

THE OAKLAND

M A G A Z I N E

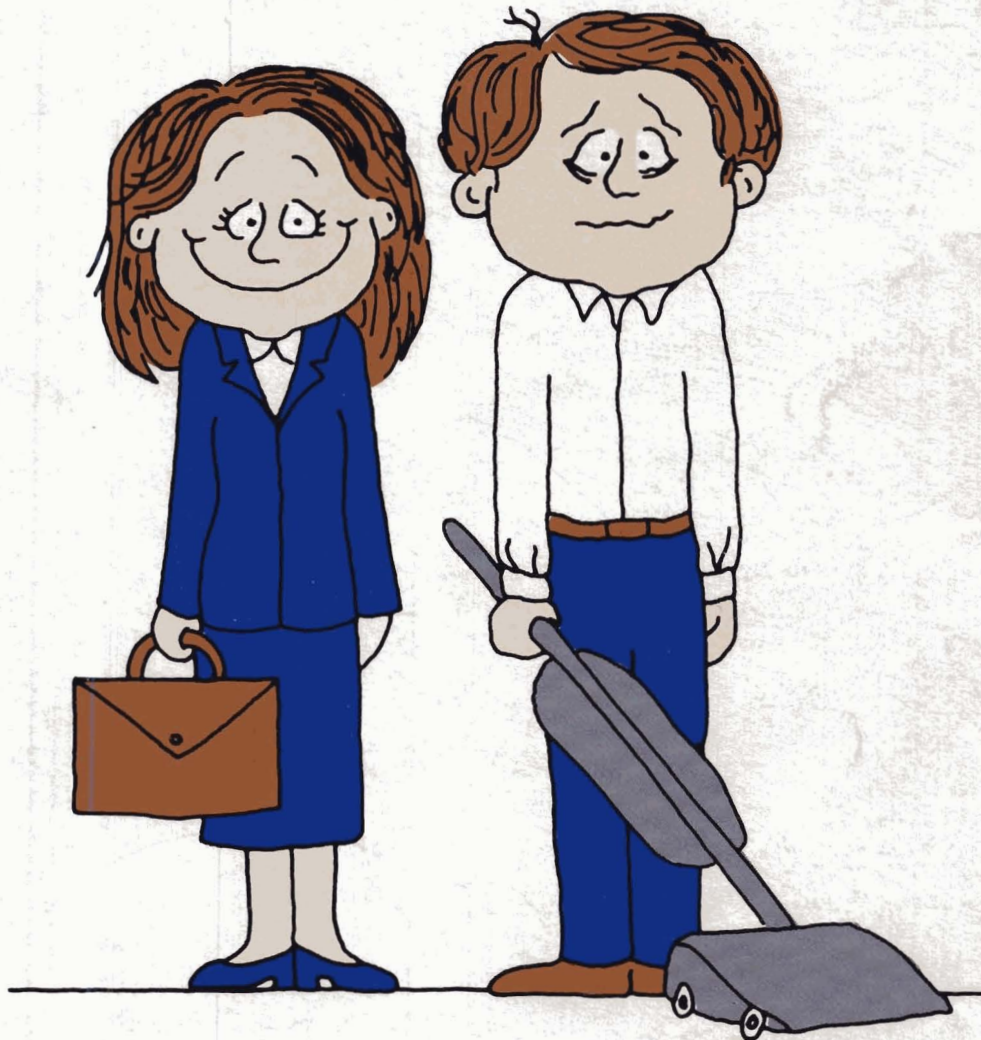
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Winter 1985



THANKS TO WORKING WOMEN,
THOUSANDS OF MEN
HAVE LEARNED TO VACUUM.

And, thanks to one working woman,
we have Dale Cards™ and calendars . . . page 20.

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THE OAKLAND MAGAZINE UNIVERSITY

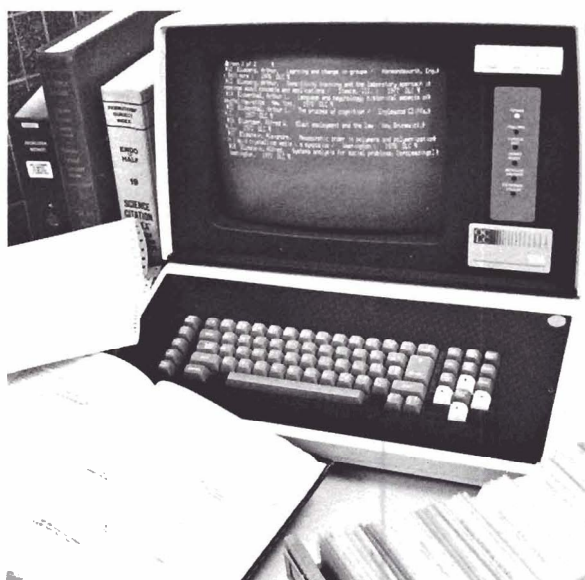
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Let's not let the word get in the way of the concept

*Excellence/'ek-s(ə-)lə n(t)s/n 1: the quality of being excellent
(excellent/ 2: very good of its kind: eminently good: first-class.)*

EXCELLENCE IS A WORD much used of late in reference to the programs of colleges and universities. At a recent regional conference of higher education public relations personnel, an informal survey of hundreds of publication samples revealed that at least 50 percent used the word excellence to describe what their institutions were all about. One begins to wonder just what the word means to each institution using it.

You will find "excellence" used in this issue of the OAKLAND UNIVERSITY MAGAZINE — in the photo caption on page 9. The page features highlights from last fall's 25th anniversary observation, the theme for which was "celebrating a quarter century of providing access to excellence."

We used the word a lot at Oakland last year. Were we guilty of generically labeling our programs, like so many cans of no-brand peas on a supermarket shelf? Perhaps, but let's not let the word get in the way of the concept.

A quotation from 8th-century B.C. Greek poet Hesiod I think accurately describes Oakland's experience in achieving quality in its programs:

"Badness you can get easily, in quantity: the road is smooth, and it lies close by. But in front of excellence the immortal gods have put sweat, and long and steep is the way to it, and rough at first. But when you come to the top, then it is easy, even though it is hard."

The best way, then, we can inform people about the quality of the Oakland experience is to use specific examples — showing people and programs on the climb to success. You will see several such stories in the following pages — and many more in issues to come.

Our cover story offers a good example. Starting from an innocent idea to make a special greeting card for friends, a talented couple created and guided Dale Cards™ and related products into more than 20,000 retail outlets. It did not happen overnight.

Elsewhere in this issue, several Oakland alumnae involved in politics offer insight into their career histories, relating the paths they have taken to achieve current levels of participation and reflecting the struggle of women in general to have their voices heard in the political arena.

A look at library technology shows that despite the tremendous capabilities of computers and sophisticated software programs, it is a struggle in itself to create efficient, easily operated systems for public use. The struggle in this case, as in so many others, demands time, money and hard work.

A new column showcases the extracurricular efforts of Oakland's diverse and talented employees. "BookEnds," found on pages 25 and 26, features excerpts from recently published works by faculty and staff.

To offer all these "examples of excellence," we have expanded the magazine to 32 pages. For, as Provost Keith R. Kleckner points out in his analysis of the Meadow Brook Seminars Revisited (pp. 12-13), we realize the path to the top is a long one. And, we need more space to properly communicate Oakland's progress.

So, if we slip and from time to time use the word "excellence" to describe Oakland's programs, remember, as we do, Hesiod's words: sweat comes first.

Geoffrey C. Upward

Geoffrey C. Upward
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The OAKLAND UNIVERSITY MAGAZINE is published quarterly by the Oakland University Alumni Association and The President's Club of the Oakland University Foundation.

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Joan B. Stinson ('63),
Director of Alumni Relations
Assistant Director of Development

On the cover: Barbara ('73) and Jim Dale's "Working Woman," the subject of calendars, et al, and an upcoming book, *The Working Woman's Book, Or, How to be Everything to Everyone*. An article profiling Barbara Dale and the Dale product lines begins on page 20. Illustration courtesy of Recycled Paper Products Inc., all rights reserved. Original design by Barbara Dale. Reprinted with permission.

Chicago Weekend Getaway



April 26-28, 1985

Celebrate spring in exciting Chicago with Oakland University alums . . . It's all you'll need to shake those end-of-winter blues!

Your trip will include:

*Round-trip rail travel from Detroit or Dearborn to Chicago via Amtrak. Depart Detroit 5:25 p.m. Friday; return 8:38 p.m. Sunday

*Two-night accommodations at the Westin Hotel. Located on the Magnificent Mile, it's convenient to Chicago's great shopping, cultural and entertainment districts

*Round-trip transportation from the Chicago rail station to the Westin Hotel

*All hotel taxes and gratuities
\$150 per person (based on double occupancy)

While you're in Chicago:

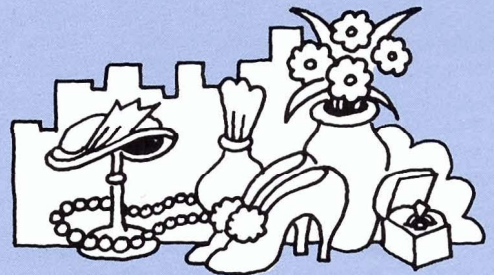
*Tour your favorite museum

*Explore some of Chicago's famous sights

*Visit the shops of State Street and Michigan Avenue

*Enjoy a play, concert, athletic event or Rush Street nightlife

Tips on entertainment, dining, shopping and sightseeing will be included in your pre-trip information package.



Sponsored by the Oakland University Alumni Association

Clip and mail to: Alumni Relations Office
266 South Foundation Hall
Oakland University
Rochester, MI 48063

Reservation: CHICAGO — April 26-28, 1985

My deposit of \$50 per person for _____ reservations is enclosed. Make checks payable to Oakland University.

Name _____

Address _____

City _____

State _____ Zip _____

Day phone _____ Evening phone _____

A deposit of \$50 per person is required with reservation, with balance due February 25, 1985. All cancellations must be in writing. Full refund for cancellations received prior to February 25. After February 25, \$10 cancellation penalty per person.

The Foundation Scholars

Seven students were honored at the Oakland University Foundation's annual dinner, held in October at Meadow Brook Hall.

Each year, the Oakland University Foundation awards two new scholarships with \$2,500 stipends to high school students of exceptional ability and achievement. Designed to permit residence at Oakland while the students are pursuing full-time study, the scholarships are renewable for six additional semesters if recipients complete 30 credits each academic year with a minimum 3.00 grade point average (GPA).

The seven Oakland University Foundation Scholars presently attending Oakland are: Greg Hodder of Bay City, a sophomore majoring in premed; Jennifer Mast of Marine City, a freshman majoring in English; Frances Miller of Port Huron, a sophomore majoring in mathematics and minoring in computer science; Jean O'Brien of Port Huron, a senior majoring in biology; Cheryl Scott of Royal Oak, a junior majoring in premed; Scott Turner of Bay City, a freshman majoring in engineering; and James Witalec of Westland, a senior majoring in engineering.

The two freshmen, Mast and Turner, were both 4.00 GPA recipients and National Honor Society members at their respective high schools.

Call for nominations!

Nominations for Oakland University's annual Teaching Excellence Award are now being accepted. The award, which carries a \$1,000 stipend, will be presented to a member of the Oakland faculty at the fall 1985 commencement.

Any member of the Oakland University community, past or present, is encouraged to nominate a candidate for the Teaching Excellence Award. Letters of nomination and any questions concerning procedures or criteria should be addressed to the 1985 Teaching Excellence Award Subcommittee chairperson, Professor William Hoffman of mathematical sciences, 334 O'Dowd Hall, Oakland University, Rochester, Michigan 48063 (313) 370-3448.

The 1985 Teaching Excellence Award Subcommittee is composed of Professor Daniel Braunstein of management and psychology; Theresa Brest, a senior



Oakland University Foundation Executive Trustee Marvyn L. Katke (center) and six of the seven Foundation scholars (left to right): James Witalec, Frances Miller, Scott Turner, Jennifer Mast, Cheryl Scott and Greg Hodder.

majoring in engineering; Anita Brouns, an Honors College and arts and sciences alumna; Associate Professor Nigel Hampton of English (the 1984 Teaching Excellence Award winner); Hoffman; Norma Thompson, a nursing alumna; and Paul Van Ermen, a senior with an education major.

