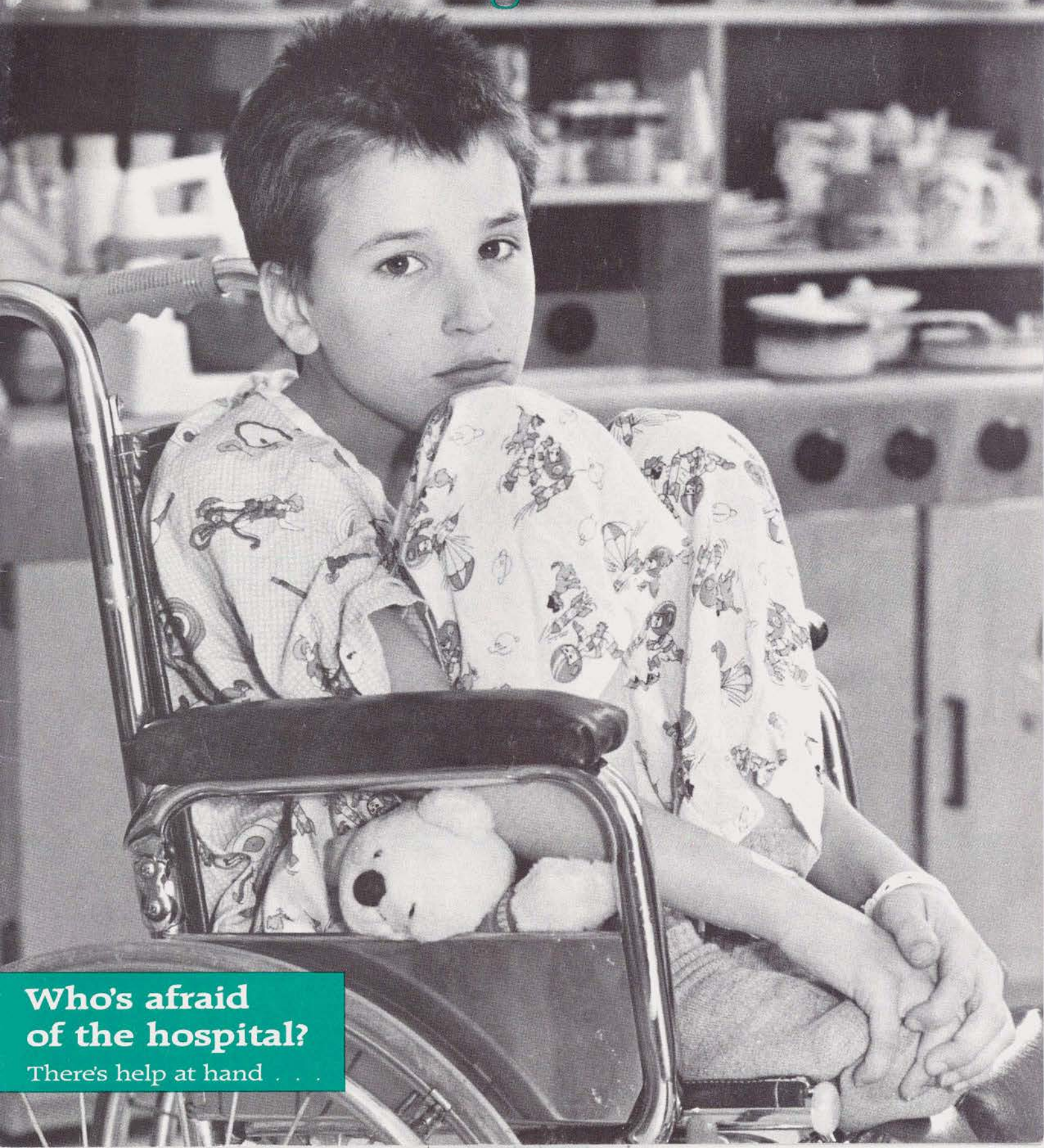


# Oakland University

Summer 1989

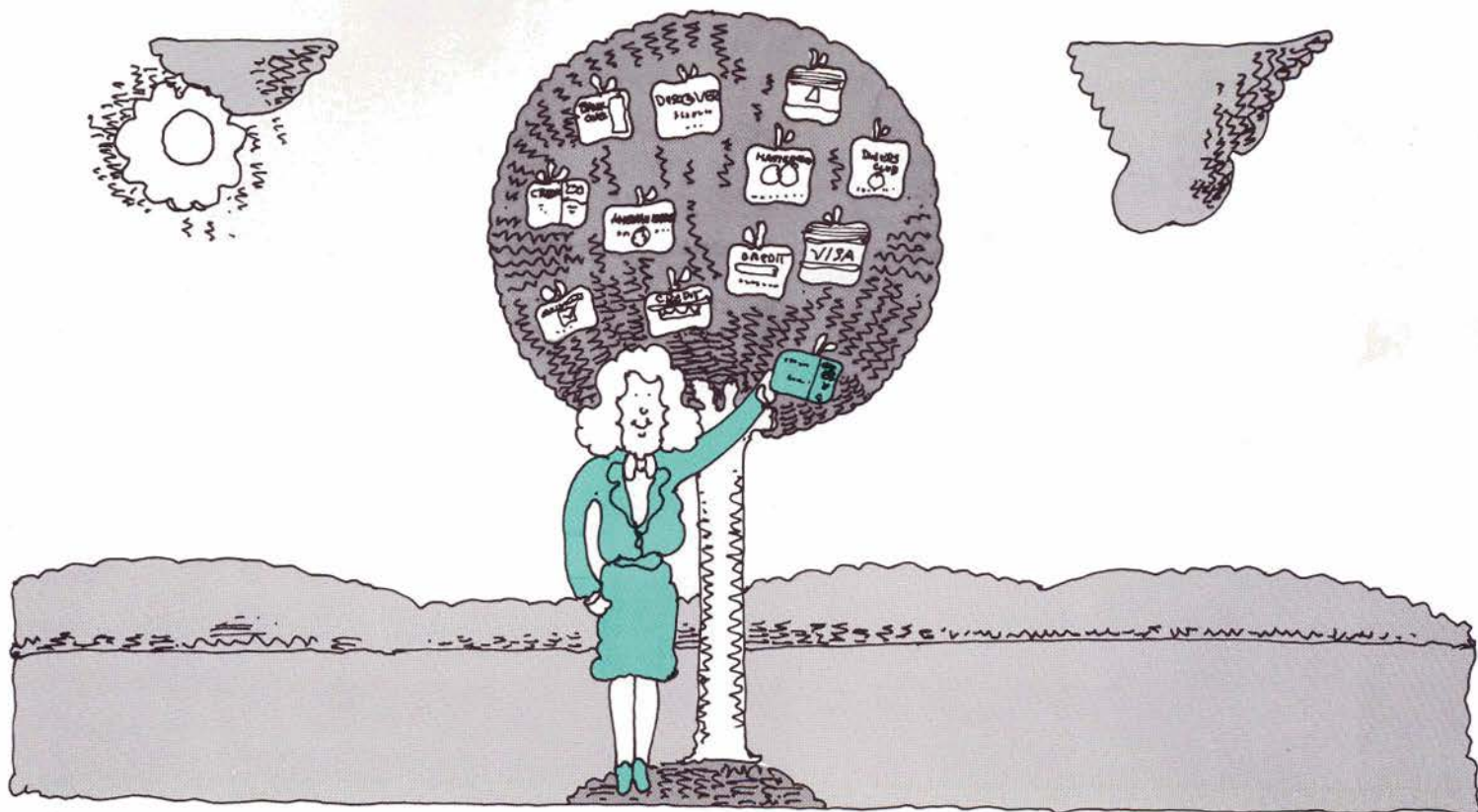
## Magazine



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## Editor's Choice



### The tough get you going

You still remember the tough ones, don't you? The teachers and, later, professors whose reputations preceded them. They were the ones you avoided if you could get into another class. They were the ones who made you WORK — a most unpleasant prospect.

They were also the ones who brought out the best, or at least the better, in you. They stretched what you thought were your limits. They demanded something of *you*, and you delivered.

For me, there were four: one in high school, two in college and one in grad school. The first taught English composition. The very title of the course brought chills to most students. And the instructor — Trudy Marquardt — didn't list warmth as a high priority. She was tough, and so was the course. She taught essay writing as a formula. Learning the formula while also trying to write smoothly was frustrating. My grades, as I recall, were not that good. But, I learned to organize my thoughts and communicate them on paper. What I learned in that one class, taken as a sophomore in high school, carried me through a lot of college writing.

The second was a freshman English professor in college — John Hart. Dr. Hart required a daily journal from his students. He marked off a full grade for each punctuation error in papers and exams. He was not a popular guy. Especially when all the distractions college had to offer were so much fun. For a while, I resisted. I didn't write the daily journal. Dr. Hart suggested that maybe college wasn't the place for me;

