Excellence in fine arts programming hinges on building and maintaining quality facilities

Facilities play a major role in establishing the credibility and reputation of any arts program, but they are among the most highly specialized and costly buildings on a college campus.

Building and maintaining adequate facilities is expensive; building and maintaining excellent facilities is very expensive. In fact, construction costs per square foot of floor space for theater auditoriums and concert halls (and natural science laboratories) are typically 80 to 100 percent greater than for standard classroom facilities.

Highly sophisticated acoustics, sound systems, lighting equipment, environmental control systems, and customized building access and storage areas are critical for classroom, studio, performance, and exhibition spaces.

Moreover, performance and exhibition spaces, intended for use by the general public, require special consideration for parking, crowd control, and rest rooms and other public accommodations.

One of the many strengths of WMU's fine arts programs is its facilities, particularly the Dorothy U. Dalton Center. The Dalton center, completed in 1982, is home for the School of Music and the Department of Dance. This facility is among the best at any college or university in the nation.

"We will gladly compare the Dalton Center to the music and dance facilities at any other school," said Robert H. Luscombe, dean of the
The A. E. Staley Manufacturing Company of Decatur, Illinois, has donated a $43,000 piece of equipment to the Department of Paper and Printing Science and Engineering. This laboratory equipment allows students to create "hand sheets," which are trial pieces of paper from various paper pulp compositions. According to Dr. Aron D. Byle, chairperson of the department, the new sheet former will be "used extensively by WMU students and is a significant improvement for the paper program."

Major gifts and pledges to continued excellence
Former trustee gives $50,000 toward business building construction costs
Trustee Emeritus Charles H. Ludlow, B.S. '50, and his wife, Marion L. (Waters) Ludlow, B.S. '47, have pledged $50,000 toward the capital costs of the new School of Business building. The couple, both of whom are members of the WMU College Foundation, are also members of the National Alumni Association. The proceeds of the policy have been designated by the Haenickes to support the University in memory of their parents.

Haenickes name University's libraries as beneficiary of life insurance policy
President Dieter H. Haenickes and his wife, Caroline, have purchased a $100,000 life insurance policy, naming the WMU Foundation as the sole owner and beneficiary of the policy. The proceeds of the policy have been designated by the Haenickes to support the University libraries. This gift was made in addition to several other contributions by the president and Mrs. Haenickes, including the pledge to support the President’s Board of Trustees and their salary increases each of the past three years, which the Haenickes have directed to support the University.

Business degree to be offered via satellite
WMU has joined the Michigan Information Technology Network and, through the University’s Division of Continuing Education, will be offering the satellite television network’s only master of business administration degree to a statewide clientele. The program is expected to begin in January 1992. The network is made up of the state’s five major public universities and its twenty-nine community colleges, many of which can serve as “downlinks” or receiving sites for the network. Businesses and industries also can receive courses offered by the network by joining the network and installing a downlink. WMU was the first university in the state to transmit a live course by satellite to off-campus locations.

Several sports teams end successful seasons
The hockey squad concluded its 1989-90 season by enjoying its winnigest season and highest national ranking in three years and bringing home a third place at the Central Collegiate Hockey Association championship. Coach Bill Wilkinson's Broncos posted a 22-17-3 overall record, finished fourth in the league's regular season with a 16-14-2 mark, and received a fourteenth national ranking, tying in the National Collegiate Athletic Association poll. In the second half of the year, WMU went 13-7-2, with two sweeps of Michigan State University, the first sweeps over the Spartans in the history of the Bronco program.

The women's gymnastics team closed its season with second place (182.752.0) and the Mid-American Conference championship in Mt. Pleasant on March 23. Third-year mentor Brightle Boyer was named the MAC's "coach of the year" for the first time in her career, and Bonnie Bugiani was named the MAC's "senior gymnast" of the year.

Both the women's and men's tennis teams ended 1991 with big seasons. The women's team, the defending MAC's "senior gymnast of the year," finished in third place for its high-est finish ever at the meet. Sophomore co-captain Chad Raddick became the first WMU men's All-America sta- tus, tying third in the floor exercise (9.80) at the NCAA national championships. Before the NCAA meet, Babcock was honored third on the team for the win. Both the women's and men's tennis teams ended 1991 with big seasons. The women's team, the defending MAC champions, missed bringing home the crown again by only one point. The men's team also brought home a second place from the championships, its highest finish since 1984. Men's coach Jack Vederveldt, B.A. '55, M.A. '51, was named co-recipient of the league's "coach of the year" award. This is the third time Vederveldt has earned the honor.

