

WESTERN MICHIGAN UNIVERSITY WESTERN NEWS

Volume 17, Number 11

November 15, 1990

Research park can link higher education and economic development

The development of a research park is one way a university can create linkages between higher education and economic development, a national authority in the field said Nov. 12 in Kalamazoo.

"Economic prosperity and educational excellence go hand in hand," said Joseph E. Champagne, president of Oakland University, which has been involved in the successful development of the nation's third largest research park. "But they must be linked -- a working partnership must exist."

"Participation in the growing movement of science and research parks is a partial solution because it provides a mechanism for some universities to find linkages between research and technology development on the campus and application in the marketplace," he said.

WMU is exploring the development of a research and business park on 300 acres of land it owns near Drake Road and Parkview Avenue in Kalamazoo. A consultant, Hammer, Siler, George Associates of Silver Spring, Md., has recommended that WMU develop the park.

Champagne, who spoke at the Kalamazoo Rotary Club, is president of the Association of University Related Research Parks. President Haenicke introduced Champagne, who put the scope of the park in perspective.

"The Oakland Technology Park, located within walking distance of the Oakland University campus in Rochester, has 5 million square feet of developed space on 1,200 acres of land," Champagne said. "We began development in 1983 after a task force endorsed the concept."

Only Research Triangle Park in North Carolina and the Stanford Research Park in California are larger than the Oakland



PROMOTING RESEARCH PARKS -- Joseph E. Champagne, center, president of Oakland University, visited with Richard T. Burke, left, vice president for regional education and economic development, and President Haenicke before Champagne spoke to the Kalamazoo Rotary Club Nov. 12 on the role of research parks in linking higher education and economic development.

Technology Park, he said. It includes the headquarters of five computer companies and several large corporations as well as the Chrysler Motor Co. World Technology Center.

Volkswagen of America is constructing its corporate headquarters in the park, he said. That will include its national research facility.

Oakland University did not single handedly develop its technology park, Champagne said.

"We recognized early that we as a university were educators and not developers," he said. "Comerica Bank

through its holding company secured the land, a real estate development firm was retained by Comerica to manage the development, and we all participated together in basic design considerations, infrastructure needs analysis and community acceptance.

"The principal role of the university throughout this entire process was that of catalyst and negotiator, and it served through programmatic commitments as a

magnet to attract organizations to the park which were compatible with the university," he said.

Champagne explained that while the relationship between the university and clients in the park developed gradually, the benefits to the university are significant.

"Our students are finding employment upon graduation, and many are locating internship and co-op opportunities," he said. "Research and development activities within the university through contractual relationships have grown enormously, and general philanthropy has doubled in the past few years on an annual basis."

The university's relationship to the park "encourages the creative capacity of our faculty and provides our students with a level of education that could not otherwise have been possible in a period of declining resources," he said.

"And, while we are achieving these major institutional goals, we have done so in a fashion entirely and completely compatible with university traditions and with state policy and needs for economic growth," he said.

Returning to his theme of linkages, Champagne concluded, "The partnership between higher education and the economic sector is not incidental; it is essential. Business and higher education today are siblings."

"The partnership is natural and vital," he said. "And, as we all know, effective research and its application provide a magnificent basis for improved and responsive teaching and learning."

Board of Trustees to meet in Detroit Nov. 16

The Board of Trustees will conduct its regular meeting in Detroit Friday, Nov. 16, at the Westin Hotel-Renaissance Center.

The meeting will begin at 11 a.m. in Room Nicolet-B on the fifth level. The Board usually meets on campus in Kalamazoo, but also has conducted meetings in Grand Rapids, the site of its largest regional center, and in Detroit, where it last met in March 1989.

A total of 36 percent of WMU's on-campus enrollment is comprised of students from Southeast Michigan and nearly 15,000 Bronco alumni reside there. A reception for WMU's Detroit area alumni is scheduled for Thursday evening.

Geneva J. Williams of Detroit, chair-

person of the Board of Trustees, will preside at the meeting. Agenda items include gift, grant and personnel reports. The Board also will hear information items on admissions requirements recommended by the Presidents Council of State Universities, on WMU initiatives in the Detroit area and on programs administered by the University's Office of International Affairs.

These Board committee meetings also are scheduled for Nov. 16 in Room Nicolet-A on the fifth level: Academic and Student Affairs Committee at 9:30 a.m.; and Budget and Finance Committee at 10:15 a.m. All meetings are open to the public.

Sculptures scheduled for 'uplifting' experience

A feat of artistic engineering is scheduled to take place at the University Monday and Tuesday, Nov. 19-20. Fourteen tons of steel in the shape of four sculptures will be lifted by a crane over two stories of the building to house the Hawthorth College of Business to their new home in its courtyard.

Six truckloads will bring the artworks from K&M Machine-Fabricating Inc. of Cassopolis to the campus. The sculpture division of that company fabricated the pieces for David Hayes, a sculptor from Coventry, Conn. K&M also will supervise the installation.

The sculptures are made of one-half-inch steel plate and range in size from 7-by-15 to 22-by-15 feet. An 82-ton crane with a 240-foot boom will lift three of the sculptures into place beginning at 11 a.m. Monday. The fourth work will be put into place beginning at 9 a.m. Tuesday.

