WESTERN MICHIGAN UNIVERSITY

WESTERN NEWS

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GETTING TO KNOW YOU — More than 3,400 freshmen began arriving on campus earlier this month for orientation. Designed to prepare students for their transition from high school to college, the 11 two-day sessions run through July 21. Here, orientation leader Marcie R. Meskin (in front of sign), a junior from Bloomfield Hills, gets to know the small group of students she will take through the session. More than 1,800 parents also are expected to attend orientation throughout the summer. In addition, 700 transfer students will participate in one-day orientation sessions. ***(Photo by Neil Rankin)***

House supports extra funds for WMU aviation; conference committee to meet later this month

The state House of Representatives June 10 approved a 4.4 percent increase in state funds for the University that includes an additional $450,000 for WMU's School of Aviation Sciences.

The increase for WMU's aviation program came after President Haenicke and State Rep. Mark Schauer of Battle Creek appealed to the House Appropriations Subcommittee on Higher Education for additional funds for the program.

State Reps. A.T. Frank, Don Gilmer, and Glenn Oxender, all WMU alumni, proposed an amendment to the House Appropriations Committee recommendation for the increase. WMU had sought $912,000 in additional funds to help operate the School of Aviation Sciences, which is located in Battle Creek.

Haenicke told lawmakers May 20 that WMU had built a "Cadillac of an aviation program" with federal and community support totaling more than $22 million. "Now we need gas in the tank to drive it."

The House approved a 4 percent increase in base funding for the state's 15 public universities, up from the proposed 1.5 percent increase in the executive budget and a 3 percent increase approved by the Senate. Both House and Senate action included special subsidies for six of the state's 10 master's level institutions.

The House version, including the funds for aviation, would give WMU $112.7 million in state appropriations for 1998-99, an increase of nearly $4.8 million over last year's appropriated amount of $107.9 million.

"We're pleased that the House is raising the base for higher education and we're grateful to Mark Schauer and Don Gilmer for their leadership in helping WMU to secure a portion of the funds needed for operations at our world-class School of Aviation Sciences," said Keith A. Pretty, vice president for external affairs and general counsel.

"However," Pretty continued, "the process is not over. We hope when the conference committee meets later this month that additional funding for our aviation operations will be considered again."

Representatives of the House and Senate must meet to resolve differences between the two versions of 1998-99 higher education appropriations legislation. The House version provides for a $1.6 billion higher education budget for the state fiscal year that starts Oct. 1.

Board meeting scheduled

The Board of Trustees is scheduled to meet at 11:30 a.m. Friday, June 26, in the Connable Board Room of the Bernhard Center.

The full board meeting will be preceded by these committee meetings in 204 Bernhard Center: Budget and Finance Committee at 9:15 a.m.; and Academic and Student Affairs Committee at 11 a.m. All meetings are open to the public.

Faculty Senate approves Research II recommendations

Recognizing the University's huge strides in external support for research, the Faculty Senate June 11 approved a series of recommendations from its Research Policies Council to accelerate the University's progress toward Research II status.

"We have made outstanding progress in our research efforts in recent years, under the leadership of President Haenicke," said Karim Essani, biological sciences, who is a member of the council. "But there is more we can do to strengthen the research program at WMU."

The senate has endorsed a goal that WMU move up one level in the national higher education classification system developed by the Carnegie Foundation for the Advancement of Teaching. WMU is currently the state's only public Doctoral I university.

Essani pointed out that grants and contracts totaled more than $25 million last year, the third consecutive year for which awards exceeded $20 million and a record-breaking total for the 12th consecutive year.

"This achievement is all the more notable when compared to the University's $3.9 million in external funds for research in 1984-85, upon which President Haenicke based his 1986 challenge to the University to become a more research-intensive institution," Essani said.

Since 1987-88, he continued, the number of proposals submitted for external support has more than doubled to 674 and the number of awards increased by more than half to 289. At the same time, the number of principal investigators moved from 94 a decade ago to 143 last year.

Here are the 10 Research Policy Council recommendations that the senate approved, which are to be forwarded to the administration for consideration. WMU should:

• Adopt a model of indirect cost recovery that includes financial returns to principal investigators. It was suggested that these proceeds go directly to a professional development account in the principal investigator's department.

• Institute an incentive/investment program for external, competitive proposal development. These funds would provide resources, travel and personnel to individuals and teams.

• Initiate a three-tiered effort to improve the artistic and research productivity of faculty members who are currently not active in externally funded research activities. It was recommended that faculty members be admitted to on-campus seminars and workshops at no cost to them to update their knowledge base and research skills.

The same recommendation also called for the funding of one annual trip to the primary disciplinary conference or clearly relevant interdisciplinary conference for faculty members to explore advances in their fields. It also called for the establishment of a research reactivation award for senior faculty members.

• Improve the current research support "start-up" package for new faculty members, including a reduced first-year teaching load to one comparable to other recently classified Research II institutions.

