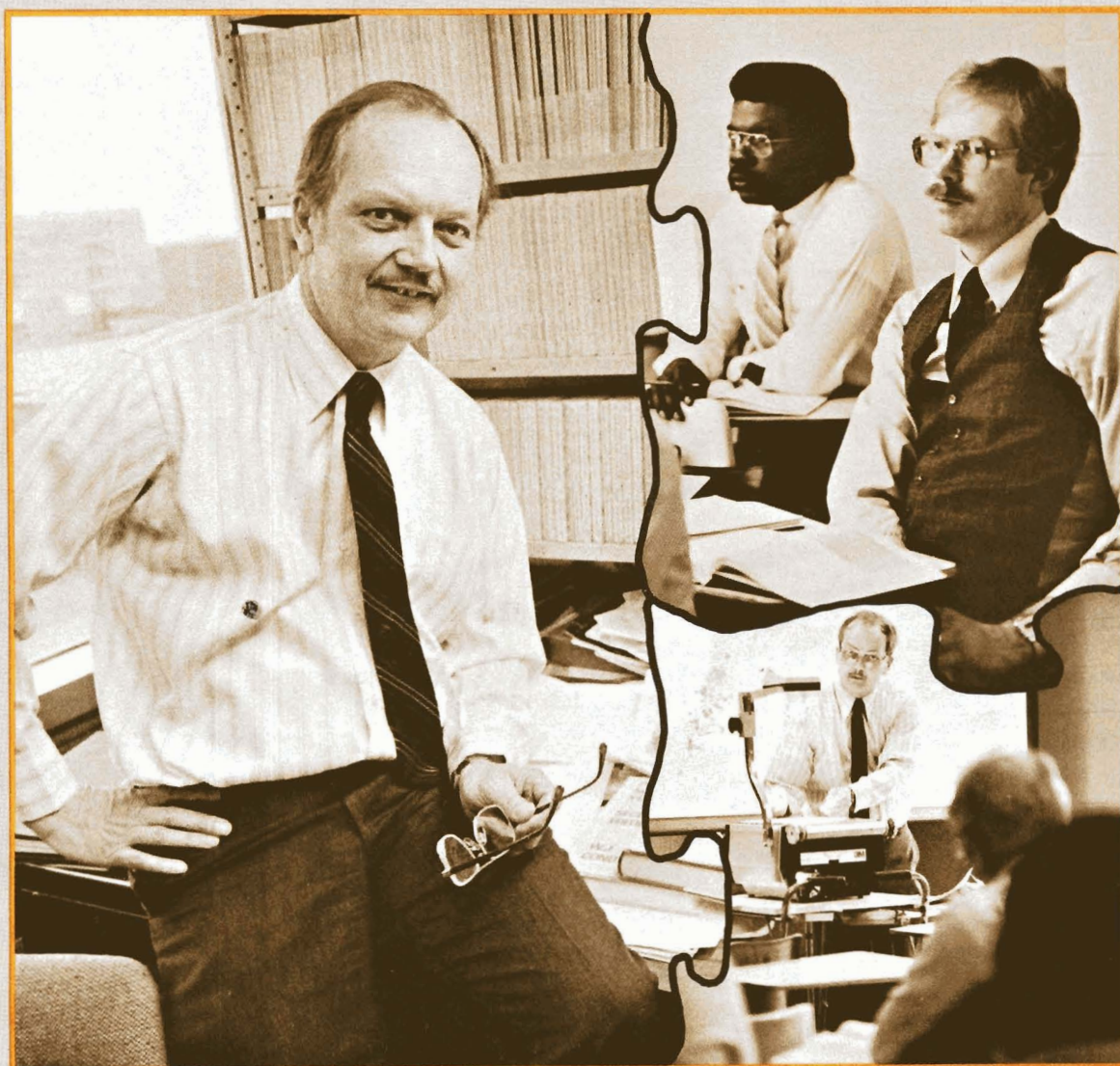


THE OAKLAND MAGAZINE UNIVERSITY

SPRING/SUMMER 1983



Oakland University and Industry . . . Finding the Right Fit

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ABOUT THE COVER

Professor Harvey J. Arnold, one of OU's
first pioneers in packaging traditional
academic course work for the corporate
market.

PRESIDENT



Ann Straky

This edition of *The Oakland University Magazine* is devoted largely to the increasing number and variety of programs Oakland is pursuing with industry in research and instruction. We believe that the modern university must have strong ties to its business and industry counterparts if it is to remain relevant, timely, and responsive to student needs. We pursue these efforts with the additional belief that the resulting benefits will be substantial for the economic revitalization of our community and state.

We in the university know all too well that when the financial prosperity of our state dwindles, our own ability to maintain

excellence in education, research, and community service also dwindles. And we at Oakland University want our academic resources to continue to be part of Michigan's economic solution, not part of the problem. Consequently, the economic decline in the state also warrants our intensified interest in fostering strong and effective university-industry connections.

For the state to continue its long established tradition of industrial innovation and leadership, we in Michigan can no longer afford needlessly to duplicate efforts. The time for combining and maximizing resources, both public and private, is at hand.

Whenever there is change, there is risk, but at the same time there is opportunity. We welcome the opportunity for growing interrelationships between corporate and academic endeavors. I am confident that Oakland University has the spirit and competence necessary to join with industry in helping Michigan increase not only its mind power, but also its industrial productivity.

J. E. Champagne



The University and Industry, Toward New Partnerships

by Ann J. Lowe

During the 60s the term, "military-industrial complex," would immediately elicit in the minds of students and faculty alike visions of a ruthless partnership between warmongers and profiteers. Today a similar term, "academic-industrial complex," would evoke in those same minds a sense of challenge and optimism. And in fact, the idea implied by the term may well hold the solution to America's decline in industrial productivity, high unemployment, and decreasing public revenues for higher education.

The word "complex," by implying a well-established structure, may be descriptively inappropriate. Nevertheless there is little doubt that universities and industry are actively building new bridges to better understand and share each other's resources.