Haenickes named to state education group
President Dieter H. Haenickes has been named to the thirty-member board of directors to lead Michigan into the twenty-first century has won the prestigious Innovations in Continuing Education Award, a national honor pre-sented by the American College Testing Program and the National University Continuing Education Association. The institute was sponsored by the Michigan Department of Natural Resources and WMU's Division of Continuing Education. This is the second year in a row that a WMU program has won the award, which is the most presti-gious honor for creative programming in the continuing education field.

University News in Brief
WMUU unites the first Michigan public institution of higher education to award an honorary doctorate to Gov. John M. Engler when the University granted him an honorary doctor of laws degree at the April 27 commencement in Read Fieldhouse. Engler, who has a bachelor's degree in agricultural economics from Michigan State University and a law degree from Cooley Law School in Lansing, was elected Michigan's sixty-first governor last fall on a pro-education platform. He was first elected to the Michigan House of Representatives in 1973 and re-elected in 1974, 1976. The first governor in fifty years to have an agricultural background, Engler was elected to the Michigan Senate in 1978 and chosen Senate Republican leader in 1982. He became Senate majority leader in 1984, when Republicans gained control of the Michigan Senate. President George Bush appointed Engler to serve as chairperson of the Commission on Presidential Emergency Operations, which is the President’s Personnel Advisory Committee. In addition, Engler has served on several national political organizations and has earned numerous state honors, including being temporarily appointed chairman of the Michigan Board of Regents and being named one of the 150 leaders of the professions and receiving the Distinguished Service to Agriculture Award from the Michigan Agriculture Conference, a Legislator of the Year Award from the Public Officers Association of Michigan, and a Legislator of the Year Award from the Michigan Judges Association.

The Westerner, June 1991
Western Michigan University

Public Information
Marvin A. "Joe" Taylor, Executive Director of Public Relations and Communications

Editor:        Junior Brown, BS '89
Design Coordinator:  David E. Smith, BS '83
The Westerner is published four times a year in cooperation with the School of Journalism and Public Relations. The Westerner is the official publication of Western Michigan University. The opinions expressed in the Westerner are necessarily those of the Alumni Association and University. The Executive Editor is directed by the Alumni Association and the President's Office for New Education. The partnership is dedicated to the discovery and implementation of new ways of ensuring quality learning for all children in Michigan. The magazine brings the research capabilities of Michigan's universities together with public schools to develop, test, evaluate, and share new methods of teaching and learning.

This issue will focus on the "Chicago" experience and the subsequent "West Michigan Experience." The Chicago experience will be developed by a team of WMU students and faculty members as part of the "Chicago Experience." The West Michigan Experience will be developed by a team of WMU students and faculty members as part of the "Chicago Experience." The West Michigan Experience will be developed by a team of WMU students and faculty members as part of the "Chicago Experience."
Permanent Art Collection enhances campus' beauty

Works of art adorn the walls of many Western Michigan University buildings, attesting to another way in which the institution supports and encourages an appreciation of the arts.

Today, WMU's Permanent Art Collection is valued at close to $1 million and consists of about 1,800 pieces. Many of these pieces are hung in public buildings, expanding the number of people who are able to enjoy fine works of art.

That practice was begun during the years Lydia Siedschlag chaired the Department of Art. Siedschlag and her colleagues spent summers and holidays traveling the globe and purchasing works of art. In addition, gifts of art had been given to WMU, including a portion of the A.M. Todd collection. Todd's Kalamazoo's first art collector and philanthropist, amassed a vast collection focusing on nineteenth-century paintings. It had been Siedschlag's practice to place WMU-owned art where students could live alongside of it, such as in residence hall lounges and campus libraries.

In the late 1970s, Dr. John T. Bernhard, then WMU president, and Dr. L. Michael Moskovis, now vice president for institutional advancement, enlisted the help of Richard Leslie and Sebastian Buffa to catalog the University's art collection. When the two art historians and curators from Chicago, Illinois, began their task, no one knew exactly what the University owned, where it might be located, or the condition of the pieces. Leslie and Buffa gathered a great deal of data for the University, and this information was given to a new committee Bernhard appointed to maintain and monitor the art collection. The Permanent Art Collection Committee is comprised of the dean of the College of Fine Arts or the dean's designee; the director of Campus Planning, Extension, and Engineering; the chairperson of the Department of Art; the curator of the Permanent Art Collection; the director of exhibitions; the manager of the Office of Interior Design; the director of the Archives and Regional History Collections; the vice president for institutional advancement; and a professor emeritus from the art department.

