Ethics becoming standard discussion topic in tomorrow's college classrooms

Would you lie to spare a friend's feelings? Would you notify your business office of expense-account padding? Would you tell a cashier you've received too much change? These ethical questions may not seem to raise particularly important ethical issues. They don't deal with the immorality of the Reagen Administration's "Iran-Contra affair," Michael Milken's billion-dollar junk bond scams, or television evangelist Jim Bakker's marital improprieties on the scale of the Reagan years. They may, however, present us with an important ethical dilemma. The determination we make can tell us a great deal about our willingness and ability to deal with ethical issues in our daily lives. Whether we ask and how we respond once we do ask, can send important signals to others, especially children and young adults.

That's one reason more colleges and universities are bringing ethics, often described as the study of morality, into the classroom. Ethical discussions can help prepare students to deal with a variety of thorny situations they may encounter once they graduate.

One prominent ethics theorist, Samuel Pierman, suggests that "Most evil acts are committed not by villains but rather by decent human beings—in desperation, momentary weakness, or an inability to discern what is morally right amid the discordant claims of circumstances. The determination to be good may be eroded at an early age, but we grapple all our lives with the definition of what is good, or at least acceptable."

Annette Bierce, an American satirist popular during the turn of the century, also observed that type of confusion. In his "Dictionary," Bierce describes "moral" as "Conforming to a local and mutable standard of right. Having the quality of general expediency." He goes on to define "responsibility" as "A detachable burden easily shifted to the shoulders of God, Fate, Fortune, Luck, or one's neighbor. In the days of astrology, it was customary to unload it upon a star."

For many of us Bierce's tongue-in-cheek definitions apply to how we solve a variety of ethical problems. But Western Michigan University philosophy professor Michael S. Pritchard says a number of societal and technological changes in the last two decades have encouraged Americans to confront ethical dilemmas.

The renewed interest in ethics is particularly evident in academia, where institutions such as the University of Michigan are incorporating ethical issues into all their regular required courses or in special seminars or courses as part of their regular curriculums and by bringing together interested faculty members.

Six years ago Pritchard and a core group of nearly twenty faculty members established the Center for the Study of Ethics in Society to address ethical issues. They don't deal with the immorality of the Reagen Administration's "Iran-Contra affair," Michael Milken's billion-dollar junk bond scams, or television evangelist Jim Bakker's marital improprieties on the scale of the Reagan years. But they do deal with the immorality of the Reagen Administration's "Iran-Contra affair," Michael Milken's billion-dollar junk bond scams, or television evangelist Jim Bakker's marital improprieties on the scale of the Reagan years. Their aim is to help students understand the ethical problems of our time and to develop their own moral principles.

In contrast to faculty members from many other disciplines, Dr. Raymond E. Alie, an associate professor of management, says ethics education is an area of emerging importance for those who teach tomorrow's business leaders. But, Alie says, getting students to pinpoint their values can be a challenge.

"Ethical problems, by their very nature, are value laden. A lot of students have never really staked out their positions on the issues we talk about," he says.

Like several other faculty members in his college, Alie incorporates ethics into his regular coursework. In his Business and Society class, he devotes more than a third of the class sessions to discussing ethical problems that range from examining motives for padding expense accounts to deciding if criminal liability is appropriate for business persons who produce and sell a product that results in a consumer's death.

"You have to deal with the smaller issues they are most likely to encounter as well as the grandiose dilemmas," he says. "I don't believe you can change a person's system of moral reasoning by pumping them through a course on ethics. What you can do is create an awareness of what an ethical dilemma is and show them how they might arrive at a solution that is in keeping with a framework of moral principles."

"Moral issues, once confined to the philosophy classroom, are now being addressed in a wide variety of academic disciplines throughout Western Michigan University. Faculty are addressing ethics either as part of their regular required courses or in special seminars or courses as part of numerous professional concerns unique to specific disciplines," Dr. Brinna Boughner, an associate professor of industrial engineering who is a longtime advocate of introducing ethical issues to students in his discipline, Boughner began a required senior seminar in the 1970s and devotes about a third of the seminar's class time to ethics, urging students to begin with the Engineering Code of Ethics when ethical questions arise.

Industrial engineering revolves around systems, and systems require people to run them, he says. Consequently, students need to consider how their work might affect a wide range of people.

"Much of the time is spent raising awareness about ethics," Boughner says. "When they make a decision that makes good sense from the engineering standpoint, they need to make sure it makes sense from the ethical standpoint as well. Basically we're trying to teach them to ask themselves the right questions and answer them, too."

In contrast to faculty members from many other disciplines, Dr. Shirley Bach, a professor of philosophy, says she has never met a student who hasn't at least thought about the ethical issues that are discussed in her classes. A medical ethics expert, Bach says many students come to her with a well-defined stand on medical-related issues.

But she notes that while student awareness has been present since the first taught ethics in the 1970s, the nature of some of their ethical discussions has changed. Issues such as human genetics had been discussed theoretically, as something possible down the road. Bach says, Now, because of advances in medical technology, her students'
Campus provides rich backdrop for expanding knowledge of ethics

The study and teaching of ethics at Western Michigan University have resulted in numerous externally funded projects, publications, and professional conferences, as the following sampling of recent activities shows.

