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## The Westerner Vol. 13 No. 2

Western Michigan University

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# Western the Westerner

## University completes \$62 million fund-raising campaign

On September 25 Western Michigan University successfully concluded its *Campaign for Excellence*, the most ambitious fund-raising effort in the University's history.

Begun in January 1988, the planned six-year campaign finished fifteen months ahead of schedule and more than thirteen percent above its original \$55 million goal.

"This is a great success for our University and for the WMU Foundation," President Diether H. Haenicke said. "Thanks to the many generous friends and loyal alumni of Western, we were able to conclude the campaign in less than five years with a total of \$62,483,257."

Among the campaign's most visible benefits are two new campus buildings, the Lee Honors College and the Haworth College of Business building, and a dramatically renovated and expanded Waldo Library.

The entire cost of the honors building and forty percent of the cost of the business building were paid for with private gifts.

"The Lee Honors College and Haworth College of Business both have new homes, replacing very old and inadequate facilities with attractive and functional buildings that will serve these programs well into the next century," Haenicke said.

Waldo Library, now connected to the one-year-old University Computing Center, looks like a completely new building. With more than 2.4 million items, WMU's library collection is the fifth largest in Michigan and the largest of any library on the west side of the state.

"This is a tremendous resource not only for our students and faculty, but for the entire region," Haenicke said. "During the campaign, we expanded our main library by nearly seventy percent and renovated the entire building. It is, for all practical purposes, a completely new library. While private contributions accounted for only ten percent of the total funds needed, that ten percent

provided the critical difference in making ours a first-class, modern library."

Some of the money raised during the *Campaign for*

**WE DID IT!**  
More Campaign for Excellence information on page 2

*Excellence* will be used this year to start another construction project, a much-needed addition to Shaw Theatre.

Widely regarded as one of the best undergraduate theater programs in the nation, enrollment in the Department of Theatre has quintupled since Shaw was completed in 1967. To date \$3 million has been raised for the addition through the generous support of the Irving S. Gilmore Foundation and many WMU arts supporters.

"These four building projects are the most visible benefits of the *Campaign for Excellence*, but only about one-fifth of the monies raised in the campaign went to bricks and mortar," Haenicke said.

■ Excluding the capital building projects, WMU's colleges and academic departments received nearly \$17 million, including about \$7 million in gifts and \$10 million in private grants. These funds have supported and will support a wide variety of programs and equipment purchases, making a significant difference in the quality of the educational experience offered at WMU.

■ New deferred gift commitments of more than \$12 million were received, and many of these are designated to support scholarship endowments in the future.

■ Scholarships and student financial aid received \$3.9 million, including \$2.3 million to support scholarship endowments.

It's great to be over '60'!

■ Intercollegiate athletics received more than \$2 million, with most of the contributions coming through the Mike Gary Athletic Fund. This figure includes significant gifts that support several recently completed projects, such as the new track and field building at Kanley Track.

■ The library system received \$1.4 million for additions to its collections and for other program support.

■ Public radio station WMUK received more than \$1.2 million, including some large gifts to support construction of a new transmitter.

Haenicke noted that the benefits of the *Campaign for Excellence* go far beyond the dollars raised.

"Through the campaign, we have created many new partnerships with businesses, foundations, and individuals, and we have strengthened our bonds with the alumni of Western," he said.

"These new and strengthened partnerships have propelled Western Michigan University to a new level of excellence, to a new high in our national reputation, and, perhaps most important, to even greater expectations for our University's future."

Haenicke said one of the most rewarding aspects of the fund-raising effort is the broad participation that was generated. It was remarkably successful because alumni, friends, faculty, staff, businesses, and foundations all joined in contributing at record levels.

"The operative word in this victory is 'we,'" Haenicke said. "What we have achieved is very important, but not nearly so important as how it was achieved. We did it."



Construction for the new building to house the Haworth College of Business began October 21, 1988. The college is named for the Haworth family and Haworth, Incorporated of Holland (Michigan). The company and family contributed more than \$5.25 million to the Campaign for Excellence. Of the \$20.1 million total for this project, \$12.1 million was provided by the state of Michigan and \$8 million was contributed in private gifts. (For additional campaign photos, see "Campaign construction vital" on page 2.)

### Largest grant in WMU's history

## WMU receives \$6 million to spearhead U.S. effort to reshape mathematics in nation's high schools

A federal grant to Western Michigan University for nearly \$6 million—the largest grant in WMU history—is funding a five-year, multi-university effort to completely revamp high school mathematics and the way it is taught in the United States.

"I can envision mathematics classrooms in which youngsters seldom or never ask, 'Why do we have to learn this?'" said Dr. Christian R. Hirsch, the WMU mathematics and statistics professor who is co-directing the project. "Classrooms will become communities where students work on interesting and challenging problems in small cooperative teams. Learning will be in the context of making sense of the world in which they live."

The curriculum initiative, dubbed the Core-Plus Mathematics Project, is housed on the WMU campus and managed from WMU. It is a joint undertaking of teams from WMU, the University of Michigan, the Ohio State University, the University of Maryland, and the University

of Iowa. Dr. Arthur F. Coxford, Jr., professor of mathematics education at the University of Michigan, is the other co-director.

"A grant of this magnitude and significance recognizes our University's lead role in addressing the nation's education needs," President Diether H. Haenicke said. "It reflects the growing national reputation of our mathematics education faculty and allows them to build on years of experience in finding new ways to meet the changing demands of both the workplace and the college classroom."

The Core-Plus Mathematics Project is the second major federally-funded education reform effort to be based at WMU. In October 1990, the U.S. Department of Education awarded \$5.2 million over five years to fund the Center for Educational Accountability and Teacher Evaluation. It is serving as a focal point for U.S. efforts to

(Continued on page 3)

# WE DID IT!

## Thanks to generosity of donors, campaign exceeds expectations

During the *Campaign for Excellence*, Western Michigan University and the WMU Foundation set records for private support in nearly every category imaginable.



During the capital campaign, Beulah I. Kendall provided direct and indirect support to WMU valued in excess of \$2 million, making her gift the largest from an individual in the University's history. Kendall contributed \$1.6 million to support a series of endowed scholarships and more than \$400,000 to the Cereal City Development Corporation to be used for WMU's new South Central Regional Center, which is being named in honor of her and her husband, Roy.

The campaign generated nearly \$45 million in total private support, excluding pledges and other future commitments. This is an average of \$9.5 million per year or approximately twice the amount of annual private support received prior to the campaign. In fact, the University received more private support in each of its last four fiscal years than it had in any previous year in its eighty-nine-year history.

Before the fund-raising effort began, WMU had received three gifts of \$1 million each, and these were the largest gifts on record for the University. During the campaign, however, the University received eight gifts of \$1 million or more:

- The Haworth family and company of Holland (Michigan) gave \$5 million, now the largest gift in WMU's history.
- Beulah I. Kendall of Battle Creek gave \$2 million, the largest gift ever by an individual donor.
- The Irving S. Gilmore Foundation of Kalamazoo and the Upjohn Company of Kalamazoo each gave more than \$2 million.
- The late Harold and Beulah McKee of Parchment, Dr. Merze Tate of Washington, D.C., the W. K. Kellogg Foundation of Battle Creek, and anonymous friends of Western each gave \$1 million.

"Extraordinary support for the campaign has come at all levels of giving," L. Michael Moskovis, WMU Foundation president, said.

More than 23,000 alumni and friends of Western made gifts during the campaign, Moskovis said, and 2,070 of them contributed a total of \$1,000 or more. The number of people contributing between \$100 and \$1,000 annually increased 17 percent during the past three years, while faculty, emeriti, and staff contributions exceeded \$2 million, more than doubling the goal for this group.

The University's deferred gift commitments also have been spurred by the campaign. More than \$12 million in deferred gift commitments were written and more than \$4 million from deferred gifts were received. The amount of deferred gifts in the University's portfolio that will be received in the future now totals \$17 million.

"This is a very important part of private giving to the



The late Harold A. "Mac" McKee, B.S. '32, and Beulah J. McKee, B.S. '34, gave their estate, valued at more than \$1 million, to WMU during the Campaign for Excellence. The McKee Alumni Center in Walwood Hall is named in their honor.

University, because many of the largest gifts from individuals come through deferred gift commitments, such as naming the WMU Foundation as a beneficiary in a will," Moskovis said.

"We're grateful for the support of our donors," he added. "With your continued help, the WMU Foundation and Western Michigan University will continue to establish new records of excellence of which we may all be proud."

