Realizing the American dream means blacks must..., "You must take the initiative, seize the opportunity and make it a reality."

"If it is through you that your people progress and realize the American dream -- or have that dream deferred," she said, "on that day you will feel good about yourself, for your future and for your people."

"We cannot have our dream unless we have the opportunity to work hard to earn it. You must do it for yourself, for your future and for your people."

"Seize the opportunity!"
Rieben establishes new identity as a faculty member

When the University and the Kalamazoo College art departments were combined for a recent conference on race relations, officials didn’t feel foot. They turned to John R. Rieben, a designer who brings his talents to the WMU, to help them establish the corporate identity of some of the world’s leading firms.

"I always thought I would teach at some point," says the Muskegon native. "Over the years, I’ve kept in close touch with friends in academia."

After deciding to take preliminary steps to establish a gallery for the 1989-90 academic year, Rieben was offered a teaching position at WMU. He made a "quick decision" and found himself at the head of two workshops in graphic design that last fall.

"As a result, WMU’s graphic design students, who make up about 50 percent of the Department of Art’s enrollment, now have access to a leading figure in their prospective profession," Rieben, who is part of a permanent collection of both the Museum of Modern Art and the Library of Congress, is internationally recognized for his work done corporate design work throughout the United States and Europe and in South Africa.

His non-corporate promotional work has been featured in international poster festivals and traveling shows and have been published in collections such as "Important U.S. Graphic Designers of the Last 25 Years," "Design as Art" and "30 Years of Design in Industry."

Rieben says, "One of the things that I enjoy the most thoroughly designed company in the world." He believes it is a good idea to secure and define a specific corporate identity that can be "taken on" by "some crazy kinds of people," even if they are not part of the corporate world.

While Rieben now spends three days a week on campus and the remainder of the time pursuing his freelance business, he says he is looking forward to the corporate world with high pressure stress of the corporate world.

"It’s a great relief," says the demands of teaching equal, and in some ways surpasses, the high pressure stress of the corporate world.

"This is terrifying stuff," he says of teaching. "Having 18 different students working on 18 different jobs and personally working on 18 different jobs is quite an eye-opener."

The immediate feedback of a successfully completed corporate design project, as he is teaching at WMU, "is really like the kids here. These students are serious and businesslike."

The one major fault he finds with his students is that they "underestimate the time and energy spent to get their design goals high enough. I have some people who are just too good to tell themselves to slow down.

Rieben is also intrigued by the possibilities that are available in the growing field of graphic design education, an area he considers wide open. "There’s no reason why Western can’t become the regional premier school in design education," he says.

Rieben’s own background includes teaching and design in the universities of Michigan’s College of Architecture and Engineering in the fine arts and fine arts -- from Indiana University and the University of Illinois.

He started his design field at a critical point in the professor’s development. "In the first design project, I was involved in the design of Container Corporation of America’s Great Ideas of Western Man advertising series, which pioneered the concept of using the fine arts in industry. Early in his career, he worked on a promotional material for the revitalization of downtown Chicago, and such civic clients as the Chicago Field Museum and the Lyric Opera.

"In the 25 years I’ve been in graphic design," he says, "I’ve managed to change the art studio to the design office and, as such, has become a very influential profession. I’ve been very lucky. I don’t know what else I could have been if I hadn’t become a designer."

EXPERT ADVICE -- John R. Rieben, art, says he enjoys sharing his informatically-revealed wisdom with students like Mary J. Lampen-Cromel, a senior in graphic design from Kalamazoo. "These students are serious and businesslike," he says.

Rieben, who spent 25 years helping to establish the corporate identity of some of the world’s leading firms before joining the faculty in the past fall.

"Rieben is an expert on how to take a chance on "some crazy kinds of people," even if they are not part of the corporate world."

Rieben and his students are serious and businesslike, he says. "One of the most serious problems is that they "underestimate the time and energy spent to get their design goals high enough."

"I have some people who are just too good to tell themselves to slow down."

"There’s no reason why Western can’t become the regional premier school in design education," he says.

Rieben’s background includes teaching and design in the universities of Michigan’s College of Architecture and Engineering in the fine arts and fine arts -- from Indiana University and the University of Illinois.

