



Western NEWS

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For and about WMU faculty and staff

WMU Bookstore holding annual sale

All regularly priced clothing and souvenirs at the WMU Bookstore and Campus Trends will be 20 percent off from 11 a.m. to 6 p.m. today. This is the last day of the two-day sale, which corresponds to the Grad Fair for spring commencement. During the fair, the WMU Bookstore also takes 20 percent off regularly priced regalia, announcements and thank-you cards.

The sale on clothing and souvenirs is open to WMU students, faculty and staff. Grad Fair purchases are not required to receive sale discounts. Both the bookstore and Campus Trends are located in the Bernhard Center. For more information about the Grad Fair, go to www.wmich.edu/commencement or call the bookstore at 387-3930.

Trustees finalize 2009 meeting dates

The WMU Board of Trustees has finalized its meeting dates for 2009. The year's remaining schedule calls for meetings to be held on Friday, April 24; Thursday, June 4; Thursday, July 2; Thursday, Sept. 17; and Friday, Nov. 6.

Reading research is subject of talks

Karen Feathers, coordinator of the Reading, Language and Literature program at Wayne State University, will discuss some of the latest findings in reading research during two presentations Thursday, March 19.

Feathers will present "Understanding How Readers See Texts: Supporting Student Achievement," from 9:30 to 10:45 a.m. in 208 Bernhard Center. She will present "The Texts Diverse Readers Need for Success: Compelling Evidence from Eye Movement Research," from 6 to 7:30 p.m. in the Fetzer Center's Putney Auditorium.

Haenicke memorial fund established

A video of the Feb. 26 memorial service for President Emeritus Diether H. Haenicke is available for viewing and for sale. Go to www.wmich.edu/memorial to view the service. Call TotalTech in the WMU Bookstore at 387-5460 to buy the event DVD.

Also, WMU has established a memorial fund to honor Haenicke. Gifts to the Diether H. Haenicke Memorial Fund will support international studies and other areas of personal interest to Haenicke, whose family will determine later specifically how the funds will be used. Go to www.wmich.edu/wmu/news/2009/02/062.html for details.

WMU Day proposals due March 27

Proposals for exhibits at WMU Day at the Capitol are being accepted through Friday, March 27. Faculty, staff, students and alumni are encouraged to download an exhibit form from www.wmich.edu/wmuday and submit their proposals for the event, which has been scheduled for May 27 on the state Capitol grounds. Proposals will be reviewed, selected and confirmed in early April.

Two appointed to WMU governing board



Asmonga-Knapp



Hettinger

Gov. Jennifer M. Granholm has named Mary A. Asmonga-Knapp of Battle Creek, Mich., and James F. Hettinger of Fennville, Mich., to eight-year terms on the WMU Board of Trustees.

Both appointees will serve through Dec. 31, 2016, and are replacing trustees whose terms expired in December. Asmonga-Knapp replaces Sarah L. De-Nooyer and Hettinger replaces Daniel Pero.

Asmonga-Knapp is manager of the Family Advocacy Program for the Department of Defense's Defense

Logistics Agency at the Hart Dole Inouye Federal Center in Battle Creek. She also is the sexual assault response coordinator and deployment support manager for the agency and is a certified federal mediator.

Prior to her appointment at the federal center 12 years ago, Asmonga-Knapp was a psychotherapist with Battle Creek Health System. Her background also includes work as a community and labor organizer and a year of service as a Volunteer in Service to America.

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University advertising earns national honors

"What's behind the 'W'?" The answer is gold—plus a little bronze and some special merit thrown in for good measure.

Ads featuring the giant "W" and produced for WMU by the Image Group of Holland, Mich., snagged some of the top awards in a recent national competition that focuses on higher education marketing.

The WMU materials won top honors—gold—in two categories of the 24th annual Admissions Marketing Reports Admissions Advertising Awards. WMU also captured one third-place bronze award and three awards of merit.

The WMU ads won against major universities from around the nation in a category reserved for schools with 20,000 or more students.