NSF project familiarizes future engineers with ethical issues they may face in their profession

A three-year, $124,977 project funded in 1989 by the National Science Foundation to develop teaching materials on engi-

neering ethics is nearing completion. Directed by Dr. Michael S. Pritchard, a professor of philosophy, the project is a case study approach to the issue of engineering ethics. Working with Dr. James A. Jaksa, a professor of communication, Dr. Ralph Turner, an assistant professor of engineering technol-

ogy, and Robert E. Boughner, an associate professor of indus-

trial engineering, Pritchard has developed text and interactive computer software that can be used in engineering curricula across the country to give students a taste of the ethical issues they may face in their careers.

The software, Pritchard says, has a "dynamical quality to it" because it requires the student to make a decision at each step as the case scenario unfolds. The case stud-

ies were developed after extensive interviews with more than fifty practicing engineers to get a feel for the types of situations requiring ethical sensitivity that engineers face. Cases also were developed that are sensitive to the organizational contexts in which engineers typically work. Pritchard has recently been working with researchers from Texas A & M University, who received a similar NSF grant. Beginning in July, they will start integrating the materials developed at both universities into an engineering ethics test they hope to publish in 1993.

Teaching ethics project shares information with interested members of college faculties

Teaching Ethics Across the Curriculum, a project co-

funded by the National Science Foundation's Ethics and Values Praxes Program to evaluate good policies in six American cities and one county containing a large urban area. Designed to fill a major gap in the current understanding of food and agricultural systems, part of Dahlberg's two years of work will be to examine values concerning food issues. He will consider religious, environmental, eco-

nomic, and other values as he examines such issues as food access, urban food production, emergency food dis-

tribution networks, food recycling, utilization of on-farm programs, and the environmental impact of urban food use.

Agriculture and food production expert examines ethics related to food policies

Dr. Kenneth A. Dahlberg, a professor of political science, has been awarded a $69,605 grant from the National Science Foundation to study how food policy issues are addressed in the United States and to continue the project. It originated two years ago with a $35,000 in funding from the Kalamazoo Consortium for Higher Education to support seminars for about thirty faculty members from WMU and three other area colleges. The seminars targeted faculty who were interested in teaching ethics courses in their respective disciplines or who wanted to integrate ethics into courses they already taught. The seminars were followed up with a series of presentations by nationally known experts in ethics who shared their experiences and teaching ideas.

Communication ethics becomes specialty of communication department, ethics center

Communication ethics has grown into a specialty at WMU as a focus of both the Department of Communication and The Center for the Study of Ethics in Society. Long an area of emphasis among faculty in the Department of Communication, the topic area was deve-

loped into a course in 1979. Team taught by Dr. James A. Jaksa and Dr. Michael S. Pritchard, this popular upper-

level course is required of all students and community members. Business, philosophy, and commu-

nication majors share discussion time with public relation-

ners, faculty, student government officers, and public service officers. Beginning this winter semester, Jaksa also is teaching a graduate seminar in organizational communi-

cation ethics.

In addition, WMU is playing a leading role in communica-

tion ethics at the national level. Jaksa was the primary

Continued on page 8
time building quality in addition to building facilities, Haenicke said, pointing to recent accomplishments such as WMU’s selection again this year by U.S. News and World Report guide to America’s best colleges as one of the country’s best national universities.

‘As we look at the next four or five years, all the difficulties, problems, and challenges will not all be concluded. But we also see great possibilities, opportunities, and lots of hope.’

Two named Distinguished Faculty Scholars

Two faculty members were named WMU’s 1991 Distinguished Faculty Scholars. Dr. Kenneth A. Dahlberg, a professor of political science, and Dr. E. Thomas Lawson, chairperson of the Department of Religion, earned the designation, the University’s highest honor for a faculty member.

Dahlberg, who joined the WMU faculty in 1966, is widely recognized for his work in such areas as sustainable agriculture, technology assessment, and international food and agriculture policy. Dahlberg has been involved in all of his current projects to appear in a story on page 2 of this issue. He was elected a fellow of the American Association for the Advancement of Science in 1982, has served on the U.S. National Committee for Man and the Biosphere, has chaired a two-year U.S. Office of Technology Assessment study committee on Technologies to Maintain Biological Diversity, and was recently appointed a member of the World Conservation Union’s Commission on Environmental Strategy and Planning.

He says typical ethical dilemmas usually involve whistleblowing and conflict of interest. The more neglected ethical dilemma, Kobrak says, is a larger question raised by the more complex layers of the political process.

‘Americans are less and less informed about government, he says, and as a result, public administrators are faced with a growing need for people that must be made in the absence of a public mandate or even a sense of direction from the electorate.

‘I think it’s an ethical obligation, not usually regarded as such, to make mixed waste paper one of the least used sources of pulp and paper.’

That larger picture is also important to Dr. Patrick J. Jenlink, an assistant professor of educational leadership. Jenlink devotes major portions of his graduate classes to ethical considerations. He focuses on ethical decision-making, making the ethics and responsibilities of those who deal with developing human potential. His students, many of them middle managers of large and small companies, businesses, and universities.