He started his design field at a critical point in the professor’s development. "In the first design project, I was involved in the design of Container Corporation of America’s Great Ideas of Western Man advertising series, which pioneered the concept of using the fine arts in industry. Early in his career, he worked on a promotional material for the revitalization of downtown Chicago, and such civic clients as the Chicago Field Museum and the Lyric Opera.

"In the 25 years I’ve been in graphic design," he says, "I’ve managed to change the art studio to the design office and, as such, has become a very influential profession. I’ve been very lucky. I don’t know what else I could have been if I hadn’t become a designer."

Series explores environmental issues in Africa

"Environmental Issues in Africa" is the subject of an interdisciplinary lecture and film series that is being offered for the first time by Western and Kalamazoo College.

The series will feature speakers and films on issues ranging from the natural to the wildlife in Africa. All the lectures will begin at 7:00 p.m.

The topic and speakers for the series are as follows:

- "People and Ecology in Africa. Aseafoled view of geography" at Michigan State University, Wednesday, Jan. 25, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "Economic Policy and Natural Resources in Indonesia," Arnold Azuma, economics, Wednesday, Feb. 8, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Wildlife of East Africa: Nature or Nature," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Plague in Africa: Nature or Nature," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Root of Hunger, Roots of Change," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Plague in Africa: Nature or Nature," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Root of Hunger, Roots of Change," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Plague in Africa: Nature or Nature," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Root of Hunger, Roots of Change," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Plague in Africa: Nature or Nature," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
- "The Root of Hunger, Roots of Change," at Kalamazoo College, Wednesday, Feb. 22, in the President’s Dining Room of the Hicks Center at 7:00 p.m.
Program aimed at promoting volunteerism

Teaching students about the importance of volunteering is the focus of a speaker series at Western this winter.

The series, titled "Leadership and Community Service: Preparing to Make a Difference," is free and open not only to students but to the public as well. It is one facet of a two-year initiative sponsored by the Honors College and funded in part by grants from the National Collegiate Honors Council and the Kalamazoo Consortium for Higher Education.

Community leaders who contribute to the public welfare through their volunteer activities and directors of local service agencies have been invited to talk with students about the relationship between careers and public service.

"We hope the students will learn about opportunities to do volunteer work in the Kalamazoo area and about the importance of incorporating this type of involvement into their professional life," said Dean Faith Gabriner, Honors College.

All of the talks will begin at 7 p.m. and will be presented in the Fox Hall lounge of Goldworthy Village III residence hall complex. The schedule is:

- "Opportunities for Public Service in Kalamazoo" with Joe Kemp, managing partner of Howard & Howland, will be presented by Howard & Bloomfield Hills and WMU trustee emeritus, Wednesday, Jan. 25.
- "A Special Manager -- A Special Team" with Moscow Wolfs, president and chief executive officer, Kalamazoo Clinic Inc. of Kalamazoo, Thursday, Feb. 1.
- "Maintaining a Balance: Professional Roles and Community Commitment" with Donna Stover, administering officer, of the Kalamazoo Community Hospital Oncology Program, Thursday, Feb. 8.
- "Volunteerism and Community Service: A Panel Discussion" with:
  - Nancy Maleady, executive director of Big Brothers/Big Sisters of Greater Kalamazoo.
  - William Pell, executive director of Gynphon Place in Kalamazoo.
  - Ruth Parker Sardavai, director of the Retired Senior Volunteer Program, Inc. of Kalamazoo.
- "Corporate Public Affairs and Social Responsibility" with George Franklin, vice president for marketing and account management, Kellogg Co. in Battle Creek.

Besides organizing the lecture series, members of the Honors College staff will be working with the Volunteer Action Center and other non-profit organizations to identify appropriate sites for student volunteers.

Volunteer Opportunities Fair will be conducted in the center to help connect students with volunteer agencies.

During the 1989-90 academic year, a special honors course on "Leadership and Community Service" will be offered by WMS, a permanent member institution of the Kalamazoo consortium.

Media

Terry L. Baxter, Sinicaduce Health Center

The fourth part of a six-part series featuring Nobel laureates speaking on "Libraries.

The Vietnamese Veterans of America, Kalamazoo chapter 93 has presented a very geounous check to the University libraries to be spent on books about the Vietnam War.