The courtyard, located in the center of the business building, is named in honor of James and Colleen Duncan Sr. of Kalamazoo, through a joint contribution from their son, James Jr., and First of America. The \$250,000 gift is part of

WMU's \$55 million "Campaign for Excellence."

Provost candidates slated for on-campus interviews

Five or six finalists for the position of provost and vice president for academic affairs at the University are expected to be invited for on-campus interviews between Nov. 26 and Dec. 19.

Each candidate will be asked to comment on the topic, "Higher Education in the 1990s," during the on-campus visit at an open forum, followed by a question-and-answer period and a public reception. Each forum will be videotaped.

Names and exact dates will be announced next week, when curriculum vitae for the candidates will be available for review in each college dean's office and at all branch libraries and the temporary Waldo Library facility on the lower level of the Bernhard Center.

Casting as professor in Apple Computer ad brings fame and phone calls to Washington

"People, this is an exciting time to be alive, and your only limits will be the size of your ideas and the degree of your dedication."

Sound familiar? It's the closing line of the compelling new television advertisement for



Washington

Macintosh computers featuring Von H. Washington, theatre. The ad, titled "Industrial Revelation," is bringing kudos to Apple Computer Inc.'s \$25 million fall advertising campaign, while catapulting the WMU faculty member into the national spotlight.

The ad shows a professor giving a lecture to his class on industrial and social change in the 1990s.

An article in the Detroit Free Press called the spot "riveting" and Washington's professor "electrifying," "a powerful, intense instructor who mesmerizes his class." USA Today's Market Scoreboard featured the ad, stating that the reason it is so effective is the casting of a real teacher. So many requests have come from other companies seeking Washington as their spokesman that he has hired an agency to handle the calls.

"The day the commercial hit, it was a hot success," Washington said. "My life changed hours after the audition, and now I'm talking to people in major markets on both coasts. In this business, when you get a chance like this, you have to take advantage of the possibilities while they're hot."

A whirlwind process with just days between the audition call-back and his selection sent Washington to California

for two days of filming his 45 seconds on screen. Washington was determined to make the most of those crucial seconds.

"When I read a copy of the script, I said, 'Shoot, this is me,'" Washington recounts. "If there was anybody in the country that could do this better than me, I wanted to meet him. I knew this was the greatest opportunity. Very few people in this business have 45 seconds like this in front of the camera."

Apple's decision to make its computers more affordable to the masses prompted the slant taken in the new ad. "That which was affordable to the few becomes available to the many... giving ordinary people access to powerful technology" is the message Washington delivers.

"The purpose of this commercial is to appeal to the masses," Washington said. "There's an element of uplift for the downtrodden in it. It mentions the walls coming down, referring to Germany and the changes in the world away from dictatorial oppression."

"But it's not preachy," he added. "The professor feels good about the changes; they'll change his life also."

While Washington has played lead roles in "Macbeth" and "Othello" and has written and directed film scripts and plays, it is his passionate professor who has brought him the recognition that people in his business yearn for.

"I prepared for this commercial the same way I prepared for 'Macbeth' or 'Othello,'" Washington said. "And I'd love to do another commercial like this as much as I'd like to do 'Richard III.'"

The commercial is being aired on both cable and network stations. Two upcoming time slots include during ABC's "Nightline" Thursday, Nov. 15, and ABC's "Good Morning, America" Friday, Nov. 23.



VICTORY IS OURS -- Fund-raisers for the campus United Way drive gathered Nov. 7 to celebrate a victory. For the fourth consecutive year, WMU surpassed its goal by collecting more than \$133,538 in the 1990 campaign. Four fund-raisers whose groups reached 100 percent giving by the original campaign deadline earned special recognition at the celebration. Pictured with campaign chairperson Anne E. Thompson, human resources, second from left, holding the United Way T-shirt they could choose as a prize were, from left: Dean K. Honsberger, budget; Diana L. Sherburn, human resources; and Jean O. Smith, business information systems. Donald T. McNally, who collected from the Sara Swickard Preschool and also achieved 100 percent, was not present at the gathering.

Collins-Bondon heads Benton Harbor center

Carolyn Collins-Bondon has been appointed director of WMU's Southwest Regional Center, located on the campus of Lake Michigan College in Benton Harbor.



Collins-Bondon

She joined the staff Nov. 5 to succeed Christina L. Davis, who resigned to become the service quality manager at the Whirlpool Corp. in Benton Harbor.

For the last three years, Collins-Bondon has been a fiscal analyst for the Michigan House of Representatives. Between 1981 and 1987, she served in several capacities at WMU, including associate director for governmental relations, assistant to the vice president for University relations and director of the Upward Bound Program.

Collins-Bondon also earned her bachelor's, master's and doctoral degrees from WMU. Her other experience includes being a classroom teacher in elementary education, adult basic education and English as a second language.

"We are quite certain that Dr. Collins-Bondon's experience in educational programming and her legislative background will be positive factors in her work in developing programs and services for the Southwest Michigan area," said Dean

Geoffrey A. Smith, continuing education.

WMU's Southwest Regional Center, established in 1966, offers courses in master's degree programs in elementary education, educational leadership, reading, mechanical engineering, electrical engineering and business administration and in undergraduate programs in American studies, applied liberal studies, health studies and production technology. Classes toward continuing teacher certification also are available. Some 750 persons take courses through the Southwest Regional Center each semester.

