

OAKLAND UNIVERSITY'S




MEADOW
BROOK
Music
FESTIVAL
1997

WHERE NATURE SETS THE STAGE

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**CAPTURE THE
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WITH DIAMONDS**



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A Message from the President of Oakland University

As Oakland University stands on the threshold of the 21st century, we are well prepared to become the model university of the future.

A university that bridges the widening gaps between business, industry, government and education. One that balances personal development and workplace skills with an increasingly complex and technical world. A university that seeks education not as preparation for life, but as life itself. It's a long-term goal for Oakland University, one that may take a decade to reach fruition. But the hard work was well under way during 1996, and continues today.

Driving last year's growth was implementation of our 10-year Strategic Plan. Almost two years in development, our Strategic Plan allows us to build on our unique strengths while finding new opportunities for advancing educational excellence.

Since our founding 40 years ago, Oakland University has earned its reputation for teaching, learning, research and service. Our founding principles continue to guide us as we emerge as the university of tomorrow.

I am proud of the positive learning environment found at Oakland. Our students have opportunities to develop personal mentor relationships with their professors and to truly benefit from this personalized approach to learning.

Central to our progress last year was our continued emphasis on learner-centered education. We expanded opportunities for learners through a variety of new programs, partnerships and technologies. We offered accessible, flexible class schedules, new facilities and services, and we integrated new communication technologies. We also expanded laboratories and research opportunities with corporate partners and added more internships, co-op opportunities, and new degree and certificate programs, as well as ongoing assessment and refinement of existing programs. And as always, we continue emphasis on enhancing the skills and knowledge of our outstanding faculty and staff.

Our location in the heart of Oakland County, one of the country's fastest growing and economically important counties, gives us a unique opportunity to engage in active dialog with our community and corporate partners. These partnerships enable us to better prepare our graduates for the 21st century workplace and society by offering involvement with the constantly changing challenges of high technology and exposure to the best practices on the leading edge of business, health care, education and engineering.

It was a year of record growth and renewal at Oakland University, a year in which tremendous resources were mobilized to enhance educational excellence. With our Strategic Plan as our blueprint for the future, Oakland University is on the move toward our ultimate goal – to become the model university of the 21st century.

Gary D. Russi
President, Oakland University

Oakland University

"Pioneering the Future" is the best way to describe the excitement building at Oakland University today. This comprehensive campus is in its 40th year and continues to increase its programs, facilities, resources and enrollment.

Through the leadership of OU President Gary D. Russi, Oakland students are acquiring the skills they need to succeed in a complex and rapidly changing workplace. Oakland continues to add market-driven degree programs geared to real-world needs. Four new degree programs have come on-line this year: a Ph.D. in Applied Mathematical Sciences, a Master of Accounting, Master of Biology and a Master of Science in Software Engineering. Also, a new certificate program in Electronic Network Management is the first of its kind in the country.

Of Oakland's full-time faculty, 87 percent have earned Ph.D.s from many of the nation's finest research institutions. Ninety-eight percent of undergraduate students are taught by faculty. Quality of academics continues to be recognized - for 1996 OU was rated 23rd in academic reputation by *U.S. News and World Report* among the top 122 Midwestern regional colleges and universities.

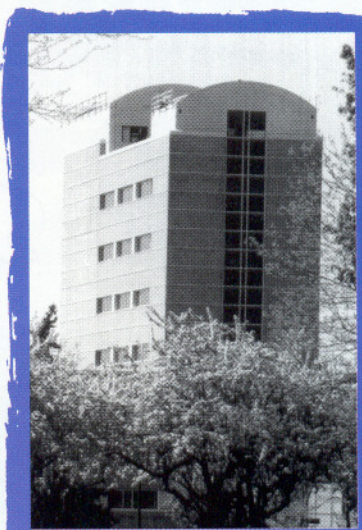


OU is dedicated to preparing students for the challenges of the 21st-century workplace.

Highlights for OU in 1997

- Celebration of the university's 40th anniversary.