• Review the role of the associate dean

(Continued on page four)

Haenicke to receive honorary degree during commencement exercises Saturday, June 27

President Haenicke will be awarded an honorary doctor of humane letters degree as he presides over his last commencement exercises at the University Saturday, June 27, in Miller Auditorium.

Haenicke plans to retire July 31 after 13 years as president to return to the faculty. He will receive his degree at the second of two ceremonies.

The 9 a.m. ceremony will be for graduates of the Haworth College of Business, the College of Education and the College of Health and Human Services. The 11:30 a.m. ceremony will be for graduates of the College of Arts and Sciences, the College of Engineering and Applied Sciences, the College of Fine Arts and the Division of Continuing Education's General University Studies Program.

A total of 1,031 bachelor's, 496 master's, two specialist's and 15 doctoral degrees will be awarded. Students who are completing their degrees at the end of the spring session in June, as well as those who will finish at the end of the summer session in August, are invited to participate in the ceremonies. WMU has no August commencement.

Music for the ceremonies will be performed by organist Gary Forsleff. The national anthem and the alma mater will be sung by WMU's chapter of Phi Mu Alpha Sinfonia professional music fraternity. The graduates will be welcomed as new alumni of the University by Robert G. Miller, president of the WMU Alumni Association.

The Rev. Douglas Johns of the First United Methodist Church in Warsaw, Ind., will give the invocation at the 9 a.m. ceremony. His sister, Jill S. Johns of Kalamazoo, will be receiving a master of arts degree in counselor education and counseling psychology. The Rev. J. Louis Felton of the Galilee Missionary Baptist Church of Kalamazoo will give the benediction at the 9 a.m. ceremony.

John Fleckenstein of the Sacred Heart Major Seminary in Detroit, who holds his bachelor's and master's degrees from WMU, will give the invocation and benediction at the 11:30 a.m. ceremony.

Tickets are not required for the ceremonies. If guests cannot find seats in Miller Auditorium, they may view the exercises on a large-screen television in 3512 Knauss Hall. Each ceremony will air live on Channel 7 of EduCABLE, the University's cable television system, and on Channel 30 of Kalamazoo Community Access Television.

The University's Office of Video Services is providing an opportunity for persons to purchase videotapes of each of the two ceremonies. Orders may be placed by calling 7-5003. The tapes are $20 each.

Ramp closed June 29

Parking Structure I near Ellsworth Hall will be closed beginning Monday, June 29.

Last summer, workers made structural improvements to the deck. This summer, crews will be applying deck coating to protect the facility, according to Fred G. Schulz, campus facility development.

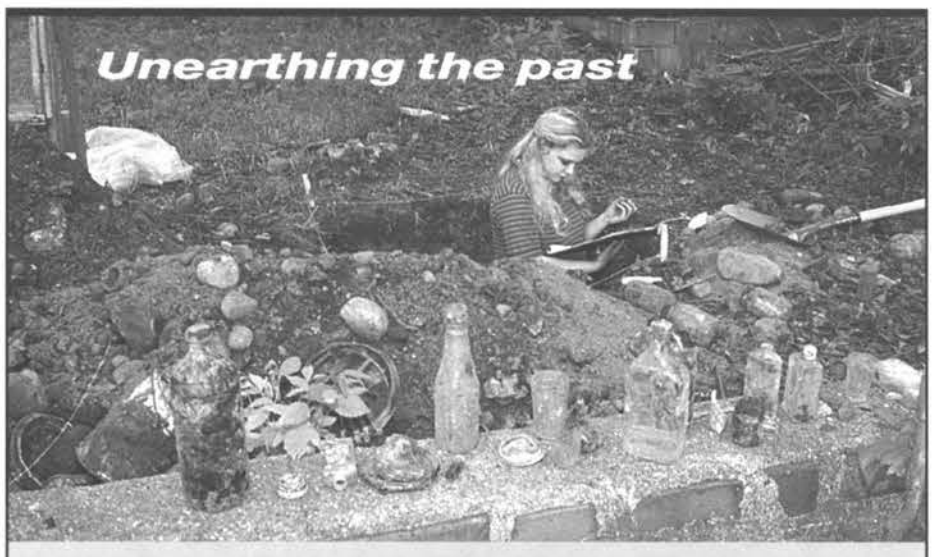
Initially, the entire parking structure will be closed. As work proceeds, portions of the deck will open up. The project is expected to be completed by Friday, Aug. 7.

Did you know?

■ Western Michigan University celebrated its 95th birthday last month. It was founded May 27, 1903, when Michigan Gov. Aaron T. Bliss signed a bill creating "Western State Normal School."

■ The school officially opened 13 months later, June 27, 1904, with 117 students from 13 Michigan counties.

■ The first regular school year began on Sept. 26, 1904, and concluded with commencement on June 22, 1905. Life certificates were awarded to five students and three-year rural certificates were given to four others.



