



Western NEWS

MAY 31, 2001

volume 27, number 17

www.wmich.edu/wmu/news

Three WMU students capture prestigious *Down Beat* awards

For the ninth consecutive year, WMU has brought home multiple awards in *Down Beat* magazine's annual Student Awards Competition.

This year, three WMU students have won top honors. No other Michigan school won an award.

The winners, along with their individual categories, are: Shawn Wallace, jazz instrumental soloist, saxophone, outstanding performance; Justin Binek, jazz vocalist, outstanding performance; and Rachel Flanigan, engineered studio recording, college winner. All material submitted in the competition was recorded Jan. 1-Dec. 31, 2000.

"We did it," says Thomas Knific, music and chairperson of the University's Jazz Studies Program. "What it tells us, and what we've believed all along, is that our students are as good or better than any other students in the world."

WMU's string of multiple *Down Beat* awards goes back to 1993, with the University accumulating more of the awards for a number of years than any other college or university. Knific says he hasn't totaled up the tally for other schools and compared it with WMU's, so it's unclear whether WMU still leads all schools.

"We're definitely among the top three," Knific says, "and we may still be the leader in multiple awards since 1993."

Sky Broncos finish big—again

WMU's flight team, the Sky Broncos, nailed down its 10th consecutive top-three national finish when it captured second place in the National Intercollegiate Flying Association's May 15-19 championship.

The 15-member team, which represents WMU's College of Aviation, came in just 12 points behind the University of North Dakota, the host team for this year's national event that was held in Grand Forks, N.D. Embry Riddle Aeronautical University of Prescott, Ariz., came in third. The three teams repeated last year's order of finish at the event that this year attracted 29 teams from across the country to compete for the national title.

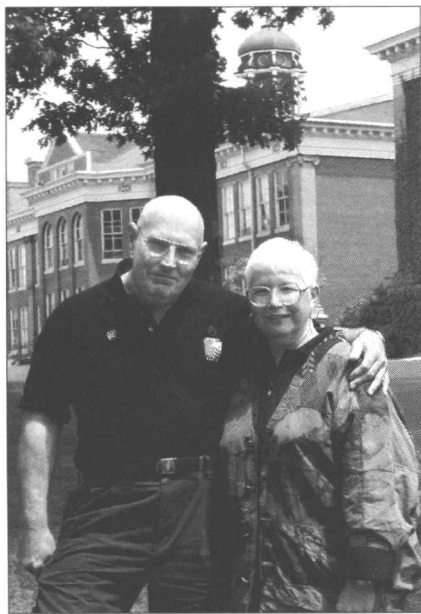
In addition to taking second place in the championship, the Sky Broncos captured the Judges Trophy. That award is based on the total number of points earned by the team—not just the top-10 placings that count toward the team championship. The WMU team total of 14,188 points was more than 1,100 points higher than its nearest competitor, Ohio State University.

WMU wallpaper now available

The newest Web site at WMU contains 12 photos that may be used by faculty, staff, students and friends of the University for "computer wallpaper," the background image on a computer monitor. Photos include several campus buildings, sports, performing arts and other activities. New photos will be added periodically. The "WMU Wallpaper" Web site, <www.wmich.edu/wmu/wallpaper>, also includes a help page with instructions for downloading the images and using them as wallpaper for both Macintosh and Windows computers.

Heinigs to lead centennial celebration efforts; awareness campaign to be launched this summer

Retired faculty members Edward J. and Ruth Beall Heinig will serve as co-chairpersons of the WMU Centennial Celebration Committee, spearheading the University's preparations for marking, in 2003, the 100th anniversary of its founding.



Edward Heinig and Ruth Beall Heinig
(Photo by Neil Simon)

The Heinigs recently accepted President Elson S. Floyd's invitation to lead the effort and will immediately begin forming a campuswide committee to oversee plans for the celebration. The committee will include members of an ad hoc centennial committee that has been involved in preliminary planning for the past three years as well as representatives from the entire University community.

"We hope the celebration will look both ways like the Roman god Janus, to honor Western's illustrious

century of service to the state and to anticipate our progress into the next era under President Floyd's dynamic leadership," the Heinigs say.

Edward J. Heinig, emeritus in education and professional development, joined the faculty of the College of Education in 1963. He retired in 1992. Ruth Beall Heinig, emerita in communication, also retired from the University in 1992 after 28 years of distin-

guished service. Both have remained active in the community and have served the University in a number of capacities over the years.

The Heinigs will assume the reins of an effort that has just begun taking shape. With the centennial celebration only two years away, a number of initiatives and events have been planned to coincide with the milestone and are in the advanced planning stage. They include an upcoming capital campaign, publication of a new WMU history and development of a WMU centennial Web site.