that perhaps I should join the Army. I buckled down, made it through, and even took another class with him later on. And, I learned to write clearly and pay attention to the details of our written language.

Then came "The Ram." Professor of History Julian Rammelkamp. He was known as the toughest teacher on campus. If you wanted to get into law school, you had to get a recommendation from the Ram. His reputation was frightening. And, boy, did I work. Here I learned the value of thorough research. I spent hours in the library, day after day. But it paid off. He liked not just my research and ideas, but my writing. My confidence in my work and work habits grew. He became my mentor, and suggested that I apply to graduate school in journalism.

Finally, there was Ernest Morgan our newswriting instructor in grad school — a former Army colonel and daily newspaper managing editor. He literally pounded the lectern to drive home points, put us under intense deadline pressure (writing news stories in the classroom) and gave written tests each week on our memorization of the *Associated Press Style Manual*, chapter by chapter. Accuracy in reporting was his message, and every day I use the skills he pounded into me.

In this issue, *Detroit Free Press* senior managing editor and Oakland journalism professor Neal Shine writes about how the educational process can fall short in preparing students to hit the ground running in the working world. Since I am also in the journalism profession, and hire writers and editors, his comments were especially meaningful to me.

But whatever the subject matter, learning by doing *can* take place in the classroom. It did for me. Let's applaud and encourage those teachers who make quality performance a priority. We'll all be better off for their efforts. And they'll be remembered.