Different factors have triggered this new intimacy between these groups which have traditionally viewed each other from a safe distance and often with skepticism. National policies for the last 30 years have orchestrated, almost exclusively, the expansion and direction of higher education. The post world war years introduced veteran benefits which helped to swell college campuses. The introduction of the space age and race to the moon stimulated federal support for more research scientists and graduate degree programs. Then in the 60s massive federal funding was made possible to help assure broad access of higher education to minorities and the economically deprived.

"For 36 years," says Keith R. Kleckner, OU's provost and senior vice president for university affairs, "public support of all aspects of higher education—teaching, research, and public service—steadily increased, taking an even greater share of our common resources. Change was inevitable and the inevitable abatement of growth is now upon us."

The economic and unemployment realities of the 70s and 80s have indeed changed the ground rules for higher education. In light of declining public revenues, student and corporate needs are today playing a more significant role in the direction of higher education. Corporations and businesses are demanding work-ready graduates from universities. And students, in response to the competitive job market, are demanding specific skills as well as a quality education from their universities.

"Together we can expand the base of knowledge, help reinstate America's competitive position in industrial productivity, and provide educational programs for our students that will help insure their own career success."

Joseph E. Champagne
President

But just as higher education now views its environment from a new perspective, so, too, does American industry. No longer are work and study considered separate phases of a person's life. Ongoing education and training are accepted conditions of many industrial jobs. Our rapidly changing technological resources

require constant updating of expertise.

In a recent speech at Fordham University Thomas J. Murrin, president, Public Systems Company of Westinghouse Electric Corporation summarized other concerns of American industry. "The growth rate of America's industrial productivity slowed down in the 70s and came to a halt at the end of the decade. In 1981 our productivity actually began to decline. During the same period, productivity kept rising in most other industrial nations, particularly in the Far East. We as a nation are steadily becoming noncompetitive in much of the world market place. The challenge to American industry is awesome."

Although for different reasons, both industry and education have been required to explore new strategies for future security. Universities are looking for new sources of revenue to replace lost public support. Corporations are seeking the research and methods necessary to produce competitive products for the world market. Each is looking to the other for solutions to their different but equally challenging problems.

It would be inaccurate to say that universities and corporations have never before developed mutually beneficial partnerships. Advisory boards for particular programs of study, cooperative education, and privately funded research and consulting have all been a part of the campus scene for many years. What is new, at least for Oakland University, is the depth and breadth of its current effort to strengthen ties with industry.

At Oakland the first traces of this new direction appeared in 1981 when newly appointed President Joseph E. Champagne emphasized the role of public and community service within the university. In 1982 the university's role and mission statement was sharpened to reflect the importance of both academic excellence and community service, including increased university-corporate partnerships. Shortly thereafter, Vice President Kleckner outlined a specific blueprint for the implementation of academic excellence and relevance within the university.

While Kleckner reiterated that excellence in scholarship and instruction were to be relentlessly pursued by all within the university, he also stressed the importance of applying our resources within the community. "We must increase the accessibility of our programs," he said. "We must establish continuing professional education in each academic unit, just as is now the case with credit instruction. We must seek to learn the current interests, concerns, and problems of the schools, of business and industry, of government and

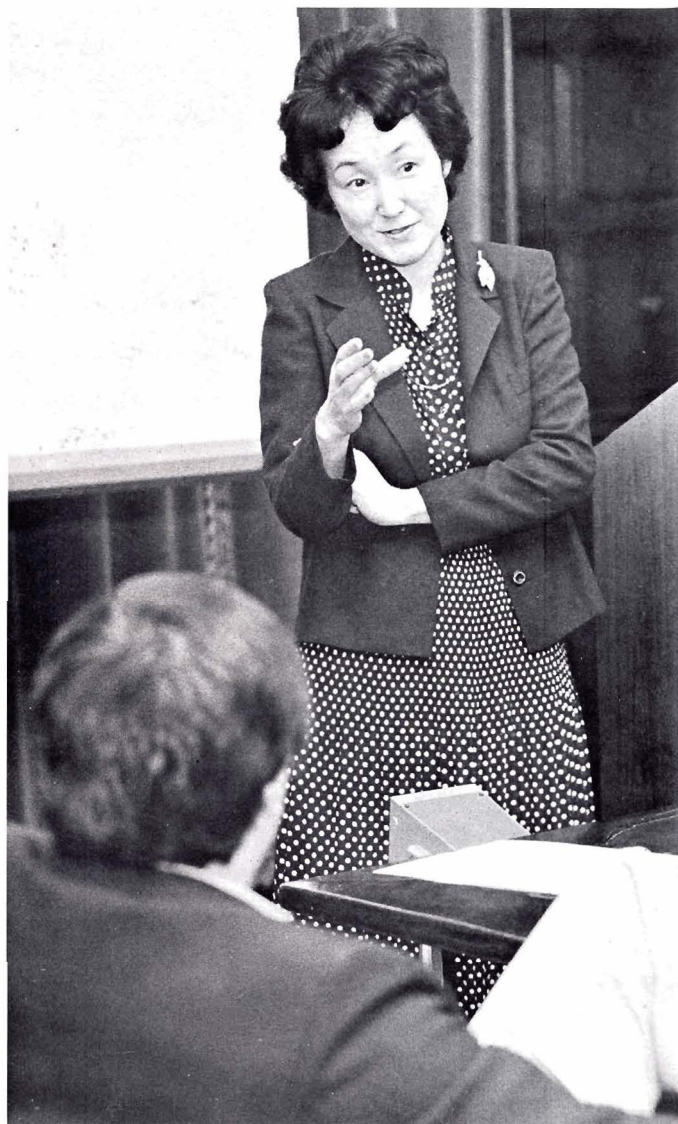
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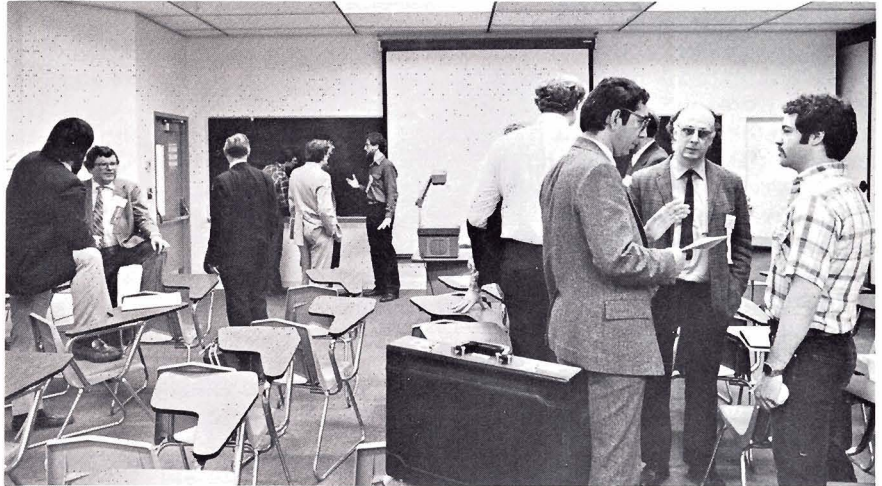
A few years ago professional, noncredit instruction at Oakland would have been found only in the highly technical areas of engineering and health sciences, or would have been limited to the Division of Continuing Education where outside professionals are given a forum in which to train other professionals.