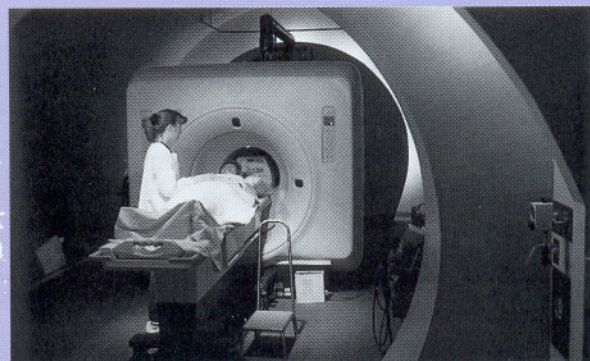
- Dedication of a new \$43-million Science and Engineering Building. The university's first classroom/office building since O'Dowd Hall was built in 1981 is linked to existing Dodge Hall of Engineering and Hannah Hall of Science to provide much-needed lab, office and classroom space.



Oakland recently completed its new \$43-million Science and Engineering Building.

- Construction of a new \$31-million Recreation and Athletic Center is scheduled for completion in fall 1998. The 250,000-square-foot facility will house a 3,000-seat indoor arena, 1,000-seat natatorium, a gymnasium, weight training and fitness area, a running track, wellness center, and a host of athletic courts.

- Following a comprehensive review of intercollegiate athletics, the Oakland University Board of Trustees approved moving the university's athletic program from NCAA Division II to Division I-AAA.



Oakland and the Henry Ford Health System have formed the first partnership of its kind in the nation.

Pioneering the Future

- Oakland and the Henry Ford Health System have formed the first partnership of its kind in the nation between a state-supported university and a private health care system. The alliance will prepare nurses for a rapidly changing health care environment, including managed care.

- Oakland's School of Engineering and Computer Science is becoming the "automotive school" for the Big Three automakers. The school has numerous partnerships with each, and was the first to respond to Chrysler Corporation's offer to experience today's manufacturing environment by placing faculty interns in plants, research laboratories and offices.

- Oakland is also recognized in *America's 100 Best College Buys 1997-98*.



Faculty internships at Chrysler Corporation are making Oakland known as the learning center for the automotive industry.

Several other initiatives are under way at Oakland that support student learning, research and development. More than 300 Oakland students worked in internships or cooperative job placements during the 1995-96 academic year, generating \$2 million in earned wages and serving government, business and industry throughout southeastern Michigan.

The Medical Laboratory Sciences program in Oakland's School of Health Sciences is the only program in the state to offer students the options of cytotechnology, histotechnology, medical technology and nuclear medicine technology. A radiation therapy option is now offered as well.

Oakland is the North American coordinating center for the Beginning School Mathematics (BSM) program. Created in New Zealand, BSM is taught in 36 schools in the metropolitan Detroit area. The university has major institutes and centers in eye research, wellness, biochemistry technology and international studies.



Oakland is the North American coordinating center for Beginning School Mathematics.

OU's cultural enterprises attract more than 500,000 visitors each year to its beautiful 1,441-acre campus. Patrons of art, theatre, music and historic preservation recognize Oakland's Meadow Brook Art Gallery, Theatre, Music Festival and Hall as second to none.

Dedicated to preparing students for the challenges of a rapidly changing workplace and society, the university is organized into the College of Arts and Sciences and the schools of Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences and Nursing. Oakland offers undergraduate programs in 71 areas with master's and doctoral programs in 45 areas. The university also has an active interdisciplinary Honors College. The university's Continuing Education programs meet the needs of business, industry, governmental units, schools and other community organizations.

For more information about classes and degree programs, call the Office of Admissions at (248) 370-3360. For events information, call the Center for Student Activities and Leadership Development at (248) 370-2020. Visit Oakland's homepage at <http://www.acs.oakland.edu>.



HISTORICAL

f a c t s

Year

- 1957** 1,400 acres of property originally owned by auto pioneer John F. Dodge are donated to Michigan State University-Oakland (Oakland University's name at the time) by his widow Matida Dodge Wilson, retaining only a small plot of property for herself and her new husband, Alfred Wilson. The actual site for the outdoor festival was selected by Mrs. Wilson from the land she retained for her own use. The festival is named in honor of her former estate.
- 1963** Founding chairperson of Oakland University's department of music, Dr. Walter S. Collins, poses the idea of a summer music festival to bring the public to see the school's beautiful campus.
- 1964** On February 29, ground is broken for the new Festival, built to be the summer home for the Detroit Symphony Orchestra. Designed by O'Dell, Hewlett, Luckenbach Associates of Birmingham and built by the J.A. Fredman Company of Pontiac, with money donated from the Kresge Foundation, the pavilion is completed in time for the Festival's opening on July 23. The Howard C. Baldwin Memorial Pavilion took advantage of the Rochester Board of Education's generous loan of 2,000 folding chairs to seat its patrons for its early shows.
- 1965** Trumbull Terrace concessions area opens. Facility is donated by Mr. and Mrs. George T. Trumbull.
- 1967** A permanent box office is built, replacing a makeshift plywood lean-to which had been functional only during evening concert hours.