The committee's first task was to draw up guidelines for the care and use of the works in the Permanent Art Collection. These guidelines, approved in 1985, are contained in the Western Michigan University Policy Handbook. Next, the committee gathered all of the pieces which were being stored or in need of restoration and housed them in an area that afforded some work space and provided maximum security. The collection is now in its second secured storage room, and many of the pieces that needed conservation have been restored by appropriate conservators. For nearly three years, the Permanent Art Collection Committee dedicated the majority of its budget to the conservation and restoration of works.

President Diether H. Haenicke took up the cause of the collection when he came to WMU, and at his request nearly all of the major pieces which are in good condition are currently on display in public areas throughout the campus. M. The same time, one of the largest and most valuable pieces in the collection, the 1888 Thomas Hill painting Yosemite Valley from Inspiration Point, by Thomas Hill.

Inspiration Point, spent nearly two years being cleaned, repaired, and restrretched by a conservator from the Chicago Art Institute before it was installed in the Board of Trustees Room in the Bernhard Center.

continued on page 8

Permanent Art Collection Committee dedicating budget to conservation and restoration of works.

President Diether H. Haenicke presented a slide show updating alumni on Western Michigan University's academic and construction developments during the CEHIONS/Branch Counties Alumni Association Chapter's annual dinner. Vokol Hochberg, chapter president, presented a keepsake "Tony the Tiger" watch to Haenicke on behalf of this year's chapter officers. 

Two former faculty members, Dr. Fred A. Beaver, left, and his wife, Katharine, right, have given WMU a collection of Nigerian art and artifacts, including this handsome 1962 wooden plaque by sculptor Lamidi Fakeye, whom the Beelers met in Nigeria that year. With their help, Fakeye was a visiting international scholar in art at WMU during the 1960s. Holly Stephenson, curator of the WMU Permanent Art Collection, accepted the gifts of art from the International Room of the Bernhard Center, where many of the pieces will be displayed. The Beelers collected the artwork from 1960 to 1962 and 1966 to 1968 when they went to Africa as part of a WMU program to establish a technical college there. Fred Beeler, a professor emeritus of mathematics, and Isabel Beeler, a professor emeritus of counseling, retired in 1969. The collection is valued at more than $100,000. This gift augments other African art the Beelers have given WMU. Over the years, much of which is displayed in the lounge of Bigelow Hall in an exhibit they created with the late Lydia Siedschlag, a former chairman of the Department of Art.

It's come to our attention
A reader has alerted us to an error that appeared in the March issue of the Westerner.

"We had received an obituary notice for Greg Paulus, B.F.A. '80. The information provided to us was incorrect, Paulus is alive and well."

Above: Award-winning Bronco Ron Hoover, B.B.A. '89, scored four goals in twenty-three games with the Boston Bruins before the Bruins lost in the Stanley Cup semi-final playoffs.

"WMU"
"There are a variety of ways to measure the quality of our programs," said Robert H. Luscombe, dean of the College of Fine Arts since 1980. "All four of our departments are accredited. That means we meet or exceed minimum professional standards in art, dance, music, and theater. In some cases, we are one of only a few accredited programs in the state or the Midwest.

Perhaps most important, our accreditation reflects that this is not a one-department or two-department college. Our quality and reputation isn't restricted to just one area, and I have personally seen numerous examples of how the quality and reputation of each of our programs is enhanced by the strengths of the other three."

WMU has an arts heritage that dates from the early years of its founding when the first theatre production was staged in 1906. The quality of instruction and facilities, as well as the national recognition of that quality, have grown steadily since then. Scores of endowments and faculty and student awards attest to the overall excellence of WMU's arts programs. This reputation for excellence blossomed in 1972 with the creation of the College of Fine Arts, the first college of its kind in Michigan, and continues to grow today. The college offers strong programs in all four major arts areas through the Departments of Art, Dance, and Theatre and the School of Music. Each of these four areas is enhanced by the quality and reputation of the others and by a thriving arts community in Kalamazoo.