Faculty and students in the Department of Anthropology's annual archeological field school have spent the last two weeks in Battle Creek exploring an 1850s homesite in the city's Adventist Village area. They have been excavating at the home of Seventh Day Adventist prophetess Ellen White and cataloging artifacts, hoping to paint a picture of daily life in mid-19th century Battle Creek. ABOVE: Robin A. Morast, a sophomore from Adrian, takes an inventory of some of the articles unearthed, including several glass bottles. AT LEFT: Michael Nassaney, left, anthropology, looks over some of items in a sifter with Hidetsugu Kosaka, a graduate student from Japan. Such explorations show how material objects were made and used and also give hints about social and economic relationships, according to Nassaney. The work is being partly financed by a grant from members of the Seventh Day Adventist Church, who are interested in restoring the site. ***(Photos by Neil Rankin)***

Easter Seal grant helps WMU researchers launch profession to help disabled travelers

Opportunities opened up by the 1990 Americans With Disabilities Act have spurred WMU researchers to develop standards and training materials for a new category of professionals who will help people with disabilities learn to travel independently.

A $149,969 grant from the Easter Seal Society of America in Washington, D.C., has been awarded to William R. Wiener, chairperson of blind rehabilitation. The funds will support the first year of a two-year project to design curriculum and certification standards for a new classification of health care worker called travel specialists.

"What we're really doing is launching a new profession," Wiener says. Those trained for the new profession would work with persons with such disabilities as mental retardation, deafness, cerebral palsy and brain and spinal cord injury.

The need for such professionals is just blossoming now, Wiener says, because of the ADA. After seven years of compliance with that federal legislation, it has become easier for people with disabilities to use public transportation. Curb cuts, handicap accessible entrances, lifts and a host of other devices and services have become commonplace.

"The ability to travel independently is the key to independence," Wiener says. "The accommodations are there and people with disabilities are interested in travel. They need instructors to work with them. It's an idea that's time has come."

Working with Wiener to develop the courses and certification standards for the new profession is a steering committee comprised of representatives from agencies with a deep interest in the topic. The committee's roster, he says, "reads like a 'Who's Who' of professionals who work with people with disabilities."

Wiener notes WMU's history of being among the first universities in the world to train professionals to teach people with vision disabilities to travel. He says that history puts the University in a good position to help launch a new profession to serve the needs of people with other disabilities as well. WMU's Department of Blind Rehabilitation, begun in 1961, is the second oldest and the largest such university program in the nation.

"We have an analogous situation in the area of mobility for disabilities other than blindness," he says. "There are few instructors to teach people with such disabilities to travel independently, and no college-level programs to train these instructors. We are trying to replicate what we did in the 1960s with blindness."

Wiener says many of the skills needed for independent travel are common to people with differing disabilities. Those skills include the ability to interact with the general public, good problem-solving skills, the ability to solicit aid when needed and the ability to cognitively map out a trip in advance. The major differences, he says, arise from the technical skills that help people adjust to travel with a particular disability. Those can range from using a cane to search out level ground to using a wheelchair lift on public transportation.

"A lot of our existing courses in blind rehabilitation could be modified or broadened to form a core of courses to train travel specialists who can serve those with other disabilities," he notes.

The Easter Seal grant money is being used to develop a detailed analysis of the job a travel specialist would do and, from that analysis, design and test a set of formal competencies. Once a thoroughly validated set of competencies is set, Wiener and his colleagues will develop a curriculum to train specialists in those areas.

After the certification standards and curriculum are developed, the material will be made available to colleges and universities wishing to offer degrees in independent travel to serve people with disabilities other than blindness. Wiener notes that the material will be of particular interest to the 18 U.S. universities that currently train orientation and mobility specialists to work with people who are blind. Those universities could offer dual preparation of specialists to serve people with all disabilities.

Wiener says the new professionals will have great potential to serve a variety of people. He foresees travel specialists finding employment with public school districts and with adult agencies and adult education programs that work with persons with disabilities.

Wiener says WMU would make an ideal location to launch the training of professionals in the new specialty. While the two-year development project is under way, he says, the University will be seeking start-up funds to add course work in the new specialty to its academic program.

Book says customer service means more than a smile

The communication occurring at that critical point when a customer interacts with a firm's employee is the subject of a new book by a WMU faculty member.

"Communicating with Customers: Service Approaches, Ethics and Impact" is the title of a book by Wendy Z. Ford, communication. Published earlier this year by Hampton Press Inc. of Cresskill, N.J., the book examines a wide range of communication styles utilized by employees interacting with customers as well as the role customers play in making the contact work.

Ford, who teaches organizational communication classes at WMU, says the book is not a broad "how to" book for people designing their firm's customer service policies. Instead, she says, it is a deeper look at one critical aspect of customer service — the communication behaviors involved when people in business interact with the customers they serve.

"This will appeal to anyone for whom customer service is a part of business," Ford says. "For customer service trainers, supervisors and consultants, this book will help identify some of the common problems occurring in customer interactions. Even schools might find the information helpful."