This summer, the centennial celebration logo will begin appearing on University stationery and other promotional materials—all as part of an overall awareness campaign designed to start members of the University and Kalamazoo communities thinking

about the upcoming celebration.

The logo was developed last fall by the graphics and design staff in the Office of University Relations in conjunction with design work being done for the University's next capital campaign, which will coincide with the



centennial celebration. The design plays on the familiar look of the University seal but replaces the lower portion of the seal with an outline that represents historic Prospect Hill and the University's historic East Campus. The words "Centennial Celebration 1903-2003" complete the logo design.

The Heinigs will maintain a work space in the Office of University Relations. Anyone interested in volunteering to help plan the celebration may contact them at 7-8449.

Firm partnering with University to train pilots for European airlines

A Dutch firm that specializes in screening, selecting and arranging funding for prospective pilots headed for careers with European airlines has entered into a partnership with WMU to bring up to 32 students a year to the University for training.

The first eight students selected by EPST—European Pilot Selection & Training—will arrive in July at WMU's International Pilot Training Centre in Battle Creek, Mich., to begin training alongside a class of British Airways cadets. A second class will arrive in September.

The partnership with WMU is the first step in an effort that will make the firm's soon-to-be-established American division the first resident partner in Battle Creek's newly designated SmartZone, a Michigan economic development zone that focuses on the aviation arena. Plans call for the firm to be part of a Center for Excellence in the field of pilot candidate selection.

"This agreement will provide a much-needed component to our professional pilot education programs," says Dean Richard Wright, College of Aviation. "As with any professional program, training pilots for commercial airlines requires candidates with a unique set of skills and aptitude. EPST will give us access to a screening program that will ensure those selected for our professional programs will enjoy a high probability of success."

According to Dick Verburg, managing director of EPST, the firm has worked successfully since 1997 to select carefully screened pilot candidates and place them with top-notch pilot training academies. Each of the selected candidates receives

100 percent funding to complete basic and advanced training through an agreement with ABN AMRO, a Dutch-based banking group. The funding is a loan that students repay through a tailored contract that begins after they secure a job with an airline. When students' training is



From left, WMU's David Thomas, EPST's Dick Verburg and Dean Richard Wright, aviation

completed, EPST also places them as first officers with European airline companies.

Verburg says the critical component of his firm's work is the elaborate screening process used to select students. Students undergo rigorous testing that focuses on personality traits, academic ability and aptitude as well as the capacity to handle job requirements identified as crucial to success as a jet airline pilot. Flight simulation, which tests at increasingly difficult levels of intensity, is an important ingredient to EPST's screening efforts.

"We do an excellent job at analyzing and predicting flying ability through our selection process," he says. "We've had a less than 3 percent failure rate for students in basic flight training, and once they've progressed to advanced training in a jet orien-

tation course, we've had a 100 percent success rate."

That success rate is important to the bank that funds the students because it serves as an assurance of the probable success of the students who will ultimately repay the loans. Verburg says the arrangement is similar to a loan program for those pursuing degrees in law or medicine. Training an airline pilot can be nearly as expensive, and the successful candidate's earning potential is just as high.

EPST began working primarily with pilot candidates from the Netherlands and Belgium. It is in the process of establishing a site in Great Britain to screen candidates there. Candidates for pilot training who come through EPST are essentially self-funded students, as opposed to those who come to WMU and the world's other leading training centers through airline contracts.

Plans call for the firm to establish a U.S. office called American Pilot Selection & Training in Battle Creek's SmartZone. EPST will select and train a team that can carry out the firm's pilot screening regimen and expand efforts to serve the U.S. aviation market. Verburg expects to be working with Michigan National, which is part of the ABN AMRO banking group, to explore funding options.

"We're really about maximizing the success of training," Verburg says. "The keys to that success are a rigorous selection process, quality training and a quality jet orientation course. We'll have all three right here."



STAFF MEMBERS HONORED—WMU's Professional Support Staff Organization recently honored several members of the campus community. PSSO President Cheryl Peters, center, is flanked by PSSO Support Award winner Joe Odehnal, physical plant, and Pearl Devries, mathematics and statistics, who won the Go for the Gold Award. PSSO Service Award winner Patricia Brown, finance and commercial law, is not pictured. (Photo by Neil Rankin)

Orientation sessions begin June 4

More than 4,500 freshmen will officially be in the "leading role" when they attend 13 two-day orientation sessions on campus between June 4 and July 25.

The orientation program is designed to prepare students for their transition from high school to college. This year's theme, "Making Your Screen Debut at WMU," centers on rolling out the red carpet for the new students and helping them begin directing their future.

