedy is in the works. The show would be based on the character in his act who is prone to tearing a paint compressor to bits in the kitchen sink (“Now I can clean my neighbor’s aluminum siding from across the street”) and to connecting a Harley-V-twin engine to the garbage disposal (“Now we have a wood chipper in the kitchen”).

Although Allen says he is cautious about relinquishing control over his life to take his career in that direction, he has been meeting with the chairperson of Disney Studios, Jeffrey Katzenburg, and the studio’s staff writers trying to work out a format for a series. Currently Allen is just riding the wave of his popularity, enjoying himself and the excitement of his television special. In addition, he has filmed a comedy short for Showtime, performing some of the situations he describes in his club act.

Allen also appeared on Showtime’s coverage of the Montreal International Comedy Festival.

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Alumni make important contributions as 'ambassadors'

Attention proud alumni. You can make a valuable contribution to Western Michigan University as an Alumni Admission Ambassador.

The Admissions and Orientation staff is already working diligently to recruit WMU's 1995 graduation class. As an Alumni Admission Ambassador you can be a partner in these efforts.

Ambassadors are called upon to share their enthusiasm for the University and their knowledge about the institution, contact high school seniors residing in their area and talk about the University and its representatives at college nights held in their area.

Alumni make important contributions as 'ambassadors'. Alumni Admission Ambassador you can be a partner in these efforts.

If you're interested in participating in this program contact the Office of Admissions and Orientation at 1-800-848-7010.

REUNIONS

Fifty-three alumni from the Class of 1940 returned to campus June 15 to recapture memories, renew friendships, and reacquaint themselves with campus. Reunion activities included a continental breakfast, a campus tour with a visit to the hilltop and a return to the classroom, and a dinner with WMU's Golden Associates.

Organization of Alumni Association regional chapters continues

A group of Alumni Association members had cause to celebrate in April as the organization's Board of Directors approved the charter and by-laws for four new regional chapters.

"The association's directors had a lengthy discussion about the future of the association and how we might reach and serve more of our alumni," association President Richard Chormann, B.S. '59, said after the meeting. "The continued formation of regional chapters, such as the ones approved today, is vital to the growth and reputation and the reputation of its graduates.

Chapters are organized in geographically defined areas where a sufficient number of alumni reside. Vital and active chapters increase the visibility of Western Michigan University in their respective communities. Heightening the prominence of WMU across the country enhances its reputation and the reputation of its graduates.

Programs and activities sponsored by alumni groups not only provide a forum for graduates to learn what is happening on campus, but also allow fellow alumni to expand their professional and personal networks.

The four newly chartered chapters are Greater Lansing, which consists of Ingham, Clinton and Eaton counties; Greater Jackson, which consists of Hillsdale, Jackson and Lenawee counties; Greater Kalamazoo; and Greater Chicago.

Each of those chapters' presidents are recognized in this article. Alumni in the four areas described who are interested in assisting with chapter events and programs are encouraged to call the chapter presidents or the WMU Alumni Association office.

The Greater Grand Rapids and Southeast Michigan chapters held their annual meetings this spring and each elected new presidents. They too are eager to hear from alumni in their areas who are interested in becoming involved.

To become involved in the chapter in your area, call:

- Greater Chicago—Mike Williamson, B.B.A. '85, (312) 943-6377.
- Greater Lansing—Bob Utrop, B.S. '71, M.A. '72, (517) 321-7504.
- Greater Kalamazoo—John Gill, B.B.A. '82, (517) 983-4039.

The WMU Alumni Association is indebted to the volunteers listed alumni and the many more who serve as chapter officers and committee chairs.
More becoming leaders of the Alumni Association

Denotes WMU Alumni association officer. Denotes association member.

Paula M. Culier, BBA '79, was named to the Board of Directors of the Alumni Association for the western Michigan Alumni Chapter.
Access to Alumni mailing list restricted

The University wishes to advise all of its graduates that access to alumni records, including address information, is restricted. These records are used by various University departments and units for newsletters, surveys, and special mailings.