"When the University Jazz Orchestra is invited to perform at Carnegie Hall (1989), where the WMU production of Quilters is selected in a national competition to perform at the Kennedy Center (1988), when one of our dance faculty is invited to tour with the American Ballet Theatre and to teach at the National American College Dance Festival (1990), when these types of recognitions occur with increasing frequency, it is a fairly strong indication that our students, faculty, and programs are regarded highly by other arts professionals," Luscombe said.

Indeed, there are many noted artists and authorities who praise the quality of WMU's arts programs. Clement Greenberg, perhaps the most prominent art critic of the twentieth century, said recently that when he visited campus he was "pleasantly surprised by the very high level of quality in the paintings of the students... unquestionably a reflection of the high quality of their instruction."

The Department of Dance earned similar accolades last year when Daniel Shapiro, artistic director of Shapiro & Smith Dance in New York State, referred to WMU dance students as "the strongest group of dancers I have seen in a university in a long while. And we see lots of universities, Cal State Long Beach, NYU, UCLA, to name a few." Joel Hall, artistic director and principal choreographer of the Joel Hall Dancers in Chicago, Illinois, concurs. As the King/Chavez/Parks visiting professor in the department this past winter semester, Hall taught nine classes each week. "The diversity of the dance program (at WMU) is particularly impressive and so is the talent and dedication of your faculty," he said.

Many of the most telling endorsements regarding the College of Fine Arts' quality come from another important group of people—the students.

In August 1990, Alison Wedding of Dallas thought her plans for college were set. She had a scholarship to a Texas university with a strong reputation in vocal jazz. Then she attended the Phil Mattson Vocal Jazz Workshop, hosted by WMU's School of Music. "I saw a video tape of that year's Gold Company performance at Miller Auditorium, and it was fantastic! I wanted to be a part of Gold Company. I wanted to study under people like Steve Zegree (music professor and Gold Company director)," Wedding said. "This was only about a month before school was to start, but I called my parents and told them I really wanted to come to Western. It was an unusual phone conversation, telling them I wanted to give up a scholarship and go to school in Michigan, but they finally agreed. I haven't regretted the decision, either. The faculty here is excellent!"

Through its College of Fine Arts, through its programs at Miller Auditorium, and through its public radio station WMUK-FM, WMU contributes an enormous share of high-quality performances and exhibitions to the total arts offerings in Kalamazoo County, helping to make the area rich in civic cultural opportunities. University sponsored programs coupled with those of the community provide WMU students with numerous and varied opportunities to study the arts or simply to experience them. Few universities surpass the diversity, quantity, and quality of this cultural resource.

The number of performances, exhibitions, and recitals WMU sponsors each year is staggering. This past fall and winter, the School of Music alone sponsored an average of more than two activities per day. During the past year, the College of Fine Arts sponsored more than one thousand performances, exhibitions, and recitals to a total audience of more than 200,000. These figures do not include performances by the Bronco Marching Band to audiences totaling more than 150,000, or other musical performances at University athletic events and commencement ceremonies. Figures for the College of Fine Arts also do not include separate programs sponsored by Miller Auditorium or the arts audience served by WMUK-FM. With more than 3,500 seats, Miller is the largest auditorium in West Michigan and the second largest in the state. Since its dedication in 1968, Miller Auditorium has served a total audience of more than four million. In addition to performances sponsored by the WMU School of Music, the Kalamazoo Symphony Orchestra, and a variety of regional arts organizations, Miller Auditorium sponsors its own series of twenty to thirty programs each year. This past year's Miller Auditorium series included Hal Holbrook in his Tony Award winning characterization of Mark Twain, the Vienna Boys Choir, Hello Dolly starring Mimi Hines, and the New York City Opera National Company performing Mozart's The Marriage of Figaro.

WMUK-FM was licensed in 1951 and is a charter member of National Public Radio. It serves listeners throughout Southwest Michigan and Northern Indiana and has won numerous awards, including the Corporation for Public Broadcasting Community Service Award and, in national competition with commercial stations, a George Foster Peabody Award for meritorious service in broadcasting. Seventy percent of the station's total air time is dedicated to arts programs, with five to ten hours of local and regional arts-related programs each week, such as broadcasts of concerts sponsored by the WMU School of Music.