The projects winning gold were the 2008-09 admissions viewbook and 2008 admissions radio campaign. The bronze went to a 30-second "Grab the Reins" television spot frequently aired during NCAA events.

The University picked up merit awards for the entire "Grab the Reins" advertising campaign, which included billboard, radio



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Dunn shares his views on state funding for higher education

WMU President John M. Dunn shared some of his fiscal perspectives when he testified Feb. 27 during a public hearing held on campus as part of Michigan's 2010 budget process.

Dunn spoke along with other public university officials when the Michigan House Appropriations Subcommittee on Higher Education traveled to WMU for the hearing.

After six years of "doing more with fewer resources," Dunn said a tuition freeze and further cuts to WMU's state appropriation would severely impair the University's ability to provide more Michigan residents with a college degree—the one sure way to reduce unemployment. "The issue is jobs," Dunn testified. "Among those with bachelor's degrees, unemployment in Michigan is 3.6 percent."

He said WMU is an exceptional buy and has established a track record of doing more with fewer resources, maintaining access and continuing to offer top-notch programs.

"Can we mitigate or moderate tuition increases? You bet," Dunn said. But he noted that the new budget proposals are beyond the pale. The governor's proposed 3 percent budget cut and her call for a tuition freeze this year would put WMU's 2009-10 budget \$14 million out of balance and in real dollars, put WMU's state support back at 1998 levels.

Dunn pledged that the University would do what it needed to do to maintain quality, maintain and increase need-based financial aid, reduce administrative costs, continue curricular review, and focus on sustainability as a way to both contain costs and preserve the learning environment.

Around Campus

International eco-feminist to speak

Eco-feminist and conservationist Vandana Shiva will speak at 7 p.m. tonight in the Bernhard Center Ballroom as part of the 2009 Whitney Young Scholars Award Celebration. Admission is free for students and \$5 for all others. Shiva is a native of India who is respected throughout the world as an expert in sustainability.

Musical extravaganzas scheduled

Several music festivals and other special annual musical events are taking place this month and in April. A variety of concerts, many of them free, are being held in conjunction with these events.

Entertainment to look forward to includes the Southwestern Michigan Vocal Festival, today; Western Invitational Jazz Festival, Saturday, March 14; Horn Day, Sunday, March 15; Gold Company Invitational Jazz Festival, Saturday, March 21; WMU Drum Choir concert, Sunday, March 22; Spring Conference on Wind and Percussion Music, Thursday, April 2; New Sounds Festival, Saturday, April 4; and Choral Showcase, Sunday April 5.

Francophone Film Festival slated

The annual Francophone Film Festival of Kalamazoo will take place Wednesday through Sunday, March 18-22, in the Little Theatre. Go to www.wmich.edu/fffkzoo for more information.

International Festival turns 20

The music, dance, food and fashions of 15 countries on five continents will be spotlighted during the 20th International Festival from 4 to 8 p.m. Sunday, March 22,

in the Bernhard Center's East Ballroom. The event features displays, cultural performances and a fashion show. Admission is free, and international cuisines are available for a nominal fee.

2009 Chavez dinner, program set

Southwest Michigan will celebrate the life and work of Cesar E. Chavez with a scholarship fund-raising dinner at 6:30 p.m. Saturday, March 28, in the Fetzer Center. The event costs \$40, and reservations are required by Monday, March 23. The keynote speaker will be Baldemar Velasquez, president and founder of the Farm Labor Organizing Committee, AFL-CIO. To register, call (269) 539-5189.

New Japanese film to be shown

WMU's Soga Japan Center will have a free, public showing of the 2009 film "Zen" from 6:15 to 8:25 p.m. Thursday, March 26, in 2208 Dunbar, thanks to support from the Zen Production Committee and the Consulate General of Japan in Detroit. The film tells the story of Dogen, the founder of Zen Buddhism. Because of some mature content, it may be inappropriate for children.