More than 3,000 parents also are expected to attend throughout the summer. Their orientation sessions take place on the first day of each freshman session. In addition, 600 transfer students are expected to attend one-day orientation sessions, called the "Transfer Transition Program," during four programs offered between May and August.

During each orientation session, incoming students are divided into small groups led by current WMU students who serve as orientation student leaders and mentors. They become acquainted with WMU by touring and living on campus, taking placement tests, meeting with academic advisors, registering for fall semester classes, finalizing housing and financial aid arrangements, and getting involved in student development and social activities.

Borish chosen for committee, to present three papers abroad

Linda J. Borish, history, has been appointed to a three-year term on the American Studies Association's Regional Chapters Committee. Borish will represent the Great Lakes American Studies Association on the committee.

In addition, she has been invited to participate in two international conferences abroad this summer. In July, she will present a paper on "Jewish American Women and Sport, 1880-1940s" at an international sport history congress at the Wingate Institute of Sport Sciences in Netanaya, Israel. The Congress will be held in conjunction with the Maccabiah Games, or Jewish Olympics, which begin in Netanaya July 16.

In August, Borish will travel to Montpellier, France, to participate in the International Society of History of Physical Education and Sport Congress as the ambassador for the North American Society of Sport History. She will present two papers at that congress.

Borish also has been elected to the publications board of the North American Society for Sport Association.

Professors attend convocation

Six WMU faculty members recently joined Gov. John Engler as well as other state and national leaders and mathematics educators for a one-day convocation recognizing ongoing efforts to improve K-12 mathematics education in Michigan.

Leonard Ginsberg, College of Arts and Sciences, and Christian Hirsch, Robert A. Laing, Sandra Madden, Ruth Ann Meyer and Beth Ritsema, all mathematics and statistics, attended "The Complete Equation: The Michigan Mathematics Success Story" convocation April 23 at the Kellogg Center at Michigan State University. Speakers at the program included Engler; U.S. Rep. Vernon Ehlers; Michigan Department of Education officials; and faculty members from WMU, the University of Michigan and MSU.

The convocation highlighted Michigan's efforts to continue to improve mathematics education and the role that research about teaching and learning has played in this work. WMU currently is engaged in a number of mathematics reform initiatives, including the Core-Plus Mathematics Project headed by Hirsch and the Middle School Mathematics Reform Project coordinated by Meyer and Laing. Both programs have received several million dollars in grants from the National Science Foundation and other national and state organizations and foundations.

Abron to go to UN conference

JoNina M. Abron, communication, will head to South Africa in August to attend the United Nations' World Conference Against Racism.

Abron, who is the acting coordinator of the Southwest Michigan Coalition against Racism and Police Brutality, a grassroots organization that formed in Kalamazoo last year, will attend the conference Aug. 28-Sept. 7 in Durban, South Africa. The conference will include separate sessions for government officials and human rights activists.

Abron says attending the conference will provide her with "a rare opportunity."

"This is a setting where activists of color engaged in grassroots community organizing can unite to create a strong international network to fight racism in its various forms around the globe," she says.

Delene tapped for position as vice provost

Linda M. Delene, a longtime faculty member and veteran planning and marketing specialist, has been named vice provost for academic planning and assessment at WMU.

Her appointment, effective Feb. 5, was approved May 30 by the WMU Board of Trustees. In her new position, Delene will provide organizational assistance for academic program reviews and will have responsibility for general education and program assessments, academic program planning, and marketing studies for new initiatives and degree programs.

"Dr. Delene brings to this post a wealth of experience in higher education planning and marketing," says Provost and Vice President for Academic Affairs Fredrick Dobney. "She is ideally suited to help the University plan for new initiatives and move forward with our commitment to enhance program evaluation. She will play a key role in enhancing our academic strategic plan, as well as provide leadership in the area of student learning outcomes assessment."

Delene, who joined the WMU faculty as an associate professor of marketing in 1977, has been a professor of marketing and director of WMU's Service Quality Institute since 1990. She also served from 1996 to 1998 as project director for the Haworth College of Business' successful reaccreditation effort. From 1998 to February 2001, she served as assistant to the provost for strategic planning and, in that capacity, oversaw the University's prepara-

tion for its successful 2000-01 North Central Association reaccreditation review.

Delene has been active in WMU governance at the department, college and University levels, serving in such positions as president of the Faculty Senate, and chairperson of the Haworth College of Business Curriculum Committee and its E-Business Task Force. She is a recipient of the WMU Alumni Association's Teaching Excellence Award and, in 1988, received a Distinguished Faculty Award from the Michigan Association of Governing Boards.

Delene's work on such topics as marketing and service quality in health care, higher education and public utilities has been widely published in professional journals and presented nationally and internationally at professional conferences. Since 1995, she also has served on the editorial review board for the *Journal of Marketing for Higher Education*.