The center is one of six continuing education campuses operated by the University. The others are located in Battle Creek, Grand Rapids, Kalamazoo, Lansing and Muskegon.

WMU wins state award for energy saving efforts

Recent energy conservation efforts at WMU have paid off in terms of both dollars and prestige.

In addition to avoiding more than \$250,000 in energy costs in fiscal year 1989-90, the University has been named the recipient of the 1990 Governor's Energy Management Award.

The Governor's Energy Management Program annually awards the honor in recognition of outstanding energy management efforts by physical plant staffs at state institutions. The program's purpose is to motivate the institutions to improve the energy efficiency of their facilities.

The award was accepted by representatives of the facilities department of WMU's physical plant at the fall conference of the State Physical Plant Association at Ferris State University Oct. 24. The judging was based on the amount of energy savings and payback of the energy efficient action, the adaptability of the action to the operations of other institutions and the originality and uniqueness of the action.

WMU received the prestigious award for its efforts in reducing the University's steam energy use. In comparison with the previous fiscal year, WMU reduced its overall steam use by more than 8 percent or 73 million pounds during the fiscal year ending June 30, 1990. This reduction translated into a savings of more than 3,300 tons of coal with less pollutants generated and a cost avoidance of at least \$250,000.

WMU gets steam for heat, hot water and air conditioning from an aging coal-burning power plant on Stadium Drive that is owned by the Michigan Department of Mental Health.

"Everyone in the University facilities department is very excited about the award since we're now starting to see the results of the money and efforts invested," said George H. Jarvis, University facilities. "With all the new campus buildings coming on line, we're dedicated to keeping a lid on our steam use and managing our resources."

Fund-raisers celebrate United Way victory

WMU United Way fund-raisers received the good news that the University drive had topped the 1990 goal of \$130,000 at the Nov. 7 Victory Celebration. As of Nov. 13, \$133,538 had been counted, with gifts and pledges still being received and funds raised by the student campaign yet to be tallied.

The fund-raisers were congratulated for exceeding their goal for the fourth consecutive year by Anne E. Thompson, human resources, chairperson of the 1990 drive, and Carolyn R. Henning, human resources, campaign coordinator.

Thompson presented WMU's thanks and gifts to: Jackie Herr, 1990 United Way Loaned Executive; Michael W. Little, physical plant-B/E maintenance, who is president of AFSCME; and Ahmad Al-Obiedat, student volunteer services.

Special recognition also was given to four fund-raisers whose groups reached 100 percent giving by Oct. 31, the original campaign deadline. Those employees and the areas for which they collected are: Dean K. Honsberger, budget; Donald T. McNally, Sara Swickard Preschool; Diana L. Sherburn, human resources; and Jean O. Smith, business information systems.

All fund-raisers who contacted three or more persons and whose areas achieved 75 percent or better giving participation by the date of the Victory Celebration were awarded Winner's Club coffee mugs or United Way T-shirts. Those persons who achieved 100 percent, besides the four listed above, and the areas they represented were: Al W. Laaksonen, off-campus life; Marilyn K. Marion, internal audit; Marie T. Noyes, international affairs; Sally V. Pippen, residence hall life; and Jewell M. Street, affirmative action.

Those with at least 75 percent but less than 100 percent and the areas they represented were: John S. Belco, Western's Campus Bookstore; Dolores Condit, communication; Marilyn V. Duke, Academic Skills Center and Intellectual Skills Development Program; Joe Gagie, Office of the General Counsel and Vice President for Legislative Affairs, president's office, public information and public relations and communications; Polly R.

Graham, student services; Philip J. Guichelaar, mechanical engineering; Susan S. Kremer, Office of the Vice President for Business and Finance; Carol A. Eddy, Sindecuse Health Center; Susan M. Mosca, academic records and registrar's office; Maureen G. Murphy, dance; Robert H. Peterson, residence hall facilities; Tina Prouty, administrative data processing; James T. Schaper, auxiliary enterprises; Hazel L. Starcher, College of Health and Human Services; Marvin J. Weessies, blind rehabilitation; and David C. Zinn, economics.

Fund-raisers present were eligible to participate in a drawing for door prizes donated by Western's Campus Bookstore, the Brown and Gold Shop, the Brown and Gold Room, Miller Auditorium, Shaw Theatre and the athletic ticket office. The grand prize of a pair of season tickets to Bronco basketball games was won by Rebecca S. Finch, Center for Developmentally Disabled Adults.

WMU fleet joins red ribbon campaign

For the third consecutive year, WMU is taking part in the nationwide "Red Ribbon" safety campaign to increase public awareness of drunk driving.

The campaign is sponsored by Mothers Against Drunk Driving and law enforcement agencies and is scheduled to run through Jan. 2. In an effort to visually demonstrate the importance of not drinking and driving, drivers are being asked to tie a red ribbon to the antenna, door handle or mirror of their vehicle.

Red ribbons will be affixed to all University fleet cars and trucks, as well as distributed soon to the University community for faculty and staff use. Departments that need additional ribbons should call transportation services at 7-8510.

Office has new number

The Office of Admissions and Orientation has implemented enhanced voice processing on its telephones to accommodate the large number of calls it receives. Faculty and staff members wanting to reach a secretary in the office should now call 7-2001 rather than 7-2000.

