

Oakland University

Spring 1996

MAGAZINE

Back to Business

After several slow years, business education lands on high ground and the outlook is bullish again

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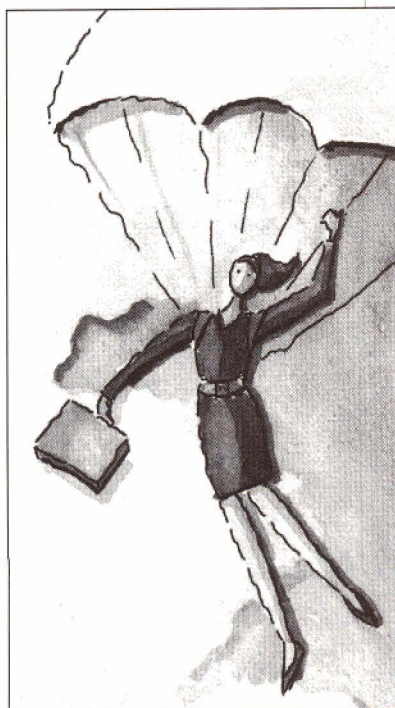
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On the cover: Illustration by Robin Williamson.



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Oakland University

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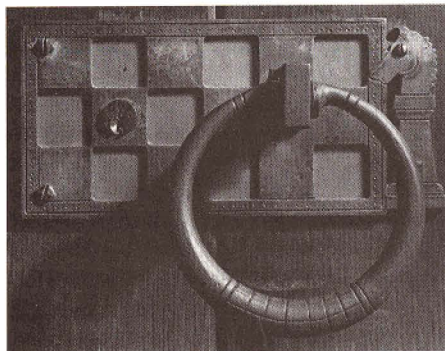
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Brian Murphy, director, Honors College, at the April groundbreaking ceremony.

Campus construction update

Oakland University is undergoing major campus construction and renovation. Not since the late 1950s when a few fields of the Meadow Brook Estate made way for the university's first buildings — North and South Foundation Halls — has there been such construction commotion as there will be this spring and summer.

Here is a summary of major campus improvements:

- Honors College offices will be expanded and relocated. (See related story.)
- Construction continues on the new \$43-million Science and Engineering Complex. Doors are scheduled to open in January 1997.
- The Office of Enrollment Management and Admissions and neighboring Academic Skills Center, both located in North Foundation Hall, are undergoing a \$531,000 facelift, thanks to the Oakland University Foundation. More than 4,700 potential students and their families visit admissions annually, and the skills center serves about 2,500 students each year. Renovations will be completed by fall.
- A new Oakland Center food court is under construction. A new food services contract with Delaware-based ARAMARK

Corporation will offer students and campus guests Burger King, Taco Bell and Pizza Hut, as well as Starbucks Coffee, Freshens' Yogurt, D.C. Subs, Gretel's Bake Shop and Wings and Things. New seating and expanded hours will help make the food court more accessible not only for meals, but for study sessions, group meetings and breaks. Renovations are expected to be complete by fall.

- Meadow Brook Hall's entranceway, courtyard and service area are being reconstructed. Funded by a \$2.3-million gift from the Matilda R. Wilson Fund, the work will be completed this fall.
- Groundbreaking for the university's new \$28-million Recreation and Athletic Center will be held this fall.
- Hannah Hall is receiving a \$95,000 facelift, including a renovated main entrance.
- Vandenberg Hall is receiving a new \$404,000 air conditioning system for the dining center and a \$450,000 parking lot expansion for an additional 200 parking spaces.
- Additional parking near Varner Hall for 250 new spots will be constructed this fall.

Pushing the limits

Oakland University's Honors College will celebrate its 19th year with a new look and location. An April groundbreaking ceremony inaugurated the new home for the college, planned for the lower level of Vandenberg Hall.

"Honors College students push the limits — academically and intellectually," says Brian Murphy, director, Honors College and associate professor, English.

At one time an academic unit in the College of Arts and Sciences, the Honors College is now independent.

The new facility will occupy 1,100 square feet on the ground floor of East Vandenberg Hall, facing Beer Lake. In addition to expanded office space, a multipurpose conference/study room and computer laboratory are planned. The new facility will be named after the late Dr. Alvin R. Larson, a longtime Oakland University benefactor. A \$347,000 grant from the Oakland University Foundation makes the move possible.

The Honors College, now in Varner Hall, first opened in fall 1977. OU is one of only about 30 percent of America's colleges and universities that belong to the National Collegiate Honors Council.

Working the Web

In record numbers, prospective employers and employees flocked to the Department of Placement and Career Services during 1994-95. Employer activity at Oakland rose 53 percent over the previous year, and student and alumni interviews increased 47 percent.

The reason: OU's Web site, which includes on-campus recruiting, cooperative education and career resources via the World Wide Web at <http://phoenix.placement.oakland.edu>

Job listings, career information and research on potential employers are a hypertext link away.

Growing by degrees

Graduate students interested in industrial applied mathematical sciences (including statistics), accounting or industrial software development may have three new degree options at Oakland

Continued on next page

University: a Ph.D. in applied mathematical sciences, a Master of Accounting and a Master of Science in software engineering.

The proposed degrees, in their final approval stages, reflect Oakland's commitment to academic excellence and response to business and industry needs.

A new M.S. in Physical Therapy, designed to give practicing physical therapists advanced preparation in clinical tracks, such as orthopedic manual physical therapy, was launched last June. It is the second advanced physical therapy degree program in the state — and the only one in the nation including orthopedic manual physical therapy in an academic setting.

Student research in national spotlight

Bucking the national trend at most colleges and universities, Oakland University undergraduates have the opportunity to "roll up their sleeves and discover the joys and tribulations of research," according to Chemistry Professor Denis M. Callewaert.

Undergraduate research opportunities range from annual Oakland University

Alumni Association grants to collaborative student/faculty presentations and papers.

Yee H. Do, the 1996 grant recipient, is working with Callewaert on cell functions in lymphoid tissue.

"Results of his work were presented at the 9th International Congress of Immunology in San Francisco last July," Callewaert says.

This June, an OU student was selected to receive a travel grant award to present her research on breast cancer at the 10th International Congress of Endocrinology in San Francisco. Nidhi Khatree, a master's student in the Department of Biological Sciences, was among only a handful of graduate students nationwide recognized for the award and selected to make presentations on research.

Other undergraduate research initiatives:

- Oakland sponsored the 20th Conference of Student Research in the Biological Sciences in March.
- The Howard Hughes Medical Institute, invited Oakland as one of 200 institutions out of 1,200 eligible to apply for a major research grant.
- In May, Oakland's College of Arts and Sciences hosted "Meeting of the Minds IV," a showcase for undergraduate research and student/faculty collaborations, jointly sponsored by OU, University of Michigan-Dearborn and University of Michigan-Flint.

McCree Scholarships offer opportunities

Oak Park High School is the newest partner in Oakland University's Wade H. McCree Jr. Incentive Scholarship Program. Last fall, 25 Oak Park High School freshmen were inducted into the McCree Program, which guarantees a full-tuition scholarship at OU

Continued on next page

Sports wrap-up

3-Pete!

Oakland University men's swimming and diving team made a big splash with its third consecutive NCAA II championship March 16. The Pioneers outswam University of California-Bakersfield, 869.5-640, giving the team its fourth all-time championship. The first was in 1980.

The women's swimming and diving team took second place for the second year in a row, losing out to Air Force Academy, which ended OU's streak of five straight national titles.

All 18 OU men's swimmers and 17 women's swimmers earned All-America honors. In addition, both swimming and diving teams were named to the All-Academic team.

February Madness

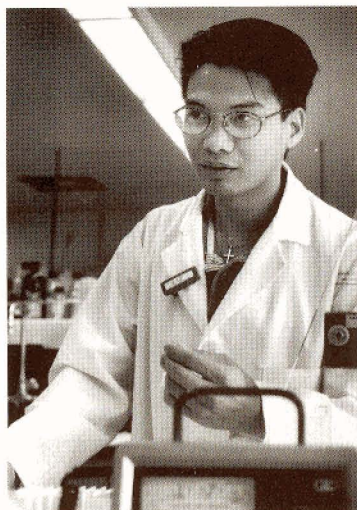
Oakland University made conference and state history, notching four conference titles on the same day.

On February 24, the men's and women's swimming and diving teams won conference titles, the men's basketball team won its first Great Lakes Intercollegiate Athletic Conference, and the women's basketball team won its second conference title in three years and sixth overall.

"Wow," was Athletic Director Jack Mehl's reaction. "Four conference championships in one day speaks volumes about the quality, perseverance and work ethic of the student-athletes and coaches at Oakland University."



Coach Greg Kampe celebrates OU's first men's basketball conference title.



Yee H. Do, biochemistry major, received the 1996 OUAA Undergraduate Student Research Grant.

McCree Scholarships from page 3

for students who fulfill a number of criteria, including a 3.00 G.P.A. in college preparatory courses during their high school years.

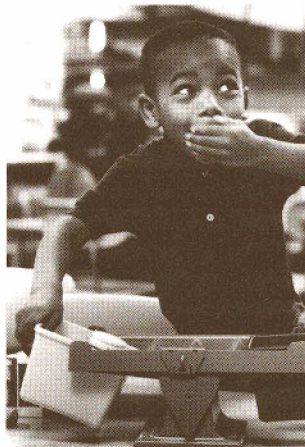
"Many of our students are potential first-generation college kids," Superintendent Alex Bailey says. "There are still many minority kids who need an assurance of opportunity. Many don't believe that hard work and diligence means you'll be successful."

Oakland University began the program with Pontiac Public Schools in 1988 and with Detroit Public Schools in 1990. Last fall, Interim President Gary D. Russi provided McCree Program students with \$22,000 from the OU Board of Trustees Academic Success Fund. The fund supports academic, social and cultural activities.

Figuring on success

In a landmark agreement with the New Zealand Ministry of Education and its affiliates, Oakland University's School of Education and Human Services has become the North American Coordinating Center for Beginning School Math (BSM).

The partnership makes



Elementary schoolchildren are using BSM materials to learn math.

Oakland the main source for the promotion, use and sale of BSM materials and the BSM teacher development program throughout the United States and Canada for children in the first three years of school.

Under the BSM philosophy, math classrooms are more like science laboratories where children work in small teams, learn by hands-on experiments and become motivated independent thinkers and problem-solvers.

Alumna earns nursing award

For her dedication and professionalism, Karen S. Hagen BSN, CNOR, '80, clinical nurse specialist, St. Joseph Mercy Hospital, Ann Arbor, earned the Distinguished Alumni Award at the School of Nursing's Eighth Annual Nightingale Awards for Nursing May 1.

The alumni award recognizes a professional nurse who demonstrates "excellence and makes a difference in nursing practice." Blue Cross/Blue Shield of Michigan and Blue Care Network support the award.

Peering into the future

Studying other educational institutions will help Oakland University hone its strategic vision, according to Laura Schartman '79, '82, director, Office of Institutional Research and Assessment (OIRA).

"By studying what other institutions are doing, we can get a better feel for where we are doing well, and where we can improve," Schartman says.

A peer group of 14 educational institutions has been identified (see chart). OIRA is getting feedback from the President's Cabinet and the deans to compile information on a second group which would include educational institutions with attributes OU would like to model.

Peer group

Educational institutions similar to Oakland University in size, funding, programs and other attributes:

- University of Massachusetts-Boston
- University of Maryland — Baltimore County
- Southern Illinois University — Edwardsville
- Cleveland State University
- Wichita State University
- Central Missouri State University
- Grand Valley State University
- University of Wisconsin — Oshkosh
- Kean College of New Jersey
- Montclair State College
- Western Washington University
- Eastern Illinois University
- Salem State College
- Youngstown State University

Oakland is among the top 10% in voluntary support

For the first time in university history, Oakland University was among the top 10 percent of public comprehensive universities in terms of gift assets received in fiscal year 1994-95.

"The \$6,136,000 raised in fiscal year 1994-95 placed us 12th among the 132 reporting universities in this year's voluntary support of education survey," says David S. Disend, vice president, University Relations, and executive director, Oakland University Foundation. "In fiscal year 1992-93 we were in the top quartile, so we have moved up the list rapidly."

"I think much of the credit in our improvement belongs to our deans

and our faculty," Disend adds. "Their increased willingness to reach out to the community, identify potential partners, and to nourish those relationships makes all the difference in fund-raising success. The community responds well to the excellence of our programs."

