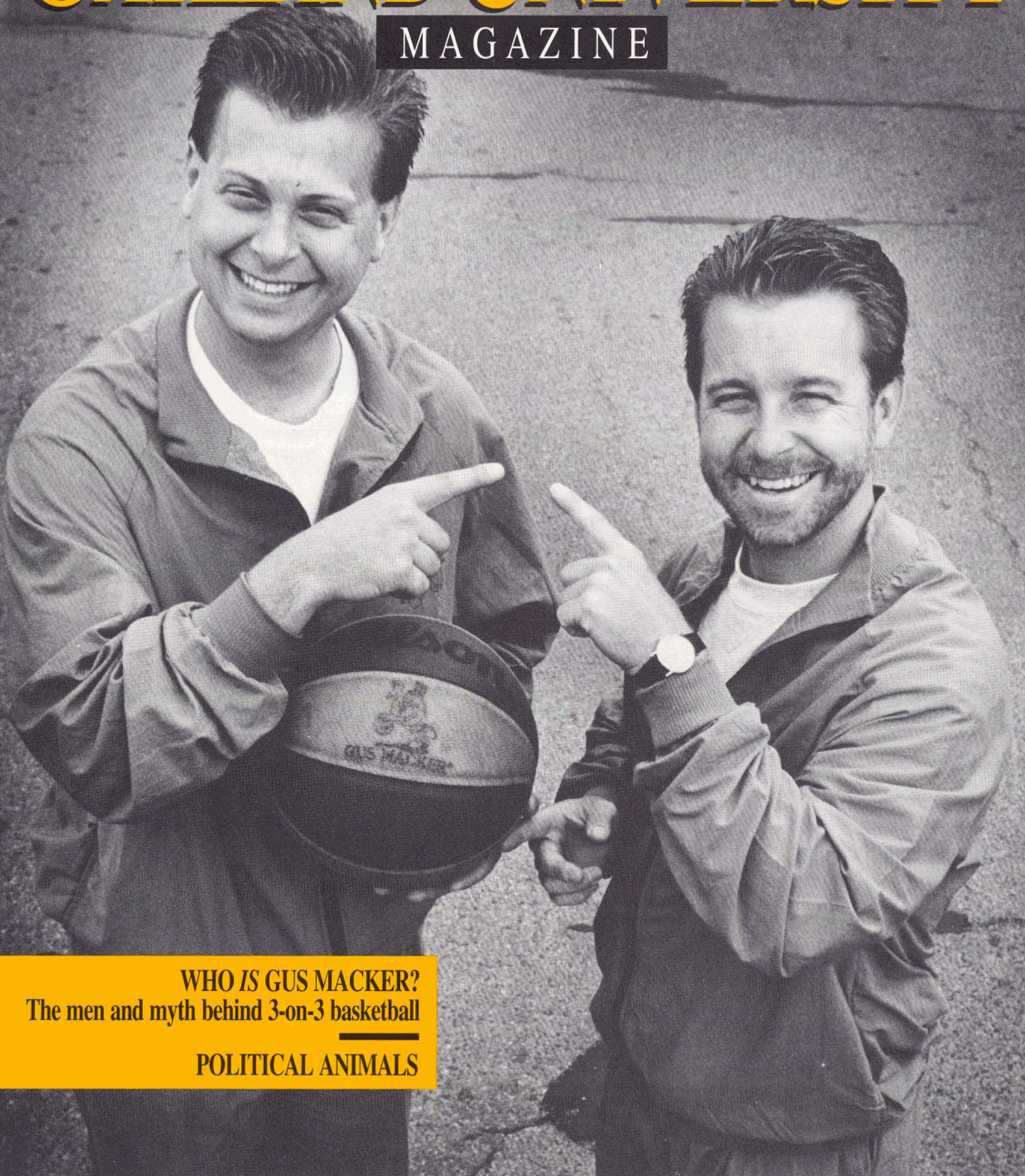


OAKLAND UNIVERSITY

Summer 1992

MAGAZINE



WHO IS GUS MACKER?
The men and myth behind 3-on-3 basketball

POLITICAL ANIMALS



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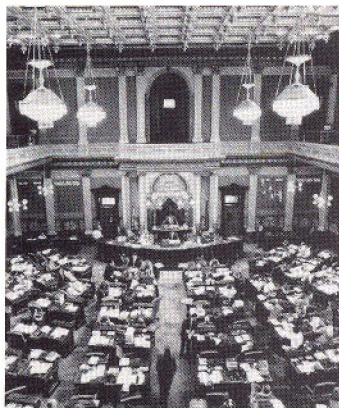
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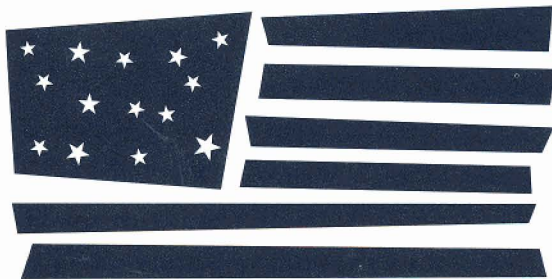
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New leadership, new hope

WAITING FOR PEROT



The booming presidential candidacy of Ross Perot is merely the most spectacular of a series of well-advertised "remedies" for the grave illness of the American body politic. Others include proposals for a balanced budget amendment and for term limitation for public officeholders. No specifics are offered about how each of these remedies would work. We are just supposed to swallow the elixir, and have faith that it will work in some magical way.

A functioning democratic political system must have at least two parties — an "in" party, and one or more "out" parties. By electing executives from one party and legislatures controlled by the other for 20 of the past 24 years, we've essentially left ourselves without an "out" party to turn to when the "ins" mess up. Instead of working within an existing party, or building a new one, Perot has used his billions to bypass our party system entirely, a procedure available on an equal opportunity basis to any citizen who happens to be a billionaire.

What are the most likely outcomes of a Perot victory? If he wins and tries to — or is forced to — operate in Lone Ranger fashion, without party support in Congress or the states, he will be unable to govern the country.

If, as his campaign chairman, Tom Luce, has suggested, Perot is successful in forming a bipartisan coalition, we will find ourselves with a one party system — hardly the democratic ideal — or at best with a Perot-ista party and an anti-Perot party, based on personalities rather than issues. In either case, even a "successful"

Perot administration could leave us at its end looking more like a third-world personalist regime than like a Western democracy with two functioning political parties.

Perot's support seems to be based on the assumption that just about anything would be better than today's gridlock. This is a dubious assumption. In Russia in 1917, "anything" turned out to be Lenin; in Germany in 1933, it turned out to be Hitler.

Meanwhile, Perot denies on Tuesday what he said on Saturday; on Friday, he backs off the budget figures he used on Wednesday; on Monday, he claims he was quoted out of context on Sunday. And, every day, he tries to avoid taking stands on anything, asking instead that we trust him.

To paraphrase the old metaphor: if it dodges like a demagogue, fudges like a demagogue and waffles like a demagogue, it's probably a quack.

And we better duck!

Sheldon Appleton

Sheldon Appleton

Editor's Note: Sheldon Appleton, Oakland professor of political science, was the first recipient of the university's Teaching Excellence Award. He has written a number of books and articles on political topics and served on the editorial board of the American Journal of Political Science. He is also the proud parent of two OU alums.

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Geoffrey C. Upward

Assistant Editor
Vicky Billington

Staff Writer
Jay Jackson

Editorial Assistant
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PRESIDENT PACKARD ARRIVES



*First day
on the job.*

Sandra Packard officially took office as Oakland University's fourth president on June 15.

Packard's contract, which university trustees approved in April, includes a \$132,000 salary, use of the on-campus Sunset Terrace as her official residence, a university-owned car

and other standard benefits. She has also been awarded faculty status as professor of education with tenure.

Inauguration ceremonies will be scheduled sometime this fall. (Look for an interview with Packard in an upcoming issue of this magazine.)

John De Carlo, who served as interim president following Joseph E. Champagne's departure August 1 last year, has returned full time to his duties as senior vice president for governmental affairs, general counsel and secretary to the Board of Trustees.

NOT IN THE CARDS

What looked like a sure hit turned out to be only a combination error and strikeout.

An Oakland University student taking human resource development classes had what he thought was the perfect small business operating from his Hamlin Hall room. The junior sold approximately 1,000 trading cards of major league baseball players at knockoff prices, usually about \$10 or so each.

The student could afford to be a high-volume, low-cost seller: His cards were fakes. Card collectors nationally snapped up cards, hoping to make a profit themselves by reselling later.

The game was called, however, when a team in blue suits showed up. U.S. postal inspectors, citing mail fraud, licked

the problem after getting wind of the fake cards from Fleer Corporation. The legitimate card manufacturer had heard from a customer complaining about quality.

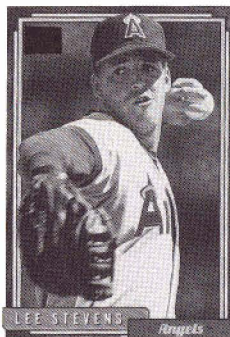
The card-seller had his roommate's father print the cards at his Hong Kong shop. The roommate, who was not charged, was told by the dealer Pioneer that it was all right to disregard the copyright on the cards for a "special promotion."

Postal inspectors and the university Department of Public Safety and Police raided the student's room May 18. More

than 6,000 unsold cards were confiscated. Investigators believe it may be the largest card bust of its kind in the United States. If the cards had sold at true market rates, they might have snared \$243,000, investigators said.

The 24-year-old student, who was charged with mail fraud and importation of counterfeit cards, has since dropped out of Oakland and is awaiting court proceedings.