### Campaign leadership shines

Two distinguished businessmen headed the WMU Foundation throughout the planning, implementation, and successful completion of the Campaign for Excellence. Willard A. "Bill" Brown, B.S. '53, left, chaired the foundation from 1986 to 1989, while William U. Parfet chaired the foundation from 1989 to 1992. Brown is chairman and chief executive officer of Rubloff, Incorporated, a national real estate firm based in Chicago. He has previously been recognized with the Alumni Association's Distinguished Alumni Award and with the WMU Foundation's Volunteer of the Year award. Parfet, president of the Upjohn Company in Kalamazoo, served as chair of the Campaign for Excellence. Later this year, he will be recognized for his extensive service to the University and to the Kalamazoo area community when WMU presents him with an honorary doctorate.

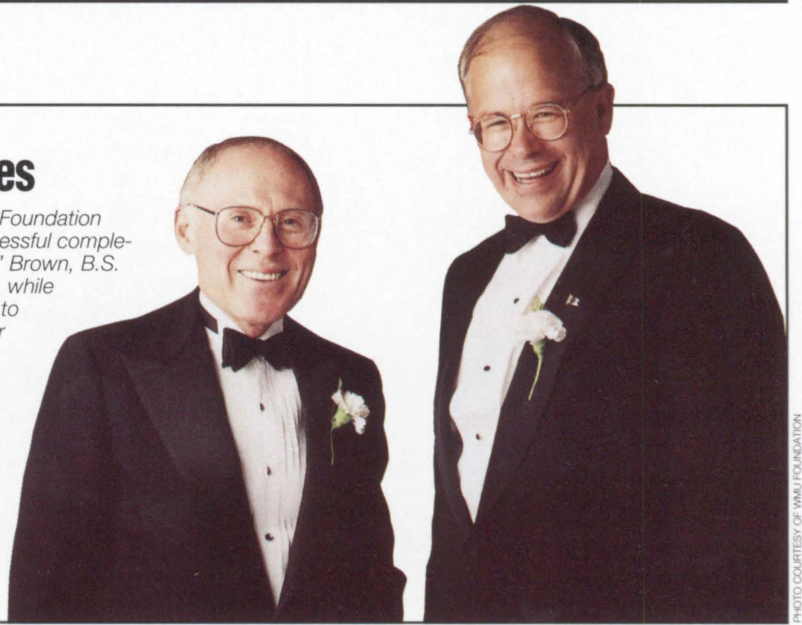


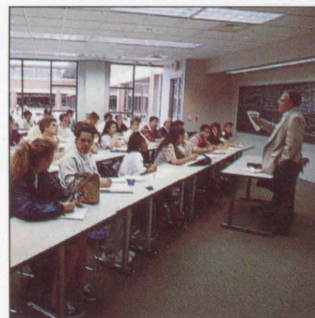
PHOTO COURTESY OF WMU FOUNDATION

### Campaign construction vital



**Above:** The dramatic expansion and renovation of Waldo Library began April 21, 1989, and ended April 24, 1992, with dedication ceremonies. The building, situated to the right of the clock tower in this view, was expanded from 145,000 to 250,000 square feet and cost \$19.3 million. More than \$1.6 million was raised through the Campaign for Excellence.

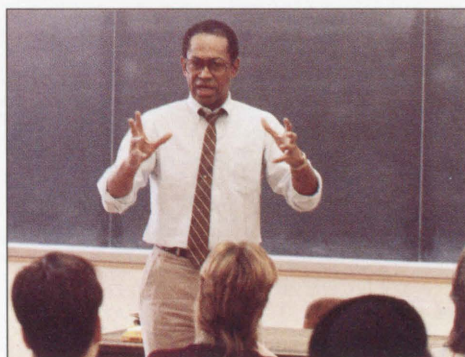
**Inset photo:** The William Harold Upjohn Rotunda, which serves as the main entry for the updated library, was made possible by a gift from Mary U. Meader of Kalamazoo.



**Left:** High-technology classrooms like this are one feature of the new 161,000-square-foot building housing the Haworth College of Business. Dedicated October 11, 1991, it consolidates all the University's business programs into one modern facility.



**Left:** Ground was broken for the Lee Honors College on April 27, 1989. The 8,400 square-foot building is the home for WMU's highly-regarded honors program, which serves more than 800 undergraduates. The building and college are named for Carl and Winifred Lee of Kalamazoo, who contributed \$500,000 of the \$1.3 million project costs. The entire project was funded with gifts raised through the Campaign for Excellence. The building was dedicated October 12, 1990.



**Left:** Dr. Von Washington, pictured, as well as other Department of Theatre instructors and theatre students are looking forward to the much needed additional space for instruction, rehearsals, and performances that a new construction project will bring. Ground-breaking for the project, the Laura V. Shaw Theatre's educational wing, is scheduled for 1993. The Irving S. Gilmore Foundation of Kalamazoo

contributed more than \$2 million of the \$3 million in private gifts raised for this project. Total project costs are expected to exceed \$4 million. The 26,000 square-foot wing will be annexed to Shaw Theatre.



PHOTOS BY NEIL RANKIN

## Much remains to be done to prepare for end of decade

# Haenicke takes 'mini-sabbatical' to set WMU's course for year 2000



Diether H. Haenicke

Now that the largest capital campaign in Western Michigan University's history has concluded, the Board of Trustees has granted President Diether H. Haenicke a "mini-sabbatical" to re-energize the institution and better position it to meet the challenges of the twenty-first century.

Haenicke requested October 5 that he free himself from some routine and ceremonial duties and use the next two and a half months to concentrate on internal affairs

at the University and on setting the course for keeping WMU progressive and healthy in the wake of its successful *Campaign for Excellence*.

"I have been in the harness at this University for seven years, and I think that during the last years I have devoted an enormous amount of time to the campaign. I personally consider the conclusion of the *Campaign for Excellence* and the results of the campaign one of the greatest accomplishments in my professional career in administration," Haenicke said.

"Very substantial effort in those years has gone to dealing with constituencies outside the institution by the very necessity of such a campaign," he added. "It is, therefore, my intent to devote a concentrated period during the next several months to the inside affairs of the University."

### Strategy and streamlining for the future

Haenicke expects to interact more frequently and directly with internal campus constituencies and to begin, if not complete, a systematic planning initiative to carry WMU through the remainder of this decade. "We are facing hard fiscal times," he said, "and we need to plan well and carefully for the immediate future."

As part of that planning process, Haenicke will be reviewing the budgetary allocations of all units of the University with an eye toward eliminating duplication and stressing efficiency and centrality to the institutional mission.

In preparation for next year's budget discussions, he plans to convene a University-wide committee this month to advise him about the 1993-94 tuition recommendation to take to the Board of Trustees. He will also be working on consolidating and strengthening WMU's accomplishments, increasing its international orientation, and making administrative structures and reporting lines leaner yet more efficient.

Haenicke said he wants to meet soon with alumni and as many other campus constituencies as possible to start the planning effort. "While we all want to and should plan for the next decades, and we do that in a way, I am concerned with the next several years that lead us to the end of this decade," he said.

### Three primary areas of focus

Haenicke's first area of major focus regards a 1987 challenge he put before the faculty to review and restructure undergraduate curriculum. "We had great plans for a rejuvenation of the institution with a reframing of our undergraduate educational programs," he said. "I now want to put my personal efforts behind that."

The second area of major focus will be getting involved in implementing a Total Quality Management program on campus. "I want to devote as much time as I can find to meet with constituent groups on campus, to discuss this concept, and to see whether we can't all buy into this jointly," Haenicke said.

He also wants to follow through on a plan announced earlier this year to consolidate the University's institu-

tional research and planning units. "I would like to bring together the various scattered efforts that we have in institutional planning and in institutional research into a new Office of Institutional Research and Strategic Planning, in which I would also like to be involved directly and immediately in its initial phases until the effort can be on its way early in 1994," he said.

### Improving facilities remains crucial

The *Campaign for Excellence* has enhanced WMU's ability to provide scholarships, obtain instructional equipment, and construct and renovate important facilities. Continued financing of these efforts remains crucial as the University heads into the next century.

In terms of the physical plant, WMU's priority projects include expanding and renovating recreation and intercollegiate athletics facilities, constructing a parking ramp near Miller Auditorium, renovating office space in the auditorium, and building a connector bridge to the auditorium. The cost of all of this work is being offset by up to \$60 million in borrowed funds.