Arts programs are highly respected

- WMU is the home for the annual Ballet Teacher Summer Intensive Conference, held at the Michigan State Ballet Centre.
- Dance faculty members Eugene Mills and Lindsey Thomas have each been selected as Michigan Dance Teachers of the Year.
- The Department of Dance has been selected twice in the past five years to perform in the Gala Concert for the Midwest Regional American College Dance Festival.
- Western's Brass Quintet presented a two-week concert tour in China and performed at the Kennedy Center in Washington, D.C., during the past four years in addition to numerous other performances.
- Music therapy professors Mary Sociol and Brian Muma are co-editors of the national journal Music Therapy Perspectives.
- Western's Jazz Orchestra has been featured at the Detroit Montreux Jazz Festival each of the past eleven years and performed at Carnegie Hall in 1990.
- The Southwest Michigan Vocal Festival, sponsored by the School of Music, is one of the largest high school choral festivals in the nation and celebrated its fiftieth anniversary in 1988.
- The School of Music was selected to host the International Trumpet Guild Conference in 1987 and the International Trombone Workshop in 1980.
- The Gold Company, a student vocal jazz ensemble, has received Outstanding Performance awards from Downbeat magazine each of the past eight years.
- The Department of Theatre is one of only three such departments in the nation selected to attend a regional American College Theatre Festival six of the past seven years, performing at the Kennedy Center in 1988.
- The College of Fine Arts produces the Michigan Youth Arts Festival, a spectacular three-day event featuring 800 of the most talented high school artists in dance, music, theater, design, and creative writing. This program is the only one of its kind in the United States.
In 1990, the Arts Council of Greater Kalamazoo conducted a survey of the fifty independent nonprofit arts organizations in Kalamazoo County, excluding educational institutions. The survey reported that more than 1,300 arts events are offered annually, attracting a total audience of more than one million. This represents a better than four-to-one ratio of attendance to total county population, more than twice the statewide average.

According to the council's surveys, these events generated $8 million in direct and indirect spending in the county economy.

Combining the council's figures for noneducational groups with WMU's statistics for the College of Fine Arts and Miller Auditorium helps place the University's contributions with statewide and national groups. In turn, makes to the University.

C. Carver, managing director of the Kalamazoo Civic Players, one of the four largest civic theaters in the country and widely regarded as among the best. Carver noted that WMU's Department of Theatre and the whole College of Fine Arts is a tremendous resource of highly talented and motivated people. We would find it very disappointing if on some of our productions if it weren't for the well-trained Western students we had working with us. In turn, of course, our productions give Western students valuable opportunities in addition to those they get on campus.

Jason Frink, a freshman theater major from Kalamazoo, is one example of how the combined University and community reputation in the arts benefits WMU and its students. As a high school student, Frink was willing to consider a variety of universities, but not one only a mile from his home. He said he wanted to "go away" to college. Then, he attended an eight-week summer theater program at Northwestern University.

The faculty (at the summer program) came from schools throughout the country," Frink said, "and they all rated Western as one of the best undergraduate theater programs. They also emphasized the tremendous theater opportunities in the community, which means opportunities for summer jobs and internships.

"Class work and good grades are important, but if you want to go anywhere in theater, you have to build a resume actual production experience. I started to realize that at many schools with equally good reputations, I wasn't for the opportunities he had at Western and in the community, he wouldn't be where he is today—which is in New York City, on Broadway, in the cast of the musical Miss Saigon, which opened April 11.

The mutually beneficial relationship between the community and the University is also strong in music, dance, and the visual arts. Karen S. Litterer, general manager of the Kalamazoo Symphony Society, notes that, "At least one-fourth of the orchestra has a very direct relationship to Western—members of the faculty and students. Undoubtedly, many more are alumni." According to the Kalamazoo Institute of Arts, approximately 1,500 WMU students tour the institution's galleries each year as part of their art studies and many others work in its library. In addition, the institute frequently exhibits works created by WMU faculty members.

"Any university arts program is enriched by the arts offering from the surrounding community," Dean Luscombe said. "What makes this relationship unique is that Kalamazoo is large enough to support many truly significant arts programs, which at the same time,

One recent example of that type of opportunity was the first Irving S. Gilmore International Keyboard Festival, which brought a variety of exceptional jazz and classical artists to Kalamazoo, including Ramsey Lewis, Chick Corea, Marian McPartland, Leon Fleisher, Alicia deLarrocha, and Van Cliburn, in his only fourth public performance since 1967.