A lesson learned? Perhaps not. This was the card dealer's third arrest on similar charges, and he was on parole when arrested at Oakland.



BRIEFLY

▼ Dust off your party hats. The university's first homecoming in 18 years will be held Saturday, October 17, culminating a "spirit week" of campus activities. A parade with floats and the coronation of student ambassadors will be held at half-time of the soccer match against Gannon University (Erie, PA.). After the game, a semi-formal dance for students and alumni will be held at the Oakland Center. For more information, call (313) 370-2998.

▼ Meadow Brook Theatre's production of *Inherit the Wind* captured three top awards in the annual *Detroit Free Press* theatre awards competition. The play, which opened last year's theatre season, won "best play;" Charles Nolte captured the "best director" award; and Booth Coleman claimed "best actor." MBT opens another award-winning season October 1 with *Pygmalion*. For ticket information, call (313) 370-3316.

▼ Senior basketball guard Jennifer Golen and junior center Stacy Lamphere have earned third-team NCAA Division II All-America honors. Golen ended her Pioneer career as the fifth-best scorer in school history at 1,445 points. She earned All-America status last year and becomes the third women's player at OU to win All-America twice. Lamphere was OU's top scorer with 18 points per game and was the top free-throw shooter. She also placed in the top 10 nationally for three-point shots.

▼ Rounding out the sports season, senior golfer Rick Howles was named GLIAC "golfer of the year" and also named to the All Great Lakes Region team.

WINNING RESEARCH

Group think

Using \$21,000 from Katke-Cousins Golf Course revenue as "seed money," the university recently sponsored a one-time Interdisciplinary Research Competition. Faculty members were asked to identify a worthy project that might later receive continued funding from governmental or private sources.

The largest award, for \$16,500, went to four faculty members and two students who are studying "Role of Polyunsaturated Fatty Acids in Breast Cancer." In the second project, awarded \$4,500, a core group of

three faculty members and five students will research "Validity and Reliability of Methodologies and Evaluative Tools for Assessment of Ischemic Heart Disease Profile Among Children of Disadvantaged Minorities."

The first project's research team is headed by Denis M. Callewaert, professor of chemistry. He hopes to find which mechanisms trigger dietary fats into promoting mammary carcinogenesis.

The second study, with co-principal investigators Diane R. Wilson, assistant professor of nursing, and Lawrence G. Lilliston, associate professor of

psychology, is a pilot test for a major investigation of heart-disease risk factor profiles of disadvantaged minority children.

Going it alone

The first Fulbright Scholar in Oakland's School of Education and Human Services will take something unusual to help her get by in politically divided Cyprus.

Sharon Muir, professor of curriculum, instruction and leadership, will carry a special diplomatic passport to ease crossings between the island's Turkish and Cypriot sectors while there on sabbatical from

Oakland. A diplomatic passport is essential for Muir to carry out her work in developing a social studies curriculum for textbooks in primary schools. Muir will work from a British-based school system from September to April. "I will be consulting with the Cyprus Pedagogical Institute and the Turkish Ministry of Education," Muir says.

Muir is the twenty-third Oakland faculty member, past or present, to have received a Fulbright award to teach, lecture or conduct research throughout the world. Fulbright scholars are supported by the U.S. Information Agency.

FOCUS



Betsy Taylor

President's Club member since 1986

Marital Status: Married, four children. Husband is Ted Taylor, chairman of the Kresge Foundation.

Home: Bloomfield Hills, Michigan

Age: 59

Hobbies: Antiques and gardening

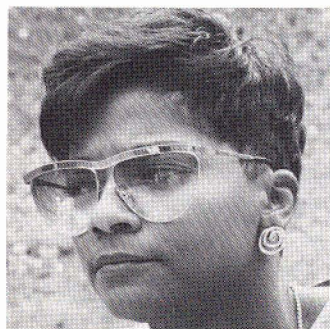
Current Activity: "I don't know if I need a title. I guess you could say I'm a community volunteer and a freelance writer." She is a member of the President's Club executive committee, chair of the club's new Faculty Forums committee, and on the steering committee of Meadow Brook Theatre's Director's Circle. She also writes for local newspapers.

On the Faculty Forums: "The Faculty Forums were created to give President's Club members more of an academic focus on the university. A lot of members don't realize the wealth of expertise in our programs, other than the golf course. Our first Faculty Forum was in January and about 100 members attended. We got an overview of the College of Arts and Sciences, met with all the deans, and attended three 'classes' or breakout groups. The next forum, in September, will focus on the library."

On turning 60 in September: "My birthday present to me is coming back to school to finish my bachelor's degree in English. I want it for me. I'm very proud I'm coming back. I haven't been in a classroom in 40 years. I think education is very often wasted on the youth. It's a luxury to be able to go to college as a mature adult; to learn in depth what you've only had a peripheral knowledge about. I think there's so much I can learn by where my life has taken me, I almost want to take every class that's offered."

EAVESDROPPING

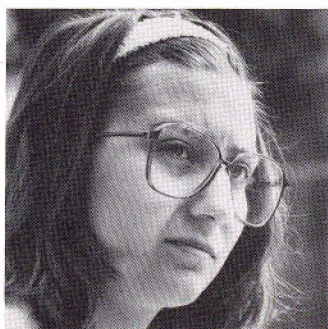
How has the emergence of H. Ross Perot in the presidential race changed your opinion about the election and the electoral process?



CYNTHIA HENDRIX, 33

Admissions adviser

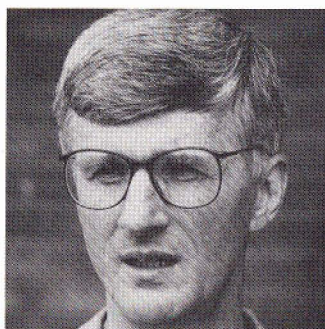
"He's saying too much of the right things. It's almost too good to be true. You're definitely a crowd-pleaser when you do that, but what's the downside of this?"



TRACY WHITE, 21

Pontiac

Junior, Mathematical sciences
"It's interesting that there's a third party at all. It will shake up the system. That's the way it should be. If you're not happy with the system, then you should get involved and shake it up, scare them."



BILL CRAMER, 51

Assistant professor

Kresge Library, M.A. '87
"I haven't heard anything that gives me a feeling for the issues he represents. I would like to vote for an independent, but he seems to be sitting back and not giving a firm definition of his feelings."



SHANNON NEVILLE, 20

Royal Oak

Junior, Education

"I think he represents the unsatisfied American population. Perot will pull votes from the Republicans and Democrats, and probably scare them a bit."



ALICIA CUNNINGHAM-SAMPSON, 22

Detroit

Junior, English

"I think the most interesting part is that people may not like Bush and Clinton, and Perot is someone who comes on and does something a little different from either of those candidates. As a minority, however, I wonder if any of them are truly interested about my concerns."



SCOTT EDSON, 23

Traverse City

Post-bachelor courses

before entering medical school
"He gives a fresh perspective. He doesn't deal in a political way. He's financed primarily by himself, and I think he gives a new outlook by the way he goes about getting things done."

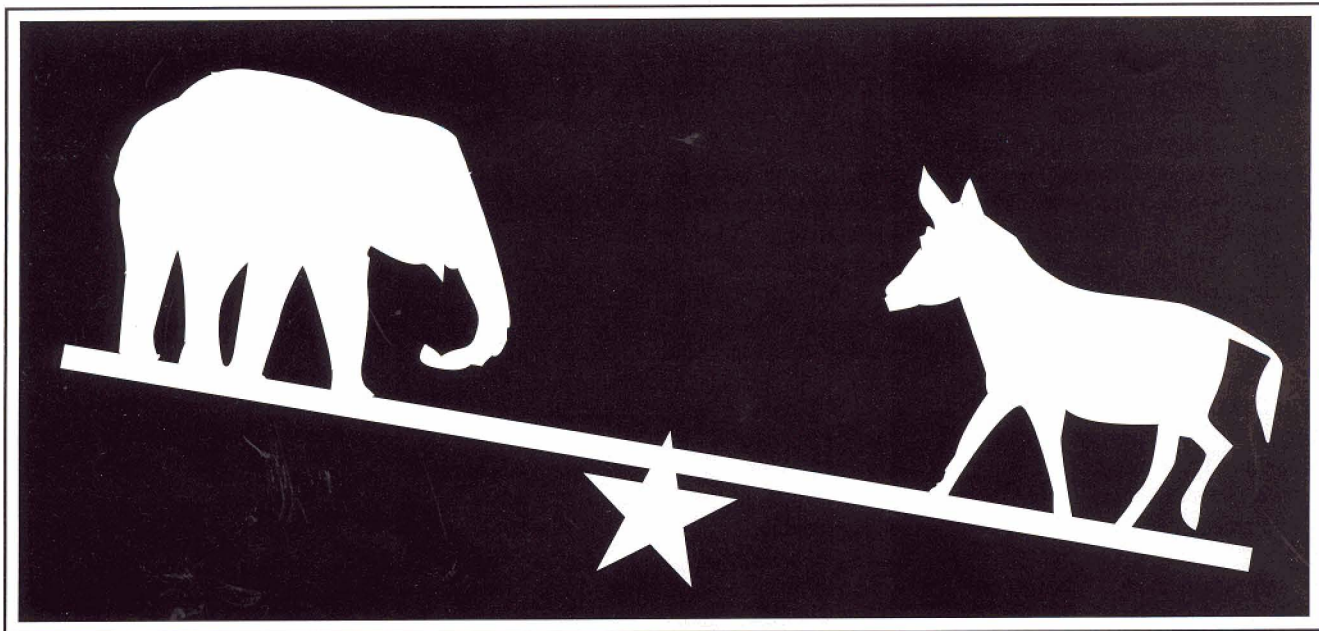
BRIEFLY

▼ June journalism grad Gina Stevens of Rochester won the first Student Achievement Award from the Detroit chapter of the International Association of Business Communicators (IABC). OAKLAND UNIVERSITY MAGAZINE captured an Award of Merit for its 1991 issues, two Awards of Excellence for photography and an honorable mention for feature writing. In all, the magazine staff, which also produces more than 800 university publications a year, won eight awards in the 1992 IABC/Renaissance Awards Competition.