The recreation and intercollegiate athletics project, expected to cost \$50 million, is already under way. Most of the outdoor improvements were completed this fall, while the renovation and expansion of the Gary Center and improvements to Read Fieldhouse and Oakland Gymnasium should be completed in 1994.

The Miller Auditorium project includes an \$8 million, three-level ramp to help meet current and future parking needs of students, faculty, staff, and the general public. The auditorium renovation will increase the facility's limited restroom space and will aid the flow of people into and out of the building. The renovation and connector bridge from the parking ramp will cost \$1.2 million. The entire project should be completed by fall of this year.

## WMU spearheads effort to reshape high school mathematics *(Continued from page 1)*

help public and private schools develop sound and fair methods for evaluating how teachers, administrators, and school systems perform.

The new grant project officially began September 1 and is devoted to developing, testing, and nationally disseminating a three-year high school mathematics curriculum, Hirsch said. A fourth-year course is planned to address the differing post-secondary needs of students.

The curriculum will be studied by all mathematics students and will embrace technology. In the past schools have used curricular goals and narrow perceptions of ability to divide students into either high- or low-skill classes. The curriculum being developed under the grant will prevent this type of tracking as well as prevent schools from discouraging the use of calculators and related technological devices.

To ensure that the new curriculum is widely disseminated and that appropriate technology is developed to implement it, project staff are working with two of the nation's leading textbook and graphics calculator producers. Glenco, a division of MacMillan/McGraw Hill, is interested in publishing the curriculum. Additionally, Texas Instruments may use the curriculum as the basis for developing its next generation of graphics calculators.

Philosophically, Hirsch said the new curriculum will represent a shift away from mathematics as a fixed body of seemingly arbitrary rules and isolated procedures. Classes will no longer focus on manipulating numbers and equations and on learning concepts through isolated drill and repetition.

Instead, mathematical thinking and communication will be the focus, and students will learn concepts and methods because these concepts and methods will be used again and again as mathematics is applied to realistic problems.

All students will have the opportunity to investigate the same mathematical topics in classes organized like high school science laboratories, Hirsch added, where gathering data, searching for patterns, making and testing conjectures, and reporting and applying verified principles is commonplace.

Each year the curriculum will weave together four major strands: algebra and functions; statistics and proba-

bility; geometry and trigonometry; and discrete mathematics, which includes topics such as graphs and networks and algorithm design. Just as importantly, students will have access to computers or the latest calculator technology to perform the mechanics of problem solving.

Technology, Hirsch said, makes more mathematics accessible to more students and enables the majority of students to literally "see" further into mathematics. He said graphics calculators, in particular, allow students with limited paper-and-pencil skills to visualize and solve significant problems.

Graphics calculators allow students to build on what they can do and to go as far with ideas as they can go, Hirsch said. "Although they are still somewhat expensive, the cost (about \$70 for mid-range models) pales in comparison to the cost of most athletic shoes."

According to Hirsch, the traditional focus on paper-and-pencil skills has tracked high-skilled students into college preparatory classes devoted almost exclusively to algebraic skills needed for calculus as it is traditionally taught. Meanwhile, less-skilled students are tracked into remedial general mathematics courses devoted to computational skills using "shopkeeper arithmetic" of a pre-calculator era.

He said this has resulted in large numbers of students, including a disproportionate number of African-Americans and Hispanics, being prematurely screened from participating in many educational and vocational opportunities.

"One of the greatest satisfactions of this project

will occur if the materials we develop help U.S. schools untrack school mathematics," Hirsch said. "A close look at the curricular content of the two tracks in high school mathematics today reveals serious deficiencies in each. Neither does justice to contemporary mathematics or the needs of students in contemporary society."

Those deficiencies, he said, have led to a national dilemma: three out of four students currently leave high school without sufficient understanding of mathematics to cope with on-the-job demands or the changing expectations of colleges.

"Without significant curricular and instructional changes, the gaps between goals of current programs for employment-bound students and the expectations of industry and the projected work force needs of the twenty-first century will only widen," Hirsch said.

### Faculty experts + federal grant = national exposure for WMU

For the second time in the past two years, Western Michigan University has been linked to a major education reform effort in news reports heard and seen around the country.

Media interest in WMU's latest project has rivaled the interest sparked by the 1990 announcement that the U.S. Department of Education had awarded the University a \$5.2 million grant to establish the Center for Research on Educational Accountability and Teacher Evaluation.

Now, WMU's leading role in the \$6 million Core-Plus Mathematics Project, announced October 1, is drawing equal national recognition for the University.

For four weeks in October, the project was detailed in news reports filed by CBS Radio's "The Osgood File," the Voice of America Radio Network, and the Associated Press (AP). Stories filed on both the Michigan and national AP wires and a story filed by Kalamazoo's WMUK on the AP broadcast wire took the story around the country.

Lengthy accounts of how WMU will use the grant to lead a multi-university effort to revamp high school mathematics appeared in newspapers across the state and across the country. Papers as large as the *Detroit Free Press* and the *Chicago Sun Times* used the story along with smaller papers such as Illinois' *Peoria Journal Star* and Minnesota's *Winona Daily News*.

A WMU news release about the grant also found its way onto the pages of *Education Week* as well as other publications targeted at professional educators.

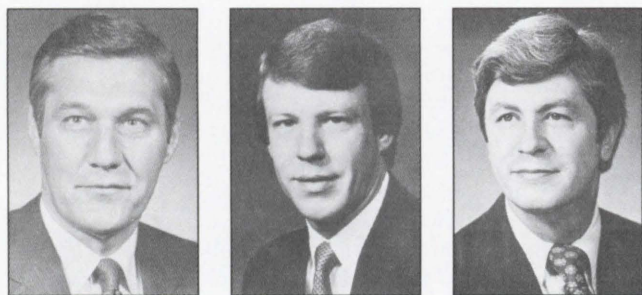
## University News in Brief

### WMU again cited in guide of best colleges

For the third consecutive year, Western Michigan University is among the top 204 national universities cited in the *College Guide of America's Best Colleges* compiled by *U.S. News and World Report*. The 1993 rankings were determined from data for each of five attributes: reputation, selectivity, faculty resources, financial resources, and student satisfaction.

"We're easily in the top 10 percent and that's not just among regional universities," President Diether H. Haenicke said. "We're among the top national universities. That's an important distinction because much of our history has been as a very fine regional university with very fine traditions. Now, we are serving a broader goal, mission, and student body that includes a record number of 1,656 international students from eighty-one different foreign countries."

### Foundation elects new officers for 1992-1993



Richard Chormann

Richard Carlson

Charles Ludlow

Richard F. Chormann, B.S. '59, president and chief operating officer of the First of America Bank Corporation of Kalamazoo, is serving as chairperson of the WMU Foundation for 1992-93. He succeeds William U. Parfet, president of the Upjohn Company of Kalamazoo, who served as foundation chairperson for the past three years.

Other foundation officers elected to one-year terms are: Richard G. Carlson, B.B.A. '71, vice chairperson; Charles H. Ludlow, B.S. '50, vice chairperson; Dr. L. Michael Moskovis, president and chief executive officer; Thomas A. Myers, secretary; and Robert M. Beam, treasurer.

Chormann is immediate past president of the WMU Alumni Association and served as a vice chairperson of the WMU Foundation prior to his election as foundation chairperson. Carlson is national managing partner of the real estate division for the accounting firm of Deloitte & Touche in Chicago, Illinois. Ludlow is a retired vice president and treasurer of the Upjohn Company. The remaining three officers are WMU employees.

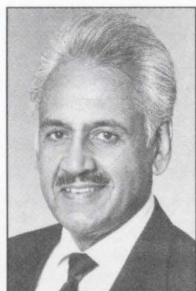
### Three new centers to increase competitiveness

Following a campuswide competition, WMU has established three interdisciplinary research and development centers. These "centers for excellence" are focusing on basic and applied research projects that will create an infrastructure to make WMU nationally and internation-

ally competitive in developing new technologies and products in areas that have significant economic development potential. Each center is receiving support from the University of up to \$175,000 over its first two years of existence.

The new centers, which capitalize on existing campus research strengths, are: the Enabling Technology Center, Water Resource Research and Development Center, and the College of Arts and Sciences Geographic Information Systems Research Center.

### Sharma receives Distinguished Service Award



Visho Sharma

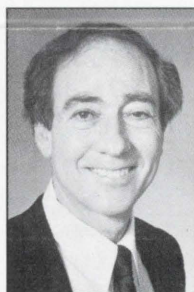
Dr. Visho Sharma, professor of science studies and the faculty member credited with bringing a greater understanding of Third World cultures to the WMU and Kalamazoo communities, has received the 1992 Distinguished Service Award.