Letters of nomination must contain enough supporting information to permit an initial review of the nominee. Superior classroom performance, innovative educational practice, high educational standards and the maintenance of a productive and inspirational learning environment are criteria that should figure in nominations. Acceptance of a nomination by the subcommittee will be accompanied by a request to the nominator to solicit one additional letter on behalf of the candidate, and, in some instances, to provide additional information.

The deadline for nominations is February 4, 1985.

Alumni affiliate news

The School of Economics and Management (SEM) Alumni Affiliate hosted its first Career Day for SEM students on Monday, October 29. More than 40 Oakland University alumni and 20 representatives from local businesses met on campus to share career paths and discuss job options with undergraduates.

The event was chaired by Sandra Giudici, vice president of the SEM Alumni Affiliate. Student organizations that lent

their support included OASIS (Oakland University Accounting Student Information Society), the MIS (Management Information Systems) Club and the Marketing Club. The program, which is expected to become an annual event, was held in conjunction with the department of placement and career services and the School of Economics and Management.

Another Oakland alumni affiliate, the School of Engineering and Computer Science (SECS) Alumni Affiliate, hosted its annual dinner at Meadow Brook Hall on Monday, November 12. The evening's program included Dean Thomas W. Butler Jr.'s address to the university community that opened the School of Engineering and Computer Science's Meadow Brook Seminar Revisited, "The Technological University of the Future."

More than 60 Oakland alumni, faculty and guests gathered at the dinner to celebrate Oakland's 25th anniversary, meet new board members and honor recipients of the Thomas A. Yatooma Memorial Scholarship. The four students that received \$1,000 awards for 1984-85 were: Nanette Mapes of Warren, Lisa Safford of West Branch, James Schewe of Lansing and Matthew Strong of Fenton.

The SECS Affiliate also recognized outgoing board member Mary Clor's ('81) and Oakland University Alumni Association board member David Jeshurun's ('78) volunteer contributions.

Newly elected representatives of the SECS Alumni Affiliate are: Bill Bejcek ('81), Sally Bejcek ('81), Steve Caito ('81, '83), Mike Jones ('79), Phil Mohan ('77), Charles Shannon ('77) and Kathy Simonyi ('82).



Jian-hua Wang (left), president of China's Chengdu University of Science and Technology, and Oakland University President Joseph E. Champagne signing a cultural exchange program agreement.

OU phones Rolm®

On December 17, Oakland University phone numbers cut over to a new prefix, "370." (In most instances, the last four digits have stayed the same for departmental offices.) To reach Oakland University telephone number information, dial 370-2100.

The telephone number change coincided with Oakland's adoption of the Rolm™ CBX (computerized branch exchange) direct inward dialing system, which features single-line telephones for all offices. In addition to adding ease of use and sophistication to calling practices, the system will prepare the university for "information age" communications applications.

There are two exceptions to the telephone number change — the numbers for the Meadow Brook Music Festival and Meadow Brook Theatre box offices, 377-2010 and 377-3300 respectively, remain the same.

Toasting the roast

The Isiah Thomas Roast and Toast, a fund-raiser for Oakland University's men's basketball program, was held November 8 at the Pontiac Silverdome's Main Event restaurant in Pontiac, Michigan. Proceeds from the event will benefit men's basketball scholarships and help offset increasing recruitment expenses. Thomas, a number-one draft pick by the National Basketball Association's Detroit Pistons, is an all-star player who lives in the Detroit area. In his sophomore year at Indiana University, Thomas — playing under flamboyant head coach Bobby Knight — led his alma mater to the

men's basketball national championship. "The Isiah Thomas Roast and Toast gave Oakland excellent exposure. Isiah made a great contribution to the university and the entire athletic department is most thankful for his support," Stan Blackford, sports information director, said.

More than 300 people attended the event — which featured cocktails and dinner followed by Isiah Thomas ribbing and praise by such local notables as Detroit Pistons Bill Laimbeer and Kelly Tripucka and sportscasting personalities Frank Beckman, Fred McLeod and Eli Zaret. Newly reelected Oakland County Prosecutor L. Brooks Patterson was also on hand, serving as "Roast Master."

The roast and toast, brainchild of Detroit Pistons General Manager Jack McCloskey, was organized by a 17-member committee chaired by Dennis Nystrom of the law firm Jenkins, Nystrom, Hitchcock and Nystrom. It also received a good deal of support from Detroit-based corporations.

According to Blackford, "The revenue netted at this event will go a long way toward making our men's basketball program a National Collegiate Athletic Association (NCAA) power."

The Oakland/Chengdu agreement

Through an agreement of cultural, educational and scientific cooperation, student and faculty exchanges between Oakland University and China's Chengdu University of Science and Technology will soon take place.

President Joseph E. Champagne and Jian-hua Wang, president of Chengdu, signed formal papers honoring the agreement on October 24. The project is the first outreach endeavor of the Oakland University Center for International Pro-

grams, which will coordinate the exchange program.

The center will also help bridge the gap between Michigan industries and China and establish additional working relationships between the two parties.

Immediate areas of cooperation between Oakland and Chengdu have been established in the following areas: anthropology, chemistry, computer science and systems engineering, English, industrial health and safety, international business, mathematics, modern languages, physics and systems management.

Oakland University hosts for Chengdu faculty included Richard Stamps, associate professor of anthropology, who has led study tours to China, and Jack Wu, visiting associate professor of economics and management, who has taught at Chengdu.

For more information on the exchange program's services, contact Stamps through the Center for International Programs at 370-2154.



Oakland University's soccer team, under coach Gary Parsons, made it to the National Collegiate Athletic Association championships for the third consecutive year.

Soccer to 'em!

For the third consecutive year, the Oakland University soccer team made it to the National Collegiate Athletic Association (NCAA) national championship tournament, boosting coach Gary Parson's career record to 62-14-6.

Unfortunately, the team ended the season with a tough loss in the preliminary round, bested 1-0 by Seattle Pacific University in Seattle, Washington. The game ended in a scoreless tie after regulation play and two overtime periods. It was decided by a penalty kick shootout with five players from each team taking one shot each.

Seattle Pacific won the shootout 4-2 and was awarded a 1-0 win. By NCAA rules, Oakland earned a tie for its final standings, finishing the year at 16-3-1.

"It was a really hard-fought defensive game, played on an artificial surface in a steady rain," Sports Information Director Stan Blackford said. "The goalkeepers had to make only seven saves between them."



In 1978, the Oakland University Board of Trustees elected to preserve the historic Dodge farmhouse until a suitable use could be determined. It was recently announced that the farmhouse will serve as university office space.

At work on the farm

With the aid of a \$200,000 special maintenance allocation from the state of Michigan, the historic Dodge farmhouse — home of Oakland University benefactors Alfred G. and Matilda R. Wilson during construction of Meadow Brook Hall — will be preserved for university office use.

Automotive pioneer John F. Dodge purchased the farmhouse and its surrounding farmlands in 1908. Dodge died in 1920 and his widow, Matilda, married Alfred G. Wilson in 1925. In 1957, the Wilsons donated 1,500 acres and \$2 million for the creation of Oakland University.

The Dodge farmhouse, which is located across from the Katke-Cousins Golf Course, was vacated in 1978 and various studies were made concerning its upkeep and use. That same year, the Oakland University Board of Trustees decided to preserve the farmhouse in its present state until a suitable use could be determined.

Last March, the university retained John Dziurman Associates, Inc., to assist in making a recommendation on the building's future. President Joseph E. Champagne also asked interested parties for their input regarding possible use and funding.

Office space was the recommendation returned by Dziurman deemed most feasible by the university.

Robert J. McGarry, vice president for finance and administration, said the university was "pleased that a useful purpose and outside funding have been

identified for the structure." McGarry said that the integrity of the building will be maintained but that necessary modifications will be made, and that the university will request authorization to proceed with the renovation at a future board meeting.

In 1980, Meadow Brook Farms and 20 assorted buildings, the Dodge farmhouse among them, were included in the National Register of Historic Places.

Alumni Telefund update

The 1984-85 Alumni Telefund — which ran from November 1-21 at the Katke-Cousins Golf Course clubhouse — raised \$95,179 in pledges for Oakland University, exceeding its \$90,000 target.

Allocation of the pledged funds will be made by President Joseph E. Champagne upon recommendation of the Oakland University Alumni Association.

More than 3,600 alumni donors pledged monies to the telefund. Many additional alumni, students, faculty and staff volunteered their time and talents to the effort.

Thanks for the hard work

Oakland University's alumni volunteers and community volunteers were recently honored by two resolutions from the



Oakland University Board of Trustees.

On June 20, 1984, the board of trustees adopted a resolution honoring the university's community volunteers and designating September 30-October 7 as "Community Volunteers Week."

And on September 19, 1984, a resolution honoring the university's alumni volunteers was adopted.

Both groups of volunteers were further recognized at special events hosted in their honor on October 7. A dinner for the alumni volunteers was held at the Crockery in the Oakland Center, and a tea dance for the community volunteers was held at Meadow Brook Hall.

Memorial garden ground breaking

On November 28, President Joseph E. Champagne broke ground for Oakland University's alumni memorial grove. The initial planting of three American Yellowwood (*Cladrastis lutea*) trees was not dedicated to any specific individual, but additional trees can be added through memorial gifts.

Situated on the edge of Beer Lake, west of Vandenberg Hall, the grove commemorates deceased alumni and students and their contributions to the growth and spirit of Oakland.

Inquiries about memorials should be directed to the Alumni Relations Office, 266 South Foundation Hall, 370-2158.

Share your expertise

Arts and Sciences Career Day '85 needs you!

Alumni are a vital source of information to Oakland University students seeking careers in today's tough job market. Your views, occupational experiences and participation are needed to advise Oakland students at this year's Career Day, to be held Wednesday, March 20, in the Oakland Center.

If you are interested in offering your unique perspective as a College of Arts and Sciences graduate to help students in making career decisions, please return the Career Day coupon by February 8, 1985.

This program is sponsored jointly by the Office of Placement and Career Services, the Arts and Sciences Alumni Affiliate and the Undergraduate Student Alumni Association. For more information contact the Placement Office at (313) 370-3250 or the Alumni Relations Office at (313) 370-2158.

CAREER DAY '85

Name _____

Degree/major _____

Home address _____

City _____ State _____ Zip _____

Employer _____

Occupation _____

Home phone _____

Work phone _____

Please return by February 8, 1985.

I suggest you contact the following Arts and Sciences Alumni who may be interested:

Mail coupon to: Department of Placement and Career Services, Career Day '85, 275 W. Vandenberg Hall, Oakland University, Rochester, MI 48063.

Oakland University Alumni Association presents

A Night at the Silverdome

A Night to Remember

Detroit Pistons vs. Atlanta Hawks

Friday, March 29, 1985

7:30 p.m.

Join Oakland University alumni and friends at an exciting National Basketball Association (NBA) game — and for a post-game reception in the Pontiac Silverdome's Main Event restaurant.

\$16 per person includes a game ticket (a \$14 value if purchased separately), hors d'oeuvres and one drink (a cash bar will also be available).

Order early — seats are limited! (Your tickets will be mailed to you.) For further information, call 370-2158.

Reservation Deadline: March 13, 1985.

OUAA Night at the Silverdome

March 29, 1985, 7:30 p.m.