Scholarships available

The Office of International Affairs is encouraging faculty and staff to announce to students that scholarships are available for study in Japan or Germany.

The scholarships are to be used during 1991-92 and vary in award amounts. About six scholarships will be awarded for study in Germany, and approximately five scholarships will be awarded for study in Japan. For more information, persons should call 7-3951.

WESTERN NEWS

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Western News (USPS 362-210) is published by News Services, B-207 Ellsworth Hall, Western Michigan University, 1201 Oliver St., Kalamazoo, MI 49008-5165, weekly during fall and winter semesters and bi-weekly during spring and summer sessions, except during vacation periods. Second class postage paid at Kalamazoo, MI 49008-5165.

Postmaster: Send address changes to Western News, News Services, Western Michigan University, 1201 Oliver St., Kalamazoo, MI 49008-5165.

Western News is distributed without charge to faculty and staff members, retirees and friends of the University, and is available at several campus locations.

Deadline: Items to be considered for publication should be submitted to News Services by noon Tuesday of the week of publication. Offices that receive too many copies -- or too few copies -- are asked to call 387-4100. WMU is an equal opportunity/employer/affirmative action institution.



SAVING ENERGY -- Testing, cataloging and maintaining 4,600 steam traps on lines and equipment across campus contributed to the University avoiding more than \$250,000 in energy costs in 1989-90. The University facilities department in the physical plant was recognized for those energy saving efforts this fall with the Governor's Energy Management Award. Checking out this steam trap in the basement of the Bernhard Center are, from left: George H. Jarvis, University facilities; and Danny L. Sluss and Lester Baird, both physical plant-B/E maintenance.

Noack to direct University recycling efforts

Carolyn R. Noack of Three Rivers has been appointed as recycling coordinator in the University facilities department.

She assumed the newly-created position Oct. 29 to serve as a liaison between volunteers, technical experts and University facilities staff members to develop and implement



Noack

resource conservation programs. She also will be responsible for making presentations to campus groups to recruit volunteers for resource recovery programs and to educate the University community on recycling.

"There is a desire on campus -- as everywhere else -- to recycle more of our resources," said Philip S. Roekle, University facilities. "With as many people as we have, we need someone to act as a guiding beacon in that effort."

"In addition," he continued, "there is a concern about how we handle waste because the landfills are filling up. As good corporate citizens, we're very much concerned about limiting the flow of trash to scarce landfills. It's also becoming increasingly more expensive for the University to dispose of its trash."

Noack comes to the University with seven years of experience in the environmental field. She has worked in technical and sales positions dealing with hazardous waste and environmental services for firms in Mount Clemens, Novi and Ann Arbor. Most recently, she was a hazardous waste consultant for BDN Industrial Hygiene Consultants Inc. of Portage.

Noack earned her bachelor's degree in chemistry from the University of Michigan at Ann Arbor in 1983.

RHA earns regional honor for fourth year since 1980

WMU's Residence Hall Association recently was named the 1989-1990 Regional School of the Year by the Great Lakes Affiliate of College and University Residence Halls (GLACURH).

This award was presented to the group at the region's annual conference Oct. 25-27 at the University of Wisconsin at La Crosse.

The School of the Year Award is the highest honor bestowed to any school. This marks the fourth year that WMU's RHA, the 60-member student governing body for the residence halls, has received the honor since the group was formed in 1980-81. WMU also earned the award in 1981, 1986 and 1988.

As Regional School of the Year, WMU will represent the GLACURH in the National School of the Year competition in May.

Obituary

Services will be conducted Thursday, Nov. 15, for Steven L. Spence, assistant director of the Institute for Water Sciences, who died Nov. 11. He was 44.

Spence, who managed the institute's Water Quality Laboratory, had been a University employee since May 1989. A resident of Coldwater, he earned a bachelor's degree in environmental management from the University in 1988. He was a member of the American Chemists Society and the American Federation of Environmental Scientists.

Services will be at 11 a.m. today at the Gillespie Funeral Home, 27 Marshall St., Coldwater. The family has requested that memorials be made in Spence's name to the Institute for Water Sciences.

Exchange

FOR RENT -- Unique one- or two-bedroom apartment with turret room in lovely Victorian home. Available Dec. 1. \$360/month, includes all utilities except gas for heat. Call Pat at 7-5270.

FOR SALE -- Laptop computer. Packard Bell 286/12Mhz, 20 MB hard disk, 3.5-inch floppy, 1 MB RAM, backlit screen with 640 by 400 resolution, battery pack, charger, MS-DOS 3.3, other software if desired. Very little use. \$1,300. Call Philip Micklin at 7-3407.

Media

Two members of the University community will be guests in the coming weeks on "Focus," a five-minute interview produced by news services. "Focus" is scheduled to air on these Saturdays at 6:10 a.m. on WKPR-AM (1420) and at 5:45 p.m. on WKZO-AM (590) with the following speakers and topics: Richard Neschich, marketing, on the rise of "super-duper" supermarkets, Nov. 17; and Michael E. Byrne and Gina M. Antonioti, both Horticultural Economic Development Center, on the prospects for cranberry production in Michigan, Nov. 24.