A native of Kenya, Sharma came to WMU in 1967 as a visiting professor of social science and sociology. The next year, he permanently joined the faculty and began coordinating the University's non-Western world course. In 1965, WMU was one of the first U.S. higher education institutions to require the study of non-Western cultures as part of its general education program. Sharma coordinated the course through 1984. From 1984 to 1989, he was head of the College of General Studies faculty. When the college was dissolved in 1989, Sharma became a faculty member and the non-Western world coordinator in the Department of General Studies (now the Department of Science Studies) in the College of Arts and Sciences.

### Two win American Society of Composers awards



Curtis Curtis-Smith



Alfred Balkin

A current Western Michigan University faculty member and a retired faculty member have been named recipients of 1992-93

American Society of Composers,

Authors & Publishers (ASCAP) awards. Curtis Curtis-Smith, professor of music, and Dr. Alfred Balkin, professor emeritus of education and professional development, were chosen for their contributions to the music field.

An accomplished pianist, Curtis-Smith has received national and international acclaim for his unusual and imaginative pieces. A faculty member since 1968, he has written nearly 100 compositions for a variety of instru-

ments. This is the twelfth time he has received an ASCAP award. Balkin retired from the WMU faculty in April after twenty-one years at the University. A composer and educator, he specializes in creating songs for young people. His full-length musical, *The Musicians of Bremen*, has been performed more than 200 times by the Michigan Opera Theatre.

### Campus III Weekend College adds offerings

A variety of new program offerings, including a new business-oriented bachelor's degree program in applied professional studies, are now available for the first time through WMU's Campus III Weekend College. Among the new offerings are courses leading to the master of public administration degree, as well as previously offered courses that lead to both master's and doctoral degrees in educational leadership.

Three certificate programs also are being offered. They are an eighteen-credit-hour certificate program in alcohol and drug abuse studies, a certificate program for teachers, and one for administrators. The bachelor's in applied professional studies is among five complete four-year degree programs Campus III offers. The other four are degrees in applied liberal studies, health studies, production technology, and technical scientific studies.

### Celebrating thirty years



PHOTO BY JASON GOULD '93

WMU's Epsilon Xi chapter of the Alpha Phi Alpha Fraternity, established in 1962 and the oldest black fraternity on campus, celebrated its thirtieth anniversary during this year's Homecoming. Among those participating in the celebration were: front, the late Tom Briscoe, B.S. '37, president of the group in 1935 when the fraternity was a campus interest group, far right, Bilal Tawwab, '95, a mechanical engineering major from Detroit, and from left, founding chapter members Dennis Wright, B.S. '66, an executive with TRW in Cleveland, Ohio; William Boards, B.S. '64, M.A. '74, an administrator with the Battle Creek Public Schools; and Dennis Archer, B.S. '65, a former Michigan Supreme Court justice. Briscoe and another member of the earlier Alpha Phi Alpha group, Dr. Hackley E. Woodford, B.A. '36, a retired physician, were honored during the celebration. They and Archer all have received WMU Distinguished Alumni Awards.

## Alumni give WMU excellent approval rating

More than 96 percent of 1988 graduates responding to a survey expressed satisfaction with their experience at WMU, Dr. Mary Anne V. Bunda, director of University assessment, told members of the WMU Board of Trustees October 5. The approval ratings are slightly higher than those given in a previous survey of 1981 and 1986 graduates.

"This study shows that our students are very pleased with their experience," Bunda said. "As part of our commitment to quality, we expect to use this information to help the University make the campus experience even better for the next generation of students."

The alumni survey is conducted every four years by mail. In this year's survey, a majority of graduates rated their degree as "above average" in quality and indicated that the University is better today than when they graduated, Bunda said. Graduates would recommend the institution to others. Meanwhile, graduates rated their personal

experiences on campus between good and excellent and their social and academic experiences as good, she said.

Nearly 75 percent of graduates have plans for advanced degree work, most at the master's degree level. Twenty-two percent have enrolled in graduate study and 10 percent have completed a graduate degree.

"Earned degrees are primarily in the same discipline as the undergraduate major," Bunda said, "but they include professional degrees in dentistry, law, and medicine."

Another significant measure of WMU's success is the number of graduates who are employed, Bunda said. "The vast majority, some 87 percent, are employed on a full-time basis in an occupation related to their major field of study."

Less than 3 percent of this graduating class were seeking employment, a fact that surprised Bunda.

"I was prepared to get employment information that was much less favorable than this because of

the slump in the economy," she said. "This suggests that our graduates were very well prepared for employment despite poor economic conditions."

An even more gratifying response for Bunda, however, was the number of graduates who mentioned specific faculty members. "These are teachers who really made a difference," she said. Some sixty-five faculty members were mentioned by graduates, including President Diether H. Haenicke, who taught German.

"Graduates perceive that the coursework offered by WMU is of high quality and was presented to them in a challenging manner by faculty members who were highly qualified and caring," Bunda said.

In addition, she said, graduates have a strong positive perception of the breadth of exposure to the discipline in which they majored. They believe that they are competent in the field and that they have been grounded in the professional ethics of the field.

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Public Relations and Communications: Martin R. "Joe" Gagie, executive director.

Issue Staff  
Editor: Jeanne Baron, MA '89. Designer: Michael R. Hofeldt. Production Coordinator: David H. Smith, MBA '91. Alumni News Editor: M. Jamie Jeremy. Campus News Editor: Michael J. Matthews. Alumni News: Tracy A. Connelly, BA '86; Jean R. Pitts, BBA '83; Margaret Lyons. Campus News: Ruth A. Stevens, MBA '92; Cheryl P. Roland; Michael L. Smith. Sports News: John Beatty, MA '87; Cindy Paavola, MA '86. Photography: Neil G. Rankin; Shirley Clemens, '93; Jason Gould, '93; Michelle McLane, '93. Production Assistant: Joan B. Rickard.

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Alumni Association Officers  
President: Barbara Lett Simmons, BA '49, Washington D.C. Vice President: John Yellich, BA '68, MA '71, Broomfield, CO. Treasurer: Julie Schodowski Sikorski, BBA '82, Rochester Hills, MI. Past President: Patrick Laughlin, BA '68, Lansing.

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## WIDR alumnus initiates Jules Rossman scholarship



David Lewenz, left, surprises Dr. Jules Rossman at a WIDR Alumni Society get-together by initiating the Jules Rossman Scholarship.

David Lewenz, B.B.A. '78, overwhelmed Dr. Jules Rossman during the annual Homecoming Banquet October 17 when he handed Rossman a \$1,000 personal check to initiate the Jules Rossman Scholarship.

Lewenz, director of national accounts for the Masco Corporation in Taylor, along with other former students of Rossman's, paid a surprise tribute to the communication professor for his twenty-five years as a teacher and twelve years as WIDR's faculty advisor.

Rossman, who will be retiring from the Department of Communication next April, formed the WIDR Alumni Society of the WMU Alumni Association four years ago. The society has almost 250 active members out of more than 1,000 WIDRites nationwide.

"It was the students in the broadcast curriculum, and especially those who worked at WIDR, who made teaching a complete joy over the past twenty-five years," Rossman said. He added that he will miss all of these students and hopes to continue to keep in contact with them wherever he goes.

Former student Russ McQuaid, a newsman at WIBC in Indianapolis, Indiana, honored Rossman by presenting him with an engraved golden microphone trophy stating, "With warm admiration from WMU communication students." Jim Gentry, B.A. '85, associate creative director at McCann Erickson Advertising in Detroit, also took the podium, reminiscing about his days at WIDR.

While Rossman is retiring from teaching, he certainly won't be retiring from the WIDR Alumni Society. He intends to return for future Homecoming banquets, which draw alumni from as far away as California, Texas, and Maryland. He will also continue recruiting graduates to join the WMU Alumni Association and the WIDR Alumni Society.

Society members intend to endow the Rossman scholarship, making it permanent. Lewenz is organizing a dinner in Detroit to raise additional funds toward the \$10,000 needed to endow the scholarship through the WMU Foundation. Alumni interested in contributing should call the WIDR Alumni Society treasurer, Bob Piellusch, B.B.A. '77, M.B.A. '87, at (616) 385-8972.

## Make your plans now for Homecoming '93

Due to circumstances beyond the University's control, the 1993 football schedule has been changed. Consequently, Homecoming '93 will be held on Friday and Saturday, October 8 and 9.