▼ We're good, but we're not perfect. OAKLAND UNIVERSITY MAGAZINE erroneously reported in its last issue that alum Curtis Davenport ('79) was still executive director of the Interfaith Center for Racial Justice in Warren, Michigan. Davenport resigned from the center in September 1990. We apologize for any confusion this may have caused.

▼ The university's forensics team placed 11th all-around at the National Forensics Association competition held in Minnesota in April. More than 140 universities competed in nine different events, with about 300 students competing in each event. Two OU students, Beth Olszewski and Angel Maclean, placed sixth in the nation in individual show, while three others placed in the top 24.

▼ Six faculty members have been promoted to full professor by the OU Board of Trustees. They include Douglas Hunter, biological sciences; Tadeusz Malinski, chemistry; Subbaiah Perla, mathematical sciences; Flavio Varani, music; Albert Lederer, management information systems; and Howard Schwartz, management.



Political Animals

While we all have our opinions and can vote to express them, here are three Oakland alums who really have something to win or lose this November.

by Vicky Billington

"Man is by nature a political animal."

— *Politics* by Aristotle, 384-322 B.C.

ELECTION '92, AND THE elephants and donkeys are on the loose. Red, white and blue are the colors of the season as political campaigns are being waged for jobs across America from township supervisor to White House resident.

And it is impossible not to get caught up in the issues of this election year.

There's a three-way presidential race. Legislative retirements. Anti-incumbency. Redistricting. Crime. Jobs. The economy. The environment. Abortion. A stronger women's voice. Health care. The homeless.

The list goes on.

When the final votes are tallied this fall, some things will change and some will remain the same.

But for three Oakland alums, this year will be long remembered.

The Candidate

Knock knock.

Who's there?

Ken DeBeaussiaert.

Ken DeBeaussiaert who?

While most of us will be able to enjoy a few weeks of vacation this summer, this is no season to rest if you're a political candidate.

Perhaps no one knows this better than Michigan Rep. Ken DeBeaussiaert (D-New Baltimore).

DeBeaussiaert ('76), is running for reelection — his sixth term in office.

And this summer he'll be walking the neighborhoods of Macomb County, going door-to-door to meet the voters in the newly drawn 33rd District.

So far, he's 5 for 7. In the past 14 years — since he won his first election as a fresh-faced 24-year-old — DeBeaussiaert has won five state rep elections and lost two.

You don't have to tell him about the thrill of victory and the agony of defeat. He's lived them both.

"My first big win was in a primary election, in 1978. It was a three-way race and I was not expected to win. When I did, I felt a great sense of aliveness . . . and relief," he says.

"When I first lost, it wasn't as much fun." Such understated humor underscores the tone of his political career. One political watcher describes DeBeaussiaert as "a good constructive legislator, not real flamboyant, but very effective and conscientious."

And that's why DeBeaussiaert will be knocking on doors this summer.

Though he has years of experience in the state House and chairs several major committees — including the Consumers Committee and the Solid Waste Committee, and sits on several others dealing with families, transportation, the Great Lakes and the environment — not everyone in his new district knows him or his record.

"My greatest challenge will be working to meet the residents of the new district and getting my name known and established."

But before he plunges head on into his reelection campaign, DeBeaussiaert first has to finish the job he was elected to do.

On a recent June morning, after chairing an early committee meeting, DeBeaussiaert strolled down the steps inside the state capitol building in Lansing, answered a few questions from the media, then took his seat on the House floor for the regular 10 a.m. session.

He had been at that same desk just hours before. The House had debated over the



Kenneth J. DeBeaussiaert

Age: 38

Residence: Chesterfield Township

Education: B.A. in political science, 1976

Political Persuasion: Democrat

Occupation: State Representative, District 75, New Baltimore. Running for reelection in the newly drawn 33rd District (which includes New Baltimore, Chesterfield, and Lenox, Macomb and part of Clinton townships)

Personal: Single

Favorite Pastime: Movies

Why vote? "A candidate can lose by as little as 25 votes. I once heard of a house race that was won by only six votes."

passage of a bill until 11 p.m. Now, less than 12 hours later, he was back, poring over legislative briefs that kept piling up on his desk, delivered by roaming pages amid the ordered chaos of conversation, phone calls, questions and, of course, voting.

Voting is a loud affair that starts with the resounding gong of bells that can be heard well outside the chambers. Decisions are cast electronically with the push of a button — green for yes, red for no. Responses are immediately flashed up on two large screens at the front of the room.

To the casual observer, campaigning door-to-door could almost seem like a vacation from this buzzing, busy scene. But not so to the veterans.

"Every two years you have to decide whether you want to run or not," he says. "And if you run, you'd better want to win because there are other people lining up who would like to have your job."

With campaign funds always in short supply, a new district to represent and media attention hard to get for a local election in a national election year, campaigning door-to-door is important, says DeBeaussiaert.

"I think people appreciate it, too. People respond to a direct approach. I'll be doing massive amounts of door-to-door."

DeBeaussiaert got his first taste of politics in high school in 1972, the year the age of majority was dropped and 18-year-olds got the right to vote for the first time. He ran and won a spot as an uncommitted precinct delegate in the George McGovern/George

Wallace Democratic presidential primary, and continued his career as precinct delegate throughout college.

After graduating from Oakland, he worked on a congressional campaign for a year-and-a-half while he toyed with the idea of going to law school.

"I was accepted, but decided to run for state rep instead."

Politics have been his life ever since. Even during those years he lost elections, he worked for others in the field.

"There are important roles for government to play to help people change a system that is not working for them," he says.

"I've had a few bumps along the way, and I've learned to deal with them as they come. But I'm putting all my efforts into this campaign, hoping it *does* happen."



Colleen A. Ochoa

Age: 26

Residence: Waterford

(Temporarily living in East Lansing for the duration of the campaign)

Education: B.A. in communications, 1987

Political Persuasion: Democrat

Occupation: Campaign chair for U.S. Rep. Bob Carr, (D-E. Lansing, District 6), who is running for reelection in the newly drawn 8th District, which includes parts of Ingham, Genesee, Livingston, Washtenaw and Oakland counties.

Other activities: Is chairing Oakland University's first alumni reunion October 3, and is involved in more than a half-dozen community and women's groups, including Leadership Oakland.

Personal: Single

Favorite pastimes: Mountain biking, boating with friends

Why vote? "People think their voice doesn't count, but it does."

The Campaign Manager

The last time she managed a U.S. congressional campaign, the sole opponent dropped out of the race, making her candidate an instant winner.

"Everyone joked about my ability to win a campaign without spending much money," laughs Colleen Ochoa ('87).

But it won't be so cheap or easy for her this time around.

Ochoa is the campaign manager for U.S. Rep. Bob Carr, D-East Lansing who is running for reelection in the new 8th district. Though Carr is a strong favorite among political watchers, he has several well-known GOP challengers. And since the new district is almost double the size and population of his old one, there is more ground to cover and more constituents to reach.

Ochoa, however, remains undaunted by the endeavor.

She is a veteran campaigner who knows

all about the long, hard hours of work leading

up to the final moment in November when the last ballot is cast. And she knows all about reaching constituents.

"A campaign is two things," she says, almost breaking it down to a science, "voter contact and message."

From Carr's campaign headquarters in East Lansing, Ochoa is commanding a million-dollar effort — complete with hired pollsters and media consultants — to get him reelected and send him back to Washington.

With a dozen staffers (including several OU alumni), and countless volunteers and vendors, she is implementing mail programs, advertising, polling banks and data bases.

"Campaigns are very important because people need to know what your candidate stands for," she says. "You have to be able to target your message and make sure you stay on top of the message."

Messages are her forte. After all, Ochoa was a communications major, not a political science major, and took only one poly sci

course during her entire college career. She credits her communication skills — and the myriad opportunities she has had to use them — for helping her to be an effective campaign manager.

"You meet so many different people in politics," she says. "I can go into just about any crowd and relate to people, whoever they are. I've had a lot of experience meeting with people and listening to their problems and trying to solve their problems. I've been exposed to so many different views."

Ochoa has an impressive political background, beginning in high school.

When U.S. Rep. Bob Carr spoke at one of her senior assemblies at Waterford-Kettering High School, she was impressed.

"I was taken by Carr," Ochoa says. "I volunteered for his campaign in '82. Up until that time I was apolitical. But the school district had a lot of budget cuts going on and 'pay for play' sports programs. I got involved to try to pass a school millage."

She worked off and on for Carr during college.

In the five years since she graduated

from Oakland University, she has been Oakland County field director for Carr, spent a year-and-a-half in his Washington, D.C. office as legislative assistant, run Carr's "easy win" reelection campaign, and managed another candidate's unsuccessful bid for the state senate.

Though she is pleased to see more women running for office, Ochoa says she's not ready to run anytime soon.