In line with Kleckner's blueprint, however, professional training programs have begun to emerge in the traditional liberal arts areas as well. One such effort has been the university's cross-



OU's cross-cultural training seminar on Japan launches a new series of university programs which are designed to help American executives prepare for the many challenges of conducting business overseas. Asae Shichi, seminar presenter, (right) discusses the finer points of Japanese nonverbal communication. OU Associate Professor Richard Stamps (above right) shares some background material with seminar participant Robert Dallaire, an executive from Centronics Data Computer Corporation.





In April representatives from universities, industry, and government enjoyed the opportunity to exchange ideas and research during a two-day Conference on Artificial Intelligence. The conference was sponsored by OU's Center for Robotics and Advanced Automation in cooperation with the U.S. Army Materiel Systems Analysis Activity, Aberdeen Proving Ground and the U.S. Army Tank-Automotive Command in Warren.

cultural training program. During March the university presented its first seminar on Japan to industry executives.

Combining the resources of several different departments, the ten-hour instructional program includes films, group dynamics, and cultural inventories as well as mini-lectures. The goal of the program is to provide American executives with both the skills and the confidence necessary for effective American-Japanese business interaction.

One of the first participants, Robert O. Bradley, director of corporate development for the Automotive Group of Bendix

Corporation, summarized his seminar experience. "I was very impressed with the effort to develop a relevant cultural introduction to Japan—for even the experienced Japan watcher. I came away richer for the exposure to this able and experienced group of educators." As Bradley continued it became apparent that he felt the training program had succeeded in refining academic material for corporate application. He remarked that the program had a "surprisingly 'real world' orientation."

Professional training is also occurring at Oakland in the form of specific contractual arrangements with local

manufacturers. OU mathematics professors Harvey J. Arnold and David J. Downing have adapted graduate instruction in statistics for corporations interested in implementing statistical process control throughout their organizations.

"While the integrity of our course material has been maintained and remains undiluted," says Arnold, "we have altered the traditional course structure to meet specific industrial needs." In the university's packaged statistical courses, for example, the hours, frequency, and location are all negotiable points in the contract.

Arnold also noted another difference between his regular graduate classes and his corporate classes. In addition to the theoretical textbook problems usually covered in the standard classroom, he remarked that his corporate classes frequently tackle problems which relate specifically to the production and quality control methods of the students' company.

In refining, combining, and targeting its highly specialized areas of knowledge for professionals, the university will be gaining knowledge which may eventually impact upon undergraduate instruction. Responding to industrial needs for skilled communication practitioners in the growing fields of high technology, the College of Arts and Sciences is developing a series of workshops in technical writing for the corporate market. According to Brian P. Copenhaver, dean of the college, this workshop experience may in fact lead to an actual academic program. "This blending of our academic resources with industrial interests," he said, "may well evolve into a new degree program which is essentially client-tailored."

There are also indications that private support for university research activities is beginning to accelerate. One recent proposal request from the Michigan Department of Commerce specified that the research activity be conducted jointly by the university and a business or industrial concern. The university's Center for Robotics and Advanced Automation within the School of Engineering and Computer Science is another example of how Oakland has organized itself to work jointly with industry in high

technology research. Additionally, Oakland University is actively involved in Michigan's Industrial Technology Center (ITC), which was established by the state in the fall of 1982.

The new Industrial Technology Center, located in Ann Arbor, is designed to help solidify and nurture Michigan's expertise in the field of high technology. As a research center, the institute will offer Michigan industries and universities the opportunity to collaborate in developing the new technologies required by the factory of the future.

In both research and instruction the opportunity and initiative for new partnerships between Oakland University and area industry seem to be converging.

"The goal of the institute," says Don Falkenburg, OU engineering professor and chair of the ITC manufacturing research division, "is to provide an arena for the cross-fertilization of knowledge between industry and universities. Universities bring the ideas. Industries bring the problems." Although still in the early stages of development, the center is expected to offer universities and industry more extensive and diverse laboratories than any single organization could afford to support.

In both research and instruction the opportunity and initiative for new partnerships between Oakland University and area industry seem to be converging. These new alliances, however, have not and will not come easily.

As President Champagne points out, "We must form effective alliances with the private sector. We need their resources as they need ours. Together we can expand the base of knowledge, help reinstate America's competitive position in industrial productivity, and provide educational programs for our students that will help insure their own career success. While we must form these new connections," he continued, "we must also be vigilant to preserve the uniqueness and independence of the university as an institution dedicated to scholarly ideals and tradition."

To this end, explained Champagne, curricular development both for traditional students and professionals must represent the university's commitment to the preservation of knowledge. And, of course, all university instruction must exemplify Oakland's high standard of academic excellence. Such values and expectations must be clearly communicated to industry. As the growing evidence of these partnerships indicates, Oakland University will persist in meeting these new challenges.