Readers familiar with customer service management books will find some major differences in Ford's approach. One unique feature of the work is the applicability of the information to all types of customer service contact. The book, she notes, addresses communication issues relevant to simple service transactions common in fast food restaurants and grocery stores as well as the more complex customer service transactions that take place in health care, education and other professional service arenas.

Another unique feature is the book's reliance on solid research to provide evidence of the role and impact of communication behaviors. In working on the project, Ford applied the findings of studies conducted in numerous organizations.

The book, she says, is the first scholarly work with an intensive focus on communication in customer service. It is a topic for which she found a huge gap in the research and literature — even though customer service has been the subject of many popular books written for the general business community. Ford explains that gap by saying customer service has traditionally been viewed as being in the realm of business professionals rather than communication scholars.

"Customer communication is a topic that is much deeper than remembering to smile and say thank you," she notes. "Changing behaviors in communicating with customers can have enormous impact on an organization. The whole topic is one in which communication scholars, especially those now at the graduate level, are becoming very interested. I think it's really the future."

Among areas Ford examines in the book are service courtesy, verbal and non-verbal communication, manipulation, personalized and depersonalized service, service ethics, the use of deception, racial and gender discrimination, and the impact of service on customers and providers. The close of each chapter focuses on her conclusions and the research still needed on each of those topics.

As a researcher who has spent much of her professional career studying and performing communication audits for a variety of corporations and organizations, Ford says the final chapters in the book are the ones she most enjoyed writing. They focus on how communication behaviors can impact the organization.

"So often people look at customer service and communication as it impacts sales or customer satisfaction," she says, "but organizations need to consider the long-term effects of communication practices. Simple communication behaviors can have a lasting effect on customer loyalty and what I call customer discretionary behavior."

Customer discretionary behavior, she says, covers a wide range of spontaneous behavior by customers that could be harmful or helpful to an organization. Those actions by customers might range from positive behavior such as recommending a business to friends to the more negative tack of skipping scheduled appointments.

Organizations also must be aware that for the providers, communication practices can be personally rewarding or they can lead to increased stress and burnout. Organizations, she says, need to proceed with caution in establishing their climates for service and consider not just the effects of these climates on customers, but the effects of these climates on providers.

In addition to her new book, Ford also is the author of a number of journal articles and conference presentations on customer communication and communication training and education. She also has acted as a consultant and research coordinator, performing communication assessments for such organizations as the Whirlpool Corp. and First of America Bank Corp. as well as for universities; national, county and city government units; and health care delivery organizations.

WESTERN NEWS

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University Dames award new scholarship

A West Michigan artist is the first recipient of a newly established annual scholarship intended for WMU graduate students.

Kristin Casaletto, a Grand Rapids native who is working toward a master of fine arts degree in painting, will receive the first $500 WMU Dames Endowed Scholarship. The annual scholarship was established by the WMU Women's Association and the University Dames.

The University Dames was founded 85 years ago as an organization for the wives of WMU faculty members. In the early 1990s, the organization evolved into the WMU Women's Association which was open to any woman associated with the University. The association, now primarily made up of the wives of retired faculty members, recently returned to the organization's original name of the University Dames.

Casaletto, who expects to complete her degree in December, came to WMU in 1996. She earned undergraduate degrees in physics and drawing in 1988 from Ball State University and her master's degree in art history in 1992 from Michigan State University. She taught at the college level and did free-lance work before coming to WMU to earn a second master's degree in painting. She was awarded a grant for foreign study by President Haenicke to Florence, Italy, to study fresco painting techniques during the winter 1997 semester.

The new scholarship is intended for a graduate student in any degree program offered at WMU, with preference given to female candidates who have completed 15 credit hours of graduate work. The scholarship is administered by the Graduate College.

PSSO bestows awards at annual banquet

Several WMU staff members were honored for their contributions at the annual spring luncheon of the Professional Support Staff Organization last month.

The recipients and their awards were: Debra R. White, Haworth College of Business advising and admissions, the PSSO Outstanding Service Award; Sandy L. Custer, Sindecuse Health Center, the Go for the Gold Award; and Anne E. Thompson, human resources, the PSSO Support Award.

At the luncheon, the organization's nomination committee also announced the new board of directors for 1998-99.

Serving on the board will be: White, president; Alberta M. Cumming, history, vice president; Sue A. Kohlert, Sindecuse Health Center, secretary; Lorinda Klingele, Sindecuse Health Center, treasurer; and Pearl L. DeVries, mathematics and statistics, past president.

Members-at-large for the board are: James W. Barton, alumni and donor records; Mary J. Grant, technical computing services; Stefan S. Sarenius, University libraries; Art J. Smith, technical computing services; and Maralita S. Thomas, College of Arts and Sciences.

APA honors staff, elects officers for 1998-99

Four members of the Administrative Professional Association were honored during the organization's annual award ceremony this spring.