TOP 10

Community reacts favorably to Russi's appointment

During the first 15 months of his interim presidency, Gary D. Russi has led Oakland University to record student enrollment, historic campus construction and renovation, approval and subsequent enactment of Strategic Plan 1995-2005 and wider recognition in Lansing and southeastern Michigan.

Earning the confidence of OU colleagues and business, industry and governmental leaders through his leadership abilities, Russi was appointed Oakland's fifth president by the Board of Trustees April 11. Russi will continue using the interim title until contract negotiations and conditions of employment are approved by the board at its next meeting June 6.

In recognition of this honor, OAKLAND UNIVERSITY MAGAZINE presents reactions from university colleagues and friends.

"I have enjoyed working with Dr. Russi during his term as interim president and found his skills and personality well-suited to the job. I look forward to working with him in the future as president to help strengthen Oakland University and help build on the quality programs that exist."

— **State Sen. Michael J. Bouchard, R-Birmingham, District 13**

"As a charter class graduate, member of the President's Club and mayor of Rochester, I support the board's decision to make Dr. Russi the president of Oakland University. During Russi's interim, Oakland University has grown — offering more programs and opportunities both culturally and academically — for the residents of our community. I'm very proud of the accomplishments of the university. And being located next to the Tech Park, it's good for business, students and graduates."

— **Thomas Werth '63, mayor, City of Rochester**

"I have been impressed with Dr. Russi's vision to partner with the business community and create centers of excellence within the university. His vision will position Oakland University as a premier learning organization in the 21st century."

— **Susan Unger, executive director, Information Services, Chrysler Corporation, and member, OU's Presidential Technology Advisory Board**

"I have seen first-hand how effective Gary Russi is with building Oakland's reputation and moving it forward. I have nothing but the utmost respect for his absolutely tireless dedication and hard work on behalf of this university."

— **David T. Fischer, chair, and president, Suburban Motors Company, Inc.**

"Gary is an exceptionally competent administrator who is a team builder. He has the experience, wisdom, patience, willingness to listen and vision needed to lead our quest to build an even stronger institution. It is important for this institution to have a permanent leader. Mr. Russi is the best person for the job."

— **Denis M. Callewaert, professor, Chemistry, and director, Institute for Biochemistry and Biotechnology**

"Having had the opportunity to work with Dr. Russi on the Presidential Technology Advisory Board, I understand completely why the trustees took this action. Dr. Russi has the capability, enthusiasm and vision that will be



Interim President Gary D. Russi was appointed fifth president of Oakland University at the April Board of Trustees meeting.

required to lead Oakland University into the 21st century as one of Michigan's premier universities. Dr. Russi's interests in involving the business community in the university will both benefit the university and ensure that Oakland University is a major resource within this geographical region."

— **Michael W. Grieves '80, president, Data Systems Network Corp., and member, OU School of Business Administration Board of Visitors**

"This is wonderful news and well-deserved. A natural from my observation after seeing his style of work ethic. He could be a model to other leaders in any kind of industry of when you just do what's right and when you do a good job, things come about and take care of themselves. I'm very excited about the appointment."

— **Gail Duncan '79, president, Jerome-Duncan, Inc., and director, Oakland University Foundation**

Back to Business

By Vicky Billington and Theodore G. Coutilish

In the decade before the Gulf War, Americans fell in love with business education. They scrambled to enroll in MBA programs in record numbers because a finance-oriented MBA was viewed as a prerequisite for a top salary and corner office.

So they thought. "Some people forgot the key to business is to create customers, not just to make money," says Michael Grieves '80, president and CEO of a major network management integration company. "When business heats up, some people get greedy." To fundamental business experts like Grieves, the current cycle is nothing new.

Following the junk bond scandals, corporate downsizing, company mergers and influx of new technology that allowed organizations to operate with leaner staffs in the late '80s, business education was sent reeling. Most students saw the corporate backlash and decided to pursue other academic majors. "It was the era of dissatisfaction," Grieves says. "It was a cool-down period."

Now things are heating up again. Today, more and more Americans are landing in business schools. Although no national enrollment numbers are available, the need for professional advancement, the rise of entrepreneurship and demand for business services are driving a bullish market. "We went from junk bonds to dissatisfaction and back to focusing on customers," says Grieves, of Data Systems Network Communication, Farmington Hills. "Today's market is stronger, healthier and best in the long run."

As corporations continue to "rightsize," a new crop of fast-growing small firms, with fewer than 100 employees, is generating sharp job growth as more people become their own bosses. At Northwestern University's J.L. Kellogg Graduate School of Management, for example, 28

percent of incoming students expressed an interest in starting a business — up from only 8 percent three years ago, according to *U.S. News and World Report*. And among first-year MBA students at the University of Illinois at Urbana-Champaign, that figure rose to 54 percent.

Outsourcing jobs and services is growing as well. According to the U.S. Department of Labor, business and financial service professions are among the fastest growing segment of the service industry, and an estimated 3.3 million jobs are expected by the year 2000.

Growth at home

Mirroring the national scene, enrollment growth at Oakland University's School of Business Administration (SBA) is on the rise. The SBA showed its first enrollment gain in five years with a 4.8-percent increase for the 1995-96 academic year. Most notable was a 15-percent rise in MBA enrollment. "This upswing will continue as part of a national trend of students returning to professional programs," SBA Associate Dean John Tower says. "We expect the return to the MBA program to continue to be strong."

Landing on high ground in 1995, business education's outlook is bullish again



Illustration by Robin Williamson



Associate Professor Barbara Theisen (above) teaches in the accounting program, one of only three in Michigan accredited by the AACSB.

Moving business forward

With more students enrolling in business, universities are searching for a competitive edge. Specialty programs, particularly with more emphasis on technology and international business, are growing as students crave real-world training. The University of Florida's Graduate School of Business, for example, is collaborating with the Vanderbilt University's business school to introduce a Miami-based international executive MBA program that includes field trips to Latin America.

Closer to home, Oakland's SBA promotes hands-on experience. SBA's programs are a blend of rigorous American Assembly of Collegiate Schools of Business (AACSB)-accredited business courses, a broad general education, internships, exposure to current business practices through part- and full-time faculty from industry and partnerships with booming Oakland County businesses.

"We have tremendous potential to strengthen our educational role in the regional business community," new SBA Dean John Gardner says.

Tower lists the SBA's program strengths as MBA, management informa-

Enrollment growth at Oakland University's School of Business Administration (SBA) is following national trends. The SBA showed its first enrollment gain in five years with a 4.8-percent increase in the 1995-96 academic year. The most notable SBA increase was a 15-percent rise in MBA-program enrollment.

tion systems (MIS) and accounting. "The MIS program is part of our uniqueness," he says. "Other local competing universities offer computer science programs but not through their business schools."

Another draw is Oakland's accounting program, one of only three in Michigan separately accredited by the AACSB.

Keeping pace

To meet market demands, the SBA is adding a new Master of Accounting degree in fall 1997. The degree targets pending changes in educational requirements for CPA certification. Most states require 150 credits before the CPA exam can be taken, and Michigan is expected to follow suit. The SBA's new program will combine core business courses, accounting requirements and accounting electives. Eligible students will be able to choose from professional, cost management or accounting systems tracks.

"We see advanced degrees as an important factor in our continuing recruiting process," says Michael Cenko, partner, Price Waterhouse LLP, Detroit, and member, SBA Accounting Advisory Board. "As more and more states adopt the 150-hour program for accounting majors, it will place more emphasis on advanced degrees."

The SBA also added eight new post-master certificate programs in fall 1995. Targeted to MBAs who want additional specialization, programs include accounting, business economics, finance, marketing, human resources management,

management information systems, international business and production, and operations management.

In partnership with Oakland's School of Engineering and Computer Science, the SBA offers a Master of Engineering Management (MEM) degree. The degree offers practicing engineers the opportunity to keep abreast of the engineering field and prepare for management responsibilities. About 160 students are currently enrolled in the program. Last fall, the MEM was introduced to 11 working engineers in Austria as part of a partnership between OU and the University of Technology in Vienna.

"It makes Oakland more visible internationally and gives us another edge," says Naim Kheir, program coordinator and chair, Department of Electrical and Systems Engineering.

Hands-on workplace skills

Bringing technology into the classroom has its challenges: high costs for equipment and faculty training, which may fast become outdated. Yet experts feel technology bridges the gap between passive and active learning and shortens the learning curve.

A computer classroom for statistics and an innovative visual statistics program developed by SBA faculty help students in the SBA, as well as those throughout the university, learn statistics.

"Bringing technology into the classroom is still new," says Ronald Tracy, associate professor, Economics, who helped spearhead the creation of the Statistical Classroom for Social Science and Business. OU, with matching funds from a National Science Foundation grant, financed the \$150,000 room, which opened in February in the Kresge Library. It features 24 computer stations and capabilities that allow an instructor to view each student's computer screen and students to view the instructor's screen.

"We do things that would be almost impossible to do on a blackboard," Tracy says. "If you're working on hypothesis testing, for example, with visual statistics you can change the degrees of freedom almost instantly. On a blackboard, you could not possibly draw all the graphics, there would be too many possibilities."

Currently, entering undergraduates are required to enroll in *Introduction to Computer Use* which includes use of e-mail, surfing the World Wide Web and participating in news groups. The SBA

plans to offer its first Web page development and electronic commerce course this fall, and a new course will introduce first-time students to the business field and to the major programs at OU.

Opening doors, expanding horizons

Convenience and location are keys for many business students juggling jobs and school. With that in mind, the SBA offers its full MBA program at the University Center-Birmingham, housed in Groves High School. The center, opened in January with 103 enrollments, offers a PC laboratory, a compressed video distance learning classroom and a fiber optic network. Over time, more undergraduate courses will also be offered at the University Center-Birmingham.

Becoming more visible

The SBA's increased marketing and advertising efforts in print and in direct mail are paying off.

"We are attracting a better quality student," says Sheryl Clark, director, MBA Program. "By quality student, I mean those with higher GPAs and GMATs."

Oakland's SBA has a home page on the World Wide Web (the Web site address is: <http://www.sba.oakland.edu/>). SBA student Web page developers have built the SBA Home Page with program, admission, placement, faculty and staff information, plus links to relevant business-oriented information resources from around the world. In addition, SBA students have developed Web pages for the Placement Office, other OU units and for local businesses. The SBA plans to develop and maintain an extensive resource base of business-related information and provide training in business applications.

Building partnerships

Building partnerships with area businesses is another way the SBA is growing. The SBA teaches two off-campus MIS courses in client/server information systems for employees of Comerica Bank, and has created a program to retrain information systems staff for Ameritech Services. The SBA also is working with local business leaders and the School of Engineering and Computer Science (SECS) to develop a network management program. This program will train students to help local businesses develop

Continued on next page

With a fresh approach and impressive credentials, new business dean 'rides high' on opportunities

The Oakland University Board of Trustees appointed John Gardner as the fourth dean of Oakland's School of Business Administration (SBA) February 23. Gardner is expected to begin August 1. He is currently the associate dean and professor of the School of Management at the State University of New York (SUNY), Binghamton.

Gardner's list of accomplishments and credentials are impressive.

He holds the Price Waterhouse Chaired Professorship in Accounting at SUNY. He created and raised financial support for the Center for the Study of Ethics and Behavior in Accounting, established a Corporate Associates Program between the School of Management and local corporations, and developed a five-year accounting program and Honors Program for the top 10 percent of incoming accounting and management students.

In this interview, Gardner outlines the key attributes for a good business school, his SBA plans and reveals a personal passion.



John Gardner

OAKLAND

UNIVERSITY MAGAZINE: What are the key areas any business school, including Oakland's, should focus on to prepare business students for the 21st century?

JOHN GARDNER: While there are many areas which have and will continue to impact management education, such as team learning and cross-disciplinary decision-making skills, two key areas of rapidly growing importance are management of information and management decision making in an international setting. Management of information technology is much more than understanding the effective use of computer databases and database

management. Students need to understand the ever-increasing role of computer technology and applications in business and be able to effectively manage this technology to best meet the needs of their business. In regard to international, most if not all future managers will have to work either in an international setting or for a foreign-owned corporation. Those managers who are knowledgeable of international operations will enjoy a higher probability of success.

OUM: What are the key attributes a graduate of a business school should possess?

