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Tidal waves of pride and pageantry are sweeping across Western Michigan University and spilling over into the Kalamazoo community.

Since WMU's founding ninety years ago, a heart of brown and gold has beat deep within alumni, students, faculty, staff, and supportive friends. Now, as the institution edges its way toward its centennial year, Bronco pride and loyalty are rising to new heights and taking on dramatic new dimensions.

Pumped up by nostalgia, tradition, and camaraderie, the campus and local communities are enthusiastically embracing a long-term spirit campaign launched in 1992-1993 by President Diether H. Haenicke and spearheaded by the Division of Student Affairs. "We didn't expect it to do so well in the first year," spirit coordinator John D. Fleckenstein, B.A. '92, says about the University's 1992-1993 master spirit plan. "It was so successful we had trouble keeping up, but that's a good problem to have.

"The program does wonders for recruitment and retention. It does wonders for alumni, too, and it's great public relations for the University. It's rewarding to see people enjoy and appreciate the atmosphere they're in and recognizing WMU is a top-notch school."

Stanley E. Henderson, director of enrollment management and the Office of Admissions and Orientation, echoes that sentiment. "There are two kinds of school spirit," Henderson says. "One might be called the 'brown and gold pom pom' kind of spirit—a 'feel good,' rah rah spirit centered around athletics, student activities, etc. that's a prerequisite for an institution to be recognized as a place where students want to be.

"The second spirit is a more meaningful one that involves an appreciation of and participation in the full richness university life offers—diversity, academic excellence, the development of the whole person. This spirit is recognizing and acting on what is here. It's getting involved in your education, in and out of the classroom, and that kind of spirit is every institution's goal."

Henderson adds that he feels school pride is a more personal emotion. "The best recruiters for any institution are satisfied current students," he says. "The more excitement and involvement students show about their institution, the more attached it becomes to pride. High spirit breeds interest and, finally, commitment."

While schools can't legislate affection, Fleckenstein notes that they can play a nurturing role. Haenicke elevated this role to new prominence in August 1992 when his commitment to fostering pride and involvement led him to appoint the Presidential Spirit Committee. The committee was charged with "furthering spirit in WMU on campus and in the community," and Theresa A. Powell, vice president for student affairs, was asked to coordinate the efforts of her division, the Division of Intercollegiate Athletics, and the School of Music in order to "create the most spirited University environment possible."

Fleckenstein, a graduate student, became involved in the process in 1991 when he was named a presidential intern and assigned to work directly with Powell. Armed with its ambitious master plan, recently revised for the 1993-1994 academic year, he and the spirit committee have drawn on the enthusiasm of student and administrative leaders as well as community members to re-enforce the heartfelt pride and loyalty WMU has historically inspired.

Fleckenstein says many of the master plan's initial projects have focused on athletics, because this area was a natural "natural place to start."

"Many of our focused efforts in the next year will be on increasing visibility in other areas to promote an understanding and appreciation of the entire University," he says. The groundwork for this broader effort has now been laid. WMU clothing and memorabilia can be seen everywhere and each day another campus building or area business seems to spout brown and gold colors or "W" flags. Equally impressive, reoccurring events like Homecoming and fall welcome back activities for students are unabashedly promoting pride and touting the University's accomplishments.

At the same time, new ways of recognizing and promoting spirit are being introduced, among them CommUniverCity, an initiative that brings the entire Kalamazoo community together in a roiling show of support for WMU, and monthly awards programs that praise on- and off-campus individuals and groups exemplifying the brown and gold spirit.

Today more than ever, being a Bronco or Bronco supporter means reeling in our connectedness, honoring our past, and celebrating our future."

—by Jeanne Baron, M.A. '89
Three Western Michigan University faculty members have been recognized for their superior classroom commitment.

Presented by the WMU Alumni Association, the awards went to: Dr. David P. Karsten, professor of theater; Dr. Edward J. Mayo, professor of marketing; and Dr. Cecil L. McIntyre, associate professor of biological sciences.