"I would like to get a master's in public administration by the time I'm 30. I think you need to have a career outside of politics first, before you run for office. And I do envision a day when I do politics as an avocation rather than a vocation. I see myself as being more of a community activist, rather than a political activist.

"I consider these my listening and learning years," she says. "I think one of the most important things about being a politician is listening. People think that their voice doesn't count, but it does."



David J. Doyle

Age: 33

Residence: Williamston Township

Education: B.A. in political science, 1980

Political Persuasion: Republican

Occupation: Chair of the Michigan Republicans

Personal: Married, two children

Favorite pastimes: Basketball, fishing, reading

Why vote? "Unless there's a change, the country will not be able to move forward."

The Party Chair

On a recent spring evening at the elegant Ritz-Carlton Hotel in Dearborn, Michigan, Dave Doyle ('80), sat across the table from President George Bush as they dined on spinach-stuffed tenderloin and Michigan wines amid the twinkling chandeliers and the tinkling silverware of a \$1,000-a-plate GOP fund raiser.

With a capacity crowd of 1,000 supporters, the dinner raised \$1 million for the Bush/Quayle reelection campaign.

And that made Doyle smile.

As chair of the Michigan Republicans, Doyle's mission for the 1992 presidential election is to "carry the state for Bush."

"And we *will* carry the state for the president," he says with determination.

Though GOP Governor John Engler is the official head of the Republican Party in Michigan, Doyle runs the party on a day-to-day basis.

And from now until November, Doyle will be trying to persuade the majority of Michigan voters to reelect Bush for president.

"Almost every presidential election in Michigan is close, and this will be a tough race. We are definitely prepared for a tough race," says Doyle.

From his office in the Michigan Republicans building on Grand River in Lansing,

Doyle gave his prediction for the final outcome of the presidential race in Michigan.

"The president will win the state, Perot will come in second, and Clinton, third."

The Republican Party cannot ignore Perot, he says.

"We take seriously anyone who has \$3 billion to spend on a campaign," says Doyle.

"But as the campaign goes on, Perot will have to start speaking on the issues and when he does, he'll begin to lose a lot of his supporters.

"Michigan is a swing state. We have a good number of electoral votes. We'll get a lot of attention from the candidates and we're not taking anything for granted."

Doyle was elected to the two-year term as chair of the Michigan Republicans in February 1991 at a statewide convention of 2,000 GOP precinct delegates. That's when he was also elected to one of the state's three most-coveted slots — a seat on the Republican National Committee.

As election day draws near, Doyle will be working to elect a majority of Republicans in the now Democratic controlled Michigan House, add Republicans in congressional delegations and make GOP gains in county and local elections throughout the state.

Sure, there are power breakfasts, media events and photo opportunities, but Doyle says his job is not quite as glamorous as it sounds.

"I'm out on the road quite a bit — fund

raising, attending dinners, giving interviews, setting up interviews and asking people to support the party."

Doyle got his start in politics while he was a student at Oakland University.

"In 1978 a candidate for state rep came knocking at my parent's door. I ended up volunteering for his campaign."

The summer between his junior and senior years of college, Doyle was an intern for the National Republican Committee in Washington, D.C.

After finishing his senior year at Oakland, in June 1980, he spent the summer as campaign manager for a state rep who got elected that November.

Doyle gradually worked his way up the Republican Party structure to the job of executive director for Michigan's Bush/Quayle presidential campaign in 1988. After that success, he was appointed state party executive director.

"I don't have the desire to run for office myself," says Doyle. "It's a big sacrifice to run and it takes a lot of time and commitment. But I like being involved in politics and keeping good people in office." ■



Will the real Gus Macker please stand up? Entrepreneurs Scott and Mitch McNeal.



HOLY MACKERVILLE!

With Gus Macker fronting them, the brothers McNeal are forging a street-ball empire

BY JAY JACKSON

LOOKING GREAT, GUS!

Standing ramrod straight, a few strands of gray hair crossing your balding head, and...

Whoa, pardon us, you're not Gus. Over there, that's Gus, slugging down coffee with the guys. Oh, he's added a few pounds since his basketball-playing days. When he snaps those thick suspenders against his flannel shirt...



That's not Gus.

Who is Gus Macker, the legend of 3-on-3 basketball tournaments all over the country? You might think he's a figment of the mind, the Betty Crocker of basketball. But wait.



The truth is that Mitch McNeal...

... can set you straight. McNeal, 32, holds court as vice president of Gus Macker Enterprises. He's also an Oakland alumnus ('81, public administration).

Gus Macker is the force behind the success of Mitch and his brother Scott, the company president. The brothers McNeal have their hands full, as do their wives, their mom and dad, and assorted other workers who round out the 15-member, year-round staff. Visitors find Gus Macker Enterprises stashed inside two side-by-side mall storefront offices in Belding, a small mid-Michigan town.

The Macker business concentrates on two-day, in-the-streets basketball tournaments. The emphasis is on fun, with enough self-deprecating humor to keep everyone comfortably askew. Sounds like P.T. Barnum's philosophy — with good reason. How else would one describe tournaments that irreverently drape themselves in enough adjectives to empty a dictionary?

This year, Gus Macker Enterprises helped organize more than 50 tournaments in 14 states. Host cities were selected from a pool of 150 potential sponsors. That tells Gus the McNeals do things right.



The secret is that...

...Mitch and Scott are the nut and bolt that hold the Macker empire together. At age 36, the towering 5-foot-6 Scott resembles a basketball tycoon as much as Pat Paulsen a presidential contender. Even the McNeals wonder how their success could spring from a simple game. The Macker mystique began when 18 guys who had played themselves silly shooting backyard hoops decided to have a tournament. Little did the players whose shoes stomped the McNeals' Lowell, Michigan, driveway in 1974 know the court would become sanctified ground.

"It probably wasn't until after the fifth year that we really started seeing teams come from outside town," Mitch says, noting advertising was nonexistent. "It was all by word-of-mouth."

The brothers expanded the tournament by dribbles and drabs from the family's Elizabeth Street home to more than 50 driveways and Lowell streets. Parents Dick and Bonnie McNeal bore their own burden.

Says Mitch: "When we were out playing basketball at 1 in the morning, a neighbor called and said, 'Can the guys keep it down a little?' Our parents were the first to say, 'Look, they could be out drinking somewhere, they could be out doing this or that. Be thankful they're here playing basketball.'"

The McNeals moved from Lowell in 1987 when the family and the city disagreed over tournament restrictions. Belding, about 15 miles away, welcomed the McNeals. By then, the tournament had become The Event.

"What really turned it for us," Mitch recalls, "was a 1985 *Sports Illustrated* article. That's when we started getting calls from all over the country with people asking how they could run a tournament."

It didn't take a genius to recognize good fortune pulling you up by your hightops. As tournament consultants, the McNeals reasoned, they could protect Gus Macker's name. They figured if tournaments worked in Lowell and Belding, they would in Indianapolis and San Diego.

With typical promotional modesty, the McNeals announced a Gus Macker "all-world tour" in 1987. The cavalcade rolled into Roswell, N.M.; Cincinnati, Ohio; Milwaukee, Wis.; Decatur, Ill.; and Belding. In 1991, more than 120,000 players entered 32 tournaments and more than one million fans watched. The 50-plus tournaments this year include an August 22-23 Macker at Oakland University.



Growth like that pleases Gus, who is really...

...impressed when people like Bob Taylor help organize a tournament. The Oakland University women's basketball coach grew up in Sparta, a farming town about a 25-minute drive from Lowell. Taylor and Scott McNeal played against each other in high school. "But Mitch was the better player," Taylor recalls.

Without Taylor, the Oakland University Macker might never have developed. Taylor and the husband of one of his former assistant coaches drove to the Port Huron, Michigan, tournament to watch her play. Oddly enough, Taylor had never entered a

Macker tournament himself.

"I was always involved in basketball summer camps," he says. "I never had a free weekend when I could play." So, he thought, if you can't play 'em, organize 'em.

The McNeals impress Taylor. "Mitch is as good a guy to work for as you can have," he says.

The tournament has become an important funding source for Oakland's athletic programs since the first was held in 1989. University athletic teams help run the games in exchange for tournament proceeds. The 1991 Macker generated nearly \$34,000.

Taylor expects this year's tournament to have 2,100 teams and 8,400 players. Another 40,000 persons will watch.



Macker Enterprises and business competitors differ because of Gus, who is...

...aware the McNeals don't hold a patent on 3-on-3 basketball. Major competitors concentrate on cash prizes generated by selling corporate sponsorships. Rather than for fun, it's a big business with more, more, more the objective.

"Our goal is to make every tournament a first-class operation," Mitch says. "We don't want to give up quality just to run more tournaments."

A company that focuses on athletic competition is a natural for Scott McNeal. He majored in physical education at Central Michigan University. Later he taught social studies and ran a city recreation program before shucking it all at Gus Macker's behest. Mitch took a different route. After graduating from Oakland, he entered Cooley Law School in Lansing, Michigan, and signed on as an Amway Corporation staff attorney.

Both dreamt of something they could do on their own, with the public clamoring for their attention. "Yup, our whole plan is put together such that we wait for people to contact us," Mitch says with a golly-gee-whiz smile. It makes sense when Mitch explains why.

"We rely tremendously on local organizations to put the tournament together," says the veep. "Our feeling is the people contacting us are the ones who will be the most enthusiastic and will want to really put it together right."

Since 1987, nonprofit organizations that sponsor the tournaments have earned approximately \$1.2 million. Local organizers handle registration and line up volunteer 'Gus Buster' tournament officials. Mitch or Scott and the professional staff show them how to avoid the pitfalls they encountered as amateurs.