JG: Two of the most important attributes a business school graduate can have are a "passion" for knowledge in his or her chosen field and "critical thinking ability." A college education provides students with the skills necessary to obtain positions in their manage-

ment area. However, dedication to lifelong learning and the ability to critically analyze issues helps ensure career success in today's dynamic business environment. In addition, students need to have an appreciation of the value of ethical decision making, a strong sense of social responsibility and a commitment to cultural and ethnic diversity.

OUM: What particular areas or activities will you focus on in your first year as the SBA dean?

JG: I plan to spend a significant portion of my time gaining an understanding of the role of, and opportunities for, the school within

Continued on next page

New business dean continued from page 9

the university and the business communities. This will require numerous meetings with business executives in the region, as well as the school's faculty and staff members whose interest and expertise are critical to the success of any initiatives the SBA undertakes.

OUM: What aspects of OU enticed you to accept the challenge as dean of a business school in a rapidly changing environment?

JG: I concluded that Oakland University provided the best match between the needs of the school and my interests. Two of my major strengths are in development and establishing partnerships with businesses and other schools, both within the university and other academic institutions. Given this, a talented faculty and a strong support from the university administration, the SBA has tremendous potential to strengthen

its educational role in the regional business community.

OUM: What are your plans for the SBA?

JG: My plans are to work with the faculty, administration, alumni and business executives to determine the most effective, state-of-the-art education we can provide to our students. This means looking at what we as a faculty can effectively accomplish, and realistically matching that with the employment markets we can serve. We need to continue to do those things we do well and look for new opportunities that provide a high-quality education and serve a unique market niche.

OUM: Will you ride your motorcycle to meetings with business executives from the four-wheel, vehicle industry?

JG: I normally only ride my motorcycle on clear, warm summer nights over country roads. I enjoy the feeling of freedom the cycling provides, both physically and mentally.

and manage the complex electronic networks that are the backbone of business today.

Two SBA faculty are expected to join 10 from the School of Engineering and Computer Science as faculty interns at Chrysler Corporation in summer 1996 (see related story, page 16). Area business leaders participate in the SBA's Executives-on-Campus program, which brings top executives face to face with business students in the classroom. All of these programs provide students with experience or information on the latest technology or practice in the business community.

Family-owned businesses throughout Michigan also find a valuable resource in the new Center for Family Business. The only one of its kind in Michigan, the cen-

ter serves as a partnership between the SBA and several leading financial, legal and insurance sponsors to offer such information as money management, succession planning strategies and human resource and leadership issues. The center provides consultations, newsletters, business retreats and breakfast briefings.

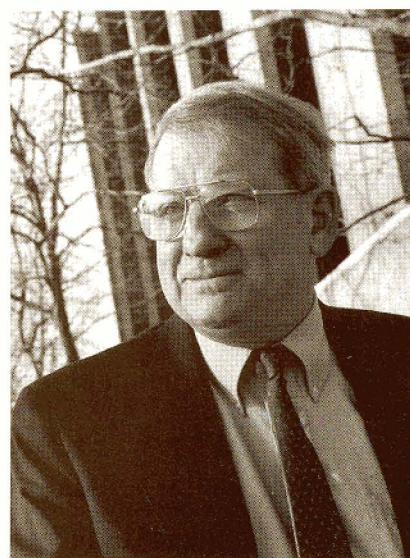
Bridging the gap

Oakland's SBA is searching for ways to integrate the key skills business leaders say they are looking for in new employees. According to the *Business Journal for Leaders in Human Resources*, gaps between the skills workers have and the skills companies need are most prevalent in such areas as basic analysis, communication, organization, technology and leadership.

In her book, *The 100 Best Jobs for the*

1990s and Beyond, Carol Kleiman, nationally syndicated business columnist for *The Chicago Tribune*, believes one of the best ways to prepare for corporate careers is to mix business courses with liberal arts. "Businesses competing in a global economy and operating within the framework of a shrinking labor force need employees with backgrounds in literature, language, history, sociology, physics, chemistry, biology, ethics and psychology as well as in traditional business courses."

Other experts say staying tuned to the needs of both students and businesses and creating meaningful partnerships with industry are keys to business school success. By all accounts, Oakland's School of Business Administration is positioned well to prepare students to hit the ground running on their road to success in a rapidly changing work place. ■



"The MIS program is part of our uniqueness. Other local competing universities offer computer science programs, but not through their business schools."

**— John Tower
Interim Dean**

Career starts

Average starting salaries for 1996 college graduates are bullish as well, according to the National Association of Colleges and Employers. They include:

- **Business administration:** \$27,789, up 5.1 percent
- **Accounting:** \$28,971, up 3.7 percent

Hall of Knowledge

New Executive Director Lisa Baylis Ashby
opens doors of academic opportunities
at Meadow Brook Hall

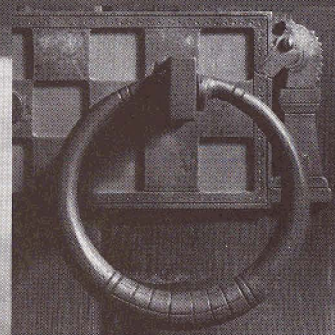
By Gary Graff

One day each week, Oakland University art history major Elizabeth Melvin visits Meadow Brook Hall.

Not for a tour.

Nor for lunch.

The hall is one of Melvin's classrooms. If Lisa Baylis Ashby, the hall's new executive director, has her way, Melvin — who's studying three pieces of Rookwood pottery — will be the first of many students to use the mansion and its surroundings as a 100-room, 1,441-acre learning laboratory. The upcoming fall semester features the first art history class that will be taught in the mansion, and Ashby foresees the opportunity to expand the hall's offerings to the history and business and even journalism curricula. In short, the Bloomfield Hills native has come home to the job, sworn to end many years of co-existence in order to generate a fully realized partnership between the hall and university — while still preserving the tourist aspects that bring 100,000 visitors to the hall each year. ➔



"This place is like a buried treasure," says Ashby, barely able to contain her enthusiasm as she walks through the hallways. "It's time to use the hall for the stories it can tell about art history, architecture, landscape design and social history."

You certainly won't get any argument from Melvin. A registered nurse who's angling for a career change, Melvin is working with three Rookwood vases — just a pinch of the many pieces of fine American art and craftwork that are among the hall's collection. The best part for Melvin is that the pieces she's working with have never been documented, so her research is original and will become part of the Rookwood database. Ashby and her staff, meanwhile, get to know more about the hall's collections. "Rookwood had a very distinct coating — the style and coloring and glaze," she explains. "There are no files on these. It's like starting from square one."

Using old catalogs and information from the Cincinnati Gallery — one of the national hubs for Rookwood pieces, since the company headquarters were originally in that city — Melvin has been able to get some information on two of the three vases. One was made by Carl Schmidt, the other by E.T. Hurley. The third, however, is something of a mystery. "It has all the Rookwood markings," Melvin says. "But the initial signature, the potter's mark, is different. I'm having a difficult time finding it. In a lot of the catalogs they have the whole list of potter's marks, but I've not been able to find this particular mark in them."

When Melvin nails that down, it could be important new information in the



Jan Schimmelman, Elizabeth Melvin and Lisa Baylis Ashby study Rookwood vases at Meadow Brook Hall.

"This place is like a buried treasure. It's time to use the hall for the stories it can tell about art history, architecture, landscape design and social history."

*— Lisa Baylis Ashby
Executive Director
Meadow Brook Hall*

Rookwood annals. And that, ultimately, is the magic of having a facility like Meadow Brook Hall — and opening it up for those purposes. "It's the chance for students to work with real objects," says Professor Jan Schimmelman, OU's

chair of Art and Art History, College of Arts and Sciences. "There is wonderful architecture and some very fine paintings. The tile work is fabulous. The enthusiasm that comes from something like this is just marvelous to behold. There's a real difference in the students' response to a project when it's like this — hands on, very specific — than in a generalized academic theoretical art history topic."

There will be more of that in the near future, according to Schimmelman. In addition to hosting students doing individual research, Ashby has agreed to supervise student interns as well as to teach a course at the hall. *Museology and*

Patronage will focus on Ashby's job, "how a director of a collection like the one at Meadow Brook Hall functions," according to Schimmelman. The course will provide a real-life look at how those who run galleries and museums acquire pieces and manage not only the collections but also the facilities themselves. That's Ashby's expertise, of course, and she brings a fresh sensibility that was honed during tenures at the J. Paul Getty Museum in Malibu, California, the Fine Arts Museums of San Francisco and the Minneapolis Institute of Arts. With degrees in art history, museum studies and business, Ashby employs expertise in both commerce and art to operate facilities that are both aesthetically dynamic and fiscally sound.

"I was on the front end of a wave; now people with my educational background are more common," she says. "People in an organization like this should be trained in management. But it is truly like being a schizophrenic person in some sense. On one hand, you're absolutely committed to the cause, sharing all this with people to see what it means in their lives. On the other hand,

you have an entrepreneurial sense. But when it's done right, even that is for the cause."

Schimmelman says part of Ashby's cause has been sparking the new relationship between the university and the hall. "She's an absolutely delightful, wonderful and charismatic person," Schimmelman says. "She came up one day and just introduced herself, and then several of us had lunch, just to start talking about what the relationship could be and what we could do together. All of this has been made possible through Lisa, her personality, her enthusiasm and her incredible energy. She's a creative person, and she did not hesitate. She came to us, essentially, and said she wanted us to be involved in the hall, which was the most wonderful thing I'd heard in a long, long time."

Melvin seconds that feeling. "Lisa's great," she says. "She's very energetic and very receptive. Schimmelman told me that students have never been in Meadow Brook Hall to study. It's kind of exciting to be the first. I was a little nervous, but I feel very welcome there." Ashby, however, says it's not the person — it's the hall. "We can make so many connections here," she says. "There are so many interesting things. I see this as a different era, a new era. It was exciting when this was first opened to the public, but now it's time for something in addition to the tours and meetings and other things that have been done, successfully, for years."

Touring the hall with Ashby is like being sucked along in the tail of a tornado. She clips through the corridors and rooms, pointing here, there and everywhere to priceless artifacts, interesting designs and impeccable craftsmanship. She slips into storage rooms to show off linens, dresses and housekeeping records, and even though she's only been here since August, Ashby seems to have a working knowledge of every hidden staircase and back channel around the house. By the time you roll into the parlor adjoining the living room that houses a player pipe organ, you half expect Ashby to sit on the bench and crank out a few tunes.

"It's basically a diamond in the rough, something incredibly cool that can be

shined up and used to tell a million incredible stories," Ashby says.

Of course, the hall has its own incredible story. It was built between 1926 and 1929 by Matilda Wilson — the widow of early car baron John Dodge — and her second husband, lumber magnate Alfred G. Wilson, whom she married in 1925. Although she had originally intended to build her Tudor-revival-style mansion with John Dodge in Grosse Pointe, Wilson used her inherited fortune and opted to move the setting to a tract of land her late husband had purchased north of Detroit. (The Wilsons eventually donated their 1,444-acre Meadow Brook Estate and \$2 million to Michigan State University in 1957 to begin a new college in Oakland County. The home itself was left to OU following Mrs. Wilson's death in 1967.)

To get ideas for the house and its rooms, the Wilsons traveled to Europe with architect William E. Kapp of the Detroit firm Smith, Hinchman and Grylls. They used a variety of English Tudor estates as their models — including Kensington Palace — although some areas in the home would carry French, Asian and medieval influences.