Karsten, a faculty member since 1969, teaches courses on such topics as acting, directing, theater history, theater production, and theater art development. An actor and director in community and summer stock productions, he has directed scores of independent studies with students and several WMU theater productions, including four chosen for regional competition in the American College Theatre Festival.

In nominating him for the award, Karsten's students often cited his willingness to spend extra time with them and his drive to help them succeed. "Not only did he teach me about acting techniques and audition skills, but more importantly he strengthened my self-esteem by his unending encouragement as well as his unfailing professionalism, particularly as a director," wrote one alumnus.

Mayo teaches courses in marketing strategy, professional selling, and marketing research. Before joining the WMU faculty in 1982, he directed a management development center in Orlando, Florida, and served on the faculty at the University of Notre Dame for ten years. Mayo has published books and numerous articles on sales and marketing management. His most recent scholarly work includes studies of various leadership and managerial styles.

Current and former students cited his ability to use "real world" examples in class to make the course material more meaningful. "He possesses a talent for relating everyday business examples to what is expressed in the text," one alumnus said. "Ten years later, I still recite and review my notes taken in his classes to handle sales situations presented to me."

McIntyre, who joined the WMU faculty in 1976, teaches courses in human anatomy, histology, biology of aging, and biology of addictive drugs. Those nominating him for the award cited his thorough knowledge of the subject matter and his efforts to better impart that knowledge to students through a course textbook and supplementary materials.

Nominating letters also stressed McIntyre's out-of-class tutoring and support programs. While McIntyre's classes are demanding, his students claim their benefits are enduring. "My definition of a teacher is someone who knows the field well but can also inspire and challenge others to learn," wrote one student. "His knowledge of human biology is incredible and his teaching skills are impeccable."

By Ruth A. Stevens, M.B.A. '92

Proposed science facility will meet twenty-first century needs

The state of Michigan has authorized $38 million to improve Western Michigan University's science facilities, giving students access to cutting-edge training that will serve them into the next century.

As currently proposed, the project includes the complete refurbishing of Wood Hall and a 108,000-square-foot addition to Wood. The addition will bridge the campus to Western's student union, the pedestrian mall and Everett Tower.

Ground breaking is expected no later than next fall.

Wood Hall and the new addition will house the teaching and research activities of the departments of biological sciences, chemistry, geography, geology, and psychology and the Institute for Water Sciences. The departments of computer science, mathematics, and physics will also occupy Rood Hall.

Steps taken to enhance English and theater studies at WMU

On hand for the University Theatre Complex ground-breaking September 24 were, from left: Dr. Nancy S. Barnett, provost; James S. Brady of Grand Rapids, chairperson of the WMU Board of Trustees; Dr. D. Terry Williams, professor and chairperson of the Department of Theatre; Mary B. Thomas of Kalamazoo, Williams Foundation director and project donor; and Richard M. Hughes, president and trustee of the Irving S. Oldfield Foundation of Kalamazoo.

Collection spotlights women poets

The Cara Ann Haakenson Collection of American Women's Poetry was formally opened in November.

Ground broken for addition to complex

On hand for the University Theatre Complex ground-breaking September 24 were, from left: Dr. Nancy S. Barnett, provost; James S. Brady of Grand Rapids, chairperson of the WMU Board of Trustees; Dr. D. Terry Williams, professor and chairperson of the Department of Theatre; Mary B. Thomas of Kalamazoo, Williams Foundation director and project donor; and Richard M. Hughes, president and trustee of the Irving S. Oldfield Foundation of Kalamazoo.

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**Athletic director sees strong link between sports and community**

For many people, school spirit conjures up visions of sky blue, orange, or black and gold teams, mascots, and pep bands. Although these are good examples of school spirit, university administrators like Daniel L. Meinert know that there's a lot more to the picture.

When Meinert took over as Western Michigan University's new athletic director on July 1, 1993, he did so with great enthusiasm for the crucial role intercollegiate athletics plays in a university's recruitment effort, fund-raising success, and relationship with the wider community. From an administrative perspective, school spirit is the rare combination of awareness and support that leads to a feeling of connectedness between on- and off-campus constituencies.