The tournaments unabashedly reflect the

McNeals' small-town values. The company prohibits alcohol and tobacco sponsors, and the brothers scorn huge cash prizes. Awards range from the whimsical (a Toilet Bowl trophy for athletically deprived teams) to the practical (a refrigerator for sportsmanship — people who keep cool, you see).

Still the biggest tournament, Belding's pulls in 5,000 teams each for the only three-day Macker on Earth. Typical tournaments range from 500 teams to 2,000.

A natural question is why this works. "We're basketball players," Mitch says. "We think we know what players want to do, and what they want in a 3-on-3 tournament. What drives us is to make the event the best we can make it. It's designed for the local Joe off the street who plays on weekends."



All of this brings us back to Gus, who in truth is...

...living with a dual identity like Clark Kent, but without the need for a quick-change phone booth. Says Mitch, "The original tournament concept was Scott's, and he is Gus Macker." Which explains Scott's presidential title. "It's his nickname, and he's older, but I can still beat him in a 1-on-1 game. He won't admit to that."

Scott got his famous nickname years ago.

"He was sitting around in junior high one day, and for whatever reason, Scott got pegged with 'Gus.' His friends got 'Mac-ker' out of McNeal. That's really the only magic to it," Mitch shrugs.

Magic or not, it works.

"Scott's background is more in the recreation area, and that's why he fits so well," Mitch says. "My background is more on the business side of things. We kind of mesh."

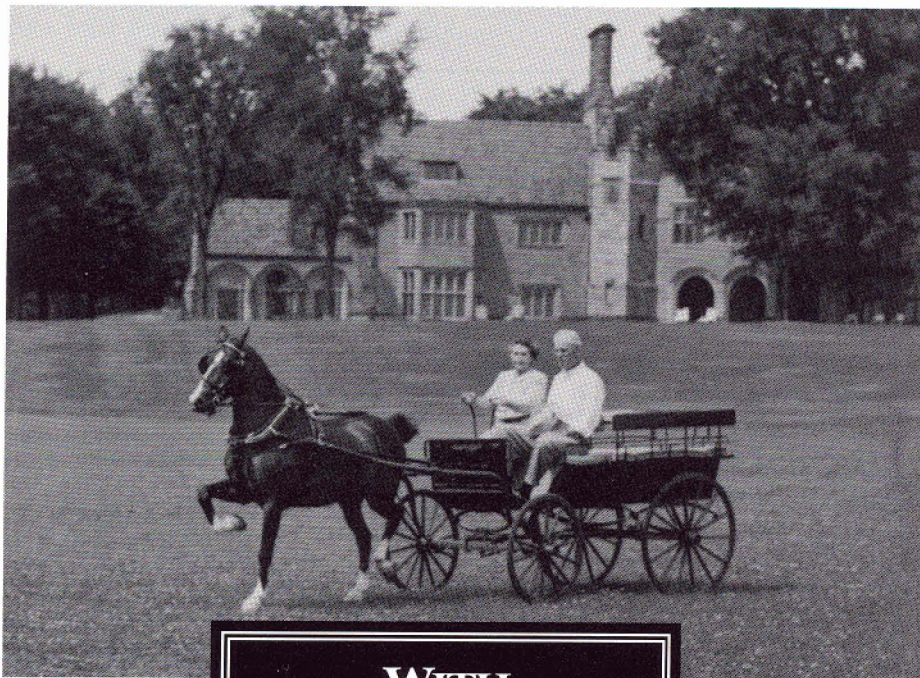
Kind of? Neither brother is more than an inch from bursting into laughter, often at the other's expense. It's safe to needle your brother, especially when each owns half a company that Mitch estimates will be a million-dollar concern within five years.

"It's the American Dream," Mitch says. "You do something for fun for 10 or 12 years, then all of a sudden you have an opportunity to turn it into a business and work for yourself."

Sometimes that's how the ball bounces. ■

Editor's Note: For more information about playing in this year's Gus Macker at Oakland University on August 22-23, call (313) 370-3190. C'mon, give it a shot.

“YES, ALFRED, WE CAN AFFORD IT.”



Driver's seat:
Alfred Wilson
went along for the
ride when Matilda
decided to donate
their Meadow
Brook estate and
\$2 million to cre-
ate a university in
Oakland County.

**WITH
EQUAL PARTS OF
PHILANTHROPY
AND
COMPETITIVE FIRE,
MATILDA WILSON
LAUNCHED
OAKLAND
UNIVERSITY.**

BY JAY JACKSON

MEMORY LANE IS PAVED with golden nuggets. They're nuggets of information about the early days of Oakland University, contained within the memories of founding faculty and staff — the “Old Oaks.” Recently, Oakland's first chancellor, D.B. “Woody” Varner, joined colleagues at Meadow Brook Hall to share old stories with current employees. Varner, who left Oakland to become president of the University of Nebraska, is now retired and living in Nebraska with his wife, Paula.

WOODY'S ROLE AT MSU

Before coming to Oakland, Woody Varner had been newly appointed at MSU as vice president for off-campus education and legislative relations. It was a time when MSU sought to change its name from Michigan State College, a move the University of Michigan and its president, Harlan Hatcher, opposed. MSU President John Hannah told Varner, “You have one job, and that is to sell the legislature on the name change.”

I remember so well when President Hatcher came into the legislative chambers for a big hearing about this name change, which struck me as a terribly inflated issue. I had never said hello to Mr. Hatcher in my life, nor he to me. He walked by and nodded graciously and said, “And how is the vice president for name change today?” I didn't feel he was genuinely interested in my well-being at that moment, but this set the stage for what was to follow, because we did have a major legislative confrontation over the change.

WATCHING THE FORDS GO BY

One day I had a very exciting telephone call from an MSU alum. He said, “I want you to know I worked on the (MSU) name change and I agree with you 100 percent. I work in the Public Relations Department at Ford Motor Company and I've just had cross my desk for clearance a press release announcing that the Ford family and Ford Motor Company are giving Fairlane — the Henry Ford Estate — and \$6.5 million to the University of Michigan to establish a branch in Dearborn. We've got to stop that somehow.”

Well I was helpless to stop the Ford family from doing what they wanted to do with their money and their estate. But it was, nonetheless, a distressing bit of news given the context in which all of this was occurring.

MATILDA HEARS OF THE FORD PLAN

Varner visited Matilda and Alfred Wilson at their Sunset Terrace home to tell them what the Fords were doing. At the time, the Wilsons had not yet made their gift of land and money to MSU to establish Oakland.

After a while, Mrs. Wilson served us a bowl of beans. We talked and I put the cards on the table. I said, "This is what's happening. I have word that the Ford family and the Ford Motor Company are giving the University of Michigan Fairlane and between \$6 million and \$6.5 million to start a new campus; and we thought you should know it. It would be a great thing that if you do decide to give this (Meadow Brook estate) to Michigan State that you do it now."

I could see it sparked some interest. Mrs. Wilson said, "Well, that might be of some interest. Have you ever seen the Hall?"

I had not, so we took a tour — she and Mr. Wilson and I. She must have had 150 keys on that ring she always carried.

I remember Mr. and Mrs. Wilson standing up there and pointing down to the ballroom, and she noted somewhat casually that when her daughter, Frances, had her 25th birthday party in 1939, they had a dinner group of about 30 in the dining room. When it was over, they surprised her and had her favorite band, Tommy Dorsey's Orchestra, playing down in the ballroom. Now, I remember thinking, that's the kind of living that I could grow accustomed to rather quickly.

LESSON ONE: READ THE LABELS

We took a tour throughout the place and saw the wonders of Meadow Brook Hall, including the French Room, which was a point of great pride for Mrs. Wilson. She liked to point out that she had this great designer who had insisted on authentic French furniture and tapestry — the whole business — and said they waited months and months to get the bed in. When they got it and unpacked it, they noticed on the back a sticker that said, "Made in Grand Rapids, Michigan."

CLOSING THE DEAL

We went back up to the house, had another bowl of beans, and Mrs. Wilson said, "Well, I'm interested in what you're saying. You saw that photograph of Frances' wedding and Henry Ford was there. Henry Ford never cared much for us. He thought he was a good deal higher up in the social order than we were, and he snubbed us on many occasions. He just condescended to come to Frances' wedding."

That was good news to my ears, because it was setting the stage.

PLANTING THE SEED MONEY

Later, MSU President John Hannah and I cruised over for a meeting at Meadow Brook Hall in Mr. Wilson's study — Mr. Hannah, Mrs. Wilson, Mr. Wilson and me. We sat there and Mr. Hannah reviewed what I told him, and Mrs. Wilson said, "That's correct. We're prepared to do that."

Then Mr. Hannah played the next card. He said, "We don't have any money and the state doesn't have any money. It would be a pity to have this beautiful piece of land sit idle; but if you could see your way clear to give us \$2 million, we could build enough of a building to get this institution off the ground and running." She said as casually as though I was saying "Pass the bread, please," "I think we can do that."

I almost fell out of my chair. That's where I learned about fund raising. You've got to ask, and second, you've got to have it. Those were two things I learned that day.

OVER ALFRED'S...

Mr. Wilson was quite distressed by this. He said, "Dearie, do you think we can afford it?" She said, "Yes, Alfred, we can afford it." That was the end of that conversation. That's further reinforcement of who called the shots around the Wilson house. He was quiet the rest of the day.

GIVE IT ALL BUT THE HALL

By the way, Mrs. Wilson had excluded Meadow Brook Hall with about 25-30 acres to protect the Hall and Sunset Terrace and the farmhouse from the marauding students who were to follow. Wisely, I must add.