Prior to joining the WMU faculty, Delene held research and planning positions at Kalamazoo College, Oberlin College in Ohio and Detroit's Marygrove College. She also has worked as an information systems specialist for the University of Michigan and for the U.S. Department of Defense's National Security Agency.



Delene

International convention draws horn players from around the world

WMU will be the site June 4-9 of the International Horn Society's annual convention, the largest gathering of French horn players in the world.

The 33rd International Horn Symposium will attract leading French horn players from around the globe for a series of workshops and performances, with several open to the public free of charge on the WMU campus. Other performances also will be offered for the public at Kraftbrau Brewery. In addition to featured artists, several supporting ensembles also will take part in the event, including three from WMU.

The international horn workshops or sym-

posia are held annually and feature five to six days of performances, master classes, lectures, exhibits and socializing by roughly 500 to 600 horn players and enthusiasts. Participants include students of all ages, secondary school and university teachers, professional symphony players, dedicated amateurs and vendors.

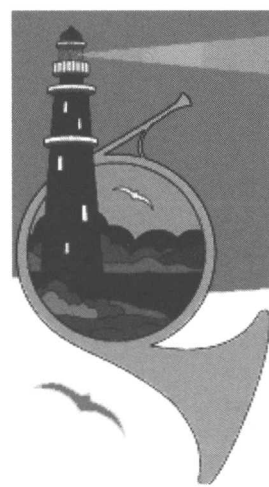
This is the first time the international horn symposium has been held at WMU and the first time it has been in Michigan since 1977, when Michigan State University was host of the event. The first international horn symposium was held at Florida State University in 1969. Last year's symposium was in Beijing, while next year's event will be in Finland.

"It's terrific to be able to bring this event here," says Johnny Pherigo, music and the event's host and musical director. "It's a tremendous opportunity for our students to get to know many of these artists. They not only get to meet them, but in many cases get to know them well."

Since artists stay on campus and eat their meals here, it's not unusual for a student to sit down to lunch with the principal horn of the Boston Symphony Orchestra, Pherigo says.

Featured artists at the symposium include Javier Bonet of Spain; members of the brass quintet Boston Brass; John Clark, a New York jazz horn player; Eric Ewazen, composer in residence at the Juilliard School; Michel Garcin-Marrou of France; David Jolley, a New York free-lance horn player; Sibylle Mahni of the Frankfurt Opera Orchestra; Karl Pituch, principal horn for the Detroit Symphony Orchestra; Donna Dolson Roath of the Century Orchestra of Osaka, Japan; Arkady Shilkloper of Russia; James Sommerville, principal horn for the Boston Symphony; and Szabolcs Zempleni of Hungary.

All of the artists are accomplished players, Pherigo says. Some of the bigger names, however, are Shilkloper and Zempleni. Shilkloper is a leading avant-garde jazz



artist who plays flugelhorn, alphorn and other wind instruments in addition to French horn. At only 20 years old, Zempleni has been singled out as a "wunderkind" horn player who is taking the horn world by storm. And Pherigo says it

was a coup to bring Sommerville, the winner of many major prizes and a perennial performer with many leading orchestras, to the symposium as well.

A special feature of this year's symposium is an emphasis on horn and chamber music, Pherigo says. A highlight in that regard will be a performance by Pituch, an active chamber musician, who will premiere a piece by WMU's Curtis Curtis-Smith with Fontana Festival musicians on Tuesday, June 5. Though that performance is not open to the public, it will be previewed for the public at 8 p.m. Monday, June 4, in the Wellspring Theatre at the Epic Center.

For a listing of on-campus performances that are open to the public free of charge, see the calendar in this issue of *Western News*. For more information, visit the symposium's Website at <www.wmich.edu/horn/ihs2001> or call Pherigo at 7-4692.



EDITOR: Cheryl P. Roland. CONTRIBUTORS: Jeanne Baron, Jessica English, Marie E. Lee, Thomas A. Myers and Mark E. Schwerin. GRAPHIC DESIGN: Neil Simon.

WESTERN NEWS [USPS 362-210] is published by the Office of University Relations, Walwood Hall, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433, every other week when classes are in session. Periodicals postage paid at Kalamazoo, MI 49008-5165.

POSTMASTER: Send address changes to Western News, Office of University Relations, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433.

WESTERN NEWS is distributed without charge to faculty and staff members, retirees and friends of the University, and is available at several campus locations. Many of the articles also are available online at www.wmich.edu/wmu/news.

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. Spring and summer 2001 publication dates are: May 3, May 17, May 31, June 14, June 28, July 12, July 26 and Aug. 9. Items may be submitted by mail, fax (387-8422) or e-mail (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 the Human Resource Services Department. Interested benefits-eligible employees should submit a job opportunity transfer application during the posting period, and may contact a human resource 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.