This broader aspect of school spirit that Meinert is in an excellent position to foster at WMU. He has been involved with athletics at all levels—as a player, a coach, a top administrator at two Division I Big Ten schools, an administrator in charge of facilities, and a National Collegiate Athletic Association Championship coordinator. Prior to being offered the position at WMU, the Wisconsin native prepared a marketing study of how Bronco athletics fit into the lifestyles and economy of southwest Michigan. The results of the study challenged him.

"After looking at a variety of aspects, I strongly believe that there is great potential for Western Michigan's athletic program to play a much larger part in the future of where the University is going than it has ever before," Meinert says of his initial impressions.

At Minnesota and Ohio State, Meinert got first-hand experience of how collegiate athletics can benefit a university. But he doesn't need just Big Ten examples to demonstrate how school spirit can play a part in the community. He remembers the year Wisconsin's Logan Paul became a national story.

"We're going to market and bring events to the Battle Creek and Grand Rapids metropolitan areas," he says, "areas that are within a reasonable driving time."

Also among the top priorities on Meinert's list are concentrating on the southwest Michigan family and Western Michigan alumni. Special ticket packages and promotions are being worked on for both groups for upcoming Bronco athletic campaigns. "You can't overemphasize the importance of alumni to a university or an athletic department. A school's alumni is the most critical group of people as there can be today when it comes to the future of where a university is going," Meinert says.

"The more loyalty we develop in our students today, the more loyalty we can expect from them after graduation. The more support we can get from our current alumni, the more possible it becomes to provide opportunities in all areas for our current students, which will enhance their experience here at Western. I think universities are going to be forced to rely heavily on their alumni in the near future," Meinert adds that he believes WMU will successfully meet the challenge of increasing school spirit through the combined efforts of everyone connected with the University.

"I don't think I can put enough stress on the idea that we all have to work together. When athletics succeed, everyone benefits," Meinert says. "And it will take input from all of us—the campus population, the students, the alumni, the community. But if we work together, I truly believe there isn't anything we can't accomplish."

**Athletic boosters take pride in their Broncos**

Being a staunch Bronco supporter has been a way of life for many people. For some it's also led to active involvement in one of Western Michigan University's team support organizations. Those "booster" groups are each teams' biggest fans, as well as their external fund-raisers and helping hands. Although most aren't officially University sponsored, each requires a membership fee and is responsible for knowing and adhering to National Collegiate Athletic Association sanctions concerning fan support. WMU's official athletic fund-raising organization is the Mike Gary Athletic Fund, part of WMU Foundation. The fund runs an annual capital campaign through the help of Bronco coaches and community volunteers and has traditionally been one of the most successful athletic fund-raising programs in the Mid-American Conference. Donations made to the fund can be designated or unrestricted.

For more information on any of the following six Bronco athletic support groups, call special events coordinator Carol Morris-Mier at (616) 387-8606.

- The Blue Line Club supports the hockey team.
- The Touchdown Club supports the football team. It sponsors an annual awards banquet and home-weekend luncheons.
- The Dugout Club supports baseball.
- The Kalamazoo Touchdown Club supports the football team.
- The Diamond Club supports the football team. It sponsors a year-end picnic and publishes the Dugout Club newsletter.

**Spirit & Pride Are Flying High**

Daniel L. Meinert, Western Michigan University's new athletic director

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*With the aid of portable lights, Bronco football fans were treated to a fireworks display.*

*In terms of building on the community's current interest in Bronco athletics, Meinert wanted to investigate playing significant and Thursday football games, working more closely with city and county officials to schedule several major events.*

*... Jersey numbers for Bronco football fans were blocked to keep home games Sept. 2 in Waldo Stadium. The game was preceded by a special entertainment and followed by fireworks display.*

*Meinert says he's been pleasantly surprised at the positive response he's gotten from both the University administration and the community to help him further develop the Bronco athletic program.*

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*Despite the fact that we sold 4,200 student passes for this season shows that the students are interested, but we're still not where we need to be," he says in regard to the student population. "We need to build a stronger partnership with the Greek organizations and more dormitories, and with the general student body. One of the key areas we want to look at in the near future is the nontraditional student. We've already begun to address this area with our family fun-pack specials, but we can do more to meet the nontraditional student's interests.*

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Public display of WMU pride are becoming more visible for example, football fans are treated to an impressive site when driving onto campus. The University's newly constructed entrance features the WMU alumni wall with encircling banners installed along Student Drive and Howard Street. In addition, the material too high or difficult to see due to bus lots, high traffic, and telephone poles have been added in a fresh coat of paint and new band uniforms are yet other examples of how it is and how it looks.

