

OAKLAND UNIVERSITY

Summer 1991

MAGAZINE



THE MEADOW BROOKS
CULTURE FIGHTS BACK



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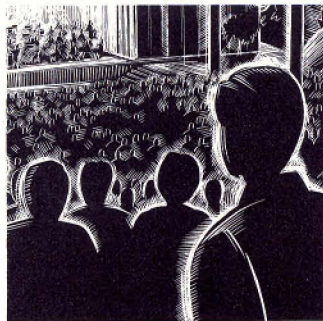
OAKLAND UNIVERSITY

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EDITOR'S CHOICE

ON OR OFF TARGET?

As a magazine staff, we sometimes feel we are throwing darts at that great board of reader interest. Will the readers be attracted enough to the subject matter to delve into a story? And, if they do start reading, will they finish the piece?

Answers to these types of questions often speak to design, graphics, and, of course, writing quality. But before an article ever appears in the magazine, we like to have some idea that it will be important enough to our readers to strike a chord... or a nerve.

Apparently that's what happened when we ran the interview with Michigan Governor John Engler last issue. It struck a nerve, at least with one of you. We have reprinted his letter, in its entirety, below.

We are fortunate to benefit from the feedback of professional communicators through our magazine advisory board (see masthead at right). And, as some 5,000 of you probably remember, we recently surveyed a portion of our readership for, among other things, comments on the magazine's content. (We hope to share the results of the survey, by the way, in an upcoming issue.)

But letters to the editor really get our juices flowing. They're direct one-to-one communication. And letter-writers usually have some fairly strong opinions.

We encourage letters, because at the very least they tell us that we have gotten through to you. So, don't be shy, send them in. While we don't have much

space available, we'll do our best to find some.

And now, let's sit back and read what's on Mr. Spickler's mind.

— Ed.

TAKING AIM

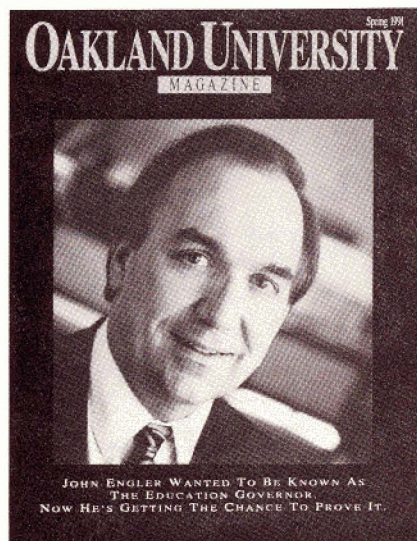
I was initially taken aback at the presence of a John Engler interview in your spring issue. To showcase a politician who espouses the sort of economic bigotry reflected in the governor's slaughter of social

programs is reprehensible.

Engler alludes to the fact that he could teach government on the faculty of OU while lacking the certification to teach a high school civics class. That he doesn't teach at all is a blessing when one considers the kind of convoluted logic his students would be exposed to.

There is, however, a useful side effect of Engler's appearance in your magazine. The cover photo makes a great dart board.

Larry Spickler ('70)



OAKLAND UNIVERSITY MAGAZINE

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Assistant Editor

Duffy Ross

Staff Writer

Vicky Billington

Editorial Assistant

Sheila Carpenter

Promotions Assistant

Kelly Gregor

Art Director

Lynn Metzker

Graphic Artist

Cindy Bromell

Photographer

Rick Smith

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- ☐ Classics of Western Tradition Program
- ☐ Perspectives on Art Lecture Series
- ☐ Sidelights Programs

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BRIEFLY

► The Division of Continuing Education's popular Educational Voyage Series returns this fall with a full slate. The cultural series is composed of four programs: *Enigma of Genius* seminars; *Perspectives on Art* lectures; the *Classics of Western Tradition* literature program and *Sidelights*, lectures that explore issues behind running Meadow Brook Theatre plays. For brochure information contact (313) 370-3120.

► The School of Human and Educational Services has changed its name to the School of Education and Human Services. The name change, approved in April by the OU Board of Trustees, was made to better reflect the primary mission of the school in preparing students for teaching careers.

► Venkat N. Reddy, director of OU's Eye Research Institute, has been named Michigan Scientist of the Year by the Impression 5 Science Museum in Lansing, Michigan. Reddy was honored at the museum's 10th Annual Tribute to Science and Technology Awards dinner. The Eye Research Institute is Oakland's leading single-source of external research funding.

► Gerald Pine has been reappointed to a third five-year term as head of the School of Education and Human Services. The OU Board of Trustees cited Pine for his work at the statewide level — serving on commissions appointed by the State Board of Education and on the Michigan Partnership for Education.

► Season tickets are now on sale for Meadow Brook Theatre's seven-play schedule. The 1991-92 season opens October 3 with *Inherit the Wind*, a show postponed from last season. It will feature Meadow Brook favorites Arthur J. Beer and Booth Colman. For tickets call the box office at (313) 370-3300.

UP FRONT

MARKET FLAIR

Business lesson number one: It's not the size of your company, but the size of your ideas and enthusiasm that counts.

Oakland's student chapter of the American Marketing Association (AMA) learned that lesson well when they edged out competition from more than 400 international collegiate chapters to be named 1990-91 AMA Collegiate Chapter of the Year.

Oakland won on the strengths of its business plan, annual report and monthly programs and activities, including a marketing career day that attracted more than 100 students



Winners: AMA adviser and associate professor of marketing, John Henke, Jr., with AMA members, from left, Dawnaree DeBoer, Karen Argano and Debbi Cheney.

from 25 schools.

"It was like running your own company," says Debbi Cheney, president of the chapter and a senior marketing major. "We tried to find creative ways to make money and to make our money go farther."

John Henke, Jr., associate professor of marketing and Oakland AMA adviser for the last three years, received honorable mention for the Hugh G. Wales award, a distinction given to advisers offering superior leadership and support to a chapter.

FOCUS

Brent J. Garback

President's Club member since 1982

Age: 43

Marital Status: Married, three children.

Home: Troy, Michigan

Profession: Founder and President, *Total Travel Management, Inc.*, one of the nation's largest travel companies — with 65 offices in the United States serving more than 600 companies and organizations.

Last Book Read: *"The Power of Myth"*, by Joseph Campbell. I love that stuff."

Why The Travel Business: "Because for too long, the business traveler has been at a disadvantage. We try to tailor our services to meet *their* needs and respond to the corporate culture."

Favorite Vacation Spots: "Tampa, Florida for the fishing and boating, and London, England for the culture and history. They're the absolute best at what they offer."

What's Hot In Travel: "Learning how to travel for less — that's hot. Everyone wants to travel these days. The key is learning how to do it and be cost effective."



CHAMPAGNE RESIGNS OU POST

Oakland University President Joseph E. Champagne has announced his resignation as of August 1, 1991, to accept a position with Crittenton Corporation in Rochester, Michigan.

Champagne will become president and chief executive officer of the corporation. Formed in 1982, Crittenton Corporation is the parent company that owns a number of health-care operations in northern Oakland County, including Crittenton Hospital.

Oakland's Board of Trustees has named John De Carlo, vice president for governmental affairs, general counsel and secretary to the board, as the university's interim president.

"I am very proud to have been associated with Oakland University and its outstanding faculty and staff for 10 years," Champagne said. "But 10 years is long enough for a chief executive and it is time to move on. My family and I love Michigan and this area in particular, and we deeply want to remain here."

"The opportunity that Crittenton Corporation provides allows me to remain here and to continue to work in the field of human services," Champagne said. "I look forward to the new and difficult challenges ahead, but I shall miss deeply Oakland University, which I



Out: Champagne

love dearly. It is a magnificent university serving a great role in our region."

Champagne came to Oakland in 1981 from Texas, where he was vice president for academic affairs of the University of Houston system. He guided Oakland University through the difficult financial years of the early 1980s and reinforced its educational programs with aggressive collaborative ventures, such as the Oakland Technology Park, alliances with school districts throughout southeastern Michigan and joint ventures with regional health-care facilities, business and labor organizations.

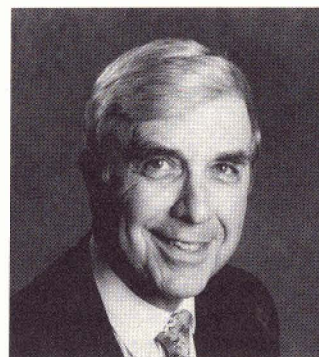
He says his proudest achievement came from the 10-year reaccreditation report of the North Central Association of Colleges and Schools in 1989. In the report, Oakland was cited as poised to be the model university of the 21st century,

combining excellent teaching, scholarly research and active public service in a dynamic and responsive university role and mission.

De Carlo came to Oakland in 1969 and holds a bachelor of arts and a law degree from Wayne State University. Prior to joining Oakland, he held key administrative

positions at Central Michigan University and Chrysler Corporation.

"We were all very shocked, surprised and saddened by the announcement of Dr. Champagne's departure," De Carlo said. "This is a very critical period of time for all of us. With the support of the university community, we intend to make the decisions that are necessary to meet the needs of this institution."



In: De Carlo

BRIEFLY

► OU's West Vandenberg Residence Hall is converting three floors into a "Scholar Tower" in an effort to boost demand for rooms. More than 130 students will live among other academic achievers beginning this fall. The main criteria is a 2.8 GPA. Students who receive merit and Student Life Scholarships will also be eligible.

► A six-member board of examiners from the National Council for Accreditation of Teacher Education was on campus recently as part of a review process required for continued national accreditation. The accreditation by NCATE is particularly helpful for students who may wish to find teaching positions outside the state.