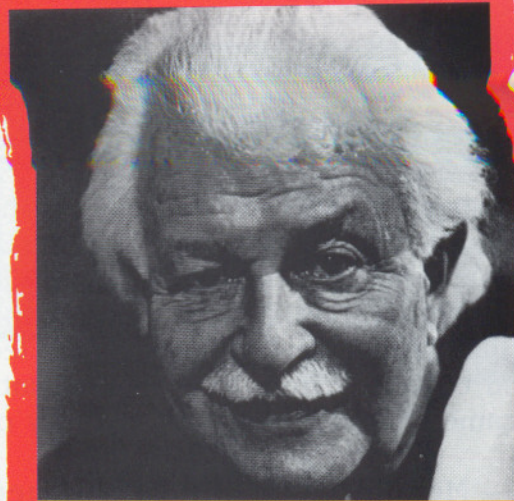
Brief History and Highlights

1988— The Festival celebrates its 25th season with one week of *Carousel* and the largest number of concerts in Meadow Brook history.

1991— Introduction of Meadow Brook Gardens. Mel Torme, Cleo Laine and Boston Pops are among the season's highlights. Neeme Järvi's first summer as DSO music director.

1993— BUGS BUNNY ON BROADWAY, James Brown, Dwight Yoakam, 10,000 Maniacs and Peter, Paul and Mary head-up a diverse season.

1994— Palace Sports & Entertainment assumes management of the Festival. Varied programming mix includes Ricky Van Shelton, Paul Anka, Art Garfunkel and more children's concerts.



Arthur Fiedler

1997— New 10-year agreement announced between Oakland University and Palace Sports and Entertainment features \$2 million in refurbishments to the Festival grounds. Expanded schedule includes four weekend visits by the Detroit Symphony Orchestra, Gordon Lightfoot, Manhattan Transfer, Sheryl Crow and Jewel.



Cleo Laine & John Dankworth



Benny Goodman



PALACE ANNOUNCES LONG-TERM PACT WITH OAKLAND UNIVERSITY TO MANAGE MEADOW BROOK MUSIC FESTIVAL

More than \$2 million in refurbishments for the first year highlight Palace Sports and Entertainment's new 10-year agreement to operate and manage Meadow Brook Music Festival, on the campus of Oakland University in Rochester Hills. The extension, recently approved by Oakland University's Board of Trustees, creates the longest agreement the university has made to an outside firm to handle the facility.

"This long-term arrangement cements our relationship with Oakland University and is a major commitment by both parties to re-energize one of this area's jewels," said Tom Wilson, president of Palace Sports and Entertainment. "We are pleased the university has given us the opportunity to modernize the facility and upgrade its show lineup without compromising its quaint charms and unique atmosphere."

Meadow Brook's schedule of shows is highlighted by four weekend visits by the Detroit Symphony Orchestra to its original summer home, doubling the number of performances from a year ago. The event lineup also features more concerts than in previous years, including favorites from the

world of rock, jazz, country, comedy, adult contemporary and family entertainment.

"The evolution of the original two-year agreement into a 10-year arrangement, with options to lengthen it even further, solidifies a cordial, helpful relationship our Board, President and staff have enjoyed with The Palace organization," said Vice President for Finance and Administration/Treasurer to the Board of Trustees for Oakland University Paul Bissonnette. "We are confident they will bring Meadow Brook Music Festival back to the level of prominence it enjoyed in earlier years, especially with their relationship with the DSO and other important musicians. With the long-term nature of the agreement, they have the time needed to invest in significant venue enhancements which will translate into improved patrons' enjoyment of the facility."

Rossetti and Associates, the firm responsible for The Palace's award-winning design and the renovation program at Pine Knob, will be responsible for the first major facelift of the festival grounds since it opened in 1964.