Enclosed is my check for \$ _____, payable to Oakland University. Please reserve _____ tickets for:

Name _____ Major _____ Grad. Yr. _____

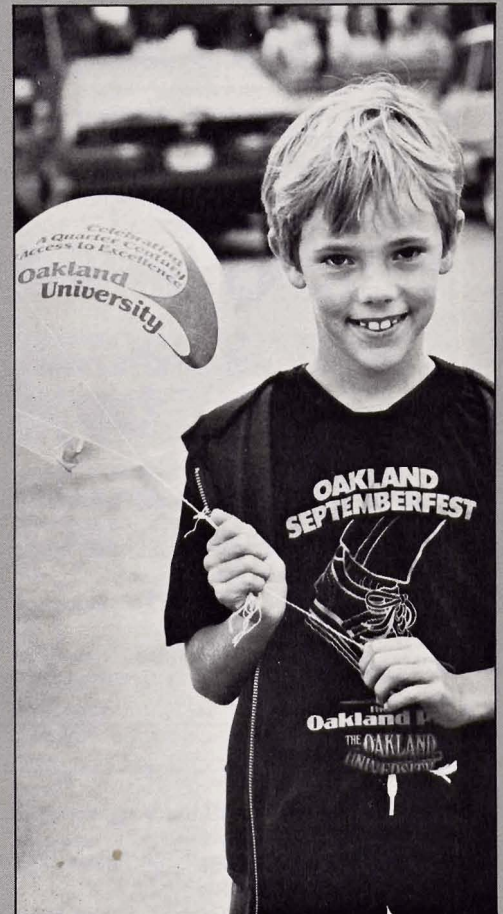
Address _____ City _____ State _____ Zip _____

Home Phone _____ Business Phone _____

Mail coupon and check to: Night at the Silverdome, Alumni Relations Office, 266 South Foundation Hall, Oakland University, Rochester, Michigan 48063.

Hail to the 25th!

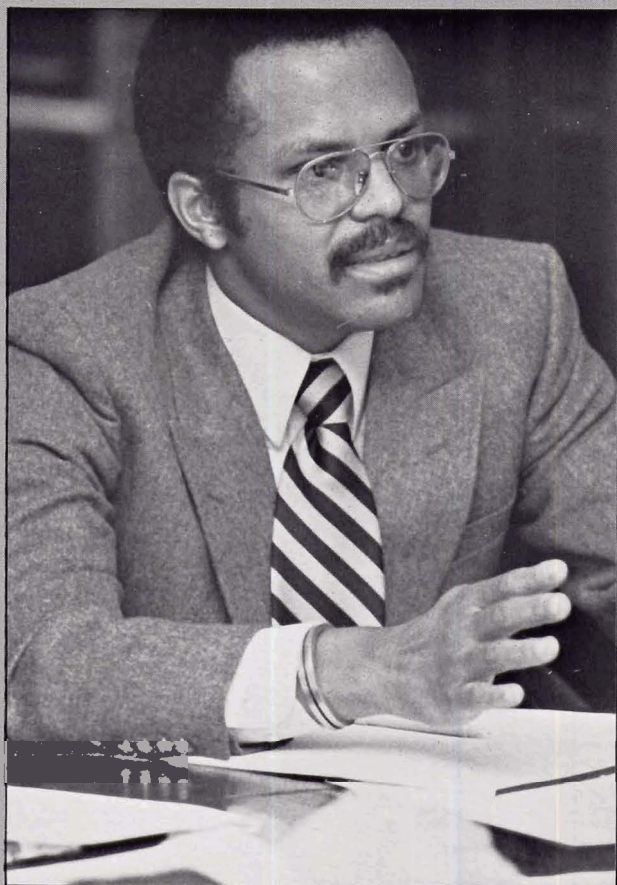
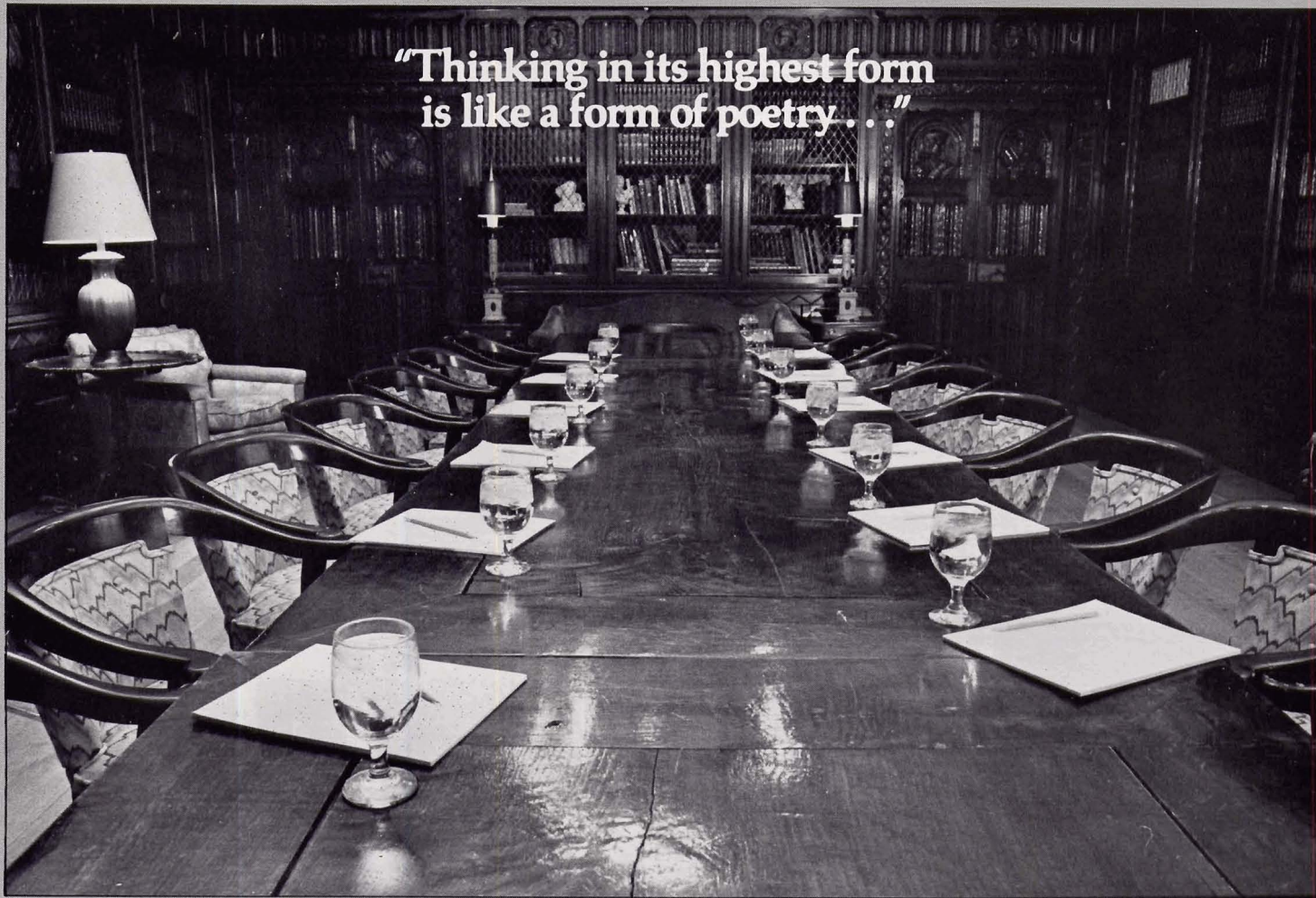
"He that is of
merry heart
has a continued feast . . ."





In 1984, Oakland University marched to the beat of its 25th year — a silver anniversary of providing access to excellence — with celebration that culminated in a September 23 university-wide open house. Oakland's anniversary proceedings were diverse in nature — from a greased pole climb and a fun run to the United States Marine Band and President Joseph E. Champagne's "State of the University" address; from academic exhibits and demonstrations to writer/lecturer Kurt Vonnegut and 1959 films.

"Thinking in its highest form
is like a form of poetry..."



WHAT HAVE WE LEARNED; WHAT SHOULD WE DO?

The Meadow Brook Seminars have been revisited, the dozens of participants have filtered back to their lecture halls, laboratories and offices. So, the question must be asked, what have the experts concluded about Oakland University and its direction for the future? The answers, refreshingly specific, come not from the outside experts but from the university itself.

The first of two parts.

by Keith R. Kleckner



Keith R. Kleckner

During the fall of 1984, Oakland University hosted a steady stream of speakers, commentators and reactors who stimulated our thinking by giving us their views of the state of affairs across the academic spectrum. Attending all of their presentations was exhausting but also stimulating, for such an experience causes one to ponder what we are doing and why we do it. To ponder such things periodically is good for the soul of an institution. The normal course of events has most of us tending to a myriad of daily details and, were there no such things as anniversaries, we should invent them to give us the excuse to contemplate, with no compulsion to apologize for the time so spent.

At the beginning of the series of Meadow Brook Seminars Revisited, some thought that our visitors would come bearing academic flashlights which they would aim in the directions they felt Oakland should develop over the next 25 years. Instead they brought academic floodlights, each illuminating a rather wide expanse and, when taken together, providing no directional information at all. In truth, these good folks were very wise, for they know that only Oakland itself can set its academic directions. Our visitors have now all gone, taking their floodlights with them, and it falls to me to wield the academic flashlight. — author.

PERHAPS THE SOUNDEST counsel we received from our guests was to lead from our institutional strengths. Although at first glance this advice may seem as obvious, and as functionally useless, as an investment counselor's admonition to "buy low and sell high," to the extent that it causes us to examine our strengths it is good counsel. Indeed, an assessment of our strengths, coupled with realistic appraisals of our constraints

and of our opportunities, will provide us with some rather definitive conclusions for directing our institutional fortunes.

A good beginning point is to consider Oakland's place in the constellation of Michigan public colleges and universities. We are unique, and this is a major asset. Oakland certainly differs from the so-called "big three."* Although we, like they, have degree programs at all levels and we, like they, have attracted a highly capable faculty, educated at the country's most prestigious institutions, we do not have their sheer size and consequent ability to mount a wide range of programs. Neither, however, is Oakland so sharply focused academically as to resemble the state's two specialized technical institutions — Ferris State College and Michigan Technological University.

Some people would group Oakland among the regional universities, what I sometimes call the "adjectival" Michigan institutions — Northern, Eastern, Western and Central — because we, like they, have a student body predominately representing a single geographical region of the state. However, Oakland did not begin as a state normal school, its curricula are more diverse and its level of faculty research far surpasses those of the adjectivals.

Oakland does share one characteristic with the remaining Michigan schools — Grand Valley, Saginaw Valley, Lake Superior and the Flint and Dearborn campuses of the University of Michigan — and that is relative youth. All were established during the post-Korean War enrollment boom. Yet none of them has grown to be as large or as diverse as have we, nor have any of these campuses established the academic reputation of Oakland.

Being unlike any of its 14 sister institutions is a clear advantage to Oakland in assuring its place in the Michigan sun, particularly when coupled with our reputation for academic quality. We often lament the fact that there still remain people

*Michigan State University, University of Michigan, Wayne State University

do not know Oakland and who confuse us with a nearby community college of the same name. While this mistaken identity is vexing, we should not be so obsessed with it that we lose sight of the extremely favorable impressions held by virtually everyone who does know Oakland.

Saying "Oakland University" to one of these folks will invariably evoke a positive response that includes at least one reference to quality of program, whether that program be one of undergraduate study, a faculty research conference or a musical or theatrical production. To have established so substantial a reputation for quality in just 25 years is a significant achievement and one in which we should take great pride. We can all name universities with much longer histories but which nevertheless have yet to attain academic distinction. Every move Oakland makes must serve to enhance our institutional quality, for this is our most precious asset. While we can congratulate ourselves for having devised programs of outstanding quality, another of Oakland's principal assets is not at all a result of our doing. Our geographical location in the populous and economically key southeast quadrant of the state is fortuitous. Students for our classes, patrons for our cultural offerings and sponsors for our research and development interests are literally in our backyard. Moreover, within the southeast Michigan sector, the direction of population movement and the direction of economic expansion are both aimed squarely at the environs of Oakland University. In an overall climate of declining enrollments, it is difficult to imagine a more ideal location for a comprehensive university.

