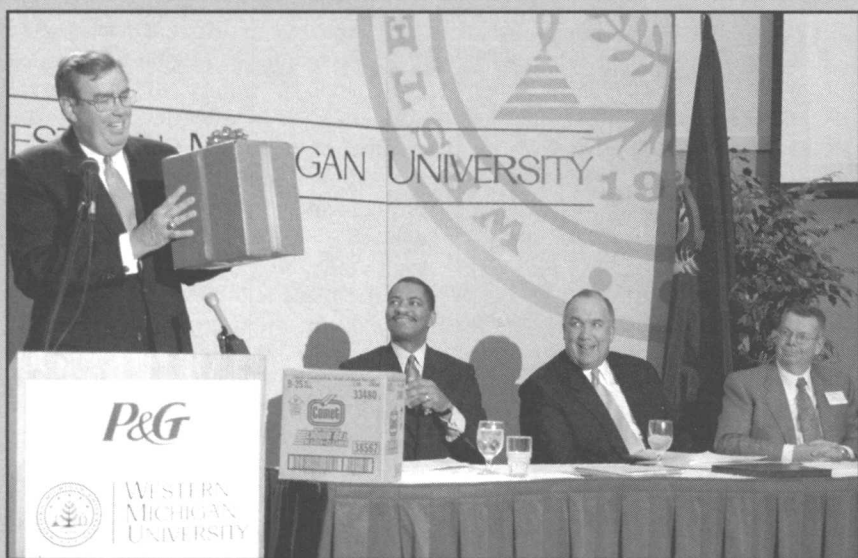


WESTERN MICHIGAN UNIVERSITY WESTERN NEWS

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April 6, 2000



A big gift in a small box— 100 patents— makes it 'truly a day we can celebrate'

A gift of 100 pending patents for Enhanced Paperboard Technology was symbolized, above, by the prototype box presented by Gordon Brunner, Procter & Gamble chief technology officer, far left, to WMU President Elson S. Floyd, second from left. Looking on were Gov. John Engler, center, and John Bergin, far right, who is vice president of Consolidated Papers and president of the Paper Technology Foundation. The gift, Engler told those attending the announcement, made March 30 "truly a day we can celebrate." (Photos by John Lacko)



P&G turns patented technology over to WMU paper tech experts

While organizations around the nation are encouraging employees to "think outside the box," a gift from Procter & Gamble is encouraging WMU researchers to take a look at the box itself.

Consumer product giant P&G announced March 30 a donation of rights to more than 100 pending global patents for Enhanced Paperboard Technology to the Paper Technology Foundation Inc. at the University.

The announcement was made in a packed news conference at the Fetzer Center, with Michigan Gov. John M. Engler delivering a brief address.

"What we're witnessing today is something that is pretty special and something I hope might become a regular occurrence in Michigan," Engler said. "It is the teaming up of very impressive corporate partners with some of America's very best research universities, the goal being to further research, develop and market new technologies."

Enhanced Paperboard Technology is a more cost-effective method for producing strong, humidity-resistant linerboard, which is used to make the corrugated containers widely used in product shipping.

Once it is further developed and commercialized by University researchers, Enhanced Paperboard Technology could result in an industry cost savings of nearly half a billion dollars annually. WMU will realize all future financial benefits from commercializing the technology.

Why would P&G donate a viable and potentially profitable technology? According to P&G Chief Technology Officer Gordon Brunner, the company has a financial stake in seeing the invention developed quickly.

"At P&G, we're driven by innovation," Brunner said when announcing the gift. "Each year we invest over \$1.7 billion in research and development, and are awarded about 3,000 patents. We currently have over 25,000 patents in our portfolio. Very simply, we invent more innovative technologies than we can develop."

"WMU's paper technology program is uniquely qualified to bring this packaging technology to market quickly. Since P&G spends about \$400 million a year on shipping containers, it makes good sense to donate this technology to WMU so it can develop Enhanced Paperboard Technology to provide opportunities for companies like us to benefit from future cost savings. WMU is in the paper business, and P&G is in the business of creating and improving consumer products. It's a win-win situation."

WMU researchers say the use of the technology and its potential economic impact are not limited to the packaging or linerboard industries. Future applications could include such products as building materials, temporary disaster housing and automobile insulation—anything that requires strong, lightweight, humidity-resistant material. Widespread use of the technology also has the potential to create new markets for agricultural by-products that researchers believe could become key ingredients of the new material.

"We've said many times that creating University/corporate partnerships is the key not only for the future success of our University, but also for the economic development and well-being of the citizens we serve," said President Floyd in accepting the gift. "We are delighted at the opportunities this gift will create. Not only will this allow one of our top programs to expand its impact, it also will mean we can offer our students a chance to be involved in developing cutting-edge technology."