As always, Homecoming is a special time for WMU supporters. While young and old take the opportunity to show their school spirit, traditional activities such as the parade and infamous Fritter Fest that the campus map and concluded in the University's new alumni center with a giant pizza party and entertainment. President Diether H. Haenicke called on the next day, students and other members of the University Community to off-campus athletic events. WMU Home Day fell during the last weekend of the month, encouraging reading Western Michigan University's award-winning newspaper, West, which took the form of a carried-in event and includes students in some of the best and and hundreds of campus organizations. The Fred Hoak Hall, one of the University's most notable buildings, as well as the stately entrance to the new Howard Schnellenberg Center, provide a hospitable plaza area in the center of campus, and the Portage Student Center provides an appealing recreational center entrance for the fruit of Olympic village walkways and a transformed the landscape near Waldo Library's new Promenade (above) near the Kruglak Tower. The Promenade serves as the feel of an Olympic village.

Among WMU's many innovations during 1992-1993 was transforming CommUniverCity Day. The event, previously called Business and Industry Day, instead of the football season with a giant pizza party at the University's first ever football game, and a spectacular fireworks display over Waldo Stadium. The day's events were a joint effort of WMU and the Kalamazoo County Chamber of Commerce.

Honor the achievements of WMU alumni with a special time for WMU supporters and West Hoak Hall. As always, Homecoming is a special time for WMU supporters. While young and old take the opportunity to show their school spirit, traditional activities such as the parade and infamous Fritter Fest that the campus map and concluded in the University's new alumni center with a giant pizza party and entertainment. President Diether H. Haenicke called on the next day, students and other members of the University Community to off-campus athletic events. WMU Home Day fell during the last weekend of the month, encouraging reading Western Michigan University's award-winning newspaper, West, which took the form of a carried-in event and includes students in some of the best and and hundreds of campus organizations. The Fred Hoak Hall, one of the University's most notable buildings, as well as the stately entrance to the new Howard Schnellenberg Center, provide a hospitable plaza area in the center of campus, and the Portage Student Center provides an appealing recreational center entrance for the fruit of Olympic village walkways and a transformed the landscape near Waldo Library's new Promenade (above) near the Kruglak Tower. The Promenade serves as the feel of an Olympic village.

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1910-1959

• Albert C. Johnson, BS '33, in September was named Superintendent of the Century of the Keynote. As Executive Director of the Michigan Association of School Administrators, he has received the National Association of Elementary and Secondary School Principals Lifetime Achievement Award.

• John B. Robinson, MA '56, in June retired as a counselor from the Whitehall High School, Whitehall.

• Patricia Wood, MA '55, in May was named principal of the Minnesota Valley Grade School, Middle City.

• Robert J. Chant, BS '56, in June joined the board of governors for the Common-wealth Association of Management.

• Richard Brisk, BS '55, in May, was received the "Top of the Table" award from the National Life Insurance Co., for outstanding sales production. Brisk is an employee of Fenn Mutual in Kansas City.

• Josephine Flannery, MA '55, in May was named principal of Holy Family High School, Covert, MI.

• Mary Gipsh Bausch, BS '56, recently joined the board of trustees for the Western Michigan Women's Bowling Association Hall of Fame for Meritorious Service.

• Maria Rose Skl, BA '57, in May, joined the University of Illinois Graduate School, Urbana.

• George Klaeren, BS '66, in May joined the board of directors for the Common-wealth Association of Management.