A third major asset of Oakland University is its tradition of a strong liberal arts base for all undergraduate curricula. Oakland's early curricula established the tradition well but, following the granting of greater autonomy to the professional schools in 1972, there was some erosion of the liberal arts in a few programs. It is most gratifying to note that in January of last year the faculty reversed this trend and restored a substantial, universal, general education requirement for all undergraduate degrees. Our early graduates repeatedly tell us of the advantages of the broad liberal education they received. Oakland's commitment to a liberal undergraduate education has served both the university and its students well, and we would do well to stand firm in this commitment, the importance of which was reaffirmed during the recent Meadow Brook Revisited seminars.

There you have it — our primary institutional assets as I see them — a solid reputation for academic excellence, a serendipitous physical location and a commitment to found undergraduate instruction upon a liberal arts bedrock.

Having inventoried our assets, let me say a word or two about what I perceive to be our institutional limitations. Foremost, of course, is our funding situation. State appropriations to higher education improved dramatically this year. System-wide, there was an 11 percent increase; however, it was coupled with a tuition freeze. Furthermore, following several successive years of appropriation adjustments well below inflation levels and several years of relative enrollment growth at Oakland with no corresponding marginal rise in appropriation, even 11 percent increases for the next few years will not provide an adequate funding base for our existing array of activities. Asking undergraduate students to make up the difference through hefty annual tuition increases is unacceptable, for Michigan undergraduates already bear too high a proportion of the cost burden.

Neither can we look to our forthcoming development campaign for complete fiscal salvation. The campaign will address some critical needs for new facilities, such as library expansion and laboratory modernization; for new equipment such as computers; and, perhaps, for special library acquisitions. In this fashion the development campaign can provide the economic margin necessary for excellence, but it would be fiscally irresponsible of us to rely upon a largely untapped and untested source of revenue to sustain any portion of the university's regular operating expenses.

There are some other sources to which we can look for increased revenues, particularly if the faculty is willing to assist in the quest. I have no panacea for our economic ills. Leanness of resources is a constraint with which we shall have to live for the foreseeable future.

Another significant limitation with which we must deal is a scarcity of full-time graduate students to serve as bulwarks of our graduate programs. Part-time graduate students pursuing degrees in a variety of disciplines are an academic staple for Oakland University, but it is full-time graduate students who, along with the faculty, make major contributions to the research and scholarly accomplishments of a university.

In part, Oakland's lack of a sizeable cadre of full-time graduate students is a consequence of its limited resources; such students are strongly dependent upon fellowship and assistantship support. The only way in which to expand this support quickly and substantially is to place large numbers of graduate students in our classrooms as teaching assistants. To do so would be a radical departure from Oakland's historic posture of making its full-time faculty accessible, even to beginning undergraduates. I believe that this posture has been a major factor in Oakland's demonstrated ability to compete successfully for highly capable undergraduate students with universities whose names are Michigan household words, and that to abrogate this practice is to compromise both the quality and quantity of our undergraduate student body.

There are other steps we might take to attract more full-time graduate students, but again I can offer no panacea. We should adjust ourselves and our programs to low numbers of full-time graduate students for the short term.

There is a third limitation, one I am hesitant to raise, but I will do so because, unlike the other two, it can readily be overcome. This is the limitation I call faculty nostalgia. Often I hear old-timers among the faculty yearning wistfully for the days when the curriculum was unified and students majored in the liberal arts. I hear statements that "Oakland University has become Oakland Tech."

To the extent that faculty nostalgia transforms itself into faculty malaise and clouds our vision of opportunity, it too is a serious institutional limitation. Although it is true that prior to 1965 there were no professional schools on this campus, it would be incorrect to conclude that the student body of that era was not predominantly professionally oriented. All undergraduates were then majoring in what is now the College of Arts and Sciences, but many, many of them were preparing themselves for teaching careers. Today the situation has changed. Job opportunities for teachers are at ebb tide, and students now prepare themselves for careers in engineering, computer science, business or one of the health professions. These students major in the professional schools that Oakland established beginning in 1965. But students still major in the liberal arts. The college currently has 36 percent more full-time-equivalent undergraduate majors than it did in 1965. But its main challenge now, as then, is to provide strong general-education support bases for our professionally bound undergraduates.

Oakland University has now achieved a broad array of degree programs, as was envisioned by its founders. We can remain a comprehensive university of more than 10,000 students, or we can discontinue our professional programs and exist as a small, undergraduate liberal arts college of perhaps 3,000 students, for as long as those who fund us consider such an arrangement viable. I submit to you that it would not be long. Thus, let us remove from the list of limitations nostalgia for those earlier days. ■

Next issue: Oakland's five major areas of academic opportunity.

Keith R. Kleckner, Ph.D., Cornell University, is Oakland's senior vice president for university affairs, provost and professor of engineering.

YEA, NAY OR

Are women gaining, losing ground or merely holding their own in the political arena? An authority on women in the political process and several of OU's politically active alumnae share their insight.

by Nancy E. Ryan

ALTHOUGH GERALDINE FERRARO did not win her bid for the vice presidency of the United States, she did carve a new niche in the history books. And while women in public office didn't make any extraordinary gains in 1984, they did hold their own.

Are women making gains in the political arena? A record-breaking 65 women campaigned for seats in the U.S. House of Representatives in 1984. Twenty of these 65 were incumbents who retained their seats. But few of the challengers tasted victory.

Prior to the 1984 presidential election, 22 women held House seats. Thirteen were Democrats, nine Republicans. After the election, 22 was still the magic number. But the ratio of Republicans to Democrats had shifted to an even 11.

Simultaneously, the number of women in the U.S. Senate remained constant at two.

However, a change of balance occurred in the gubernatorial ranks as Vermont Democrat Madeleine Kunin joined Kentucky Governor Martha Layne Collins.

One state, Rhode Island, dominated in terms of number of women running on political tickets. Secretary of State Susan Farmer won her second term; Arlene Violet became the first elected female attorney general in the United States; Congresswoman Claudine Schneider was reelected. All of these women are progressive Republicans. Two other Rhode Islanders lost their races: Barbara Leonard, running for senator, and Lila Sapinsley, running for lieutenant governor.

In 1984, the gender gap (the difference between men's and women's votes) — which became noticeably apparent in 1980



— was diminished by 1 percent.

In 1980, 56 percent men and 47 percent women voted for President Reagan. In 1984, the men-to-women vote was 62 percent to 54 percent, respectively.

"Men were much more supportive of Reagan than women but the direction of both groups was the same," says Karen Beckwith, former assistant professor of political science and coordinator of the women's studies concentration at Oakland University. "My guess is that Geraldine Ferraro kept many women in the Democratic Party who would have switched otherwise."

According to Beckwith, Ferraro staunched the hemorrhage of Democratic voters who were switching to the Reagan camp. "Reagan just missed clinching a landslide. A landslide is 60 percent of the popular vote — and he received 59 percent. I think that we can credit Ferraro with depriving him of that extra 1 percent."

Over the years, the number of women in politics has increased dramatically.

Since 1973, the number of women in political offices has more than tripled (the number of women in state legislatures has more than doubled). Yet only 2 percent of the U.S. Senate is female, and only 5 percent of the House. (In 1973, women held no seats in the Senate and only 16 seats in the House, representing 0 and 4 percent, respectively.)

However, beginning with America's first Congresswoman, Jeanette Rankin, in 1917, a number of "firsts" have occurred.

President Franklin D. Roosevelt appointed Frances Perkins as secretary of labor in 1933.

In 1964, the Republican Party gave Margaret Chase Smith its second-highest number of votes for presidential nominee.

In the mid-1970s, Democrats Ella Grasso of Connecticut and Dixy Lee Ray of Washington became the first female governors to enter office without first succeeding their late husbands.

Republicans Paula Hawkins of Florida and Nancy Kassebaum of Kansas became the first female senators to win seats independently of deceased husbands in the early 1980s. (Kassebaum, daughter of Alf Landon — governor of Kansas from 1934 to 1936 and a former presidential candidate — did initially campaign under

the name Nancy Landon Kassebaum.)

And in 1981, President Reagan appointed Sandra Day O'Connor as the first (and only) female justice of the U.S. Supreme Court.

Eight females have served as cabinet members in addition to Perkins: Oveta Hobby, secretary of health, education and welfare, appointed by President Eisenhower in 1953; Carla Hills, secretary of housing and urban development, appointed by President Ford in 1975; Juanita Kreps, secretary of commerce, appointed by President Carter in 1977; Patricia Harris, secretary of health and human services, appointed by President Carter in 1979; Shirley Hufstедler, secretary of education, appointed by President Carter in 1979; Elizabeth Dole, secretary of transportation, appointed by President Reagan in 1982; and Margaret Heckler, secretary of health and human services, appointed by President Reagan in 1983.

"In terms of appointed positions in the United States, women have been gaining in increasing numbers and percentages since the Kennedy administration," Beckwith said. In 1961, President Kennedy established the Presidential Commission on the Status of Women, an impetus behind women's growth in politics.

The gain in numbers can also be attributed to Federally Employed Women, an organization that organizes women who work in the federal service, initiates lawsuits and pressures executive officers to appoint more women to power positions.

Two party procedural rules have also influenced women's progression into politics. The McGovern/Fraser Commission established criteria specifying that state delegations to national Democratic Party conventions include as fair a representation of women delegates to women's representation in the party as possible. (Party representation is roughly 50 percent.) Rule 29B indicates that women in Repub-

lican delegations should be proportionate to their political representation in the party.

But while women's impact on party platforms and in numbers of delegates is increasing, Beckwith says that the parties are *not* supporting their women politicians adequately.

"It takes time and a massive struggle to get nominated. And the women who make it often get nominated in what are called 'throw-away districts' — districts in which no nominee from that particular party could possibly hope to win the seat.

"When they do get nominated and win the seat," she said, "they are often challenged by men from within their own party in the next primary. Men who are appointed are usually not challenged within their own parties."

Traditionally, women in politics have followed a different career route than men. Whereas men politicians come from business or law backgrounds, women historically glean their experience from volunteer work or civic involvement.

"Women tend to enter politics a decade-and-a-half after the average man does," Beckwith said. "They usually postpone their campaigns until their children are old enough to be on their own."

However, this may be changing. Studies indicate that a new breed of woman politician, who enters office in her mid-30s with a law degree and law-practice experience, is emerging. Elizabeth Holtzman and Carol Bellamy of New York are examples of this trend.

Women seem to be making the greatest gains at the local level, and there is evidence that they are winning state elections with more frequency.

"There is some argument that as women become more politically skilled at the local level they will constitute a core of qualified women to run for federal office. But the problem isn't that we don't have qualified

women. We do, overwhelmingly. The problem is that the political parties are not getting them nominated," Beckwith said.

"The real success of women in politics in this country depends first and foremost on the strength of an organized women's movement that can apply pressure, influence elected officials and raise campaign funds."

Beckwith says that the National Organization for Women is gaining in political sophistication and power, and that the women's movement is alive and well.

"Every year there's a 'death of the women's movement' article published and every year it's wrong."

She cites self confidence, a supportive spouse and the backing of a women's organization as prerequisites of a successful political career, and advises potential candidates to run on feminist issues.

"You should have a really strong sense of ego and the ability to rely on it in public situations," she explained. "And if you have the support of organized women you'll have both a political and emotional base to fall back on."

It is anticipated that the breaking of the gender barrier in the 1984 presidential race will have a long-term effect on America's political process. On a short-term basis, it is being credited with moving some women's issues closer to the political forefront and inviting further participation.

"I think Ferraro provided a good example for female candidates nationwide and showed many people what a qualified female candidate looks like. She probably inspired a lot of younger women . . . and will be an asset campaigning for women," Beckwith said.

Watch the election returns of the 1986 U.S. House and Senate races (Ferraro herself is being coined a "good bet" for New York senator) for telling signs.

Alumnae views begin on page 16.