David Pocock, artistic director for the festival, said the University's contribution to this international music event was significant. Most of the concerts and recitals during the nine-day festival were held at WMU and two music faculty members, C. Curtis-Smith and Ramon Zupko, were commissioned to write compositions for performance during the event. Also, faculty member Stephen Zegree served on the festival's advisory council while a large percentage of the more than 600 community volunteers who helped organize and host the festival were WMU faculty and students. Students also benefited from activities such as those of faculty member Phyllis Rappaport, who taught a festival-based honors class in which her students attended performances by the artists they had studied.

WMU's commitment to quality and its national reputation for excellence in arts education assures continued successes for students and faculty and their creative endeavors. Future years for the arts at the University will be very much like those of the past—each one better than the year before.

Actor Todd Zamarriga, B.S., '87, majored in theater and minored in music. He agrees that the theater opportunities in Kalamazoo are "excellent." In fact, he says that if it weren't for the opportunities he had at Western and in the community, he wouldn't be where he is today—which is in New York City, on Broadway, in the cast of the musical Miss Saigon, which opened April 11.

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1910–1959

Norm Beckwith, BBA '67, MBA '67, Tampa, FL.

William A. Barnes, BS '52, in January was appointed supervisor for the Western Michigan University Planning Advisory Council.

Robert H. Woody, BM '79, in January was appointed as the new director of the Music Department at Western Michigan University.

Robert K. Rucker, BBA '84, in January was appointed regional vice-president for the Northwest division of Mar-Kay International.

Donna A. Whitcomb, BA '86, in January was appointed as the new director of愚蠢/Marketing at Mar-Kay International.

Mary J. Johnson, BBA '77, in January was appointed as the new director of愚蠢/Programming at the National Dairy Council.

Patricia Moulton Guillard, MD '87, in January was appointed as the new director of愚蠢/Health Services at the University of Michigan.

Leonard Harris, BBA '76, in January was appointed as the new director of愚蠢/Developing at the University of Michigan.

John Phillip Nass, Jr., BFA '80, in January was appointed as the new director of愚蠢/Assistance at the State of Michigan Department of Transportation.

John H. Sages, BFA '80, in January was appointed as the new director of愚蠢/Arts at the University of Michigan.
Deaths

Evel West, an assistant professor emeritus of English, died in December 1989, in his 80th year.

1910-1929

Irene Buckingham Verden, TC ’11, December 9 in Kalamazoo, MI.

Beatie Isb Rumble, TC ’15, BS ’32, February 13 in Detroit, MI.

Kenneth R. Hartley, BBA ’84, in October was named director of education at Perrock Hunt in Hartland, MI.

Kevin Kilpatrick, BBA ’83, in November was director of corporate taxation for Deloitte, Kalamazoo, MI.

Barbara O’Hara, MSW ’84, in December was named director of the Older Adult Program at the Delano Clinic at Borgess Medical Center, Kalamazoo, MI.

Julia Panama-Rice, BBA ’94, MBA ’97, in February was promoted to the sales manager at Styrk Corp., Kalamazoo, MI.

Donald F. Drummond, BBA ’88, has joined Quinn Pike Marketing Communications, Madison, WI.

Tom Pietsch

Dorothy Atwood Bartz, BBA ’87, S.Ed. ’83, in January was a language assistant at the University of Heidelberg, West Germany.

Karrie C. Stower, BBA ’94, in December was named manager at Plaza & Morel, Southfield, MI.

Naomi M. Stover, BBA ’93, in December was promoted to product manager for Merger Corp.’s Health Care Products, Kalamazoo, MI.

Jane R. Feda, BBA ’95, in December was promoted to account supervisor at Kuntner & Associates, Battle Creek, MI.

Dr. Dale F. Martin, EdD ’87, in January was appointed superintendent of the Westside District, Waterford, MI.

Clarence T. Lastere, BBA ’96, in December earned a law degree from Wayne State University, Detroit, MI.

Michael H. Bradford, BS ’76, in December was honored by the state of California as the probation officer of the year.

Dr. Joseph H. Pritchard, EdD ’87, in February was appointed associate professor at Notre Dame College, Cleveland, OH.

David M. Morrisett, BBA ’88, in December was named non-professional at the National Association of First of America Bank-Corporate, Kalamazoo, MI.

Mike “Bill” Pritchard, EdD ’85, in October was appointed assistant principal at Bloody Hill High School, Shelby, MI.