WHERE ARE WE?

An interesting debate followed: Should the university's address be Pontiac or Rochester? Here we stood with Harold A. Fitzgerald, bombastic leader of the *Pontiac Press* and the Pontiac community saying, "Well, of course it's Pontiac because it's in Pontiac Township." And here was Mrs. Wilson who had forever had a Rochester address. Mrs. Wilson went to Arthur

Summerfield from Flint, who was postmaster general. Let there be no question about who won.

JUST FOLLOW THE RULES

The facts are that I was not Mr. Hannah's first choice to come over here and head this institution. I volunteered for this assignment. Mr. Hannah tried to talk me out of it. He said, "You're vice president of one of the major universities in America. You go over there and you're out in a cornfield and there's nothing. You're going to start from scratch. There's no money. You're going to have a tough time making that thing go. I don't know why you would want to leave here."

He couldn't quite sense the fire in my belly from what I sensed could happen here, but he agreed. He said, "If that's what you want to do, it's fine with me. Do whatever you please down there, just don't embarrass us. Keep us informed and don't embarrass us."

That seemed a reasonable set of ground rules for us to follow.

HOPPING MAD

There was just one thing that made Mrs. Wilson angry: students getting over the fence onto the Meadow Brook property. The call came that some students had climbed over, but they had been caught. They were at the guard house. Chris, Mrs. Wilson's secretary,

said, "You better come down right now. Mrs. Wilson is real mad."

Well, I wanted Paula to go, but she didn't want to. I finally felt I had to go. I went down there and surely enough there were two frightened young men. They marched up to Mrs. Wilson, kind of like going to the executioner. She made it clear she did not appreciate what they had done. She put the fence up for a good reason. She thought she had done enough for the university. She didn't want any more of that. They assured her there wouldn't be any more. They went back the next day, on their own, and apologized. And she fell in love with them. ■



Seat of power: Oakland's soon-to-be first chancellor D.B. "Woody" Varner almost "fell out of my chair" when Matilda Wilson agreed to provide the university's start-up capital.

STRUCTURALLY SOUND

**AN OAKLAND
MECHANICAL
ENGINEER IS
HELPING TO
MAKE THE
WORLD A
SAFER PLACE
TO LIVE.**



THE NEXT TIME your plane lands safely on the runway, you can thank an Oakland University professor for the smooth ride.

Blowouts on airplane tires have been virtually eliminated in the last several years, thanks to an invention by Michael Hung, professor of engineering and associate director of the Center for Robotics and Advanced Automation.

Using a video camera, a laser and a computer, Hung's invention — which he calls shearography — can detect flaws and imperfections in everything from spaceships to computer chips.

Such imperfections can mean unsafe products and, in some instances, lost lives.

Most methods being used today to measure stress and strain are painstakingly slow, and can only scan objects inch by inch. Shearography uses a laser optical method to provide a "full field" look inside objects. With shearography, an inspector can look at a 5-foot by 5-foot chunk of a car on an assembly line, for example, and be able to spot imperfections in seconds.

Another advantage shearography has is that it does not require contact with an object in order to test it.

These attributes make shearography ideal for testing the safety and strength of large objects such as bridges — Hung's latest research project.

"There are a lot of bridges in this country that are starting to age and their safety is

coming into question, especially highway bridges and ramps, where major roads intersect," he says. "Many of them were built in the 1950s and we don't know how long they'll last."

Hung and fellow Oakland mechanical engineer Joseph Hovanesian have just been awarded a \$120,000 grant from the National Science Foundation to test shearography on large structures, like bridges.

"We're using shearography to test various materials, starting with steel-reinforced concrete. Most highway bridges are made of steel-reinforced concrete, and so far, it seems we can detect broken reinforcements and steel corrosion."

Since shearography was patented some 10 years ago, it has been used regularly by NASA and by the aircraft and automotive industries to detect flaws in composite materials, which are being used more and more, Hung says, because they are lightweight, strong and generally cheaper to manufacture.

But the newest application of shearography is the wide-open field of computers and computer chips.

"Computers are being used more and more in offices, factories, hospitals and cars — in just about everything in our lives. A malfunction in a microprocessor could cause accidents. The reliability of computers is becoming very important. And my greatest hope is that shearography can help." ■



BY VICKY BILLINGTON

IN TOUCH

ALUMNI

1965

Betty J. (Sherman) Youngblood has been appointed chancellor of the University of Wisconsin-Superior. She had been acting chancellor since last August at UW-S, which she joined in January 1990. Previously, she held administrative positions at MacMurray College in Florida, Wesley College in Delaware and Kennesaw College in Georgia.

Jerry L. Johns, professor and chair of the reading faculty at Northern Illinois University, was elected to the Board of Directors of the International Reading Association.

1966

Annette (Schram) Johns is instructor of philosophy at Kishwaukee College, actress and poet. She recently published "Tea in the Parlor or Fish for Breakfast" in *Filtered Images*, ed. Susan L. Aglietti, Vintage '45 Press, Orinda, California, 1992. Annette took first place in the "Winter Sharing" writer's contest at Elgin, Illinois for a poem patterned after Shakespeare's *Richard III* speech.

1970

Dennis McGee was recently appointed by the City Council of Auburn Hills as city manager. Dennis has master's degrees in guidance and counseling and business administration. He has completed a three-year city manager's training program at Central Michigan University and several FBI law enforcement training programs.

1971

Robert F. Ross is communications manager for the University of Michigan College of Pharmacy. He is responsible for the alumni magazine, recruiting and fund-raising materials, and media relations.

1973

Sanford Norman received a doctorate from Wayne State University and taught for 16 years in the Detroit and Waterford public schools. He also served as assistant principal, principal, and chairman of secondary reading. Sandy is now engaged in a real estate career and was recently recog-

nized as the most successful agent for Century 21 in the Midwest.

1975

Sue (Knoska) Glenn completed a master's degree in accounting at Western Michigan University. Sue works for the Michigan Liquor Control Commission in Portage, Michigan.

Gary E. Mach was elected mayor pro-tem of the City of Port Huron for a two year term. Gary has been supervising attorney for legal assistance of St. Clair County and is serving on the board of directors for the St. Clair County Bar Association.

1977

Thomas A. Hawley joined the newly organized Lake Michigan Carferry Service, Inc., based in Ludington, Michigan, as the director of shore operations and marketing.

Russell F. Proctor II received his Ph.D. in Interpersonal and Public Communication from Bowling Green State University and is an assistant professor of communications at Northern Kentucky University.

1978

Cynthia Brody was promoted to assistant vice president at NBD Bank, N.A. (formerly National Bank of Detroit) in the law department.

Michelle Morouse graduated from Wayne State University Medical School, completed residency in pediatrics at Children's Hospital of Michigan and now has her own practice in Clinton Township.

Amy Parrent was appointed to handle public relations for the Senior Alliance in Wayne County. A former professional musician, she has written about entertainment for the *Detroit Free Press* and *News* and worked in television promotion and production. Amy is also a scriptwriter and would like to hear from other alumni interested in that field.

Cynthia Winston is a special events coordinator in the marketing department at Universal Studios in Orlando, Florida, where she has worked since 1989.

1979

Denise A. Dutchak, M.D., opened a

practice in Saginaw, Michigan. She specializes in child, adolescent and adult psychiatry. Denise received her medical degree from Wayne State University.

Leslie (Herman) and Don Goch announce the birth of their second child, Cara Christine, sister of Alyssa. Leslie is a nurse epidemiologist at Beaumont Hospital in Troy. **Nancy (Dorrough) Hillman** has changed careers from accountant at TRW-Vehicle Safety Systems, Inc., to full-time homemaker and part-time school volunteer. Nancy is married to Tim, has a son and a daughter and resides in Macomb Township.

1980

Carol Diane Ebner, financial coordinator for McClelland & Co. in Birmingham, Michigan, has become a certified management accountant.

1981

Kimberly (Renfrew) and Rick Gebbie ('84) announce the birth of their second daughter, Mary Rachael, on January 20. Rick is the quality manager for Triple A Tube in Jonesville, Michigan.

Rosemary Ging is executive director of the Easter Seals Society of Oakland County. She resides in Birmingham with husband Ron and two children: Jeff, 21, and Amy, 18.

Jill E. Sackman received a DVM degree from Michigan State College of Veterinary Medicine and completed surgical residency at the University of Tennessee College of Veterinary Medicine. Jill is a Diplomate of the American College of Veterinary Surgeons and will receive her Ph.D. in comparative and experimental medicine from U of T this year.

Sandro Silvestri was named director of administrative data and voice communications at Henry Ford Community College. Sandro holds a master's degree in business administration from the University of Detroit.

1982

Stephen M. Rice was elected the new mayor of Sterling Heights, Michigan. Steve was first elected to the Council in 1985, and was mayor pro-tem in 1987.

Bret Moeller has been named busi-

Outstate and Ohio Ambassadors Needed

The OU Alumni Ambassadors are looking for alumni to help recruit students from Ohio and Michigan, outside the Wayne, Oakland and Macomb County area.

All it takes to be an Ambassador is the willingness to call, write or visit five to ten prospective OU students in your area, or their parents, to encourage them to choose Oakland. The Admissions Office will provide the names and all the information you will need.

In addition, Ambassadors may also attend local college fairs accompanied by Oakland's Admissions staff.

Training for the fall recruiting season will be held on Saturday, August 15 and Saturday, September 12. Call the Alumni Relations Office at (313) 370-2158 for information on how you can become an Alumni Ambassador.