The project is planned to increase amenities, create a consistent, arboreal look to all on-site structures and will include:

- Expanding the pavilion, creating 591 additional reserved seats.
- Adding a permanent barrier-free seating area.
- A new entrance facade doubling the entry points while allowing easy access to the box office.
- A complete make-over of the existing concessions building to increase service points and improve food quality and variety.
- A renovated boardwalk, deck area surrounding the existing concessions building.
- A new concessions area with 15 service points on the stage-right area of the lawn.
- Transforming the venue's gift shop into a concessions area, adding 4 to 6 service points.
- Additional restroom facilities for men and women.
- Overhauling the entire stage area, from the gridwork to the lighting, to improve production capabilities which will allow a larger variety of music to be scheduled.
- A new state-of-the-art marquee at the corner of Walton Boulevard and Adams Road.
- Updating the original Walton Boulevard marquee at the venue's entrance.

Palace Sports & Entertainment, Inc. ownership group includes The Palace and Pine Knob within its 14 branches. Voted "Arena of the Year" by *Performance Magazine* for the seventh time in 1996 and twice by *Pollstar Magazine*, The Palace hosts approximately 200 events and more than 2.5 million patrons annually. Pine Knob Music Theatre has been nominated "Amphitheater of the Year" by *Performance* and has been named the nation's busiest or top-grossing amphitheatre each of the six years of Palace Sports and Entertainment ownership.

Oakland University is a comprehensive, state-supported institution of higher education offering undergraduate programs in 71 areas and graduate programs in 45 areas. Dedicated to preparing learners for the 21st-century workplace, the university is organized into the College of Arts and Sciences and the schools of Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences, and Nursing.

Visit the Palace Sports and Entertainment Website at <http://www.palacenet.com>. and the Oakland University Website at <http://www.oakland.edu>.



1997



CONCERTS

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FRANKS

DETROIT CADILLAC

6/15 ANNE MURRAY

6/20 DAN FOGELBERG

Solo Acoustic Tour

6/22 DONNA LEWIS

7/3 AIR SUPPLY

7/9 GORDON LIGHTFOOT

7/10 MANHATTAN TRANSFER

**7/24 ALISON KRAUSS
& UNION STATION**

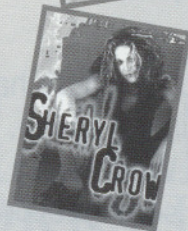
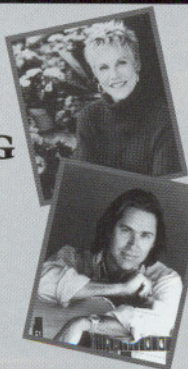
8/22 LORRIE MORGAN

w/ David Kersh

8/23 SHERYL CROW

w/ Wilco • 7pm

9/5 JEWEL



DETROIT SYMPHONY ORCHESTRA

brought to you by



7/11 PROGRAM TO BE ANNOUNCED
Leslie B. Dunner, conductor

7/12 MUSIC OF JOHN WILLIAMS
Leslie B. Dunner, conductor

7/13 STARS OF THE BALLET
Leslie B. Dunner, conductor

8/1 MUSIC FROM SHINE
Neeme Järvi, conductor

8/2 CARMINA BURANA
Neeme Järvi, conductor

8/3 ALL BEETHOVEN
Neeme Järvi, conductor

**8/8 VIVALDI AND FRIENDS:
AN EVENING OF BAROQUE FAVORITES**
Christopher Seaman, conductor

8/9 MOZART SUMMER SERENADE,
Christopher Seaman, conductor

8/15 SALUTE TO HENRY MANCINI
Erich Kunzel, conductor

8/16 MODERN BROADWAY HITS
Erich Kunzel, conductor

8/17 ARTHUR FIEDLER FAMILY POPS
Erich Kunzel, conductor

COMEDY

**7/30 "WEIRD AL" YANKOVIC
& HIS BAND**
The Bad Hair Tour

8/13 CARROT TOP



ON SALE SOON

7/26 UB40

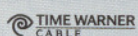
9/13 GOOD GUYS

9/14 MOTOR CITY NATIONALS

Featuring 1500 cars, live entertainment

FAMILY ENTERTAINMENT

brought to you by



7/6 U PICK NICK

Family Fun Nickelodeon-style • 2pm

**7/25 BUGS BUNNY
ON BROADWAY**

w/ The Birmingham-Bloomfield
Symphony Orchestra



7/29 SLEEPING BEAUTY

12 Noon



On sale now at the Palace Box Office and all . Charge (810) 645-6666.

For info, call (810) 377-0100. All shows at 8pm unless otherwise noted. www.ticketmaster.com

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