Riegle backs WMU plan to expand aviation programs

U.S. Sen. Donald W. Riegle threw his support behind the University's plan to establish an Aviation Academy to train international airline pilots and to expand the School of Aviation Sciences to meet a projected pilot shortage if $11 million in federal funds can be found.

WMU is seeking the federal funds as seed money to begin the project, which would be located at the W.K. Kellogg Airport in Battle Creek. The pilot shortage, expected to develop by 1995 or 1996, is caused in part by cutbacks in the military, the traditional source for commercial pilots in this country.

"It's a bold, necessary and visionary plan," Riegle said after he was briefed by WMU officials Aug. 31 at Kellogg Airport. He then greeted WMU students and faculty members who had flown free university aircraft to Battle Creek for the briefing.

More than 70 community leaders from Battle Creek and Kalamazoo also attended the briefing, which took place in the former Federal Aviation Administration hangar at the airport.

Riegle cautioned his audience of the difficulty of securing federal funds in the wake of recent deficit reduction efforts and in the face of more cuts in federal spending to come.

"Finding money right now is as tough as I've seen it for many, many years," said Riegle, a member of the Senate Finance Committee, who was co-chair of the subcommittee that reached agreement on the government's recent $496 billion deficit reduction package.

Despite such reservations, Riegle was enthusiastic about the University's plan, emphasizing that it could help create high-tech, high-paying jobs while making optimum use of currently underused facilities, including those in the second-longest runway.

"The Clinton administration understands the need to invest in our job future," Riegle said. "I have no doubt that White House will look upon its wisdom in discerning that we've got to be investing in our society's future.

"This is an exciting possibility in the development of our University," President Haenicke told Riegle, recalling that the senator spent a year at WMU as a student and played baseball here. "I want to express to you our great appreciation for your support.

The WMU proposal includes a component of training minority pilots. Of more than 71,000 commercial airline pilots in the United States, only about 600 are members of minority groups. Most of them are black. Capt. Terry Jones, a Delta Airlines pilot and president of the Black Airline Pilots Association, attended the briefing.

The total cost of the project is estimated at $36.8 million. The $25.8 million difference is expected to be made up through several Battle Creek sources as part of a unique public/private partnership, according to Richard T. Burke, vice president for regional education and economic development.

The partners would include the Kalamazoo County and its economic development arm, Battle Creek Unlimited; the Kellogg Co.; the W.K. Kellogg Foundation; and Western Michigan University, Burke said. Funding sources also would include tax increment financing, pension fund support and long-term leases at favorable rates.

Among those attending the briefing were James F. Hettinger, president and chief executive officer of Battle Creek Unlimited; William E. LaMothe, chairman emeritus of the Kellogg Co.; Arnold G. Langho, chairman and chief executive officer of the Kellogg Co.; and Norman A. Brown, president and chief executive officer of the W.K. Kellogg Foundation.

The Michigan Bureau of Aeronautics also supports the plan, Burke said. Warren Hoyt, chairman of the Michigan Aeronautics Commission, attended the briefing.

The project could have a direct economic impact of $21.8 million and an extended impact of $66 million per year, according to a consultant's report. It would create nearly 300 new jobs directly related to the project and bring a total of more than 800 new jobs to the region's economy.

"This is a real opportunity for WMU," said George A. Franklin, vice president for worldwide government affairs at the Kellogg Co. and a WMU trustee. "WMU has the only four-year aviation program at a public university in Michigan. If the academy doesn't come here, it won't come to Michigan.

Franklin said the proposal has broad bipartisan support from the Michigan Congressional delegation and the England administrator in Lansing.

The expansion would mean a move of the School of Aviation Sciences to the Kellogg Airport from its present location at Kalamazoo/Battle Creek International Airport.

"There simply is no room for expansion in the present location," Burke said. "Such expansion would bring significant benefits to all of West Michigan."

WMU currently occupies space at the Kalamazoo/Battle Creek International Airport of about 27,000 square feet. It would use about 300,000 square feet in new and renovated space on about 40 acres at the Kellogg Airport.

Kalamazoo County officials, including Wesley K. Freeland, county administrator, have agreed that the Kalamazoo location provides little room for expansion.

"This project would complete the conversion of the Kellogg Airport to a rewarding environment," said Joseph H. Dunlap, director of the School of Aviation Sciences.

"The careful consideration of several uses has convinced us that this facility is the best use of the field.

If federal funding became available this year, the school would move to Battle Creek in time for fall 1994 classes, growing eventually to 800 students from its current enrollment of about 550 students. The academy, which eventually would have 800 students through contracts with airlines, could be established about a year later.

University officials could know as early as October whether federal funding will come through, Burke said. The request also includes 28 surplus military training aircraft.

In recent years, the WMU Sky Broncos competitive flying team has won several national awards. The team earned the Collete Aviation Progress Award while finishing third at the 1993 national championships.