WWMU alumni mailing lists are not made available for outside commercial, fund-raising, or political solicitations. Also, they are not sold or loaned to outside organizations.

From time to time, the lists may be used for approved solicitation by the WWMU Alumni Association, including group insurance and other programs offered as a service to alumni. However, the lists are made available only to the company providing the service and only for the specific approved service. If you do not respond to such a solicitation, you will not be added to that organization's mailing list.

Charles R. Proctor, BBA '73

Designates WMU Alumni Association Board of Directors

Designates alumni association

Extra Space Storage, Grandville, MI.

David Kiechel, BBA '85, in February was named account executive at Reprographics, Southfield, MI.

Donald B. Jonsson, BBA '83, has been commissioned to navy upon graduation from Officer Training School, San Diego, CA.

Denotes WMU Alumni Association Board of Directors
Deaths
Shirley Davis, in May 1989 in St. Joseph, Mich. was a member of Alpha Xi Delta, Western Michigan Chapter, and a graduate of WMU's second president, July 14 in her home in Flint, MI. P. O. Box 20 February 24 in Three Rivers, MI.

Eugene D. Wagner, BS '31, April 22 in Southfield, MI. The Davison Area Economic Development Authority, Davison, MI. Thirty was named director of June 2 in Sturgis, MI.

June was named director of utilities for the Journal, Sturgis, MI. of WMU's second president, July 14 in Niles, MI. March was promoted to city editor in June was named director of the Davison Area Economic Development of history, June 28 in Kalamazoo, MI. was named sales director in 1988, is a therapist at the Battle

Robert C. Doherty, BBA '88, in a staff psychologist at Dilesco Corporation, Muskegon, MI. of the Mike Gary Athletic Fund.

June was named city manager of Lansing, MI. She been set up for the Mike Gary Athletic Fund.

Michael D. Hagaman, BBA '89, is a teacher for adult and alternative education as a staff writer, Onbebe, MI. has been employed in water treatment chemical controls, atCalculon, Philadelphia, PA.

Cheryl A. Simon, BS '89, is a director for the Christ for the World Church, Cincinnati, OH.

Nicky Snyder, BA '89, in Denver. She is working as a staff writer, Otsie, MI. has been employed in water treatment chemical controls, atCalculon, Philadelphia, PA.

Melanie Lauren Wilkins, BS '90, is an interior designer for Peter-Stuart and Associates, Bellevue, WA.

Mary Ellen Hanley, BA '84, is a leadership consultant with Delta Leadership.

Kristin S. Petersen, BS '99, is a production engineer in Southfield, MI. She is a staff writer for the firm in Bloomfield, MI.

Shawn Libbitt Richards, BBA '89, is on the faculty at Hillsdale College, Hillsdale, MI. and was a staff writer for the firm in Bloomfield, MI.

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Public service proves to be satisfying career for 1961 graduate

Paul David McLoughlin

Both of those awards were based on contributions made over a period of time. "I felt very proud in receiving each of them at the tail end of my federal career," says McLoughlin, who retired in June. During his three-decade career, he has seen the federal government move away from being on the "leading edge of new and creative activities," to letting state and local governments spearhead innovations.

"That is a significant change," he notes, "but it is slowly changing back as we move from a conservative right to the center."

Regardless of periodic philosophical differences about big government, he says, "I enjoy being involved in Federal Emergency Management Agency's Chemical/Biological/Radiological Defense School in Battle Creek, which trained government workers in emergency management."

After teaching there until 1962, he developed an interest in civil defense and for the next nine years served as director of the Special Training Department for the Office of Civil Defense Staff Office. During this period he attended Western Michigan University part time, earning master's and doctoral degrees in education.

"Western offered the program I was interested in—leadership dealing with education and training in government and industry," McLoughlin says. "Dr. William Coats and Dr. Maurice Sleis, in particular, were most supportive and helpful. They helped me very much in outlining my educational program, filling in my areas of weaknesses, and helping me do my work."