‘I very much concerned with such issues as equity, equality, fairness, and the values that undergird our society,’ he says. ‘I’m concerned with how decisions that educational leaders make impact individuals in their organization as well as the broader society in which they exist’.

Jenlink introduces ethical issues to his students in such classes as School Business Management, asking them to apply ethical principles to real-world problems such as school financing. He relies heavily on ethics readings, class discussions, and activities to introduce ethical concepts to his students. His concern is that their first introduction to ethics and they discover that they aren’t really aware of who they are as ethical beings. They aren’t sure what their philosophical foundation is and have never explored the relationship between ethics, morals, and values.

‘I do believe there’s a new awareness for the need to include ethics in the education of practitioners,’ Jenlink says. ‘I think we need to move beyond awareness and to the development of ethical character as a major part of our coursework.’

Lawson, who joined the WMU faculty in 1961, has served several stints as chairperson of the Department of Religion. He is credited with developing the curriculum that became the university’s current religion offering that was being put up at public universities throughout the United States in the 1960s and 1970s. He was also instrumental in establishing a graduate program in the field that emphasized the academic study model rather than the seminary model. Lawson has also served in a number of professional associations, has been on the editorial boards of several national and international scholarly publications, has played a leading role in several international conferences, and was founding president of the North American Association for the Study of Religion.

EPA awards $1.3 million for recycling research

The U.S. Environmental Protection Agency has awarded $1.3 million to WMU to fund a six-year research project aimed at producing a high-quality paper product from mixed office waste paper that currently ends up in landfills. The grant, the largest ever made to WMU’s College of Engineering and Applied Sciences, will be used by the Department of Paper and Printing Science and Engineering to purchase research equipment needed to address the technical problems that made mixed waste paper one of the least used sources of pulp for recycled paper. Project President Dr. Kenneth H. Haenicke praised U.S. Rep. Howard Wolpe for playing a key role in securing the grant for WMU.

WMU launches Campus III Weekend College

Beginning this month, WMU is offering both undergraduate and graduate courses on Saturdays as part of its new developed Campus III Weekend College. Courses are being offered in modules to provide adults with maximum flexibility. A wide range of support services are available, including free child care, free parking, program information, advising, library resources, and a weekend facilitator.

Battalion selects first black woman commander

Trenise L. Williams, a senior from Monroe, has been selected as the new cadet commander of the WMU ROTC Bronco Battalion. Williams, who is majoring in criminal justice, is the first black woman in the battalion’s forty-year history to hold the prestigious post of commander. Out of the unit’s fifty-two previous commanders, the newly-appointed cadet colonel is the fifth woman to be chosen for the top position.

Battalion Commander is appointed by the Chief of Staff, who selects the battalion commander from the cadet body. The battalion commander is responsible for the day-to-day operations of the battalion and is responsible for the highest standards of discipline and academic achievement.

Battalion Commander is appointed by the Chief of Staff, who selects the battalion commander from the cadet body. The battalion commander is responsible for the day-to-day operations of the battalion and is responsible for the highest standards of discipline and academic achievement.

Battalion Commander is appointed by the Chief of Staff, who selects the battalion commander from the cadet body. The battalion commander is responsible for the day-to-day operations of the battalion and is responsible for the highest standards of discipline and academic achievement.

Battalion Commander is appointed by the Chief of Staff, who selects the battalion commander from the cadet body. The battalion commander is responsible for the day-to-day operations of the battalion and is responsible for the highest standards of discipline and academic achievement.
Haworth College of Business

WMU dedicates new building to house business departments

On October 11, 1991, Western Michigan University dedicated the new building for the Haworth College of Business (top photo). During the celebration, President Dethier H. Hlaencke (bottom photo) addressed an overflow audience in the new building's auditorium. Among the major gifts and pledges to continue excellence at Western Michigan University are scholarships and may also be used in the future toward establishing the Rose Netzorg and James Wilifrid Kerr annual art scholarship and has contributed significant support of Languages and Linguistics. Dr. Kirby died in St. Tuscola, Illinois, in 1903, and earned degrees from the University of Washington, University of Illinois, and Petersburg, Florida, in June 1990. She was born in Tuscola, Illinois, in 1903, and earned degrees from the University of Washington, University of Illinois, and Middlebury College. She worked at WMU from 1945 to 1968. Prior to joining WMU's College of Education faculty, she taught Latin and French at both the high school and junior college levels. This estate was used to be established an endowed "Ruth Yates Kirby Fund." As requested by the donor, the fund's earnings will support travel/study scholarships and awards for students enrolled in Spanish language courses.

James Kerr creates Department of Art endowment fund with $100,000 gift

Retired painter and lecturer James W. Kerr of Albuquerque, New Mexico, has provided $100,000 to establish the Rose Netzorg and James Wilifrid Kerr Endowment Fund for the Department of Art. Revenue from the endowment will be used to support student scholarships and may also be used in the future toward costs for a new WMU art gallery.

Rose Netzorg Kerr, T.C. '12, joined the University's art department faculty in 1912 and directed the department's activities until 1923, when she left to pursue a career as a freelance author and artist. Netzorg, who died in 1974, earned a Pulitzer Prize nomination in 1952 for her illustrated work 100 Years of Costume in America.