## Oakland University Magazine

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

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## Charter administrator Swanson retires

"I'd like to make the observation that it's a rare experience to be involved in the birthing of a new university," said Robert W. Swanson, reminiscing on his 30-year career with the university, stretching back to its inception. Swanson, who recently retired as vice president of Developmental Affairs, unofficially began his relationship with Oakland University working under Philip J. May, then vice president and treasurer of Michigan State University. After returning in 1959 from a three-year stint in Saigon, Vietnam, with an MSU advisory group, Swanson was invited by MSU-Oakland's first chancellor, Woody Varner, to become chief financial officer on the recommendation of May. Swanson accepted. His official appointment at MSU-Oakland began July 1, 1959.

In the course of his time spent at Oakland, Swanson marks several occasions as highlights: the registration of the charter class in 1959, its graduation in 1963, and the elegant Meadow Brook Hall reception and dinner the class enjoyed, compliments of Matilda Wilson.

"Each member of the charter class received a gold class ring with a dia-

*Robert W. Swanson, who recently retired as vice president of Developmental Affairs, stands in front of the John Dodge House, which serves as headquarters of the Oakland University Foundation and Alumni Relations. Swanson began his career at MSU-Oakland before classes started in 1959.*

mond," he says. "And it is something that to this day the charter members treasure. They tell me so when I run into them occasionally."

Other highlights include, "the relationships I have enjoyed with many civic and community business leaders. Their association with the OU Foundation and President's Club have made enormous contributions toward the well-being and development of Oakland. And I was privileged to get to know the Wilsons very well," he adds.

Aside from his continued involvement with Oakland as part-time development consultant, Swanson admits to relishing the new career he's pursuing: retirement.

"Retirement will allow me time to improve my golf game, do more fishing and provide an opportunity for my wife and I to do more things together, foremost of which will be to spend time with our two incredible grandchildren."

## Alessi and Boganey win Wilson Awards

Melinda Suzanne Alessi, of Rochester, Michigan, and Anthony C. Boganey, of Muskegon, Michigan, have received the prestigious Matilda R. Wilson and Alfred G. Wilson awards, conferred each year upon one outstanding undergraduate female and male student.

Alessi, who majored in Spanish and human resource development, received numerous honors at Oakland. Among them, she was a member of the Golden Key National Honor Society; was a recipient of the Sidney Fink Memorial Award for enhancing race relations and the 1989 Michigan Association of Governing Boards Outstanding Student Award. She will pursue her master's in college student personnel at Indiana University in Bloomington, Indiana.

A political science major, Boganey was active as both president and executive assistant for University Congress; assisted with the development of the Michigan Collegiate Coalition; participated in the Center for the Study of Presidency and was a recipient of the Sidney Fink Memorial Award for enhancing race relations. He is currently employed as customer service representative at Alps Automotive, of Auburn Hills, Michigan.

## New science and technology building on the drawing board—almost

The State Legislative Capital Outlay Committee recently authorized \$325,000 to prepare schematic plans for Oakland's \$28 million Science and Technology Center.

The 170,000 square-foot facility is slated to house laboratories for health sciences, mathematics, biology, chemistry, physics, some engineering and computerized equipment centers and animal care laboratories.

The new center will be adjacent to the Hannah Hall of Science, west of the John F. Dodge Hall of Engineering. The university is recommending that the architectural firm of Harley Ellington Pierce Yee Associates, Inc., design the building.





## Show of Support

Concerned members of the university community voiced their support for students in Beijing, China, during a June 6 campus demonstration. An estimated 25 students from the People's Republic of China attend Oakland.

## Privacy rights called fundamental to abortion debate

"I can assure you that no one would have guessed I would be doing something like this," began Sarah Weddington, the lawyer who successfully argued the Roe vs. Wade case to the Supreme Court in 1973. Weddington, who spoke to an audience of more than 200 people in the Oakland Center's Crockery in March, grew up the daughter of a Texas preacher. She went on to discuss her involvement in the famous case, her beliefs on the abortion issue and her predictions for the upcoming Supreme Court case that threatens to overturn the Roe vs. Wade decision.

"I think it's important for people to realize that abortion is a very individual issue. The religious and moral beliefs of some should not be imposed on everyone. Most importantly, the decisions should belong to the individuals and most definitely not to the government," she said.

Weddington added that the oral arguments she made during her allotted half-hour in front of the Supreme Court in 1973 still stand. Her main points in that case were that privacy is a fundamental right granted by the Bill of Rights, that the state has no reason to regulate abortions, and that as shown in practice, the fetus has never had rights before it was born.

Currently at work on a book entitled *Some Leaders Were Born Women*, Weddington plans to continue her rigorous schedule to promote her cause.

"In 1973, I thought the issue was decided. In 1989, I know better," she said.—Margaret O'Brien, staff writer of the Oakland Post

## Master of Physical Therapy degree program approved

The Oakland University Board of Trustees has authorized establishment of a Master of Physical Therapy (M.P.T.) degree program to conform to new norms established for entry into the profession.

The undergraduate physical therapy program will be replaced and the curriculum modified to create a 10-semester offering. The next new class admitted will be the first under the master's degree program.

The American Physical Therapy Association has endorsed the master's degree to become the entry degree to professional practice. Under the new plan, the bachelor's degree will not qualify the student to function as a licensed professional. The Master of Physical Therapy will be recognized as the entry-level qualification for state licensure as a physical therapist.

## Kellogg Foundation funds project for disadvantaged students

The W.K. Kellogg Foundation and Oakland University are beginning a program to improve educational opportunities for disadvantaged children from preschool through third grade and to strengthen the preparation of early childhood educators.