► Oakland University's external funding for research and other sponsored program activity hit a record \$6,601,103 for fiscal year 1989-90, up \$525,749 from the previous year. By broad program area, the total breaks down into academic support (\$4.8 million), student programs (\$900,552) and university programs (\$814,125).

► Nine faculty members have been promoted to full professor by the OU Board of Trustees. They include David C. Bricker, philosophy; George J. Gamboa, biological sciences; Charlotte V. Stokes, art history; Ronald A. Sudol, rhetoric; J. Barry Turett, Stuart S. Wang, Stephen J. Wright and Jerrold W. Grossman, mathematical sciences; and Harold Zepelin, psychology.

► All former OU baseball players are invited to participate in the annual Alumni Game, Saturday, Sept. 14. The festivities begin at noon at Pioneer Field. For information contact Paul Chapoton, head baseball coach, at (313) 370-3190.

WINNING ON EMPTY

Try getting more than 1,000 miles per gallon with *your* set of wheels.

That's exactly what students from Oakland University's chapter of the Society of Automotive Engineers (SAE) did when they placed second in the 12th annual Super Mileage Competition with an experimental car that averaged 1,083 mpg.

Oakland competed against 23 other SAE entries from universities throughout the U.S. and Canada in the June 1 contest sponsored by the Eaton Corporation and held at Eaton's Proving Grounds in Marshall, Michigan.

First place went to a team from the University of California at Davis with an mpg of just over 1,400. Dean at U of C Davis, Mohammad Ghausi, was dean of Oakland's School of Engineering and



Hot wheels: Engineering student Matt Witte tests the super mileage vehicle, sans hood.

Computer Science from 1978-83.

Each vehicle had to travel six laps around a 1.6 mile oval track at a minimum average speed of 15 mph. Competitors had the opportunity to switch off the engines at critical parts

of the test track to help boost mileage. For each vehicle, 100 octane fuel was measured and weighed before and after each test to determine mpg.

Oakland's fuel efficient car featured an 11-foot, missile-shaped fiberglass body on three

bicycle wheels. All entrants ran with a four cycle, two horsepower Briggs and Stratton engine, donated by the engine manufacturer.

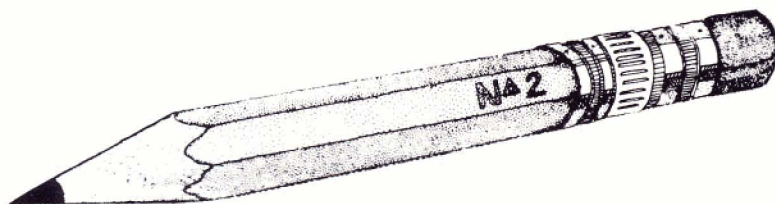
Modifying the engine was the key to Oakland's success, explained Greg Campeau, a senior mechanical engineering student and coordinator of the 10-member Oakland team.

"To increase the compression ratio, we modified the overhead valves and the intake and exhaust systems," he said. "We doubled our power output."

For Campeau and the other engineering students, the hands-on experience breathed life into classroom concepts.

"We reinforced what theory states on a lot of things," he said. "We had to learn internal combustion engine theory, aerodynamics and structural integrity."

Look out, Detroit.



WRITE ON

*Roses are red.
Violets are blue.
If you like to write,
then we want
to hear from you.*

Okay, so it isn't original . . . but that's where *you* come in.

If writing fiction, poetry or short stories is your forte, and you think it's pretty good to boot, then the OAKLAND UNIVERSITY MAGAZINE would like to publish it. We're also interested in any unusual first-person profiles or anecdotal situations you may have encountered.

All we ask is that your submissions be typed, double-spaced, with your name, address and a phone number included. Also, try to keep

them less than 1,000 words. No guarantees, but we'll do our best to run something in each issue. Send them in care of the OAKLAND UNIVERSITY MAGAZINE, Oakland University, 109 North Foundation Hall, Rochester, Michigan 48309-4401.

And if writing *really* interests you, don't forget about the 30th Annual Writer's Conference this fall, cosponsored by Oakland University's Division of Continuing Education and the Detroit Women Writers.

This year's conference will bring to campus more than 500 budding writers and many

prominent local and national professionals from the publishing industry — including writers, agents, editors and playwrights. Past keynote speakers have included Elmore "Dutch" Leonard, Julia Grice and William X. Kienzie.

The October 18-19, 1991 conference will cover every facet of writing, from fiction and non-fiction to poetry and children's books. Sessions will also include helpful hints on publication design and how to get published.

For more information on the conference contact (313) 370-3120.

STAGE FIGHT

BY DUFFY ROSS

BUDGETS ARE TIGHT, INTEREST IS WANING AND A MILLION DOLLAR DEFICIT IS HANGING OVER OAKLAND UNIVERSITY'S CULTURAL ENTITIES. BUT DON'T COUNT THE MEADOW BROOKS OUT.

ON A COLD AND blustery morning in November of 1990, an innocent statement sent shock waves rippling through metropolitan Detroit's concert entertainment business.

Arena Associates Inc., and its parent company, The Palace of Auburn Hills, announced the purchase of Pine Knob Music Theatre — Michigan's largest outdoor concert venue for the past 20 years — which had deteriorated during the 1980s in the face of rising competition and alienated patrons.

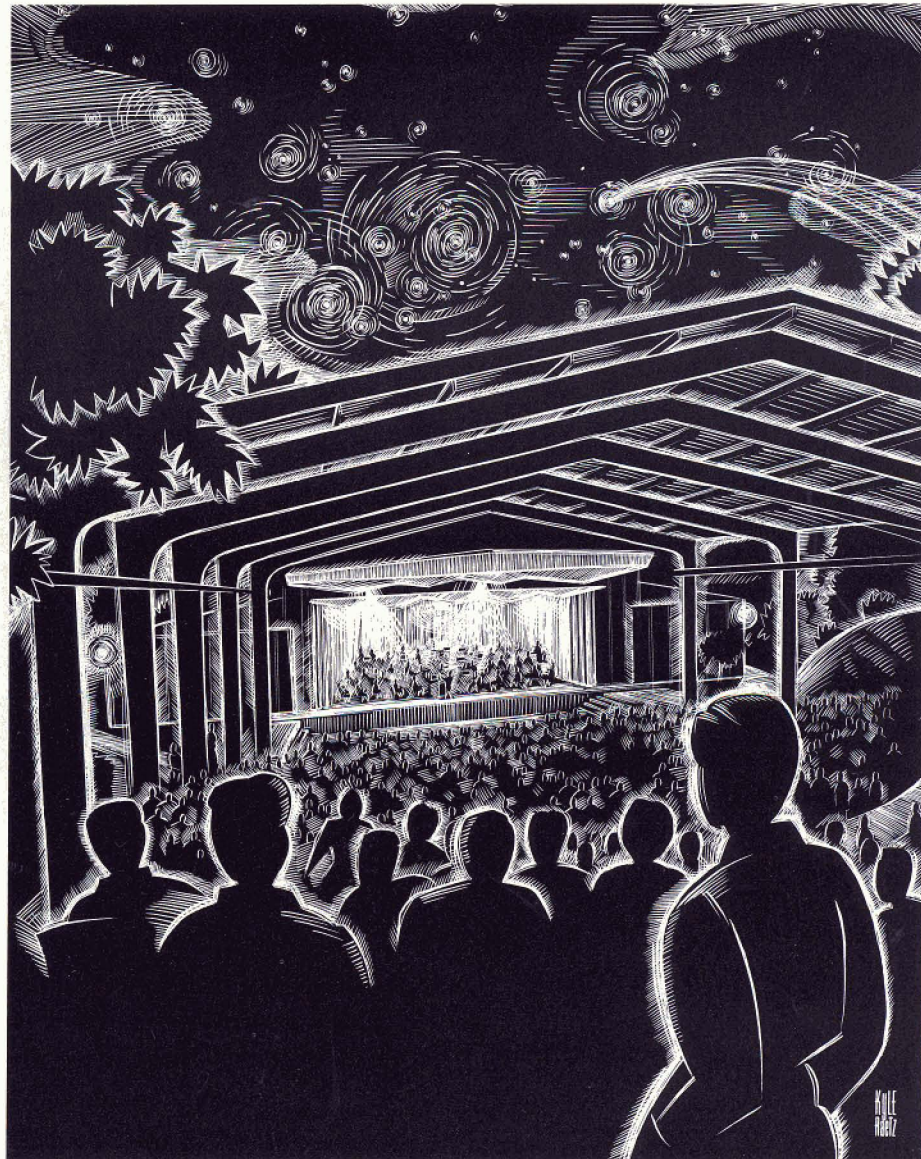
Backed by \$6 million worth of promises to spruce up the place and a commitment to lure back disgruntled customers, officials of the "New" Pine Knob were greeted with a chorus of long cheers from Detroit's summertime concertgoers and music critics.

The best was indeed back.

And Gregg Bloomfield winced when he heard the news.

Bloomfield, managing director of Oakland University's Meadow Brook Music Festival, had a hunch the pursuit to fill his summer concert schedule was about to get dicey.

He was right.



This is a very important year for Oakland University's cultural headliners — the Meadow Brooks.

Faced with stiffening competition, dwindling budgets and a growing sense of consumer apathy, Oakland University officials are keeping a watchful eye on all of the Meadow Brook entities — especially the musical festival and theatre, which have suffered cumulative losses of more than \$1 million during the past three years.

Meadow Brook Art Gallery and Meadow Brook Hall — the historic former home of Oakland benefactors Alfred and Matilda Wilson, now serving as a conference and tourist center — are also adjusting to life in an era of tightening budget constraints.