After earning his doctorate, McLoughlin became deputy director of Region IV of the Defense Civil Preparedness Agency in Battle Creek. Five years later in 1976, after working in state and local programs, he "wanted to go national."

McLoughlin moved to Washington, D.C. and spent two years on President Jimmy Carter's Presidential Reorganization Project. "The task force reorganized the government's response and preparedness mechanism by combining five agencies into one," explains McLoughlin, who was named the first director of training for the agency when it was formed in 1976.

PEMA administers its own disaster programs and coordinates all federal efforts for an array of public assistance in times of emergencies, including rebuilding roadways, culverts, and bridges. In addition, FEMA directs agencies like the American Red Cross and U.S. Army Corps of Engineers to ensure all mobilized agencies are "talking together."

State and local governments handle 95 percent of the country's disasters, McLoughlin says, with federal assistance to governments and disaster victims triggered only by requests from governors.

However, McLoughlin says the agency's resources were stretched to the limit last year when Hurricane Hugo ripped through the Carolinas and raised the normal number of assistance applications for a given disaster from about $3,000 to 385,000. This disaster was closely followed by the 7.1-magnitude earthquake in San Francisco, which further strained the agency's resources.

"We have an agency of 2,500 people. In a disaster relief area, we have 1,500 disaster reserves we train in ten months. And we only have 253 full time people," McLoughlin explains.

"The earthquake was very taxing on the people who had already been on the field for a long time. The one aspect of disaster activity is about 25 presidially declared a year at a cost of $270 million. In the case of just these two big ones, it was over $2 billion."

While much of government work is not as dramatic as coping with disasters such as hurricanes and earthquakes, McLoughlin says the challenges are still many and ultimately rewarding.

"Uncle Sam has been good to me. Federal service clearly offers good opportunities to get involved and make contributions to substantial national problems. There is also an opportunity for travel and school to work with people from different segments of the country. I feel very positive about ending a career in federal government."

McLoughlin is considering consulting work or teaching after retirement, but the only firm plan so far is to finish the house in Virginia that he is building with his wife, Carol (Heflin), B.S. '70, M.A. '74, and Carol, who earned both her degrees in business education, also plan to travel around the country and visit their son Michael in Lockport, Illinois, and their daughter, Dawn in Lansing.

--by Mary Ellen McKenna

WMU expands recycling efforts on campus

Continued from page 2

Serfano says. Michigan Soybean Association funds initiated the campus soyink research.

Other new or long-established campus recycling efforts include:

A recycling test program at the John E. Fetzer Business Development Center that grew out of conversations between center director Paul M. Knudstrup and staff members of one of the center's client companies, Michigan Disposal Service. Starting in July, Fetzer Business Development Center employees began sorting recyclable office paper into separate boxes located at each work station. Commercial staff empty the boxes into separate disposal pick-up containers, and Michigan Disposal periodically picks up the contents. "We're interested in doing more in the recycling arena," Knudstrup says. "This seemed like a good way to start. It's easy for the individual employee and it doesn't put an undue burden on the custodial staff."

WMU's Printing Services sends waste ink, via the Division of Environmental Health and Safety to a hazardous waste recycling firm for disposal. Students and individual employees take responsibility for bundling waste paper and taking it to a local paper recycling firm, while a commercial scrap metal firm picks up used film and metal plates to recover small amounts of aluminum.

A student group, Students for a Sustainable Earth, has been active for three years in promoting recycling. Over the spring and summer, the group placed and began maintaining newspaper recycling drop boxes at four campus locations. Three of the four drop boxes are made from "plastic" lumber, a recycled plastic building product. This fall the group is mounting a campaign to urge the cities of Portage and Kalamazoo to ban all styrofoam food containers.