NSF award will boost doctoral research in new field

The National Science Foundation has awarded close to \$2.8 million to a new and innovative doctoral research and training program being offered through Western Michigan University and 11 other participating institutions.

The Biosphere Atmosphere Research and Training program, dubbed BART by organizers, will take a multi-disciplinary approach in studying how changes in atmospheric conditions can profoundly affect living organisms and how those altered organisms can, in turn, affect the atmosphere.

The novel, residential program will train students to address a range of key questions about how the biosphere and atmosphere interact. But students will have to look outside their own disciplines into other fields to search for answers.

"The National Science Foundation is trying to advance science and create a research field that doesn't exist by combining disciplines that already do exist," says Steven Bertman, chemistry, who helped design the model program. "They want to build bridges between disciplines."

The program is being billed as a "total immersion experience" in which students spend two summers at the University of Michigan Biological Station in Pellston. There they will take part in a series of education activities involving ongoing research programs that will prepare them to conduct their own pioneering research.

Students will continue their training at their home institutions during the academic year.

The proposal has been in the works for more than two years. The \$2.8 million grant is actually awarded to the U-M Biological Station. WMU will receive about \$2.5 million to coordinate the project.

In addition to using the station's advanced facilities, students will work with faculty mentors, who will guide them in joining a new cadre of scientists prepared to address complex issues in the 21st century.

The grant is through the NSF's Integrative Graduate Education and Research Training program. Each BART student receives a \$15,000 yearly stipend, funding for tuition and fees, travel support, and support for equipment and supplies. In addition to 10 intensive weeks at the biological station and conducting research, students will take part in group Internet discussion and data analysis and attend two BART conferences and two national conferences.

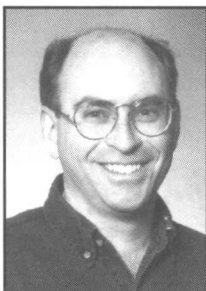
Other participating institutions include Bowling Green State University, Indiana University, Michigan Technological Uni-

versity, Ohio University, Ohio State University, Pennsylvania State University, Purdue University, the University of Miami, the University of Michigan, the University of Virginia and Washington State University.

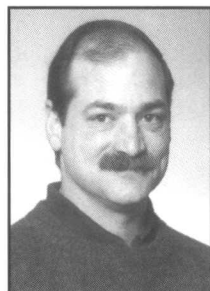
Among a wide range of topics students could study the effects of mercury deposition in the Great Lakes, elevated carbon dioxide levels or high concentrations of ground level ozone.

"One of the fastest ways to advance science in this country is to identify fruitful mergers of existing disciplines—to spot interdisciplinary areas—that would generate terrific synergisms between what we recognize as existing, separate disciplines," says David Karowe, biological sciences, who also helped design the program and has studied the effects of elevated carbon dioxide levels on plants and animals.

Karowe and Bertman say that the BART program was fortunate to receive NSF funding. Between 500 and 600 proposals were submitted to the agency, of which 21 were selected. Of those 21, all except the BART program involve just one or, in a few cases,



Bertman



Karowe

Enhanced Paperboard Technology

Enhanced Paperboard Technology involves substituting resins and calcium lignosulfonates, which are natural by-products of the paper pulping process, for part of the wood fiber typically used in linerboard production. The resulting material is strengthened so much that enhanced 35-lb. linerboard can be substituted for packaging that currently requires the stronger 55-lb. linerboard. This saves 25 percent of the wood pulp that would ordinarily be used for the stronger box.

Paperboard products, which include linerboard, comprise nearly 60 percent of the paper industry, which is the nation's fifth-largest industry. In Michigan, the paper industry accounts for 9 percent of the

(Continued on page four)

This News is last issue for winter semester

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

Publication will resume in the same large format for the spring session. Spring publication dates are May 4, May 18, June 1, and June 15.

Summer session issues of the *Western News* will be published in a small format. Those issues are scheduled for June 29, July 13, July 27 and Aug. 10.

(Continued on page two)



AIR APPARENT—Captain Gary Brown, right, general manager of flight training for Emirates Airlines, congratulates one of the top students in the airlines' first class of cadets. The group graduated from the International Pilot Training Centre program March 23 in a ceremony attended by University and airline officials as well as Battle Creek area business and political leaders. The seven cadets received certificates from President Floyd, while special awards were presented by Brown. Cadet Rashid Al Malik, left, captured the class's top academic award, the top flight award and the overall "Best Cadet" award. The cadets, who have been at WMU since August 1998, have left for the United Kingdom, where they will complete their training. (Photo by John Lacko)

Forensics team takes third in statewide tournament

WMU took third place at the Michigan Intercollegiate Speech League's 2000 state tournament held March 17 and 18 at WMU.