(R) **Director, Planned Giving** (term ends 6/30/03), 21, Development Office, 00/01-2408, 5/29-6/4/01

(R) **Instructor/Assistant Professor** (term ends 8/4/02; academic year), 140/130, History, 00/01-2411, 5/29-6/4/01

(R) **Assistant, Public Relations**, 14, Athletics, 00/01-2412, 5/29-6/4/01

(R) **Athletics Academic Advisor II**, 14, Athletics, 00/01-2413, 5/29-6/4/01

(R) **Technician IT**, 16, Office of Information Technology - Telecommunications, 00/01-2416, 5/29-6/4/01

(R) **Appliance Repairperson**, ST2, Plant-Building Custodial and Support Services, 00/01-2417, 5/29-6/4/01

(R) **Chairperson** (term ends 6/30/02, full year), 000, Computer Science 00/01-2419, 5/29-6/4/01

(R) **Coordinator Intramural/Recreation**, 16, University Recreation, 00/01-2420, 5/29-6/4/01

(N) **Research Assistant** (term ends; 6/30/03), 14, Evaluation Center, 00/01-2421, 5/29-6/4/01

N = New

R = Replacement

WMU is an Equal Opportunity/Affirmative Action Employer

Human resources

Process for changing temp pay clarified for supervisors

Supervisors who need to change the pay for a temporary employee should use a Temporary Transaction form, rather than a Temporary Appointment form. Human resource information processing has Temporary Transaction forms available for your use. Call them at 7-3622, and give the employee's name, employee ID number or Social Security number and department, and tell them whether you want to pick up the form or have it sent to you. By the next day, HRIP will have the Temporary Transaction form ready.

If you've been using Temporary Appointment forms to initiate pay changes for temporary employees, HRIP requests that you discontinue doing so and immediately begin using the Temporary Transaction forms.

Exchange

FOR RENT—Parchment home, two bedroom, two-car garage, fireplace. Rent-\$600, deposit-\$600. Call Tom Waltz at home at 375-9744 or on campus at 7-8085.

FOR SALE—Home with 4 bedrooms, 2 1/2 baths on 14 rolling acres with stream, pond, mature trees and wildlife. Antwerp Twp., Mattawan schools. \$288,000. Call 668-4862.



AN ECO-SENSITIVE WOMAN
(Photo by Neil Rankin)

On Campus with Barb Wygant

Barb Wygant recently started recycling her gray water. That is, she reuses the water consumed each day for things like rinsing out her coffee pot—water that need not go down the drain, but can be reused to water her garden.

Her latest recycling initiative is just one of the ways the office coordinator for the Environmental Institute has changed her life since joining the office in 1999.

"It's really opened my eyes," says Wygant, who manages the institute's wealth of data about the Kalamazoo River watershed. "I've become so much more aware of the interconnectedness of our water supply, consumption patterns and the ecological footprint we leave on the Earth."

In her position, Wygant provides support to the institute's director, assists some 200 students who have majors and minors in environmental studies, and coordinates the institute's grants, including \$2.5 million in support from the Environmental Protection Agency.

Her desktop includes both a new iMac and her trusty PC. She's been learning the rules of the Apple world, as she prepares to create a new Web page highlighting the institute's research and watershed information. That project is being funded by an \$11,000 grant she recently applied for and received from the Kalamazoo Community Foundation.

Even before joining the University staff in 1998, Wygant had ties to WMU. Her father, Robert Wygant, is a longtime professor of industrial and manufacturing engineering at WMU, and she earned her bachelor's degree in mathematics here.

In her private life, Wygant spends time gardening—organic vegetables are her specialty—and fixing up her historic home in Kalamazoo's Edison neighborhood. And at least twice a year, she makes time for a WMU art class to keep herself inspired. Wygant also indulges in pampering her four cats, kayaking, nature walks and reading nonfiction.

Obituaries

Paul T. Mountjoy, emeritus in psychology, died May 22 in Kalamazoo. He was 76.

A WMU faculty member from 1964 until 1986, Mountjoy headed the Department of Psychology from 1967-71, as acting chairperson for one year and then as chairperson. He was active in WMU's Faculty Senate and appeared in the 1972 edition of "Who's Who in America."

A widely published scholar, he held a long-term research grant from the National Institute of Mental Health. He served for many years as managing editor of the *Psychological Record* and was the author or coauthor of several books, including "The Experimental Analysis of Social Behavior," which included contributions from B.F. Skinner and other noted psychologists.

Mountjoy earned his bachelor's degree from Lawrence University and his master's and doctoral degrees from Indiana University. He was a World War II Air Force veteran.