James W. Kerr has maintained close ties to WMU. In addition to his most-recent gift, he has funded an annual art scholarship and has contributed significant artwork to the University's Permanent Art Collection.

Ruth Kirby estate provides $110,000 to endow fund for language students

Through her estate, former associate professor Ruth Yates Kirby has provided $110,000 for the Department of Languages and Linguistics. Dr. Kirby died in St. Petersburg, Florida, in June 1990. She was born in Tuscola, Illinois, in 1903, and earned degrees from the University of Washington, University of Illinois, and Middlebury College. She worked at WMU from 1945 to 1968. Prior to joining WMU's College of Education faculty, she taught Latin and French at both the high school and junior college levels. This estate was used to be established an endowed "Ruth Yates Kirby Fund." As requested by the donor, the fund's earnings will support travel/study scholarships and awards for students enrolled in Spanish language courses.

Shearson Lehman Brothers supports business building with $25,000 grant

Shearson Lehman Brothers, Incorporated, an American Express Company, has provided a grant of $25,000 to the WMU Foundation to be used for the new building for the Haworth College of Business. The grant was announced by Robert M. Brown, III, managing director of the company's Lehigh Division in New York City. "We are pleased," Brown said, "to have established this relationship with the University and to support the many exciting programs you have developed." Brown also expressed the hope that Shearson Lehman Brothers could continue its support of WMU in the future.

Family establishes endowed scholarship in physics to honor the late Dr. Nichols

The family of the late Nathan L. Nichols, '39, professor of physics from 1955 to 1981, has provided $10,000 through the WMU Foundation to establish the Nathan L. Nichols Endowed Physics Scholarship. The gift was made by professor Nichols’ widow, Donna (Martin) Nichols, B.A. '39, M.S. '64, and their children. In addition to their gifts, all memorial contributions made in Dr. Nichols’ name will be designated to this scholarship. Nathan Nichols, who died June 17, 1991, received a bachelor of arts in mathematics from WMU. He later received a master’s degree from the University of Michigan and a Ph.D. from Michigan State University.

Edith Mange estate provides $25,000 to endow fund for history students

Through her estate, former member of the history faculty Dr. A. Edith Mange provided $25,000 to the WMU Foundation. The gift has been used to establish the A. Edith Mange Distinguished Scholarship in History Fund. According to Dr. Douglas P. Ferraro, dean of the
Alumni Association announces 1991 Alumni Teaching Excellence Award winners

Three Western Michigan University faculty members have won 1991 Alumni Teaching Excellence Awards. Presented by the WMU Alumni Association, the awards are sponsored by Constantine J. "Gus" Gianakaris, a professor of English and theatre; Dr. Gerald Hardie, a professor of physics; and Dr. Harold L. Ray, a professor of health, physical education, and recreation.

Since first being awarded in 1966, more than 100 faculty members have received Alumni Teaching Excellence Awards in recognition of their superior teaching skills and professional expertise. Recipients are selected by an Alumni Association committee from nominations by alumni, students, and departmental colleagues.

Gianakaris joined the faculty in 1966. He teaches courses in Shakespeare, English Renaissance drama, modern world literature, and dramatic theory, newspaper reviewing, and feature writing.

He was co-founder of Comparative Drama, an international and interdisciplinary quarterly he also co-edited for many years. He currently serves as editorial board member of two professional journals, Slavic and East European Arts and American Drama. In addition, Gianakaris works as a reviewer for the Kalamazoo Gazette.

Last month a collection of critical essays on British playwright Peter Shaffer which Gianakaris edited was published. Gianakaris also recently bookshopped for an author of such award-winning plays as Equus and Amadeus, is due out later this year. He also is involved in local theatre as a director and dramaturgist, and as a board member for University and community theatre.

"Gus Gianakaris brings his inexhaustible intellectual and theatrical vitality to every class he teaches," said one alum in nominating him for the award. "The results are electrifying. His gracious combination of good humor and penetrating insight enlivens texts and ideas in a way that is unique in my experience."

Hardie, a WMU faculty member since 1965, teaches advanced and introductory courses in electronics, analytical mechanics, quantum mechanics, and relativity. His field of research is experimental particle physics, in which he has written numerous articles for scholarly journals.

A member of the American Physical Society, he also is the administrator of the Luise Meyer-Schütte Memorial Award, a $500 scholarship given annually to a woman at a U.S. university who is doing outstanding research in pursuit of a doctorate degree in physics.

In the classroom, Hardie is known for his dedication to explaining the sometimes complicated concepts of physics to his students. "The way that he presented the material stimulated my thinking and helped my understanding in ways that it had not been before," said one alum in nominating him for the award. "As a class we often found ourselves frustrated and greatly challenged by what he required of us, but when the task was accomplished, often with his help and guidance, a real sense of success was realized."

Hardie also has been cited for his attention to curricular revision and finding better methods of teaching students. "He constantly seeks ways to improve his teaching skills in order to enhance the learning process," said a colleague. "When called upon to teach a new course, he begins months in advance preparing and organizing so that it will be of maximum benefit to the students."