The four-year program, funded by a \$496,200 grant from the W.K. Kellogg Foundation of Battle Creek, Michigan, will involve the participation of eight Detroit-area school districts and two intermediate school districts.

The five-part project will emphasize applied research and development which focuses on children's school learning experiences, the transition of children from preschool to early elementary grades, developmental appropriateness of instructional and curriculum practices, and the advancement of teachers as leaders and advocates for children's learning and development.—Jay Jackson, News Services

## Chemo-preventative agents could reduce colon cancer

The same polyunsaturated fatty acids found in corn and vegetable oils—and celebrated by the cholesterol-conscious—could increase the incidence of colon cancer, according to Arthur Bull, assistant professor of chemistry at Oakland.

Currently, Bull is researching possible chemo-preventative agents at-risk individuals could take to block these polyunsaturated fatty acids from enhancing cancer.

"We established about 1979 that the dietary fat which enhances colon cancer and several other cancers acts during a secondary stage of the cancer process," says Bull. "It is fairly well known that if you can reduce the fat content of your diet from about 40 to 25 or 20 percent, you can probably reduce your incidence of both breast and colon cancers. But that is just about impossible to get people to do. So you really have to look at some other means."

Bull, who began his research at Wayne State University and continues to collaborate with colleagues in Wayne State's medical school, has received a \$100,000 grant from the National Institutes of Health to support his work.



## Oakland football team sets tournament date

Yes, Virginia, OU does have a football team. But that's "football" as the rest of the world defines it: soccer.

Oakland will host its sixth annual National Invitational Soccer Tournament (NIST) September 23-24, competing against three other NCAA Division II soccer powers: University of Tampa, California State University-Sacramento and University of Missouri-St. Louis.

Recognized as one of the strongest national tournaments for either Division II or Division I college teams, the NIST also features two local high-school games and a youth tournament. The latter, sponsored by the Michigan Youth Soccer League, brings to campus some 1,500 players, aged 10 to 18, and hundreds of spectators.



## Hoopsters gather for "Gus Macker"

The Gus Macker three-on-three basketball tournament will dribble through Oakland University August 26-27. The tournament's half courts will be heating up in the parking lots of the Lepley Sports Center and O'Dowd Hall. Any four players can enter as a team; three on the court and one ready-and-waiting substitute. Teams are computer matched according to age, experience and height. The \$50 team entry fee entitles players to at least three scheduled games, a newspaper, tournament program, Macker t-shirt and chance to compete for trophies. All tournament



Pioneer second baseman Tom Perkins is the second first-team Academic All-American in Oakland's history.

proceeds will benefit Oakland's athletic program.

But *who* is Gus Macker? Scott McNeal, 32-year-old high-school teacher from Belding, Michigan. "Gus Macker" is a nickname that's trailed him since childhood. McNeal, alias Macker, set up the first basketball tournament in his driveway in 1974, recruiting 18 friends. It must have been a good time, because they did it again the next year, and the next. The tournament skyrocketed when McNeal's neighbor tried to stop the frequent driveway activities. The small-town dispute drew the attention of *Sports Illustrated* magazine, which gave the event its initial media coverage. The rest, as they say, is history.

Today, in its 16th year, some 12,000 basketball enthusiasts play in each Macker tournament. Oakland University will be the third stop in Michigan for the 22-city '89 National Gus Macker tour. For more information, contact Andy Glantzman (313) 370-3190 or Scott McNeal (616) 794-1500.

— Carmita Lee, Publications intern and senior communications major

## Spring finish gives Pioneers their best year ever

The Oakland University athletic program finished up its best year ever — third in the GLIAC all-sports race — with a strong spring season.

The baseball team celebrated its second best win total ever, finishing the season 31-16, including a 10-7 record in the Great Lakes Intercollegiate Athletic Conference (GLIAC). This marks a complete turnaround under Head Coach Paul Chapoton, who took over after the 1987 season during which OU went 4-28.

The GLIAC record was good for second place, only half a game behind first-place Ferris State University.

The Pioneer offense was led by senior right fielder Rob Alvin and junior second baseman Tom Perkins. Alvin hit .390 and Perkins .377, both with over 30 RBI. Alvin, who was called to try out for the Chicago White Sox, beat the school season record of 11 home runs with 12, and knocked in 44 runs. Perkins was named to the Academic All-American Team, covering NCAA divisions II and III and the NAIA. He's the second first-team All-American in the history of the Pioneers (basketball standout Helen Shereda Smith '81 was the first).

The pitching was also strong, led by Duane Moore and Pat Sadowski. Moore was 7-1 with a 3.35 ERA, while Sadowski was 5-1 with a team-low 3.05 ERA.

Also having a good spring was the OU men's tennis team under new coach Robert Chonoles. The Pioneers finished 7-5, including a 4-2 GLIAC dual meet record, good for third place. The Pioneers struggled at the GLIAC meet, finishing a disappointing fifth, for an overall league finish of fourth place, behind champion Ferris.