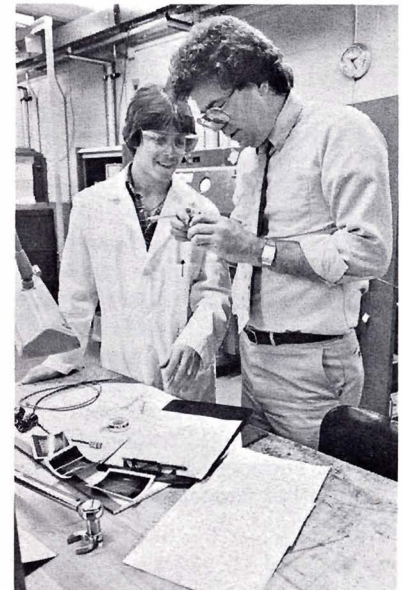
Well grounded in the traditional values of higher education, inspired by the words of its leaders, and directed by the first-hand experience of its scholars and educators, Oakland University will continue to make significant contributions in the merging of corporate and academic resources ... a merging which will mean not only economic development for our state but also growth in academic excellence and relevance for our university.



Bridging the Gap Between College and Career



Co-op students — OU's "behind-the-scenes" ambassadors in the effort to strengthen corporate-academic ties. Clockwise from top left, student Lynn Pilobosian at GM Truck and Bus; student Michele Joyner at Parke Davis; student David Bruder at Doeren Mayhew & Company; student Mark Cerny (left) with David Burt, Senior Project Engineer with Holset Engineering, student Tom Bright (right) with Don Edson of GM Truck and Bus.



Membership Commitment Increased to \$12,500

Effective in January of 1983, The President's Club Steering Committee agreed to raise the contribution requirement for new memberships. New members now pledge a gift of \$12,500 that may be payable over a period of ten years in annual installments of \$1,250 or more.

"This new requirement," says Robert W. Swanson, executive vice president of the OU Foundation, is consistent with the club's recent

efforts to maximize service to the university." Last year, for example, The President's Club revised many of its activities and launched a massive membership drive to help increase financial resources for university programs.

"These actions," said Swanson, "reflect the growing commitment of both the club's leadership and members at large to assist the university during this difficult period of declining public revenue for higher education."

Swanson also noted another positive trend occurring within The President's Club. Alumni

representation within the club has been steadily increasing with forty-two alumni now enrolled as members of The President's Club. "Alumni input and participation," said Swanson, "will help in our drive to continue and strengthen club responsiveness to university needs."

With this reassessment of structure and activities and with growing alumni participation, The President's Club will no doubt continue to make significant contributions to the well being of Oakland University in 1983.

Golf Classic A Real Classic

Always a special event for the university, the Gehringer-Kaline Meadow Brook Golf Classic this year was especially memorable. Occurring on June 13, one day after the Detroit Baseball Club retired Charlie Gehringer's uniform number, the event was particularly festive.

This year Joe Garagiola, longtime friend and admirer of Gehringer, served as master of ceremonies. Channel 7 newscaster Jac LeGoff chaired the event for his fourth year. And of course, Al Kaline and other local sports celebrities and enthusiasts were on hand to offer Gehringer their personal congratulations.

The Gehringer-Kaline Meadow Brook Golf Classic has been hosted by the university for seven years. Open to the public, but a popular activity of President's Club members and other friends of the university, the classic includes a golf tournament and refreshments as well as cocktails and dinner during the evening. Proceeds from the classic support Meadow Brook Hall and other university programs.

Macomb Group Aids Students

Representing the Oakland University Scholarship Committee of Macomb County Angela Romano, president of the group, presented the university with \$5,000 on April 13. The money will be used exclusively to support Macomb County students who will need scholarship assistance to attend Oakland University.

An active group of fundraisers, the Oakland University Scholarship Committee has donated over

\$160,000 in the past twenty-two years to this scholarship program.

Each year the scholarship committee conducts a lecture-luncheon series, "Macomb Town Hall," and all profits from this endeavor go into the scholarship fund. The committee's 1983-84 lecture series will feature Lew Ayres, Hope Mihalap, and Edie Adams. Presiding over next year's fund-raising activities will be Eleanor Bates.



Angela Romano, president of the Oakland University Scholarship Committee, presents Robert W. Swanson with a \$5,000 donation.

President's Club Continues to Grow at Record Pace

New members since January 1983 include the following:

Mr. and Mrs. Felix T. Adams, *Bloomfield Hills*; Mr. and Mrs.* Robert J. Bemis, *Rochester*; Mr. and Mrs. Leo J. Berger, *Birmingham*; Mr. and Mrs. Joseph Bianco, Jr., *Bloomfield Hills*; Dr. and Mrs.* Nicholas Bradlee, *Rochester*; Dr. and Mrs. Rockwood W. Bullard, Jr., *Clarkston*; Mr. Anthony J. Carmen, *Bloomfield Hills*; Mr. and Mrs. Lester Paul Chastney, *Troy*; Mr.* William W. Connellan, *Rochester*; Mr. and Mrs. Thomas A. Cook, *Rochester*; Mr. and Mrs. Patrick M. Deighan, *Birmingham*; Mrs. Albert de Salle, *Birmingham*; Mr. and Mrs. Richard W. Dilloway, *Rochester*; Mr. Anthony R. Esposito, *Troy*; Mr. and Mrs. John Esrich, *Troy*; Mr. William Farrell, *Troy*; Mr. Ronald P. Fischer, *Bloomfield Hills*; Mr. Anthony Franco, *Bloomfield Hills*; Mr. and Mrs. Ronald D. Frankland, *Bloomfield Hills*; Mr. and Mrs. Larry J. Franklin, *Rochester*; Mr. Daniel S. Fritsch, *Troy*; Mr. and Mrs. Keith D. Gardels, *Rochester*; Mr. and Mrs. William G. Gerow, *Troy*; Mr. and Mrs. Robert O. Gray, *Troy*; Mr. and Mrs. Karl D. Gregory, *Southfield*; Mr. and Mrs.* Richard D. Gruss, *Rochester*; Mr. and Mrs. Douglas J. Hall, *Bloomfield Hills*; Mr. and Mrs. Harvey Hudson, Jr., *Rochester*; Mr.* Kevin Huntsman, *Redford*; Mrs. and Mrs. Michael S. Hutto, *Rochester*; Mr. and Mrs. Noel C. Huyck, *Rochester*; Mr. and Mrs. James H. Kartsonis, *Bloomfield Hills*; Mr. and Mrs. Robert D. Kelley, *Troy*; Dr. Hong Sub Kim, *Bloomfield Hills*; Mr. and Mrs.* Keith R. Kleckner, *Bloomfield Hills*; Mr.* and Mrs. Barry M. Klein, *West Bloomfield*; Mr. and Mrs. Charles J. Lally, Jr., *Bloomfield Hills*; Mr. and Mrs. Robert P. Lembeck, *Bloomfield Hills*; Mr. and Mrs. Richard