Ray joined WMU's faculty in 1960 and retired from the University in December. During his career at WMU, he has served stints as chairperson of the Department of Health, Physical Education, and Recreation and as coordinator of graduate studies. His teaching assignments have ranged from activity classes in the earlier years to more recent courses on such subjects as Cultural Bases of Sport, Ethics in Sport, and Socio-Cultural Foundations of HPER/Sport.

Last year, he was named Scholar of the Year by the six-state Midwest District Association of the American Alliance for Health, Physical Education, and Recreation and Dance for his research on the history of sport and the relationship between sport and art. He is the author of numerous articles for professional journals, and co-wrote the book, Sports Talk: A Dictionary of Sports Metaphors, with Dr. Robert A. Palmateer, a WMU professor of languages and linguistics. This volume was named an Outstanding Academic Book of 1989 by Choice magazine.

"He is greatly knowledgeable in his field of work and it shows," said a former student. "He always avoids the way his positive attitude about his work shows through. Being in the classroom with a teacher who knows what he does makes learning that much more fun."

Ray has shared his knowledge of sports with his colleagues through involvement in several professional associations. He has served as president of the Michigan Association for Health, Physical Education, Recreation, and Dance and as historian of the state, district, and national affiliates of this organization. He also was a charter member of the Northern Society for Sport History and currently serves as its official photographer.

Alumni Association announces 1991 Alumni Teaching Excellence Award winners

Three Western Michigan University faculty members have won 1991 Alumni Teaching Excellence Awards. Presented by the WMU Alumni Association, the awards are sponsored by Constantine J. "Gus" Gianakaris, a professor of English and theatre; Dr. Gerald Hardie, a professor of physics; and Dr. Harold L. Ray, a professor of health, physical education, and recreation.

Since first being awarded in 1966, more than 100 faculty members have received Alumni Teaching Excellence Awards in recognition of their superior teaching skills and professional expertise. Recipients are selected by an Alumni Association committee from nominations by alumni, students, and departmental colleagues.

Gianakaris joined the faculty in 1966. He teaches courses in Shakespeare, English Renaissance drama, modern world literature, and dramatic theory, newspaper reviewing, and feature writing.

He was co-founder of Comparative Drama, an international and interdisciplinary quarterly he also co-edited for many years. He currently serves as editorial board member of two professional journals, Slavic and East European Arts and American Drama. In addition, Gianakaris works as a reviewer for the Kalamazoo Gazette.

Last month a collection of critical essays on British playwright Peter Shaffer which Gianakaris edited was published. Gianakaris also recently bookshopped for an author of such award-winning plays as Equus and Amadeus, is due out later this year. He also is involved in local theatre as a director and dramaturgist, and as a board member for University and community theatre.

"Gus Gianakaris brings his inexhaustible intellectual and theatrical vitality to every class he teaches," said one alum in nominating him for the award. "The results are electrifying. His gracious combination of good humor and penetrating insight enlivens texts and ideas in a way that is unique in my experience."

Hardie, a WMU faculty member since 1965, teaches advanced and introductory courses in electronics, analytical mechanics, quantum mechanics, and relativity. His field of research is experimental particle physics, in which he has written numerous articles for scholarly journals.

A member of the American Physical Society, he also is the administrator of the Luise Meyer-Schütte Memorial Award, a $500 scholarship given annually to a woman at a U.S. university who is doing outstanding research in pursuit of a doctorate degree in physics.

In the classroom, Hardie is known for his dedication to explaining the sometimes complicated concepts of physics to his students. "The way that he presented the material stimulated my thinking and helped my understanding in ways that it had not been before," said one alum in nominating him for the award. "As a class we often found ourselves frustrated and greatly challenged by what he required of us, but when the task was accomplished, often with his help and guidance, a real sense of success was realized."

Hardie also has been cited for his attention to curricular revision and finding better methods of teaching students. "He constantly seeks ways to improve his teaching skills in order to enhance the learning process," said a colleague. "When called upon to teach a new course, he begins months in advance preparing and organizing so that it will be of maximum benefit to the students."

Ray joined WMU's faculty in 1960 and retired from the University in December. During his career at WMU, he has served stints as chairperson of the Department of Health, Physical Education, and Recreation and as coordinator of graduate studies. His teaching assignments have ranged from activity classes in the earlier years to more recent courses on such subjects as Cultural Bases of Sport, Ethics in Sport, and Socio-Cultural Foundations of HPER/Sport.

Last year, he was named Scholar of the Year by the six-state Midwest District Association of the American Alliance for Health, Physical Education, Recreation, and Dance for his research on the history of sport and the relationship between sport and art. He is the author of numerous articles for professional journals, and co-wrote the book, Sports Talk: A Dictionary of Sports Metaphors, with Dr. Robert A. Palmateer, a WMU professor of languages and linguistics. This volume was named an Outstanding Academic Book of 1989 by Choice magazine.

"He is greatly knowledgeable in his field of work and it shows," said a former student. "He always avoids the way his positive attitude about his work shows through. Being in the classroom with a teacher who knows what he does makes learning that much more fun."

Ray has shared his knowledge of sports with his colleagues through involvement in several professional associations. He has served as president of the Michigan Association for Health, Physical Education, Recreation, and Dance and as historian of the state, district, and national affiliates of this organization. He also was a charter member of the Northern Society for Sport History and currently serves as its official photographer.