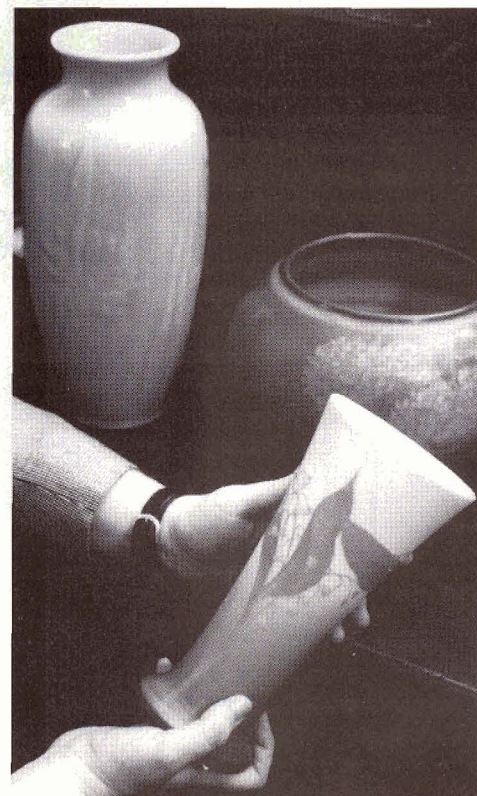
It is, of course, the kind of home people don't build anymore — and that few built at the time, even. Elaborately detailed and richly furnished, it's what Ashby calls "the ultimate individual's artifact," a celebration of the self that's ostentatious, but regally so. The Wilsons have long been praised for achieving a warm, homey quality in their palace rather than a sterile environment. At a time when many wealthy Americans were importing period rooms from Europe, Matilda Wilson took great pride in — and was duly recognized for — creating her own rooms using American artisans and materials. While she had a spectacular collection of paintings which included a Rembrandt and several Van Dycks, her art purchases were to suit her own taste rather than impress visitors with big names and expensive paintings. There are beautiful family portraits throughout the hall, and the overall effect is fresher and more original than the gallery sensibility of many of the Wilsons' contemporaries. Elsewhere, the hall is a marvel of carved wood moldings and sculptured ceilings, forged brass and metal fixtures, signed

Tiffany lamps and stone and marble floors and walls.

"You keep seeing new details," Ashby says. Ashby plans to add to the splendor of the hall. She plans to hire a curator to assist in the preservation and interpretation of the building and the hall's collections. A \$2.3-million driveway reconstruction is slated for completion this summer, replacing the deteriorating pavers installed 15 years ago with more functional and permanent surfaces. And she'll look into implementing some of the gardens and other landscape plans the Wilsons abandoned after the stock market crash of 1929. And, thanks to the collaboration with the university, more students will study the hall's offerings to increase their skills as well as learn more about the building — knowledge that can ultimately benefit the community at large.

"It's a win-win situation," Schimmelman says. "There's a great deal to be gained from the work we'll do together." ■

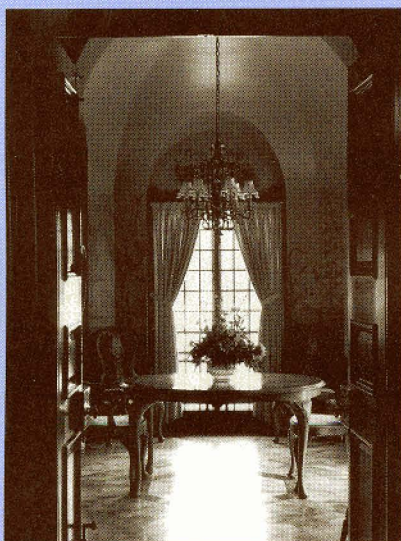
Gary Graff is a freelance writer from Beverly Hills, Michigan.



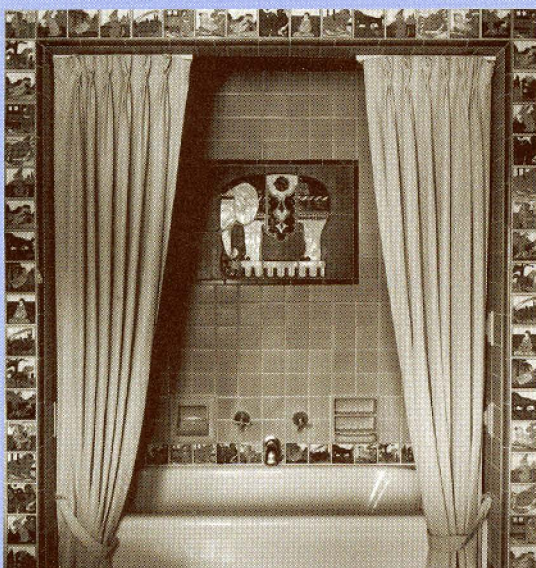
Rookwood pottery is among the many pieces of fine American art and craftwork at Meadow Brook Hall.



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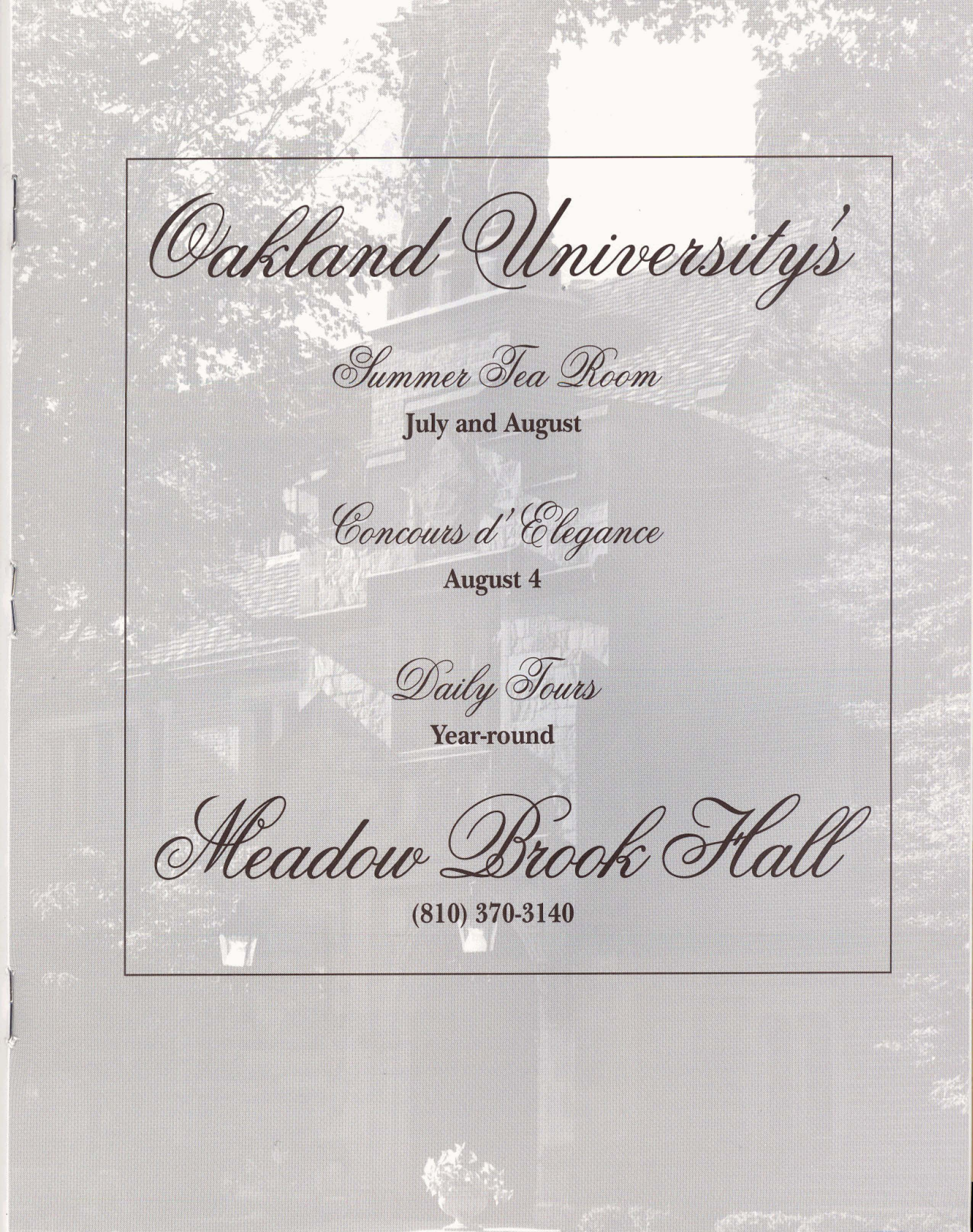
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9

10 Things NOT TO MISS at Meadow Brook Hall

1. *The Ball Room*, a massive, medieval structure with a cathedral ceiling and imposing stone pillars. Check the fireplace for carved figures of a court jester on one side and Charlie Chaplin on the other.
2. *The Games Room*, outfitted with pool and card tables as well as a raised viewing area. Highlights include unique hand-crafted hardware and wood carvings of playing pieces for billiards, chess and card games. Also, the carved Swiss bear chair whose arms embrace the occupant.
3. *The Alfred Wilson Study*, a paneled, woodsy man's habitat. Wood carvings depict scenes from his life, while the hardware and fixtures are wrought from logging symbols. Attached is a pantry for drinks and snacks, as well as a secret spiral stairway that leads to his bedroom.
4. *The Sun Room*, with its regal English chapel ceiling and arched windows and doorwalls.
5. *The Chinese Breakfast Room*, a simple and elegant retreat that seems particularly modest by the rest of the house's standards.
6. *The Archive Display*, a minor area on the lower level, but it tells much about the hall's former inhabitants. Linger for awhile over the collection of photos as well as the vintage bottles of old Saratoga and Johnny Walker whiskey.
7. *Knole Cottage*, the \$10,000 Playhouse built for Frances Dodge. A three-quarter-sized brick bungalow, it had the first all-electric kitchen in Michigan.
8. *The Danny Dodge Bedroom*, a Tudor enclave with carvings and hardware that reflect his interests in books, boats, airplanes and automobiles. Pay particular attention to a small window near the ceiling; it's the portal to a secret area where he would hide, read and play with friends.
9. *The Nursery*, where the Wilsons' adopted children, Richard and Barbara, were raised. Note the bathroom's tile work and carvings of fairy tale and nursery rhyme characters, as well as the tile elephant on the bathtub wall.
10. *The Matilda Wilson Study*, a comfortable sitting area modeled after the work of 17th century English architect Inigo Jones. Many mementos from her active business and social life are displayed here.



Oakland University's

Summer Tea Room

July and August

Concours d'Elegance

August 4

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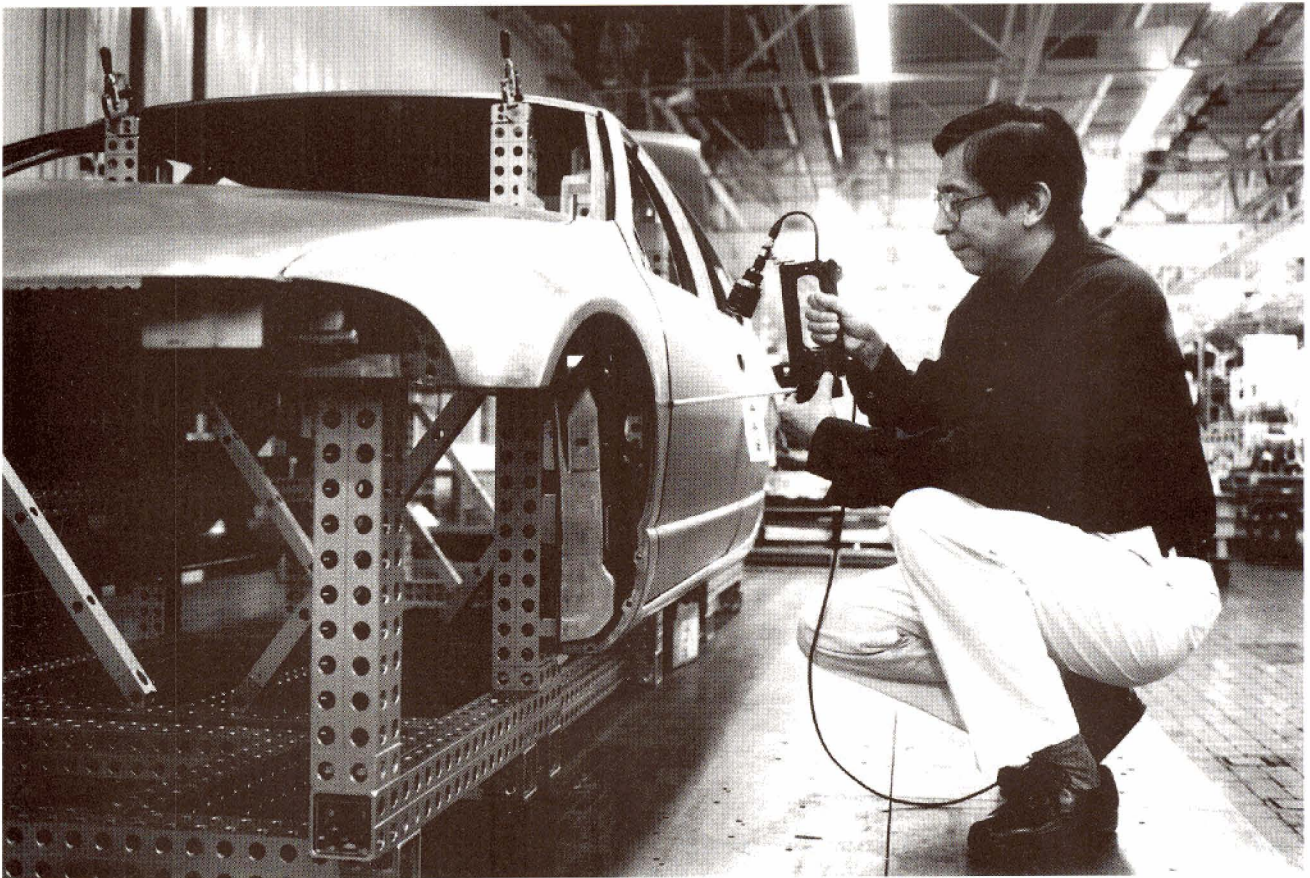
Meadow Brook Hall

(810) 370-3140

Planted in Industry

Chrysler's summer internship
program changes the way
OU faculty and students learn

By Amber Foulkrod



Michael Hung '71 (above) always watches with a smile when the United States space shuttle shakes off its metal constraints and bursts into the sky, its fiery engines propelling it upward until it disappears from sight. With a wide grin, he says, "I feel good every time I see that shuttle go up."