Lindberg, *Rochester*; Dr. and Mrs. Channing T. Lipson, *Southfield*; Mr. and Mrs. Berton L. London, *Bloomfield Hills*; Mr. and Mrs. Wm. Lawrence Long, *Detroit*; Mr. and Mrs. Michael Wm. McCarty, *Troy*; Mr. and Mrs. Robert J. McGarry, *Rochester*; Mr. and Mrs. D.C. Mitchell, *Bloomfield Hills*; Mr. and Mrs. John B. Monaghan, *Lake Orion*; Mr. and Mrs.* Miles Wm. Morrison, *Rochester*; Mr. and Mrs. Thomas O. Mueller, *Rochester*; Mr. and Mrs. Richard D. Nash, *Grosse Ile*; Mr. and Mrs. Carl Neppach, Jr., *Birmingham*; Mr.* and Mrs.* Jack A. Nolish, *Huntington Woods*; Dr. and Mrs. James Nowakowski, *Troy*; Mr. John L. O'Connor, *Farmington Hills*; Mr. and Mrs. James D. Oswald, *Bloomfield Hills*; Mr. and Mrs. John D. Paglino, *Troy*; Mr. Vincent J. Paglino, *Troy*; Mr. and Mrs. L.O. Pfaffman, *Rochester*; Mr. and Mrs. Dale J. Raar, *Birmingham*; Mr. and Mrs. Robert D. Randolph, *Rochester*; Mr. and Mrs. William J. Richards, *Royal Oak*; Mr. and Mrs. Glenn Rogers, *Waterford*; Mr. and Mrs.* Frank Rokas, *Troy*; Mr. and Mrs. Jerome Romanski, *Troy*; Mr. and Mrs. Robert B. Roughley, *Rochester*; Mr. Richard T. Sahlin, *Birmingham*; Drs. Camille Carson Sanders and John W. Sanders, *Bloomfield Hills*; Mr. and Mrs. Robert L. Seidell, *Bloomfield Hills*; Dr. and Mrs. Marvin D. Siegel, *Birmingham*; Mr. Clifford J. Soechtig, *Troy*; Mr. and Mrs. Douglas F. Smith, *Troy*; Mr. and Mrs. Rande S. Somma, *Rochester*; Mr. and Mrs. Paul Spigler, *Troy*; Mr. and Mrs. William P. Stockwell,

Rochester; Mr. and Mrs. J. Robert Tassone, *Troy*; Mr. and Mrs. S. Martin Taylor, *Detroit*; Dr. and Mrs. Kenneth L. Urwiller, *Bloomfield Hills*; Mr. Paul T. Vickers, *Bloomfield Hills*; Dr. Leo J. Wasserberger, *Bloomfield Hills*; Ms. A. Betty Waterstone, *Troy*; Mr.* and Mrs. Thomas L. Werth, *Rochester*; Mr.* and Mrs.* Robert Alan White, *Sterling Heights*; Dr. and Mrs. Chang Ho Youn, *Bloomfield Hills*; Mr. and Mrs. Robert L. Yingling, *Farmington Hills*; Mr. and Mrs. Robert W. Young, *Southfield*.

The following have recently become life members:

Mr. and Mrs. Robert D. Cleland, *Auburn Heights*; Mrs. Albert H. de Salle, *Birmingham*; Mr. and Mrs. Thomas O. Mueller, *Rochester*; Mr. and Mrs. Glenn Rogers, *Waterford*.

*Graduate of Oakland University

IN MEMORIAM: Dr. Howard B. Barker and Mrs. Leslie H. Green

Upcoming Events

On July 18 The President's Club will host its annual golf outing. The club's annual black tie dinners will be held this year on September 29 and 30 and October 4, 5, and 6.



Incumbents, Newly Elected Board Members Announce Goals for Alumni Association

Five new board members and the reelected incumbent directors of the Oakland University Alumni Association (OUAA) have announced that they will strive this year to further develop fund-raising efforts and the university's role in the community.

Elected in February, the new board members are Gerald B. Alt ('76), Marilyn E. Bomar ('79), Patricia A. Mills ('77), and Thomas P. Stuve ('67). In April the board of directors appointed David R. Jeshurun ('78) to fill a vacancy on the board.

Returning to the board for another term are Marion Carlson ('76), Sharon A. Finley ('76, '80), Bernard Greenberg ('80), William H. Horton ('76), Barry M. Klein ('68), Mark B. Kotler ('70), Cheryl A. Lewis ('80), Gary Marchenia ('72), John F. Mills ('72), Judith (Haftka) Nolish ('71), Richard A. Steele ('78), Wanda Warsinski ('72), and Richard J. Wlodyga ('81). Greenberg, however, resigned in April due to an illness.

The new OUAA officers are Klein, president; Marchenia, vice president, visibility; Wlodyga, vice president, fund raising; Horton, vice president, affiliates; Kotler, treasurer; and Warsinski, secretary.

During the past year, the alumni association, with John Mills as its president, increased alumni and student involvement in the Septemberfest, Careers Day, and annual golf outing; recruited 18 alumni for membership in The President's Club; sponsored an alumni night at the Meadow Brook Music Festival; and added membership in the OU/MSU Credit Union to the privileges enjoyed by OUAA members.