The event, which was organized by WMU's Forensics Team of Competitive Speech, Theatre and Debate, drew 94 participants from 11 public and private institutions—the largest number of schools ever to compete in the tournament. Eastern Michigan University came in first while Central Michigan University took second place.

The 2000 state tournament also gave individual competitors one last opportunity to qualify for this year's National Forensics Association tournament April 13-17 at Ohio University. Fourteen WMU students are now qualified to take part in the national tournament.

Panel discussion to focus on graduate writing today

The links between graduate education and strong writing skills will be the topic this afternoon as a new campus group tackles the issue of writing excellence.

"The Role of Writing in Graduate Education" is the focus of the discussion, which is set for 4:30 to 6 p.m. in 211 Bernhard Center. The program is sponsored by the Graduate Student Writing Consultancy, a new program housed at the WMU Writing Center.

The panel, which will include graduate faculty and students, will provide an opportunity for graduate students and undergraduates considering graduate school to learn more about graduate-level writing. For more information, call 7-4615.

Eleventh annual pow wow set for April 8 and 9, will focus on preserving tradition

More than 8,000 people are expected to turn out for the 11th annual Native American Contest Pow Wow on Saturday and Sunday, April 8 and 9, at University Arena.

"Handing Down Tradition into the New Millennium" is the theme of this year's event, which will take place from 11 a.m. to 9 p.m. Saturday and 11 a.m. to 6 p.m. Sunday. The event is being sponsored by the Native American Student Organization and WMU.

Each spring, Native American peoples from across the country celebrate their traditions and spirituality through pow wows. The events include Native American dance, regalia, song, food and artwork. They are designed to increase the awareness of Native American culture and its impact on modern American life as well as to encourage children to learn more about Native American culture.

A highlight of the Kalamazoo area pow

WMUK sweeps news documentary awards from Michigan press broadcast group

Radio station WMUK-FM, the University's public radio station, captured top honors in the news documentary category in this year's Michigan Associated Press Broadcasters Association competition.

A documentary titled "City Commissioner," produced by Gordon Evans, won the first place award. Evans spent two weeks following Kalamazoo City Commission candidate Sean McCann before

the election last November. He sat in on campaign strategy sessions, went door-to-door with McCann and interviewed campaign volunteers, as well as the candidate. The documentary aired after the election and offered listeners an inside look at what it's like to run for local elected office.

"Fish for All," produced by Abraham Hohnke and Andy Robins, won an honorable mention. The half-hour program used oral history interviews gathered by WMU's Great Lakes Center for Maritime Studies to look at the conflict over fishing resources in northern Lake Michigan.

The program looked at the issue from the perspective of Native Americans, non-native commercial and sport fishermen and state officials. Hohnke, of Traverse City, was an intern at WMUK and was also a member of the student team that recorded the oral histories. The main purpose of the project was to create a traveling museum exhibit. Audio recordings were adapted for use in the radio program.

First place and honorable mention are the only prizes awarded in the category, giving WMUK a sweep. The MAPBA awards will be presented at the group's annual meeting in Southfield on April 29.

Host families needed

Host families for professionals visiting the Kalamazoo area are being sought by a non-profit international organization with University ties.

Colleagues International is arranging for three or more groups to visit the area in May, June and October. The agency works with WMU and the U.S. government to coordinate the visits, which typically last two days to two weeks.

Volunteers also are needed to help with driving and to escort visitors on cultural trips. Call Joyce Harnden at 341-9494 for more information.

Three retirement receptions set for faculty, staff members

University community members are invited to attend three different events in the coming weeks to honor retiring faculty and staff members.

•Three retiring history professors will be honored at a single reception set for 4 to 6 p.m. Tuesday, April 11, at the Oaklands. Those honored will be Lewis Carlson, who retired in April 1999 after 31 years at the University; James Ferreira, who will retire April 16 after 29 years on the faculty; and Dale Porter, who will retire April 30 after 30 years at WMU.

•Pat Conolly, Haworth College of Business, will be honored in a retirement reception from 3 to 5 p.m. Friday, April 14, in 2150 Schneider Hall.

•Richard Snyder, who will retire in June after 12 years as director of Miller Auditorium, will be honored in a reception set for 4 to 6 p.m. Tuesday, April 18, on the Miller stage.

Ethics and intercultural communication is topic

A look at how ethical interventions can affect intercultural communication will be the focus of a presentation by a University expert in race and communication Thursday, April 13.

W.F. Santiago-Valles, Institute for the Study of Race and Ethnic Relations, will address "The Ethics of Intervention in Processes of Intercultural Communication" at 7 p.m. in 210 Bernhard Center. Sponsored by the Center for the Study of Ethics in Society, his presentation is free and open to the public.