KAREN BECKWITH

Riding on the coattails of Geraldine Ferraro's historic quest for the vice presidency of the United States, OAKLAND UNIVERSITY MAGAZINE staff writer Nancy E. Ryan interviewed Karen Beckwith, former assistant professor of political science and coordinator of the women's studies concentration at Oakland University, and a sampling of four Oakland alumnae and one student who are participating in the political process. Beckwith, now of the faculty of the College of Wooster in Wooster, Ohio, is the author of *American Women and Political Participation: The Impacts of Work, Generation and Feminism*. She is currently working on a second book, *American Women in Public Affairs*. The "hands-on" views and stories of Oakland's women in the political process complement Beckwith's insight.



"If a woman wants power, she must learn to raise and distribute major amounts of money. Many women beginning careers in politics have missed the boat by staying away from this area. This is where you make contacts that stay with you forever."

RONNA ROMNEY,
Bloomfield Hills, Michigan

"A WOMAN WHO can handle money will stand out — she is a phenomenon — and she will go further than her male counterpart," says Ronna Romney. "Fortunately, there is a trend toward more female involvement in financial areas."

Romney, a politician, writer, lecturer, wife and mother of five, was introduced to politics when her father-in-law, George Romney, ran for president in 1968. (Her husband, Scott, is a senior partner with a major Michigan law firm.)

She campaigned for Lenore Romney during the 1970 U.S. Senate race, and co-chaired Richard Nixon's 1972 presidential campaign in Utah. In 1982, Romney co-chaired Richard Headlee's gubernatorial campaign, raising more than \$1 million for the effort. This year, she served as financial co-chairperson in Michigan for the Reagan-Bush campaign.

Romney was recently elected as national Republican committeewoman of Michigan and appointed to the president's National Advisory Board on Adult Education. She is also 1984 honorary chairwoman of the Detroit Metropolitan area American Cancer Society.

Romney graduated from Oakland University in 1967 with a major in education and minors in history and art history. "That was back when mothers always said 'get an education degree.' My ultimate goal at that time was to get married," she

explained. "If I could change anything I would have geared myself more toward a career — maybe in law. The role of women is so different now... I tell young women that they can have it all."

"I typify the woman who was trained to stay at home and then yearned to create a new productive avenue. To keep life as full as possible, I decided to write books and pursue politics more actively," Romney explained.

Romney's first book, *Giving Time a Chance*, was selected for the B. Dalton's "Hooked on Books" list and is a Literary Guild selection. Her second book, *Women in Power*, is scheduled for a spring 1986 release.

Romney honed her management and organizational skills doing volunteer work, and moved into politics with force at age 37.

"I had a benefit — a well-known name. But there's also been more pressure to perform because of it. Women in political positions are more noticeable, and the roles I've played have been traditional male roles. Men listen, but at first they don't take you seriously," Romney said. "Women who come from a wife/mother background have another disadvantage — they don't have 'credentials' behind their names. They really have to prove themselves."

According to Romney, women entering

the political arena should develop their skills by working full-time on a state campaign, visiting the campaign headquarters on a daily basis and getting to know as many people as possible.

"Hard work and long hours, these separate successful from non-successful people in all endeavors. Paying your dues is important. I'm highly organized and very disciplined — I work hard at what I do."

She is a strong proponent of women in politics. "Women bring a lot of common sense to politics. Most women start in politics in their 40s. They don't do it for the money and aren't affected by special interest groups. Women in politics help keep men down to earth."

"Both the Reagan and Mondale presidential campaigns were run by baby boomers, people born after World War II. More and more of our politicians are going to be from this group. And you'll see a lot more women in political positions — there is a tremendous window of opportunity for women in politics."

The *Detroit News* recently named Romney as one of "Ten Women to Watch in Michigan." She was previously selected by *Monthly Detroit* as one of its "People to Watch in the Eighties."

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"I think that the political process without women is incomplete. Whenever you have decisions being made by grey-haired men in smoke-filled rooms you have an incomplete process. For the process to be complete, women have to be involved. Women affect the political process positively, they bring a lot to it."

MARDA ROBILLARD
Arlington, Virginia

"To succeed in the political arena, women must show people what they can do. Some people may initially give more respect to a man. But by proving themselves through competent work, women can gain respect of their own."

JANE HERSHEY,
Okemos, Michigan

MARDA ROBILLARD, a 1978 Oakland University graduate with a B.A. in Communication Arts, serves as aide (Michigan liaison) to Senator Carl Levin.

"I went to work for Carl Levin because I believe in Carl Levin. And I think politicians look for people who believe in what they do — people in whom they can trust," she said.

Robillard's first job out of Oakland was as scheduler for Senator Levin's 1978 campaign. Prior to that, she completed an internship in Senator Donald Riegle Jr.'s office.

"That really taught me what a senator's office and constituent service was all about," Robillard explained.

Robillard's responsibilities within Senator Levin's office are varied. She utilizes her written and verbal communication skills in a number of ways, writing congressional record statements, composing letters of recommendation and greeting groups of constituents, among others.

In addition, Robillard manages the office's internship program and serves as systems administrator for a new computer system.

"Politics was always one of my interests. Its motivational factors were Watergate and the Vietnam War," Robillard said.

"Ideally, I hoped to combine my interest in politics and skills as a writer. Fortunately, it worked out that way."

According to Robillard, her journalism and public speaking courses have proved their worth. "These are helpful no matter what career you go into. You have to feel comfortable with your communication skills." She is also an avid reader, of everything from political journals to newspapers.

Robillard, who was affiliated with the Rochester Democrat Club and Oakland County Democratic Party, stresses the need for involvement to those seeking politics-related careers.

"Get involved — learn the ropes and develop a political base. Do good old-

fashioned political campaigning, knocking on doors and the like."

She also suggests combining practical experience (fund-raising, for example) with political interest and knowledge.

"Who you hire for your campaign staff may be different from who you hire for your office staff," she explained. "In the office you need somebody who has knowledge of the whole procedure. At some point you need to focus on experience."

"Politicians are looking for bright people who are loyal and have principles. This isn't an area in which you go to work for the money or because you need a job."

Although Robillard has no aspiration to run for office, she is very supportive of female candidates.

"For women's viewpoints to be understood, they must be involved. But I don't think that women can only represent women, or men only represent men," she said.

"I DON'T THINK that being a woman has helped or hindered me," says Jane Hershey. Being able to accomplish what I set out to do — that is the main factor."

Hershey, a 1981 Oakland University graduate who majored in public administration and public policy and minored in management, is director of administration and local party operations for the Michigan Republican Party.

"I was exposed to politics during different phases of my life. My family was involved in the Republican Party to some degree. But Oakland played the major role in the process. The university put me in touch with the opportunity to contribute in this field."

Hershey's on-campus political involvement began with Repolitik, a nonpartisan organization that focused on key issues and proposals and hosted educational events, and culminated in the Oakland University Congress presidency in 1981. She also became active in county Republican Party politics, serving as campaign

manager for a county commissioner race and as secretary of Richard Headlee's 1982 gubernatorial campaign.

Headlee's campaign introduced Hershey to another Oakland alumna, Ronna Romney, who would influence her career.

"You need to get to know people — and you can't get to know them until you meet them. Involvement in student government or with a particular political party . . . this type of experience is necessary, along with your classes," Hershey said.

Hershey's position with the Michigan Republican Party is twofold in nature. Her administrative duties include office and personnel management. And as a political director, she is responsible for coordinating and directing field staff and political programs, and for all activities related to a successful local and county election year.

"It gives me the opportunity to work with the political candidates. I love it — it's what I enjoy most. It also consumes most of my time."

When evaluating prospective employees, Hershey looks for a well-rounded education coupled with involvement.

"I look for someone who's been actively involved, is dedicated and works hard," she said. "The political process requires lots of hard work and hard hours. Our people need stamina, dedication, enthusiasm, high values . . . and experience with the process."

She cites her involvement in student government and studies through Oakland's Honors College as important extra-curricular and academic influences on her career.

"I think the political process affects everyone, women as well as men. It allows everyone to make a difference, to contribute to public policy and society in general," Hershey explained. "But there are certain things that are of more interest and applicability to women, and women can use the political process to make sure their views are heard."



"The political process needs hard-working, sincere, honest people who can bring different opinions and backgrounds to it. This is what makes the process work. The population is diverse and its political representatives should be also."

MARY ELLEN PARROTT,
Utica, Michigan

MARY ELLEN PARROTT served from 1982 to 1984 as 26th District representative to the Michigan House of Representatives. (The 26th District encompasses one-half of Romeo, Washington Township, Shelby Township, Macomb Township, the city of Utica and the northern portion of Sterling Heights.)

In conjunction with this office, her everyday responsibilities included serving on committees, giving reports, voting on the House floor, monitoring citizen complaints and lobbying for community funding.

Parrott's legislative agenda often focused on environmental concerns. She sat on the Conservation and Environment Committee and worked on an amendment to Public Act 641 (the Solid Waste Landfill Act), which was passed by the House but not by the Senate.

"This amendment would have increased the holding of a landfill operator's bond (when he closed down a site) from five to 15 years. Five years isn't long enough," she explained.

Parrott also helped introduce two water diversion bills that addressed Michigan's water usage, water consumption and water table determinations. These also met with Senate disapproval.

Parrott says that her ability to think and reason logically — reinforced through classroom study in mathematics — has helped her in public office. "Common sense — having both feet on the ground

— is an important attribute to bring to any career," she said. She also found her public speaking skills, "the ability to think on my feet," to be extremely helpful.

From 1976 to 1982, Parrott was treasurer of Shelby Township. This appointment followed an administrative teller position at the National Bank of Detroit.

As treasurer on the township board, Parrott was in charge of tax collection and distribution; revenue allocation; and investment of township funds. She shared the accounting duties with the township clerk. She was also part of Shelby Township's administrative committee, which runs the township offices.

According to Parrott, being a woman has both helped and hindered her when running for office. "When I campaigned in 1982, many people said they were glad to see women candidates." However, she feels that being a woman was a detriment this year — that public opinion has shifted once again.

"Women need to be more conscious of how politics affects them and how they affect politics. The political process does affect women. Women in the legislature need to examine every bill and ensure that women are included — and in the right perspective.

"They also need to be represented more extensively. Only 14 of Michigan's 110 House members are women, and two of its 38 senators. On the other hand, 52 percent of the population is female."

Parrott is currently enrolled at Oakland University, working toward a general education degree. She also attended Oakland in the early 1960s, majoring in mathematics.



"A lot of people with whom I've been associated just 'fell' into politics. There's usually something that they're interested in that gets them involved. People interested in pursuing political careers often choose to associate with groups that have members who are involved in politics or have definite political affiliations."

ARLENE RAMPSON,
Rochester Hills, Michigan

"FOR ME, MY POLITICAL entry point was the League of Women Voters, Arlene Rampson says. "For others, it's a specific political party."

Rampson received her B.A. in political science from Oakland University in 1984. She attended the University of Michigan for three semesters in the early 1950s, prepping for political science and journalism studies. Family life interrupted her academic pursuits. But, after obtaining legal assistant certification from Oakland's Division of Continuing Education in 1980, she decided to finish her degree.

"I think that Oakland is an excellent university and that its political science department is an excellent one. My classes were good, as were my professors. Oakland would be attractive to a great deal more people if it were farther away. It doesn't always get the respect it deserves because of its 'close' location," Rampson said.

From 1970 to 1981, Rampson was a member of the Avon Township Planning Commission. In March 1984, the Avon Township supervisor appointed Rampson to a three-year term on the Rochester Hills Planning Commission.

According to Rampson, the planning commission is primarily a recommending body. Its responsibilities include setting forth a master land use plan for Rochester Hills property and reviewing designated use of property; working on a zoning map and regulating the use of zoned land; and

reviewing site plans for various development purposes.

Recommendations made by the Rochester Hills Planning Commission are passed to the Rochester Hills City Council for approval.

"I personally like to see elected officials who have broad backgrounds and ranges of interest. I find it disturbing that some elected officials come into office with only one ax to grind. I like to see people elected who have 'evolved' : . . ."

The word evolved fits Rampson's experiences well. She became interested in millage proposals when her children entered school, and has joined forces with other citizens on additional issues of community concern.

"One thing led to another. I met people who were members of committees I served on and benefited from their knowledge and input along the way," she explained.