Leadership expert to present talk

Sally Helgesen, an internationally acclaimed author, speaker and leadership consultant, will present "Leading in 24/7: Five Key Trends Transforming Organizations" from noon to 1 p.m. Wednesday, March 25, in 2028 Brown. The talk will cover what the identified trends will mean for leaders in the years ahead.

Emeritus helping stop climate change

Kenneth A. Dahlberg, emeritus in political science and environmental studies, has been serving this past year on the Agriculture, Forestry and Waste Workgroup of the Governor's Climate Action Council. The council was formed in 2007, partly to develop a comprehensive climate action plan for Michigan with recommendations for reducing greenhouse gas emissions.



Dahlberg

Dahlberg was able to get a policy option promoting local and regional food systems included as one of the recommendations in the final report, which is posted at www.miclimatchange.us.

Dahlberg, a WMU Distinguished Faculty Scholar, came to the University in 1966 and retired in 2001. He is an expert in the human dimensions of global change and sustainable agriculture, regenerative food systems, local food policy councils, and genetic and biological diversity.

German prof receives national award

Peter Krawutschke, foreign languages, has received the Alexander Gode Medal, the most prestigious award of the 10,000-member American Translators Association. The prize was presented at a ceremony during the ATA's annual conference late last year.



Krawutschke

Krawutschke was cited for having "single-handedly done enormous good" for the fields, and practitioners, of translation and interpreting.

A faculty member since 1967, he was ATA's president from 1995 to 1997 and currently is the organization's treasurer. He also serves as president of the American Foundation for Translation and Interpretation, which he founded in 1997; just finished a term as president of the International Federation of Translators; and was a nominee for Intranet's 2008 Linguists of the Year awards.

Historian writes exhaustive dictionary

Victor C. Xiong, history, has written an 856-page book titled "Historical Dictionary of Medieval China," which goes with a series of historical dictionaries on ancient civilizations and historical eras. The tome, published this past December by Scarecrow Press Inc., fills an urgent need for a standard reference tailored to the interest of Western academics and readers.



Xiong

Xiong came to WMU in 1989 and focuses his research on Chinese history and archaeology, especially the Sui Tang period with an emphasis on urban, social and cultural history.

The Institute for Chinese Studies at Oxford University in England invited him to present a Feb. 24 lecture on "Liu Zhiji and Medieval Chinese Historiography." Xiong has presented around the world and is an ongoing participant in numerous excavations of early Chinese sites under the auspices of the Chinese Academy of Social Sciences' Institute of Archaeology.

WMUK 'Short Drive' fundraiser seeking \$175,000

WMUK is once again shortening its spring pledge drive, which begins Saturday, March 28, and will end when \$175,000 is raised.

The public radio station will reduce on-air pledge hours by more than 55 percent during pledge week and feature two "skinny days" Tuesday and Wednesday, during which there will be only one hour of on-air pledging.

Prior to the on-air portion of drive, listeners are encouraged to make donations online at www.wmuk.org or by mail.



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DEADLINE: Items to be considered for publication should be submitted to the Office of University Relations by 5 p.m. Friday the week preceding publication. Spring session publication dates are **Jan. 8 and 22, Feb. 5 and 19, March 12 and 26, and April 9.** Items may be submitted by mail, fax (387-8422) or e-mail jeanne.baron@wmich.edu.

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To promote its broadcasts in high definition, the station's spring drive will feature drawings for 10 free HD radios. All those who pledge or donate will be entered in drawings, along with those who call in and request entry. Complete details and rules for the drawings are available on the WMUK Web site.

Survey participation important

WMU is participating in the American Council on Education's Internationalization Laboratory, a program aimed at strengthening the undergraduate curriculum's international education components.

A critical component of the assessment is an online survey, which all faculty and staff are urged to complete. It will be available through Thursday, March 26, and takes less than 10 minutes to complete. Go to <http://international.wmich.edu/content/view/1385/165> for internationalization project details and a link to the survey.