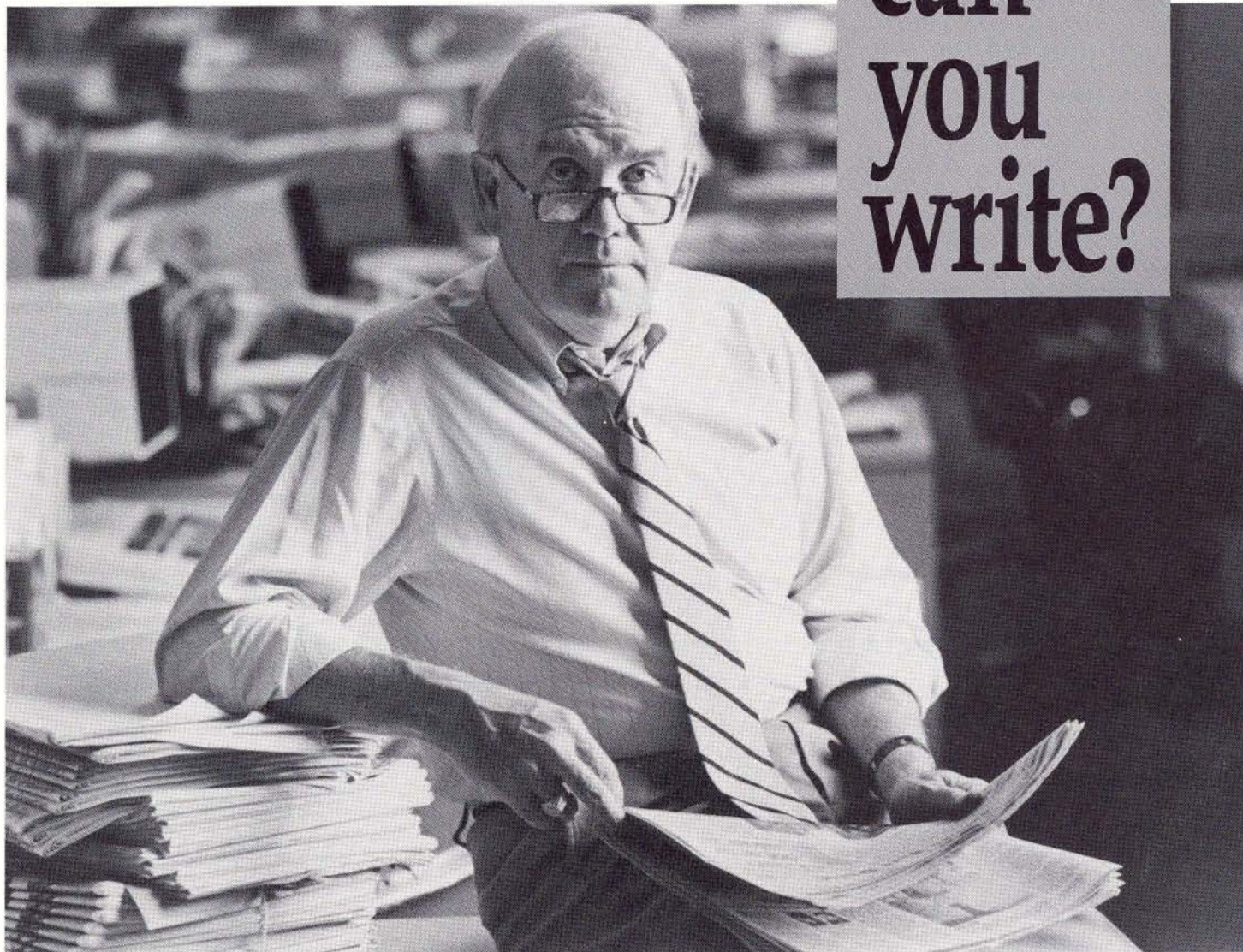
OU's best singles player was junior Greg Grabowski, who compiled a 7-8 record, including a fourth-place league finish, at the number-one position. Grabowski also combined with junior Mike Graf to post a 7-8 record as the Pioneers top doubles squad. Grabowski and Graf finished fifth at the league tourney.

The OU men's golf team captured a third place in the GLIAC conference. Junior Rich Dagenais was the first all-conference Pioneer golfer in 13 years, finishing fourth in the conference tournament.

— David Hogg, sports writer for the Oakland Post and junior political science major



# But, can you write?



*Neal Shine, at home in the Detroit Free Press newsroom.*

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by Neal Shine

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An esteemed editor and professor of journalism raises some compelling questions about how well colleges prepare students for the working world.



I CAN ONLY excuse my intemperate remarks that day by describing them as unpleasant symptoms of a kind of professional melancholia by which I had only recently been overtaken. It was a common strain of journalistic misery brought on by what seemed to be an endless procession of job applicants, the imprint of journalism school still fresh on their unfurrowed brows, who knew everything about John Peter Zenger and nothing about James Barrett Reston.

Perhaps it was an extravagance on my part, expecting them to know who the executive editor of the *New York Times* was. But if they knew about a German-born printer imprisoned for libel in New York in 1734, I felt it was equally important for them to know about a Scottish-born journalist who has made some remarkable contributions to the 20th-century pursuit of this thing called newspapering.

So in what could be called a classic case of poor timing, the moderator of the panel that morning asked if I would be willing to share my view of the way journalism should be taught in colleges and universities.

It was during a meeting of journalism educators and working journalists, and the stated purpose of that gathering included an honest effort to determine if any kind of gap existed between journalism as it is taught and journalism as it is practiced. If there was a gap, this discussion would represent a reasoned attempt to discover together ways to keep what might be only a cleft from becoming a chasm.