Reflecting on his term as

OUAA president, Mills said, "In the past two and a half years, I believe the alumni association has taken on a maturity that it didn't have before."

Mills, an attorney with the Birmingham law firm of O'Neill, Kaichen & Mills, believes that three factors contributed to the organization's maturity: the fund-raising framework established by past OUAA leadership, the appointment of Dr. Champagne as OU president, and the selection of Joan Stinson as the new OU alumni director.

Despite the precarious economy, OUAA last year managed to increase its Alumni Memorial Scholarship from \$400 per year to \$1,000 per year, the first one of which already has been awarded for the upcoming school year. The scholarship is for incoming freshmen with outstanding academic records.

Klein claimed that the association's greatest accomplishment last year was the highly successful telefund—which generated \$70,000, a 20 percent increase over the 1981 total.

Although Klein was chairperson

of the telefund, he, by no means, takes all the credit for the success.

"The telefund was a team effort, but if one group is to be singled out for recognition, it would have to be the University Student Alumni Association (USAA) affiliate. They did a truly outstanding job!" Klein declared.

The new association president admits "that there were probably many doubters on the past board who questioned whether the telefund goal could be achieved," because of the state's tough economic climate.

"Quite frankly, I thought the telefund goal was too high, but I am amazed and pleased with the results," former president Mills said.

"In the final outcome, we were astounded by how well we did in the telefund last year," said Warsinski, a stock broker with the Troy investment firm of Prescott, Ball & Turben.

"I think we did extremely well then as a group, and I think we'll do even better this year," the association secretary added.

OUAA this year plans to raise \$84,000 through the telefund, as



OUAA 1983-1984 board members. Seated left to right: John Mills, Sharon Finley, Richard Steele, Cheryl Lewis. Standing left to right: Judith Nolish, Gerald Alt, Patricia Mills, Marion Carlson, Marilyn Bomar, Thomas Stuve.



OUAA 1983-1984 executive officers. From left to right: Gary Marchenia, vice president; William Horton, vice president; Richard Wlodyga, vice president; Barry Klein, president. Seated: Wanda Warsinski, secretary. Mark Kotler, treasurer, is not pictured.

part of the \$140,000 goal set for the entire 1983-84 fund-raising program.

"84 in 84 is the goal we have established for the telefund," quipped Klein, who is a vice president in charge of shopping center development at Schostak Brothers Company, Inc., and co-owner of another company which recycles older commercial properties.

As OUAA vice president in charge of fund raising this year, Wlodyga hopes to achieve that goal by increasing the number of phone lines used in the telefund. He also would like to investigate ways to help reduce the long distance telephone expenses.

Wlodyga, who is vice president, engineering at Micro-Mizer, Inc., a computerized energy management company that he co-owns, is optimistic about attaining this year's OUAA fund-raising goals.

"We are getting to the point where more Oakland University graduates are in or near their 'career earnings peak,' enabling them to donate more money to the fund drive," he said.

Wlodyga said he hopes to have the OUAA fund drive brochure mailed to alumni shortly after Labor Day weekend.

During the next year, he also

plans to further develop the Alumni Personal Solicitation program, which involves alumni who contact fellow contributors in an effort to have them increase the size of their donations. Another goal of OUAA is to plan a senior pledge program, to establish the pattern of giving in new graduates.

Aside from the major fundraisers, the new board of directors has established a goal to continue to improve its relationship with OUAA affiliates.

Horton, an attorney with the Birmingham law firm of Cook & Pringle, P.C., plays a major role in coordinating alumni activities with the OUAA affiliates.

Working together, the affiliates and OUAA board members this year plan to further develop the upcoming alumni golf outing, Septemberfest, and Careers Day.

Marchenia, who works for Chrysler Corporation as a manager of computer and instrumentation services, will coordinate the planning of the above events and other activities.

As OUAA vice president for visibility, Marchenia will be responsible for planning Careers Day, with the assistance of the arts and sciences affiliate.

In planning this year's

Septemberfest, Marchenia, who is best known for his skills of setting objectives with people in mind and managing resources, would like to increase the number of fun run participants from 600 to 1,000, and tie in the race with the other fun-filled family events.

This year he also plans to make the golf outing even more successful than it was a year ago. To accomplish that goal, he will solicit more hole sponsorships, purchased by businesses in exchange for appropriate recognition. Although only 10 of the 18 holes had sponsors last year, the outing was a sellout and some participants had to be turned away.

During the summer, the association will host its second annual alumni night at Meadow Brook Music Festival when Kris Kristofferson performs July 16.

"This year we will get a section of pavilion seats to improve socializing opportunities among alumni, instead of sitting on the lawn as we did last year which made mingling more difficult," Marchenia said.

The Visibility Committee, coordinated by Marchenia, also will play a role in hosting a reunion for Oakland University's charter class.

"We look forward to a successful 20-year reunion for the alumni of 1963, the university's charter class," Marchenia said.

"It is a gratifying experience to witness and be part of the ongoing improvement in the roles that the alumni association and the university play in this community," Klein said.

"We really want to see Oakland University become the best there is, to have a well-known and well-respected academic reputation," Warsinski commented.

OUAA board meetings are held the first Monday of each month in Lounge II of the Oakland Center. Meetings are open to the public.



Texaco Executive Visits OU

John C. Childs, Texaco vice president for worldwide advertising and sales promotion, not only instructed but also inspired and captivated more than 100 Oakland University marketing students in March. As an executive fellow in a program sponsored by the American Marketing Association (AMA), Childs conducted lectures for two marketing classes and made appearances at several faculty and student gatherings. During his two-day visit Childs also conducted office hours, giving students the opportunity to ask individual questions and seek specific advice about marketing careers.

During his lectures Childs presented actual Texaco case studies which related to such topics as humor in advertising, the law in advertising, and issue vs. product advertising. His well-tuned presentations reinforced many advertising principles which students often find difficult to understand through their standard textbooks and classroom materials.

"Childs' visit," explained Teri Spinelli, OU assistant professor in management and faculty adviser for the OU student chapter of the AMA, "offered a dimension to our marketing program that faculty members often cannot provide. As a marketing professional both his presence and knowledge," she continued, "lent a degree of credibility to our academic subject matter which students might not otherwise experience until they themselves are actually employed."