He should. After all, an invention from Hung, a professor in Oakland University's Mechanical Engineering Department, has greatly improved the safety of a space shuttle.

The challenge

Now Hung and other Oakland colleagues have begun to apply that sort of knowledge to the automotive industry through a summer Chrysler Motors internship program. Through the program, one of OU's latest efforts to turn classroom theory into practical knowledge, OU professors hope to help students become better prepared to enter a rapidly changing global workplace after graduation.

Dennis Pawley, executive vice president, Manufacturing, Chrysler, initiated the internships last summer to help provide OU professors with a working example of how the theories they teach in the classroom apply to the manufacturing environment. In return, Chrysler adds critical thinking and problem-solving skills to their engineering teams.

Chrysler is finalizing plans to host the program again this summer.

"This is an extremely successful program with no end," Pawley says. "We found Oakland's professors to be intellectual, enthusiastic and aggressive. They fit right into our environment and made tremendous strides in our continuous improvement efforts. They contributed significantly to how we operate our business."

Real opportunity

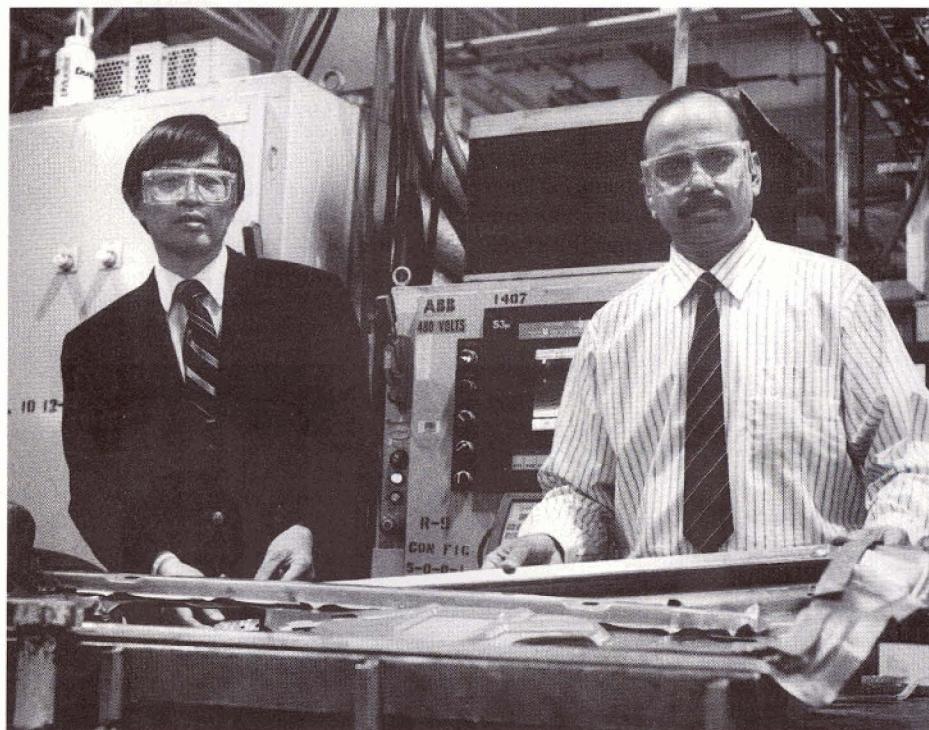
Hung and other Oakland professors jumped at Chrysler's invitation last year. Joseph Der Hovanesian, professor and chairman, Mechanical Engineering, says, "It was a chance to apply some of the ideas that we've been working on to the real world."

Sankar Sengupta, assistant professor, Electrical and Systems Engineering, likes the practical opportunities the internship provides. "I want to gain a firsthand knowledge of how an automobile assembly plant operates," Sengupta says. "It was beneficial to watch processes we discuss in the classroom in operation in a manufacturing environment."

Twelve professors worked at a variety of Chrysler plants last summer, including the Sterling Heights Assembly Plant, the Warren Truck Plant, the Sterling Stamp-

ing Plant, the Warren Stamping Plant and Chrysler's Operating Systems. While in the plants, OU faculty took part in a wide variety of projects, from redesigning computer programs to implementing new quality control systems.

employees and watched huge sheets of metal become body parts. Hung was impressed with the emphasis on quality. "There are signs everywhere pushing quality. It's really their No. 1 concern," he says.



Professors Ching Ko and Sankar Sengupta at Chrysler's Sterling Stamping Plant.

Saving money

Ching Ko, associate professor, Mechanical Engineering, contributed to several different projects at the Warren Truck Plant.

By rewriting a computer program used in putting the cab and bed of a truck together, he managed to help save the corporation more than a million dollars. He also came up with a new design for Chrysler's humidifier, an important tool used in its plants. Since paint only dries properly within a limited range of temperatures and humidity, it's vital that the humidifier work properly.

At Chrysler, humidifier design flaws force plant managers to shut down the assembly line to change the air filter. Ko's design proposal, while still pending, would reduce or eliminate these problems, he believes.

Working together

For the first few days at the Sterling Stamping Plant, Hung talked with

Most of the time, Chrysler relies on workers to inspect materials for quality. That's not necessarily a good thing, Hung says. "Human behavior varies so much from person to person that human judgment just isn't that reliable," he says. "Even in the same person, behavior is different. It's very subjective."

Hung is working on three inventions that may help Chrysler improve its quality-checking methods. The first, called the Portable Laser Vision System, would check for differences in the flush and gap in car panels. Flush is the difference in height between panels and gap is space between car panels.

Ideally, the gap should be uniform and the flush should be even. When they're not, the car is aerodynamically compromised, and an annoying whistling noise is heard when the car picks up speed. It's especially noticeable when the car moves at highway speeds.

Currently, the auto industry uses a mechanical gauge to check these components. Hung says his invention would

increase efficiency and would lessen the need to use workers to check quality, so results would be reliable and accurate every time.

Hung feels his two other inventions may be just as helpful. His 3-D Computer Vision Technique for surface quality inspection detects flaws in car panels by taking a picture of the car panel while a computer-generated fringe pattern shows a reflection. The computer then digitizes and analyzes the picture.

Within moments, the three-dimensional shape of the object is precisely determined. Hung is presently adapting

Additional benefits

Other Oakland professors found their internships equally productive.

Robert Van Til, associate professor, Electrical and Systems Engineering, has obtained a research grant from Chrysler to work on mathematical models of the assembly lines. He plans to work on that project this summer.

Sarma Vishnubhotla, associate professor, Engineering and Computer Science, has already seen his contribution implemented in the plant. He designed a boom swing manufacturing system that removed employees from potentially

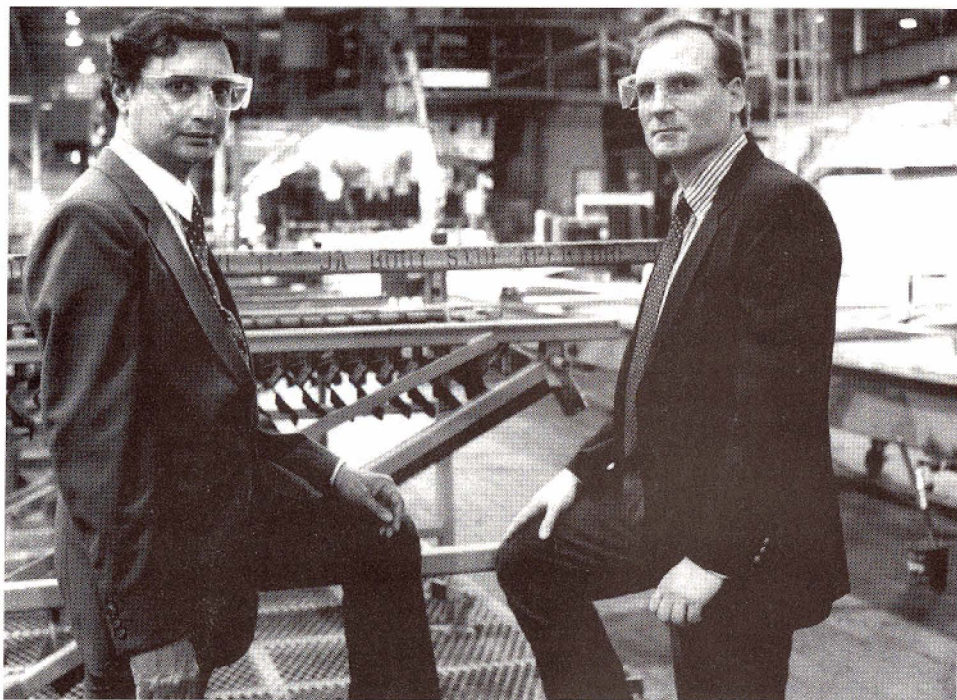
Oakland professors say the internship has made a difference in their teaching styles as well. "We should train our students for their field," Hung says. "Since many are going to work for the auto industry, we should train them in what they're going to need to know."

Brian Sangeorzan, associate professor, Mechanical Engineering, agrees. "We need to understand the needs of technology so we can keep our curriculum updated."

Given the chance, OU faculty say they would like to intern at Chrysler again. "I would do it again," Hung says. "I would make the time since I feel I can help Chrysler improve quality."

And both students and industry will benefit as he and his colleagues make the time. ■

Amber Foulkrod, from Rochester, Michigan, is a former intern in the University Communications and Marketing Department.



Professors Sarma Vishnubhotla and Brian Sangeorzan would both like to intern at Chrysler again.

the technique for surface quality inspection of car bodies.

Currently, the auto industry relies on human judgment. "Basically, they have a lighted area where all the panels are laid out on the floor. The inspector looks at them using only his eye and his judgment," Hung says.

The Computer Vision Technique for full-field surface coordinate measurement would also save time. This technique measures the 3-D shape of the car. Currently, the auto industry uses a probe and spends hours scanning the car, point by point.

dangerous situations. That system has recently been installed in the Warren Stamping Plant.

Michael Polis, dean, School of Engineering and Computer Science, believes strongly in the internship program. "Last summer, our faculty learned an awful lot about manufacturing and were able to suggest a number of projects. These projects will involve graduate students and will be carried out at Oakland and at Chrysler. For our engineering school, this program will make significant changes in the ways we teach manufacturing."

"This is an extremely successful program with no end. We found Oakland's professors to be intellectual, enthusiastic and aggressive. They fit right into our environment and made tremendous strides in our continuous improvement efforts. They contributed significantly to how we operate our business."

— Dennis Pawley, executive vice president, Manufacturing, Chrysler Corporation

The Lewis family: Sowing the seeds for a better community

Kathleen and David Baker Lewis '65 have established two endowments to recognize and perpetuate the efforts of David's parents, Dorothy and Walton Lewis, to build a better community. "My father left Waterloo, Iowa, in the 1930s, a poor young man with a hunger to improve himself. He came to Detroit hoping to find a better future," David recounts. "Soon after he and mother married and by the time I came along four years later, dad was holding down two jobs to make ends meet. Detroit was a big shock to him. Although the black population in Detroit was far greater than in Waterloo, segregation was a sometimes disturbing and always hurtful reality. My dad taught us to play with the cards we are dealt. His charisma and energy made him well liked by all. My parents taught me to give back, and they set an example for me to follow. I learned from them to try and leave this world a better place than I found it."

