



# Western NEWS

www.wmich.edu/wmu/news

APRIL 5, 2001

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## Historical University photos on display tomorrow in East Hall

Historical University photos will be on display tomorrow in a special exhibition at the WMU Archives and Regional History Collections in 111 East Hall.

"A Centennial Retrospective: The Historical Photographs of Western Michigan University," can be viewed from 6 to 9 p.m. in a free public exhibition that is the first display of its kind. It is an opportunity for students, faculty and community members to view numerous rare and historical photos of the University.

Sponsored in part by a grant from the College of Arts and Sciences Undergraduate Creative Research Activities Fund, the exhibition was designed by public history graduating senior Melissa Milton, who will act as host for the event. The exhibition is also supported by the WMU Archives, the Department of History and the Kalamazoo Arts Council's citywide Gallery Hop.

## Hilberry poetry reading tonight

Kalamazoo College professor and poet Conrad Hilberry will present a reading from his work on the WMU campus at 8:30 p.m. today in 3512 Knauss.

A reception will follow, and books by Hilberry will be available for sale by Athena Bookstore. Sponsored by the Department of English, the reading is free and open to the public.

Hilberry is the author of nine books of poetry, including "The Moon Seen as a Slice of Pineapple," "The Lagoon," "Player Piano," "Taking Notes on Nature's Wild Inventions," and "Sorting the Smoke: New and Selected Poems," which won the 1990 Iowa Prize.

He also has edited three anthologies of works by Michigan poets and received many fellowships, including those from the National Endowment for the Arts, Breadloaf, the MacDowell Colony and the Virginia Center for the Creative Arts. Among the awards he has garnered are the Michigan Arts Award, the Emily Clark Balch Prize and the Community Medal of Arts from the Greater Kalamazoo Council for the Arts. His poems have appeared in such publications as the *Antioch Review*, the *Atlantic Monthly*, the *New Yorker*, *Poetry* and *Shenandoah*.

A resident of Kalamazoo, he has been a professor at Kalamazoo College for nearly 40 years.

## Bush stops at WMU to plug economic views

Speaking March 27 at the University, President George W. Bush urged quick action on tax relief and a commitment to long-term tax reduction.

The president spoke before an audience of approximately 1,300 people at the WMU Student Recreation Center. Thousands more watched the president's remarks on television in Miller Auditorium and at various locations across campus. Live coverage of the president's visit and speech at WMU was carried by three area television stations and nationally by CNN.

Bush opened his remarks by acknowledging Governor John Engler and several other state officials who were present. He also acknowledged WMU President Elson Floyd, who served as master of ceremonies for the luncheon program.

"It's great to be here with Dr. Floyd," said Bush. "I got to know Dr. Floyd last summer. I was impressed by him then. I am doubly impressed by him now. He does a fabulous job for this important institution."

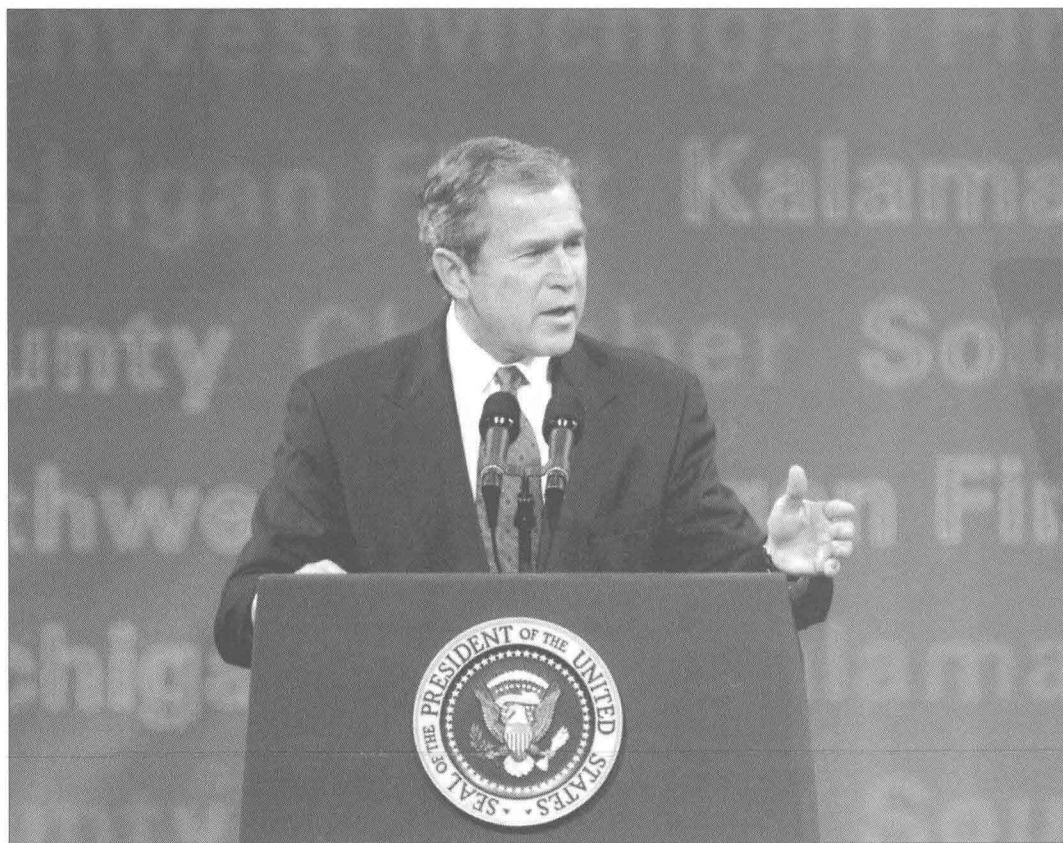
Others in attendance included: Michigan Lt. Gov. Dick Posthumus, Secretary of State Candice Miller, and all but one of Michigan's Republican delegation to the U.S. House of Representatives. Guests also included the leadership of the cities of Kalamazoo, Portage and Battle Creek as well as that of Kalamazoo County. In addition, a large number of Southwest Michigan corporate, education and economic development leaders were present.