For many students the highlight of John Childs' two-day visit was the individual consultations he provided in afternoon office hours.

Childs' participation in the executive fellow program is evidence that he also is an advocate of greater exchange between universities and corporations. "Advertising is still a very young field when compared to some of the other traditional programs in business," he said. "In such areas corporate participation in course material and content is especially beneficial. Students pursuing advertising careers need relevant academic experiences."

The executive fellow program of the AMA is highly competitive. In the 1982-83 program only nine campuses from hundreds of competing schools throughout the nation were selected to participate in the program. Spinelli confirmed that the AMA application process was particularly rigorous, requiring not only information on the

university's academic program in marketing, but also specific information about the School of Economics and Management and the university. In addition the AMA required student and faculty profiles as well as the local chapter's reasons for wanting to participate in the program.

Through the leadership of the AMA, the cooperation of Texaco, and the administrative support of the School of Economics and Management, the executive fellow program has given Oakland University one more opportunity to explore the interface of industry and university resources.



Successful Careers Day for Both Students and Alumni

by Tina Guastella

The prospect of talking to alumni gathered at the Oakland Center Crockery on Wednesday March 16 appealed to many OU students.

The fourth annual Careers Day was held from 11:00 a.m. to 3:00 p.m. and was presented by the Office of Placement and Cooperative Programs in cooperation with the OU Alumni Association and the Undergraduate Student Alumni Association.

Careers Day gave students an opportunity to talk with professionals from a variety of fields. Occie Hudson, a communications major, felt that the event was a worthwhile experience.

"Surprisingly enough, much of the advice I received was realistic," she said. "Several people told me that making the right contacts is the best and at times the only way to break into a profession."

As graduates of OU, the alumni were able to provide students with specific information about which courses and instructors might provide the best preparation for their careers. In addition alumni gave advice on the future outlook of their professions, on a normal workday routine, and on how to actually gain job experience.

Tom Regal, an OU senior in political science, had such a positive experience that he felt student participation should be mandatory.

"It has taken me 13 years to get this close to my degree, and until today I was really afraid that it wasn't going to mean anything." Regal continued, "I talked to alumnus Mark Ott, a city manager. He assured me that political science was an appropriate major for many

positions in city management, and he answered all my questions with the kind of practical advice that only comes from personal experience."

Apparently many faculty members agreed with Regal that student participation in Careers Day should be required. Several students attended the event as actual class assignments.

"I'm glad we had this assignment," said a rhetoric student, "otherwise I wouldn't have come. This activity will be reserved on my calendar from here on out."

Many of the students felt that being able to talk to the alumni on a one-to-one basis was extremely beneficial. And with such individualized attention students

often were able to develop such a good rapport with the alumni that they were able to walk away with the names of people and organizations that might be of additional assistance in their career planning.

During the event it became obvious that there were many students concerned about their futures and eager to gain knowledge through a professional's own experience. The alumni, too, appeared eager to help students accomplish their goals.

As one alumnus summarized, "Everyone here has a purpose. The student goal is to graduate and enter into a worthwhile career. The alumni goal is to help these students advance themselves professionally."



Unlike the typical career day program, the OU event is organized so that students receive individual attention from alumni participants.



OU Summer Sports Camps

Oakland University's annual summer sports camps offer 8- to 17-year-old boys and girls opportunities to develop and refine their athletic skills under the supervision of highly qualified coaches.

Traditionally, OU sports camps have maintained moderate camper-to-coach ratios—a practice which has helped Oakland's program to rank among the better, if not best, summer sports camps in Michigan.

OU's summer camps, designed for young beginning, intermediate, and advanced athletes, are staffed by professional players and top collegiate and high school coaches.

Participants have the option of commuting to the camps or living in Oakland University's comfortable, modern residence halls, with 24-hour supervision.

A meal plan featuring good wholesome food—all you can eat!—will be included as part of each sports camp package, regardless of whether the participants commute or stay on campus.

The typical daily schedule for an OU sports camp will consist of six hours of lectures, demonstrations, team play, drills, and tactics. There also will be supervised evening recreational activities, such as swimming, gymnasium sports, and hiking.



In addition to professional instruction, a good time is always a main ingredient in OU sports camps.

1983 Sports Camp Schedule

BOYS' BASKETBALL (Ages 8-17)

Session Dates:

June 19-24 and June 26-July 1

Cost:

\$125 (including lunch) per commuter; \$160 per resident.

Camp Directors:

Lee Frederick, OU head basketball coach, and John Maloney and Walt Studinger, OU assistant coaches

BOYS' AND GIRLS' GOLF (Ages 12-18)

Session Dates:

June 19-24 and June 26-July 1

Cost:

\$150 (including lunch and dinner) per commuter; \$185 per resident.

Camp Directors:

Bill Rogers, Katke-Cousins course director and PGA pro, assisted by several other PGA golf professionals

GIRLS' BASKETBALL (Ages 8-17)

Session Dates:

July 10-15 and July 17-22

Cost:

\$125 (including lunch) per commuter; \$160 per resident.

Camp Director:

Sue Kruszewski, OU women's head basketball coach

BOYS' AND GIRLS' SOCCER

Session Dates:

July 24-29, Regular Camp (Ages 9-13); Advanced Camp (Ages 14-18)

Cost:

\$150 (including lunch) per commuter; \$185 per resident.

Camp Directors:

Gary Parsons, OU head soccer coach

Instructors:

Professional players, and top collegiate and high school coaches

BOYS' AND GIRLS' SWIMMING (Ages 10-17)

Session Dates:

June 19-24 and June 26-July 1

Cost:

\$125 (including lunch) per commuter; \$160 per resident.

Camp Directors:

Pete Hovland, OU men's swim coach and NCAA Division II Coach of the Year; Don Tayenaka, men's and women's head swim coach at Whittier College in Whittier, California; and Mark Johnston, coach of OU women's swim team and the Oakland Live Y'ers

1963

Bill Hoke advises he operates Groke Farms, Kingston, Washington, and also supervises operation of Hoke Productions, his film production company.