So why the losses? And more importantly, what is being done to right the Meadow Brook ship?

"Up to 1988, Meadow Brook Music Festival and Meadow Brook Theatre were extraordinarily successful for Oakland

University," says Frank P. Cardimen, Jr., interim vice president for university extension and public service, and the person brought in by university President Joe Champagne in 1989 to begin the digging out process.

"In 1988, a combination of things began to change the complexion of the venues. That should have forced us to change our strategic direction, but we were blinded by our history — which is very natural."

As a refresher course, here is a sampling of recent history for the music festival — which was \$232,000 in the black following the 1987 season.

In 1988, the year of the summer heat wave, it lost \$415,000.

In 1989, the music festival staff booked a conservative season of less acts to rebound from the previous year and consumers balked — to the tune of another \$261,000 loss.

During the 1990 season, the weather turned sour again — this time raining on 11 of 13



Cardimen, in front of the gazebo at the new Meadow Brook Music Festival Gardens.

"It is unconscionable to have losses like we've had in the last three years. We can't afford it any longer and therein lies the dilemma. We must correct the problem. The festival's too valuable to the institution and community to think anything less.

—Frank P. Cardimen

weekends — when the majority of the festival's concerts were scheduled. Total loss for the season: \$478,000.

Adding to the university's woes was Meadow Brook Theatre's \$124,000 deficit following its 1989-90 season.

Count it all up and the current deficit exceeds one million dollars.

"My concern for 1991 is that this may be the year of the locusts and they'll probably wipe out all the woods," Cardimen says, jokingly. "But bad weather aside, it wasn't until this year that we began to understand what was happening to the marketplace. And our people didn't pick up on it until it was too late."

Cardimen believes inexpensive entertainment such as video rentals and the fact that consumers are less willing to commit to season subscriptions have contributed to the festival and theatre's tailspin.

But above all else, competition from other venues continues to haunt him the most.

"The competition has become very, very intensive," Cardimen says. "The metropolitan Detroit area is the most competitive market for entertainment per capita in the United States. Today you have all these promoters sitting back and saying: 'We'll just delay our decision a little bit and then decide who's willing to pay the biggest bucks.'"

Yet Pine Knob isn't the only venue competing with Meadow Brook Music Festival for shows. Detroit's new 4,500-seat Riverfront Music Festival in Chene Park and the Fox Theatre are luring away acts at a growing rate. And don't forget about the Pontiac Silverdome, the Macomb Center for the Performing Arts, The Palace of Auburn Hills and Detroit's Joe Louis Arena.

The Fox Theatre flexed its muscles earlier this year — losing a bidding war with Pine Knob for Diana Ross — but winning the battle for the pop group, *Chicago*.

Bloomfield scored a victory of his own this spring, but it wasn't without turmoil. When word got out what Meadow Brook was offering the Boston Symphony Pops for a single performance in July, Pine Knob upped the ante significantly. The Pops eventually settled on a sweetened Meadow Brook bid — partially, Bloomfield believes, out of loyalty to the past.

In the meantime, Pine Knob coaxed the Detroit Symphony Orchestra away from its established Meadow Brook summer home for three major shows — as well as several family, jazz and middle-of-the-road acts that traditionally had been Meadow Brook's bread and butter.

"It was a much more competitive market this summer. There were just a lot of people

out there trying to book shows," says Bloomfield.

And none more scary than its next-door neighbor, Pine Knob — less than 15 minutes up I-75 from Meadow Brook Music Festival.

"There is no question I'd love to hate (the people associated with) Pine Knob," says Cardimen. "But from a business standpoint, they're damn good and I have great respect for them. They (The Palace) didn't win the *Entertainment Facility of the Year Award* two years in a row for nothing. They know how to market and attack a product head on.

"They are going to continue to make inroads into Meadow Brook Music Festival if we don't do something differently," he says. "I know they are going to succeed because of their history and the money they have to play with. We cannot compete with them and we won't. I'm not about to get into a pricing war with them because we'll lose, we'll absolutely lose.

"It is unconscionable to have losses like we've had in the last three years. We can't afford it any longer and therein lies the dilemma. We must correct the problem. The festival's too valuable to the institution and community to think anything less. So we're eliminating anything risky," Cardimen says.

Cardimen believes the music festival has a legitimate chance to break even this summer. Dropping musicals and subsidies to the Detroit Symphony Orchestra will save an estimated \$200,000. Earlier this year, the university signed Detroit-area promoter Cellar Door Productions to book up to 20 concerts — a pact that will guarantee \$175,000 in income for the festival. Cor-



porate gifts might add an additional \$75,000.

Although the music festival's annual operating budget approaches \$3 million, these days, every little bit helps.

"We're looking at each act and the cost for each act to determine whether or not we'll bring them in," Bloomfield says. "That's really why we will not compete any

longer at the higher levels. The only thing we responded to was the Boston Pops and that was our little line in the sand. We challenged them on that one and fortunately we won."

On the other hand, Cardimen sees an opportunity to create and market an environment that is the root strength of Meadow Brook Music Festival — a place to *experience*, not to just see a performer.

Enter the Festival Gardens — new for 1991 — a \$400,000 project (all donated) featuring the talents of several area landscape and garden-supply companies. The gardens feature waterfalls, paved and lighted walkways, exotic plants and a gazebo, as well as popcorn and ice cream stands, bagpipers, and brass and string quartets.

"We're trying to enhance what we have," Bloomfield says. "If we have to shift away from the 'big acts,' then so be it. But we will have the quality and traditional values that have made Meadow Brook so strong."

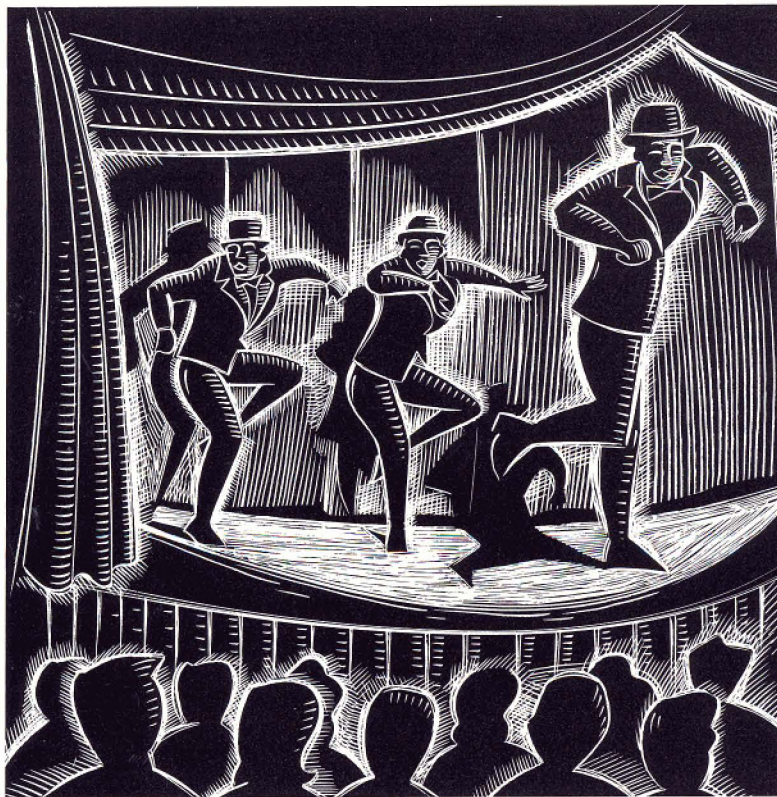
And it's entirely within the realm of the possible that Meadow Brook Music Festival will be managed by an outside promoter next season — full-time — with the university's role whittled down to little more than a landlord renting out space. In January, university officials requested proposals from 40 different promoters throughout the country. Negotiations continue with several — with a series of conditions attached.

"Oakland University would insist on having a right of refusal for any acts that come in," Cardimen says. "We would want to protect and maintain the quality and image we have worked so hard to develop over the last 28 years. We wouldn't want the festival turned into something negative."

Nor would Cardimen want to threaten the festival's development and fund-raising base.

"Last year, combined, the music festival and theatre lost \$602,000 and we made that public," Cardimen says. "It was our feeling that we'd better level with people and find out whether there was support for us. We've received overwhelming support in terms of letters, comments, responses from subscribers and gift givers — it's been wonderful. It really has been the strength to keep us all going."

"Do we need a new box office? Yes, patrons can help with that," Cardimen says.



"Do we need more facilities to support rest rooms and food concession stands? Yes, and our patrons could help with that, too. I think they would do it whether we have a full-time promoter or not — because they still want to see and enjoy the quality programming Meadow Brook Music Festival stands for."

Meadow Brook Theatre has gone through the same kind of strategic planning — even though it is far from nearing the critical stage. Managing Director Jim Spittle says most theatres in the country would do cartwheels if they had Meadow Brook's season subscription base — which is 62 percent of capacity and 83 percent of capacity for total tickets sold.

Meadow Brook Theatre lost \$176,800 earlier this year when the Michigan Council for the Arts froze payments to arts organizations throughout the state, forcing the theatre to postpone *Inherit the Wind* and its cast of 27 until this fall. It was replaced by *Sleuth*, which had a more cost-efficient two characters.

In another effort to reduce costs, the theatre's 1991-92 schedule will include seven plays, rather than the traditional eight.

"All-in-all, I feel very confident about the future of this place," says Spittle. "We can change our product to fit the market and finances and that's good, but we're not in a position to take uncalculated risks."