I told the listeners I believed journalism needed to be taught the same way arc welding is taught. I said if people satisfactorily complete a course of instruction in arc welding it is certainly not unreasonable for prospective employers to expect them to be able to arc weld.

It serves the needs of neither party, I continued, if the would-be welder arrives not yet fully prepared to start bonding pieces of metal but with a transcript indicating an impressive educational emphasis on courses like, "The History of Arc Welding — The Iron Age to the Present;" "Arc Welding and the American Society;" "The Social and Political Implications of Arc Welding" and "Great Names in American Arc Welding."

There was a discernible stir in the hall, the sound of people shifting uneasily in their seats. Not all of the shifting was being done by educators.

I went on to point out that it should be safe for editors to assume that beginning newspaper people coming out of a journalism discipline are able to deal with at least the rudiments of writing and editing. That they understand the nature of news and the real difference between a breaking

## ... I believe journalism needs to be taught the same way arc welding is taught.

news story, a feature, a profile and a news analysis. That they have already chased a story, laid out a page, sized a picture and written a headline. That they understand something of the electronic hardware now such an important part of communicating.

Also, that they have at least a comfortable working arrangement with the language, if not with its complexities then certainly with its basics. That even if they cannot parse a sentence, they understand its components and that things like tense, voice and case exist no longer as mysteries to them.

To say there was no outpouring of support for my overly simple arc welder approach to journalism education would be erring on the side of understatement.

Perhaps some of my passion that day was the result of latent disappointment with the practical aspects of my own journalism education. When I attended the University of Detroit (1948-52) the journalism department there consisted of one full-time instructor, a man whose newspaper experience involved two years on the reporting staff of the Olathe, Kansas, *Daily News*, a job which ended when the regular reporter returned from World War I.

Our news reporting textbook was written in the early 1930s and republished each year with few noticeable improvements and not much updating. Its approach to journalism and the law, for example, was the inclusion of a long list of words to be carefully avoided in news stories because they could be considered, on their face, to be libelous. It was a list of words Mark Twain, the reporter, would have considered outdated. One of the words I remember was "pettifogger," a word I have never had the occasion in 39 years of writing to even consider for possible use. This may or may not be considered a tacit endorsement of the entire list.

So I showed up at the *Free Press* in 1950 with an idea of daily journalism rooted firmly in another time and burdened with three years' worth of information that was at best superficial and at worst, misleading. This included a repertoire of antique expressions that, among other embarrassments, had me referring to headline overlines, in the presence of my new-found professional colleagues, as "astonishers" or "eyebrows."

The process of re-learning basics at the elbows of *Free Press* reporters and editors was an exercise that should not have been required when you consider that I spent most of four undergraduate years working at what I believed was a process that would move me past the point of being an uninformed beginner.

I am convinced now that what led me to agree to teach my first journalism course — at U-D in 1962 — was the belief that if I could not turn all of them into Pulitzer Prize-winners, I could at least provide some beginning help on how to report, write and edit news stories. I would also be able to deliver some working knowledge of how big-city newspapers operated; including the important information that overlines are never called eyebrows and if you are ever moved to use "pettifogger" in a story, talk it over first with your editor. With the exception of perhaps three years since that time, I have taught journalism as a part-time instructor at U-D, Michigan State, Wayne State and, since 1979, at Oakland University.

Over the years I have moved from my very narrow arc welding approach to journalism education — which I probably recognized as an absurd oversimplification even as I was preaching it to the journalism educators that morning. I have moved to a much more centrist view and I recognize the importance of a curriculum that includes classes like "Ethical Issues in the Media" to supplement the nuts and bolts courses. But I still believe any journalism program that graduates students not prepared to operate effectively in a professional journalistic atmosphere has failed those students.

As for John Peter Zenger, I can only say that I have learned a few things over the years about him. I learned that most of the stories attacking the government of the colony of New York that appeared in his newspaper, the *Weekly Journal*, were not written by him. But because he was the printer and ultimately responsible for the content of his publication, he was the person sent to prison.