Jobs

Current job opportunities at WMU are announced daily on the Human Resources Web site at www.wmich.edu/hr/careers-at-wmu.htm. Please note that applications must be submitted online by the stated deadline. Complete application procedures are included with each posting.

Grant will support child poverty 'reality check'

A W.K. Kellogg Foundation grant to WMU will focus on child poverty in the Kalamazoo and Battle Creek, Mich., areas and support the educational, research and service mission of WMU's Walker Institute for the Study of Race and Ethnic Relations.

The \$98,500 grant will boost the institute's efforts to become a nationally prominent center for applied research on equitable and inclusive communities and on reducing racial and ethnic disparities.

It also will help the institute further develop its capacity to carry out its educational and service missions by increasing opportunities for service learning at WMU and reaching out through teaching, community forums, and print and electronic media.

"Much of the grant will support our collaboration with the Kalamazoo County Poverty Reduction Initiative to implement the 'One Community' model in Kalamazoo and Battle Creek," says Timothy Ready, Walker Institute director. "Through it, we

will produce and disseminate information that will provide a 'reality check' about the high ideals that are the foundation for our community and civic life."

In 2007, U.S. Census data showed 39 percent of children in Kalamazoo were poor, placing the city above the 95th percentile nationally for child poverty. Nearly one-third of all children in Battle Creek also were poor, much above the state and national averages.

For Kalamazoo and Battle Creek, poverty among white children was much higher than average. Also, more than 60 percent of black children were poor, putting the towns near the top of the list of cities with the highest African-American child poverty rates.

The Walker Institute will be tracking trends in poverty-related quality-of-life indicators for children in both communities and assess what is working well and what else might be done to reduce poverty and gaping disparities by race and class.

Andreadis named acting dean



Andreadis

During their Feb. 4 board meeting, WMU trustees approved the appointment of Nicholas Andreadis, counselor education and counseling psychology, as acting dean of the Lee Honors College, effective Jan. 5-June 30.

Trustees also named Leigh Arden Ford director of the School of Communication, effective July 1, and Diana Hernandez director of the Division of Multicultural Affairs, effective Dec. 8, 2008.

Andreadis, who joined the faculty in 1999, had been serving as interim associate dean of the Lee Honors College since 2007. At the time of his new appointment, he also was coordinating the master's program in human resource development as well as teaching for the doctoral program in interdisciplinary evaluation and for the doctoral program in interdisciplinary health studies.

Fort St. Joseph to be theme of Kalamazoo's annual living history show

The effort to find and excavate Fort St. Joseph will be the theme for the 34th annual Kalamazoo Living History Show Saturday and Sunday, March 21-22, in the Kalamazoo County Expo Center at the Kalamazoo County Fairgrounds.



Workers have unearthed thousands of artifacts at the Fort St. Joseph site. (Photo by John Lacko)

Several members of the campus community will be making presentations during the event, which is the largest juried show in the Midwest that's devoted to living history and accoutrements.

Among those making presentations will be José António Brandão, history; Michael S. Nassaney, anthropology; Stephen Kettner, information technology; and LisaMarie Malischke, Andrew Beaupré, Amanda

Brooks, and Emily Powell, anthropology graduate students.

WMU researchers located the fort's remains near Niles, Mich., and the University holds its popular annual archaeological field school there. WMU-supervised teams have unearthed thousands of artifacts from the site. A large collection of these artifacts will be on display at the show.

Go to www.kalamazooshow.com for admission and other information about the Kalamazoo Living History Show.

Distinguished scholars making campus presentations

Three WMU researchers are sharing some of the work that has elevated them to national and international prominence as well as earned them WMU's coveted Distinguished Faculty Scholar Award.

- William W. Cobern, biological sciences and director of the Mallinson Institute, will discuss "Religion, Science and Hysteria: The Peculiar Case of the Royal Society and Dr. Reiss" at 4 p.m. Wednesday, March 18, in the Fetzer Center's Putney Auditorium.