David and Kathleen Lewis have also made their mark. David now serves as the chairman of Lewis, White & Clay, a legal firm specializing in corporate, litigation, real estate and municipal bond law, and serves on the boards of Comerica Bank-Michigan, Consolidated Rail Corporation, LG&E Energy Corporation and TRW, Inc. Kathleen is a partner at the law firm of Dykema Gossett, and serves on the board of Jacobson's stores. "We are fortunate that we are in a position to do something special for Oakland," David says.

The Lewises are creating two endowments, both of which carry the names of David's parents. The first will provide for a student from Detroit to attend OU. The full scholarship will stay with the student throughout his or her educational career at Oakland (provided he or she stays in good academic standing), and it will give a student who would not otherwise be able to afford an Oakland education that opportunity. Robert Johnson, Oakland's new associate vice president, Enrollment Management and director, Admissions, was thrilled to learn of the endowment. "We want more students from Detroit, and this scholarship will enable us to attract a strong student," Johnson says.

The second endowment will establish a new model at Oakland, an endowed professorship in community service. David

Disend, vice president, University Relations, explains, "Most people have heard of endowed chairs, but the concept is dated. What the Lewises are doing creates a new paradigm. Their endowment will produce \$5,000 per year and that award will stay with a faculty member for a three- to five-year period. After that period, it will rotate to another deserving faculty member. This model fosters productivity and comes as a bonus to a job well done. In the true spirit of the Lewis family, they have chosen to encourage and acknowledge those faculty members who are working to make a better community by building bridges."

OU Interim President Gary Russi agrees. "Service is one of the three criteria we use to evaluate faculty members, along with scholarship and teaching," he says. "For Oakland to flourish in the years to come, we need to be involved with and responsive to the community around us. We are lucky that the Lewises have the vision to further this kind of work."



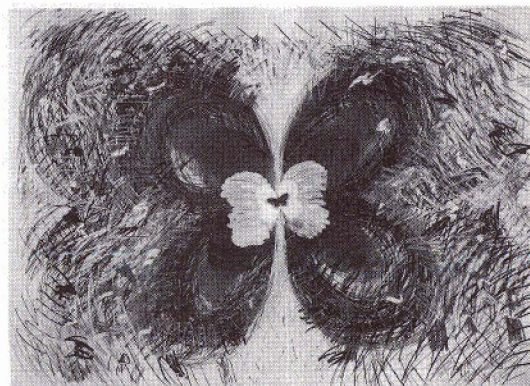
David and Kathleen Lewis

Jane Booth honors professor's memory

Transformation is the word psychologist Jane (Collon) Booth '90 associates with her experience at Oakland University as a student of Professor Robert Brown. Booth says Brown, who died in fall 1995, changed her life.

When Booth first saw the Georg Vihos painting, titled *Transformation*, she felt it expressed her experience at Oakland as a student in Brown's classroom. For this reason, Booth donated the painting to Oakland University as an inspiring permanent tribute to Brown's memory.

Transformation, a wall-sized, mixed media painting, is composed of acrylic paint, crayon and wood construction on paper. The work took several years from conception to completion, earning its title. The artist, painter and sculptor, Georg Vihos, has other large pieces



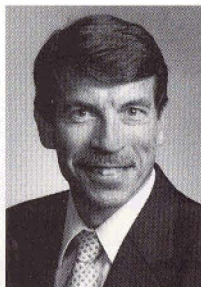
Transformation by Georg Vihos

hanging at Wayne State University and University of Detroit Mercy. He is pleased to have this piece at Oakland, completing his university trilogy.

The painting will be installed in OU's Kresge Library, where it will be appreciated by students, faculty and the community for years to come.

Alumni hold potential power, Russi tells OUAA Board

Alumni play an important role in the operations and future of Oakland University, Interim President Gary D. Russi told the Oakland University Alumni Association (OUAA) Board of Directors at its quarterly March meeting.



John Flick

"Dr. Russi said he plans to spend more time with alumni because he understands the potential power, particularly the strategic thinking power, we have, and how alumni can help him to achieve the university's goals," says John Flick '77, '81. Flick is president, OUAA Board, and business unit director, Access Control Systems, Americas for Rockwell Automotive. "Our

45,000 alumni can provide much of the volunteer manpower to move the university forward. We can help position the university to be more responsive to trends in business and industry and help strengthen the university's visibility — to get the university and community linked together more tightly than they are now."

During his speech, Russi underscored three main areas where alumni can help Oakland: 1. As volunteers, particularly as Admissions Ambassadors, alumni can give prospective students personal insight into how OU helped them not only with their careers but also with their personal goals in life. 2. By serving on advisory committees of the college and schools, alumni can also help make sure curricula is current with what's going on in industry. 3. Alumni can help contribute to scholarships and participate on awards committees.

Set your sails

Help Oakland University seniors set their sails this fall.

A weeklong event September 23-28 will offer workshops aimed at preparing students for success after graduation. Alumni are needed to volunteer their time, talent and expertise, offering such helpful hints as career preparation and life skills such as budgeting, bill paying, buying a car and finding a place to live.

Oakland University offers Preferred, Gold MasterCards

Oakland University, in collaboration with MBNA America, is offering alumni and other friends of the university the opportunity to apply for either a Gold or Designer Preferred MasterCard. Each time an account is opened and each time the credit card is used to make a purchase, a contribution is made to OUAA to support its activities.

The university name and logo appear on the face of the credit card to identify the cardholders' affinity with Oakland. The Gold card provides added bonuses such as purchase protection and enhanced travel benefits.

For more information about the Oakland University MasterCard or to make a request for an application, call (800) 847-7378.

The event is sponsored in conjunction with the Oakland University Alumni Association and the Division of Student Affairs.

For more details, call (810) 370-2155.

A 'Different Kind' of Golf Outing

Stroke a hole-in-one on the 17th and win a Saturn.

One ace in the 17th hole is all it will take to win a car — and at the same time, help students pay for college — at the 21st annual OUAA Golf Outing.

So get ready to tee-off at the fun-filled golf tournament, slated for July 15, at Oakland University's prized Katke-Cousins Golf Course. This year, Saturn of Southfield will give away a car to anyone who gets a hole-in-one at the ever-so-challenging 17th hole.

Even if you don't win, you'll have the opportunity to enjoy new and old friends and help raise money for OU student scholarships.

Entry fee for alumni, which includes 18 holes of golf and lunch, is \$90; guest fee is \$110. Entry fee for corporate sponsors, which includes lunch and golf for two and your organizational name displayed, is \$500.

For details, call (810) 370-2155.

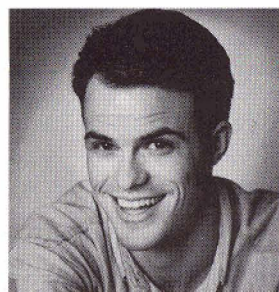
Success on Sunset Boulevard

Corey Skaggs '94 is glad his Oakland University professors pushed him to try to "do it all."

The young singer, dancer and actor landed the second male lead ("Artie") in *Sunset Boulevard* on the West End, London's equivalent to Broadway. The production is being staged at the Adelphi Theatre.

Skaggs shared some of his experiences in a recent letter to Michael Gillespie, associate professor, Music, Theatre and Dance.

"Even at this level, it's still the same," writes Skaggs, referring to his rehearsals on the big stage. "You sit down and get to business. There's no limo, no champagne, it's all the same. Thank God!"



Corey Skaggs

University announces alumni awards

The Oakland University Awards Selection Committee announced the following alumni winners:

- **Distinguished Achievement Award:** Ms. Janet Holmgren '68, president, Mills College, Oakland, California
- **Distinguished Service Award:** Julie Granthen '81, '87, department chair, Oakland Community College
- **Spirit Award:** Bonnie '87, instructor, Power House Gym; and Paul Karas '77, '85, test development engineer, Ford Motor Company; and Colleen Ochoa Peters '87, assistant director, Government Relations, Oakland University
- **Odyssey Award:** Jacqueline Solway '73, professor, Trent University, Ontario, Canada

Two alumni win award for community library Web site

Rochester Hills Public Library is the 1996 recipient of the Gale Research Award for Excellence in Reference and Adult Services, thanks to two Oakland University alumni.

Library Director Christine Lind Hage '70 and Systems and Facilities Manager Larry Neal '88, '91, were instrumental in developing an imaginative and unique library resource to meet patrons' service needs. The library received the award for its home page on the World Wide Web, which serves as a source for library and community information, and as a carefully constructed introduction to the Internet.

The Rochester Hills Public Library was the first Michigan library to offer public access to the Internet in May 1994, according to Hage. "Our Web site has numerous entries that are organized by subject for easy use," she says. "The award committee recognized the home page for its simplicity in offering access to a wealth of information that will serve as a model for other reference home pages."

Adds Neal: "If Web pages are not kept current, people will not come back. We meet regularly about our Web site to make sure it stays updated."

The library's Web address is: <http://metronet.lib.mi.us/ROCH/rhpl.html>

Oakland to honor alumni

The Oakland University Alumni Association will honor the leadership, achievements and service of Oakland alumni at the 1996 Alumni Awards Banquet at 6 p.m. September 27 in Meadow Brook Hall.

"The event gets better every year and it's great for networking, as well," Alumni Relations Director Terry Barclay says. She adds that volunteers are also needed to help make the event a success.

For details, call (810) 370-2155.

Honors College alumni celebrate groundbreaking

Julie Granthen '81, '87, was one of eight Honors College alumni on hand in April to celebrate the groundbreaking for the new Honors College facility, which is being relocated and expanded on the lower level of East Vandenberg Hall.

Granthen is chair, Department of Social Sciences, at Oakland Community College, Auburn Hills, and a member of the OUAA Board. "It will be a new face for the Honors College and we're all looking forward to seeing the finished product," says Granthen, who edits the Honors College newsletter and was among the college's 1981 charter graduating class. Since that time, more than 100 alumni have graduated from the Honors College.



Honors College alumni gathered at the April groundbreaking. From left: David Hogg '89, Susan Kirwin '94, Amy Rauch-Bank '90, Brian Murphy, director, Kate Cron Griswold '88, Susan Jezewski Evans '88, David Nykanen '92, Christina Moore '95, Julie Granthen '81, '87.

New alumni directory in the works

Locating fellow alumni will soon be as easy as turning a page with the new Oakland University alumni directory. Beginning June 24, representatives of Bernard C. Harris Publishing Company, Inc. will start calling alumni for the verification phase of the Oakland University Alumni Directory project.

Information to be verified includes current name, academic data, residence address and phone number, occupation and business address and phone number. The directory is sorted by name, class year and geographical location in separate sections of the book.

You may reserve your personal copy when your Harris representative phones, but don't delay because only prepublication orders received will be guaranteed.



1968

Michael G. Leinonen, DPM, was named chairman of the annual Conference Committee of the Michigan Podiatric Medical Association, the statewide organization of physician specialists of the foot and ankle. He will oversee the association's annual scientific conference this October at the Ritz-Carlton, Dearborn. Leinonen graduated from the Illinois College of Podiatric Medicine. His medical practice is in St. Clair Shores.

1970

Leonard Kniffel has been appointed editor of *American Libraries*, the flagship magazine of the American Library Association. The magazine has more than 113,000 readers in public school, college, university and special institutional libraries.

1971

E. Alan Sadurski was promoted to the rank of professor, effective with the 1996-97 academic year at Ohio Northern University. He joined the ONU faculty, College of Arts and Sciences, in 1980. He earned his Ph.D. from Wayne State University.

1975

Rebecca Failor, a nuclear chemist employed by the Lawrence Livermore National Laboratory, was recently appointed scientific editor of *Science and Technology Review* magazine.

Bruce Fealk was named president-elect of the Michigan Association of Professional Court Reporters. Fealk owns Hi-Tech Reporting, a Southfield-based technology and marketing firm.