Share Your Work Experience With a Student at Career Day

Share your knowledge of the job marketplace with OU students at the School of Business Administration Career Day on Wednesday, October 14, 1992, or at the School of Engineering and Computer Science Career Day on October 21.

The day begins with brunch with the dean of the school and members of faculty and business community. The rest of the day is spent in conversation with OU students from every discipline.

You can make a difference in an OU student's life by sharing what you've learned. To volunteer for one or both Career Days, call the Alumni Relations Office at (313) 370-2158.

New President, World Premiere to Highlight Alumni Reunion, October 3.

The OU Alumni Association invites all alumni and guests to "Rediscover OU" at its first-ever Alumni Reunion on Saturday, October 3, 1992.

The day's events include something for everyone. Here's a sample:

☛ **Meet President Packard**, Oakland's new president, at the renovated and expanded (thanks to OU alumni!) Kresge Library. Hosted by the OUAA.

☛ **The Charter Class (Class of '63)** celebrates nearly 30 years as OU's "Pioneers" with a reception and dinner at Meadow Brook Hall. Woody Varner, George Matthews and other "Old Oaks" have been invited to join in this landmark celebration.

☛ **The Black Alumni Welcome Back Reception** will be hosted by President Packard at Sunset Terrace. Celebrate the African-American "Pioneer" Class of '69 as well as current Student Achievement Award winners.

☛ **Honors College Reunion Luncheon** at Meadow Brook Hall, celebrating 15 years of academic excellence.

☛ **Faculty Seminar and School/College Reunion Celebrations** with topics ranging from "Personal Finance for the 90s" to "Health Care Reform." Many departments will host open houses. Engineering graduates will have a unique experience in store with a Brat Roast that includes a "roast" of Dean Howard Witt!

continued on page 18

ness manager and assistant treasurer for CareerWorks Inc., a Highland Park-based employment and training provider. He had been a consultant in the management and consulting-services division of BDO Seidman's Troy office.

1983

Rev. **James E. Britt** is pastor of Trinity United Methodist Church of Algonac, Michigan. He is a graduate of Asbury Theological Seminary in Wilmore, Kentucky.

Wayne Lampel is the sales and customer service manager at Fox Software in Perrysburg, Ohio. He and his wife **Carrie (Genzer '84)** have two daughters.

1984

Roger Thomas will publish his first book this year. Titled *The Last Ugly Person*, Ignatius Press of San Francisco, it is a collection of short stories and novellas.

1985

Carolyn Harrison was appointed associate dean of instructional services for the Royal Oak campus of Oakland Community College. Carolyn lives in Clarkston, Michigan.

Lawrence Jeziak was named television correspondent for *Tennis Week*, a semi-monthly publication in New York that covers the men's and women's professional tours.

David Leary married Kelly Hutchison in June, 1991. David is data communications sales manager at SKJ Corporation in Mt. Clemens. He and Kelly live in Rochester Hills.

Ron Tomlinson married Cristina Garro on September 8, 1990 in Pamplona, Spain. Ron is a product design engineer at Ford Motor Company in Dearborn, Michigan. They live in Sterling Heights.

1986

Glenn Bistrick was named vice president of entertainment sales and marketing for F.C.A. Productions - a division of the BAK Group, Inc., of Farmington Hills, Michigan. Glenn lives in Warren.

Geraldine Graham, assistant director of Oakland University's Project Upward Bound, was appointed a

training associate for the U.S. Department of Education.

Steven L. Kueffner was named assistant vice president of ambulatory services at St. Mary's Medical Center in Saginaw, Michigan. Steve earned a master's degree in health services administration from Ohio University.

Dinu P. Madau is employed at Ford Motor Company, Electronics Technical Center in the Advanced Anti-lock Brakes Research & Development department. Dinu is completing a master's degree in electrical and computer controls systems at Wayne State University.

1987

William R. Brown received an MBA in finance from the University of Detroit.

Renee (Cousino) Gussert married Dan on June 29, 1991 and teaches in Cadillac, Michigan where they reside.

Michael Hillis married Kathryn Holbert on September 9, 1991. They live in Hania, Crete, Greece where Michael is an electrical engineer at the Naval Warfare Assessment Center.

Dwayne Madison is associate campaign director for United Way for Southeastern Michigan.

Jill Moreillon, editor of *Michigan Postmaster*, won the John Fitzgerald Gold Shield Award from the National Association of Postmasters in the United States. Jill is the postmaster for Hazel Park, Michigan.

Gary Plourde is an account supervisor with Great-West Life. He married Kristen Smith and they live in Mount Clemens, Michigan, with their two year old, Aubrey Elizabeth.

1988

Kelly Carter was hired as the financial director for the Village of Lake Orion. Kelly and her husband, Shaun, and her two children, Andrew and Stephanie, enjoy having her close to home after three years of working with Plante & Moran in Troy.

1989

Mark A. Alestra is currently employed as a computer engineer with Coca Cola Corporation in Atlanta, Georgia.

Joanne Kolean-Burley and Morris

Burley ('87) announce the birth of their son, Desmond Louis, on March 2, 1992. Joanne is a doctoral student in Clinical Psychology at Western Michigan University and Morris is a computer programmer for Scientel Inc. in Troy, Michigan. They reside in Kalamazoo.

Mike Morissette is an account executive with W. B. Doner and Company in Dallas, Texas. His clients are the North Texas and Oklahoma City Ford Dealers.

1990

Carol Anne (Leach) Ketelsen is the program coordinator for the America Society of Employers in Southfield, Michigan. She is the chapter advisor for Alpha Delta Pi sorority at Oakland University.

Derrick Lewis is a student program coordinator for Michigan Latchkey Association, Hampton Elementary School, Detroit.

Wayne Lowmaster received an MS in mechanical engineering from Michigan Technological University.

Kathy (Pomaville) Pate married Patrick on October 11, 1991. Kathy does public relations work for Ameritech Publishing in Troy. Kathy and Pat live in Utica, Michigan.

Kelly Rohan received an MS in rhetoric and technical communication from Michigan Technological University.

Janice K. Walch was promoted to assistant director of pharmacy at Botsford General Hospital in Farmington Hills, MI.

1991

Marianne Eleanor (Kaminski)

Hideg announces the birth of Christopher Laszlo Francis Hideg on December 28, 1991.

Rod Rochowiak was hired into the EDS CAR program.

Mary Jo Wilson and husband, Bill, celebrated the third birthday of their quintuplets, Shelby, Rebecca, Elizabeth, Tony and Cam. Their oldest son, Brad, helped in the event.

In Memoriam

1982

Kathleen D. Groehn

Alumni Reunion
October 3, 1992



Oakland University Alumni Association First-Ever All Classes All Affiliates Reunion

Saturday
October
3rd
1992



AFFILIATE/FACULTY EVENTS

- **Black Alumni**
Welcome back at Sunset Terrace
- **College of Arts and Sciences**
Hospitality suite in the Oakland Center
- **School of Business Administration**
Personal Finance for the '90s
- **School of Education and Human Services**
Open House
- **School of Engineering and Computer Science**
Open House and Brat Roast/Dean Roast
- **School of Nursing**
Health Care Reform



SPECIAL EVENTS

- Registration and hospitality
- Tour of Meadow Brook Hall
- Historic fashion show and luncheon at Meadow Brook Hall
- Tour of Oakland Technology Park
- Meet the President at Kresge Library
- Dinner at the Dorm at Vandenberg cafeteria



SPORTS

- Golf all day at Katke-Cousins Golf Course (pre-registration required)
- Meadow Brook Health Enhancement Institute
Aerobics classes and workout facilities
- Lepley Sports Center
- Alumni swim meet

- Detroit Lions vs. New Orleans Saints—Sunday, October 4 at the Silverdome. Special overnight packages available at the Hilton Suites in Auburn Hills



SPECIAL REUNIONS

- Honors College luncheon at Meadow Brook Hall
- Charter Class reception and dinner at Meadow Brook Hall
- African-American "Pioneer" Class of '69 at Sunset Terrace



EXCLUSIVE ENTERTAINMENT

- Meadow Brook Theatre matinee of George Bernard Shaw's Pygmalion, 1992-93 season opener

- World Premiere Performance of TRIO AVENTURA followed by afterglow with the artists at Varner Recital Hall

- Club OUAA featuring Q95 FM's "Bagman," Gene Taylor and "The PM All-Star Revue" featuring members of "The Polish Muslims" and other OU alumni. Munchies and cash bar at the Oakland Center Crockery



Call the

REUNION HOTLINE Today at

(313) 370-4276

to Receive Your Registration Information.

Special Events in the Afternoon:

—Tours of Meadow Brook Hall with a fashion show luncheon featuring original garments from Matilda Wilson's wardrobe;

—Tour the Oakland Technology Park. Hop a chartered motor coach for a guided tour with a special stop at the new Chrysler World Headquarters.

—Dinner in the Dorms at Vandenberg Cafeteria with Marriott Food Service. Or take advantage of alumni discounts offered by Rochester-area restaurants.

Evening Highlights:

—World Premiere Performance of Trio Aventura, Oakland University's newest Artists-in-Residence. Trio Aventura includes pianist Flavio Varani, violinist John Fadial, and cellist Beth Vandendorgh. Join the excitement of a world premiere concert. Then meet the artists at the afterglow following the performance at Varner Recital Hall.

—"Club OUAA" ends the day with music and merriment provided by Q 95 FM's "Bag Man," Gene Taylor and music provided by the "P.M. Review" (members of "The Polish Muslims" and other OU alums). Munchies and cash bar at the OC Crockery.