In his remarks, Bush said that all indicators point to a worsening economy. He said that immediate tax relief is needed.

He noted that the Dow Jones industrial average, Standard and Poors, and NASDAQ all peaked 12 months ago or earlier. Since

it peaked in January 2000, the Dow Jones has lost 20 percent of its value. Standard and Poors is down more than 25 percent in value since it peaked in March 2000, and the NASDAQ exchange has lost more than one-half of its value, said the president.

Bush also said that unemployment is growing and noted that Michigan is especially hard hit. According to the president,



"It's the president's job to look for warnings of economic trouble ahead, and to heed them, and to act," Bush told the crowd gathered to hear him speak last week. (Photo by John Lacko)

during the past 12 months, unemployment has risen faster in Michigan than in any other state.

The luncheon was sponsored by the Kalamazoo County Chamber of Commerce and by Southwest Michigan First, and the Chamber of Commerce handled ticketing for the event. All tickets were reserved within a few hours of when they became available the week before the president's visit.

Continued on page 4

## University's impact on Kalamazoo County tops \$564 million

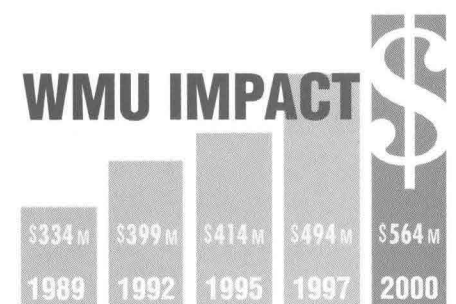
WMU's economic impact on Kalamazoo County now tops \$564 million, according to the most comprehensive examination conducted since the University's economic impact was first assessed in 1988.

The University's presence in the county is responsible for the creation of more than 7,200 jobs and the attraction of visitors from outside the county for some 600,000

visits annually. Those are just two of the facts highlighted in a new study of "The Economic Impact of Western Michigan University on Kalamazoo County," that was unveiled by President Elson S. Floyd in a speech March 26 to the Kalamazoo Rotary.

"It is important for the University to continue to fuel economic development,

growth and vitality," Floyd said of the findings. "This is solid evidence of our partnership with the greater Kalamazoo



## Public radio chief to visit campus for WMUK 50-year extravaganza

Public radio will celebrate five decades serving Southwest Michigan Wednesday, April 11, with a gala dinner featuring Kevin Klose, president and chief executive officer of National Public Radio.

The 50th anniversary celebration for WMUK 102.1 FM, WMU's public radio station, will kick off at 6 p.m. with a wine reception on campus in the Gilmore Theatre Complex. Dinner will begin at 6:30 p.m., followed by remarks from President Elson S. Floyd, Richard Y. St. John, chairperson of the board of trustees, and Fred Dobney, provost. Klose, the first NPR president to visit Kalamazoo, will close the evening with his keynote address.

A former editor and reporter with the *Washington Post*, Klose is an award-winning author and international broadcast-

ing executive. Prior to joining NPR in 1998, he served as director of U.S. International Broadcasting, overseeing the U.S. government's global news services, and president of Radio Free Europe/Radio Liberty, broadcasting to Central Europe and the former Soviet Union. Klose is the author of five books and a former Woodrow Wilson National Fellow.

The station also will honor two WMU students at the event. Matthew Schoendorff, a senior majoring in music composition and music education, won a WMUK fanfare competition for his work, "Fanfare Vox Publicus." The piece will be played by the Inetu Lits Brass Quintet to conclude the pre-dinner reception. Senior art major Paula Clayton, a member of the Lee Honors College, will be recognized for

her painting, "Daniel and the Bar Code II." The artwork, which will hang in the WMUK lobby, was created especially for the event after station officials singled out her work at the Department of Art's annual art student exhibition. Both students will receive \$500 stipends honoring their contributions.

"As we observe our anniversary, I'm happy to say that WMUK is a home for the arts, a place to learn about our world and a source of first-rate journalism," says Floyd Pientka, WMUK station manager. "But history doesn't end here. As we look forward, we are committed to technological improvement and will continue working to document the cultural, social and political life of Southwest Michigan in new and compelling ways."

area. It's a partnership to which we are deeply committed."