• John R. Epstein, BS '58, in June was named the Automobile Hall of Fame Collector of the Year. Epstein is the dean of Bobby Dealer Studies at AMI University, Reno, Nevada.

• Dr. Charles M. Lewis, BS '69, in May engaged in a leadership retreat at the National Catholic, Naples, FL.

• Paul P. Schött, BS '58, in May joined as a mathematics teacher for the Vicksburg Community School, Vicksburg, MI.

1960-1963

• Kay Holden, RN, BA '58, in August was named assistant professor of health education for the College of Occupational Education, University of Kansas City, Kansas City, Mo.

• Joseph F. McNeely, BA '59, in July was named vice president-le- ader of the Young People's Department of York High School, York, PA.

• William Judson, BS '60, in June was named director of the School of Engineering and Design at the University of Pennsylvania, Philadelphia, PA.

• Lowell Thomas, BS '51, in June, in a promoted position, has rejoined the architecture firm of Utz & Dowd in Juneau, AK.

1964-1967

• Joseph Ferrier, BA '59, in June joined the Board of Trustees for the University of Colorado, Boulder, Colorado.

• Thomas Atfield, BS '59, in June was named vice president of the National Association of Independent Colleges and Universities.

• Rita Kozum, BBA '60, in March was named principal of the Kenyon High School, Lafayette, Ind.

• John Ross, BS '67, in June was appointed deputy director of the Middle City Board of Education.

• Harold G. Wright, BS '57, in June was named a special consultant to the University of Wisconsin-Madison.

• Jack C. Miller, BS '67, in June was named chairman of the board of trustees for the University of Michigan, Ann Arbor.

1968-1969

• Father James P. Hayden, BA '69, in June was named President of the Diocese of Gaylord, MI.

• John R. Kimmis, BS '71, in May was named executive director of the Michigan Department of Education.

• Margaret J. Kinn, BS '69, in June was named superintendent of the School District, Benton Harbor, MI.

• Thomas J. Lyons, BS '69, in April was named principal of the Management House, Inc., an inter- national management consulting firm.

• Dr. James Smith, MA '68, in May was promoted to associate profes- sor of management at Mount Union College, Alliance, OH.

• Barbara Barrett, BS '68, in a physi- cian at Premieux Medical Hosp- ital, Los Angeles, CA.

• Robert B. Rettig, BS '69, in re- cently was appointed director of Designation of Chartered Property and Casualty Underwriters for the Society of Risk Management.

• V. Clayton Sherman, BBA '68, in April was named principal of the Eastern High School, Flint, MI.

• Donald R. Thomas, MA '68, in July was named principal of the School of Education, University of Michigan, Ann Arbor.

• Peter Borg Vrba, Sr., in April was named headmaster of the Phister Basic School, Grand Rapids, MI.

1970-1971

• Louis C. Brown, ESQ, BBA '70, recently was promoted to the position of director of the Michigan City Board of Education.

• William R. Ewell, BBA '70, in May was appointed director of the Michigan Department of Education.

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Deaths

Donald Blank, September 7, 1993, in Minneapolis, a leader in the blind rehabilitation program.

Cecilia M. Conner died October 22, 1992, in Florida. Slavens was a major WMU benefactor. The health center was named in her honor.

1910-1939

1920-1939

1930-1939

1940-1949

1950-1959

1960-1969

1970-1979

1980-1989

1990-1999

1995-2000

Leila E. McCracken Beys, BS, ‘88, is a nurse practitioner in the endoscopy department at the Medical College of Wisconsin.

Thomas F. Houle, BBA, ‘90, in June was promoted to director of marketing and retirement for Nationwide Insurance, Columbus, OH.

Lil. Conc Jeff John, M. ‘88, in June was named manager of the Channel Islands National Marine Sanctuary.

Dr. Jeannette Ann Molles, BS, ‘90, in May was hired as assistant superintendent of the Three Rivers Community Schools, Three Rivers, MI.

Karen B. Roberts, BBA, ‘80, recently was named director of emergency medicine at Amherst Hospital, Amherst, OH.