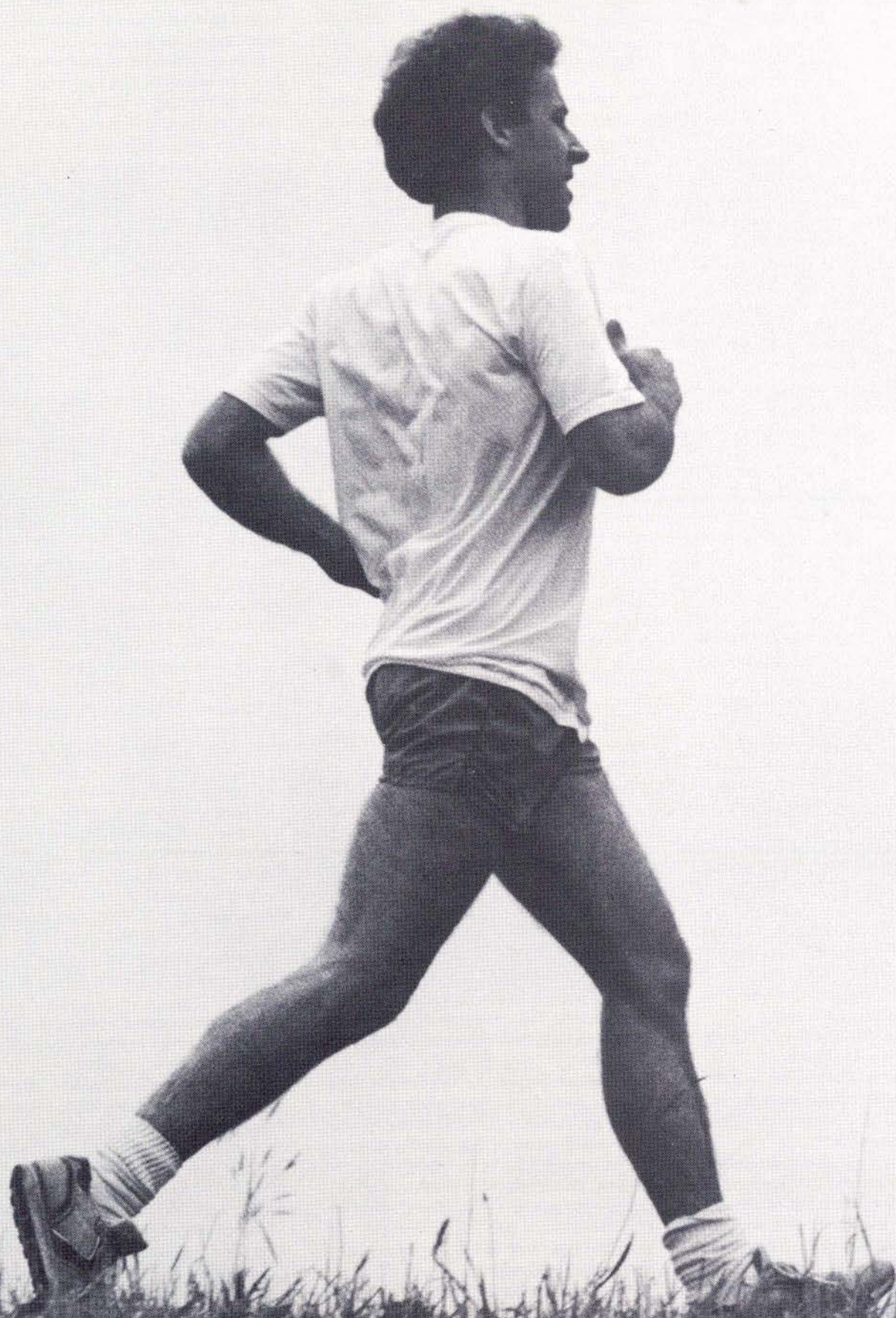
A writer can take some comfort in having that kind of information. ■

*Neal Shine, tenured professor of journalism at Oakland, retired in June as Detroit Free Press senior managing editor.*

*Shine joined the Free Press in 1950, working his way up from copy boy to senior managing editor. Since joining the paper, Shine has captured many journalism awards; among them, he directed the team that won a Pulitzer Prize in 1968 for coverage of the Detroit riots and the team that received the George Polk Memorial Award in 1971 for coverage of the Kent State University shootings.*

*At Oakland, he teaches an ethics course he developed for the university.*







# Doctor, Heal Thyself

by Karel Bond

Exercise? Eat right? Physicians are often the last to heed their own advice. But, through the Meadow Brook Health Enhancement Institute's residency program, doctors are taught to consider their own health as well as their patients'.

**S**MOKING, drinking too much caffeine and not exercising enough: Dr. Ronald Barnett admits to it all.

But Barnett, a resident who'll soon be harping on the evils of such habits in private practice, says he's about to change his tune. And the doctor of osteopathic medicine attributes that change to a recent month-long rotation at Oakland University's Meadow Brook Health Enhancement Institute in Rochester, Michigan.

"My time spent at the institute was a rude awakening. Medical residents work under a lot of stress — and traditionally aren't the healthiest of beings. During our rotations, we were asked to question how we can recommend a patient to a lifestyle if we're not following it ourselves. I know how bad my own lifestyle has been — and I'm going to improve it. I've already quit smoking and joined the local Y," he says.

Barnett, one of some 40 residents who annually make the MBHEI a part of their medical training, is an internal medicine/ primary care resident who will return to Detroit Osteopathic Hospital in Highland Park, Michigan, and Bi-county Community Hospital in Warren, Michigan, with a new bent toward preventative medicine.

"At Detroit Osteopathic, we do a lot of open heart surgery. We've really gotten into non-pharmaceutical ways to strengthen the patient's health. Now, it's easier for me to encourage patients to alter their lifestyles — before the damage is done. A month at the institute is enough to understand the basics. And to get you interested in learning more about it on your own," he adds.

Over the past five years, more than 180 resident physicians, like Barnett, have completed a one-month, 40-hour-week rotation at the Meadow Brook Health Enhancement Institute. *continued*



Dr. Ronald Barnett



Although the program has slightly altered since its inception, residents attend more than a dozen lectures on everything from lipid (fatty cells) analysis to cancer prevention to stress management strategies. They're required to undergo a wellness evaluation, completing the treadmill stress test and blood analysis. They lead exercise classes for specialized institute programs, such as the diabetic,

**"The things that they emphasize here make sense to me."**

—Tim Piontkowski, D.O.