In 1992 the team was first in flying events and second overall, coming in ahead of the U.S. Air Force Academy. The team won the national championship in 1983.

WMU has a 54-year tradition in aviation education, having established its program in 1939. Last December the Board of Trustees approved the program's designation as the School of Aviation Sciences. The school offers bachelor's degrees in four areas: aircraft maintenance engineering technology, professional pilot, aviation management and technical management.

A conference on race relations that drew more than 400 people to the University last fall has won an award for excellence from Region IV of the National University Continuing Education Association (NUCEA).

"Attainment of the L.A. Riots - Lessons in Race Relations," which took place last Nov. 11 at WMU, has earned an honorable mention in the category of creative programs/non-credit from the regional association. The award will be presented at the group's annual meeting Oct. 4 in Columbus, Ohio.

The conference was sponsored by WMU's Institute for the Study of Race and Ethnic Relations and the Kalamazoo Gazette. WMU's conference facilities were filled to capacity by participants from area schools and colleges as well as the community at large. Organizers had to turn away some 150 additional registrants.

STUDENT PILOTS - U.S. Sen. Donald W. Riegle, left, greets student pilots Jennifer Norfleet, a senior from Rockwood, and Lawrence G. Meredith, a senior from Kalamazoo, after he received a briefing at the Battle Creek airport.

Riegle officials on the University's plans for possible expanded aviation programs and facilities.

Conference on aftermath of L.A. riots earns award from continuing education association
Spradling named as new director of bands

Robert L. Spradling has been named WMU's new director of bands. Spradling, who also is an associate professor of music and conductor of the University Symphony Wind Ensemble, replaces Richard J. Suddendorf, who has retired.

Spradling, who has conducted bands and presented clinics at high schools and colleges for three years, recently taught in public schools in Florida and has a graduate assistantship at Florida State University.

"The challenge, which is scheduled to take place in the spring of 1994, will test students on their ability to "hybrid" vehicles - vehicles that use electric motors and liquid fuel like gasoline. The challenge includes performance, fuel efficiency and acceleration. It is sponsored by the U.S. Department of Energy, the Department of Transportation and Mines, Resources-Canada.

"Opportunity will be provided for WMU students as well as other Michigan Botanical Club members." Harrison said.

WMU to compete in Hybrid Electric Vehicle Challenge

A team of students from the College of Engineering and Applied Sciences will take the power of electricity and alternative fuel to compete next year in a national event involving 42 schools from the United States and Canada. WMU is one of 12 institutions selected to compete in the "Hybrid Electric Vehicle Challenge." The challenge, which is designed to encourage students to enter the world of "hybrid" vehicles - vehicles that use electric motors and liquid fuel like gasoline - is sponsored by the Department of Energy, the Department of Transportation and Mines, Resources-Canada.

"Power-assist HEVs provide high fuel economy, reduce low emissions, employ smaller engines and therefore weigh less than electric vehicles, and are the least expensive and the most desirable hybrid vehicle to implement. Because the vehicles never need to be plugged in, recharging facilities are unnecessary. Schools in the Saturn Class will receive a car from the Saturn Corp., to convert to a hybrid vehicle. WMU's team will convert a Saturn

CAR SLATED FOR CONVERSION - Officials at Saturn of Grand Rapids last week presented the University with a car for use in the Hybrid Electric Vehicle Challenge. WMU's College of Engineering and Applied Sciences will convert the Saturn from gasoline power to gas-electric power in the 1994 challenge.

Geologist part of federal project to explore oil reserves

A WMU geologist is part of a Michigan consortium that has received a $1 million grant from the U.S. Department of Energy to investigate ways to extract as much as possible of the millions of additional barrels of oil from the state's oil fields.

"We are very interested in finding ways to pump more oil out of existing fields before they are totally abandoned and lost as a source of possible production. Once a field is abandoned and the stream of oil being removed is interrupted, he says, it is difficult to re-establish production because of problems with water and other substances seeping into the wells.

Expanded recovery operations also would mean a boost to Michigan's sagging oil industry, which has seen a 38 percent drop in production over the past five years, according to Harrison.

The Michigan team's grant is one of 11 such programs funded nationwide by the DOE's Class II Oil and Gas Recovery Program, which is designed to prolong U.S. oil reserves.

The project was selected from among four applicants that competed for a share of the $500,000 in funding. The Michigan grant was awarded to MTU, and that institution will subcontract part of the work to both WMU and Terra, an oil and gas exploration firm. The project is the only one of the 11 that is located in the eastern half of the United States.

"We think that 80 percent or more of the oil that ever existed in that formation is still in the ground," Harrison says. "This study will evaluate the quantities of the unremoved oil in the fields and develop recommendations on the economic feasibility of recovery operations in each field.