Floyd shared a number of findings from the study during his talk. They include:

- WMU spends \$310 million in University funds in the county each year, dealing with 4,000 businesses ranging from construction companies to banks and retailers.
- Student spending exceeds \$227 million annually, with the average student spending about \$9,000 locally, in addition to the amount paid in tuition.
- Students' families and friends as well as those attracted by events or activities on campus spend \$27 million annually in the community.

Continued on page 3



# Native American Pow Wow slated for April 7-8

Nearly 6,000 spectators are expected to attend the 12th annual Native American Pow Wow to be held at WMU from 11 a.m. to 9 p.m. Saturday, April 7, and 11 a.m. to 5 p.m. Sunday, April 8, in University Arena.

The gathering, "Returning to the Circle—Honoring our Traditions and Alumni," will feature Native American dance, regalia, song, food and artwork as well as a variety of activities and seminars geared toward teaching children and adults about Native American heritage. It is open to the public, and families are encouraged to attend.

In keeping with the 2001 theme, a traditional pow wow has been planned rather than a competition pow wow, says Kimberly Bergeon, co-chairperson of WMU's Native American Student Organization, which is sponsoring the event. The focus will be on recognizing the importance of Native American education and culture and on honoring NASO alumni.

"Over the past two years, our children's programs have been well attended," Bergeon says, "but we wanted to give the public even more this year, so we're including the seminars."

In addition to a children's program by Ann Panther Woman, those seminars will include an introduction to making black ash baskets by John Pigeon, fingerweaving by Amanda Pigeon, and a presentation on the Ojibwe language by Punkin Shanaquet and Teresa Magnuson.

According to NASO Advisor Cynthia Bergeon, communication, this year's pow wow theme was inspired by the many WMU students who have contributed to NASO over the years.

"Hundreds of Native American students have graduated from WMU, and many of these alumni are working for tribes or in service positions and are giving back to the community," she says.

"We're fortunate to have alumni and previous NASO members supporting the many events we sponsor. We really wanted to focus

on how important they are to both WMU and the community. We feel honored to have them return to WMU and represent NASO. Everything begins in a circle, and they are returning to the circle."

Special pow wow guests will include Blue Lake, a southern "drum" from West Michigan, and several other local drums. Blue Lake will serve as the "host drum," leading all grand entry performances, and conclude the event ceremonies with the help of the northern drum Rush Lake, a local drum made up of many NASO alumni.

The grand entries, which feature dancers, singers, drummers and flag bearers in traditional ceremonial dress, are the only time all dancers are on the floor together. They will take place at 1 p.m. and 7 p.m. Saturday and at 1 p.m. Sunday.

Dancers also can be seen throughout the weekend performing dances such as "jingle dress," "grass dance," men's and women's traditional and fancy dance, and hoop dances. Participating dancers receive free admission to the pow wow and are treated to dinner Saturday night.

Native American jewelry and arts and crafts from more than 45 vendors, as well as pow wow memorabilia, will be available for purchase. Food vendors will sell such traditional treats as fry bread, Indian tacos and buffalo burgers. In addition, free blood glucose testing and blood pressure screening will be offered during the pow wow.

Admission to the event is \$5 for adults and \$3 for senior citizens and students ages 6 to 17. There is no admission charge for children age 5 and under or for WMU students with a valid student identification card. There is a parking fee of \$3 per vehicle.

For more information, call the NASO office at 7-2279, Kimberly Bergeon at 384-0469 or Jodi Palmer at 7-4106, or e-mail Cynthia Bergeon at <cbergeon@cybermind-usa.net>.

## Office of Information Technology premieres Web pages for students

WMU students can now create personal Web pages on the University's server, thanks to a service recently unveiled by the Office of Information Technology.

The initiative grew out of a visit to the Western Student Association made last fall by Viji Murali, vice president of information technology and CIO. As part of her ongoing initiative to upgrade customer service in the OIT, Murali asked what students most wanted from her department.

"The overwhelming response was that they wanted their own Web pages," says Kelly Penskar, project lead for information technology development. "Viji returned from that meeting and made student Web pages a high priority project. The team worked with impressive speed to get this program up and running."

A large group of OIT professionals worked for several months to create the system and its corresponding documentation. In February, the office piloted the system with a group of tech-savvy students who work in the OIT. After incorporating comments from those students, the team took the project to a group of 250 education majors who had varying levels of technological ability.

"For the second pilot, we wanted a totally different audience," Penskar says. "We knew that our OIT students had done well with the system, but we needed to test it with a group more representative of the student body as a whole—some of these students were novices. It was helpful to have observations and feedback from both ends of the spectrum. Thanks to their input, for example, we were able to make the process of posting a page on the Web much simpler."

The Web page service will be available through students' "unified accounts," which had previously included only e-mail and Web access. Each student is allocated 10 megabytes of space on the University server. Both undergraduate and graduate students are eligible to create personal Web pages, and the service will remain active for two full semesters after a student graduates.