Chapter President Gary Wager explained that the chapter has been setting funds to various libraries in the Kalamazoo and Portage area for this purpose. The funds come from the Vietnam Memorial donated by the chapter to support the Vietnam Memorial Plaque in Portage.

The University libraries very much appreciate this donation from chapter 93, university information services director Sally Wimmer said. Western make use of materials on the Vietnam War. The historical, sociological and psychological aspects of the war and its continuing aftermath are the subject of much research on campus.

Jobs

The listing below is currently being posted by the University employment office. Interested regular full-time or part-time employees should submit a job opportunities application during the posting period.

- S-01 and S-02 clerical positions are not required to be posted. Interested University employees may contact the employment office for assistance in filling the position.
- (C) Custodian (1 Position, 1st Shift), M-Residence Hall Custodial, 889/267, 1/17-1/23/89.
- (R) Instructor/Assistant. Prof. (Temp). 1-Year, 5/15-7/20. (Public speaking, technical writing, and other current member.)

Media Services

A nine-part series, "The Mind," has been added to the University's video collection located in Media Services.

The idea for the series came from the National Endowment for the Arts, which provided funds to create a public television series that would be designed to communicate the science and psychology of the mind combined personal stories, interviews with scientists and those involved in the field of psychology.

The "Mind" episodes range from immunology, microbiology, neurosciences, genetics, anthropology, linguistics, and psychology to the state-of-the-art computer graphics to dramatize each topic. The entire series could be used to support material in several academic disciplines such as psychology and sociology.


For more information, contact the AV Center in Waldo Library at 7-0572.
APA LEADERSHIP — Officers for this year's Administrative Professional Association are: (seated from left) Paula J. Boodt, Graduate College, president; Robert W. Sprick, WMU Campus Apartments, vice president; standing from left) Marlyn S. Kritzman, residence hall facilities, secretary; and John S. Stanford, Physician Assistant Program, treasurer. The group’s next business and social meeting is set for the evening of Thursday, Feb. 16, at the Parkside Hills Clubhouse. All professional administrative employees are invited to attend.

To make reservations, persons may contact Jolene V. Groh, international student services, at 7-4865.

Observances
(Continued from page one)

years after the founding of the MLK Program are Western — what are you prepared to do to ensure that he did not dream and die in vain?

Other events on campus designed to observe what would have been King’s 60th birthday included a candlelighting ceremony and a march, both on Jan. 16.

The other co-author was Douglas R. Ray, president of the Western Michigan University Foundation.

The authors say that too often, many students and faculty and staff members in human service organizations had focused on, "...service organizations had focused on," improving human service organizations, something that no other co-author has focused on.

The 399-page hardbound text, "Managing Professional Work in Human Service Organizations," is published by Sage Publications, Inc.

The 399-page hardbound text, "Managing Professional Work in Human Service Organizations," is published by Sage Publications, Inc.

The 399-page hardbound text, "Managing Professional Work in Human Service Organizations," is published by Sage Publications, Inc.

The book is now available in Waldo Library, and will be available in college bookstores at $29.95.

Health Day... (Continued from page 2)

Raymond G. Hallock, president of the local chapter. "We continue to support and work toward programs that emphasize the wellness and health of our members."

"AFSCME wholeheartedly supports health promotion and wellness programs," said James Glass, president of the Michigan AFSCME Council 25. "Workplace health promotion programs encourage healthy behavior to decrease the risks of heart attacks, strokes, cancer and high blood pressure. Programs such as those help people quit smoking enhance the quality of life and lengthen lives."

Many students and faculty and staff members joined in a march following the candlelighting ceremony at Bronson Park. That event was attended by the South African Solidarity Organization II.

Following the presentations, students in 39 candlelights, symbolizing King’s age when he was assassinated in 1968. The ceremony was sponsored by the Black American Student Council.

Many students and faculty and staff members joined in a march following the candlelighting ceremony at Bronson Park. That event was attended by the South African Solidarity Organization II.

The other co-author is Douglas R. Ray, president of the Western Michigan University Foundation.

The authors say that too often, many students and faculty and staff members in human service organizations, something that no other co-author has focused on.

The 399-page hardbound text, "Managing Professional Work in Human Service Organizations," is published by Sage Publications, Inc.