Beryl H. Martin has retired as financial manager at The Trust

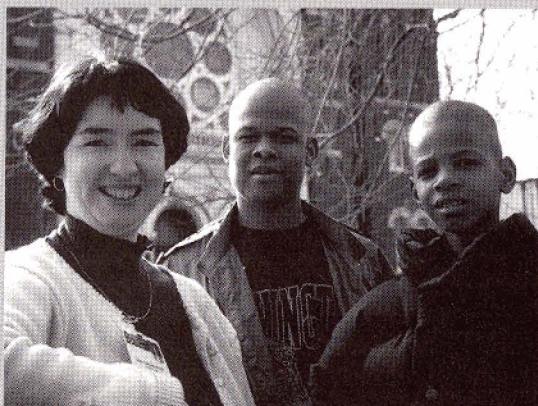
for Public Land in San Francisco. She is past national president of the American Society of Women Accountants and is still active on various local boards and committees, including Branigan Cultural Center of Las Cruces, the Hospitality Club of Las Cruces and the local Association of Individuals with Handicaps.

1976

Frank H. Millard Jr. has joined Neumark, Simmons & Millard, P.C. in Troy as shareholder/attorney.

1977

Karen Hadel Ebben has been employed by Buick Motor Division as marketing services manager. She was previously director of Marketing Operations at GM's North American Operations and was director of consumer marketing for Oldsmobile Division.



REFUSING TO GIVE UP: Mary Catherine Wright provides health education and counseling in inner city Detroit.

She's a Wright angel

Mary Catherine Wright '83, RN, BSN, MSN, refused to give up.

The St. Charles Borromeo Church parish nurse last year took under her wings a mentally ill woman who was evicted from her home. Everyone — hospitals and family members included — had given up on the woman.

"She was living on the streets and badly needed medical attention," Wright says. "I got her into a group home, with a new doctor and new medication. Now she's doing well. If I had not intervened, she would probably be dead."

Through a variety of ways, the parish nurse program focuses on health education and counseling and provides resources and congregational needs.

Wright, employed by Detroit Riverview Hospital and working with the Greater Detroit Area Health Council, believes she is making a difference at the lower east side Detroit church. She provides medical access to poor people and offers them educational programs ranging from CPR classes and blood screening seminars to programs on relationships and self-esteem.

"I build relationships and their trust in me and in doctors," she says. "It's very rewarding."

Wright is also supervising the start-up of two more parish nurse programs in Detroit. Ironically, she believes she receives more than she gives.

"The people I help give me faith," she says. "They don't get stressed out about little things. If their car breaks down, they take a bus. They teach me not to sweat the small stuff. They teach me to be a better person."

Lisabeth H. Coakley joined Harness, Dickey & Pierce in April 1993 as counsel and became a member in April 1995. She has served as a teaching fellow for Wayne State University Law School and is a member of the Association of Corporate Counsel, Michigan Defense Trial Counsel and Women Lawyers Association.

Lisa Mills Walters was elected in April to a four-year term on the Ypsilanti City Council. She is president of her neighborhood association, treasurer of the Ypsilanti Heritage Foundation and teaches writing and drama at Eastern Michigan University.

1978

Gary W. King was named plant manager at the Detroit Arsenal Tank Plant. The plant is operated by General Dynamics Land Systems in Warren, Michigan. He is responsible for all tank plant operations including the eventual closure of the facility.

1979

Tim Meixner is director of the 135-voice Metropolitan Detroit Youth Chorus. He has trained in the University of Michigan's School of Music graduate program. Chorus members come from throughout the Detroit area.

June West has been appointed press secretary for Wayne County Executive Edward H. McNamara and the departments under his jurisdiction. West previously was marketing director at SMART (Suburban Mobility Authority for Regional Transportation).

1981

Tracey Danloff Capaldi, M.D., is pediatric anesthesiologist at Texas Children's Hospital and assistant professor of Anesthesiology at Baylor College of Medicine. She resides in Belaire, Texas.

David H. Brainer was recently promoted to partner with the Deloitte & Touche Consulting

Group. He is a consultant for manufacturing and consumer products companies.

Gail DeGeorge wrote *Blockbuster*, a book about Wayne Heizinger, the Blockbuster Video mogul. She lives in Miami with her husband and one son and is employed by *Business Week*.

1982

Terry Lange was promoted to assistant vice president in the commercial banking department, Citizens Bank. Lange joined Citizens Bank in 1987 as an account analyst in the controllers department and most recently served as a commercial banking officer.

Colleen Walton is a candidate to receive a doctorate degree in counseling psychology at

the University of Toledo. Walton also earned a master of arts degree in 1983 at Oakland.

1983

Michael Landry and wife Creina moved to Tasmania. They have opened a chiropractic center. Both are chiropractic doctors.

Samir M. Samhouri has joined UNISYS Distributors, Amman, Jordan, as sales manager.

1984

Sharon R. Bogucki was honored in August by the Detroit Chapter of the National Organization for Women for her work with NOW advocating women's rights. She previously was honored by the Girl Scouts of Macomb County Otsikita Council with the Women of Distinction Award for advocat-

Unlocking their potential

Sharon Badders '83 knew what to do.

It's 1980 and she's teaching her first special education class at Montrose Community Schools, Genesee County. During show-and-tell, one of her students locks himself to a chair with handcuffs but forgets to bring the key.



SHOWING THE WORLD: Sharon Badders succeeds at unlocking the potential of her special education students.

"He starts to get worried and I tell him it's OK," Badders says. "I make the situation humorous. We cut off the handcuffs with wire-cutters and we all laugh."

From that point on, Badders has continued to unlock the potential and abilities of special education students at Montrose and now at Addison High School, Lenawee County.

For her efforts, the Michigan Council for Exceptional Children honored her as the 1996 Teacher of the Year. The council is the oldest organization in the United States promoting quality programs for special education students.

"My students really appreciate what you do for them," she says. "They are not stereotypes. We show the world they have abilities and can

get good jobs."

The 37-year-old teacher will be Michigan's nominee for the council's national award to be presented next year in Salt Lake City, Utah.

Students and administrators at Addison describe Badders as a person who shows love and concern for students each day. "She make us happy," says student Tina Salas, 17. "She always helps with our problems."

Badders doesn't just teach her students the basics — reading, writing and arithmetic. She gives them such real-world skills as how to handle money, cook and fill out job applications.

"She always puts kids first," Principal Jean Britton says.

Especially when it comes to unlocking their potential.

ing for the elderly, the mentally ill and women's rights.

William S. Clemens has announced his engagement to Rebecca Canfield. Their wedding date has been set for October 12. Clemens recently was named a captain in the United States Army Reserves.

1985

Walter W. Frederiksen has been named director of Advertising and Sales Promotion by Ziebart Corporation's TidyCar network, which includes 320 locations in the United States and Canada. Before joining Ziebart, he was director of Marketing and Public Relations for Schostak Restaurant Services. He was also director of Market-

ing for Little Caesar's Enterprises. His experience includes 14 years as an on-air personality at WRIF-FM.

1987

Mark Anderson was recognized by the National Association of School Psychologists and the U.S. Congress for his model on assessing families of behaviorally disordered children. He received a master's degree in psychology from the University of Detroit, and is employed with the Hazel Park School District as a school psychologist.

John Johnson was honored for his design of a new vehicle chassis part that improves vehicle safety at General Motors. Johnson, who works out of

Warren, Michigan, is part of GM's small-car vehicle engineering staff in Lansing.

Anna Taiariol Schmidt

announces the birth of her daughter, Cheyenne Reigh, on December 5.

1988

Germaine Bielkie has been promoted to consultant at The Hunter Group in Rochester Hills.

Deborah Brauer received a Distinguished Award in the Michigan School Public Relations Association Communications Contest. She works for the Farmington Public Schools as a publications specialist. She was honored for her work on the district's Get a GRIP workshop earlier this year and also received two commendable awards in the publication category for Farmington Public School Placemats and for the district's 1994-95 Information Brochure.

1989

Darla A. Park has joined the communications staff of the General Motors Corporation Powertrain Group. In this position, Park is responsible for communications support for the metal casting business sector. She joined GM in 1977 as a secretary and most recently worked in marketing and trade regulation.

1990

Peggy J. Brooks was named principal of Miller Elementary School, Canton Township. Brooks previously served the East China School District in East China, Michigan.

Thomasina "Kay" Collins was selected as assistant principal at Warren Cousino High School. Collins, a registered nurse, began her career with Warren Consolidated in 1981 as a health occupational instructor at the Career Prep Center. She most recently worked as a medical careers teacher at the Prep Center.

Kimberly Haley-Stein, MSW, RSW, joined the Sterling Area Health Center staff as the

Pioneering the new Urbanism

Robert Gibbs '77 thinks suburbia is boring.

The president of Gibbs Planning Group, Birmingham, Michigan, is a pioneer in the New Urbanism land development movement, which promotes revamping inner cities as well as creating new ones.

"Suburbia is an endless sprawl," Gibbs says. "Urbanism promotes a higher quality of life and a better sense of community. The average American family moves every five years. In urbanism, your children can live near the same friends through five house cycles."

Gibbs has designed master plans for cities throughout the United States — most recently for Beverly Hills, California, and its famous Rodeo Drive. He has completed site and urban planning projects in Providence, Rhode Island; Miami Beach, Florida; and Birmingham, Michigan.

Gibbs, who specializes in retail planning, says Birmingham and other urban shopping areas can learn valuable lessons from the shopping mall. Lessons include the right mix of retail tenants, modern management techniques and customer convenience.

"Some towns have fallen victim to what I call 'aluminum-sided vandalism,'" he says. "Birmingham has a certain character that should be reinforced."

Gibbs believes people should "stick to their basic principles." In the long run, they'll be better off.

"We turn down a job a day," he says. "We find our customers respect us more and we have a lot of work."

Gibbs is thankful for his undergraduate education at Oakland.

"I teach at Harvard University every spring and I believe Oakland's undergraduate education is as good or better," he says. "To me, Oakland is a great liberal arts school."



PROMOTING URBANISM: Robert Gibbs specializes in retail planning.

school outreach worker at Sterling Elementary and Standish Elementary. The new service was developed to assist students in resolving personal, emotional and social problems that might interfere with their performance at school.

Sheila Isles opened a practice specializing in orthopedic manual physical therapy in Midland, Michigan. She has a master's certification in orthopedic manual physical therapy from Oakland University and is a member of the American Academy of Orthopedic Physical Therapy. Isles is also an instructor in OU's postgraduate program.

1991

Stacey Marie Coulston has announced her engagement to Jay Steven Hoyle, who graduated from Bowling Green State University. They plan a July wedding. Both are teachers at the Aldine Independent School District, Houston.

Kurt R. Dutcher was named program manager at Solvay Automotive in Troy. He man-

ages all activities, including research and development, on the Chrysler Large Car Platform account. He was previously a senior engineering account manager at Solvay. He has expertise in plastic fuel-tank testing and development.

James Walter Johnson has announced his engagement to Shelly Francis of Atlanta. Their wedding will take place on May 25. Johnson is a regional sales director for Spire Inc. in Atlanta. The bride-to-be graduated from Western Michigan University and is employed by Channel Reps Inc. as associate director, Special Events.

Joanne Keller announced her engagement to Michael Dixon. Keller works for Ameritech and Dixon is employed by Helm Inc.

Jessica Frasier Nicholas was married in August. She lives in California.

1992

Robert V. Belleman has been hired as the first village man-

ager for Birch Run Village. He was program director for the Downtown Development Authority in Dowagiac, Michigan.

1993

Scott Dawson announced his engagement to Jennifer Lynn Miller and they plan a May wedding. The bride-to-be is employed at Lavdas in Warren and the Dawson is employed by Electronic Data Systems, Warren.

Joanne C. Gerstner was named sports writer for *The Lansing State Journal*, as primary beat writer for the Lansing Lugnuts minor league baseball team and Michigan State University football. She obtained her MS in journalism in 1995 from The Medill School of Journalism at Northwestern University in Evanston, Illinois.

David Lantz married Stacy Lynn Neff in December. Both attend the University of Michigan-Flint.

Barbara Snider announced her engagement to Kevin Olson and they plan a May wedding.

Life of a salesman

Jeff Murri '85 went door-to-door in the sixth grade to sell paper garbage cans.

Little did he know his life was about to change forever.

"From that day forward, I knew I always wanted to be in sales," says Murri, the new general sales manager, WJBK Fox 2. "I sold more than the whole class combined."

Murri's passion for sales is as strong as ever. He's enthusiastic about his new position and looks forward to bigger challenges.