You're encouraged to make reservations for overnight accommodations as early as possible, so you'll be assured lodging. Today isn't too early. For your convenience, a partial list of Kalamazoo area hotels follows. More Homecoming details will appear in the next two issues of the *Westerner*.

Note that many of these establishments offer discounts to Western Michigan University alumni.

- Budgetel Inn .....(616) 372-7999
- Fairfield Inn by Marriott.....(616) 344-8300
- Holiday Inn-Expressway .....(616) 381-7070
- Holiday Inn-West .....(616) 375-6000
- LaQuinta Inn.....(800) 531-5900
- Red Roof-East Cork.....(616) 375-7400
- Red Roof-West Michigan.....(616) 382-6350
- Residence Inn .....(616) 349-0855
- Signature Inn.....(616) 381-1900

## MAILBAG

### 'Fun issue' was worth sharing with others

Dear Friends of Western Michigan University, I enjoyed the "fun issue" of the *Westerner*. I collect funny things to share with residents of the nursing and retirement homes where I play for sing-a-longs.

I'm one of Western's oldest graduates, having received my life certificate in elementary education in 1918. I was voted Senior Volunteer of the Year for the Lawton (Michigan) area this year.

I'm very proud of the University.

Dorothy Lewis Spencer, L.T. '18, B.A. '50

### I may be boring, but not that boring

**Editor's note:** The *Westerner* regrets the following error and any inconvenience it may have caused.

Dear *Westerner*,

I thought it to be somewhat ironic that your issue with the humor theme announced that I died.

I have to admit that at times I might be rather boring, but the last time I checked, I still had a pulse.

My father (same name) died in Kalamazoo on June 17. Please correct your records.

Dick Yealin, B.B.A. '72

### Thank you for the mementos, newsworthy publications, and personal touches

**Editor's note:** The following letter was sent to Jamie Jeremy, director of alumni relations.

Dear Jamie,

Please accept my apologies for this belated thank you. It was so thoughtful of you to send the photos from the Distinguished Alumni Dinner.

I am delighted to have mementos of such an enjoyable occasion—Homecoming 1991—my first in a good many years.

This gives me an opportunity to let you know how much I enjoy the publications that I receive from *Western*. I am pleased to learn of so many exciting things that are happening on campus.

Thank you for giving that personal touch.

L. Frances Tapley, B.A. '37

### Story about the new use of an old building in Battle Creek brings back numerous memories

**Editor's note:** The following letter has been edited for length. It was sent in response to a story in the May issue about the Battle Creek Regional Center's new home in the remodeled building that used to house Robinson's department store.

Dear *Westerner*,

The last issue of the *Westerner* took me back a few years. It took me back to read about all that is being done to that old department store.

I was eighty-seven on June 29 and did a great deal of "skipping" grades. I was in the first special section in Battle Creek High School, taking seventh, eighth, and ninth grades in two years, which meant I went into that from fourth grade.

When I graduated, my parents wouldn't let me go to college for a year—they said I was too young—so I took a job with the L. W. Robinson Company as a cashier. I'd almost forgotten about the little "cars" holding money, running all around the ceiling.

I was born in Battle Creek . . . but it has been a great many years since I've seen the town. . . Now I'm anxious to visit after the work is finished and to see the change in the downtown. I recall going to three theaters on Saturday—they were ten cents. Enough dreaming, I believe. . . Thanks for letting me dream of days long ago.

Lillian Kay Swinton, T.C. '25, B.A. '59

## Homecoming 1992 Report Card Western Michigan University

Jamie Jeremy, Alumni Relations Director

Todd Hufford, Student Chairperson

SUBJECT	GRADE				
	A	B	C	D	F
Football Game COMMENTS: Aggressive behavior paid off!	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parade COMMENTS: Definitely on the road to success.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soapbox Derby COMMENTS: Showed superior quckness and drive.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alumni Association Brunch COMMENTS: "Absolutely" hit the spot.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fireworks COMMENTS: Passed with flying colors.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
House Displays COMMENTS: Building on previous efforts.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Class of 1967 Twenty-fifth Reunion COMMENTS: Aging to perfection.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Special Awards:** Distinguished Alumni Awards were presented to

C. Bassett Brown, Karla Gray, and David Smith.

Extra credit will be given to all alumni and students who participated. Note the story to the left and plan to "enroll" for Homecoming next fall.



□ **Sesta Baas Peekstok**, BS '74, MA '75, Ed.D '80, in July was named executive director of the Michigan Association of Community Arts Agencies, Kalamazoo, MI.

□ **Doug Wood**, BS '74, was named principal of the Kalamazoo Adult Education program, Kalamazoo, MI.

□ **Sam Wright**, MA '74, Sp.Ed. '83, in June was hired as assistant superintendent, Kelloggsville Public Schools, Clare, MI.

□ **Michael Allkins**, BS '75, MA '79, in August was named dean of instruction at Olney Central College, Olney, IL.

□ **Robert Fein**, MA '75, Ed.D '82, in July was hired as assistant superintendent for business, Holland Public Schools, Holland, MI.

□ **Pamela Brooks Fullerton**, ?? '75, was recently named vice president, Gray & Kilgore, Inc., Troy, MI.

■ **Dr. Charles Lowe**, BS '75, MA '80, Ph.D. '86, in April joined the staff at Oaklawn Psychological Services, Marshall, MI.

□ **David MacDonald**, BBA '75, MA '76, Sp.Ed. '79, was recently named field sales manager of Grand Rapids, MI, and Kalamazoo, MI, for TDI Talking Phone Books.

□ **Martin Makel**, MA '75, in April was named warden of Muskegon Correctional Facility, Muskegon, MI.

□ **William L. Martin**, MA '75, in July was appointed vice president for university advancement, Aurora University, Aurora, IL.

□ **Charles S. Ward**, BS '75, in June received his doctor of medicine degree from East Tennessee State University. Ward will complete his residency at Barberton Citizens Hospital, Barberton, Ohio.

### 1976—1977

□ **Randall Bernhard**, BA '76, in August was named assistant vice president and branch manager, First of America Bank-Michigan, N.A., Kalamazoo, MI.

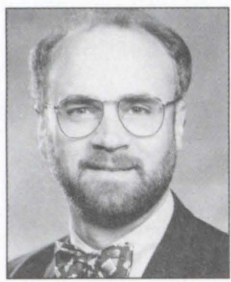
□ **Steve Bladowski**, BBA '76, in August joined Crankshaft Machine Group as vice president of marketing, Jackson, MI.

□ **K. John Fahning**, BA '76, in July was hired as principal, Siefert and Middle School Building, New Haven, MI.

□ **Patricia Langs Krohn**, BS '76, MA '82, in July was hired as the counselor at Williams Elementary School, Jonesville, MI.

□ **Gustav Anders Linell**, BBA '76, MBA '82, in June was selected as executive director of business affairs, Royal Oak Board of Education, Royal Oak, MI.

□ **Doug Worgul**, BA '76, MA '77, in July was named director of marketing, St. Luke's Hospital, Kansas City, MO.



Doug Worgul

□ **Angela Markle**, BS '77, in August joined the sales staff at Nu-Concept, Inc.'s Schmerheim & Associates, Saginaw, MI.

□ **Charles Pearson**, BS '77, MA '81, in August was named science coordinator for second through sixth grades, Delton Kellogg School District, Delton, MI.

□ **Craig Wassenaar**, BBA '77, in May became corporate comptroller, Gerber Products Co., Fremont, MI.

■ **Wendy Witt**, MA '77, in August was hired as the foreign language teacher for the fifth and eighth grades, Delton Kellogg School District, Delton, MI.

### 1978—1979

□ **William R. Anderson**, BBA '78, in May was hired as assistant vice president in commercial banking, First of America Bank-Ann Arbor, MI.

□ **John Carr**, MA '78, in July was named administrator of Holy Spirit School, St. Ignace, MI.

■ **Harry Dalm**, BS '78, MA '91, in July was hired as principal, West Ward Elementary School, Allegan, MI.

■ **Van Dickerson**, BS '78, MA '87, in June was hired as an elementary school social worker and counselor, Covert Public Schools, Covert, MI.

□ **Mark Dievendorf**, BM '78, in June was named principal, Jenison High School, Jenison, MI.

□ **Gary C. Gerds**, BA '78, is the sales manager for all governmental, educational, and financial sales, Doubleday Bros. & Co., Kalamazoo, MI.

■ **Craig Jolly**, BS '78, currently has a screenplay co-written with Patrick Cirillo titled *Embraceable You*, in development at Main Line Pictures, Hollywood, CA.