- Dr. Yuri S. Ledyev, mathematics, will deliver an address titled "Seeing is Believing? On Visualization in Mathematics" at 4 p.m. Wednesday, March 25, in Putney.

- Arthur R. McGurn, physics, described "The Wave Nature of Light: Applications to Scattering, Nano Photonics and Quantum

Computing" in a talk held March 11.

The Distinguished Faculty Scholar award is the highest honor the University bestows on its faculty members. McGurn earned the distinction in 2007, and Cobern and Ledyev in 2008.

The award recognizes those whose work is widely recognized beyond the University and constitutes a significant body of achievement, most of which has been accomplished while a faculty member at WMU.

Reception set for MacNellis

A retirement reception honoring Gail MacNellis, College of Fine Arts, for 36 years of service has been scheduled for 4 to 6 p.m. Thursday, March 19, in the Gilmore Theatre Atrium Lobby.

Service

The following faculty and staff members are recognized for 30, 20, 15, 10 and five years of service during March.

30 Years—Terri J. Culver, accounting; Suzanne M. Davenport, Faculty Senate; Carol A. Norg, Career and Student Employment Services; and Jewell M. Street, institutional equity.

20 Years—Sherrie Y. Fuller, multicultural affairs; David A. Glenn, institutional equity; Jeff Hanson, Center for Disability Services; and Craig E. Wolford, accounting.

15 Years—James W. Barton, Development Office.

10 Years—Sheila Atherton, accounts receivable; Jeffrey J. Benton, physical plant-building, custodial and support services; Anita K. Dean, College of Aviation; Robert E. Hunt II, Development Office; Emily L. Kilian, Sindcuse Health Center; James C. MacMillan, physical plant-maintenance services; Kelly Michelle Randol, physical plant-building, custodial and support services; June Ann Sangsland, dining services-Burnham; and Elinor R. Zantjer, dining services-Davis.

Five Years—Pamela Jean Jones, College of Aviation.

Obituary



Fisher

John M. Fisher, emeritus in paper and printing science and engineering, died March 1 in Kalamazoo. He was 87.

Fisher came to WMU in 1969 and retired in 1986 after 17 years of service to the University.

He taught process engineering and instrumentation courses as well as taught and organized summer short courses and seminars for industry professionals.

A registered professional engineer, Fisher received the WMU Paper Technology Founda-

tion's honor award in 1978 and the WMU Alumni Association's Teaching Excellence Award in 1986.

He was an active researcher and served on numerous campus committees as well as chaired or co-chaired several professional conferences. He also served for nine years as advisor to the student chapter of the Technical Association of the Pulp and Paper Industry.

A memorial service will be held at 11 a.m. Friday, March 13, in Trinity Evangelical Lutheran Church, 504 S. Westnedge Ave. in Kalamazoo. Information about memorial contributions will be available at the service.

On Campus with Jerry Fulbright Sr.



PAVING THE WAY
(Photo by Deanne Molinari)

His life has had a couple bumps in the road, but concrete finisher Jerry Fulbright Sr. in physical plant-landscape services has managed to carve out a varied career at WMU that spans more than three decades.

Fulbright started at WMU in 1969 as a teenager doing custodial work under a program that trained young people for future jobs. But at an early age, he had a family on the way and responsibilities to plan for, so he left the University to take a position with a landscaping company, moved to a railroad job, then worked in Arkansas for a year.

The family returned to Kalamazoo in 1978 and Fulbright returned to WMU's staff. He served brief stints in both the dining and custodial areas before switching to groundskeeping, where he primarily worked until receiving more training and joining the pavement services area.

As the only full-time concrete finisher on staff, it's Fulbright's job to finish concrete platforms, and repair and replace cracked sidewalks and other concrete surfaces across campus. With the thawing and freezing of ice and snow, Michigan's harsh winters are destructive to outdoor concrete. "But our biggest enemy is salt," Fulbright says. "It destroys concrete and really doesn't take a long time to do it."