Michele M. Moe, Haworth College of Business advising and admissions, was recognized as APA's Outstanding Professional and Todd T. Hufford, student life, was named Outstanding New Professional. Debra R. White, Haworth College of Business advising and admissions, a member of WMU's Professional Support Staff Organization, was honored as the winner of the APA MVP Award.

The APA Tony Griffin Service Award, which was renamed earlier this year to bear the name of name of the organization's late leader, was awarded posthumously to Griffin. He died in December 1997 shortly after stepping down during his third year of service as president of APA.

The organization also has announced the election of its officers for the 1998-99 year. They are: Michele C. McLaughlin, English, president; Sue E. Oole, Center for Developmentally Disabled Adults, vice president; Moe, corresponding secretary; Kay I. Yeckley, art, recording secretary; and Patrick M. Halpin, campus facility development, treasurer.

News schedule announced

Western News will be published in a smaller format during the summer session. Publication dates will be: July 2, July 16, July 30 and Aug. 13. The deadline is at 5 p.m. Friday the week preceding the publication date.

Rec center memberships due

Faculty and staff members are reminded that their Student Recreation Center spring memberships will expire June 24.

Summer session begins June 24 and ends Aug. 14. Center hours will be: 10 a.m. to 8 p.m. Mondays through Thursdays; 10 a.m. to 6 p.m. Fridays; 10 a.m. to 3 p.m. Saturdays; and 1 p.m. to 6 p.m. Sundays. Beat the rush and renew your membership now!

The center will be closed Aug. 15-30 for annual maintenance.

Exchange

FOR SALE — Men's 10-speed 26-inch mountain-like bike. $40. Call 7-8597.

FOR SALE — Moving and need to lighten the load: 10-by-10 tent, camp stove, two lanterns, bunk cots, make an offer for all or part; GE microwave oven, works great, $40. Hoover upright vacuum cleaner and attachments, $10. Call 324-0958 and leave a message.

FOR SALE — 1993 Ford Explorer XLT, four-wheel drive, loaded, very good condition. Call 345-2521.

WANTED — Director to administer in Kalamazoo an international exchange program for mid-career business and professional people. Half-time position with strong possibility of annual renewal. Preferred candidate will be an experienced administrator with extensive knowledge of the Kalamazoo/West Michigan business community and will have experience working with a large cadre of volunteers. Computer expertise, job placement/vocational training/mentoring experience and foreign language skills a plus. Send resume to Lyn Bleyer, c/o Community Information and Research, B-324 Ellsworth Hall, WMU, Kalamazoo, MI 49008-5174.

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) **Student Adviser** (Part-Time; 20 Hours/Week), P-03, Art, 97/98-442, 6/16-6/22/98.

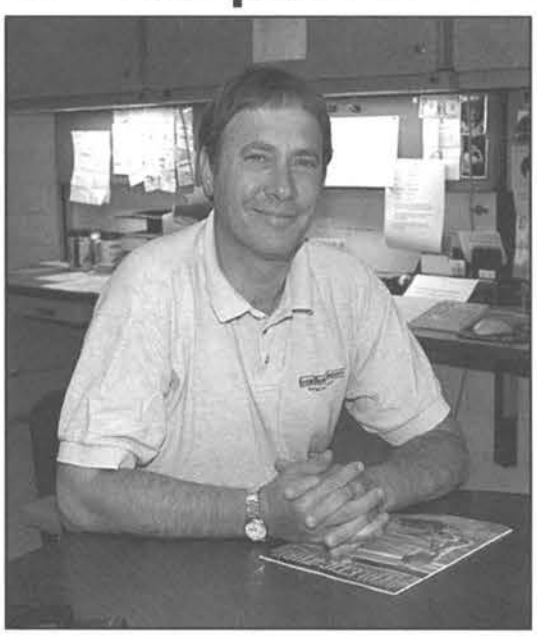
(R) **Student Adviser**, P-03, Sociology, 97/98-469, 6/16-6/22/98.

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) Replacement

WMU is an EO/AA employer

On campus



A FAMILY MATTER — Chuck Amos is carrying on a family tradition as a WMU employee. Both of his parents, James and Freida, worked at the University for many years, and his brother, James, also works in the physical plant. Chuck joined the staff 25 years ago as a custodian and has worked his way up to his current position as chief supervisor of the recreation/sports region in building custodial and support services. He's responsible for a staff of some 30 custodians and athletic specialists who maintain the University's athletic and recreation facilities. They not only clean the facilities and take care of the playing surfaces, but they also provide set-up and take-down services and perform routine maintenance. "The employees really make it work," says Amos, who spends much of his time as an intermediary between building coordinators and others in charge and his staff. Amos says the biggest challenge is keeping pace with the expansion of facilities at the University. "I've seen the University grow so much in 25 years," he says. "We keep looking ahead to where we're going and trying to move forward." One area in which he's become quite active is turf management. Amos played a part in starting the Michigan chapter of the Sports Turf Management Association and currently is president-elect of the organization. In his spare time, Amos enjoys spending time with his daughter, riding his Harley and hunting. He also has participated in historical re-enactments of the French and Indian War. ***(Photo by Neil Rankin)***

Four recognized with Staff Service Excellence Awards

Four employees have been selected to receive the 1998 Staff Service Excellence Awards with a $1,000 prize.