"WMU Presents," a program produced by media services and public information, will air on Kalamazoo Community Access Television Nov. 25-30. The program profiles WMU alumna Gwen Frostic, founder of Gwen Frostic Prints/Presscraft Papers of Benzonia, and features the University's Institute of Cistercian Studies. It will air on Channel 31 at 5 p.m. Sunday,

Nov. 25; 6 p.m. Tuesday, Nov. 27; and 6 p.m. Friday, Nov. 30; and on Channel 32 at 7 p.m. Wednesday, Nov. 28.

"Turning to Look Back," a program produced by media services, will air on Kalamazoo Community Access Television Nov. 18-23. The program features poet John Woods, English, discussing his life and work. It will air on Channel 31 at 5 p.m. Sunday, Nov. 18; 6 p.m. Tuesday, Nov. 20; and 6:30 p.m. Wednesday, Nov. 21; and on Channel 32 at 8:30 p.m. Friday, Nov. 23.

A documentary about a visionary architect and his desert city will air on Kalamazoo Community Access Television Nov. 18-24. "Paolo Soleri: Arcosanti," produced by media services, will air at: 6 p.m. Sunday, Nov. 18, on Channel 31; 7 p.m. Tuesday, Nov. 20, on Channel 32; 6 p.m. Friday, Nov. 23, on Channel 33; and 7 p.m. Saturday, Nov. 24, on Channel 33.

On campus



WORKING THROUGH PROBLEMS -- Helping faculty and staff members work through their personal problems

to enable them to be better University employees is the job of Kathy Kreager. As coordinator of the Employee Assistance Program, she spends her days working with faculty and staff members to assess personal problems affecting their performance on the job. She then provides referrals to University and community resources that might help them. Kreager says the problems she sees "run the whole gamut" from mental or emotional distress and substance abuse to financial hardships and marital conflict. "We see more than 100 people a year and the numbers are growing," says Kreager, who came to the half-time position last December with 10 years of clinical social work experience and a broad background in providing both mental health and substance abuse services. She also works with supervisors at the University, conducting training seminars and consulting with those experiencing conflicts with employees. "I love having the opportunity to meet with a lot of different people and to help them start working through problems," says Kreager from her office in the Sindecuse Health Center. "It's encouraging to be able to see people work through problems and end up being better employees and improving the quality of their lives."

Human Resources

Correct address needed for W-2s

The University payroll office will be mailing your Wage and Tax Statement (W-2) before the end of January. If you have changed your home address within the past year, please be sure the human resources information systems office has your correct mailing address.

To change your address, use the form on the back of your paycheck envelope or send a memo to information systems, 1240 Seibert Administration Building. Changes must be received by Dec. 31 to ensure that your W-2 will be correctly addressed in January.

Media Services

Media services has purchased the off-air taping license for "Seasons of Life," a television series that debuted in October on local PBS stations.

The five-part program shows how every state of human life, not just childhood and youth, offers opportunities for personal growth and enrichment. David Hartman is the host for the series, which was produced by the University of Michigan and WQED-TV in Pittsburgh.

The series provides an overview of the seasons of life from infancy through old age. Titles of the programs are "Infancy and Early Childhood," "Childhood and Early Adolescence," "Early Adulthood," "Middle Adulthood" and "Late Adulthood."

Media services began taping the series Oct. 21 and will continue until the final program airs Nov. 18. Persons interested in arranging for a classroom playback on the WMU closed circuit television system or a loan should contact Michelle E. Dick, Media Resource Center, Sangren Hall, 7-5072.

If you have changed your name, you must make this correction by submitting a P-006 form from your department. You may call the information systems office at 7-3622 to confirm that your name and address are correct in your employee file. Don't wait until it's too late -- do it now!

'Interaction Management Update' offered

For those managers and supervisors who have previously attended "Interaction Management" or "Management Reinforcement," the training and development office is offering a refresher course titled "Interaction Management Update" from 8:30 a.m. to noon Thursday, Nov. 29, in 204 Bernhard Center.

This seminar, led by Doreen A. Brinson, human resources, is designed for graduates of the previous classes who know all the effective steps but some-

Senate

The Graduate Studies Council of the Faculty Senate will meet at 3 p.m. Thursday, Nov. 15, in Conference Room C on the third floor of the Seibert Administration Building. Agenda items include the appointment of an ad hoc committee to identify critical graduate issues.

Zest for Life

The final results are now in for the 1990 Corporate Olympics and the three WMU-Zest for Life teams took second, fifth and 12th places overall in Division VI.

The event, which took place Sept. 19-24, featured 125 teams representing about 80 companies in the Kalamazoo area.

The 144 WMU employees competed in 15 events and earned first place in the men's 4-by-100-yard relay, two-mile race walk, women's three-mile run, crescendo swim relay and banner and cheerleading competitions. The teams earned second place in the women's 200-yard swim relay and third place in the men's three-mile run, men's 4-by-100-yard relay, time prediction biking and one-mile time prediction walk/jog. For the third consecutive year, the teams also earned the spirit award.

Volleyball and a children's fitness run were new events this year, and basketball will be added in 1991 with the competition occurring in April. A new cafeteria-style event selection plan also will be implemented next year. This will allow teams to accommodate more runners and walkers than they have in the past.

If you did not participate in 1990 and are interested in joining the 1991 WMU teams, call the Zest for Life office at 7-3262 to be added to the mailing list. Those who would like copies of the official 1990 results also should call the Zest for Life office.

times find themselves in need of more practice. Participants are invited to take an in-depth look at the "key principles" and learn how to give them greater application.