Santiago-Valles, also in communication and black Americana studies, will explore interventions, such as when a group of people make a conscious, collective action consistent with their interests. Sometimes these collective actions may be moral, but not necessarily ethical, he says. An example of an ethical intervention is when a group decides not to purchase clothing manufactured by companies that use sweatshop labor in other countries.

Obituary

Evelyn A. Monroe, a longtime staff member in the Career Planning and Placement Office at WMU, died March 11 in Kalamazoo. She was 74.

Monroe was assistant to the director of the Placement Office at the time of her retirement in 1982. She had been a member of the WMU staff since 1954, serving in a variety of capacities. Prior to joining the WMU staff, she had been a public school teacher in Dundee and Mattawan.

The South Bend native earned a bachelor's degree from WMU in 1947.

NSF funds (Continued from page one)

two institutions, compared to BART's 12 participants.

"It's a very complicated program," Bertman says. "It involves 12 institutions and at least 25 different faculty members from those 12 institutions. I believe it's considered an experiment on NSF's part—'Let's see if they can do it.'—Because it's very different from all of the other grants they have awarded. It's a major challenge."

The first class begins this summer. In all, 38 students will take part in the program over the next five years. All will do two-year fellowships except one student, who will receive one year of training.

How many students will come from

each participating university is unknown. Those who come up with the best proposals will be chosen.

Bertman and Karowe are hoping the program will act as a recruiting tool for graduate students. There are signs that this may already be paying off.

"We've already had some inquiries from students as far away as Florida saying that they were interested in coming to Western to work on this program," Bertman says. "If I was a graduate student, I'd be tickled about this. I'd be very excited."

Students won't be the only ones who benefit. Faculty from all 12 universities can become involved as well.

Curtis-Smith adds two new music awards to his list

C. Curtis-Smith, music, has two new awards to add to his long list of accomplishments.

Curtis-Smith recently won a \$6,000 Creative Artist Grant from the Michigan Council for the Arts and Cultural Affairs to write a new composition for the Verdehr Trio, an internationally known resident faculty ensemble in the Michigan State University School of Music. The Verdehr Trio features violin, clarinet and piano and is named after its pianist, Walter Verdehr.

Curtis-Smith currently is writing the piece, which should be finished by summer. One movement of the composition, entitled "Largo with a Twist," will be performed by the trio in May in East Lansing. The entire work is to be premiered during the 2000-2001 performance season.

Curtis-Smith says his new creation still does not have a name.

"Since I'm still in the process of writing it, I'm just using a generic title, which is the title of the genre," he says. "For now it's simply 'Trio for Violin, Clarinet and Piano.' But it's going to have a better name than that."

The award from the council comes shortly after Curtis-Smith chalked up his 23rd consecutive American Society of Composers, Authors and Publishers Award. ASCAP awards, valued at \$1,500, are presented annually to assist and encourage writers of serious music. An independent panel of music authorities selects winners based on the value of their catalogs of original compositions and the performances of those works in areas not surveyed by the society.

WESTERN NEWS

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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.



WESTERN MICHIGAN UNIVERSITY

Finals Finish will help students 'get in gear'

Members of the faculty, staff and administration are being asked to "get in gear" and help out at the 2000 Finals Finish from 8 p.m. to midnight Monday, April 17, and Tuesday, April 18, in the Student Recreation Center.

The program, which has a bike race theme this year, allows students to use the center as a late-night study and recreation area for the first two days of winter final exams. Partially funded by the Campus Activities Board, it is being sponsored by the Presidential Spirit Committee along with several WMU departments and employee organizations.

"This can be a hectic, stressful time for students," says Amy J. Seth, University Recreation Programs and Facilities. "We want to help them review, relax and revive so they can successfully ride through the last finals week of the academic year."

The Student Recreation Center will be offering students study rooms, a computer lab and open recreation facilities as well as snacks, massages, promotional items and prizes. Members of WMU's faculty, staff and administration volunteer to cover shifts during the facility's extended operating hours. The newest partner for Finals Finish is Waldo Library, which will be open until 3 a.m. on April 17 and 18.

Seth says volunteers are asked to sign up on either Monday or Tuesday for a two-hour block of time from 8 to 10 p.m. or 10 p.m. to midnight. Those volunteering will receive a free Finals Finish T-shirt and a

guest pass to the recreation center.

Members of the University and Kalamazoo community who are not able to donate their time are invited to make a financial donation to the program. Donors contributing \$25 or more also will be rewarded with a Finals Finish T-shirt and a guest pass to the recreation center.