The Department of Paper and Printing Science and Engineering, because of extensive research in paper-making and printing and ink trials, produces large amounts of scrap paper. All of the scrap from Cracker's facilities is turned over to local paper brokers to be used for recycling. The department also disposes of metal printing plates through a scrap metal firm.

The University is continuing its long-standing routine of collecting for reclamation, all hazardous wastes such as oil from the University's fleet of vehicles.

The administration is taking steps to eliminate some non-recyclable materials altogether. For instance, styrofoam cups are no longer purchased by University Stores and no longer supplied by the University for any food service operations.
Charles Van Riper: pioneer of a profession

An often painful and conditioned childhood as a severe stutterer energized Dr. Charles G. Van Riper into becoming one of the most renowned researchers and pioneers in speech pathology.

The eighty-four-year-old former Western Michigan University professor was instrumental in building the speech pathology and audiology profession in America. In doing so, he helped build WMU into an internationally recognized leader in the field.

A native of Champion in Michigan's Upper Peninsula, Van Riper came to campus in 1936, establishing the first speech clinic in the state and the fourth such institution in the country. When the Board of Trustees established the Department of Speech Pathology and Audiology in 1965, he was the obvious choice as its first chairman.

"There is great satisfaction in being able to do something good in your life. I think I have impacted on the lives of many people in my field," he says. "That's my greatest accomplishment, not necessarily for myself, but for a higher value, a life's work." Considering the field's nearly uncultivated state, it was. Another important accomplishment has been Van Riper's drive in himself overcoming a speech handicap that may well have prevented him from becoming a university professor, let alone a researcher and author known around the world.

"As a boy, I was a very severe stutterer. I had awful blockings..." he explains. "Trying to get a word, I'd jerk and twitch and have all kinds of spasms. People would slap me across the face to get me out of it."

Van Riper did not overcome the handicap until he was twenty-six years old. But by then his intelligence had already earned him entrance to Northern Michigan University. He studied there for two years, then completed bachelor's degrees in physics and English at the University of Michigan. From there he enrolled in the University of Iowa, where he earned a doctorate in psychology and associated with many of the other pioneers in the speech-pathology field.

The challenge in those days was that speech pathology was a newly uncultivated field. "I didn't have any background in speech pathology because hardly anybody did," he says. "So I became a psychologist because I thought that was about as close as I could come in terms of academic discipline. I had to learn about speech pathology as I went along."

In the process Van Riper wrote the first textbook of its kind in the nation; and established the first speech and hearing clinic in Michigan. Also along the way he helped thousands of people of all ages overcome communication disabilities and trained scores of professionals to direct speech clinics in colleges, universities, and public schools throughout the nation.

Because of his exceptional work, Van Riper has earned the highest award the American Speech and Hearing Association can bestow upon a professional and is one of only four WMU faculty members to hold the rank of Distinguished University Professor.

"I got my job in Kalamazoo because of Paul Sangren, who had just become president of what was then known as the Normal School at Western," Van Riper recalls. "Sangren had a nephew who stuttered badly. His nephew had been put through the same crud that I had as a youngster. Back then, there was no real help for kids like myself and Paul's nephew. I was sent to some quack institutions just as he had—fraudulent ones."

Van Riper says speech therapy at the time taught stutterers to speak to a rhythm or use similar tricks that were "pure garbage." After learning the hard way, he says, "I decided that I might be able to stutter more easily."

That became the Van Riper technique. Instead of trying to eradicate stuttering, he taught techniques allowing people to stutter more easily and therefore the habit was hardly noticeable.

When Van Riper began the WMU Department of Speech Pathology and Audiology in 1966 working with a student in what was then the Speech and Hearing Clinic, he was one of the first professionals in the field to combine small group activity with individual and family therapy sessions. "I decided that their students had speech defects and, of course, many of them had little support. In those days, Western was primarily an institution for training teachers. No teachers would admit that their students had speech defects and, of course, many of them did," Van Riper says. "So I did a survey of school systems and I found hundreds of families that had children who stuttered. I asked them to put the pressure on school superintendents and up the ladder we went to Lansing. It took a long, long time, but the profession of speech-pathology was established. It took root and grew."