They are, along with the employee groups they represent: Mary A. Gardner, building custodial and support services, American Federation of State, County and Municipal Employees; Elaine K. Gaudio, foreign languages and literatures, clerical/technical; Yvonne R. Rumery, Office of Vice President for External Affairs and General Counsel, professional/technical/administrative; and Linda L. Wallace, public safety, clerical/technical.

The committee selected the four winners, the maximum number named each year, from a pool of 30 nominees.

The awards are intended to recognize and honor staff members who reach far beyond their normal job expectations and assigned responsibilities to give generously of their time and talents to serve the University in true excellence. In addition to the cash awards, the winners will receive a framed certificate, have their photo on display in the Seibert Administration Building and be honored at a luncheon.

Mary A. Gardner

Gardner was recognized for her work as a custodian at Kanley Chapel. Those nominating her for the award said she exhibits a level of care for the chapel that exceeds routine custodial work. She was cited for using her resources to make sure the chapel is in excellent condition at all times, initiating necessary repairs and working diligently to prepare the chapel for special events.

One nomination stated, "Her professionalism and dedication have created a pleasant refuge that is utilized and enjoyed by students, faculty, the administration and the community.... In carrying out her responsibilities, she is respectful of the needs of each individual." Another nomination stated, "Her concern for the students is evident by her knowledge of events on campus and how such events or occurrences affect the students financially, socially and emotionally. She is concerned about the health and needs of others, especially those whom the University most directly serves."

Gardner, a University employee since 1984, has received many complimentary letters from the staff of the chapel over the years. She also won a semiannual Staff Service Excellence Award in spring 1997.

Elaine K. Gaudio

Gaudio was selected by the committee for her outstanding service as a secretary in foreign languages and literatures, where she has worked for the past five of her 11 years at the University.

Not long ago, a faculty member gave Gaudio a tile from Spain on which was written, "The impossible I do immediately, with miracles I take a little longer." This sense of excellence is reflected in the 14 nominations she received from faculty and peers.

One nomination read, "Always with a smile, she tackles each new project enthusiastically, undaunted by the intricacies and challenges," which she has certainly encountered in working with the numerous languages used in the department. She prepares exams, newsletters and manuscripts in many languages with differing alphabets, including Ukrainian and Romanian texts that require she press three keys to produce a single Cyrillic letter.

Gaudio was recognized for taking the initiative in suggesting and implementing improvements, such as creating and maintaining Web pages for the department, and producing flyers and brochures to promote the department and its programs. She exemplifies the department's mission with her own use and continuing study of foreign languages. Gaudio also has supported the department with a monetary gift earmarked to support study abroad programs in Besancon, France, and Queretaro, Mexico. She was cited for truly representing the mission and values of the department to everyone with whom she comes in contact, far beyond the expectations of her position.

Yvonne R. Rumery

Rumery, an administrative assistant in the Office of the Vice President for External Affairs and General Counsel, began her career at the University in 1988. One nomination incorporated a quote from Julian Huxley: "It is because of the devotion or sacrifice of individuals that causes become of value." The numerous nominations for Rumery reiterated that she is an "...incredibly devoted and sacrificing individual for the good of the University" and she "does what it takes to make our office and this University succeed, and she does it cheerfully and enthusiastically."

In the wide-ranging nature of the work of the vice president's office, Rumery enhances the image, reputation and relations of the University through her very positive contacts with the public and government officials, said one nomination, and she goes the extra mile to make sure the University is well represented in all interactions.

Internally, she kept "the morale of the staff elevated while we were short staffed and kept the 'team spirit' going" when the vice president's department was being restructured. Rumery also was cited for her efforts as one of the team members who worked to make the visit of the British Airways' Concorde to the School of Aviation Sciences a resounding success.

Linda L. Wallace

Wallace is a police radio dispatcher with public safety, a position she has held since beginning her career at WMU 13 years ago. She was especially cited for her "skill and sensitivity with which she handles her job, not just in a crisis, but every day, to everyone."

This was evident recently as Wallace assisted the victim of an assault. When others were not able to calm down the victim, she was able to do so, providing tactful, effective comfort and understanding. Wallace was recognized for remaining calm and level-headed in the situations she encounters working in "one of the most stressful positions at the University," and has proven herself an asset to the University, her department and the people they serve, said one nomination.

Wallace also was cited for willingly and positively assisting faculty, staff, students, and visitors beyond the scope of her position. She has helped staff members with problems outside the jurisdiction of the University police, made sure proper authorities were notified, and gathered information and provided resources to those in need. Wallace was also commended for her initiative in assisting officers and detectives and for her role in the WMU alarm system.