To volunteer, use the "blue book" sent to faculty and staff members through campus mail or call Seth at 7-3759 or Jennifer Fager at 7-3487.

Zest for life

Beginning May 1, those working out at West Hills Athletic Club will notice something of a "racquet" as Phase I of its renovation plans gets under way.

Renovations will include moving the fitness area, the basketball court and the jogging track to the front left three tennis courts, which will become a double-decked area with an elevator. Improvements will result in one large cardiotheatre, temperature-controlled fitness area, soundproof aerobic studio, and additional space and equipment. Phase I completion is scheduled for Sept. 1.

Phase II and Phase III will follow with renovations to the rest of the club. These targeted sites will include the lobby, tennis courts, and service desk. These remodeling plans are currently being displayed at the club. West Hills will remain open during the renovation period.

On campus



A PERFECT FIT — Every day, Lisa J. Walker helps students in the Colleges of Health and Human Services and Fine Arts find the right jobs. And if anyone should know a perfect job, it's Walker. As the assistant director of career and student employment, Walker's job requires the sensitivities of a social worker, the abilities of a counselor, an understanding of the health care field and a background in fine arts. As a former social worker with a master's degree in counselor education and counseling psychology

from WMU and an Alma College graduate who attended school on a theatre and performance scholarship, Walker seems tailor made for her post. "My skills work really well in this job," she admits. "I wanted to work with college students and love human services. I wanted to give back what I received as a student. This allows me to use a lot of my background." Walker says that even though the career opportunities for students in such divergent colleges are quite different, it keeps her job challenging. "In a job search, health and human services students need to do resumes, interviews and have internships along the way during their college experience," she says. "In fine arts, the students audition and create portfolios and a lot of it is based on who you know. It is much more competitive. My job is to help students see how their skills are transferable to other areas in addition to those they studied. In general, I try to help students prepare for life after WMU." This year, Walker was additionally challenged by undertaking the daunting role of organizing WMU's Feb. 2 Career Fair, which brought 178 employers together with more than 2,500 students. A native of Fenton, Mich., Walker married her high school sweetheart, Tim, after college and they moved to Kalamazoo so he could pursue a degree in aeronautical engineering at WMU. In keeping with his passion for aeronautics, the Walkers' 3 1/2 year old daughter, Amelia, is named in honor of the famed pilot, Amelia Earhart. In addition to pictures of her daughter, Walker's office is decorated with her watercolor paintings, a "fantasy hobby" she'd like to pursue if she had free time. Also in her office is a collection of stuffed lizards of various sizes, colors and shapes. Walker won't reveal why, but her nickname since college has been "Lizard." "It was a nickname given to me and then I just sort of adopted it," she explains. (Photo by Neil Rankin)

Human resources

"Verbal Judo — The Gentle Art of Persuasion" is session topic

Judo embraces the principles of balance, leverage and self-defense. These same principles can be used in your personal interactions at home or work.

Join Detective Carol Dedow, WMU

Public Safety, as she shares techniques that can help you deal with a person who is upset during a Lunch & Learn session from noon to 1 p.m. Thursday, April 13, in 157 Bernhard Center.

Dedow will explore tools to help you defuse verbal confrontations and potential violence and, instead, generate voluntary compliance. This effective and gentle art of persuasion is a life skill that you'll call on over and over again.

Arrive on time to claim a seat. Those attending are welcome to bring a lunch.

Web Watch

■ A new Web site for the Business Technology and Research Park went online April 1. Included are a site map and preliminary renderings of what the park may look like when completed. More information will be added later. Visit the new site at:

<www.wmich.edu/btr>

■ You can do a site-specific search of WMU/News, which allows you to search more than 1,700 university news releases by keyword. Look in the left column of any of the main pages in WMU News, and click on "Search WMU News." You can find WMU/News at:

<www.wmich.edu/wmu/news>

Service

The following employees are recognized for 20, 15, 10 and five years of service to the University during April.

20 years—Vicki L. Cox, physical plant-administrative services; Judy K. Dinda, physical plant-building custodial and support services; Sandra A. Khan, International Student Services; Norma J. Lockway, Henry-Hoekje-Bigelow dining service; and Roger K. Mills, physical plant-building custodial and support services.

15 years—Janice B. Bailey, public safety; Ruth M. Doty, Henry-Hoekje-Bigelow dining service; Dora L. Secondi, physical plant-building custodial and support services; Robin L. Verhage, physical plant-landscaping and grounds maintenance; and Brian J. Vermeulen, powerplant.