Ann L. Bower, BS, ‘85, in May was hired as assistant superintendent of the Three Rivers Community Schools, Three Rivers, MI.

Elizabeth K. Kelly, BFA, ‘81, a multi-media producer for Kalamazoo, MI.

Barbara Parfense Kearsn, RN, ‘24, was recently named Nurse of the Year at Advent Health St. Joe, Beaverton, MI.

Elizabeth J. Kelly, BFA, ‘81, a multi-media producer for Kalamazoo, MI.

Tamarra Preston, BFA, ‘11, in June was named financial officer for First of America Bank-Michigan, N. Saginaw, MI.

Jeff Runner, BS, ‘21, in teacher and coach at Michigan’s St. Joseph Catholic Community High School.

Marcia Donnelle, ‘70 in Kalamazoo, MI.

Arlie M. Mothers, BBA, ‘65, in July was re-elected to the board of directors for Great Lakes Credit Union.

Elvira Johnson Beals, TC, ‘28, in June was promoted to the executive plateau for the company.

Mary H. Blase, ‘35, in Kalamazoo, MI.

June 15, 1993, in Allegan, MI.

April 12, 1993, in Elkhart, IN.

Donald Blasch, M. ‘81, is head principal of the Northern California Group Office for The Canada Life Assurance Co., Oakland, CA.

Kathryn McCallum Rabin, BS, ‘90, is an assistant to two executive producers at Paramount Studios, Hollywood, CA.

Laurie Picone-Smith, BS, ‘90, in June is the senior LPS design, an interior design firm in Ventura, CA.

M. Carol Westerberg, BS, ‘75, in June was recently named manager of customer service for Panda Express.

Helen L. Warner, TC ‘13, in June was named principal of Amherst Hospital, Amherst, OH.

A. L. Smalley, BS, ‘32, in summer was promoted to act as a marketing coordinator for Valley Hospital, Watervliet, MI.

Florence K. Kelley Warner, TC ‘13, in June was named principal of Amherst Hospital, Amherst, OH.

Elizabeth M. kale, MA, ‘79, in June was hired as president of the Lane Elementary School, Lathrup Village, MI.

Marc Daniel Beeren, ‘49, in March, 8, 1992, in Holland, MI.

Margaret R. Tenhopen Ullrey, ‘91, in March, 1993, in Kalamazoo, MI.

Robert D. VanBlarcom, BA ‘36, in June was promoted to assistant professor at Western Michigan University, Kalamazoo, MI.

Kathryn McCallum Rabin, BS, ‘90, in June is the senior LPS design, an interior design firm in Ventura, CA.

Elizabeth E. McCracken Healy, BBA, ‘37, in April 25, 1993, in Wilmington, NC.

Jerome Kisscorni , M. ‘81, in June was recently named group manager for Greenery Rehabilitation Group, Inc., Clarkston, MI.

Brian F. Shriver, BBA, ‘77, in June was named marketing associate for Nationwide Insurance, Columbus, OH.

Richard R. "Robby" Tebo, BBA, ‘74, in May was promoted to the position of district consumer service manager for Merrick and Alaska for United Parcel Service.

William Michael "Mike" Pittard, BBA, ‘85, in May was named president of Trico County High School, Howard City, MI.

Joseph W. VanderHorst , BBA, ‘80, in March was promoted to assistant marketing director for Continental Airlines. Raleigh, NC.

Vincent O. Hodges, BBA, ‘86, in February was named assistant director of career development for the Portage Community College :

Denny H. Morrison, BA ‘70, in May was hired as principal at the Porter High School, Three Rivers, MI.

Teresa J. Power, BBA, ‘81, in May was promoted to assistant director of the corporate development of Reliant USA, Battery Creek, MI.

Gary E. Doerr, BBA, ‘86, in March was promoted to assistant principal and director of educational development at the Fort Wayne Community Schools, Fort Wayne, IN.

Marcia Johnson Mize, ‘72, in March was promoted to act as a marketing coordinator for the River City Zoo, Saginaw, MI.

Douglas M. Elkins, BBA, ‘84, in March was promoted to assistant principal at the Northland Elementary School, Saginaw, MI.