Students are expected to post both personal and University-related information on the sites. Faculty members caught wind of the project, Penskar says, and some are already planning to ask students to use their sites for classroom projects. And, of course, OIT staff members anticipate that

many students will use their pages to post resumes and portfolios, similar to the system launched several years ago by the Haworth College of Business. Personal Web pages will fall under WMU's Student Code of Conduct.

OIT has developed a wealth of resources to support students who want to create Web pages. How-to information, answers to frequently asked questions, and basic templates are available online, and most lab computers on campus are equipped with the two major Web design software packages. Penskar calls the student multimedia lab located at 3302 Sangren one of the University's "hidden jewels."

"We have this fantastic lab where students can go to scan photos, enhance their Web pages with creative sound and add graphics," she says. "The lab has virtually all the equipment they could want, plus trained staff members who can walk them through the process, if needed. And this project is definitely a work in progress—we expect to receive a lot of feedback as students evaluate what they do and don't like. This is just the beginning."

Student pages can be created or viewed at <<http://homepages.wmich.edu>>.

## WMUK lauded by broadcasters association

For the second consecutive year, WMUK has earned top honors from the Michigan Associated Press Broadcasters Association.

WMUK nabbed first place for "Best News Documentary," a category the station swept last year. The winning entry, "Challenge Academy," featured WMUK's Erin Toner as she followed several at-risk students through a youth rehabilitation program at nearby Fort Custer. Toner's story tracked students from around the state from the day they arrived at the Michigan National Guard academy through their

graduation several months later.

The station also received an honorable mention in the "Best Sports Feature" category for Gordon Evans' story about WMU's synchronized skating team, which recently placed second in the nation at the U.S. Team National Championships. The piece featured interviews with skaters and the team's coach, focusing on why the University has a team and what inspires each person to stay involved.

The awards will be presented at the MAPBA annual meeting April 21.

## Award-winning novelist to read from work

Canadian novelist Barbara Gowdy will present a reading of her work on campus at 8:30 p.m. Wednesday, April 11, in 3512 Knauss.

A reception will follow, and books by Gowdy will be available for sale by Athena Bookstore. Sponsored by the Department of English, the reading is free and open to the public.

Gowdy is the author of six novels: "The Rabbit and the Hare," "Through the Green Valley," "Falling Angels," "We So Seldom

Look on Love," "Mister Sandman," and "The White Bone." She is also the author of "Intimacy," a 1996 short film commissioned by the National Film Board of Canada. She is the recipient of the Torgi and Marian Engel awards and her work has appeared in the *North American Review*, *Best American Short Stories*, *Quarry*, *Canadian Fiction Magazine*, *Story* and *Cosmopolitan*.

Gowdy lives in Toronto, Ontario.

## Hawker assumes antitrust post

Norman W. Hawker, finance and commercial law, recently became a fellow of the American Antitrust Institute, a public interest organization dedicated to supporting an aggressive antitrust agenda.

Beginning May 1, he will be researching and writing on topics of interest to the institute, working full time through the summer months and on a reduced schedule during the academic year.



Hawker

A former assistant attorney general of Michigan, Hawker has long supported aggressive antitrust enforcement. The author of numerous law review articles on antitrust issues, he has also studied the history of the legislation, enacted in 1890 and 1914. Hawker has a special interest in the Microsoft antitrust case currently before a federal appeals court, and much of his work with the AAI will focus on the technology industry. He also will investigate what business schools teach future managers about antitrust laws and competition.

"Although Norm is not currently practicing antitrust law, he has experience in it and he certainly has a passion for it," says Bert Foer, president of the AAI. "I was familiar with him because of his vocal opinions on the Microsoft case, mainly through an American Bar Association discussion group. Norm's observations made a lot of sense to me, so when his name came up as a potential fellow, it seemed like an excellent match."

## WMU scholar earns coveted fellowship to study Congress

Neil A. Pinney, political science and director of the Institute of Government



Pinney

and Politics, will experience the workings of the U.S. Congress firsthand later this year as a recipient of a prestigious Congressional Fellowship.

Pinney received one of five fellowships reserved for political scientists in the American Political Science Association's 2001-02 Congressional Fellowship Program. He is the first WMU scholar to be chosen for the program.

Now in its fifth decade, the Congressional Fellowship Program is a highly selective, nonpartisan program that annually gives nearly 40 early- to mid-career professionals fellowships to gain hands-on knowledge of and experience in the U.S. Congress.

"This is a very prestigious honor for Neil and for Western Michigan University," says David G. Houghton, chairperson of the Department of Political Science.

Pinney will spend nearly a year in Washington, D.C., working as a legislative aide with members of Congress in both the U.S. House of Representatives and Senate. He will engage in such activities as drafting legislation, arranging congressional hearings and writing speeches and floor statements. While there, Pinney hopes to have the opportunity to work with the House Ways and Means and the Senate Finance committees, as it will allow him to continue his research and study of the American tax system.

"This is a dream come true for a scholar in my field," says Pinney. "You truly get a practitioner's perspective of the democratic process. It's not only an amazing opportunity for me, but for the University as well because of the experience it will bring to the classroom."