Consequently, his busiest time is spring, when he's sent out to repair drains, curbs and gutters. Working around students and automobile traffic is a major obstacle, he notes, adding that keeping students safe is a major priority.

Staying safe hit close to home a few years ago, when a physical therapist with the Sindecuse Health Center urged him to check out the frequent headaches he mentioned he'd been having for years. Fulbright did, and doctors found a 20-year-old, fist-size tumor. "It had matured to the point where I had a very short amount of time for them to get it out," he says. "If I hadn't spoken about it, I wouldn't be here today."

Fulbright lives in Cooper Township with his wife, Tammy. He has two grown children, including a son, Jerry Jr., who works at WMU, and two stepchildren, including a stepdaughter who is a WMU alumna.

An inventor, Fulbright has built a hydropower system on his property to energize his home and holds a patent for a dump truck container-support system that dispenses salt and other materials.

Black psychology pioneer to meet with faculty, students

Joseph L. White, a pioneer in the field of black psychology, will present a public talk and meet with WMU students and faculty members during a visit to Kalamazoo Wednesday through Friday, March 25-27.

White is an emeritus in psychology and psychiatry at the University of California, Irvine. His public talk on "African American Psychological Strengths as a Vehicle for Surviving, Thriving and Optimal Living" will be at 6 p.m. Thursday, March 26, in 208 Bernhard Center. Several of White's books will be available for purchase during the evening.

He also will have a conversation with African-American faculty members at 10 a.m. Wednesday, March 25, in the Bernhard Center's MLK Room and a discussion with graduate students and faculty members at 10:30 a.m. Thursday, March 26, in 208 Bernhard Center. During the latter event, White will address "Browning of America: Implications for Counseling, Psychotherapy and Psychological Training." Those affiliated with the College of Education and departments of Psychology and of Counselor Education and Counseling Psychology are especially encouraged to attend.

For more information, contact Evelyn B. Winfield at evelyn.winfield@wmich.edu.



White

University advertising honored

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and print; admissions newspaper advertising; and the single billboard exhorting students to "Out Fly the Air Force Academy."

In-state rivals Michigan State University and Grand Valley State University were among schools from around the country that finished behind WMU. The Bronco viewbook beat GVSU's submission while the NCAA commercial bested MSU's submission.

WMU has been working with the Image Group since September 2007 to help raise the University's profile and develop a look, feel and attitude that best communicates its core strengths. Image Group conceived and executed the recruitment materials built around a "What's Behind the 'W'?" theme and the more broadly used "Grab the Reins" campaign.

"Image Group has used humor and some unconventional approaches, but what they've really done is help us embrace our traditions and convey the quality of our offerings and the pride that comes with being a Bronco," says Greg Rosine, WMU's senior vice president for advancement and legislative affairs.

Go to www.wmich.edu/branding to see a collection of the University's award-winning advertising and recruitment materials, as well as new signage and graphic identity elements designed for print and electronic uses.

Two appointed to WMU governing board

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She earned a bachelor's degree in fine arts from Edinboro University of Pennsylvania in 1977 and a master's degree in social work from WMU in 1994. She recently began divinity degree work at the Dominican Center in Grand Rapids, Mich.

Hettinger is the former president and CEO of Battle Creek Unlimited, a major economic-development organization. He retired in December 2008 after nearly 30 years as head of the organization.

In 1978, Hettinger joined Battle Creek Unlimited as marketing director. He was named president and CEO one year later and is credited with attracting nearly 100 com-

panies and 9,400 jobs to Battle Creek's Fort Custer Industrial Park during his tenure.

For his work in economic development, Hettinger received letters of commendation from two U.S. presidents—Bill Clinton and George W. Bush—and in 1995 was selected by then Gov. John Engler as the state's Economic Developer of the Year.

Hettinger earned both bachelor's and master's degrees in political science from WMU in 1971 and 1973, respectively, and has done doctoral work in public administration at the University of Missouri. WMU granted him an honorary Doctor of Public Service degree in 2007.