□ **Cheryl S. Reish**, BS '78, MA '81, in August was hired as principal, Coleman High School, Coleman, MI.

□ **Richard Goss**, BBA '79, in September was promoted to vice president of printing and elections, Doubleday Bros. & Co., Kalamazoo, MI.

□ **Kent Poli**, BBA '79, in August named assistant vice president, First of America Bank, Ann Arbor, MI.

□ **William Scaletta**, MA '79, in June was named principal, Lake Shore High School, Stevensville, MI.

### 1980—1981

□ **Gregory T. Durant**, BBA '80, in July was admitted as a partner of Deloitte & Touche, New York, NY.

□ **Steven P. Kreider**, BBA '80, in August was promoted to vice president, retail group manager for the East/Battle Creek region, Old Kent Bank, Battle Creek, MI.

□ **James J. Kuhagen**, BS '80, in June was promoted to manager of quality processes, Georgia-Pacific Corp., Port Edwards, MI.

□ **Robert Bosscher**, MA '81, July 1 became principal of Sheboygan Christian School, Sheboygan, WI.

□ **Patrick Fuller**, BS '81, in August, was appointed to the Workers' Compensation Appellate Commission, Lansing, MI. Fuller resides in Okemos, MI.

□ **Daniel R. Lockman**, BBA '81, recently became a partner at Deloitte & Touche, Detroit, MI.

□ **Ricky Loveland**, BSE '81, in April was promoted to manager to the 35 Machine Complex for Champion International, Courtland, AL.

### 1982—1983

□ **Joellen Silberman**, MBA '82, in August received a three-year appointment to the College Scholarship Services' Committee on Standards of Ability to Pay. Silberman is currently the director of financial aid, Kalamazoo College, Kalamazoo, MI.

□ **Diana Trimmerger**, BS '81, in August was appointed director of community education, Baldwin Community School District, Baldwin, MI.

□ **Kay Clark-Cox**, BS '82, was recently appointed technical coordinator, Medical Laboratory, Indianapolis, IN.

□ **Robert Ellis**, BS '82, in July was appointed city manager of Marlette, MI.

□ **Leslie Fleming**, MPA '82, in August was named corporate director of marketing, Detroit-Macomb Hospital Corp., Warren, MI.

□ **Dana Lowell**, BBA '82, in July was appointed product and marketing manager for Garage Door Openers, Stanley Door Systems, Troy, MI.

□ **Julie Slough**, BS '82, in March, 1992 was hired as associate optometrist, Nuvision, Kalamazoo, MI.

□ **Jeanne M. Jarvis**, BS '83, in August was named assistant principal, Durand Area High School, Durand, MI.

□ **William LaBurn**, BS '83, in August was promoted to quality control manager, Checker Motors Corp., Kalamazoo, MI.

□ **John Rice**, BBA '83, was recently named vice president and general manager of South Valley Refuse Disposal and Recycling, a subsidiary of Norcal Waste Systems, San Francisco, CA.

□ **Todd Sanford**, BBA '83, in September was named sales manager, investment department, Scott, Doerschler, Messner & Gault, Kalamazoo, MI.

□ **Timothy Taylor**, BBA '83, in July joined the accounting firm of Dart & Rumsey, P.C., Coldwater, MI.

■ **Daniel Witt**, BBA '83, MBA '84, in July lead a delegation to Moscow to discuss the tax aspects of improving the investment climate of Russia. Witt is executive director of the Tax Foundation, Washington, D.C.

### 1984—1985

□ **Kevin Kenz**, BBA '84, in August was promoted to facilities/purchasing manager, Kalamazoo Sanitary Supply, Inc., Kalamazoo, MI.

□ **Julie Radke Reynolds**, BS '84, in June received a juris doctorate degree from Stetson University College of Law, St. Petersburg, FL, and joined a law firm in Tampa, FL.

□ **Linda Sell**, MA '84, received a doctoral degree in 1990 and is currently working as an assistant professor and head athletic trainer, Bethany College, Bethany, WV. Sell is also an assistant professor, University of Heidelberg, Heidelberg, Germany.

□ **Julie Kateri Agacinski**, BA '85, was named promotion director for WOOD AM and EZ-105.7 FM, Grand Rapids, MI.

□ **Bill Jensen**, BBA '85, MBA '89, in August joined the staff of First of America Bank, Iron Mountain, MI.

□ **Charles Jones**, MPA '85, was recently elected president of the National Association of Disability Determination Directors. Jones is currently director of department of education disability determination service, Lansing, MI.

□ **Russell D. LaFollette**, BS '85, in June was named rural renting housing coordinator of Farmers Home Administration for Michigan. LaFollette resides in Jackson, MI.

□ **Richard L. Migala**, BS '85, in April became an associate in the law firm of McCarthy, Steeg & Newton, P.C., Oshtemo, MI.

□ **Jeff Taft**, BBA '85, in August joined staff of Berghorst & Associates, Kalamazoo, MI.

### 1986—1987

□ **Ann Bainbridge**, BS '86, recently accepted a position as an assistant professor, Department of Communication Studies, Miami University, Oxford, OH.

□ **Roger Bliss**, BBA '86, in April was hired as the golf professional, Shanty Creek Golf Club, Bellaire, MI.

□ **Harold J. Griesshammer**, BBA '86, in July was promoted to audit manager, Ernst & Young, Kalamazoo, MI.

□ **Dr. J. Sharen Randolph**, BS '86, in March joined the staff of Dental Health Care Associates, Big Rapids, MI.

■ **Annetta Walker**, BS '86, MA '90, was recently named associate director of development for Starr Commonwealth Schools, Marshall, MI.

□ **Keith Walker**, BM '86, was hired as the Zeeland High School band director and will assist at the middle school, Zeeland, MI.

□ **Ricky A. Burgess**, BSE '87, was recently promoted to captain while serving with 26th Marine Expeditionary Unit, Camp Lejeune, NC.

□ **Cheryl Cook**, BS '87, MA '90, in July was hired as a special education teacher, Kreeger Elementary, Fowlerville, MI.

□ **Marelyn Hanner**, BS '87, in August was appointed regional director for the Western Michigan/Northern Indiana region, Instant Interiors Corp.

□ **Karen T. Korb**, BS '87, has been promoted to account supervisor on the Chevrolet passenger car account, Lintas: Campbell-Ewald, Warren, MI. Korb resides in Troy, MI.



Karen Korb



PHOTO COURTESY OF WMAA/ALUMNI ASSOCIATION

### 'McMarketer' shares her expertise

Linda Kravitz, B.A. '68, second from right, returned to campus November 11 at the invitation of the West Michigan Chapter of the American Marketing Association to address its members and current WMU students. Kravitz is assistant vice president for national marketing for McDonald's Corporation, Chicago, Illinois. She oversees the marketing programs related to youth and families and currently leads the development of Happy Meals, programs in child nutrition, and new approaches to store merchandising. During the event, she also had an opportunity to catch up on all the recent campus changes by chatting with, from left, Lori Hadler, B.B.A. '88, M.B.A. '91, Gretchen Pretty, B.B.A. '88, M.B.A. '91, and Dr. Andrew Brogowicz, chairperson of WMU's Department of Marketing.

□ **Madeline Konstantinos Kukla**, MA '87, in June was hired as principal, Pine Creek Elementary School, Pine Creek, MI.

□ **Steven Waldron**, BBA '87, was named an officer of the consumer loan department, First of America Bank-Michigan, N.A., Kalamazoo, MI.

□ **Abraham Abe Walker**, BBA '87, in February became a certified public accountant and in July was promoted to senior accountant, Friedman, Eisenstein, Raemer & Schwartz, Chicago, IL.

□ **Matthew R. Wolff**, BBA '87, MBA '90, in July was promoted to senior, Price Waterhouse, Detroit, MI.

### 1988—1989

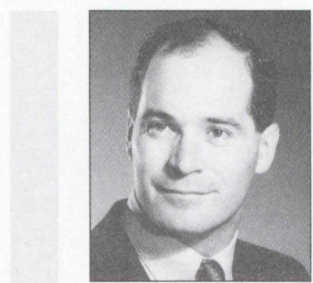
□ **Carolynn Bolander**, BBA '88, in July hired as an account executive in public relations division, Earle Palmer Brown, Kalamazoo, MI.

□ **Carolynn Bolander**, BBA '88, recently became an account executive in public relations, Earle Palmer Brown, Kalamazoo, MI.

□ **Shari K. Miller Clark**, BA '88, in August joined the faculty of Constantine High School, Constantine, MI.