"I hope to continue the tradition of excellence that Fox 2 has established in the marketplace," he says. "We will continue to explore creative ideas to market in nontraditional ways such as the school-to-work program."

The School-to-Work program encourages young people to explore career opportunities.

Murri recently served as Fox 2's local sales manager, a position he has filled since September 1994. He also worked for WCBS in New York and Storer Television Sales in Atlanta. Murri began his sales career at WJBK in 1984.

He says the secret to successful sales is simple: "Sell a product you believe in. If you truly love what you are doing and work hard, people will notice you."

Murri's best advice: "Have fun and laugh. Have people sense your passion every day."

PASSIONATE ABOUT SALES:
Jeff Murri's career was launched when he sold more than his sixth-grade class combined.



The bride-to-be attends the University of Illinois. Her fiancée is a conservation officer for the state of Idaho.

John Stallman announced his engagement to Leanne Elizabeth James and they plan a May wedding. The bride-to-be attends GMI Engineering & Management Institute. Stallman is employed at Federal Mogul Corporation.

1994

Ken Buchan joined the Rochester Police Department as a police officer. He previously served with the Oakland County Sheriff's Department.

Paul A. Casaceli joined Trialon Corporation in Burton as a corporate recruiter in the employment services division. He will

assist account representatives in locating engineering and technical personnel.

Jennifer Girardot has announced her engagement to J. David Fisher of Auburn Hills. He graduated from West Virginia University and is employed by Electronic Data Systems in Troy. She is employed by Student Leadership Services of Michigan.

Linda LeMonde helped start a graphics design business, Drawn & Quoted, which specializes in creative computer designs. The Monroe-based company designs logos, brochures, stickers and business cards and performs photo reconstruction and image scanning. It also designs and builds custom computer systems for home or business use.

Carrie Anne Sloan and **Phillip Donald Briskin '83** have announced their engagement. They plan a June wedding. Sloan is employed by Kelly Services Corporate and Briskin is employed by SelectCare.

Karen (Klebba) Vincent and her husband Dan announce the birth of their daughter, Lyndsay Kathryn, on August 17. They reside in Redford, Michigan.

1995

Julie Gillman announced her engagement to Albert (Chip) VanDenBergh. They plan a June wedding. She is a staff accountant at McBride-Mackie & Co. and he expects to graduate in June from GMI Engineering and Management Institute with a degree in Mechanical Engineering.



FONDNESS FOR HIGHER EDUCATION: Jerome Hill carves a legal niche in representing area universities.

Hong Kong translator

For Jerome Hill '70, the irony still makes him laugh.

"I was living in Asia in the mid-70s, and I would walk into a restaurant in Hong Kong with some Chinese-looking American friends who did not speak the language," says Hill, who later graduated from the University of Michigan with a Ph.D. in Chinese philosophy. "I acted as the interpreter. It was really gratifying for me."

Hill, a practicing attorney in Detroit, calls himself a "frustrated intellectual" because of his fondness for higher education. His passion is so deep that he has carved a legal niche to remain close to academia.

"I represent universities full time, handling specific pieces of litigation," he says. "I successfully defended the English Proficiency Exam at Wayne State University in 1991."

In addition to his undergraduate degree at Oakland University, Hill also earned master's and juris doctorate degrees at U-M. "What these are telling you is that I spent a lot of time in the academic community," he says. "I have a fondness for the ability to foster intellectual development. And I believe strongly that universities should not be attacked frivolously."

While he has entertained opportunities to lecture elsewhere, Hill says he enjoys returning to his alma mater as a special lecturer — teaching *Introduction to China*.

"Oakland has a special place in my heart," Hill says. "This is where I first became interested in China and where I first developed intellectually. I like being here and I like being around the people."

Dates to Remember

July 15

21st OUAA Golf Outing
Katke-Cousins Golf Course.
Double Shotgun starts at
7:30 a.m. and 1:30 p.m.

August 4

Concours d'Elegance
Classic Auto Show
Meadow Brook Hall

September 7-8

Arts and Apples Festival
Downtown Rochester
Stop by the OU Alumni
Association donuts and
cider booth. Call (810) 370-
2158 to volunteer!

September 23-28

Set your sails: Prepare stu-
dents to venture out into the
"real world" through career
workshops and seminars.

September 27

3rd Annual OUAA
Awards Banquet
Meadow Brook Hall at 6 p.m.

Kasie Harmon was named sales representative for Romeo Expeditors of Romeo, Michigan, a freight transportation company offering air freight forwarding and warehousing.

Melissa A. Harrington was hired as account coordinator at Eisbrenner Public Relations in Troy. She helps coordinate day-to-day activities for a variety of the firm's automotive and service clients.

In Memoriam 1975

Terry E. Moriarty

We want to hear from you!

OAKLAND UNIVERSITY MAGAZINE keeps you informed about its many programs, alumni and friends. Send us your news (appointments, promotions, honors and other activities) about yourself or your Oakland friends. Don't forget to include a photo and your year of graduation. Moving? Send us your new address right away!

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Please call me.

BY JAMES R. WILBERT '73

In the business-minded '90s . . .

An audit partner in the accounting and professional services firm, Coopers & Lybrand, L.L.P., James R. Wilbert '73 joined the organization in 1975. Since then, he has served clients in the higher education, retail and manufacturing industries. Currently, Wilbert is chairman of the Oakland University Accounting Advisory Board and serves on the university's Board of Visitors for the School of Business Administration as well as on the OUAA board. In addition, he is involved with Detroit Compact as the Business Partner for Jackson Middle School and also is a member of Coopers & Lybrand's national Supporting Youth Education Committee.



"The young people who are excelling in their careers are those who possess a broad range of skills. They're adept at utilizing technology, they're resourceful and are able to communicate effectively within a group."

Specialization and diversity are the keys to career success

One of the questions most often asked during our recruiting process and in working with new hires is, "What are the key areas needed for advancement today?"

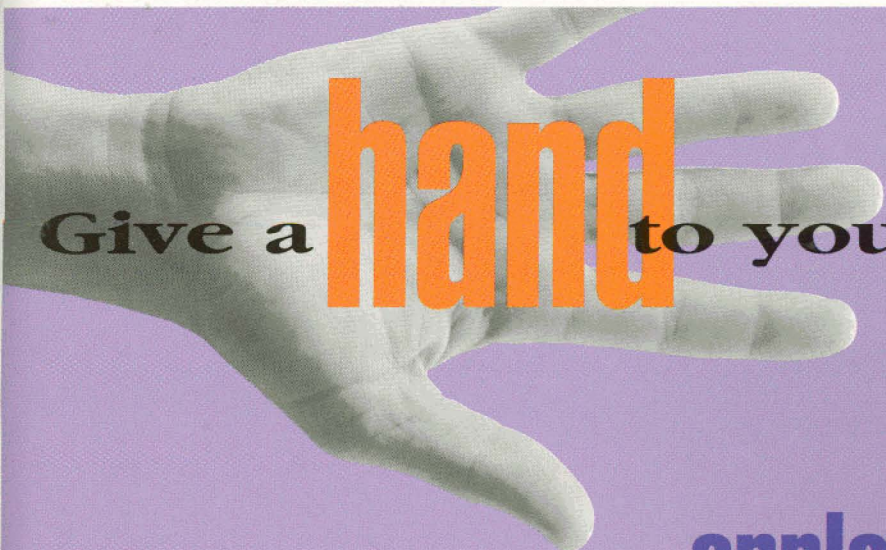
At Coopers & Lybrand, and in many other businesses, the beginnings of a successful career today must include three fundamental elements:

1. Solid technical abilities.
2. A good working knowledge of micro-computers.
3. Strong communication and team-building skills. In other words, being "well-rounded."

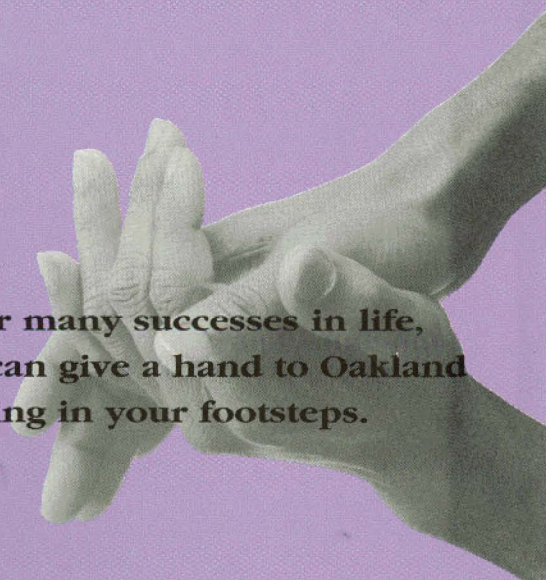
The successful businessmen and women of tomorrow will need to develop strong technical skills or specialization in addition to demonstrating diversity to deal effectively with today's team-based management approach. Not all of these skills can be learned in the classroom setting either. Many are learned through business fraternities or organizations, community projects and even athletic endeavors. In our business, for instance, a new hire can no longer say, "I want to be just an accountant or a consultant," and never have to deal with broad business issues or marketing services.

Looking back on my college education, the most beneficial experiences were classes involving case studies and group projects. I learned that no one in the group possessed all the necessary skills. You need a multidisciplinary team to solve problems. That's how business operates today.

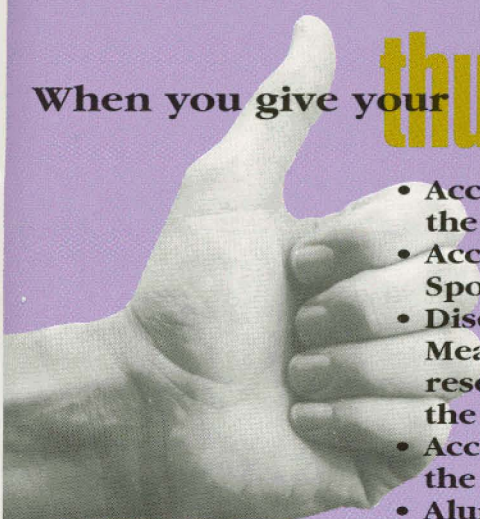
Today's new business hires are in an excellent position to advance. The young people who are excelling in their careers are those who possess a broad range of skills. They're adept at utilizing technology, they're resourceful and are able to communicate effectively within a group. Our new hires also seem more willing to get involved in community projects. I urge businesspeople to be involved in the education process so our schools can continue to prepare students to be the next stars in the business world. ■



Give a **hand** to your alma mater.

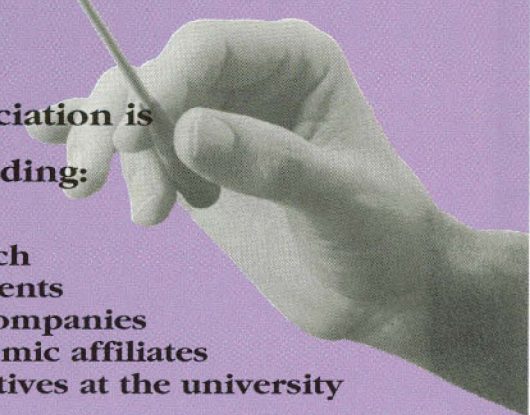


applaud your many successes in life, especially your hard-earned degree. Now you can give a hand to Oakland University and all the students who are following in your footsteps.



When you give your **thumbs up** to the alumni association you receive some great benefits such as:

- Access to the Internet through OU, even set up your own page on the OU Home Page. E-mail address: <http://www.acs.oakland.edu/>
- Access to Katke-Cousins Golf Course and to Hollie Lepley Sports Center.
- Discounts for Meadow Brook Theatre, Meadow Brook Hall, Meadow Brook Health Enhancement Institute, car rentals, hotel reservations, Showcase Cinema movie passes, athletic events, the OU Bookcenter and many more!
- Access to membership and financial services of the OU Branch of the MSU Federal Credit Union.
- Alumni locator service to put you in touch with fellow alumni.
- And much more!



Besides lending a hand on the strategies, the Alumni Association is **instrumental** in many other programs at the university including:

- Scholarship sponsorship
- Career planning and job search
- Alumni mentors for new students
- Co-op placements into area companies
- Alumni volunteers with academic affiliates
- Financially support key initiatives at the university
- And many more!

**For more information contact the
Oakland University Alumni Association**

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Home Page: <http://www.acs.oakland.edu/>

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