The Staff Service Excellence Awards program was established four years ago by the University at the joint request of the Administrative Professional Association, Professional Support Staff Organization, AFSCME, Police Officers Association and Michigan State Employees Association. In addition to the annual awards, the selection committee bestows up to 12 awards semi-annually.

A MEMORABLE OCCASION — Members of the WMU classes of 1948, 1953 and 1958 gathered on campus June 5-6 for Reunion Weekend. Among the activities was a slide show presented by Richard Kishpaugh, left, a member of the class of 1948 and a historian who lives in Kalamazoo. Recounting a few memories with Kishpaugh were Jack Ryan and his wife, Lois Patterson Ryan, of Royal Oak, both members of the 50th reunion class and of the class host committee, as Sharon Seabrook Russell, alumni relations, looked on. ***(Photo by Neil Rankin)***

Book details telecommunications deregulation

A book that details Michigan's leadership in the deregulation of the telecommunications industry has been published by two WMU economists.

Werner Sichel, chairperson of economics, and Donald L. Alexander, economics, are the authors of "Promoting Competition in Michigan Telecommunication Markets through Innovative Legislation."

"This book describes how Michigan legislators, regulators, industry participants and consumers initiated and shaped significant legislative changes that, in many ways, placed Michigan at the forefront of states seeking to facilitate greater competition in their telecommunication markets," Sichel says.

The book is an outgrowth of a 1993 study Sichel and Alexander were requested to conduct by Ameritech. The company asked them to provide telecommunications industry executives with information about the effect of the legislation. The volume begins with an essay written by the two authors focusing on the notable economic changes that were part of the deregulation legislation.

Beginning in 1986 with Public Act 305, Michigan has been among the leaders in changing how states regulate the telecommunications industry to keep pace with technological innovations like fiber-optic cable, wireless communication services and digital transmission signals. This initial legislation gave the Michigan Public Service Commission considerable discretion over regulation and deregulation of telecommunications services, according to the authors.

A second piece of legislation, Public Act 179, was passed by the state Legislature in 1991. Its goal was to promote competition in the provision of local exchange and access service by reducing the cost to a firm entering the business. It also was intended to promote competition of intrastate interexchange service by allowing market forces to determine rates.

The Michigan Telecommunications Act of 1995, also known as Public Act 216, added provisions such as required unbundling and the establishment of just and reasonable prices for interconnection that facilitate the entry of new service providers. As a result, consumers rely even less on government regulation and more on competition in telecommunications markets, the authors say.

All three pieces of legislation, along with selected background information on each, are included in the book.

"We thought that it would be good to have a record of the important Michigan legislation and the background for that legislation, which was a forerunner of national legislation in this very important area," Alexander says. "There really hadn't been a single source previous to this book where one could get that history and understand the relationship between what Michigan did and what was done nationally."

The book also contains a copy of the Telecommunications Act of 1996, the landmark federal legislation that many observers say was patterned after Michigan telecommunications legislation.

"Michigan had vision," Sichel says. "There was an understanding of the importance of competition, that there had been substantial technological change which allowed for competition and that the industry, therefore, needed a lot less regulation."

The book also features an essay by a leader in the passage of the Michigan legislation. State Sen. Dick Posthumus of Alto provides a commentary on the political forces at work during the legislative debates.

The 386-page softcover book is intended for use by professionals and practitioners in telecommunications in Michigan as well as across the country. It was published by the Institute of Public Utilities and Network Industries of the Eli Broad Graduate School of Management at Michigan State University.

Luscombe named winner of volunteer services award

Dean Robert H. Luscombe, fine arts, has been selected to receive the Theodore C. Cooper Award for Distinguished Volunteer Services by the Arts Council of Greater Kalamazoo.

He will be honored, along with winners of this year's Community Medal of Arts, at the Community Arts Awards gala Tuesday, Sept. 15, in the Gilmore Theatre Complex on campus.

Luscombe has been dean of the College of Fine Arts, the first university division of its kind in the state, since 1980. A WMU faculty member since 1973, he was cofounder of the Plaza Arts Circle. He currently is president of the board of directors of the Irving S. Gilmore International Keyboard Festival and chairperson of the advisory council for Education for the Arts.

Gershon book honored by national organization

Richard A. Gershon, communication, has won the National Cable Television Center and Museum's 1998 Cable Book Award.

Gershon received the award for his book, "The Transnational Media Corporation: Global Messages and Free Market Competition," published by Lawrence Erlbaum Associates in 1997.

Michael O. Wirth, a member of the committee of academic scholars who selected Gershon for the award, says his innovative approach to interpreting new and existing information of great importance to the cable telecommunications industry and his depth and breadth in doing so were instrumental in his winning the award.

"This is the first book to furnish a comprehensive analysis of the rise of transnational media corporations and of their impacts on global economics and information," says Wirth, who also co-directs the Institute for Cable/Telecommunication within the National Cable Television Center and Museum in Denver. "The committee feels the book is an excellent overview of key factors behind the global telecommunications' merger mania of the 1980s and 1990s along with case studies of the major transnational media players."