A memorial service is being planned and will be held at Kanley Chapel.

University officials also have received word that two longtime members of the campus community died recently.

Bettie Caine, wife of the late Trustee Emeritus Robert Caine, died May 23 in California. Her husband served on the first WMU Board of Trustees, which was formed in 1964.

Conrad Johnson, husband of Trustee Emerita Mildred Johnson, died May 25 in Muskegon, Mich. She also was a member of the board from its inception in 1964 until she stepped down in 1982.

Speaker to discuss his personal struggle with little-known disorder

The little-known disorder of aphasia will be in the spotlight during a special event June 19 at WMU to help raise public awareness and to educate the public about the communication disability.

The Department of Speech Pathology and Audiology is sponsoring the event from 2 to 4 p.m. at the Charles Van Riper Language, Speech and Hearing Clinic to commemorate National Aphasia Awareness Month. The clinic is in the University Medical and Health Sciences Building.

John Liechty, who suffers from aphasia, will present a short lecture titled "The Aphasia Prospective: The Future." He earned a bachelor's degree in social welfare at Goshen College and a master's degree in

Gershon examines telecom industry in book

A week before his new book detailing the business strategies and structures of the telecommunications industry went to press, Richard Gershon's wife innocently asked if he had seen the *Wall Street Journal* story about AT&T's plans to sell off its long-distance division.

AT&T's announcement indicated a major departure in the telecommunications giant's business strategy as well as a hint of forthcoming shifts for the entire industry. These kind of rapid, industry-transforming changes and their effect on the telecommunications realm are discussed in Gershon's new book, "Telecommunications Management: Industry Structures and Planning Strategies," recently published by Lawrence Erlbaum Associates.

Gershon's book is divided into two parts, with the first half devoted to the business structures of the telecommunications industry; the second half examines the business of managing telecommunications operations. Gershon, communication, called upon specialists in the fields of leadership, finance, marketing and the Internet to contribute chapters to the text and included five in-depth case studies taken from the International Radio Television Society's annual case study competitions.

He admits that writing a book detailing the operations of an industry where change happens faster than the speed of fiber optics was a challenge.

"Change in technology is having a profound and volatile effect on the telecommunications industry. The 21st century promises a very different set of industry players than in the past," he says.

With that in mind, he wrote the book to help students and professionals in the field understand these changes, the business strategies that drive them and the direction they will take the telecommunica-

tions industry in the future.

"The clear lines and boundaries that once separated broadcasting, cable, telephone, and Internet communication are becoming less distinct," says Gershon.

"We are seeing a natural convergence of industries being driven by the digitalization of media and information technology. The future will be comprised of telecommunications companies

that have 'one-stop shopping,' where customers will be offered everything from Internet, cable, phone service and wireless services from one provider."

This new direction is already evident in the January merger of America Online, the nation's largest supplier of Internet services, and Time Warner, a transnational media corporation with vast holdings in broadcast, cable and print media. Gershon says that Time Warner needed an Internet strategy and AOL needed content, so the merger created new synergies for both.

"This is old media and new media coming together," he says. "What's interesting is AOL, the new media company, is one-fifth the size of Time-Warner, yet it's the one doing the buying. It's like a fish consuming a whale."

Providing an understanding of such vertical integration strategies and their impact on the future of the telecommunications industry is a pivotal part of Gershon's book.

"Telecommunications Management" is Gershon's second book. His first, "The Transnational Media Corporation: Global Messages and Free Market Competition," was the National Cable Television Center and Museum's 1997 Book of the Year.

and writing are also often impaired. People suffering from aphasia often become socially isolated and frequently are misunderstood by people around them.

More than 1 million Americans have acquired aphasia primarily as a result of strokes, but also from head injuries and other causes. The Department of Speech Pathology and Audiology and the National Aphasia Association hope to improve the quality of life of those who have the disorder.

The event is sponsored by the department and the Kensel Giddings Advancement of Aphasia Awareness and Education Award.

HUD grant funding multilevel project to improve quality of life in city of Benton Harbor

WMU faculty and staff members are expanding their efforts to aid community development in Benton Harbor, thanks to a recent grant from the U.S. Department of Housing and Urban Development's Office of Community Partnerships.

The \$399,996 "Community Outreach Partnership Center" grant was awarded to WMU's Center for Community Asset Building. Founded in 1996, the University's center aims to strengthen communities' financial, physical, social, political and human/intellectual assets. The center has formed a special relationship with the Benton Harbor area, partnering with community organizations to build individual and organizational capacity, and improve

the quality of life within the city.