10 years—George A. Boston, University libraries; James M. Brown, physical plant-building maintenance services; Raymond V. Kezenius, campus planning; Anita R. Knight, University budgets; William J. Merrow, science studies; Yolanda C. Mihalko, Office of the Vice President for Information Technology; Patricia Nelson, philosophy; Linda Opalewski, logistical services; Mary E. Palmer, admissions; and Donald VanderRoest, physical plant-building maintenance services.

Five years—Rita V. Glass, Center for Disability Services.

Jobs

The following list of vacancies is 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.

S-01 and S-02 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.

(R) **Manager, Grants & Contracts,**

Volunteers sought for to help with two sports camps for visually impaired teen athletes

The 13th Annual Sports Education Camps for Youths with Visual Impairments are ready to blast off. Now what's needed are some volunteers to help man the launching pad.

Eighty blind and visually impaired young athletes will converge on the campuses of the Michigan Schools for the Deaf and Blind in Flint from April 30-May 2 and WMU from May 3-6.

Athletes will range from 10-16 years old and will work on a broad spectrum of skills, from running, jumping and throwing, to more advanced competitive sports and recreation skills, including wrestling, swimming, gymnastics, goal ball, bowling, and track and field.

Organizers are looking for anyone who enjoys children or sports to carry out a variety of tasks from coaching to dorm counseling, sports skills instruction, guiding athletes to events, keeping score and running errands.

Especially needed are dorm counselors, runners, track and field athletes, swimmers, gymnasts, wrestlers, aerobics leaders and lifeguards.

Those interested should call or e-mail Paul Ponchillia, 7-3449, <paul.ponchillia@wmich.edu>, or Susan Ponchillia, 7-3450, <susan.ponchillia@wmich.edu>. Be sure to include a description of the specific skills you possess.

Fall 2000 is target time for implementation

The Comp 2000 team continues work on designing the University's new pay and performance systems, and reports that the target date for implementation is fall 2000.

Traditionally, the University implements annual pay adjustments sometime during fall semester. This year, employees could have as many as three factors affect that first paycheck after implementation—the annual pay adjustment, the retroactive portion of the annual pay adjustment to July 1, and an equity adjustment that may result from the implementation of the new market-based compensation system.

Compensation 2000 is the University's project to design and implement new compensation and performance management systems for clerical, technical, professional and administrative staff. Towers Perrin is the firm providing professional consulting services to human resources for the project.

Right now, it is too early to know which positions, or how many positions, will have equity adjustments. Supervisors can help keep the Comp 2000 project—and pay adjustments—on schedule by submitting annual performance

appraisals on time. Performance appraisals for clerical/technical and professional/

technical/administrative employees are due Friday, June 2. Appraisals for academic-year and 10-month employees should be completed before the last day of work for the fiscal year. Watch your mail for a memo outlining performance appraisal procedures.

COMP 2000

WESTERN MICHIGAN UNIVERSITY

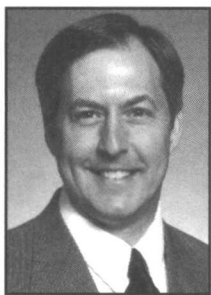
Craig tapped to become assistant general counsel

Carrick D. Craig, an attorney specializing in higher education law, has joined the Office of the General Counsel at the University as assistant general counsel.

In his new role, Craig will provide legal counsel and assistance to the University administration, faculty and staff in all areas of the law.

Previously, Craig was a shareholder and partner of Green, Green, Adams, Palmer & Craig, an Ann Arbor law firm which specializes in academic, civil rights and employment matters. Primarily representing plaintiffs, he tried numerous cases to conclusion, recently securing a \$1.3 million verdict in an employment discrimination case. Craig also served as an associate attorney with three other east Michigan law firms and as a staff attorney with Citizens Insurance Company of America.

Craig earned a bachelor's degree in English from Adrian College and his law degree from Wayne State University Law School.



Craig

P&G gift (Continued from page one)

state's workforce, making it the fourth-largest industry in the state.

According to Thomas Joyce, chairperson of paper and printing science and engineering, Enhanced Paperboard Technology could have a significant impact on the paper industry and will enhance WMU's global reputation. In addition, the work could lead to new ties with papermakers, chemical suppliers and equipment manufacturers. One of the initiative's other major effects, he said, will be its impact on student recruiting.

"The revenue that will eventually be realized from this P&G technology donation will be used to enhance our scholarship funding," Joyce said. "I can think of nothing I'd like to see more than having 100 full-ride scholarships to offer to talented students headed for careers in the paper industry."

Other innovations to find new homes

The March 30 announcement, Brunner said, is an example of Procter & Gamble's long-term strategic initiative to open its technology vault. P&G uses independent experts to match the best technologies with the best partners. Some technologies, he noted, will be donated and others will be licensed or sold.