Paul Formor, BS ’83, in January was named account executive for the Dow Corning Corp., Midland, MI.

John A. Hulsey, BS ’85, in January was named associate vice president for institutional advancement at Ferris State University, Big Rapids, MI.

Leon Phelps, BS ’38, January 19 in Schoolcraft, MI.

Eleanor A. Atwood, BBA ’37, S.Ed. ’36, in January was a language assistant at the University of Heidelberg, West Germany.

Edward C. Doucette, BS ’40, in January was appointed sales vice president for the United States by the University of Heidelberg, West Germany.

Frank G. Theodore, BS ’60, in January was named account executive for the Dow Corning Corp., Midland, MI.

Barbara Parker Hibbard, BS ’60, in January was named director of the Midwest Regional Office of the University of Heidelberg, West Germany.

Ann S. Mendenhall, BBA ’77, in December 22 in Milwaukee, WI.

Michael H. Bradford, BS ’76, in December was honored by the state of California as the probation officer of the year.

Dr. Joseph H. Pritchard, EdD ’87, in January was appointed superintendent of the Westside District, Waterford, MI.

Clarence T. Lastere, BBA ’96, in December earned a law degree from Wayne State University, Detroit, MI.

Michael H. Bradford, BS ’76, in December was honored by the state of California as the probation officer of the year.

Dr. Dale F. Martin, EdD ’87, in January was appointed superintendent of the Westside District, Waterford, MI.

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Theatér professor Von Washington spends sabbatical in Tinsel Town

"The walls have come down! Opportunity has gone up! Your only limits will be the size of your ideas and the degree of your dedication. People, this is an exciting time to be alive!

Sound familiar? It's the dialogue from the inspirational climax of a compelling television advertisement for Macintosh computers, featuring a young Mr. Washington, WMU professor and director of the University's minority theater program. The "Industrial Revolution" advertisement brought kudos to Apple Computer, Incorporated's recent $25 million advertising campaign and catapulted Washington, B.S. '74, M.A. '75, into the national spotlight.

In the advertisement, a professor lectures to his class on the industrial and social changes taking place in the 1990s. Because mass production now offers ordinary people access to powerful technology, the teacher tells his students, "That which was affordable to the few becomes available to the masses. The Industrial Revolution meets the Age of Enlightenment.

"A Detroit Free Press article called the spot "riveting" and Washington's portrayal "electricifying," describing his character as "a powerful, intense instructor who mesmerizes hisclass." An article in USA Today's Market Scoreboard attributed the effectiveness of the advertisement to the casting of an actual teacher, while the marketing section of the Wall Street Journal did an in-depth analysis of the advertisement's approach.

Washington did not have to go far. Washington and the University hit its zenith last December when television crews from "Entertainment Tonight" and the Cable News Network visited campus to interview Washington. The resulting segments of the two shows focused on the comparison of the WMU professor's actual teaching persona with that of the television character, and on the impact the commercial's success has had on Washington's life.

After eighteen years of acting, teaching, writing, and directing for the theater, Washington's big break came when a whirlwind audition and selection process last September sent him to California for two days of filming his forty-five seconds on screen. But Washington was ready, and determined to make the most of those crucial seconds.

"When I read a copy of the script, I said, 'Shoot, this is me,'" Washington recounts. "If there was anybody in the country that could do this role better than me, I wanted to meet him. I knew this was the greatest opportunity. Very few people in this business have forty-five seconds like this in front of the camera.

"The purpose of the commercial is to appeal to the masses," Washington said. "There's an element of uplift for the downtrodden in it. It mentions the walls coming down, referring to Germany and the changes in the world away from dictatorial oppression. But it's not preachy," he added. "The professor feels good about the changes; they'll change his life also.

"Only days after the commercial first aired, Washington's own life underwent radical changes. Calls started coming in from both coasts. Casting personnel from "The Cosby Show" and "A Different World" wanted to meet with him, and TRAD Artists convinced Washington to sign with their agency.

Permanent Art Collection enhances campus beauty

Continued from page 3

All of the pieces in the Permanent Art Collection have been entered on the Detroit Art Institute's (DARIIS) system, a computerized catalog linking museums, colleges, and universities statewide for the purposes of research, curation of exhibitions, and other related art activities. While the institute is now cutting back on the networking portion of this system, the computerized information will continue to be available to interested researchers and art historians.