She also credits the League of Women Voters as a viable learning base. "Their studies added to my academic background. Being a part of this group kept my interest in political science alive."

Rampson's interest in public affairs also rubbed off on her oldest daughter, who is a zoning coordinator in Ann Arbor.

Rampson does not feel that being female has unduly affected her career.

"They tell me that I was the first woman to serve on the Avon Township Planning Commission. Maybe some parts of the community weren't willing to accept

women in the political process. But a lot of that bias has disappeared — from my perspective, most people are now accepting women in the political ranks." ■



Barbara and Jim Dale

THE BARBARA IN THE DALE

Greeting card entrepreneurs
contemporize humor —
and have fun
doing it

by Nancy E. Ryan

"HAPPY BIRTHDAY, I admire people your age!" the pigtailed, cherry-cheeked urchin of a girl on the Dale Card™ says (sweetly). "There aren't that many of them."

Just one in a cast of hundreds, she was designed by Barbara Dale of Baltimore, Maryland (and Oakland University, B.A. in English, '73).

Dale Cards™ (a trademark of Recycled Paper Products Inc. of Chicago, Illinois) is the brainchild of Dale and her husband, Jim, vice chairman/creative director of the W.B. Doner & Company advertising agency.

The Dales also created the popular "Working Woman" and "Joys of Motherhood" product lines.

Dale has successfully combined her English background with studies undertaken at the Cranbrook Academy of Art. "I think that both English and art are necessary to my career. I'm just lucky that I 'fell' into a profession where I can utilize both. At the time, I didn't know that we'd be writing and designing cards."

Writing and designing, photocopying, hand folding and sending their cards to friends turned into a full-fledged business for the Dales. Since the initiation of a contract with Recycled Paper Products Inc. (RPP Inc.) — which was signed in August 1981 — the Dales' cards are being distributed in more than 20,000 retail outlets. They have also become RPP's fastest-growing product line.

The Dales started into the card business innocently enough, while living in Birmingham, Michigan. While sipping wine during a candlelight dinner on a vacation in the Florida Keys about five years ago, Dale proposed her idea of a great greeting card for new mothers.

Jim transferred the idea to paper and polished it up. Soon his lines and her drawings were selling at the local stationery store back home.

"We wanted to send our friends cards that we thought were funny," Dale says, "but we just couldn't find any on the shelves . . . the cards we found were written for the 1950s."

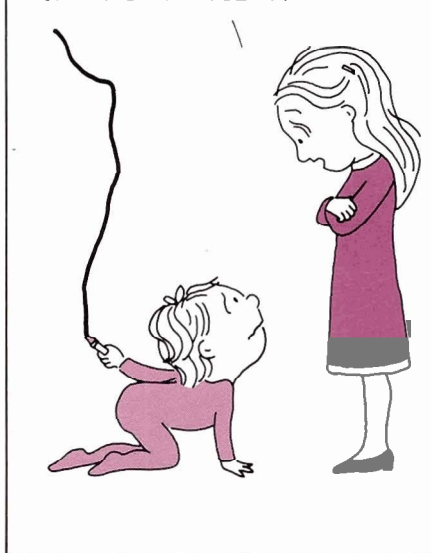
"Our cards say the kinds of things that you would say to your best friends, not phony, insincere messages. They humorize the vulnerabilities that we all have."

So with a \$200 investment and a promise that the "business" would have to pay for itself, the Dales put their cards on the racks. To cut costs, Dale would search for shipping boxes in alleys behind Birmingham retail stores.

She now has her own studio in a Victorian house near her Maryland home. "For a long time, I wanted to separate my home and work life. I wanted to get up and go to work like normal people do. I now have my own studio, where I can draw and write all by myself."

Barbara and Jim Dale spend many an evening hour conjuring up new ideas, most often while propped up in bed amidst yellow legal pads. They have a six-year-

SOMEDAY I'M SURE WE'LL CHUCKLE OVER THIS AS ONE OF THOSE CUTE ANECDOTES FROM YOUR CHILDHOOD, BUT IN THE MEANTIME I THINK I'LL JUST YELL AND SCREAM AND LOSE CONTROL OF MYSELF.



old son, Andy, who's a first-grader.

"He tries to write cards all the time — and calls his school bus a 'rolling banana.' But I think that he's going to be an actor. He's attending an acting class and likes it a lot."

The "Joys of Motherhood" are not lost on the Dales. One of their very first cards — in the group that went out to close friends — reflected this. "Now that you've had a baby," it read, "Life as you knew it is over."

Empathy for mothers, and working women, is the philosophy behind the "Joys of Motherhood" and "Working Woman" series.

"Frazzled, harried, trying to do everything and more. I'm not sure if I know a working woman who isn't like this to some degree. I don't know of one marriage where the division of labor at home is absolutely equal; the bulk usually falls on the female. We attempt to laugh at her situation, instead of cry," Dale explained. "And I think that motherhood is the hardest job of all."

The Dales have expanded the fruits of the "Working Woman" into a book that's due out this May — right around Mother's Day — called *The Working Woman's Book, Or, How to be Everything to Everyone*. According to Dale, it will be 120-130 pages in length (50 percent prose and 50 percent cartoons), and is being published by Andrews, McMeel & Parker of the Universal Press Syndicate, Fairway, Kansas.

Currently at work on 1986 calendars and 60 new cards for their everyday line, Dale foresees a possible second book in the near future — one that highlights the "Joys of Motherhood."

Barbara Dale is designer of the Dale Cards™ and other items, but also gets involved with some editorial functions. Jim Dale writes most of the verse and helps conceptualize the design. It is a joint process.

And consumers seem to agree with the Dales' logo, "Dale Cards™ (they're funny!)." In September, RPP's Dale Cards™ hit the number one slot of the Retail Market Report, which gauges the hottest-selling items across the country.

"I was shocked. What amazes me is that so many people in America have the same sense of humor that we do. We were never aiming at a mass market," Dale said.

The Dales' creations aren't limited to cards and calendars. There are notepads, notebooks, key chains, address books, appointment books, Christmas stickers, potholders, aprons, mugs, travel mugs and more.

Dale looks back on her college days with a sense of humor. "My favorite Oakland experience was playing 'Russia' in Shelly Appleton's political science class. I was the United Nations delegate and did things the premier never told me to do. It was probably one of Professor Appleton's points — that the real world could operate this way."

She also ran for precinct delegate in Keego Harbor as part of an independent study project. "I thought it would be fun — and won the second seat and a trip to the Democratic Party's state convention."

The Dales' ability to see humor in life's situations is a stimulus behind their work. "We decided that there should be a greeting card genre that was contemporary but universal at the same time, cards that are relevant to our lives today and concerned with down-to-earth, everyday things," Dale explained.

"We use our intuition and judgment as guidelines. If it strikes us as funny we think that some other people will think so, too." ■



Dale Cards™, "Working Woman" and "Joys of Motherhood" products are manufactured and distributed by Recycled Paper Products Inc. of Chicago, Illinois.

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Screen 2 of 2
#12 Blumberg, Arthur. Learning and change in groups / Harmondsworth, Eng. : Baltimore : 1976. DLC 9
#13 Blumberg, Arthur. Sensitivity training and the laboratory approach : readings about concepts and applications / Itasca, Ill. : 1977. DLC 9
#14 Blumenthal, Arthur L. Language and psychology; historical aspects of psycholinguistics. New York, 1970. DLC 9
#15 Blumenthal, Arthur L. The process of cognition / Englewood Cliffs, N.J. : 1977. DLC 9
#16 Blumrosen, Alfred W. Black employment and the law. New Brunswick, N.J. : 1971. DLC 9
#17 Blumstein, Alexandre. Mesomorphic order in polymers and polymerization in liquid crystalline media : a symposium / Washington : 1978. DLC 9
#18 Blumstein, Alfred. Systems analysis for social problems; [proceedings] / Washington, 1970. DLC 9

ORIGINAL
SERIALS
JAN 28 1978

ORIGINAL
SERIALS
JAN 28 1978

ORIGINAL
SERIALS
JAN 28 1978

POWER
FOLIO
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105

OAKLAND UNIVERSITY NO. 2

participating libraries.

"What we don't have right now is subject access," Hitchingham explained. "But the capability — the information — is there."

Data-base Searching

Data-base searching, which offers access to a subject approach to journal literature, is also offered through many academic (including Kresge) and public libraries. Titles, abstracts and subjects of articles will all lend themselves to data-base searches.

The result of a data-base search is generally a printed list (bibliography) of references to journal articles, reports or other materials related to the topic of request. Some references include abstracts; others include only the author's name, title of article and other finding information.

At the Kresge Library, data-base search services are offered in the following areas: business and economics; education; engineering, applied science and technology; full text (in which the entire text of the original source document is available for key-word searching as well as on-line and off-line printing); life sciences; physical sciences; and social and behavioral sciences.

"Right now we do the actual searching but encourage users to be present. We use two major vendors — BRS and Dialog. One of the first questions that a potential user asks is 'how much does it cost?' And the bad answer is that it depends on what subject area you are searching in," Hitchingham said.

Data bases are most readily available in the sciences and social sciences. "We tend to have a fairly large concentration of medical and social science users. Our average price might be something like \$20 or \$22. It depends on how big your output is. When we're working with students we explain that there are some simpler things they can do but that they won't be as comprehensive . . . we're very aware of the cost consciousness of students and we try to tailor research methods to what they're doing."

BRS provides bibliographic and full-text data bases over telephone lines to customers' computer terminals. BRS offers more than 80 data bases in the sciences, medicine, business, education, social sciences and humanities plus library references. In addition to producing its own data bases, BRS takes data bases created by other organizations and puts them on a computer system that customers can search.

Dialog features more than 200 data bases in business, science and technology, chemistry, law, humanities, energy, the environment, medicine and current affairs. It also offers a national newspaper service that indexes the *Christian Science Monitor*, *New York Times*, *Wall Street Journal*, *Los Angeles Times* and *Washington Post* and full

texts of *Commerce Business Daily*, United Press International and more than 100 magazines and trade/business journals.

There is also a third major data-base vendor that Kresge Library does not use, SDC Information Services.

As with the OCLC system, a terminal for data-base searching is available within the reference portion of Kresge Library. This terminal is used by reference librarians when deemed necessary or appropriate. "Just as he or she would turn to a particular index or a particular encyclopedia, the research librarian might feel that data-base searching is the best way to satisfy the need for a particular item of information," Hitchingham explained. "In these types of situations — the search tends to take five minutes or less — it is a judgment call and the user isn't charged for it."

Although primarily used by academic customers, both BRS and Dialog are available to consumers who have compatible microcomputers, modems and software. After initiation of a contract and payment of a sign-up fee, a phone call will provide access. Although generally fairly expensive, reduced rates can be obtained with special evening data-base services such as BRS' After Dark or Dialog's Knowledge Index.

Integrated Systems

According to Hitchingham, many libraries are now looking at what they call integrated systems, including Oakland University.

Integrated on-line systems can tell users what a library has, what it will have, if certain materials are being cataloged, what the circulation status is on materials, etc. Some systems also allow users to do a type of data-base searching.

"With a minicomputer, we could have a continuing record of what we have here. Through the OCLC system, it would be possible to build a master record of every item we have," Hitchingham said.

"The real advantage that I see is that you have to come to a library to find out what we have when it comes to books and journal listings. With this, and I'm talking about a generic integrated system, you would have your data base here but the possibility of connecting from remote terminals on campus (or off campus if you have a microcomputer at home). The easier you make libraries to use, the more use you have. Studies over the years have supported this."

Integrated systems can also offer interloan information in the event that a particular library does not have the desired materials in house.

Some libraries in Michigan — such as the University of Michigan-Dearborn's — are using integrated systems. Several others, at Wayne State University and Eastern Michigan University for example, are in the development stages.

"We just saw a demonstration of the

Virginia Technical Library System (VTLS). They developed this for their own local catalog, but it's an adaptation that has full searching features," Hitchingham said. "They have the capability of searching for any word in any part of any record."