Alumni Association announces 1991 Alumni Teaching Excellence Award winners
Class of 1942 and 1952 revisits campus this summer to celebrate centennial and fortieth reunions

Alumni from the Classes of 1942 and 1952 will return to campus June 12-13 at the Western Michigan University Alumni Association hosts Reunion Weekend to commemorate their centennial and fortieth reunions. Serving on the reunion committee for the Class of 1942 are: Marjorie Petersen Barnes, Don Bloomquist, Luther Daines, Wayne Finkbeiner, Jack Olson, Jean Smith Russell, Lela Cole Schoenhals, Glynn Gilchrist Strong, Jack and Phyllis Miller Strout, and Frances Pikkar Moon. Serving on the reunion committee for the Class of 1952 are: Dick Barnum, Lola Ludersen Barron, Beverly Austin Bixler, Marion DuMond Denison, Robert Bowen Harmon, V. Robert Berg, Maude Hammond, Kathryn Stirdivant Larkin, Theresa Westra, Robert Duncan, Lena Heydenberk, Mary Lou McLintock, Helen Rosko, Kenneth Weeks, Mabel Mitchell, Nona Bayha Edwards, Roger Johnson, Metzger, Shirley Adams, Priscilla Petersen, Gregory P. Petersen, Thomas G., and E. Drenth Norah Jennings McNett, Dennis Acheson, Gerald Engstrom, Shirley English, Joamme Mohre, Herman Semeliss, Rita Park, P. Dawn Cross, and Blue Averill. They are looking forward to welcoming alumni from other classes as well. Please review the list below and call the Alumni Center at 269-387-6179 if you have any information about the persons listed. We’d like to be able to send them details about the upcoming reunion.

Class of 1942

David John Moody

Phyllis J. Peare, BBA, '42, in January joined The American Midwest Bank, Melrose Park, IL, as a trust operations officer.

1970—1971

Rev. Wayne Babcock, BS, '40, in June became pastor of the Berrien Springs United Methodist Church, Berrien Springs, MI.

Dr. Gregory Bliven, BS, '40, MA, PhD, in December joined American Midwest Bank, Jacksonville, FL.

Robert Cooper, BS, '40, in June was appointed to fabricant plant manager at Hydro Alumar, Holland, MI.

James E. Dechak, BBA, '40, MBA, '66, in June was named vice president of finance and head secretary for The Johnson Company, Kalamazoo, MI.

Lois Col. Thomas G. Cutler, BS, '40, in July was named a new rank of Colonel. He is the base commander of the Alpena Combat Readiness Training Center, Alpena, MI.

Gary MaybeTJ), BS '81, M W 0, has been appointed to the chair of the Board of Directors for Intra Public Schools, Ionia, MI.

Gregory Hanson, '42, in June was named chief of police, Holly, MI.

Carolee Stockton, '75, in June was appointed to executive director of the Michigan Small Business Association of Michigan, Lansing, MI.

Barbara Johnson, '42, in September was appointed to the position of director of the Michigan Small Business Association of Michigan, Lansing, MI.

Gary Ginsberg, '42, in August was named on-line producer for the Des Moines Register, Des Moines, IA.

John A. Pierson, '42, in August was named a fellow at the St. Andrews University, Scotland.

Gary Cashner, '42, has been named chairman of the Small Business Association of Michigan, Lansing, MI.

Carol Libinsek, BS, '80, has been named director of marketing for Tele-Communications, Incorporated, Denver, CO.
Deaths

Robert D. Cairns, former member of the Department of Biology, August 2 in Kalamazoo, MI.

Joe R. Fasolow, a retired faculty member in what was the Department of Paper Science Technology, November 4 in Detroit, MI.

John M. Kemper, emeritus in art, September 3 in Kalamazoo, MI.

Charles E. Savoie, a former residence hall director, August 29 in Toledo, OH.

Jane E. Thomas, BS '42, emeritus in occupational therapy, November 2 in Kalamazoo, MI.

1910–1929

Olive Hawks Thom, SC '17, BA '28, August 26 in Kalamazoo, MI.

Dorothy Wolfe added her name to the list of those who died in 1989.

Virginia Given Walbridge, SC '22, March 20 in Battle Creek, MI.

Lena Warren Hendricks, BA '23, June 29 in Bloomington, IL.

Mary M. Very, BA '23, May 17 in Kalamazoo, MI.

Harold E. Rees, BS '24, July 9 in Battle Creek, MI.

Martha Kellogg McPeek, BS '25, BA '27, August 6, 1990, in California.

Helen L. Schum, BS '25, has been a business mail supervisor at the University of California, Berkeley.

Edward L. Roby, BS '26, in July was named assistant controller at First of America Bank, Battle Creek, MI.

J. Paul Jackson, SC '26, May 27 in Kalamazoo, MI.

Josefa R. Lee, SC '26, August 12 in Muncie, IN.

Doris E. Oarsner, SC '26, in August was hired as assistant director for Kalamazoo Neighborhood Housing Services, Incorporated, Kalamazoo, MI.

Carmela L. Peters, SC '26, in July was promoted to staff accountant at Ernst & Young, Kalamazoo, MI.