"WMU's Department of Speech Pathology and Audiology is known all over the world, Van Riper notes. "It's famous because it's a good one. It didn't matter one iota when I left. They were able to keep it going at top speed and I am very proud of that."

Shown above is Dr. Charles Van Riper in 1965 working with a student in what was then the Speech and Hearing Clinic.

Quality is Department of Speech Pathology and Audiology's trademark

The international reputation that Charles Van Riper brought to Western Michigan University flourishes in the Department of Speech Pathology and Audiology more than fourteen years after his retirement. When Van Riper founded the department, it was one of the first programs of its type in the country. In 1966, it became part of the first accredited program in speech and language pathology and audiology as its first chairperson.

"Ever since the department's inception as a pioneer program in the field," Hanley said, "quality in both academic pursuit and clinical operation has been its trademark. The department emphasizes education, research, and service through several programs and facilities, including a clinic bearing Van Riper's name. The Van Riper Speech, Language, and Hearing Clinic provides therapy and diagnostic evaluations for about 600 clients of all ages each year."

Hanley, now the staff specialist in stuttering, said helping stutterers remains a priority. However, he said, clinic staff also routinely provide help for a host of speech disorders, hearing impairments, and language development deficits. In addition, he said, the clinic serves students by providing a setting in which they can acquire closely supervised clinical experience.

Client assistance is also provided through the Preschool Language Intervention Program, which for years has been combining small group activity with individual and family therapy sessions at the Van Riper clinic. The program addresses such problems as laps in vocabulary development, inability to understand verbal communications, and fluency problems.

Youngsters like Lacy Fuller of Portage receive specialized help at the Van Riper Speech, Language, and Hearing Clinic through therapy sessions with clinicians like Catherine Brown, a graduate student in speech pathology and audiology from Flint.

Other departmental activities focus on meeting the needs of the increasing numbers of students seeking preparation for careers in research. A three-year project focusing on early childhood language development and the two-year-old Speech Acoustics Laboratory have been instrumental in attracting those students, Hanley said. Their work, in turn, is getting national attention, with the American Speech-Language-Hearing Association this year alone attracting five graduate students to present research at its annual meeting. The early language development project involved five faculty members, co-directors Shirley N. Sparks, associate professor, and Dr. Robert L. Erickson, professor; Dr. Michael J. Clark, associate professor; Donna B. Oas, associate professor and Susan D. Kisch, assistant professor.

The five investigated ways to expand and upgrade services to infants and their families from birth on. Project activities included preparing students to work with at-risk infants and their families, and developing a series of related videos and training manuals. Hanley says these grant activities coincided with a growing interest in early intervention by professionals and with a realization that speech and language intervention must begin in infancy.

Departmental commitment to research and training in early intervention continues, but another exciting research area being stressed encompasses the new technology that helps severely impaired individuals gain or regain communication ability. This "enabling" technology includes computerized speech systems commonly used to assist victims of strokes, cerebral palsy, and severe brain trauma, as well as people who use hearing aids and have received cochlear implants.

Speech pathology and audiology research is also getting a boost from Dr. James M. Hillenbrand, an associate professor who joined the department two years ago. Hillenbrand, formerly researcher director in the Intelligent Systems Division of RIT Research Corporation in Rochester, New York, has an extensive background in speech perception and speech synthesis.

Hillenbrand is developing quantitative methods that voice clinicians and voice scientists can use to evaluate voice disorders. His work involves developing signal processing algorithms that can run on computers such as those found in the Speech Acoustics Laboratory.

Other current faculty research encompasses a broad array of studies in other areas of speech, language, and hearing disorders. Topics range from Dr. Harold L. Bates' investigations into hearing impairments and the development of marital relationships to Dr. Nickola W. Nelson's study of Black English and her analysis of the language elementary school teachers use during classroom instruction.

—by Cheryl P. Roland