Unfortunately, on top of money problems, what follows is a perfect example of what Meadow Brook Theatre is up against.

"Meadow Brook . . . has the artistic

values of a second-rate summer theatre. If this is the kind of theatre the university wants, fine, but the taxpayers shouldn't be required to subsidize it. (It is) long overdue for a re-evaluation of its mission and an overhaul of its artistic decision-making process."

Ouch.

Those blistering comments, culled from an article by Detroit News Theatre Critic Edward Hayman in April, are precisely what the theatre doesn't need, says Cardimen.

"We're very sensitive to the marketplace right now," Cardimen says. "We're going to structure performances so we'll always feature one new play, but we're not going to do much avant-garde stuff. We're going to do things that our patrons are looking for us to

do and, quite honestly, we think the theatre is going to emerge even stronger."

Ditto for Meadow Brook Art Gallery and Meadow Brook Hall.

"Even with volume down because of the economy, they're going to be able to break even or maybe make a few dollars," says Cardimen. "They both have tremendous supporters and benefactors," and because they are two of the strongest assets on campus, they will continue to generate programs and support."

Spittle says a big reason why cultural attractions like Meadow Brook Music Festival and Theatre are suffering today is because of a cultural void established during previous generations.

"It is very difficult getting people turned on to the arts when they have had little exposure growing up. Parents aren't interested and many times neither are their children. When a millage fails, what's the first thing to get cut? The arts. We're the ones hurting because of it."

Yet Cardimen sees hope on all fronts.

"Somehow, somewhere, people always emerge that believe the arts are important to society," Cardimen says. "I have a fundamental belief that when push comes to shove, people will step up to the plate and say: 'Yeah, it's important and I'll support it.' They may come in different shapes and sizes, but they're there." ■

A TALK THROUGH THE PARK

by Duffy Ross

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT THE OAKLAND TECHNOLOGY PARK, FROM A TO Z.

TEN YEARS AGO it was nothing more than a concept on paper.

Today, it remains one of the nation's fastest growing research and development technology parks — a model that others continue to emulate.

Developers of the Oakland Technology Park have delicately turned 1,100 acres of woodlands, streams and marshes into an environment designed to stimulate thinking.

Sitting adjacent to Oakland University and Oakland Community College, the tech park includes an automotive technology complex; computer operations centers; the regional, national and international headquarters of several firms; and labor/management training facilities.

New buildings are breaking ground at a steady rate and more are planned. A hotel and conference complex, as well as incubator space providing entrepreneurs with inexpensive facilities while developing new products, are also on the drawing board.

Thousands of jobs have been created while important ties have been established linking university programs with tech park tenants.

And the tech park's future indeed looks bright.

So to bring you up to speed on the 10th anniversary of the park, here's the latest, from A to Z.

A is for Auburn Hills, where most of the Oakland Technology Park's land is located. It is still considered one of the fastest-growing cities in the nation — not bad for a community that was a township until 1984 and didn't have sewers until 1970.

B is for Billions. More than \$3.3 billion will have been invested when the Oakland Technology Park nears completion in the mid-1990s.

C is for the Chrysler Technology Center and Comerica Incorporated. With 3.3 million square feet inside for up to 10,000 employees, the Chrysler facility will house design, engineering and manufacturing process staffs, plus classrooms for employee training. Comerica was the major land holder and first tech park tenant — locating its \$42 million computer center there in 1985.

D is for Diversity. The Oakland Technology Park has taken on an international flavor. Companies from Mexico, Great Britain, Japan, Germany, Italy and Canada have established U.S., North American or world headquarters there.

E is for Electronic Data Systems. Built in two phases, EDS's data processing and general offices employ almost 500 people.

F is for the Future. There is still space in the Oakland Technology Park for another 30 or so companies. Estimates are that thousands of future jobs will be created now that auxiliary enterprises are spawning in neighboring areas along I-75.

G is for GKN Incorporated and GMF Robotics. Great Britain-based GKN, Inc., has placed its U.S. headquarters for front-wheel drive and suspension-engineering systems at the

tech park — employing 150 in the 110,000-square-foot building. GMF Robotics' world headquarters for research and development employs 450 in its 200,000-square-foot facility.

H is for Hub. Oakland University and the Oakland Technology Park are considered an integral part of the Michigan Technology Triangle — which includes the University of Michigan to the west and Wayne State University to the south.

I is for ITT Automotive. ITT's world headquarters for research and development employs 700 in a 303,000-square-foot complex.

J is for Jobs. Lots of them. More than 25,000 employees will work at the Oakland Technology Park by the mid-1990s.

K is for Knowledge. Oakland University's professional schools and the College of Arts and Sciences have found cooperative opportunities with tech park tenants. As one example, the School of Business Administration has organized management development courses for employees in areas such as international development, health care, human resources and the changing financial environment.

L is for Land. The Oakland Technology Park is being developed on 1,100 acres adjoining Oakland University and Oakland Community College.

M is for Marposs Corporation. The U.S. headquarters for the Italian-based company specializing in electronic gauges employs 150 in its 40,000-square-foot research and development facility.

N is for Nature. Natural woodlands cover much of the Oakland Technology Park, and the Clinton River meanders through the area. Wildlife abounds, with much of the acreage preserved in its natural state.

O is for the Oak Tec Office Center — offering corporate office space for 900 employees in the 230,000-square-foot building.

P is for Phases 1 and 2. Phase I, near I-75 and M-59, opened in 1985 with 503 acres set aside for Chrysler's facility, plus 210 acres for Comerica's operations center, GMF Robotics and other tenants. Phase II to the north, accessible from

University Drive near I-75, consists of 52 lots, many of them still available, spread over 375 acres.

Q is for Quote. This one from Eugene A. Miller, chairman, CEO and president of Comerica, Inc., as well as chairman of the Oakland University Foundation: "Our synergistic relationship with Oakland University, the site's easy access and natural beauty, and the responsive, enthusiastic public leadership there made the Oakland Technology Park most attractive to Comerica."

R is for Research. Some great minds are at work at the Oakland Technology Park. Facilities are specializing in computers, robotics, applied engineering, automation and advanced manufacturing techniques — especially in relation to the automotive industry.

S is for SecureData Incorporated. Its data processing center employs 170 in the 50,000-square-foot complex.

T is for Test Track. A portion of the Chrysler Technology Center complex, hidden from view, includes a 2½-mile oval track for engineers to put current and futuristic automobiles through their paces in secrecy. No peeking allowed!

U is for the UAW-GM Resource Center. This North American headquarters is the center for job retraining for the United Auto Workers union and General Motors. It employs 100 in a 40,000-square-foot building.

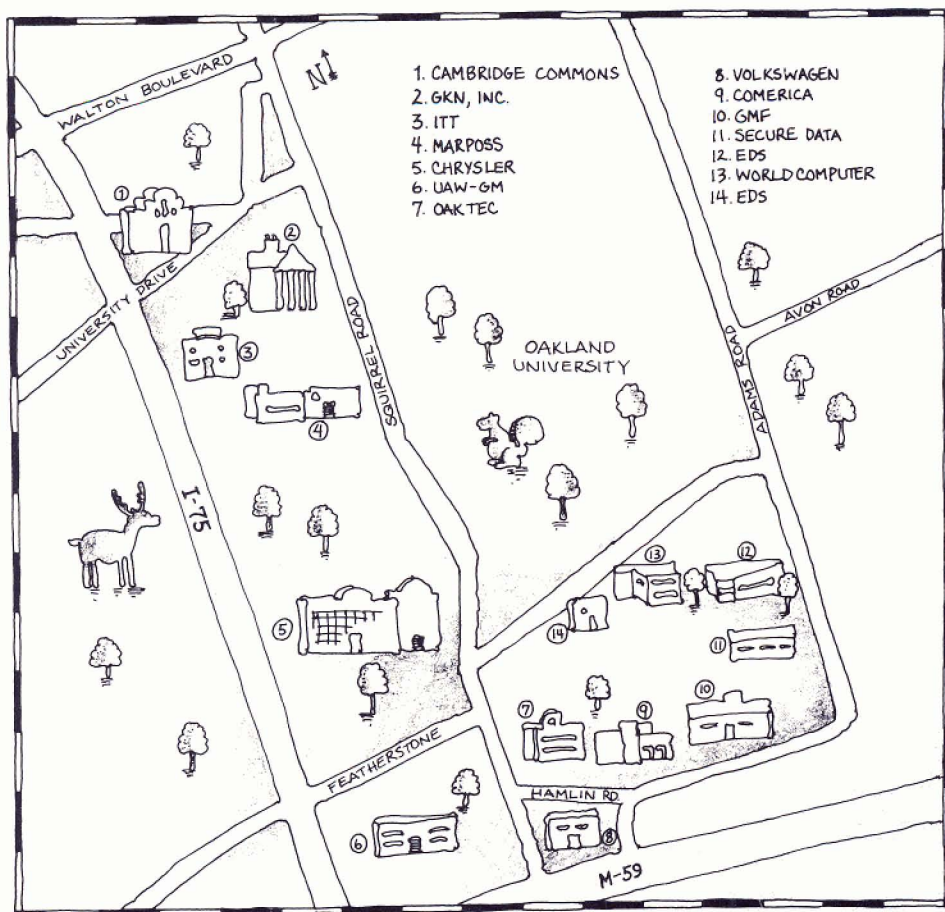
V is for Volkswagen of America. The German automaker's U.S. headquarters houses its research and development, marketing and engineering concerns in the 322,000-square-foot facility. It employs 900.

W is for World Computer. The research and development world headquarters for this company employs 300 in a 55,000-square-foot structure.

