The many faces of Western

"We all play parts when we face our fellow men," author and critic H. L. Mencken once said. This year, Western Michigan University is putting a new twist on his statement by accentuating "play" as it gets face to face with alumni returning to campus October 27 and 28 for Homecoming.

Alumni will be treated to a variety of activities, fun, and excitement throughout the 1995 celebration of "The Many Faces of Western." Our students, faculty, and staff will be putting their best face forward to welcome graduates back to campus. And you'll have a chance to cheer as the Bronco football team faces Mid-American Conference rival Bowling Green State University on Saturday afternoon and the hockey Broncos face off against Providence University on Friday and Saturday evenings.

In addition to the traditional Homecoming events sponsored by the WMU Alumni Association, families can also meet and greet "Sesame Street" star Susan—a familiar face to many. Bring your camera, get an autograph, have your face painted, juggie, or take part in creative story-telling with some of WMU's creative arts students.

Numerous other special activities will be going on during the weekend. This issue of the Westerner includes a complete schedule of all Homecoming events, such as open houses, dances, tailgate parties, and much more. Also featured are convenient order forms for Alumni Association annual Homecoming brunch and Distinguished Alumni Awards Dinner, as well as the football game against the Bowling Green Falcons.

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Alumni who aren't current members of the association are invited to join thousands of other graduates by completing the membership application form on page 2 of this issue. Now's the time to get reacquainted October 27 and 28 as you meet, mingle, create, and celebrate the many faces of Western.

Association announces 1995 Distinguished Alumni Award recipients

William J. Bolton, B.S. '68, James W. Goss, B.B.A. '66, and Roy S. Roberts, B.B.A. '70, are the 1995 recipients of the Distinguished Alumni Awards, which are presented annually by the Western Michigan University Alumni Association.

In 1975, he was named division sales manager for the Midwest. After a series of other promotions within the supermarket chain's Chicago and Midwest markets, Bolton was named vice president, deli and bakery merchandising in 1982. During the next ten years, he received several more top-management promotions to such positions as vice president of grocery and bakery merchandising, vice president of marketing, and executive vice president of marketing. When first promoted to the vice president level, Bolton was cited for his broad background of experience and creative yet practical ideas. In addition, his "action orientation" and merchandising expertise were termed "impossible.

An active member of various business and community organizations, Bolton has been chairperson of the Greater Chicago Food Depository Board of Directors and a member of the Chicago Urban League Board of Directors. He also served as chairperson of the LaGrange (Illinois) Police and Fire Commission for six years and chairperson of the St. Citizen Board of Education for four years.

Bolton became affiliated with Jewel in 1966 when he was a food marketing major at WMU and participating in a cooperative work arrangement through the institution's Food Distribution Program. "Originally, I wanted to attend Western because of its campus climate was open, all of his teachers had time for him and the other students, and he received an excellent education." He earned a master's degree in journalism from the University of Illinois in 1972, then entered Georgetown University Law School, where he was the articles editor of the school's law journal. He received a juris doctorate degree in 1974 and went on to become a nationally recognized trial lawyer.

Bolton, as chief operating officer for markets at American Stores Company, the parent firm for the Chicago-based Jewel Food Stores. Prior to his becoming chief operating officer in March, 1995, he was president of Jewel Food Stores, Inc., overseeing the operations of 31,000 employees and 209 supermarkets in Illinois, Indiana, Iowa, and Michigan.

Based in Salt Lake City, Utah, American Stores Company is the second largest food and drug retailer in the United States, with subsidiaries such as Jewel Food Stores, Lucky Stores, Osco, and Sav-On. As the chief operating officer for markets, Bolton is a member of the company's executive council and is responsible for allocating the proper mix of retail formats in each market, as well as for generating innovative, growth-oriented retail formats to meet the ever-changing lifestyles and needs of consumers.

Ninety-four men and women have received Distinguished Alumni Awards, the association's most prestigious honor, since the award program's inception in 1963. This year's recipients will be recognized at an October 28 awards dinner held in conjunction with Homecoming. Alumni and friends wishing to attend the dinner may make reservations using the Homecoming reservation form on page 2 of this issue of the Westerner.

Continued on page 4
A Funny Thing Happened
On The Way To The Forum*
Glenda Theatre Complex Ticket Office
at (616) 387-6205
9:00 a.m., Multi-Floor Theatre, Glenda Theatre Complex

Friday, October 27
Archives and Regional History Collections display
Contact: Sharon Carleton at (616) 387-2151
7:45 a.m.-noon: weeknight, third floor, Radisson Library, WMU
Display runs from October 23-30

Center stage performance
Contact: Office of Student Life at (616) 387-2131
Norton, lower level, Bernhard Center, WMU
"Blizzard of Beaks" (a comedy game show)

Mini-Fest
Contact of Student Life at (616) 387-2113
1:30-4:30 p.m., Student Recreation Center, WMU

Homecoming: official headquarters for regional Alumni Society
Members of the Western Michigan University Alumni Association will have a place to get together during Homecoming weekend when staying at one of the following Alumni association locations. Just present your Alumni Association card upon registering.
September 27 is the reservation deadline for Trou Hollow Inn and Residence Inn by Marriott. October 13 is the reservation deadline for the remaining hotels that are participating in this special offer.

Best Western Kelly Inn-Kalamazoo
2629 S. Burdick St., Kalamazoo, MI 49001 (616) 387-1900

Best Western Inn West
952 W. Forsythe St., Kalamazoo, MI 49007 (616) 387-9000

Best Western Inn-Grand Rapids
1700 E. Fulton St., Grand Rapids, MI 49503 (616) 420-3410 or (616) 372-7998

Holiday Inn-Grand Rapids
1000 E. Fulton St., Grand Rapids, MI 49503 (616) 375-9300

Inn at Kelly Inn-Kalamazoo
541 S. Burdick St., Kalamazoo, MI 49001 (616) 387-0600

Kalamazoo Plaza Hotel
3031 Burdick Plaza, Kalamazoo, MI 49007 (616) 373-4156

Kalamazoo Plaza Hotel-Grand Rapids
1010 E. Michigan Ave., Grand Rapids, MI 49503 (616) 458-2100

Knights Inn
1010 W. Burdick St., Kalamazoo, MI 49006 (616) 387-2350

Motel 6
1341 S. Burdick St., Kalamazoo, MI 49007 (616) 387-9222

Radisson
3031 Burdick Plaza, Kalamazoo, MI 49007 (616) 375-7500

Travelodge
825 S. Burdick St., Kalamazoo, MI 49001 (616) 387-7841

Western Michigan University Alumni Association events:
- Pre-brunch reception
- Tailgate party
- Alumni Association banquet
- Alumni Association reception
- Alumni Association cocktail party
- Alumni Association dinner/dance

Alumni Association banquet
Contact: Dorothy Ramseyer at (313) 525-3698
9:00 p.m.-2:00 a.m., October 27
the Fountain Banquet Hall, 335 S. Pineville, Kalamazoo, MI 49007

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...His many high-profile successes, Goss is quick to point out, has contributed to a catastrophic fire at a major hotel. He was also a member of the national team of attorneys that successfully defended the University of Michigan on September 9 and nationally prominent Auburn University on September 9 and nationally prominent Auburn University.

Throughout his career, Goss has been involved in some of the nation's most significant products liability cases. Goss joined Dean & Fulkerson, one of the firm's components contributed to a catastrophic fire at a major hotel. He was also a member of the national team of attorneys that successfully defended the American Motors Corporation's Jeep products against rollover allegations.

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