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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 the publication date. Winter 2001 publication dates are: Jan. 4, Jan. 18, Feb. 1, Feb. 15, March 8, March 22 and April 5. Items may be submitted by mail, fax (387-8422) or e-mail ([cheryl.roland@wmich.edu](mailto:cheryl.roland@wmich.edu)).

OFFICES that receive too many copies — or too few copies — are asked to call 387-8400. WMU is an equal opportunity/employer/affirmative action institution.





The following vacancies are currently being posted through the Job Opportunity Program by employment services in the Department of Human Resources. Interested benefits-eligible employees should submit a job opportunity transfer application during the posting period, and may contact an employment services staff member for assistance in securing these positions.

Employees may call the Applicant Information Service at 7-3669 to hear the weekly Job Opportunity Program postings, seven days a week, 24 hours a day from a Touch Tone phone.

Grade 10 clerical positions are not required to be posted. For persons interested in faculty positions, there are openings in selected fields. A letter of application should be submitted to the appropriate dean or chairperson.

Please call the Applicant Information Service at 7-3669 for up-to-date information on the Job Opportunity Program and vacancies available to external applicants.

(N) **Research Fellow**, Q01, Physics, 00/01-2327, 4/3-4/9/01

(R) **Admissions Officer**, 14, Admissions and Orientation, 00/01-2333, 4/3-4/9/01

(R) **Admissions Officer**, 14, Admissions and Orientation, 00/01-2334, 4/3-4/9/01

(N) **Simulator/IT Technician**, 17, College of Aviation, 00/01-2337, 4/3-4/9/01

(N) **Director of Aviation Safety and Operations**, 21, College of Aviation, 00/01-2338, 4/3-4/9/01

(R) **Office Assistant**, 11, College of Engineering and Applied Sciences, 00/01-2340, 4/3-4/9/01

N = New

R = Replacement

WMU is an Equal Opportunity/Affirmative Action Employer.

## Human resources

### Decision making is focus of April Lunch & Learn session

People make decisions every day. Some decisions are made easily, but others require a great deal of thought and time. What are the ramifications? Who is affected? What is the best possible option?

Michi Rose will share techniques employees can use when faced with tough decisions during a Tuesday, April 10, Lunch & Learn session. In a program set for noon to 1 p.m. in the Bernhard Center's Faculty Dining Room, Rose will discuss using visualization and personal intuitive skills to make decisions.

Those attending are welcome to bring a lunch.

## Obituaries

**Lauren Hughes**, associate director of the Groundwater Education in Michigan Regional Center, died March 13 after a long illness. She was 50.

Hughes was an alumna of WMU, having received a bachelor's degree in biology in 1985 and a master's degree in hydrogeology in 1995. Prior to joining WMU, she worked at Upjohn Company Labs. A memorial service was held March 16. Donations may be made in her name to the American Cancer Society.

### Western News finished for semester, returning May 3 for spring

This is the last issue of *Western News* for the winter semester.

Publication will resume in the spring session, with the *News* published in its usual large format on May 3, May 17, May 31 and June 14.

*Western News* will appear in its smaller summer format on June 28, July 12, July 26 and Aug. 9.

The deadline for each issue is the Friday preceding publication.

## On Campus with Tony Dennis



HE'S LOOKING FOR A FEW GOOD AVIATION PROFESSIONALS

It's not exactly a cradle-to-grave approach he takes, but it's close. Tony Dennis has contact with students long before they enroll and long after they graduate. As director of recruitment for the College of Aviation, Dennis first starts working with students in their early high school years as he oversees such college outreach efforts as high school visitations, summer aviation camps, college fairs and recruiting booths at air shows around the nation. He works to recruit students for aviation undergraduate programs and for the domestic side of the college's International Pilot Training Centre.

"I like making a difference in a student's life," Dennis says. "I'm helping them make one of the most important decisions they'll ever make—the decision to go to college."

Once a student is enrolled, Dennis works with other staff members to help students line up airline internships and post-graduation jobs. And after they leave, Dennis tracks them and stays in touch—so the college has a good record of where its alumni go in case he needs to call on those graduates to help with future recruitment, retention and placement efforts.

This spring, Dennis has been swamped with calls, e-mail and letters from prospective aviators around the nation eager to apply for WMU's newly announced training partnership with Delta Air Lines. He's currently sifting through applications from scores of top applicants for the program, which is designed to increase the number of women and minorities in the nation's commercial aviation cockpits. He will travel to Atlanta soon to work with Delta officials in making the final selections for a class that will start in late May.

"We're really responding to the needs of the industry here, and we do a great job of turning out graduates who are 'job ready,'" he says of the college's efforts. "We have a hard-working faculty and staff committed to the goal of making this the top collegiate program in the world."

Dennis is an alumnus who earned both his bachelor's and master's degrees from WMU in 1989 and 1996, respectively. He began working at the University in 1993 as assistant director of admissions and made the move to WMU's newest college two years ago. Despite the college's current rapid growth, he says, it's still small enough to have a sense of intimacy about it, and he treasures the opportunity to have continuous contact with students and watch them develop during their years on campus.