To enroll, complete the application at the back of the Training and Development Catalog or call Chrysa K. Richards at 7-3620. There is a \$25 materials fee for this seminar.

Jobs

The listing below is currently being posted by employment services in the Department of Human Resources. Interested fringe benefit eligible employees should submit a job opportunity transfer application or sign the appropriate bid sheet during the posting period.

S-01 and S-02 clerical positions are not required to be posted. Interested University employees may contact an employment services staff member for assistance in securing these positions.

(R) **Assistant Professor** (Tenure Track), I-30, Communication, 90/91-185, 11/13-11/1990.

(R) **Chair and Professor** (Tenure), Executive Official, Mechanical Engineering, 90/91-188, 11/13-11/1990.

(R) **Chair and Professor** (Tenure), Executive Official, Dance, 90/91-192, 11/13-11/1990.

(R) **Custodian** (1st shift), M-2, Building Custodial and Support Services/Residence Hall Custodial, 90/91-198, 11/13-11/1990.

(N) **Assistant Vice President** (Executive Official), P-09, Institutional Advancement, 90/91-199, 11/13-11/1990.

(R) **Secretary II** (.5 FTE; 20 Hours/Week), S-05, International Affairs/Foreign Study Services, 90/91-200, 11/13-11/1990.

(R) **Secretary Administrative II**, S-08, Community Information System, 90/91-201, 11/13-11/1990.

(R) **Assistant Coach Football** (Term Ends 12/31/91), C-04, Intercollegiate Athletics, 90/91-204, 11/13-11/1990.

(R) **Custodian** (1st, 2nd or 3rd Shift), M-2, Building Custodial and Support Services/Plant Custodial Services, 90/91-205, 11/13-11/1990.

(R) **Civil Engineer**, X-06, Campus Planning, Extension and Engineering, 90/91-206, 11/13-11/1990.

(N) New

(R) Replacement

WMU is an EEO/AA employer

Applicant Information Service 7-3669

Your touchtone telephone lets you find out about employment opportunities seven days a week, 24 hours a day.

Calendar

NOVEMBER

Thursday/15

(thru 17) Geography Awareness Week.
(and 16) Exhibit, "Mixed Media Show," Dee Clancy, Kalamazoo artist, 1240 Seibert Administration Building, 8 a.m.-noon and 1-5 p.m.
Workshop on proposed campuswide recreation system, Kiva Room, Faunce Student Services Building, 8 a.m.-1 p.m.
*(and 16) Management and executive development seminar, "Managing Accelerated Productivity," Sally Bishop, Insight Consulting Group, Santa Monica, Calif., Fetzler Center, 8:30 a.m.-4:30 p.m.
Doctoral oral examination, "Standardized Testing Practices: A Comparison of Michigan Public School Districts from 1976 to 1986," Richard H. Syrek, educational leadership, Tate Center, 3210 Sangren Hall, 8:30 a.m.
Doctoral oral examination, "Intracellular Degradation of Ribosomes in a Mesophilic and a Thermophilic Species of Bacillus," Joe W. Davis, chemistry, 5190 McCracken Hall, 9 a.m.
"Great American Smokeout," Bernhard Center lobby, 9 a.m.-5 p.m.
(thru Dec. 14) Exhibition, "Touchable Art," sculpture, relief and touchable art, Dora Natella, art, Space Gallery, 2700 Knauss Hall, weekdays, 10 a.m.-4 p.m.; opening reception, Friday, Nov. 16, 7-8:30 p.m.
Geography Awareness Week seminars by George Demko, director, Nelson Rockefeller Center for Social Sciences, Dartmouth College: "Environmental Problems and Population in the USSR: The Case of Ecocide," Red Room C, Bernhard Center, noon; and "Landscape of Fear: The World From the Office of Geographer -- U.S. Department of State," 338 Wood Hall, 4 p.m.
Doctoral oral examination, "The Relationship Between Implementation of Hospice Nursing Standards of Care, Hospice Size and Family Satisfaction," Lucille I. Grimm, educational leadership, Tate Center, 3210 Sangren Hall, 12:30 p.m.
Videoconference, "Effective Approaches to Campus Security," 106-107 Bernhard Center, 2-4 p.m.
Meeting, Graduate Studies Council of the Faculty Senate, Conference Room C, third floor, Seibert Administration Building, 3 p.m.
University film series, "Straight Through the Heart" (Germany, 1984), directed by Doris Dorrie, 2302 Sangren Hall, 6 and 8:30 p.m.
Visiting Scholars and Artists Program lecture, "Is the Paper Industry Compatible with the Environment?," Kyosti V. Sarkanen, professor of wood chemistry, University of Washington at Seattle, 1610 McCracken Hall, 7 p.m.
Mathematics lecture, "Can a Microcomputer Outperform M.C. Escher?," Elliot A. Tanis, professor of mathematics, Hope College, commons room, sixth floor, Everett Tower, 7 p.m.
*(thru 17) University theatre production, "Privates on Parade," York Arena Theatre, 8 p.m.
Concert, Collegium Musicum conducted by Matthew Steel, Dalton Center Lecture Hall, 8 p.m.
Student recital, Stephen C. Foster, French horn, and Alex Jokipii, trumpet, Dalton Center Recital Hall, 8 p.m.