WMU faculty and staff members from a variety of disciplines are involved in the three-pronged project funded by the grant. Project components include:

- Entrepreneurial Training Program. Trudy Verser, Haworth College of Business, is developing an entrepreneurial training program for African American women, many of whom have been affected by the Welfare to Work policy.
- Professional Development. Osama Abudayyeh, construction engineering, materials engineering and industrial design, is creating a model for project management in the city manager's office. According to Anderson, because of high staff

turnover in the office, it has often been difficult for staff members to track projects and grants. The system is expected to be implemented soon.

- Indigenous Capacity Building. A multifaceted needs assessment recently completed by three WMU faculty members and one CCAB staff member indicated that many of the resources people identified as needed to build strong families were already available in the community—people just didn't know where to find them. The indigenous capacity building effort will focus on connecting people with local services, along with creating a few new programs to fill in obvious gaps. Plans include: a "211" information and

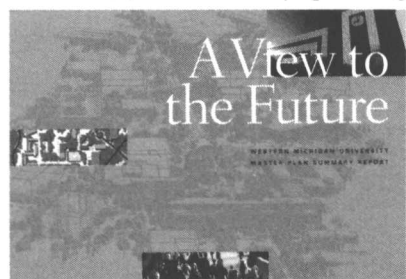
referral line being developed in conjunction with the local United Way; parenting education and health screening programs; youth development; family literacy; and an effort to transform an area food pantry into a family pantry that carries nonfood items for emergency needs.

"This program is an excellent example of the way WMU partners with agencies and community members to improve the quality of life in Southwest Michigan," says Anderson, who received a Building Better Communities Award last year from former HUD Secretary Andrew Cuomo. "It's also an opportunity for us to draw on the diverse strengths of our faculty, staff and students to make a real difference."

Master plan completed, summary available

The WMU master planning process is complete and a summary of the results has been published.

"A View to the Future: Western Michigan University Master Plan Summary Report" has been produced by SmithGroup JJR of Ann Arbor, the University's planning consultant in the process.



The report will be sent to campus offices that deal with physical plant and facilities planning. The summary report is a condensed version of a full technical report due to arrive on campus in August.

The 18-month undertaking that produced the plan involved representatives of the student body, faculty, staff and the public, as well as the Board of Trustees. They were organized into an advisory/policy committee and three focus groups. Work on the master plan is part of a University-wide planning process initiated in the fall of 1998 by President Elson S. Floyd.

According to WMU Director of Planning Evie Asken, Campus Facilities, the actual plan that has been developed forms a pattern around which future campus development can take place.

"The plan is really a set of fundamental concepts we will use when we consider and approve each new project in the future," she says.

As outlined in the summary report, the plan explores the significant development issues identified early in the planning process and lays out a set of recommendations for each of the three existing subcampus areas on the main Kalamazoo campus:

West Campus, which is comprised of the academic buildings west of Stadium Drive and Goldsworth Valley; East Campus, which is comprised of the 60-acre site that includes most of WMU's historic buildings as well as the athletic fields and physical plant facilities; and the Oakland Drive Campus, which includes the Kalamazoo Psychiatric Hospital grounds and the University Medical and Health Sciences Center.

Some language changes to subcampus designations resulted from the planning process, Asken says, as it became apparent there was a need to give better geographic references to identify sections of the campus. President Floyd approved the name changes to help clarify the boundaries of the subcampus areas.

During much of the planning process, for instance, the Oakland Drive Campus was referred to as South Campus, leading to some confusion as to where it was located and what it encompassed. The name was changed to the Oakland Drive Campus to clarify those questions.

At the same time, the new engineering complex at the intersection of Drake Road and Parkview Avenue, which includes the Business Technology and Research Park, was designated as the Parkview Campus. That new subcampus was not part of the master planning focus area. Both new campus names are now being used and the Oakland Drive Campus terminology was incorporated into both the summary report of the master plan and the technical report now being prepared.

While the published summary report is only available to a limited number of campus offices and individuals, Asken says, the report will soon be published on a new master plan Web site that will replace the current Web site devoted to the plan development process.

Faculty Senate ushers in 15 new senators

The introduction of 15 new senators and the election of members to four of the five senate councils took place at the Faculty Senate's annual meeting May 10 at the Fetzer Center.

Replacing those whose terms expired at the end of the 2000-01 academic year, the new senators and the departments they represent are: Ann Miles, anthropology; Paul R. Solomon, art; John A. Jellies, biological sciences; Leigh A. Ford, communication; Osama Abudayyeh, construction engineering, materials engineering and industrial design; Nicolas Witschi, English; David J. Flanagan, management; Frank M. Gambino, marketing; Edward Roth, music; Neil A. Pinney, political science; Gary Mathews, social work; and Ariel L.H. Anderson, teaching, learning and leadership.