□ **Deonna Decker**, BBA '88, in June was named officer of the student loan department, First of America Bank-Michigan, N.A., Kalamazoo, MI.

□ **Jeffrey P. DeVoursney**, BBA '88, in August joined Durametallurgical Corp. as manager in project sales, Kalamazoo, MI.



Jeffrey P. DeVoursney

□ **Michael R. Dolan**, BS '88, in July was promoted to Navy Lt. j.g. while serving with Fleet Air Reconnaissance Squadron-Three, Naval Air Station, Barbers Point, HI.

■ **Michael John Janowski**, BSE '88, has accepted a position as chief engineer, Ceramic Coating Co., Wilder, KY.

□ **John Roh**, MA '88, in July was hired as a counselor, Northview High School, Grand Rapids, MI.

□ **Robert Sutton**, MA '88, in June was appointed assistant professor, department of geography and geology, Eastern Michigan University, Ypsilanti, MI.

□ **Rebecca L. Hippensteel Turner**, BS '88, in August was hired as a mathematics teacher, Brandywine High School, Niles, MI.

□ **Mark Ulseth**, MBA '88, in July was promoted to director of enrollment services and registrar,

Jackson Community College, Jackson, MI.

□ **Thomas C. Brown**, BBA '89, in June was named an officer of the consumer loan department, First of America Bank-Michigan, N.A., Kalamazoo, MI.

□ **Douglas J. Cropsey**, BA '89, in May graduated from the University of Michigan Law School and joined the law firm of Foley & Lardner, Madison, WI.

□ **Kathleen Rutledge Cropsey**, BS '89, recently accepted a position as forest products technologist with the USDA, Forest Products Laboratory, Madison, WI.

□ **Kristine B. Diamond**, BBA '89, in July was promoted to senior, Price Waterhouse, Detroit, MI.

□ **Stephen Dice**, MPA '89, in July was named assistant regional parks supervisor of the Michigan Department of Natural Resources in the northern lower peninsula. Dice resides in Roscommon.

□ **Jennifer Findley**, BS '89, in August was hired as an occupational therapist, Child & Family Development Association, Inc., Charlotte, NC.

□ **Dee Korson**, MA '89, in August was named secondary school principal, White Pigeon High School, White Pigeon, MI.

□ **Jacqueline A. McMartin-Keith**, BA '89, MBA '92, in August became human resource manager, Geo. R. Laure Enterprises, Kalamazoo, MI.

□ **Dr. Sally Pryor**, Ed.D '89, in April was named principal at Roosevelt School, Park Ridge, IL.

□ **Peter Stakoe**, BS '89, in May was named mortgage manager, First of America Bank-North Michigan, Traverse City, MI.

□ **Dawn Starke**, BBA '89, has been named the assistant manager, Signature Inn, Kalamazoo, MI.

□ **Wendy Tatar**, BS '89, in July was promoted to education coordinator, Charlton Park, Hastings, MI.

□ **Todd M. Wolf**, BBA '89, in July was promoted to senior, Price Waterhouse, Detroit, MI.

### 1990—1991

□ **Mary Lou Callan**, BS '90, was named manager and branch officer, First of America Bank-Michigan, N.A., Kalamazoo, MI.

□ **Carrie A. Campbell**, BS '90, in August was hired as a sales representative for the Kalamazoo and Battle Creek markets, Talking Directories, Inc.

□ **Kristen Bushouse Crandle**, BBA '90, is currently a trainee in management, First of America Bank, Kalamazoo, MI.

□ **Alan Harris**, MPA '90, in May was named director of home medical equipment, Gratiot Patient Equipment Locker, Alma, MI.

□ **Dean Ketelhut**, BBA '90, in August was hired as an outside sales representative, Kalamazoo Sanitary Supply, Inc., Kalamazoo, MI.

□ **LaVonne Klomp-Vander Zwaag**, MA '90, in July was hired as director, Ottawa Area Center, Zeeland, MI.

□ **Ann Link**, BS '90, in July joined the sales staff of the *Dowagiac Daily News*, Dowagiac, MI.

□ **Deanne Moore**, BSM '90, was recently named Softball Player of the Decade, Michigan State University, Lansing, MI. She received her first bachelor degree from MSU in 1984 and her second from WMU in 1990.

□ **Tracy Beeman Wilson**, BA '90, in June was hired as the human resource manager, Heart Institute of Michigan, Kalamazoo, MI.

□ **Richard Aird**, BBA '91, in April joined the staff of Anderson, Tackman & Co., a regional accounting firm, Escanaba, MI.

■ **David M. Bachman**, MPA '91, in May was named Jackson Police Department Officer of the Year for 1991 by the Jackson, MI, Police Department.

□ **R. Cole Bouck**, MPA '91, in September was promoted to resident unit manager at a state facility, Carson City, MI.

■ **John L. Bowden**, in June was promoted to vice president of manufacturing, Durametallurgical Corp., Kalamazoo, MI.

□ **John L. Bowden**, MBA '91, in July was promoted to vice president of manufacturing, Durametallurgical Corp., Kalamazoo, MI.

■ **Gerald M. Bush**, BSM '91, in May joined the office of Dr. Robert D. Smith as a physician assistant, Sturgis, MI.

□ **Michael Eastman**, BBA '91, in April was appointed production planner, Viatic Co., Hastings, MI.

■ **David Fenstra**, MA '91, in July was named assistant high school principal, Lakeshore Public Schools, Stevensville, MI.

■ **Victoria Garrison-Janowski**, BA '91, in July was promoted to director of Youthland Academy, Florence, KY.

■ **Maureen Lindenberg**, BM '91, in August was appointed high school vocal music teacher, Hillsdale, MI.

□ **Steven T. Statsick**, BBA '91, in June was hired as an account executive, Adams Outdoor Advertising, Kalamazoo, MI.

□ **Deborah A. Paulson Vance**, MSA '91, in June accepted a position as a staff accountant, Kunitzer & Associates, Battle Creek, MI.

■ **Rob Venner**, MS '91, in July was named program coordinator, Fernwood Botanic Garden, Niles, MI.

■ **Matthew Yanik**, BBA '91, is a new agent with Farm Bureau Insurance, Port Huron, MI.

### 1992

■ **Alisa Bell**, BBA '92, in June was hired by the accounting firm of Ernst & Young, Kalamazoo, MI.

■ **Sheryl Foppema**, BS '92, in August was hired as interior designer, Doubleday Bros. & Co., Kalamazoo, MI.

■ **Mary Guthrie**, BS '92, in August was hired as a special education teacher, Delton Kellogg Middle School, Delton, MI.

■ **Jack Hall**, MPA '92, in September retired from the Michigan State Police. Hall has accepted a position as director of internal affairs, Michigan Department of Corrections, Lansing, MI.

■ **Brian Lee Harris**, BBA '92, in May accepted a position as credit analyst, Old Kent Bank, Kalamazoo, MI.

■ **James Kane**, MA '91, in September began a position as minister of youth and education, Orchard View Church of God, Grand Rapids, MI.

■ **Karen Kundel**, BBA '92, in August was hired as marketing coordinator, Allegan Downtown Development Authority, Allegan, MI.

■ **Jennifer Margolis**, BS '92, in August accepted a special education teaching position, Kincheloe School, Dowagiac, MI.

■ **Noelle Obermiller**, BA '92, has been hired as a first grade teacher, Lincoln Park School, Mona Shores, MI.

■ **William E. Semrau**, BS '92, in August was hired as mathematics and physics teacher, Schoolcraft High School, Schoolcraft, MI.



## Three faculty members receive 1992 Alumni Teaching Excellence Awards

On November 2 three faculty members joined the ranks of Western Michigan University's outstanding teachers and were recognized with 1992 Alumni Teaching Excellence Awards.

The new award recipients are Dr. Susan Caringella-MacDonald, B.A. '77, M.A. '79, Ph.D. '83, associate professor of sociology; Dr. Richard G. Cooper, B.S. '67, M.A. '70, MOT '75, Ed.D. '90, associate professor and chairperson of occupational therapy; and Lyda J. Stillwell, professor of theatre.

Since the Alumni Association established the awards in 1966, they have been presented to more than 100 faculty members in recognition of superior teaching skills and professional expertise. Recipients are selected by an Alumni Association committee from nominations by alumni, students, and departmental colleagues.