Pamela Kloostermans, BBA '86, in June accepted a position as accounts payable at Petoskey Public Schools, Petoskey, MI.

Dallas J. Barden, SC '87, in May was named administrator for the Calhoun County District Court, Battle Creek, MI.

William J. Dwyer, BA '87, in May joined the University of Michigan, Ann Arbor, MI.

Troy Feltman, MPA '89, in July joined Up North Publications as a sales manager for the Kalamazoo County News, Kalamazoo, MI.

Steven K. Platto

Beth Rodd, BBA '84, in June joined an advertising agency for John Stop & Company, Kalamazoo, MI.

C. Paul Jackson, TC '26, BA '28, July 13 in St. Cloud, FL.

Mary Ann Law, TC '26, SC '28, August 12 in Muncie, IN.

F. Darl Ostrander, TC '27, BA '29, in August was named administrative assistant for the W. E. Schaeffer Foundation.

Bernice Converse Reisig, TC '27, in August was hired as an administrative assistant in the university's office of the president.

Ruth K. Reid, TC '27, BA '29, in August was named director of the Southern Michigan Council on Social Work Education.

John A. Rood, TC '27, in May was named administrative assistant for the city of Kalamazoo.

Lisa Wyatt Knowlton, MPA '86, in June joined the University of Pennsylvania as a business manager at the Hughes Aircraft Company, El Segundo, CA.

Marian E. Strait, a former residence hall director, August 12 in Plainwell, MI.

Given Walbridge, TC '28, in July assumed the position of business manager at Petoskey Public Schools, Petoskey, MI.

T. J. Hosten, BBA '88, in May was promoted to assistant wildlife manager at the Hughes Aircraft Company, El Segundo, CA.

Susan Randall, MS '88, in June was named a certified nursing home consultant.

John E. McKeon, SC '30, August 12 in Plainwell, MI.

Ruth M. Reisig, SC '31, in August was promoted to the position of business manager at First of America Bank, Portage, MI.

Cloyd F. Steward, SC '34, in October was named administrative assistant for the College of Education, Lehigh University, Bethlehem, PA.

Cloyd F. Steward, SC '34, in October was named administrative assistant for the College of Education, Lehigh University, Bethlehem, PA.

Margaret E. Wensky, SC '35, in September was named executive director of the Western Michigan Foundation.

Ann L. Andrews, SC '36, in August was named administrator for the Kellogg Foundation.

Marguerite Waffle Lind, TC '37, in July joined the Kalamazoo Symphony Orchestra, Kalamazoo, MI.

T. J. Hosten, BBA '88, in May was promoted to assistant wildlife manager at the Hughes Aircraft Company, El Segundo, CA.

Susan Randall, MS '88, in June was named a certified nursing home consultant.

John E. McKeon, SC '30, August 12 in Plainwell, MI.

Ruth M. Reisig, SC '31, in August was promoted to the position of business manager at First of America Bank, Portage, MI.

Cloyd F. Steward, SC '34, in October was named administrative assistant for the College of Education, Lehigh University, Bethlehem, PA.

Cloyd F. Steward, SC '34, in October was named administrative assistant for the College of Education, Lehigh University, Bethlehem, PA.

Margaret E. Wensky, SC '35, in September was named executive director of the Western Michigan Foundation.

Ann L. Andrews, SC '36, in August was named administrator for the Kellogg Foundation.

Marguerite Waffle Lind, TC '37, in July joined the Kalamazoo Symphony Orchestra, Kalamazoo, MI.
Amateurism, commercialism among ethical issues challenging Olympic ideal

Olympic competition is often portrayed as the purest athletic endeavor on earth. But is this view reality or myth? The ethical and moral misbehavior associated with Olympic Games since its inception is of book proportions. Despite thousands of instances of exemplary conduct, the Olympic ideal has been stained without much controversy. This year is no exception. As we head into another Olympic Games, the most profound changes on the international sports scene are prompting sports historians to scrutinize the ideal of the Olympic Games. Some historians say these changes are real, and others maintain that history is being repeated, not made.

Numerous questions are being asked. Are the Games the true test of human competitiveness or have they become a commercialized production staged for monetary profit? Has the integrity of the Games deteriorated or does tarnished gold simply show up more easily under the modern media's spotlights?

On February 8 the Olympic torch will once more be lit—this time in Albertville, France, for the sixteenth Winter Olympic Games. After the winter event ends February 23, the torch will be moved to Barcelona, Spain, where the twenty-fifth Summer Olympic Games will take place from July 25 through August 9.

For the 1992 games, the biggest ethical questions focus on amateurism, commercialization, and winning at all costs. In the recent past they focused on issues such as political boycotts and racism. Yet, the Olympic Games survive and are cherished by both athletes and spectators around the world.

Western Michigan University sports historian Dr. Harold L. Ray, a professor of health, physical education, and recreation, points out that at a basic level the Olympic Games, the original Olympic Games of Greece, weren't much different from today's Games. "The Olympic Games had their winners and their cheaters, too," Ray says. "In fact, they have statues of the winners on the way into the Olympic city, put there as a reminder of public shame. But on the other side, there are the statues that exist the winners."