When not at work, the Kalamazoo resident enjoys spending time with his wife and three children, taking part in church activities and squeezing in a little fishing on the side.

## Spring commencement to feature four ceremonies, honor Gilmer

Nearly 2,400 degrees will be awarded to new graduates as the University, for the first time, holds four separate commencement ceremonies Saturday, April 21.

President Elson S. Floyd will preside over all four ceremonies in Miller Auditorium. During one of those ceremonies, at 2:30 p.m., WMU will honor Donald Gilmer, commissioner of the Michigan Bureau of State Lottery and a former state representative. He will receive an honorary doctor of public service degree.

The day's first ceremony, at 9 a.m., is for graduates of the Haworth College of Business and the General University Studies Program.

The second ceremony, at 11:30 a.m., is for graduates of the College of Aviation, the College of Engineering and Applied Sciences, the College of Fine Arts, and the College of Health and Human Services.

The third ceremony, at 2:30 p.m., is for graduates of the College of Arts and Sciences. Gilmer will be honored during this ceremony.

The fourth ceremony, at 5:30 p.m., is for graduates of the College of Education.

A total of 2,377 graduates will receive

degrees, including 1,860 who will earn bachelor's degrees, 502 who will receive master's degrees and 15 who will be awarded doctoral degrees. WMU also holds commencement exercises in June and December.

The Western Brass Ensemble conducted by Steve Wolfenberger, music, will perform music for the ceremonies. The national anthem and the alma mater will be sung by WMU's chapter of Phi Mu Alpha Sinfonia professional music fraternity. Graduates will be welcomed as new alumni of the University by Jeanne Carlson, president of the WMU Alumni Association.

Tickets are required for guests to attend the ceremonies and each participating graduate is eligible to receive up to five guest tickets.

Guests without tickets may view the exercises on a large-screen television in 3512 Knauss. Each ceremony will also be carried live on Channel 7 of EduCABLE, the University's cable television system, and on Channel 19 of the Charter Communication cable system. In addition, video of the commencement may also be viewed online at the time of the ceremonies and

for 30 days afterward. The Web address for online viewing is <[www.wmich.edu/wmu/commencement](http://www.wmich.edu/wmu/commencement)>.

University Video Services will provide an opportunity for persons to purchase videotapes of any of the four ceremonies. Orders may be placed by calling 7-5003. The tapes are \$20 each.

## Nominations sought for educators award

The WMU College of Education's Alumni Society is seeking nominations for its annual Golden Apple awards.

The awards are given each year to outstanding alumni educators who have been recognized by their peers for dedication and commitment to their profession. The deadline for nominations is June 1.

Nominations can be made by anyone who has partnered in the educational process—teachers, counselors, administrators, students or parents. Complete nomination procedures and forms are available on the Alumni Society's Web site: <[www.wmich.edu/coe/alumni/goldenaw](http://www.wmich.edu/coe/alumni/goldenaw)>.

## Economic impact

Continued from page 1

- WMU ranks as the county's second largest employer. Its 3,458 faculty and staff members comprise 2.82 percent of all those employed in the county.

- Total job creation by WMU is 7,214, accounting for 4.6 percent of the county's total work force—both those who are self-employed or employed by others.

The study was done by Bassam E. Harik, economics, using new survey data and an economic model refined since the University last estimated its impact on the county

in 1997. The University first assessed its impact in 1988 and subsequently released updated estimates in 1992 and 1997. The study is based on new phone surveys of students conducted in May and October 2000 and details on visitors as well as other factors considered in the economic model used.

Harik says this new information as well as refinements to the model used to analyze the information make the study the most accurate to date. The economic conclusions in his study, he says, represent a conservative estimate of the University's economic impact, both because of his approach and because the study does not include such factors as spending by WMU retirees living in the area or income generated by royalties and patents.

"My approach is that if I'm not sure on something, I like to err on the conservative side," Harik says. "There is a real probability that we have underestimated WMU's

impact on the county."

Floyd noted that the county should expect to see even more impact in the years to come.

"The establishment of our College of Engineering (and Applied Sciences) and related Business Technology and Research Park will cement our relationship with the community while adding additional jobs and employment, as well as help our faculty to engage in their research and scholarship, and provide internship opportunities for our students," Floyd says. "That's precisely the role that our University should and must play in this community."

The W.E. Upjohn Institute for Employment Research ran the new data using their regional economic model. Assistance in funding for the study came from the University and Downtown Kalamazoo Inc. WMU's Kercher Center for Social Research conducted the two surveys.



U.S. Rep. Fred Upton's office first brought the two sponsors and University officials together to discuss the feasibility of acting

as host to the president's visit just six days before the event. Less than 12 hours after those talks were held, representatives of all

the units involved moved into nearly round-the-clock preparations, and the White House advance team arrived in Kalamazoo to begin coordinating planning.

Preparations included activity at W.K. Kellogg Airport in Battle Creek, where Air Force One landed; Kalamazoo/Battle Creek International Airport, where the national press corps landed; and the Student Recreation Center, where the president spoke.