Caringella-MacDonald joined the WMU faculty in 1984, teaching in the Department of Sociology's Criminal Justice Program. She has led introductory and advanced courses in criminology, as well as classes in statistics and in correctional process and technique and graduate seminars in current criminology issues. She has coordinated student field experiences, served as a faculty mentor for student research projects, been the faculty advisor to the Criminal Justice Student Association, and chaired a number of master's and doctoral committees.

This is not the first time Caringella-MacDonald's superior teaching skills have been recognized. This past spring, she was selected to represent WMU at the American Association of Higher Education's Forum on Exemplary Teaching. In 1991, she was one of eight WMU faculty members chosen to receive a State of Michigan Teaching Excellence Award. In 1985, 1987, and 1988, students and colleagues nominated her for the WMU Commission on the Status of Women's Woman of the Year award.

"Dr. Susan Caringella-MacDonald personifies what all professors should strive for and become," said a student in nominating her for the teaching excellence award. "Her teaching goes far beyond the classroom. She directs the minds of her students in such a way that they learn to think deeply and theoretically. As her student, I have learned to search out answers and to think in ways that I never have before. But what is so special about her is her care, concern, and genuine interest for her students. This concern extends far beyond the walls of the University."

Caringella-MacDonald keeps current in her field through writing articles for journals and speaking at professional conferences on such topics as violence against women, legal reform, and the portrayal of female victims in the media. She currently is writing a book titled *Rape: Reform and Realities*.



The three recipients of 1992 Alumni Teaching Excellence Awards are, from left, Lyda J. Stillwell, professor of theatre; Dr. Susan Caringella-MacDonald, associate professor of sociology; and Dr. Richard G. Cooper, associate professor and chairperson of occupational therapy.

She also is active in professional societies, presently serving as chairperson of the Division of Crime and Delinquency for one and as chairperson of the Division of Critical Criminology for another.

Cooper started his career in teaching as a high school biology instructor after earning bachelor's and master's degrees from WMU. He returned to WMU to earn a second master's degree in occupational therapy, and worked for two years as an occupational therapist in Kalamazoo. He joined the WMU faculty in 1977, and earned his doctoral degree while teaching in the Department of Occupational Therapy.

His experience in the field has contributed to his expertise in the classroom, according to one alumna who nominated him for the award. "Rich was an excellent instructor who was enthusiastic, well-organized, extremely knowledgeable and eminently fair," she said. "He used innovative teaching methods, wonderfully colorful personal experience examples, and allowed lots of 'hands-on' work, which is so vital in a curriculum like occupational therapy."

Cooper has taught a variety of undergraduate and graduate courses, including Daily Living Skills, Psychiatric Conditions, and Teaching and Supervision in Occupational Therapy. He also has led fieldwork and independent research classes.

The professor's contributions to the field of occupational therapy have been recognized by two professional associations. In 1987, the American Occupational Therapy Association named him to its Roster of Fellows and honored him with service awards in 1987 and 1988. He

received the Outstanding Michigan Occupational Therapist Award from the Michigan Occupational Therapy Association in 1984.

Cooper has not limited his drive to inspire creative learning to the occupational therapy classroom. He is a co-founder of WMU's "Inflatable/Light Workshop," a multidisciplinary group that uses inflatable domes and laser art to create performances that communicate the functional significance of the left and right hemispheres of the brain.

Stillwell joined the WMU theatre faculty in 1966 and has led classes in acting, directing, and improvisation. She also teaches Music Theatre Performance Workshop, the final course in the Bachelor of Fine Arts music theatre performance curriculum that is team taught by faculty from the theatre, music, and dance departments. Stillwell helped develop this curriculum. In addition, she instructs a Theatre for Special Populations course that serves as an apprenticeship for the Mad Hatters, a Kalamazoo professional theater company that makes audiences more aware of people with special needs.

"One of the unique qualities that I first noticed in Lyda is her ability to close the gap that often exists between students and professors," said a student in nominating her for the award. "Her friendliness and persona make students feel comfortable working with her, free to ask questions, and experiment within the guidelines that she suggests. For me, this supportive learning environment is essential. In theatre, a student is putting himself on display and this is what the teacher must judge and grade. Lyda always offers advice without being critical or, in other words, is wonderful at using 'positive reinforcement.'"

In addition to teaching, Stillwell directs two student productions each year. In 1988, she directed *Quilters*, which was selected as a finalist in the American College Theatre Festival and was performed at the Kennedy Center in Washington, D.C. Over the past two years, she has worked on a collaborative project with University Wellness Programs to use theatre to promote learning and healthy decisions regarding sexuality by students. The result is a production, *Great Expectations: Fantasies and Fears*, that has toured the WMU residence halls and is being performed at other colleges this fall.

Stillwell has put her ideas about teaching into words with a book, *Creative Dramatics for the Classroom Teacher*, that she co-wrote with Dr. Ruth Beall Heinig, WMU professor emerita of communication. Her expertise in theatre also has been recognized by Region III of the American College Theatre Festival. She serves on its selection committee for productions for the regional festival.

## Researchers Loeffler, Micklin named distinguished faculty scholars for 1992

Two faculty members who are internationally recognized for their research have received Western Michigan University's Distinguished Faculty Scholar Awards. Dr. Erika Loeffler, professor of anthropology, and Dr. Philip P. Micklin, professor of geography, were presented with their awards November 2. The award, inaugurated in 1978, is WMU's highest honor for a faculty member.

Loeffler, who publishes under the name Erika Friedl, is widely regarded as an expert on Iran, the Iranian revolution, and women in the Middle East. Since 1965, she has spent more than five years living and conducting research on village and family life in Iran. Much of her time in that country has been spent in the southwest corner of Iran, in the village of Deh Koh. During seven field trips to the area, her studies have focused on traditional culture, political and social structure, folklore, religion, health, education, textile production, and post-revolutionary cultural change.

A member of WMU's faculty since 1971, Loeffler has shared her observations in a series of professional publications starting in 1967 and culminating with her 1989 book *Women of Deh Koh, Lives in an Iranian Village*, which was published by the Smithsonian Press and recounts the stories of twelve Iranian women. Nominated for the Victor Turner Prize for Ethnographic Writing, the book was termed "enthraling" by a *New York Times* reviewer, while television journalist Judy Woodruff called it "the real inside story of Iran."

Loeffler's research on Iranian life has taken place against a backdrop of political turmoil. Her stays in Iran spanned the reign of the Shah, the Islamic revolution, the rise of the Ayatollah Khomeini, and the taking of American hostages. She was in Iran at the time of Khomeini's death. Because of her Austrian citizenship,



Dr. Philip P. Micklin, professor of geography, and Dr. Erika Loeffler, professor of anthropology, won this year's Distinguished Faculty Scholar Awards.

Loeffler was able to continue her research there even through times when Americans were barred from the country and entry by any Western academic was resisted.

In nominating Loeffler for the award, one colleague from another university called her 1989 book "the best book written on Iran in the last twenty years" and said he uses it in both introductory and advanced classes on Islamic civilization. "Through her stories of these women, Iranian history comes alive to my students. Erika Friedl's work makes me a better teacher. Is this not what scholarship is supposed to accomplish?"

Micklin is internationally regarded as one of the world's leading authorities on the destruction of the Aral Sea, a major environmental disaster in the former Soviet Union.

Once the world's fourth largest lake, the Aral has lost half of its area and 75 percent of its volume since 1960 because of massive diversion of the two rivers that feed the sea.

A faculty member at WMU since 1969, Micklin has been studying Soviet water management problems for twenty-five years. He first began picking up hints of the disaster in the late 1970s and was the first to alert the Western world to the magnitude of the problem in a 1988 article in *Science* magazine. One year later he accompanied the first team of Western journalists into the area to record the devastation. That trip was detailed in a 1990 *National Geographic* cover story.

Since then, Micklin has made television appearances on NBC's "Nightly News" and ABC's "Prime Time," and has been interviewed by the *New York Times*, *Washington Post*, *Newsweek*, *Fortune*, and other national and international publications. He is one of ten members of a United Nations group appointed to make recommendations about reversing the sea's decline and is a foreign member of the Aral Sea Laboratory of the Russian Academy of Sciences. Recently, Micklin received a grant from the Global Infrastructure Fund Research Foundation of Japan to begin building a Geographic Information System data base on the Aral Sea and its basin. He will be working with Japanese, German, and Russian scientists to amass the data.

In supporting his nomination for the award, a colleague from another university said, "He has been the acknowledged expert on Soviet water issues for years—even the Soviets solicit his opinion and request his work. His article on the Aral Sea in *Science* marked him as the scientific community's expert on this world-shocking ecological problem."