Cheating is still a concern for Olympic watchers. Uroeprostaglandin conduct and the illegal use of performance-enhancing drugs, such as the steroids used by track star Ben Johnson and others, continue to blight the image of the Games. Many present-day ethical issues, though, involve less clearly defined questions of propriety. According to international track and field expert George Daley, a retired WMU physical education instructor and former Brooklyn track coach, corporate sponsorship is a case in point. It is intended to help take the financial burden off programs and athletes, Daley says. But corporate sponsorship is fast becoming commercialization, thus putting a different spin on the Olympic brand.

"As they say, 'he who pays the piper, calls the tune.' I think corporate sponsorship has put a tremendous amount of pressure on our programs to win at all costs. Anytime there's that kind of attitude, there will be cheating. As a result of the sponsorship, you gotta win," Daley says.

"Corporate sponsorship members also itself, is not a bad thing," he notes. "If companies were willing to support an athlete to train and try to help that athlete achieve his or her goal, that would be great. But when athletes are getting rich off of sponsorship, something dirty is going on."

Olympic Benjamin Peterson, a 1972 gold medal winning wrestler, voices another concern owned by the Statue of Liberty, written by Olympic history professor Dr. Lewis Carlson, and John Fogarty, an associate professor of English at Ferris State University.

"Today, I see our athletes coming back from our Olympic training camps with T-shirts for beer commercials. I'm very glad I'm not involved with that. I talk to high school coaches who are very upset about this. They send their best athletes to the training camp at Colorado Springs, and they come back wearing a T-shirt that is not permitted in their gym." Peterson says.

"I asked the president of the U.S. Olympic Committee about this practice, and he explained that they were doing it to raise money from the private sector. I think this is dead wrong. I don't agree that the money donated by the beer companies outweighs the harm done. After all, what messages are we trying to convey to our young athletes when we use them to advertise such products?"

Other critics say the use of professional athletes is also a culprit in the attack on Olympic Games ethics. In 1992 professional athletes will be participating on Olympic squads. Gone is the word amateur a true professional are, with signed monetary contracts, Europeans say. Although not declared professionals in the sense that American professionals are, with signed monetary contracts, Europeans are frequently professional athletes in every other sense of the word.

Advocates of the rule change hoped under-the-table cheating to maintain amateur status would be stopped and countries abiding by amateur athletic standards would become more competitive. Those opposed to professionalize for the loss of an Olympic ideal— the amateur athlete competing for the sheer joy of competition. The controversy leads to an obvious question. Is amateurism a true Olympic ideal? David C. Young's The Olympic Myth of Greek Amateur Athletics suggests it isn't. The Crown Games, he says, awarded prizes so that event winners and top finishers could live in luxury without having to hold down jobs. He calculates that in today's terms, the winner of the chariot race received prizes worth $94,205. The winner of the Nordic stade (200-meter run) received prizes worth $67,800.

It wasn't until the late 1800s that amateur status was made a requirement to compete in international athletics. However, this requirement wasn't based on the ideal of equality as it is today. The impetus came from England and France, where the upper classes wanted to segregate themselves from the lower class. Wealthy competitors didn't like the idea of sharing locker rooms and trophies with commoners. They had money enough to support themselves during training, while factory workers couldn't train without income from jobs.

However, Olympic competition remains something special in the hearts and minds of people around the world, Ray says. "I think that for every Ben Johnson you find, there's an example of beauty and the strength of the human spirit, like Wilma Rudolph," Ray says. "There is nobility and beauty in every one of the Games, where people achieve above and beyond what they ever believed they could. And I think that's what fascinates all of us, the athlete and the spectator. That's what we celebrate."

—by Cindy Pavao, M.A. '96

Campus provides backdrop for expanding ethics knowledge

Continued from page 2

The University, in cooperation with the Communication Ethics Commission, is offering a course designed for the 1992 Winter Olympic Games. The course, Communication Ethics: Methods of Analysis, is a second conference is slated for this summer near Kalamazoo.

Teaching ethics have produced highly acclaimed books and a second conference is slated for this summer near Kalamazoo.

WMU Athletic Hall of Fame gains six new inductees

The 1991 inductees into Western Michigan University's Athletic Hall of Fame are:

- Don Edwards, B.S. '51, a second-team All-America pitcher who was the first baseball coach for the University of California-Riverside, became the university's physical education department chairperson, and has served on various national baseball committees.
- Russell Gabier, B.S. '52, a Mid-American Conference cross-country and track champion, was a high-level administrator at WMU and is now secretary and executive director of Kalamazoo's Irving S. Gilmore Foundation.
- Reggie Lachelor, B.S. '68, a three-time All-MAC second team pick in basketball who is now principal at a learning center in Michigan for at-risk students.
- Sharon Miller, B.S. '63, who competed in five women's sports, became a successful professional golfer, and now works in golf camps and serves as instructor editor in chief for Golf for Women magazine.
- Neil Smith, B.A. '77, a Division II All-America defenseman who is now vice president and general manager of the New York Rangers hockey team.
- Jack Vredevelt, B.A. '55, M.A. '61, a record-holding tennis player and four-time MAC singles winner who has been WMU men's tennis coach for the past eighteen seasons.

The Westerner, January 1992

8 Western Michigan University