X is for Exit (okay, so we had trouble with this one). Because of its size and number of employees, the Chrysler Technology Center is getting its own exit off I-75 to accommodate increased traffic patterns.

Y is for Year. 1981, to be exact and my, how time flies. Oakland University began exploring the concept of creating a technology park a decade ago. The large amount of available land and such factors as convenient access to water, expressways, a major university and a nearby major metropolitan area made the location appealing for large-scale development.

Z is for Zone. The city of Auburn Hills has established a Technology Park District — allowing developers tax abatements of up to 50 percent of a year's taxes for up to 12 years. The city's use of the controversial tax-break zone has pitted developers against one another, and local school districts and surrounding communities against the city. ■



FATHER FIGURE

by Duffy Ross

*Rev. Richard Schaeffer ('74)
is winning hearts
to the priesthood the
way he knows best.
With a smile.*



T RUE STORY.

You're young, good looking and you possess a rebel streak that would make James Dean blush.

You have a girl friend on your arm and a bachelor's degree in English from Oakland University in your back pocket, but you don't have a job lined up yet. So the day after you graduate, your friend persuades you to follow her to her home on Massachusetts' Nantucket Island for the summer.

Which you do.

Then she *dumps* you when you get there, and for the next four years, you hopscotch back and forth between the United States and Europe with your friends — studying Shakespeare, the German language and learning all there is to know about life.

You even find the time to hook up with an American film director, who offers you bit parts in a couple of movies he's filming in Germany and Greece. For the effort, you get to rub shoulders with stars like Orson Welles, Britt Eklund and Malcolm McDowell.

You take him up on it, of course.

Eventually, you decide it's time to settle down and begin a career.

So when you get back to Michigan, you pick up the phone, call the local Roman Catholic Church, and tell the person that answers you want to become a priest.

Yeah, you do that, too.

Rev. Richard Schaeffer ('74) may have been around the world a time or two, but his heart has always been firmly planted in his calling.

"Deep down, I always knew I wanted to be a priest," says Father Schaeffer, 39, director of vocations for the Catholic Diocese of Marquette, the spiritual center for 90,000 Catholics in Michigan's Upper Peninsula.

"I guess I finally got bored. I had always been a practicing Catholic and loved God — that was never a difficulty. I went to Oakland with the thought of becoming a secondary education teacher, but my heart wasn't really in it.

"I ran out of ideas," he says. "I got tired of not doing anything with or for anyone. I'm very happy being a priest. I think I was born to it and I'm proud to be a Roman Catholic Christian."

Impressions being what they are in his line of work, Father Schaeffer comes across as anything but your ordinary priest. He is affable and relaxed with a quick sense of humor that can border on the jovial.

First, the hat: A blue corduroy job with "Nantucket" stitched into it. "I can't help it. It's a part of me. I wear it everywhere," he confesses.

Secondly, the car: A silver SAAB. Not the type of car you expect priests to be driving. "It's great out on the open road," Father Schaeffer says, stealing a grin. "I just couldn't see myself behind the wheel of a Buick."

As the director of vocations, Father Schaeffer is responsible for recruiting young men to the priesthood. An awesome task in today's society under normal conditions — but doubly so in Michigan's sparsely-populated north country.

"Right now we are looking at three recruits for 1991 and that might swell to five or six. That would be a pretty good year. A *great* year," he says.

Father Schaeffer is on the move at the crack of dawn. Morning prayer at 5:30 a.m. . . . celebrate mass at 7 a.m. . . . in the office or on the road by 9 a.m. He spends his days and evenings meeting with potential candidates, or crisscrossing the Upper Peninsula — making presentations on behalf of the Diocese.

"It's a good challenge. But I think one of the things that sells the product, if you will, is the priests," Father Schaeffer says. "If I walk into a room smiling and happy then people begin to think it isn't so bad after all. Sometimes, that can make all the difference.

"The sad thing is people tend to believe that if you're a priest you're unhappy because you couldn't do anything else. But we don't want people who can't do anything else. We try to get the very best and brightest out there," he says.

He readily admits that more often than not, the recruitment of a young man to the priesthood is a very, very, very long process.

With no guarantees.

"Sometimes, it's the planting of a seed in a religious education class, or a Catholic school, when someone starts talking about a vocation in the Church. You encourage them to think and pray about it," he says.

Without missing a beat, Father Schaeffer's humor kicks into high gear.

"When they finally decide, they usually go to their parish priest, who picks up a phone at three o'clock in the morning and says: 'Schaeffer, I've got one for you. Come and get him right now. He's chained to the floor and I won't let him leave.'"

Yet in all seriousness, Father Schaeffer believes there is a faith crisis and spirituality problem sweeping the country.

"It's not only Catholicism, it's Christianity in general," he says. "Young people are just not caught up in the worship of God. So many needs are met from a worldly perspective today that it's hard for them to give things up for a more simple life.

"We don't want people to think that they are being deprived. Rather, their spiritual orientation should get them to say: 'Yes I would like to give up some of this for the Kingdom of God.' I just don't believe we have that in our society anymore."

Father Schaeffer is a living testament that you don't have to deprive yourself in leading a life committed to your faith.

Wedge into the trips abroad after he left Oakland were graduate studies at the Shakespeare Institute and Royal Shakespeare Theatre at Stratford-upon-Avon, England, and the Goethe-Institute in Staufien-im-Breisgau, West Germany.

He believes those experiences and secular education at Oakland have made him a more



rounded individual — both intellectually and spiritually.

He's into power walking and swimming, and he's not adverse to taking in a movie every once in a while.

And he's very happy.

"People tend to forget that we are emotionally thinking and feeling human beings," says Father Schaeffer. "It helped to have experienced so much before I entered the priesthood. I don't harbor any resentment. I knew what the expectations were and I freely chose this.

"I'm a Diocesan priest. We're the General Practitioners of the Catholic Church. We're out with the people on the front lines every day doing baptisms and marriages . . .

"But I'd like to think that the person you see here dressed like this is the same person you'd see on a racquetball court, or swimming, or diagramming sentences on a chalkboard in a grade school classroom," he says.

And if he had five minutes with the Holy Father, Pope John Paul, II, at the Vatican in Rome, Italy? What would he want to know?

"I'd probably ask him how could I be a holier priest. Because ultimately, that's what I most desire," Father Schaeffer says. "To be as zealous, enthusiastic and as holy as possible while still enjoying life." ■

"When they finally decide, they usually go to their parish priest, who picks up a phone at three o'clock in the morning and says: 'Schaeffer, I've got one for you. Come and get him right now. He's chained to the floor and I won't let him leave.'"

SLEEP WATCHING

by Vicky Billington

WHILE THE REST OF US SLUMBER, AN OAKLAND PSYCHOLOGIST IS STUDYING OUR TRAVEL TO THE LAND OF NOD.

IT WAS AFTER MIDNIGHT. Harold Zepelin looked at his watch and began to fidget when he saw it read 12:20.

Inside the small, quiet control room of the Sleep Lab at Oakland University — crammed with computers, charts and EEG machines — he sat waiting for the last volunteer of the night.

Mary Leavy would arrive at any moment, hopefully tired and ready for sleep.

Suddenly a buzzer rang out, breaking the silence. “Here she is.”

Zepelin jumped up from his chair, grabbed a white lab coat and headed for the front door of Pryale House to let her in. Pryale, once a small student residence hall, is now home to the university’s psychology department and to Zepelin’s Sleep Lab — Oakland’s own little Motel 6.

Harold Zepelin, associate professor of psychology, has been studying the sleeping patterns of healthy humans aged six to 80 for more than 25 years. He

opened the Sleep Lab at Oakland in 1972, and keeps it going with grants from the National Institute of Mental Health.

Through the years, Zepelin has studied the sleeping patterns of cats, rats, ducks and elephants, but his main interest is in people and why we have more disturbed and less intense sleep as we get older.

"Sleep disturbance — consisting of spontaneous awakenings and prolonged wakeful periods during the night — becomes increasingly common in middle age and the later years," says Zepelin.

There are a variety of normal aging processes that could contribute to reduced intensity of sleep, he says.

"But relevant data are sparse. We still do not know the true purpose of sleep."

One prevalent theory is that sleep has a restorative function, that it is necessary to banish tiredness and repair the wear and tear of daily living.

"If that is so, why can't rest have the same effect? Why does it have to be sleep?" asks Zepelin.

Another theory on the function of sleep is that it plays a part in information processing: We need sleep in order to digest what we have learned and put it into our memory "storage."

A third and perhaps more esoteric theory holds that sleep is biorhythmic and is related to the energy and activity we expend during our waking hours.

Reduced intensity of sleep could also be related to a diminished requirement. Increased napping in old age is sometimes taken as evidence.

But Zepelin doesn't believe so.

"The degree to which napping is characteristic of old age is sometimes exaggerated," he says. "Napping can be just as common among college students."

Zepelin is reluctant to hold to any theory but one: "Perhaps sleep simply diminishes in depth or intensity as people grow older and more vulnerable to disruption."