Friday/16

Visiting Scholars and Artists Program lecture, "The Use of Ozone in Structural Characterization of Lignin Polymers and in Industrial Delignification Processes," Kyosti V. Sarkanen, professor of wood chemistry, University of Washington at Seattle, 2020 McCracken Hall, 10 a.m.
Geography Awareness Week lecture, "Horizons in Geography: Regional and International," John Augelli, faculty member, Department of Geography, University of Kansas, Faculty Dining Room, Bernhard Center, noon.
Center for the Study of Ethics in Society lecture, "Positional Duties," Timothy C. Shiell, philosophy, 204 Bernhard Center, 3-5 p.m.
Mathematics and statistics colloquium, "Graph Products and Covering Graph Imbeddings," Ghidewon Abay Asmerom, mathematics and statistics, commons room, sixth floor, Everett Tower, 4:10 p.m.; refreshments, 3:45 p.m.
*(and 17) Volleyball, WMU Invitational, Read Fieldhouse, 5:30 p.m. and 7 p.m.
*(and 17) Hockey, WMU vs. Ohio State University, Lawson Arena, 7:30 p.m.
*Concert, Kalamazoo Symphony Orchestra with violinist Julia Bushkova, Miller Auditorium, 8 p.m.
*(and 17) Dalton Series concert, the Shapiro and Smith Dance ensemble, Dalton Center Multi-Media Room, 8 p.m.

Saturday/17

*Football, WMU vs. Miami University, Waldo Stadium, 1 p.m.

Sunday/18

Women's basketball exhibition game, WMU vs. the Chicago Challengers (AAU), Read Fieldhouse, 1 p.m.
*Concert, Bronco Marching Band conducted by Patrick Dunnigan, Miller Auditorium, 3 p.m.
*Men's basketball exhibition game, WMU vs. the Latvian national squad, Read Fieldhouse, 4 p.m.
WMU hockey Blue Line Club "Pizza-Picture Skate," Lawson Arena, 4:30-6:30 p.m.
*Concert, composer and pianist Marvin Hamlisch, Miller Auditorium, 7 p.m.

Monday/19

(thru Jan. 11) Exhibit, "Still Lives and Creatures," Elizabeth Abeel, Traverse City batik artist, 1240 Seibert Administration Building, weekdays, 8 a.m.-noon and 1-5 p.m.
(thru Dec. 13) Exhibition of paintings, Calvin Niemeyer, Grand Rapids artist, Gallery II, Sangren Hall, weekdays, 10 a.m.-5 p.m.
Mathematics and statistics colloquium, "Newton's Cooling Law Revisited," Murray S. Klamkin, professor of mathematics, University of Alberta, commons room, sixth floor, Everett Tower, 4:10 p.m.; refreshments, 3:45 p.m.
Faculty chamber music recital, Joseph Work, viola, Bradley A. Wong, clarinet, and Silvia Roederer, piano, Dalton Center Recital Hall, 8 p.m.
Mathematics and statistics lecture, "Mathematics Creativity in Problem Solving and Problem Posing," Murray S. Klamkin, professor of mathematics, University of Alberta, commons room, sixth floor, Everett Tower, 7:30 p.m.; refreshments, 7:15 p.m.
Visiting Scholars and Artists Program lecture, "In Quest of the Electronic Graduate Student," Philip L. Fuchs, professor of chemistry, Purdue University, 3292 McCracken Hall, 7:30 p.m.

Tuesday/20

*Employee Assistance Program/training and development seminar for supervisors, "Intervention: Personal Problems in the Workplace," Kathy Kreager, Employee Assistance Program, Red Rooms, Bernhard Center, 8:30 a.m.-noon.
Training and development seminar for supervisors, "Valuing Diversity," Doreen A. Brinson and Larry C. Scott, both human resources, 204 Bernhard Center, 9 a.m.-noon.
Doctoral oral examination, "Applications of the Tao Te Ching of Lao Tzu to Psychotherapy Theory and Technique," Thomas E. Hranilovich, counselor education and counseling psychology, Tate Center, 3210 Sangren Hall, 10 a.m.
Doctoral oral examination, "The Effects of Relapse Prevention Training on Exercise Adherence," Sandra Beaty, psychology, 283 Wood Hall, 3 p.m.
Visiting Scholars and Artists Program lecture, "Synthesis of Natural Products," Philip L. Fuchs, professor of chemistry, Purdue University, 5190 McCracken Hall, 4 p.m.

Concert, University Symphony Orchestra conducted by Robert L. Whaley, Dalton Center Recital Hall, 8 p.m.

Thursday/22

(and 23) Thanksgiving recess, classes end at noon Wednesday, Nov. 21.

Friday/23

Women's basketball, WMU vs. the University of Miami (Fla.), Read Fieldhouse, 7 p.m.

Saturday/24

*Men's basketball vs. Loyola University (Ill.), Read Fieldhouse, 2:30 p.m.
*Hockey, WMU vs. Bowling Green State University, Lawson Arena, 7:30 p.m.