Keith M. Hearit, communication; Raja G. Aravramuthan, paper printing and science; and Joseph S. Ellin, philosophy; will serve as representatives-at-large.

Senators whose terms expired and the departments they represented are: Robert L. Anemone, anthropology; Barbara I. Brotherton, art; Robert C. Eisenberg, biological sciences; Keith M. Hearit, communication; David Middleton, construction engineering, materials engineering and industrial design; Grace C. Tiffany, English; Raymond E. Alie, management; Richard E. Plank, marketing; Delores R. Gauthier, music; Lawrence Ziring, political science; Tracey Mabrey, social work; and Paul T. Wilson; teaching, learning and leadership.

The terms of three representatives-at-large, Andrew A. Brogowicz, chairperson of marketing; Werner Sichel, economics; and Joseph Ellin, philosophy; also expired.

In his remarks, Senate President Ralph Tanner lauded Sichel for the 37 years he served on the Faculty Senate.

Also at the meeting, new members were elected by ballot to four of the five senate councils. Those councils and their new members are:

- Campus Planning and Finance Council: Kevin High, aviation; Sheldon Langsam, accountancy; and Paul Pancelli, physics.
 - Graduate Studies Council: Leigh A. Ford; Suzanne Hedstrom, counselor education and counseling psychology; Hossein Mousavinezhad, electrical and computer engineering; and Mushtaq Luqmani, marketing.
 - Research Policies Council: Karim Essani, biological sciences; Kent Baldner, philosophy; J.D. Dolan, English; and Ahalapitiya Jayatissa, construction engineering, materials engineering and industrial design.
 - Undergraduate Studies Council: Ariel L.H. Anderson; Joyce Kubiski, art; David Reinhold, chemistry; David Rozelle, accountancy; and Lisa Whittaker, aviation.
- The Technology and Operations Council did not have any members whose terms expired.

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>.

JUNE

Tuesday, June 5

Performance, Kentucky Horn Club, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, 10 a.m.

Performance, University of Iowa Horn Ensemble, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, noon.

Performance, University of North Texas Horn Ensemble, 33rd International Horn Symposium, Dunbar/Friedmann Amphitheater, noon.

Performance, "Esprit de Corp" Horn Ensemble, 33rd International Horn Symposium, Dunbar/Friedmann Amphitheater, 2:30 p.m.

Performance, Southern Methodist University Horn Ensemble, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, 2:30 p.m.

Wednesday, June 6

Performance, University of Wisconsin Horn Ensemble, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, noon.

Performance, Interlochen Horn Ensemble, 33rd International Horn Symposium, Dunbar/Friedmann Amphitheater, noon.

Performance, Central Michigan University Horn Ensemble, 33rd International Horn Symposium, Dunbar/Friedmann Amphitheater, 2:30 p.m.

Performance, University of Louisiana Horn Quartet, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, 2:30 p.m.

Thursday, June 7

Performance, West Virginia University Horn Ensemble, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, noon.

Performance, Conservatoire Supérieur de Lyon Horn Ensemble, 33rd International Horn Symposium, Dunbar/Friedmann Amphitheater, noon.

Performance, University of Michigan Horn Quartet, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, 2:30 p.m.

Friday, June 8

Performance, Penn State University Horn Ensemble, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, noon.

Friday, June 8 continued

Performance, Central Washington State University Horn Ensemble, 33rd International Horn Symposium, Dunbar/Friedmann Amphitheater, noon.

Performance, Columbus Horn Group, 33rd International Horn Symposium, Dunbar/Friedmann Amphitheater, 2:30 p.m.

Performance, University of South Dakota Horn Ensemble, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, 2:30 p.m.

*Film Showing, "In the Mood for Love," (through June 10), sponsored by Kalamazoo Film Society, Little Theatre; June 8-9, 7 and 9:30 p.m.; June 10, 2:30 p.m.

Saturday, June 9

Reunion Weekend, 50th reunion for the Class of 1951 and annual meeting of the WMU Golden Associates, Walwood Hall and other locations.

Performance, Lawrence University Horn Ensemble, 33rd International Horn Symposium, Bronco Mall, Bernhard Center, noon.

Performance, University of Western Ontario Horn Ensemble, 33rd International Horn Symposium, Dunbar/Friedmann Amphitheater, noon.

Performance, Symposium Alphorns, 33rd International Horn Symposium, Fine Arts Plaza, 2:30 p.m.

Wednesday, June 20

Spring session ends.

Summer session begins. Classes begin at noon.

Friday, June 22

Board of Trustees meeting, Connable Board Room, Bernhard Center, time to be announced.

Saturday, June 23

Commencement, Miller Auditorium, times to be announced.

*Admission charged