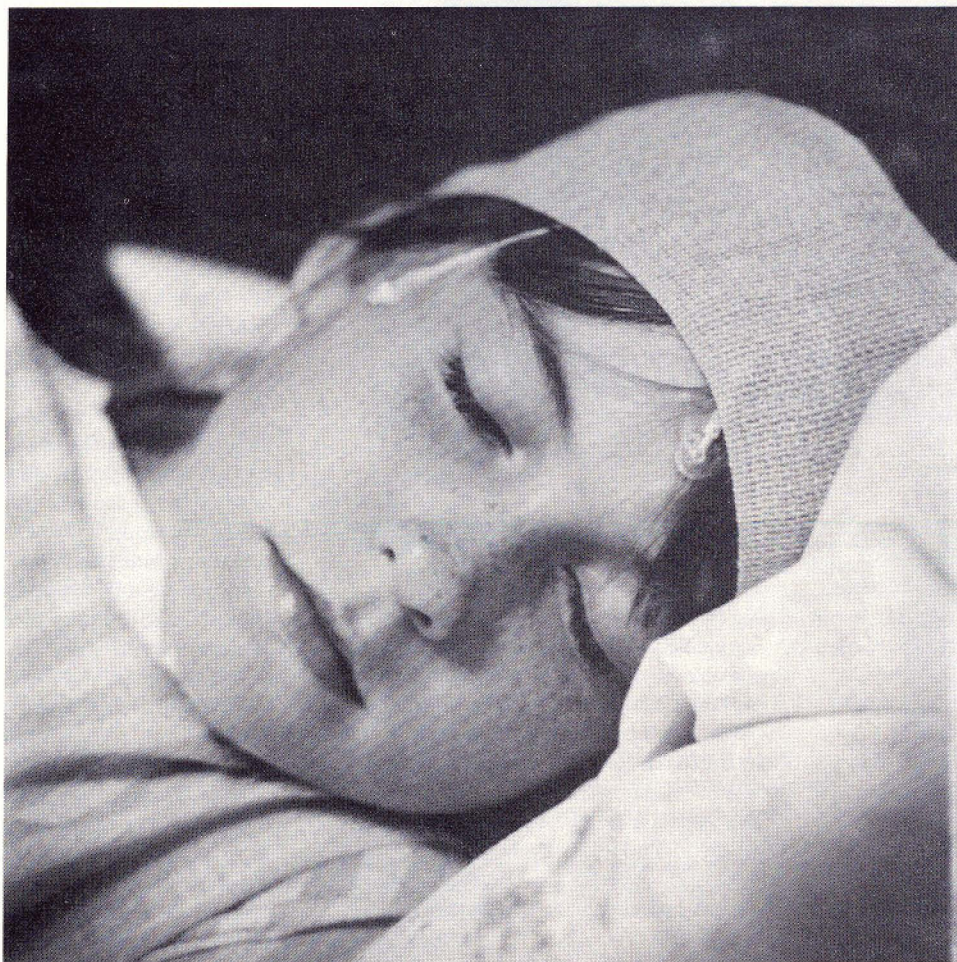
That's what Zepelin, with the help of healthy, sound sleepers of all ages, is trying to pin down through his work at the Sleep Lab.

Tonight, with the help of assistant Laura Schmedlen, who received her bachelor's degree in psychology from Oakland in 1990, Zepelin will collect seven-and-a-half hours of data on how well Leavy snoozes through the night.

In his research, Zepelin uses two measurements of

sleep intensity: brain waves and sound.

Sleep volunteers, like Leavy, 38 (B.S. '90) are asked to commit to three nights in the lab. On the first night, volunteers are left alone to simply sleep and get used to the surroundings. On the second, they are hooked up to an EEG (electroencephalograph) so Zepelin can get a base computer reading of the height and frequency of their brain waves. And on the third



and final night, volunteers are not only monitored by EEG, but are also wakened at certain intervals to test their AAT — auditory awakening threshold.

During the EEG test, particular attention is paid to delta waves. Delta waves indicate slow-wave sleep — our deepest sleep stage during the night. It is delta activity that changes most drastically with age.

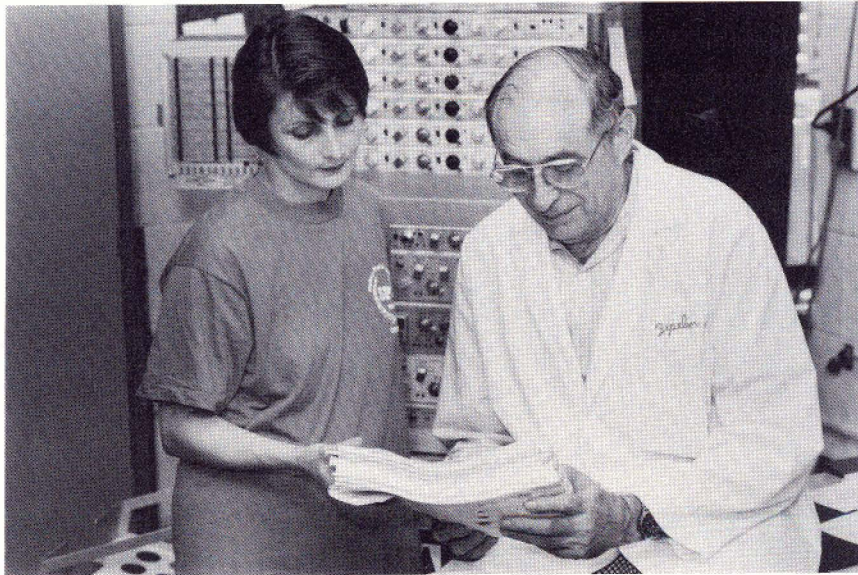
"Kids have lots of delta activity," says Zepelin. "They sleep very soundly, very intensely."

"For example," he says, "computerized measurements indicate that in males, the average amplitude of delta activity drops by 30 percent between early childhood and age 13. By the 30s this drop reaches 60 percent, and by the late 40s, about 75 percent."

"By the time we are in our 60s, average delta sleep for both men and women occupies only about 10 to 12 percent of our total sleep time — or 40 to 50 minutes per night."

To date, there is no strong consensus regarding this decline, says Zepelin.

The other measurement Zepelin uses — auditory awakening threshold — is basically the level of noise needed to wake an individual. And that level of noise, or AAT, differs in "light" and "deep" sleepers.



Sleep Lab director, Harold Zepelin, discusses research procedures with volunteer Mary Leavy.

RUDE AWAKENINGS

Since Harold Zepelin's study focuses on the quality of sleep between age levels and not sleeping problems or disorders, volunteers for the Sleep Lab at Oakland must consider themselves to be good sleepers.

"I can sleep almost anywhere," Mary Leavy, 38, said earlier in the evening. And her EEG bears that out.

As the EEG machine prints out four rows of red-inked lines on paper — one line representing Leavy's eye movement, another her brain waves, a third representing her breathing and the last recording her chin muscles for muscle tone — research assistant Laura Schmedlen translates the scribbles into the various stages of sleep.

Each page of the EEG printout represents 30 seconds. As the four pens scrawl along the page, the quick zig-zagging lines become slower and longer. In a mere three-and-a-half minutes, Leavy has fallen asleep.

Schmedlen will wait until Leavy reaches a deeper sleep — represented by bigger and slower brain waves on the EEG — before she administers the first AAT (auditory awakening threshold) test.

For Leavy, that doesn't take long. Roughly 12-and-a-half minutes later, she is enjoying a sound sleep.

Schmedlen waits another half hour, 45 minutes into Leavy's slumber, before she walks over to a control box, spins the dial to a low dB level and beeps Leavy in the next room.

The test lasts three seconds.

No response.

Schmedlen waits a few moments and tries again, this time she raises the volume.

Still no response from Leavy.

"Wow, she's really sleeping soundly,"

Schmedlen remarks. "By now, most people would have responded."

She waits another six seconds or so and turns the dial up to 80 decibels. For comparison, ordinary conversation is 60 dB and a gas-operated lawn mower puts out about 98 dB.

That finally wakes Leavy.

A buzzer sounds in the control room, Leavy's signal that she has awakened.

Schmedlen makes a note on her chart. Then through an intercom system, she thanks Leavy and tells her she can go back to sleep.

Settling down at a desk with some paperwork, Schmedlen will wait for the next stage of Leavy's sleep before administering another AAT test. A total of three will be given throughout the night.

More than 900 feet of EEG paper will be spent compiling Leavy's nocturnal snoozing as she, like the rest of us, travels in and out of several different stages of sleep during the night.

And when Harold Zepelin arrives in the morning to look at the results of her EEG and AATs, perhaps he will be that much closer to discovering why we can't always sleep as soundly as Mary Leavy.

"Because a basic characteristic of sleep is our reduced responsiveness to external stimuli, the amount of stimulation required to wake us up provides a measure of sleep's intensity, or depth," says Zepelin.

"If sleep's intensity diminishes with age, this should be apparent in comparisons of the AAT at different age levels."

And so far, that's exactly what his research is bearing out.

For AAT measurement, an earpiece is fitted into a subject's ear — tonight into Leavy's. At least three times during the night, the control center will "beep" Leavy through the earpiece with a static-sounding noise and record how loud the noise has to be — how many decibels — before it awakens her from a sound, or delta, sleep. This will determine the intensity of her sleep.

When a sleeper wakes to the tone, its intensity is recorded, then on the next AAT trial (during the same sleep stage) it is lowered by 10 decibels (dB) or more.

In general, the range of stimulus intensities runs from 40 to 115 dB. For comparison, a barely audible whisper is about 20 dB, ordinary conversation 60 dB and a jet takeoff is 140 dB. Tones above 115 dB are not employed for safety reasons.

"There is a significant and substantial AAT decline from early adulthood to later life," Zepelin says. "These findings help to explain increased sleep disturbance in the later years as a result of diminished intensity of sleep, which makes sleep more difficult to sustain."

AATs decline with age in all EEG stages, he says, but exactly when the AAT begins to decline is hard to judge.

"Decline could begin before our 20s. Men and women aged 50 and older have reported themselves more susceptible than younger adults to awakenings caused by external stimuli."

Zepelin modestly calls his sleep study "basic research."