—The Golf Course will be open, as will the Meadow Brook Health Enhancement Institute. Stay overnight at the Hilton Suites in Auburn Hills for the Lion's game against the New Orleans Saints at the Silverdome on Sunday. Tickets may be ordered through the OUAA and special rates will be available for OU alumni and their guests.

—Registration for the day is \$10. An additional fee will be charged for most events.

For more information, see the ad in this issue of the OAKLAND UNIVERSITY MAGAZINE. Or call the Reunion Hotline at (313) 370-4276 to have registration information mailed to you.

We want YOU to "Rediscover OU!" Join us on October 3!

IN TOUCH

PRESIDENT'S CLUB

Members who have joined the President's Club of the Oakland University Foundation since the last printing of the OAKLAND UNIVERSITY MAGAZINE.

Mr. & Mrs. Thomas C. Arnold
Bloomfield Hills

Mr. & Mrs. Robert Bellas
Troy

Mr. & Mrs. Joel A. Burkland
Troy

Mr. & Mrs. Stuart J. Carter
Royal Oak

Dr. & Mrs. Tai Chung
Bloomfield Hills

Mr. & Mrs. James P. Cunningham
Bloomfield Hills

Mr. Jerry J. Dagenais
Berkley

Mr. & Mrs. Cecil Daniels
Troy

Mr. & Mrs. Douglas J. Dingwall
Brighton

Ms. Gwen L. Gramer
Bloomfield Hills

Mr. & Mrs. Lester P. Hackerd
Romeo

Mr. & Mrs. Gregory Hill
Rochester Hills

Mr. & Mrs. Peter Kehoe
Rochester

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Mr. & Mrs. John A. Porter
Dr. & Mrs. Kenneth L. Urwiller

In Memoriam

Rev. C. George Widdifield

President's Club Ambassadors

New Members

James & Anne Howlett
Stephan & Rita Sharf

KEEPING IN TOUCH

OAKLAND UNIVERSITY MAGAZINE keeps you informed about — and in touch with — Oakland University and its many programs, alumni and friends. Please use the space provided — or attach an additional page — to send us news (appointments, promotions, honors, marriages, children and other activities) about yourself or your Oakland friends. Moving? Send us your new address right away. Let's keep "in touch!"

Mail to:

Office of Alumni Relations
John Dodge House
Oakland University
Rochester, Michigan 48309-4401

Name _____ Maiden name (if applicable) _____

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MARKET PLACE

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ALUMNI

Join the OU faculty,
staff and students to

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by August 15.

OPEN FOR DISCUSSION

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group or next meeting?**

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to talk on a variety of topics.
Contact Oakland University's

**Speaker's Bureau
(313) 370-4350**

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Rare appearance
Meadow Brook
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Ticketmaster or
MBMF Box Office

PHOTOGRAPHY

BALLANTYNE PHOTOGRAPHY

Executive Portraits

Publicity Photos

Call (313) 651-5946

"HELP" WANTED

OAKLAND UNIVERSITY MAGAZINE is looking for help in preparing four possible feature articles. Need names, addresses, phone numbers of alums: •serving in the U.S. State Department in foreign countries • working in areas they did not major in at OU (list major & occupation) • working as entrepreneurs, particularly in unusual ventures • working/living overseas (list occupation). Send information to: Editor, OU Magazine, 109 N. Foundation Hall, Rochester, MI 48309-4401. (313) 370-3184. FAX: (313) 370-4249.

SALES REPRESENTATIVES. A great product and a great market make an easy sell. The OAKLAND UNIVERSITY MAGAZINE is looking for sales representatives to sell advertising space on commission. Previous experience preferred, but not necessary. Call (313) 370-3184 to set up an appointment.

DISTINGUISHED ALUMS? Know an alum who has demonstrated exceptional service to the university, a profession or a community? Nominations for the Distinguished Alumni Service Award are being accepted. Deadline is July 31. Contact: Alumni Relations, John Dodge House, Oakland University, Rochester, MI 48309-4401. (313) 370-2158.

EQUIPMENT & MERCHANDISE FOR SALE. Deluxe, handmade dog house, fit for your king or queen. Cedar construction with removable peaked, shingled roof. Maze-like entry for protection from wind. Wood chips for warmth on floor. 3'x3 1/2' with 10 1/2" door. Best offer. Call (313) 642-3625 after 6 p.m.

OAKLAND UNIVERSITY MAGAZINE

Classifieds

CIRCULATION; 32,000 quarterly. 80+ percent of readership lives and works in Oakland, Macomb and Wayne counties; 90+ percent in lower Michigan.

DEADLINES: December 15 (for Winter issue), March 15 (for Spring issue), June 15 (for Summer issue) and September 15 (for Fall issue). Publishing dates are January 15 (Winter), April 15 (Spring), July 15 (Summer) and October 15 (Fall).

PAYMENT: All ads must be prepaid with check or money order made payable to "Oakland University." Do not add sales tax.

RATES: Display ads: \$50 per column inch per insertion; 1-inch minimum. Additional space \$25 a half-inch. **Line ads:** \$5 per line per insertion; 4-line minimum. (Average of 50 characters per line.)

OAKLAND UNIVERSITY MAGAZINE

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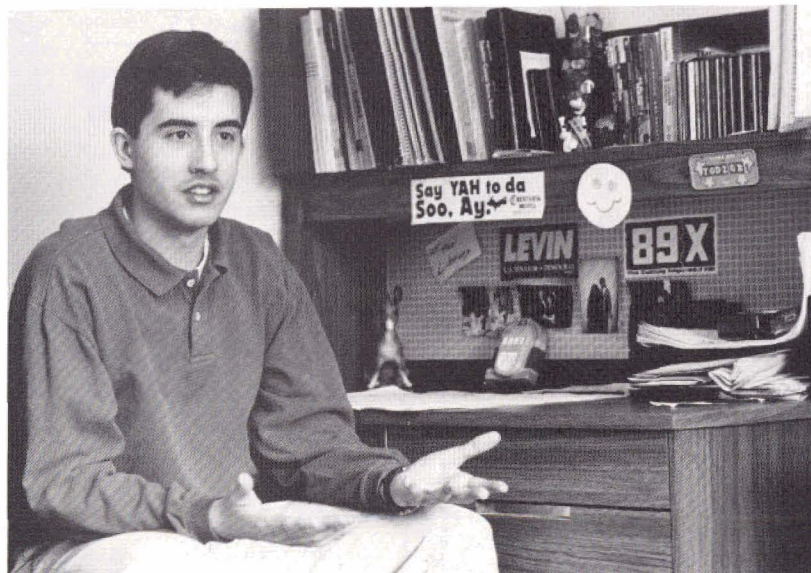
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PARTING THOUGHT

NEW LEADERSHIP, NEW HOPE

by Todd Cook



Todd Cook, 22, of Flint, who graduated in June with a BA. in political science, was the only student on the 15-seat presidential search committee — the group responsible for finding candidates for Oakland University's top job, filled June 15 by Sandra Packard from the University of Tennessee-Chattanooga (see OAKLAND UNIVERSITY MAGAZINE, Spring 1992).

"I think he made an outstanding contribution . . . he was a strong advocate for the students," said Trustee Larry Chunovich, who chaired the search committee.

While at Oakland, Cook was a member of the University Student Congress, worked on a state senate campaign and a city council campaign, was a resident assistant in Hamlin Hall, and graduated with a 3.30 grade point average.

"Grad school is a big investment," he

said recently. "Maybe I'll go to grad school down the road." But for now, Cook has a job with the "Friends of Bob Carr" (U.S. Rep. D-East Lansing) reelection campaign (see related story, page 8).

Packard was my first choice for president. She's a go-getter. She had lots of specifics. She had answers for everything.

We need someone who will come in and say this is our vision and spell it out for the next 10 years. We haven't had that since Woody Varner.

This may be sexist, but I think women are better than men at resolving conflicts. And good leadership is the ability to get people to work together as a team for a common goal. It sounds simple, but when

working with groups, everyone has their own agenda. A leader's role is to pull everyone together and move the group toward its common goal.

I think it's time Oakland had a woman president. After all, the student population is mostly women, and there are not a whole lot of women in upper administration.

I'd like to see Oakland University get back to being more of a national university. One thing I learned being on the presidential search committee is that we don't beat our drum enough and are not recognized enough. We need to work on advertising ourselves. Everyone we talked to said we had a great university. And I think that's true. I think a lot of people see the hiring of Sandra Packard as new hope. ■

Travel Somewhere in Time, see *Miss Saigon* and cruise to The Hermitage with OU Explorations.

Plan your travel itinerary with
Oakland University alumni and President's Club members.
Coming up:

September 18-20

Mackinac Island and Mission Point Resort

A repeat of a sell-out! Slow down the pace and bring the family for a leisurely autumn weekend on the island that time forgot. Three days and two nights with all the amenities.

Spring 1993

***Miss Saigon* in Toronto**

Be among the first to experience this blockbuster Broadway hit at the Pantages Theatre in Toronto. Take the train from Windsor, Ontario and enjoy three days and two nights in a luxury hotel. Fine dining, museums, shops and the best theatre around.

Summer 1993

London to Amsterdam via St. Petersburg and The Hermitage

Cruise the Baltic Sea in 13 days aboard Holland America's newest ship, the M.S. Statendam — a destination all her own. Ports of call include Oslo, Stockholm, Helsinki, St. Petersburg (Leningrad), Warnemunde/Berlin, Copenhagen and Amsterdam.



OU Alumni Association and President's Club members will receive detailed information in the mail. If you'd like more information, call the Alumni Relations Office at (313) 370-2158.

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