John Wallace Kinsey, BA ‘84, in March was promoted to director of communications and public relations for the National Football League.
Dennis W. Archer wins election for mayor of Detroit

Dennis W. Archer, B.S. '65, won the mayoral election in the city of Detroit. On November 2, he defeated his opponent, Garner F. Dewey, by a margin of 106,000 votes.

Archer, a native of Detroit and a graduate of the University of Michigan, began his political career in 1971 when he was appointed as a special assistant to Mayor Coleman A. Young. He served as the director of the Agency for International Development, and as an executive at CenturyCellnet, Inc., a telecommunications company.

Archer's campaign focused on revitalizing the city, improving schools, and promoting economic development. He promised to create jobs, improve public safety, and invest in the city's infrastructure.

In his acceptance speech, Archer said, "Today marks a new chapter in the history of our great city. Detroitians have spoken clearly and loudly, and we will act on their wishes.

"We have heard the people of Detroit, and we will work tirelessly to meet their needs. We will make our city a beacon of hope and opportunity for all Americans."}

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Dennis W. Archer standing poses with wife Trudy; sons Vincent (standing, left) and Dennis, Jr.; and Brick at the family dog.

I've shared its vibrancy. I'm saying that what has become of Detroit and its image. We can do so much better," Archer says. "I'm encouraged by the majority of people who are willing to work together to make Detroit great once again. There are solutions to our city's problems. As mayor, I'll build a team that will stabilize and revitalize Detroit as we enter into the twenty-first century.

One in office, Archer says he'll begin the process of making Detroit a well-managed city. Despite the many challenges ahead, he adds that he hopes by the end of his first year, Detroit's image and relationship with the people of the United States will have improved. "We have to see that our administration is pro-business and pro-neighbors. Detroit is serious about reducing crime, and there are a citizen movement to educational excellence."

Archer's former WMU roommate, Bill Pickard, B.S. '64, has little doubt his longtime friend is ready to get started. "If anything," he's overqualified. "He could have run successfully for any other office," says Pickard, chairman of the west Michigan Fund.

"We were one of the early generations that was able to learn by becoming a city and go into a world that was ready to give back men and women a chance to gain on the ladder and move up. We were given a great University and he prepared us to make the most of that chance."

WMU trustee Lori Belden Bobbitt, B.S. '85, is singing Archer's praises too. "Without getting bogged down into the specifics of what I'll do, overall, he'll bring integrity, honesty, action, decision, and follow-through to a city that had become lethargic," says Bobbitt, an attorney and former law clerk to Archer. "Justice Archer is a giver, shaper, and a teacher and he exemplified in his willingness over the years to revisit Western and share his time and encouraging spirit with the entire West Michigan community."

WMU has honored Archer several times for his outstanding achievements and record of public service. He was a Distinguished Service Alumnus in 1993 and an honorary doctor of law degree in 1987. Additionally, the circle drive in front of the Berman Center was named in his honor in 1989 at the suggestion of members of the Epson Xi chapter of Alpha Phi Alpha, a fraternity Archer belonged to and an undergraduate helped found along with Pickard and others.

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McPherson takes helm at Michigan State

M. Peter McPherson, M.B.A. '72, became the nineteenth president of Michigan State University on July 1, 1994. Prior to his selection, McPherson had been deputy secretary of Education and the person full-time department. A Michigan native, McPherson has an undergraduate degree in education science from MSU and a law degree from University of Michigan. He received his B.S.A. from Kalamazoo College in 1972.

He is married to Susan S.H. McPherson, and they have two sons: Michael and Jonathan.

McPherson was previously with the American Civil Liberties Union, where he served as executive director of the National Office.

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Dennis W. Archer's victory was a significant moment in Michigan's political history. His election marked a turning point in the city's affairs, with promises of revitalization and progress. The city of Detroit, once known for its industrial might, was facing new challenges and opportunities. Archer's leadership was seen as a beacon of hope for a brighter future. His victory was celebrated by the people of Detroit, who looked forward to a new era of stability and growth.