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Breisach's book is first to relate complete story of Progressive history from debut to demise

A new book about a generation of American historians and their work has been written and is due for publication this fall.

Ernst A. Breisach, history is the author of "American Progressive History: An Experiment in the Theory of History." This is the third book by Breisach to be published by the prestigious University of Chicago Press.

Breisach is recognized as a specialist in the history of historiography, which looks at how history is written. His interest in Progressive historians stems from research he conducted for his 1983 book, "Historiography: Ancient, Medieval and Modern," which is published by the University of Chicago Press.


Beam pens second edition on business strategy

The second edition of a book that provides a practical framework for formulating business strategy has been written by a WMU faculty member.

"Strategy Formulation for General Managers," a five-year-old book, has been printed by the Kendall/Hunt Publishing Co. of Dubuque, Iowa. The book presents in outline form 120 pages of guidelines managers should know about strategy formulation.

Beam focuses primarily on the work of three Progressive historians: James Harvey Robinson, Charles A. Beard and Carl L. Becker. Beam, a WMU faculty member since 1975, also has recently been appointed to a two-year term on the board of the Journal of Small Business Strategy. He is the co-author with Jerry Kopf, associate professor of management, and William Robinson, of the University of Virginia, of an article that appeared in the fall 1992 issue of that journal titled "The Small Business Manager: A Way to Evaluate Small Business Opportunities."

Policy

WMU Electronic Mail Policy and Guidelines

As electronic mail becomes a more important means of communication, WMU must be aware of special concerns for privacy and security. Once an e-mail message is sent, there is no way to retrieve it, or to control the actions of the recipient(s). Privacy is a concern because an electronic message can be read by others, or intercepted and improperly shared.

The WMU Electronic Mail Policy and Guidelines apply to all electronic mail systems operated for and by WMU. These guidelines are designed to protect students, staff and faculty. The University also recognizes the need to protect students, staff and faculty from electronic mail systems.

The University of Michigan, which is responsible for furnishing the center's computing facilities, has adopted a policy on electronic mail messages older than one year after notice topersons responsible for purging electronic mail messages older than one year. Persons responsible for purging electronic mail messages older than one year after notice must be aware of the policy and guidelines. Persons who do not follow the policy and guidelines may have access to messages contained in electronic mail systems.

Pawlak invited overseas

Edward J. Pawlak, social work, has been invited to present on a Children's Burn Foundation of the Republic of China to visit Taiwan for 10 days in December. He will present two lectures and four tours hospitals to learn about their programs and to meet with their social work staff.

Vander Meer on state board

Jon H. Vander Meer, telecommunications, was appointed to the state board for WKPR-AM (1420). His appointment was announced by the Michigan Board of Education.

Jobs

The following list of vacancies is currently being posted through the Job Opportunities Program by employment services in the Department of the University of Michigan. Interested persons should submit applications on the appropriate application forms.

Employment services staff member for assistance in securing these positions.

1. Business Manager (Term Ends 9/30/94; Tentative), P-05, Student Affairs, 93/94-077, 91/97-13/93.

2. Admissions Officer, 04, Admission and Orientation, 93/94-061, 91/81-93.

3. Activity Therapist I (Term Ends 9/30/94), P-02, Center for Developmentally Disabled Adults, 93/94-076, 91/97-13/93.


6. Replacement WMU is an EO/A employer

Media

Elizabeth Korn, economics, discusses the North American Free Trade Agreement on "Focus," a five-minute interview produced by news services. "Focus" is scheduled to air Saturday, Nov. 11, at 6:15 a.m. on WKPR-AM (1420).
Tang book emphasizes growing importance of transfer pricing in the '90s

Transfer pricing is an important issue in international trade, of which a substantial and rising share is composed of multinational intrafirm transfers, Tang says. "A small change in the transfer prices for intratrade can have significant impact on tax revenue and customs duties collected by the U.S. government. The U.S. balance of payments can also be affected by a minor change in multinational transfer prices."

The book provides readers with current information on U.S. transfer pricing policies from a study Tang conducted in 1990. A survey of Fortune 500 companies formed the backbone of the study. The findings presented in the book include the magnitude of intracompany transfers, the extent of use of transfer pricing methods used in practice.

Tang compares current practices with those contained in a study conducted in 1977 and published in another book he wrote, "Transfer Pricing Practices in the United States and Japan."

He concludes that a multidisciplinary approach is the best way to look at transfer pricing policies. "The crucial fact is that a single transfer price will meet all the needs of international organization, certainly," he says. "The appropriate transfer price depends on the economic and legal circumstances and the objective of the firm."

With the U.S. Congress showing an increased interest in transfer pricing and tax authorities in other countries adding new regulations and stepping up surveillance, Tang predicts that the debates over transfer pricing will be ongoing. "As multinational corporations expand their operations around the globe, the focus of transfer pricing will be shifted from domestic issues to tax and international issues," he says.