"In the case of Enhanced Paperboard, by donating the patents to WMU, the technology will be developed faster than if it were licensed," said Brunner. "In fact, we want to be one of WMU's first customers."

Brunner noted there are "dozens and dozens of fine universities and research institutions" to whom the company could have donated the technology. To find the perfect fit, he said, an independent expert was hired to conduct an intensive search and recommend the best university candidate to develop and commercialize the technology quickly.

"We couldn't be happier to find this well-deserving university just a state away from our world headquarters," Brunner said. "Western Michigan University clearly is at the cutting edge of paper science in the world today."

About Procter & Gamble

P&G markets more than 300 brands to nearly five billion consumers in more than 140 countries. These brands include Crest, Tide, Pantene, Pampers, Oil of Olay, Vicks and Pringles. P&G, which has its headquarters in Cincinnati, has operations in 70 countries and employs more than 110,000 people. In fiscal year 1998-99, its sales were \$38 billion.

*Updated
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of the year,
available
everywhere
in the world.*

*Have you checked
the news today?*



WMU/news

www.wmich.edu/wmu/news

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>.

Thursday, April 6

Exhibition (through April 7), BFA Show, photography by Kristen Field and Kiera Kaechele, Rotunda and South Galleries, East Hall, weekdays, 10 a.m.-5 p.m.; reception, April 7, 5-7 p.m.
Exhibition (through April 14), "NeXT Step," mixed media by Grazyna M. Wolska, Gallery II, Sangren Hall, weekdays, 10 a.m.-5 p.m. and Saturdays, 1-4 p.m.
Softball doubleheader vs. Notre Dame, Ebert Field, 3 p.m.
Lecture, Global Business Lecture Series, "Dana Corporation: A Global Leader in the Automotive Supply Industry," William Hoenes, vice president, Dana Corp.'s Global Heavy Axle and Brake Division, 1120 Schneider Hall, 4 p.m.
Lecture, Medieval Institute and Richard Rawlinson Center, "The Virgin Mary and Her Texts in Late Anglo-Saxon England," Mary Clayton, University College, Dublin, Emeriti Room, Walwood Hall, 4:30 p.m.
Meeting, Faculty Senate, Fetzer Center, 5 p.m.
GCII (Gold Company II) annual spring concert, vocal jazz, Dalton Center Recital Hall, 8 p.m.

Friday, April 7

APA/PSSO luncheon, "Your Recipe for Success," North Ballroom, Bernhard Center, 11:30 a.m.-1:30 p.m.
Public presentation, College of Fine Arts dean candidate Margaret Merrion, Ball State University, 1110 Dalton Center, 11 a.m.-noon.
Women's tennis vs. Eastern Michigan, Sorenson Courts, 1 p.m.
Softball doubleheader vs. Akron, Ebert Field, 2 p.m.
Lecture, American Studies Program winter lecture, "Freedom's Bitter Taste: Frederick Douglass' Personal Narratives and the Heroic Slave," Leonard Neufeldt, professor of American studies, Purdue University, Lee Honors College Lounge, 3:30-5 p.m.
Open house, Fourth Annual GradART Open House, East Hall, 6-9 p.m.
*Film showing (through April 9), David Lynch's "The Straight Story," Campus Cinema, Oakland Recital Hall: Friday and Saturday, April 7 and 8, 7 and 9:30 p.m.; Sunday, April 9, 2:30 and 5 p.m.
Performance, Collegiate Singers, conducted by Joe Miller, Dalton Center Recital Hall, 8 p.m.
Dance concert (and April 8), Annual Student Dance Concert, Orchestral Student Dance Society, Studio B, Dalton Center; Friday, 8 p.m. and Saturday, 2 and 8 p.m.

Saturday, April 8

*Pow wow (and April 9), 11th Annual WMU Native American Pow Wow, "Handing Down Tradition into the New Millennium," University Arena, 11 a.m.-9 p.m.
Women's tennis vs. Toledo, Sorenson Courts, 1 p.m.
Baseball doubleheader vs. Bowling Green, Hyames Field, 1 p.m.
Softball doubleheader vs. Kent, Ebert Field, 1 p.m.

Sunday, April 9

Golf, Bronco Invitational, The Moors, Portage.
Baseball doubleheader vs. Miami, Hyames Field, noon.
Women's tennis vs. Marquette, Sorenson Courts, 1 p.m.
Guest artist recital, Marc Dickman, euphonium, Dalton Recital Hall, 4 p.m.