About 200 WMU students, faculty and staff attended President Bush's presentation as special guests of President Floyd and sat in a

special section above the main luncheon floor. Those receiving invitations from Floyd worked for several days to prepare for the Bush visit and included students and staff from catering services, the recreation center, physical plant, university relations and the president's office.



Peter Ross of WZZM Channel 13, Suzanne Geha of WOOD-TV 8, and Jamie Boll of WWMT Channel 3 broadcast live from the Student Recreation Center before Bush's arrival. Geha is shown interviewing Rep. Fred Upton, who helped to arrange the president's visit to West Michigan. (Photo by John Lacko)



Neil Simon, university relations, was one of dozens of WMU staff members working long hours to prepare for Bush's visit. (Photo by Neil Rankin)

# Calendar

The master calendar maintained by the Office of University Relations for use in *Western News* is available through WMU's home page on the World Wide Web. Select WMU News and then look for Calendar of Events. You can also link directly to the calendar at <www.wmich.edu/wmu/news/events>.

## APRIL

### 4.5 Thursday

Dean of Libraries candidate presentation, Stephen Paul Foster, associate dean of university libraries, Central Michigan University, Lee Honors College lounge, 4 p.m.

Faculty Senate meeting, Fetzer Center, 5 p.m.

\*Concert, GC II, vocal jazz, directed by Ryan Billington, Dalton Center Recital Hall, 8 p.m.

\*University Theatre production, "Love's Labour's Lost," Shaw Theatre; April 5-7, 8 p.m.; Sunday, April 8, 2 p.m.

Poetry reading, Conrad Hilberry, 3512 Knauss Hall, 8:30 p.m.; reception follows

### 4.6 Friday

\*Awards luncheon for APA and PSSO, speaker Deanna House, Bernhard Center, 11:30 a.m.

College of Arts and Sciences research recognition reception, 208-210 Bernhard Center, 3-5 p.m.

Exhibition, "A Centennial Retrospective: The Historical Photographs of Western Michigan University," Archives and Regional History Collections, 111 East Hall, 6-9 p.m.

Film, "Hard Day's Night," The Beatles, presented by Western Film Society, Little Theatre; April 6-7, 7 and 9:30 p.m.; April 8, 2:30 and 5 p.m.

\*Performance, comedian Jim Breuer, sponsored by CAB, Miller Auditorium, 8 p.m.

### 4.7 Saturday

Football, Brown and Gold intersquad game, Waldo Stadium, 11 a.m.

\*12th Annual Native American Pow Wow (also April 8), University Arena, 11 a.m.-9 p.m.

Concert, Women's Chorus conducted by Dee Gauthier, special program recognizing teachers and mentors, Dalton Center Recital Hall, 4 p.m.

Concert, University Chorale conducted by Joe Miller, Dalton Center Recital Hall, 8 p.m.

### 4.8 Sunday

Concert, 42nd Annual Concerto Concert, University Symphony Orchestra, featuring concerto competition winners Zofia Glashauser (violin), Michelle Milliken (soprano), and Wenli Zhou (piano), Miller Auditorium, 3 p.m.

### 4.9 Monday

Exhibitions (through April 13), MFA show, sculpture by Andrea Van Engelenhoven, Rotunda Gallery, and BFA show, "The Pararasa Divine," printmaking by Alex Lau, South Galleries, East Hall, weekdays 10 a.m.-5 p.m.; reception, Friday, April 13, 5-7 p.m.

Physics colloquium, "X-Ray Crystal Structures of a Cancer Target," Eric Baldwin, Pharmacia Inc., 1110 Rood Hall, 4 p.m.; reception, 2202 Everett Tower, 3:30 p.m.

Concert, 22nd Annual Music Therapy Clinic Concert, clients of the Music Therapy Clinic, Dalton Center Recital Hall, 7 p.m.

Reception, Graduate Student Appreciation Week event for all graduate students, Bernhard Center South Ballroom, 4-6:30 p.m.

Opera workshop, Karen Wicklund, featuring scenes from nine different operas, operettas and music theatre works, Dalton Center Recital Hall, 8 p.m.

### 4.11 Wednesday

Pi Kappa Lambda Honors Convocation recognizing exemplary performances and scholarship in the School of Music, Dalton Center Recital Hall, 1 p.m.

Graduate Research and Creative Scholars program, Bernard Center Brown and Gold Room, 2 p.m.

### 4.11 Wednesday continued

Reception for Graduate Research and Creative Scholars and Graduate Teaching Effectiveness Award winners, President's Dining Room, Bernhard Center, 4 p.m.

Concert, Collegiate Singers conducted by Joe Miller, Dalton Center Recital Hall, 8 p.m.

Reading, Barbara Gowdy, fiction writer, 3512 Knauss Hall, 8:30 p.m.; reception follows.

### 4.12 Thursday

\*Bernie's After Hours, Amateur Night, sponsored by CAB, East Ballroom, Bernhard Center, 9 p.m. Call 7-2112 to register.

### 4.13 Friday

Women's tennis vs. Akron, Sorensen Courts, 1 p.m.

New Sounds Festival (also April 14) featuring music composed during the past year by students in the composition studio, Dalton Center Multi-Media Room, 8 p.m.