Monday/26

(thru 30) Exhibition of new work, paintings and drawings, Curtis Rhodes, art, Multi-Media Room, Dalton Center, weekdays, 10 a.m.-4 p.m.
Doctoral oral examination, "Private vs. Public Operation: A Comparison of Two Juvenile Restitution Programs," Sudipta Roy, sociology, 2508 Sangren Hall, 1 p.m.
Doctoral oral examination, "Self-Reported Leadership Styles of the Higher Education Administrators in Venezuela as Related to Selected Demographic Variables," Julian S. Martin, educational leadership, Tate Center, 3210 Sangren Hall, 4 p.m.

Tuesday/27

Doctoral oral examination, "Denominational Rituals as Influencers of Grief Adjustment," Suzanne J. Martz Webb, educational leadership, Tate Center, 3210 Sangren Hall, 10 a.m.

Wednesday/28

Doctoral oral examination, "Improving the Documentation of Patient Progress in a Mental Health Facility Through the Use of Training and Feedback," Maria S. Acosta, psychology, 353 Wood Hall, 8 a.m.
School of Music Convocation Series concert, the Merling Trio, Dalton Center Recital Hall, 2 p.m.
Women's basketball, WMU vs. Youngstown State University, Read Fieldhouse, 7 p.m.
Concert, University Percussion Ensemble directed by Judy L. Moonert, Dalton Center Recital Hall, 8 p.m.

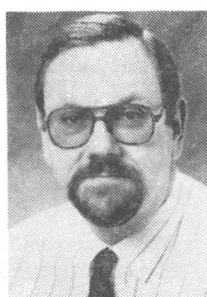
Thursday/29

*Training and development seminar for managers and supervisors, "Interaction Management Update," Doreen A. Brinson, human resources, 204 Bernhard Center, 8:30 a.m.-noon.
University film series, "Mr. Hulot's Holiday" (France, 1953), directed by Jacques Tati, 2302 Sangren Hall, 6 and 8:30 p.m.
Faculty recital, Bruce J. Uchimura, cello, and Phyllis Rappeport, piano, Dalton Center Recital Hall, 8 p.m.

*Admission charged

Laboratory automation expert to speak as part of Visiting Scholars and Artists

Philip L. Fuchs, professor of chemistry at Purdue University, will speak at WMU Monday and Tuesday, Nov. 19-20, as part of the Visiting Scholars and Artists Program.



Fuchs

He will discuss "In Quest of the Electronic Graduate Student" at 7:30 p.m. Monday in 3292 McCracken Hall. At 4 p.m. Tuesday, he will talk about "Synthesis of Natural Products" in 5190 McCracken Hall.

A faculty member at Purdue since 1973, Fuchs has been a world leader in the area of automation of chemistry laboratories. In 1985, he was the co-recipient of the first Pioneer in Laboratory Robotics Award for his work in applying computers and robots to the chemistry laboratory. The system he co-developed, called the Purdue Automated Synthesis System, is the prototypic automated laboratory of the future.

Greenberg to discuss international involvement

"A Look at the University's International Involvement" will be the topic of the next breakfast meeting for alumni and friends of the University Tuesday, Nov. 27.

Norman C. Greenberg, international affairs, will address the group. The meeting will begin at 7:30 a.m. at the Kalamazoo Country Club.

The program, part of a series sponsored by WMU and its Alumni Association, will be emceed by M. Jamie Jeremy, McKee Alumni Center.

The cost is \$6 for association members and \$7 for non-members and includes a continental breakfast. Persons are encouraged to make reservations by Wednesday, Nov. 21, by calling the McKee Alumni Center at 7-6179.

Next News is Nov. 29

There will be no *Western News* published Thursday, Nov. 22, due to the Thanksgiving holiday. The next issue will be published Thursday, Nov. 29. The deadline is noon Tuesday, Nov. 27.

Also a prominent researcher in the field of organic synthesis, Fuchs' major area of interest is in the synthesis of biologically active materials. He recently started a program of studying "unnatural products," which could have applications in the area of AIDS research.

Fuchs has written numerous articles for such leading publications as the *Journal of Laboratory Automation*, the *Journal of Organic Chemistry* and the *Journal of the American Chemical Society*. He is a consultant to the Eli Lilly Chemical Co. in Indianapolis and is a member of the AIDS Center at Purdue.

Fuchs' visit is being coordinated by the Department of Chemistry. The Visiting Scholars and Artists Program was established in 1960 and has supported nearly 400 visits by scholars and artists representing more than 65 academic disciplines. The chairperson of the committee that oversees the program is Judith F. Stone, history.

Recommendations sought for community service awards

WMU's student volunteer services is encouraging faculty, student organizations and students to make recommendations to nominate WMU students for the Michigan Campus Compact Student Community Service Award and the Samuel Huntington Public Service Award.

The awards are designed to recognize outstanding contributions to public service and to support continued efforts in community service. The deadline for recommendations is Monday, Nov. 26.

The Michigan Campus Compact award is open to students who have performed public service during the past year. Three awards of \$1,000 each will be granted to undergraduates at Michigan Campus Compact member institutions to be used to further the recipient's community activities.

The Huntington award will provide an annual stipend of \$10,000 to a graduating senior to pursue public service anywhere in the world. This award allows the recipient to engage in a public service activity for up to one year before proceeding on to graduate school or a career.

For more information, persons should contact Julie A. Wyrwa, student volunteer services, in the Lee Honors College at 7-3230.