Mary B. Schultz retired last June as principal of Niles Elementary School in Troy, Michigan, and now lives in Sun City, Arizona.

1964

Phillip Williams has been promoted to the position of staff engineer, electrical, at the Pontiac Motor Division of General Motors. He and Barbara (Beckhoff) '66 and their two daughters still reside in the Rochester area.

1968

Edward Bagale is an aide to Sander Levin of the 5th U.S. Congressional District.

1969

Lee Elbinger reports he is living in Stamford, Connecticut, where he works as a data processor.

1970

Larry T. Dorris is an assistant vice president, loan systems coordinator in the Secondary Marketing Division of California Federal Savings. In August 1982, he earned professional designation as a senior residential appraiser from the Society of Real Estate Appraisers. He, his wife, and two children reside in Long Beach, California.

1972

Timothy J. Barnett has been promoted to operations director at Saint Mary's Hospital, Grand Rapids. He has responsibility for patient and family counseling, clinical engineering, radiology, and plant and grounds engineering and maintenance.

Patricia A. Book is presently managing a community research center for local government in Fairbanks, Alaska. Prior to this she had completed her Ph.D. at the University of Connecticut. During the last few years she has traveled to Moscow and the southcentral Soviet Republic (Tajikistan), and has visited China twice.

Rebecca (Alpert) House informs us that after a career including work as a data programmer for the U.S. Navy, the City of Lansing, and Michigan State University College of Human Medicine, she has married and is raising a family with her husband, Donald. They reside in Washtenaw County in Michigan.

Janet E. Mandeville has been reassigned by Manufacturers Bank as officer-in-charge of its Avon-Rochester Road office. Mandeville is a second vice president and has also been appointed administrator for five other bank offices in the Rochester area.

1973

Gerald E. Bayer and his wife, Jan, announce the birth of their first child, Jacob, December 24, 1982. They are returning to the Detroit area to manage their interest in Winteraire, Inc.

Barbara Dale has been in the business of producing contemporary greeting cards for some time now. Recently she has added to her line with a working woman's calendar and notepaper. She resides in Baltimore, Maryland.

1974

Frederick W. Henkel is now in Chicago working for Standard Oil of Indiana.

Michelle (Guarrasi) Sefchik and her husband, Gordon, announce the birth of their first child, Lauren Nicole. The Sefchiks reside in Sterling Heights.

1975

Donald Dowbenko has been awarded the prestigious Newcomb Cleveland Prize of the American Association for the Advancement of Science. Dowbenko formerly worked in the laboratory of Professor Arun K. Roy at OU and is now on the research staff at Genetech.

Michel Vitiello has been appointed director, international systems, of United Technologies' Inmont Corporation. Vitiello is assigned to corporate world headquarters in Clifton, New Jersey and is responsible for coordinating and providing counsel to all Inmont information processing functions outside of the United States.

1976

Bruce C. and Katherine (Buchanan) Greening were married June 18, 1982. Bruce, after completing an M.B.A. at the University of Michigan, joined the treasurer's staff of Lamb Technicon Corp. in Warren, Michigan. Katherine is with the D.C. Heath Company, textbook publisher, as a sales representative. She travels to campuses throughout Michigan, Indiana, and Ohio—sometimes even to OU.

1978

Beverly J. Hatcher is working at the Budd Company with body components. She has recently purchased a home in the Sylvan Lake area.

Philip and Peggy (Williams '80) Martin announce the birth of their son, Galen Alphonzo, March 15, 1983.

1980

Allan L. Benedict has been promoted to vice president at Nordhaus Research, Inc., a national marketing research and public opinion firm located in Farmington Hills, Michigan. Benedict resides in Oak Park, Michigan.

Richard T. Paul of Canton Township, Michigan, has been named environmental health scientists for the Motor Vehicle Manufacturers Association. He will evaluate health consequences of exposure to chemical and physical agents associated with motor vehicle manufacturers.

Elizabeth Yata is employed as a product analyst with the Crocker National Bank in San Francisco, California.

1982

Mary Irvine is with the Peace Corps in Swaziland. She is teaching math and science for girls in grades 6-7 and 9-10. Mary reports that Swaziland is in the transition from subsistence agriculture to industrialization, trying to modernize while retaining some local customs.



CHARTER CLASS REUNION WEEKEND



July 23-24, 1983

Graduates from 1963 through 1966!

Save the weekend of July 23-24 and celebrate the 20th Anniversary of OU's Charter Class.

Watch your mail for future announcements

CALENDAR

JUNE

"The Robber Bridegroom"

Barn Theatre June 10-26

OU Alumni Association

Business Meeting, Lounge II Oakland Center June 6

Arts and Sciences Mozart Festival

Meadow Brook Hall June 11

Gehring-Kaline Golf Classic

Katke-Cousins Golf Course June 13

OU Board of Trustees

Business Meeting, Lounge II Oakland Center June 15

Meadow Brook Music Festival

1983 season begins June 23

JULY

Eighth Annual Alumni Golf Outing

Katke-Cousins Golf Course July 8

OU Alumni Association

Business Meeting, Lounge II Oakland Center July 11

Alumni Night

Meadow Brook Music Festival, Kris Kristofferson Concert July 16

President's Club Golf Outing

Katke-Cousins Golf Course July 18

Alumni Charter Class Reunion

Meadow Brook Hall/Oakland Center July 23-24

AUGUST

OU Alumni Association

Business Meeting, Lounge II Oakland Center August 1

Concourse d'Elegance

Meadow Brook Hall August 7

Meadow Brook Art Fair

Meadow Brook Hall August 20-21

SEPTEMBER

Meadow Brook Quilt Show

Meadow Brook Hall September 8-25

"The Robber Bridegroom"

Barn Theatre September 9-25

OU Alumni Association

Business Meeting, Lounge II Oakland Center September 12

Septemberfest, Alumni Day

Lepley Sports Center/Oakland Center September 25

President's Club Dinners

Meadow Brook Hall September 29-30
October 4-6



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