### 4.14 Saturday

Women's tennis vs. Detroit Mercy, Sorensen Courts, 9 a.m.

Women's tennis vs. Buffalo, Sorensen Courts, 1 p.m.

### 4.16 Monday

Final exams (through April 20).

Exhibitions (through April 20), BFA shows, paintings by Meegan Czop and watercolor by Naoko Hamasaki, Rotunda and South Galleries, East Hall, weekdays 10 a.m.-5 p.m.; reception, Friday, April 20, 5-7 p.m.

### 4.20 Friday

Women's tennis vs. Northern Illinois, Sorensen Courts, 11 a.m.

Men's tennis vs. Buffalo, Sorensen Courts, 3 p.m.

### 4.21 Saturday

Winter semester ends.

Commencement, Miller Auditorium: Haworth College of Business and General University Studies, 9 a.m.; College of Aviation, College of Engineering and Applied Sciences, College of Fine Arts and College of Health and Human Services, 11:30 a.m.; College of Arts and Sciences, 2:30 p.m.; and College of Education, 5:30 p.m.

Men's tennis vs. Toledo, Sorensen Courts, 1 p.m.

Alumna recital, Barbara Lieurance, piano, Dalton Center Recital Hall, 8 p.m.

### 4.22 Sunday

Golf, Bronco Invitational, Kalamazoo.

### 4.23 Monday

Golf, Bronco Invitational, Kalamazoo.

### 4.25 Wednesday

\*Concert, Western Jazz Quintet with pianist Wlodek Pawlik, celebrating the release of the Jazz Quintet's new CD, "The Waning Moon," on Universal Records, Dalton Center Recital Hall, 8 p.m.

### 4.26 Thursday

Men's tennis (and April 27-28), MAC Championships, Sorensen Courts.

### 4.27 Friday

Keystone Lecture Series, "Managing Global Assignments," Jennifer Palthe, management, Dean's Conference Room, Schneider Hall, 7:30-8:45 a.m. For reservations: 7-5050.

### 4.30 Monday

Spring session begins.

**\*Admission charged**

## Alumni employment, salary report released

It pays to be an engineer, according to the results of an employment and salary survey published in March by Career and Student Employment Services.

The results appear in CSES's annual "Graduate Survey," which reflects the status of students who received their degrees between August 1999 and June 2000.

The publication reports that alumni of the College of Engineering and Applied Sciences are doing the best in terms of median salary at both the bachelor's and advanced level. In addition, graduates of this college report a higher degree of employment than many of their peers.

About 5,500 students graduated from WMU during the time period covered by the survey, 1,500 of whom received advanced degrees. To compile statistics for its 2001 report, CSES sent surveys to nearly 4,000 of those alumni three months after they graduated.

Some 25 percent of those receiving bachelor's degrees returned surveys compared to 26 percent of those receiving advanced degrees. The information supplied in the surveys was self-reported and not verified by CSES.

"This information gives us an indication of how our graduates are faring in the job market and the kind of salaries they command," says Lynn Kelly-Albertson, director of CSES.

The percentages of alumni reporting that they are employed and their median salaries, listed by degree-granting unit, at the bachelor's level are: engineering and applied sciences, 85.2 percent, \$42,809; continuing education, 79.2 percent, \$39,482; health and human services, 75.9 percent, \$37,173; education, 76.1 percent, \$35,064; business, 85.6 percent, \$34,158; fine arts, 78 percent, \$28,378; arts and sciences, 69.6 percent, \$26,715; and aviation, 93.8 percent, \$22,680.

The breakdown for respondents at the advanced level is: engineering and applied sciences, 87.5 percent, \$54,243; business, 100 percent, \$52,069; arts and sciences, 85.1 percent, \$44,113; fine arts, 100 percent, \$43,000; education, 94.2 percent, \$38,274; and health and human services, 92.5, \$32,785.

Some of the highest salaries at the bachelor's level were reported by alumni who majored in engineering management (\$47,000), physician assistant (\$46,000), computer information systems (\$41,555), integrated supply management (\$41,386) and accountancy (\$36,079). Except for printing (\$34,100), all of the statistically significant salaries reported by alumni with engineering and applied sciences majors were above \$40,000.

Graduates of advanced programs reported the highest salaries in fields such as electrical engineering, (\$56,933), engineering management, (\$55,736), business administration, (\$54,281), public administration, (\$50,300) and computer science (\$48,200).

Of those responding to the survey, 9.4 percent at the advanced level and 2.5 percent at the bachelor's level reported that they have chosen to pursue further education rather than enter the work force.

### Reception will honor two

Retirement receptions for two longtime faculty members in the Department of Biological Sciences have been set for consecutive Fridays in April.

A reception from 2 to 4 p.m. Friday, April 13, at the Oaklands will honor Robert C. Eisenberg, who will retire April 21, after 34 years of service to the University.

From 2 to 4 p.m. Friday, April 20, a second reception at the Oaklands will fete Gyula Ficsor, who will retire April 15, after 34 years of WMU service.

Members of the University community are invited to attend both events.