"The big thing in sleep research these days is sleep disorders, and that's not what this lab is all about," he says. "We're studying the changing sleep patterns of healthy, 'good' sleepers and how their sleeping patterns change with age."

"That aging impairs sleep seems beyond doubt," he says. "But whether changes in sleep patterns have any further consequences for the normal aging process and for waking functions in the aged individual is not readily known." ■

Editor's Note: To volunteer for Oakland University's Sleep Lab, contact Harold Zepelin, director, at (313) 370-2314.

ALUMNI

1965

Jerry Johns is a professor at Northern Illinois University where he chairs the Reading Department. His *Basic Reading Inventory*, now in its fifth edition, was recently published.

Annette Johns Schram ('66) teaches philosophy courses at Kishwaukee College in Malta, Illinois.

1968

Judith Linck is an attorney in Sacramento County, California. Judith has one son.

1969

Lewis K. Elbinger is a foreign service officer at the U.S. Embassy in Bonn, Germany.

1970

Lloyd T. Collins was promoted to deputy chief of the Southfield, Michigan, police department. He received his M.A. at the University of Detroit and graduated from the F.B.I. National Academy (School of Police Executive Development). Lloyd lives with his wife, **Nancy**, ('76), and children **Kelly** and **Timmy** in Bloomfield Township.

1971

Robert T. Bloom was named director of sales for the Radio Frequency product line of Norand Corp. in Cedar Rapids, Iowa. During his decade of service to Norand, Bob earned numerous awards including being named to the Norand President's Club.

1972

Peter Hoffer is manager of North American Application Engineering at Siemens Automotive in Troy, Michigan.

1974

Michelle Guarrast is a computer applications specialist with Motorola Corp. in Scottsdale, Arizona. She and her daughter live in Chandler, Arizona.

Karen Gunn is the president of Gunn Consulting Group, a management resources firm based in Los Angeles, California. She is a national trainer and lecturer who has received

numerous awards and citations for professional and community contributions and was inducted into the *Who's Who of American Women* (1989-90) and will be included in the *2000 Notable American Women* (1991 edition). She lives in Venice, California.

Gregory Miles is president and chairman of the 19th annual Price Family Reunion, to be hosted in Detroit, Michigan. He is also a genealogy enthusiast who traced his ancestors back to the Civil War and two black Union Army soldiers. Greg and wife, **Lois** ('77), live in Southfield, Michigan, with son, **Greg**, Jr.

1976

Tom Engel, Sr. and wife, **Catherine Bodurtha** have a son, **Christopher**, age three. His other son, **Tom, Jr.** is a student at OU. Tom, Sr. received his MBA from the University of Minnesota and is working for Chrysler Motors Sales & Service in Minneapolis.

Chuck Webster was appointed head of Roper City and Country School. He had served as director of Roper's Middle and Upper schools where he established an enrichment program for K-8 students.

1977

Peter Kehoe has been named senior vice president and production manager of Comerica Mortgage Corp., a subsidiary of Detroit-based Comerica, Inc.

Betty Pritchard was appointed associate vice president for university advancement at Ferris State University in Big Rapids, Michigan.

Preston G. Thomas was appointed legislative auditor for the City of Pontiac, Michigan.

1978

Cynthia Brody is serving on the committee for her 10-year class reunion from Northwestern University School of Law, Chicago, Illinois. She is an attorney with NBD in Detroit, Michigan. **Cindi** and her husband, **Rob Starkman**, live in Southfield, Michigan, with their son, **Charles Michael**, born August 3, 1990.

MaryAnn Margosian, Navy Lt., was awarded the Navy Commendation Medal and cited for meritorious service. She is serving at the Enlisted Personnel Management Center, New Orleans, Louisiana.

Cynthia M. Pavella has moved back to Michigan after 10 years in Indiana and has joined Health Plus of Michigan to help set up their third party administrator venture.

1979

Karen A. Depper was promoted to Customer Relations and Production Control at ISP Coatings Corporation in Romeo, Michigan.

Antoinette (Palardy) and **Dennis Perliski** announce the birth of their first child, **Brian Anthony**, August 24, 1990. Dennis is sales manager at Copco Door Co., Warren, Michigan, and Antoinette is teaching at Lamphere Public Schools in Madison Heights.

Mary Ellen McLeod earned a master's degree in Health Services Administration from the University of Michigan. She is supervisor of marketing and public relations for Wyandotte Hospital and Medical Center.

1980

James Gietzen was named vice president at Standard Federal Bank in Troy, Michigan.

John J. Godwin received the 1990 "Sales with Distinction" award for the Commercial Sales and Leasing Division of Terice Tosto in Birmingham, Michigan. John is a sales associate for Terice.

Deborah (Moore) Harris is a captain in the U.S. Army stationed in Augsburg, Germany, at the 34th General Hospital. She completed officer candidate school in November, 1981, and married **Daryl** in June, 1983. They have two sons.

Catherine Keenan and husband, **Paul**, announce the birth of **Anne Marie** on September 30, 1990. She joins brother, **John**. They live in Wiesbaden, Germany, where **Cathy** is self-employed in computer programming and consulting while **Paul** works for the U.S. Air Force. **Dan Schultz** is a console engineer at

Distinguished Alumni Service Award: Call for Nominations

The deadline for nominations for the 1991 (27th) Distinguished Alumni Service Award has been extended to August 1, 1991.

The award recognizes individual graduates who have demonstrated continued exceptional service to the university and its alumni program.

The award will be presented at the commencement ceremonies this fall.

Letters of nomination should be submitted by August 1, 1991, to the Alumni Relations Office, John Dodge House, Oakland University, Rochester, Michigan 48309-4401. Call the Alumni Relations Office for more information at (313) 370-2158.

Still To Come... And Don't Forget

OCAA members receive exclusive invitations to all OCAA- and affiliate-sponsored events, including these upcoming programs. Call Alumni Relations at (313) 370-2158 for information or advance reservations.

► School of Engineering and Computer Science Alumni Affiliate Career Day, October 23, 1991.

► School of Business Administration Alumni Affiliate Career Day, October 30, 1991.

► Alumni Holiday Celebration: Christmas Walk at Meadow Brook Hall and Holiday Party at John Dodge House (December date to be announced).

IN TOUCH

the Hubble Space Telescope control center at NASA's Goddard Space Flight Center, Greenbelt, Maryland.

Jill Seaman joined the Ross Roy Group 243, Inc., an Ann Arbor, Michigan, advertising agency, as director of its Carriage House Nursery.

Brian Wood recently marked his 20th anniversary with Perry Drugs, Inc. He holds the receiver's position at Perry Drugs #6 in Highland, Michigan, where he lives with his wife, Tary, and their two children.

1981

Michael J. O'Hagan and his wife, Mary Jo, announce the birth of their daughter, Cally Marie, on August 19, 1990. Michael is an attorney with the law offices of Thomas R. Rensberry, P.C. in Cadillac, Michigan.

Martin X. Petz owns and operates Communications Creative in Grosse Pointe, Michigan, a full-service multi-media communications company.

Elizabeth Roach has opened Liz Art To Wear, in Franklin, Michigan, a boutique specializing in original and hand painted clothing and accessories for women and children. She has studied at the Center for Creative Studies and the Birmingham Bloomfield Art Association and is a member of the Detroit and Chicago Institute of Art and the Cranbrook Academy of Art. She resides in Orchard Lake, Michigan.

1982

Monica A. Edwards is a junior high vocal music instructor in North Carolina. She has recently completed her master's degree in music education and is expecting her first child in May.

Navy Lt. Cmdr. **John J. Lauder** of Columbia, Maryland, completed the reserve officer joint military operations course conducted at the Naval War College in Newport, R.I. **Michael Toney** married **Cheri Rhodes** ('83) in July 1986. They "met in Hamlin Hall" and have a two-year-old daughter, Talor Cheri.

1983

Jennifer (Thomas) and **Brian Cranfil** announce the birth of their son,

Aaron Thomas, on March 17, 1991.

Mark L. McAlpine was named a partner with the Detroit-based law firm Clark, Klein & Beaumont. He received his Juris Doctorate degree cum laude from Detroit College of Law and lives in Shelby Township, Michigan, with his wife, Linda, and their three children.

Christine (Braun) Miller and **Don** ('89) announce the birth of Stephanie Christine, August 3, 1990, sister to Peter and Nicole. Don is a licensed mortgage broker and opened Miller Mortgage Services in Bloomfield Hills, Michigan. Chris does computerized accounting part time.

Kyrston (Peterson) Miller announces the birth of her second son, Austin Jacob, January 26, 1991.

Marilee (Morrison) Roth and her husband, Allen, announce the birth of their son, Robert Allen, on December 17, 1990.

1984

Deborah (Walls) Carriger announces the birth of her second son, Ethan Joseph, on December 27, 1990.

1985

Laurie (Evans) Luteran and her husband, Dan, announce the birth of their daughter, Samantha Rae, in January 1991. Laurie is a tour planner at Society Expeditions, Inc., an expedition cruise company in Seattle, Washington.

1986

Kimberlee A. Diehr is an assistant editor for corporate publications at The Aegis Group in Warren, Michigan.

Barbara Ulman was promoted to coordinator of legal services, Women's Justice Center, Detroit, Michigan.

1987

Leann Bauer is a special education teacher in the resource room for the mentally impaired and learning disabled at Millington Community Schools in Millington, Michigan.

Karen S. (Peplinski) Bush married David in December, 1987, and is working at Ingham Medical Center ICU in Lansing, Michigan. They announce the birth of Justin David on November 29, 1990.