Monday, April 10

Golf, Bronco Invitational, The Moors, Portage.
Public presentation, College of Fine Arts dean candidate Ray Thorburn, Northland Polytechnic, New Zealand, 1021 Brown Hall, 4-5 p.m.
Exhibition (through April 14), BFA Show, graphic design by Eric Rumsey, Matt Siegrist and Nicole Speigl, Rotunda and South Galleries, East Hall, weekdays, 10 a.m.-5 p.m.; reception, Friday, April 14, 5-7 p.m.
Concert, 21st annual Music Therapy Clinic Concert, Dalton Recital Hall, 7 p.m.

Tuesday, April 11

*Workshop (and April 18 and 25), "Interaction Management: Tactics for Effective Leadership," Fetzer Center, 8:30 a.m.-4:30 p.m.; call 7-3232 to register.
26th Conference on Senior Engineering Design Projects, College of Engineering and Applied Sciences seniors, Bernhard Center, 9 a.m.-3:30 p.m.
Retirement reception for Lewis Carlson, James Ferreira and Dale Porter, history, the Oaklands, 4-6 p.m.

Wednesday, April 12

Softball doubleheader vs. Oakland, Ebert Field, 3 p.m.

Thursday, April 13

Performance, University Trombone Choir, directed by Steve Wolfenbarger, Dalton Recital Hall, 7 p.m.
Lecture, Center for the Study of Ethics in Society, "The Ethics of Intervention in Processes of Intercultural Communication," William Santiago-Valles, Institute for the Study of Race and Ethnic Relations, 210 Bernhard Center, 7 p.m.

Friday, April 14

Third Annual Educational Technology Coordinators Conference, Fetzer Center, 8:30 a.m.-4:30 p.m.
Open house, Virtual Learning Lab, Center for Teaching and Learning, 3310 Sangren, 11 a.m.-1 p.m.
Women's tennis vs. Ball State, Sorenson Courts, 1 p.m.
Softball vs. Eastern Michigan, Ebert Field, 3 p.m.
Retirement reception for Pat Conolly, Haworth College of Business, 2150 Schneider Hall, 3-5 p.m.
*Film showing (through April 16), Hayao Miyazaki's "Princess Mononoke," Campus Cinema, Oakland Recital Hall: Friday and Saturday, April 14 and 15, 7 and 9:30 p.m.; Sunday, April 16, 2:30 and 5 p.m.
Performance (and April 15), New Sounds 2000, School of Music, Multi-Media Room, Dalton Center, 8 p.m.
*Performance, Kalamazoo Symphony season finale, Miller Auditorium, 8 p.m.

Saturday, April 15

Women's tennis vs. Bowling Green, Sorenson Courts, 1 p.m.
Baseball doubleheader vs. Eastern Michigan, Hyames Field, 1 p.m.
Softball doubleheader vs. Eastern Michigan, Ebert Field, 1 p.m.

Sunday, April 16

Baseball doubleheader vs. Eastern Michigan, Hyames Field, 1 p.m.
Performance, University Symphony Orchestra, 41st annual Concerto Concert featuring the Concerto Competition winners and Beethoven's Ninth Symphony, Miller Auditorium, 3 p.m.

Monday, April 17

Exhibition (through April 21), BFA Show, ceramics by Kristen Henning, Rotunda Gallery, East Hall, weekdays, 10 a.m.-5 p.m.; reception, Friday, April 21, 5-7 p.m.
Exhibition (through April 21), BFA Show, sculpture by Jim Garrison, South Gallery, East Hall, weekdays, 10 a.m.-5 p.m.; reception, Friday, April 21, 5 to 7 p.m.

Tuesday, April 18

Softball doubleheader vs. Northern Illinois, Ebert Field, 2 p.m.
Retirement reception for Richard Snyder, main stage, Miller Auditorium, 4-6 p.m.

Thursday, April 20

Board of Trustees meeting, Bernhard Center. Meeting times TBA.

Saturday, April 22

Winter semester ends.
Commencement, Miller Auditorium: College of Engineering and Applied Sciences, Haworth College of Business, and College of Health and Human Services, 9 a.m.; College of Aviation, College of Education and General University Studies, noon; and College of Arts and Sciences and College of Fine Arts, 2:30 p.m.
Women's track, Western Michigan Quadrangular Meet, Kanley Track.
Baseball doubleheader vs. Central Michigan, Hyames Field, 1 p.m.
Men's tennis vs. Ball State, Sorenson Courts, 1 p.m.

Tuesday, April 25

Baseball vs. Notre Dame, Hyames Field, 7:30 p.m.

Thursday, April 27

Women's tennis (through April 29), Mid-American Conference championships, Sorenson Courts.

Saturday, April 29

*Concert, Gilmore Keyboard Festival opening concert, Andre Watts, Miller Auditorium, 8 p.m.

Monday, May 1

Spring session begins.

Tuesday, May 2

Softball doubleheader vs. Detroit, Ebert Field, 2 p.m.

*Admission charged