VTLS is marketing its system in conjunction with Hewlett Packard. Northwestern University, which has a system called NOTIS, is working in tandem with the International Business Machines Corp. (IBM).

Kresge Library recently received \$347,500 in state funding to support the development of an integrated system at Oakland that will feature acquisitions, ordering, cataloging and circulation on one network. (However, many other areas within the library are in dire need of funding.)

In addition, the Wayne-Oakland Library Federation (WOLF) is in the process of automating a number of public libraries in the suburban Detroit area. Through a federal grant, several institutions — including Oakland University — will soon receive terminals and be able to access the WOLF system. "A mass linking of data bases is going to come within the next several years — a major data-base development within this area," Hitchingham said.

And other developments in the area of library technology have — and are — occurring. The Health Science Library at Ohio State University in Columbus, Ohio, has a Randtriever — an automated book retrieval system. Microfiches are abundant; microfilms of newspapers such as the *New York Times* are also available.

But what does the future hold in store? Hitchingham cites telefacsimile of materials and the "paperless society" as long-range propositions. At the more immediate forefront, she sees more public access terminals and more computer software available through libraries.

"The next thing that libraries will have to do is make a big public relations effort. People have a concept of what a library is and it's unlikely to change unless there is more outreach," she added.

Users interested in computer search methods should go to a library and ask about data-base searching, ask whether the library has an OCLC terminal available for public use, be aware of what the library is doing and become aware of what an integrated computer can do. There may come a time when their home computer will be able to access the library's integrated system — and they should be familiar with its capabilities.

"I guess the bottom line is that everybody should find out what their local library is doing, and if they're close to an academic or research library, they should investigate there," Hitchingham advised. "Information that's repackaged is going to be very costly. There's usually a more economical source — and that source is called your library." ■

Counseling An Introduction

by John Pietrofesa,
Alan Hoffman and
Howard Splete

Houghton Mifflin Company, Boston,
Massachusetts, 1984. 527 pages, hardcover.
Available at the Oakland University
Bookcenter; \$27.70.

"Because counselors today function in a variety of settings — prisons, industry, schools, community mental health centers, vocational/career centers, and substance abuse and crisis intervention centers (to name but a few) — we have designed this book for counselors in all settings who deal with clients with diverse backgrounds and experiences.

"Throughout this book, we have integrated counseling theory, professional issues, practice, and research. It is our belief that all counselors should have extensive background in each area to enable them to make appropriate professional decisions . . .

"Counseling then, as used in this book, is defined as a relationship between a professionally trained, competent counselor and an individual seeking help in gaining greater self-understanding and improved decision-making and behavior-change skills for problem resolution and/or developmental growth. Counseling is provided in a professional setting by a counselor committed to counseling as a way of life . . .

"The early stages of counseling involve gentle exploration of clients' worlds to gain an understanding of them, their thoughts, values, feelings, and behavior. Counselors will use reflection, clarification, confrontation, interpretation of immediacy, and 'red threading' to aid the process. As has been mentioned, warm, empathic relationships are a necessary prerequisite to helping. In many cases, the empathic relationship alone will stimulate the clients to view themselves differently, resulting in healthier feelings and behavior . . .

"We believe that counselors must recognize the professional issues and concerns that affect them in their practice. Second, they need to be proactive in dealing with these issues and concerns. At this time we see the following as major areas of concern for professional counselors:

1. Ethical standards
2. Legal considerations
3. Consumer protection
4. Licensure and certification
5. Accreditation of training programs
6. Organizational involvement

7. Self-renewal: preventing burnout"

Howard Splete is a professor of education at Oakland University. Splete received his Ph.D. from Michigan State University.

Labor and the Chinese Revolution

by S. Bernard Thomas

Center for Chinese Studies, The University of Michigan, Ann Arbor, Michigan, 1983. 341 pages, hardcover.

"It is evident that the proletariat in China, both urban and rural, played a distinctly secondary role in the post-1927, Communist-led phase of the Chinese revolution. But much more significantly, Communist efforts under various versions of the proletarian (or class) line to place labor in the vanguard position proved not only impractical, but essentially counterproductive as well. This line, with its labor class-struggle tactics, its urban orientation, and its promotion of a favored political and economic status for labor, seriously hindered the fashioning of an effective strategy on both the urban and rural fronts and was at odds with the overall interests and successful advance of the 1928-48 revolutionary movement. It raises the question of whether a "class-conscious" labor movement could indeed become the revolutionary leading force in a poor agrarian society such as China, where peasant interests predominated and where private and generally small-scale industry and commerce filled a necessary and still "progressive" function. Not only had the revolution to be based on small peasant proprietors (and on those aspiring to be such), but it also required that both rural and urban capitalist forces be encouraged and protected. In these circumstances, a leading role for the comparatively small proletariat proved politically divisive, economically disruptive, and strategically unworkable. . . .

"Final Communist victory and entry into the major cities in 1949 ushered in a new and vastly more complex stage in the CCP's relations with the working class, a stage already foreshadowed in the more sophisticated and differentiated wage incentive policies taking shape in Communist-controlled urban areas by 1948. By the early 1950s, the impact and importance of a much larger urban-labor constituency and a more specialized corps of labor-union cadres, operating in the context of Soviet-patterned industrialization, added further new dimensions and intricacies to labor policy and to the role of labor in socialist construction."

S. Bernard Thomas (Ph.D., Columbia University) is a professor of history at Oakland University.

The French Correction Grammatical Problems for Review and Reference

by Norman Susskind

Yale University Press, New Haven, Connecticut, and London, 1984. 103 pages, hardcover and softcover. Available at the Oakland University Bookcenter, \$18.30 (hardcover) and \$5.95 (softcover).

"Much of this chapter is laughably easy, but please don't laugh; you might close your eyes and miss something you didn't know, even about the simplest interrogatives. Enough preamble. Here we go. . . .

Inflection

This is the easiest form of interrogation. Surely you were introduced to it during the first week or two of your first French course. Are you bored yet? Don't go away. Here's something that may prove useful: All spoken questions have special tonal patterns. Those that call for a yes or no answer rise steadily at the end. The simple inflected interrogative differs from all the rest in that the only clue to its interrogativeness is the rising tone (when it is spoken) or the question mark (when it is written). It solicits a yes or no answer.

Macbeth a tue le roi?

Ton oncle a les cheveux blancs?

Billy Pilgrim habitait un abattoir?

Les chameaux n'ont jamais soif?

Inversion

"Inversion is the interrogative clue present in all other forms . . .

N'est-ce Pas?

"Ask yourself what is the subject of *n'est-ce pas*. *Ce* is your answer (at least I fervently hope it is). Now ask yourself what is the verb. See? There's an inversion in *n'est-ce pas*, so it turns a statement into a question. It's like adding "isn't she?," "don't they?," and so on. You do it only when you expect agreement.

Tu m'éciras, n'est-ce pas? (won't you?)

Elles ont étudié toute la nuit, n'est-ce pas? (didn't they?)

L'hôtel est agréable, n'est-ce pas? (isn't it?)

Il pouvait se plaindre, n'est-ce pas? (couldn't he?)

Ce jeune Mozart a du talent, n'est-ce pas? (hasn't he?)

"Literally, *n'est-ce pas?* means "is it not?" Add the word "true" and you see how it works. You make a statement and then add "is it not true?," which has the same effect as "haven't we?," "aren't you?," and so forth. . . ."

Norman Susskind, a professor of French at Oakland University, holds a Ph.D. from Yale University.

ALUMNI

1963

Richard Stier of Sarasota, Florida, has been honored as the number one divisional president of U.S. Homes, located in Sarasota/Bradenton. The firm is the largest home builder in the United States.

1969

Susanne Gatchell has been named one of the 272 men and women under 40 "who are changing America" in the December 1984 issue of *Esquire Magazine*. Gatchell is an industrial engineer with General Motors Corporation.

Juliana Texley is one of two Michigan Presidential Award for Excellence in Science and Mathematics Teaching winners. Texley taught for 14 years at Richmond, Michigan, High School and now teaches at University Liggett School in Grosse Pointe Woods. She is editor of *Science Teacher*, a national magazine for science educators, and is a teacher representative to the National Science Foundation (NSF). The awards are given annually to two teachers from each state and the District of Columbia and Puerto Rico. In addition to the honor, the NSF awards a \$5,000 grant to each teacher's school to help improve its science and mathematics program.

1972

Patricia Book presented a paper on physical anthropology at the Annual Meeting of the American Anthropological Society in November.

Colleen Gardiner was named "Woman of the Year" by the American Business Women's Association Chapter of Clarkston, Michigan. Gardiner, a teacher in the Waterford School District for 14 years, has been an elementary school teacher, a reading specialist and the director of a reading skills program. She currently assists educators in applying effective instructional skills.

1974

Donald G. Berch of Okeechobee, Florida, has been appointed branch director for the Indian River Community Mental Health Center.

Greg Bloomfield is associate curator for music in the performing arts department of the Detroit Institute of Arts. He also serves as adviser for the Montreux Detroit Jazz Festival. Bloomfield has a keen interest in American jazz. In a lengthy interview in *Detroit Music '84*, he was quoted on the place for jazz in a museum: "Art put on canvas or carved in stone is shaped and molded so that it becomes something permanent. Other kinds of arts dissipate into time and space and are only there for a fleeting moment. Theatre, dance, music and the spoken word . . . can be reinterpreted in different ways and are never exactly the same . . . I think a museum has a responsibility to present all kinds of art forms, not just those things that can be collected."

Jovan Jovanovski has been promoted to a supervisory position with Touche Ross & Co. in Detroit. He performs general management consulting with an emphasis on marketing, planning and implementation. He previously

was a product management intern with Dupont, a project engineer with the Ford Motor Company and a field service engineer with American Induction Heating. Jovanovski earned a M.B.A. from the Wharton School of the University of Pennsylvania in Philadelphia, Pennsylvania, in 1982. He lives in Farmington Hills, Michigan.

Victoria Kelly-Suzuki is living in Japan, where she is doing a study on Japanese child behavior. She is pursuing an Ed.D. through Harvard University of Cambridge, Massachusetts.

Michael Madaj has been appointed minister of Unity of Pontiac, Michigan. He graduated in June from seminary school in Unity Village, Missouri. Unity is a nondenominational Christian movement founded in 1889.

1975

Catherine Morrison is a first-year law student at the University of Pennsylvania in Philadelphia, Pennsylvania.

Robert Parakis was elected to the Michigan State House of Representatives from the 72nd District, which includes the city of Fraser and Clinton Township.

Douglas Shaw is the owner and president of Cameron Shaw Associates, Inc., in Birmingham, Michigan, a computer consulting firm for automotive industrial software. Shaw and his wife are adopting a Korean child.

1976

Madeleine McLean Longano has been appointed director of public relations/publications at St. Francis College in Brooklyn Heights, New York. Most recently, Longano handled promotions and sales for the Crompton Company in New York. She was formerly administrator of alumni/student affairs for Johns Hopkins University in Bologna, Italy, after doing public relations for Troy State University in Weisbaden, West Germany. Prior to that, Longano designed and led educational tours to Europe. She lives in Park Slope, Brooklyn.

1977

Patricia Mills has been appointed director of public relations for Schuler's Inc. She will supervise the public relations, advertising and marketing efforts of the corporation and its eight restaurants. In January 1981, Mills joined Anthony M. Franco, Inc. as media relations coordinator and later worked as an account executive, a position she held until her appointment with Schuler's Inc. She is also a member of the Oakland University Alumni Association Board of Directors. Mills resides in Franklin, Michigan.

1978

Thomas F. Ewald (M.A. in linguistics, '81) was ordained as a nondenominational evangelist/teacher in May 1984. The Rev. Ewald lives in Hazel Park, Michigan.

Phillip Martin was appointed manager of the Mercy Family Health Center in Detroit this November. The center is part of the Sisters of Mercy Health Corporation's Primary Care Initiative. Prior to this appointment, Martin was with St. Joseph Mercy Hospital of Pontiac, Michigan.