Craig Condon is a test engineer in the Engine Division at Ford Motor Company. Craig also can be heard playing rock and roll in metro Detroit with "The Jaywalkers."

Pam Korb and husband, Ken, announce the birth of their son, Spencer Kameron, on February 28, 1991. Pam is a special education teacher for Bendle Schools in Burton, Michigan. They live in Grand Blanc, Michigan.

Ed and Virginia (Mrozek)

Schoenberg announce the birth of Molly Elizabeth, January 21, 1991. Virginia is a supervisor for Michigan National Bank's Consumer Lending Division and Ed is an electrical engineer for Ford Motor Company in Dearborn, Michigan.

1988

1st Lt. **William T. Ryan**, USMC, is a helicopter pilot stationed in California.

1989

Carol (Wolfe) Doneth joined Sandy Corporation, Troy, Michigan, as staff writer for Chevrolet's dealer magazine.

Laure Stanczak-Tuscany married Mark in September, 1989, and is a program planner at Children's Hospital of Michigan.

1990

Lisa Stamps is assistant to the director of the international studies program at the University of Utah in Salt Lake City, Utah. She has been admitted to the J. Reuben Clark Law School of Brigham Young University for the year 1991-92.

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Alumni Affiliates Name Scholarship Winners

Five alumni affiliates of the Alumni Association have awarded scholarships to students for the 1991-92 academic year. The scholarships and their winners are:

The Frances C. Amos School of Business Administration Alumni Affiliate Scholarship: \$1,000 was awarded to John Lesser, a senior from Sterling Heights, Michigan and Ann Scrivano, a junior from Warren, Michigan.

The College of Arts and Sciences Alumni Affiliate Scholarship: \$1,000 was awarded to sophomore Ann M. Lehman of Sterling Heights and junior Jennifer Mlynarek, also of Sterling Heights.

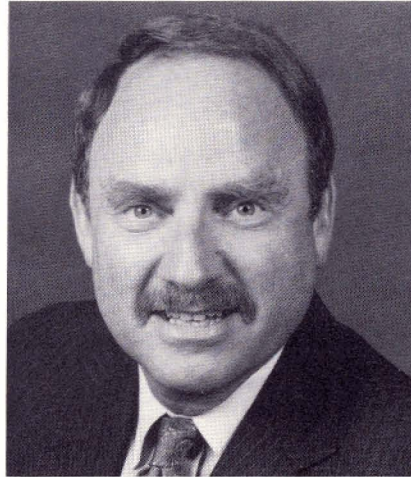
The School of Engineering and Computer Sciences Alumni Affiliate's Thomas A. Yatooma Memorial Scholarship: \$1,000 was awarded to sophomore Edward Harsham of Utica, Michigan and David Pung, a sophomore from Rochester Hills, Michigan.

The School of Nursing Alumni Affiliate's Geraldene Felton Award: \$600 was awarded to senior Andrea Whitcomb of Waterford, Michigan.

The Continuing Advancement in Professional Nursing Award: This \$300 scholarship, also sponsored by the School of Nursing Alumni Affiliate, went to Barbara Park, a senior from Rochester Hills.

The Student Achievement Award: Sponsored by the Black Alumni Affiliate, \$500 scholarships were presented to senior Daphne Briggs of Canton, Michigan; and juniors Pamela Cheatum and Detrich Smith of Detroit.

PARTING THOUGHT



THE STATE OF THE ARTS

by John K. Urice

Michigan's not-for-profit cultural organizations are in crisis as a result of the economy and proposed cuts in the state budget.

Each organization was constituted to fulfill a perceived public need, cultural preservation and performance. The demise of many of the organizations — a natural result of the sudden removal of state funding — would seem to have an impact only on two groups, those who attend or participate and those who have broader concerns about cultural preservation.

Some people and editorialists are delighted by the proposed immediate elimination of all state funding for the arts. Not without some justification, they believe the arts existed before the spigot of state and federal dollars began to trickle in the 1960s and that some art will continue to exist whenever the flow is eliminated. Second, they note that the differences between the not-for-profit and the for-profit arts (e.g., Pine Knob and Meadow Brook Music Festival) are imperceptible, and therefore all the arts should be on a "pay-as-you-go" basis. Third, some (including many in the arts who fear inappropriate interference) have philosophical objections to government

patronage of ill-defined "arts."

Strong advocates for public funding of the arts disagree with the other side's philosophy about governmental funding and see the arts as an essential public need and service.

I would argue for a compromise, not based on politics but rooted in common sense. The sudden reduction of state funding has left many organizations — most of which were well managed and carefully budgeted — in an unethically insecure status. While one may argue that there is no proper role at all for public funding for the arts, few reasonable people would expect any organization to adapt to the sudden and dramatic elimination of funding, some of which goes back more than three decades. The state has allowed and encouraged the organizations to become dependent, and there will be serious economic and social costs if there is unplanned radical change.

The arts advocates first must be reasonable and recognize that now is not the Great Society Sixties. Although the organizations have responded to the carrot of federal and state funding offers for more than a generation, they should expect few promises — other than an

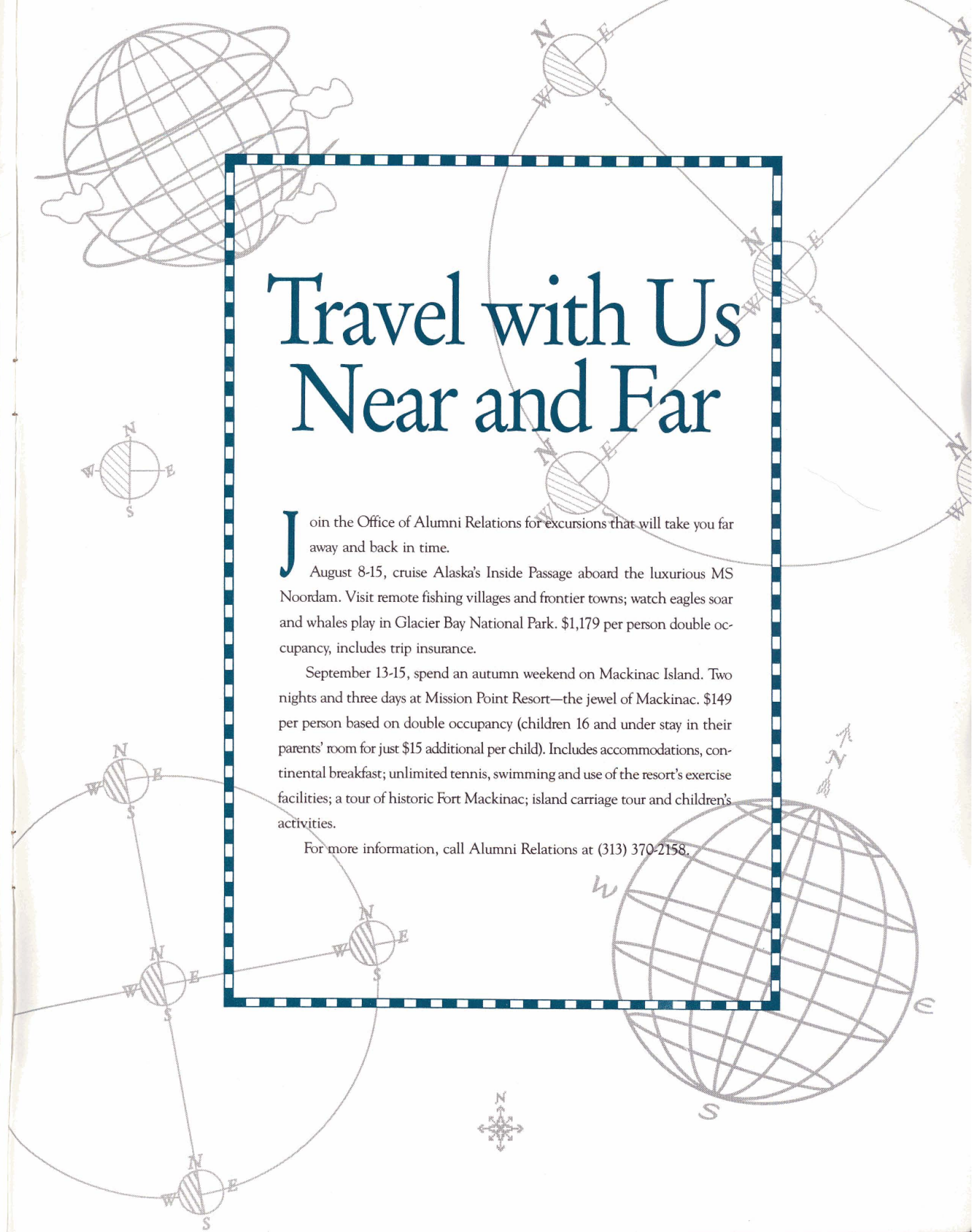
orderly transition — from the state.

Second, arts organizations must recognize that there are qualitative and social-impact differences among organizations. Many in the ill-defined arts lobby have a difficult time recognizing differences — in quality and impact.

The loss of major cultural institutions will have — long and short term — a profound negative economic impact on Michigan. As all employers recognize, it is now quite difficult to recruit managerial, professional and executive employees to southeastern Michigan. Sadly, the image of Detroit and the state is not positive elsewhere. The loss of key cultural institutions which help define us as a state and as a society would do irreparable harm.

The time for an orderly evolution is here, and we need governmental and cultural leaders who can manage the change responsibly and wisely. They must work for the common good — which is, after all, one of the primary reasons for the existence of government and the arts.

Editor's Note: John K. Urice is dean of Oakland University's College of Arts and Sciences and professor of theatre.



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