Gershon was presented the award and a cash prize of $1,000 during a joint conference of the National Cable Television Association and the National Cable Television Center and Museum May 2 in Atlanta. He is the second recipient of the cable center's annual book award.

A WMU faculty member since 1989, Gershon teaches courses in telecommunications management, law and regulation and international communications.

Retired faculty member draws on experience to pen biochemistry text for undergraduates

A retired faculty member has drawn upon his more than 30 years of teaching and research experience to produce a new textbook for undergraduates.

Jochanan Stenesh, emeritus in chemistry, is the author of "Biochemistry." The 568-page book was published in May by the Plenum Publishing Corp. of New York City and London, a well-known producer of books in science.

This is the second text Stenesh has written since he retired from WMU in 1990. Geared for a one-semester general biochemistry course, it is divided into four parts: foundation of biochemistry; biomolecules; metabolism; and transfer of genetic information.

"The book presents the complete body of essential biochemical knowledge, brought to life by a thorough exposition of fundamental biochemical concepts," Stenesh says. "Basic topics are well covered to give students a firm basis on which to build further. Secondary topics are covered to the extent required. The entire text has been extensively reviewed by colleagues at other institutions."

Stenesh says that the book has several notable features. These include: precise definitions of all key terms; comprehensive study sections for all chapters, consisting of both review questions and calculation problems; selected reading lists; concise chapter summaries; more than 500 illustrations; an extensive index; and four useful appendixes.

The book exemplifies a novel publishing concept in the field, he says. It is available in a traditional one-volume hardcover text as well as in a set of three, easy-to-carry, self-contained softcover volumes. The three softcover volumes contain the complete text of the hardcover edition.

"No other general biochemistry text has been published in this fashion," Stenesh says.

A complete "solutions manual," providing answers to the calculation problems, also is available. In addition, a set of 50 transparencies that reproduce key illustrations in the book is offered.

"Biochemistry" is Stenesh's fifth book. His first work, a "Dictionary of Biochemistry," was listed by Choice, a prestigious reviewing periodical, as an outstanding reference work in science after it was published in 1976. In addition to the books, Stenesh has published 17 scientific research papers and a book chapter, all dealing with research in molecular biology.

A faculty member at WMU from 1963 to 1990, he developed numerous courses in biochemistry and was instrumental in development of the biochemistry section of the department's Ph.D. program. He directed the research of eight undergraduates, 16 master's degree students and 10 doctoral degree students. His work was supported by grants from the National Institutes of Health, the American Cancer Society and the WMU Faculty Research and Creative Activities Fund.

Emeriti updates sought

The Emeriti/Retiree/Associates Directory is being reprinted this year. Those who have changes in their address or telephone number should call Teresa M. Ventimiglia, marketing, public relations and communications, at 7-8424 or e-mail her at <teresa.ventimiglia@wmich.edu> by Friday, July 31.

Faculty Senate

(Continued from page one)

for research positions in the colleges. It was noted that currently incumbents in these positions often have other duties that can impinge on the time available for research support activities.

• Establish a formal and regular review process for the initiation and continuation of centers and institutes throughout the University.

• Request that the senate's executive board charge the senate library committee to deliver by December 1998, if possible, an inventory of journals based on a determination by principal investigators that they are necessary to support the principal investigators' externally funded research.

• Improve the acquisition and support of core research equipment.

• Amend the faculty travel policy to designate five separate travel zones with realistic reimbursement ceilings.

• Modify the existing Faculty Research and Creative Activities Support Fund program into a two-tier program of awards with the addition of formal required links to external grant submission for the first tier.

"Our recommendations are modest, given the scope of research and creative activity at the University and the latent capacity of the faculty to engage in additional research and creative endeavors," Essani said. "We believe the initiatives recommended are necessary, appropriate and central to the role of the faculty in helping to achieve and sustain a progressive research enterprise at WMU."

Calendar

The master calendar maintained by the Office of Marketing, Public Relations and Communications 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>.

Monday, June 22

*(through June 26) Bronco Soccer Academy, WMU Soccer Complex, 9 a.m. to noon; to register call 7-0350.

Wednesday, June 24

*(through June 26) Management development program, "Seven Habits of Highly Effective People," Fetzer Center, 8 a.m.-4:30 p.m.; to register call 7-3232.

Summer session classes begin at noon.

Friday, June 26

Meeting, Budget and Finance Committee of the Board of Trustees, 204 Bernhard Center, 9:15 a.m.

Meeting, Academic and Student Affairs Committee of the Board of Trustees, 204 Bernhard Center, 11 a.m.

Meeting, Board of Trustees, Connable Board Room, Bernhard Center, 11:30 a.m.

Saturday, June 27

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

Monday, June 29

*(through July 1) Bronco Soccer Offensive Skills Clinic, WMU Soccer Complex, 9 a.m. to noon; to register call 7-0350.

***Admission charged**