1980

Raymond Hahn graduated from the University of Detroit Dental School in July. He began private practice this October in Birmingham, Michigan.

Alan Parven is attending the New England College of Optometry in Boston, Massachusetts.

Ann Wiles recently joined Peat, Marwick, Mitchell and Company of Detroit, Michigan, as a health care consultant in its Management Consulting Division.

1981

Cheryl Clodfelter is working for General Electric as a lighting sales representative. Her territory covers metropolitan Detroit, Bay City, Flint and Saginaw.

Carrie Conley is employed as a computer programmer by Systematics, Inc., a Little Rock, Arkansas based data processing firm. She currently works at the firm's Pontiac, Michigan, center. She plans to marry Scott Bryson in March 1985.

Myla L. Dorsey has a private counseling practice in Birmingham, Michigan. She specializes in family counseling (individual and group) and women in transition. When not working, she enjoys traveling with her husband, John, and taking care of her three Siberian huskies.

Glenn D. Fielder has been promoted to E.D.P. systems analyst/financial systems for William Beaumont Hospital, where he has been employed since 1978. Fielder, his wife, Nancy, and their three children live in Madison Heights. He also serves as a volunteer police reserve officer.

Frank Valdez, immediate past president of the School of Economics and Management Alumni Affiliate, and his wife, Helen, announce the birth of a daughter, Samantha, on November 15.

Stephanie (Antoniolli) Zein is an accounting analyst for the ANG Coal Gasification Company in Detroit, Michigan. She is developing automated accounting systems for the Great Plains Gasification project, the first large-scale synthetic fuel plant.

1982

Mindy Holliday is enrolled in the Master of Sociology program at Oakland University. She presented a paper, "Ethnicity and the North American Indian," at the annual meeting of the American Anthropological Association in Denver, Colorado, last November.

1983

Michele K. Dodman of Biddeford, Maine, is beginning her first year of medical school at the University of New England College of Osteopathic Medicine.

Donna L. (Taylor) Haiderer and Thomas D. Haiderer announce their December 1984 marriage. Donna is a software development engineer at Chevrolet Division, General Motors Corporation. Tom is a suspension engineer at General Dynamics.

Paul Rasmussen is completing his M.B.A. in finance at Wayne State University in Detroit, Michigan. He joined Chrysler Corporation in September.

Antonia E. Sillick is advertising account executive and media producer with AES, Inc. in Bloomfield Hills, Michigan.

R. Stacy Weaver is a registered representative for 1st Investors Corp. in Southfield, Michigan.

1984

Pamela (Fugate) Demeulenaere is employed by the U.S. Army and works as a civilian at TACOM (U.S. Army Tank Automotive Command) managing and administering government defense contracts. She was married in October and lives in Toledo, Ohio.

Gary D. Lichtman of Southfield, Michigan, is producing and hosting "Coming Attractions," a magazine-feature program broadcast on many cable television systems throughout Michigan and Illinois.

In memoriam

Vaughn B. Lazar ('73) died on October 27, 1984, after an extended illness.

PRESIDENT'S CLUB

New members in the President's Club of the Oakland University Foundation since publication of the fall 1984 OU MAGAZINE are:

Ronald D. Geb, D.D.S.
Rochester

Mr. and Mrs. Seymour S. Feuer
Bloomfield Hills

Mr. and Mrs. James D. Donaldson
Birmingham

Mr. and Mrs. Charles A. O'Brien
Bloomfield Hills

The following couples have become lifetime members:

*Mr. and *Mrs. A. Randolph Judd
Birmingham

Mr. and Mrs. William L. Mitchell
Bloomfield Hills

Mr. and Mrs. Morton E. Harris
Bloomfield Hills

Mr. and Mrs. Robert E. Truesdell
Rochester

Mr. and Mrs. Theodore R. Beck
Rochester

In memoriam:

Camille Torner (Mrs. Charles H.)
Rochester

Richard A. Adair
Bloomfield Hills

*Alumni of Oakland University

FACULTY/STAFF

Anne M. Assenmacher, an admissions adviser, has been nominated to an executive committee representing both public and private four-year colleges and universities by the Michigan Association of College Admissions Counselors. During her two-year term, Assenmacher will be responsible for membership and developing programs for better communications between high school and college counselors.

Daniel N. Braunstein, a professor of management and psychology, is serving a second term on the Society for Industrial/Organization Psychology Program Committee in Division 14 of the American Psychological Association. Braunstein, who has a Ph.D. from Purdue University of West Lafayette, Indiana, will chair a symposium of researchers on exploring management information system design at Oakland University.

Judith A. Brown, a professor of anthropology with an Ed.D. from Harvard University of Cambridge, Massachusetts, is co-editor of *In Her Prime: A New View of Middle-Aged Women*, published by Bergin and Garvey Publishers, Inc. The book is dedicated to Professor Pauline M. Kolenda, who taught anthropology at Oakland University before joining the faculty of the University of Houston in Houston, Texas.

The work of **John Cameron**, Ph.D., Yale University of New Haven, Connecticut, and chairperson of the department of art and art history, will be exhibited in the permanent collections of the National Gallery of Art in Washington, D.C., and the Getty Trust's Art History Foundation in Los Angeles, California. Both museums are jointly purchasing approximately 55,000 prints from Cameron's photographic archive of medieval architecture and architectural decoration. Cameron has collected the negatives since his graduate school days in the mid-1950s and now has approximately 70,000 negatives.

William Connellan, assistant provost, and **Suzanne Frankie**, dean of Kresge Library, will temporarily share some of the duties performed by former Vice Provost and Dean of Graduate Study George Feeman. (Frankie will carry the additional title of special assistant to the provost.) **Joel Russell**, a professor of chemistry and interim director of the Center for Health Sciences, is serving as interim dean of graduate study. Connellan received his Ph.D. from the University of Michigan in Ann Arbor, Michigan; Frankie holds a D.P.A. from George Washington University of Washington, D.C.; and Russell has a Ph.D. from the University of California-Berkeley.

Robert T. Eberwein, chairperson of the department of English, is the author of *Film and the Dream Screen*, a book published by the Princeton University Press.

Jane Goodman, coordinator of career programs and financial manager of the Continuum Center, has been named Group Worker of the Year by the Michigan Association for Specialists in Group Work. Goodman received the award at the Michigan Personnel and Guidance Association's annual convention in Detroit.

Bruce Johnson, assistant manager of the University Bookcenter, has been elected secretary of the 145-member Michigan Association of College Stores. David Bixby, manager of the bookcenter, will continue to serve on the association's board (as immediate past president).

Jerry Rose, director of admissions, has been appointed chairperson of a national task force for development of training guidelines for admissions officers by the American Association of College Registrars and Admissions Officers. Rose has previously served as president of the Michigan Association of Collegiate Registrars and Admissions Officers.

Calendar

JANUARY

- "A Case of Libel"
Meadow Brook Theatre Jan. 24-Feb. 17
- "Chinese Art from Michigan Collections"
Meadow Brook Art Gallery Jan. 27-March 3

FEBRUARY

- OU Alumni Association Business Meeting
Lounge II, Oakland Center Feb. 4
- Alex Haley Lecture
The Crockery, Oakland Center Feb. 7
- School of Economics and Management
Alumni Affiliate Board Meeting
Meadow Brook Room, Oakland Center Feb. 12
- "Come Again, Come Sweet Love," Collegium Musicum
Varner Recital Hall Feb. 14, 15
- "Celebration of Chefs" Stately Dinner
Meadow Brook Hall Feb. 15
- Basketball Homecoming, OU vs. Michigan Tech
Lepley Sports Center Feb. 16
- OU Board of Trustees Business Meeting
Lounge II, Oakland Center Feb. 20
- Nursing Alumni Association/Nursing Honor Society
Lecture, "Legal Aspects of Nursing" Feb. 21
- "Toys in the Attic"
Meadow Brook Theatre Feb. 21-March 17

MARCH

- OU Alumni Association Business Meeting
Lounge II, Oakland Center March 12
- "The Matchmaker"
Varner Studio Theatre March 8, 9, 15, 16, 22, 23
- School of Engineering and Computer Science
Alumni Affiliate "Evening of Theatre"
Varner Studio Theatre March 9
- School of Economics and Management
Alumni Affiliate Board Meeting
Meadow Brook Room, Oakland Center March 12

- "Celebration of Chefs" Stately Dinner
Meadow Brook Hall March 15
- School of Economics and Management
Alumni Affiliate Dinner
Hillcrest Country Club March 16
- "The Graphic Art of James McNeill Whistler"
Meadow Brook Art Gallery March 17-April 28
- Arts and Sciences Career Day
The Crockery, Oakland Center March 20
- OU Board of Trustees Business Meeting
Lounge II, Oakland Center March 20
- "Taking Steps"
Meadow Brook Theatre March 21-April 14
- School of Nursing Research Day/Nursing Alumni
Association Reception for Alumni and Faculty
Gold Rooms, Oakland Center March 28
- OU Alumni Association "Night at the Silverdome,"
Detroit vs. Atlanta
Pontiac Silverdome March 29

APRIL

- OU Alumni Association Business Meeting
Lounge II, Oakland Center April 1
- School of Economics and Management
Alumni Affiliate Board Meeting
Meadow Brook Room, Oakland Center April 9
- OU Board of Trustees Business Meeting
Lounge II, Oakland Center April 17
- "Spider's Web"
Meadow Brook Theatre April 18-May 12
- "Celebration of Chefs" Stately Dinner
Meadow Brook Hall April 19
- "Other Things & Company Children's Concert"
Varner Studio Theatre April 20, 21
- OU Alumni Association Chicago Trip April 26-28
- Registration for spring term April 29
- *Center for the Arts production

KEEPING IN TOUCH

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

Parents — we know that you also enjoy reading THE OAKLAND UNIVERSITY MAGAZINE, your source of university and alumni news. Feel free to use the space below to pass along pertinent information about your children.

Name _____

Street _____

City _____ State _____ Zip _____

Telephone () _____ Major and class _____

☐ Check here if this is a new address.

News and information (be sure to include your year of graduation and maiden name, if applicable):

Mail to: Oakland University Alumni Relations Office, 266 South Foundation Hall, Oakland University, Rochester, MI 48063.

ADDRESS CORRECTION REQUESTED

Oakland University is an equal opportunity and affirmative action institution.

COME HOME TO OAKLAND!

Basketball Homecoming

Saturday, February 16, 1985

Featuring . . .

- **Ox roast lunch and pre-game pep rally**
11:30 a.m. - 12:30 p.m., Oakland Center's Iron Kettle
- **OU vs. Michigan Tech**
Special rate of \$1 per person for alumni and guests!
Women's basketball 1 p.m.; men's basketball 3 p.m., Lepley Sports Center
- **Cocktail reception**
Post-game cash bar — free hors d'oeuvres!
5:30 - 6:30 p.m., Meadow Brook Hall

Hall of Honor Banquet

Dinner and induction of outstanding alumni athletes into Oakland University's Hall of Honor
7 p.m., Meadow Brook Hall

Reservation Deadline: February 8, 1985. For further information, call (313) 370-3190. Reservations will be confirmed by mail. Game tickets will be held in your name at the door of the gym (to be picked up the day of the event).

Sponsored by the Department of Athletics and the Oakland University Alumni Association.

Mail this coupon and a check payable to Oakland University by February 8, 1985, to:

Basketball Homecoming
Department of Athletics
Lepley Sports Center
Oakland University
Rochester, MI 48063

Yes, I'm coming home to Oakland for Basketball Homecoming on Saturday, February 16. I'll be joining you for the following activities:

Activity	No. of Reservations	Amount
Ox Roast	_____ @ \$5.00/person	_____
Basketball Games	_____ @ \$1.00/person	_____
Cocktail Reception	_____ Cash Bar/free hors d'oeuvres	_____
Hall of Honor Banquet	_____ @ \$17.50/person	_____
Total Enclosed		\$ _____

Name: _____ Major: _____ Grad. Yr. _____

Address: _____ City _____ State _____ Zip _____

Home Phone: _____ Business Phone: _____