Resident Tim Piontkowski, D.O., (left) in consultation with Dr. Timothy Ismond, Meadow Brook Health Enhancement medical director.

cardiac rehab and "60 Plus" senior program. They assist institute staff members with clientele stress tests and health evaluation consultations. And, they complete a comprehensive research paper. But aside from the knowledge and skills they gain, residents also reflect on their personal habits; they re-evaluate diets made up of Doritos and Hershey bars and 18-hour days devoid of aerobic exercise.

"Overall, it's obvious their demanding, 80-plus-hour work week schedules catch up with them. We tell them, 'this is a month for you — spend some time evaluating your own medical profile,'" says Alfred W. Stransky, director of the institute, associate professor of exercise science and associate dean for community health at Oakland University. "Most

often, the residents' diets are horrendous because they're eating primarily hospital food. Another problem, due to their demanding schedules, is abuse of nicotine, caffeine and alcohol. This is a time for them to get back on track.

"We're suggesting that they may be able to incorporate some of the things they learn here in their own environments. People have asked why our program for physicians would be at a university without a medical school. And the answer is 'prevention is education.' They're assuming responsibility for their own health. More importantly, we've gotten them out of the hectic environment. It's a non-medical, non-hospital setting. We now have a waiting list of physicians wanting to get into the Meadow Brook Health Enhancement Institute residency program."

For resident Dr. Susan Van Dellen, self-proclaimed avid runner and biker, the Meadow Brook Health Enhancement Institute seemed a natural choice for one of her required rotations. Though she, personally, doesn't have a problem fitting exercise into her rigorous schedule, the doctor of osteopathic internal medicine at Henry Ford Hospital in Detroit, Michigan, admits to poor nutritional habits — and patients who could certainly benefit from the information she's gathered at the institute.

"Take for instance, the institute's nutrition lecture — vital, really, to preventative medicine. I didn't study nutrition in medical school, but I now know how to compute the fat content in packaged food by its label. I never knew how deceiving labels can be — and how much the fat content can vary between something like thin-sliced turkey and turkey bologna. This is something I can use for myself and take back to the hospital and share with my patients; I can actually become a resource to help them improve their health," she says.

Another plus to the institute's program is its stress-relieving pace. Because the Meadow Brook Health Enhancement residency allows for a light, albeit, 40-hour work week, Van Dellen claims she's had the time to catch up on an essential professional task: reading medical books and journals.

"At the hospital we work so much, we often don't even have the time — or energy — to read about what we see all day. This is a great opportunity to keep up on all that."

Journals aside, a long-time interest in preventative medicine drew Dr. Tim Piontkowski ('83) to the institute's residency program. A resident specializing in family practice at Mount Clemens, Michigan, General Hospital, Piontkowski considers the institute to be a



respite of sorts. But he also adheres to its philosophies. They are, he confides, philosophies he plans to incorporate into his own practice.

"The things that they emphasize here make sense to me," the doctor of osteopathic medicine says. "Take, for instance, the institute's emphasis on the role alcohol plays in degenerative disease. I'm interested in the applications."

Dr. Timothy Ismond, on staff at Detroit Osteopathic Hospital and Bi-county Community Hospital, has a unique perspective on the institute's residency program. Four years ago, during his first year of residency, a pet project on the preventative health-care systems of Great Britain and Sweden led him to investigate the MBHEI. During his short-term stint there, he found that the institute reinforced his single, most basic belief: as a doctor, you need to prevent the diseases you can. Today, the former resident, whose philosophies naturally mesh with those of the MBHEI, is its medical director and director of the residency program. Dubbed one of the institute's "most outstanding residents" by Stransky, Ismond explains that the program offers residents an in-depth, well-rounded look at preventative medicine.

"We review EKG interpretation, treadmill interpretation, pulmonary functions, cancer screening recommendations. These are all things they've probably brushed on — but have previously picked up only in a piece-meal manner," he says.

Admittedly, one of the marked contrasts between the institute and the hospital setting is the number of patients a resident is required to consult with in a day. At the institute, a resident might see five patients, whereas at the hospital, he or she typically meets with 70. In an era where it's been estimated that 75 percent of all patients seeking medical help are doing so for stress-related illnesses, the irony is that physicians are losing touch with a key ingredient in their diagnostic process: spending time with the patient to *really* listen.

"Many of the residents initially feel awkward about the hour-long patient evaluations," Ismond says. "They're accustomed to not having the luxury of time to sit and talk with a patient. They know they order a lot of tests they don't need because they don't have the time to spend with a patient and understand the true cause of his or her problem. Oftentimes, they'll tell me, 'this is the real reason I went into medicine in the first place.' But their schedules allow them to lose track of that. Hopefully, that's something they'll take back with them into their practices."

Former 1986 MBHEI resident Dr.

Melanie Hanna, M.D., now internist at the Oakwood Downriver Medical Center in Lincoln Park, Michigan, says she did just that. Hanna, who has the luxury of treating fewer patients at the clinic than in the hospital setting, says that "making time for your patients" is one of the best lessons she learned at the institute.

"They showed us how to sit down with the patient, interpret the information and make it meaningful. That has definitely influenced the way in which I practice medicine. What this program did — and still does — is teach residents how to channel the information and make it real for the patients," she says.

Another advantage, Hanna claims, of having gone through the institute residency program is a healthier lifestyle. Since she finished her residency, Hanna has shed 25 pounds — due to the MBHEI-prescribed low-fat diet.

"I attribute my weight loss to changing my eating habits; using some pearls, if you will, from the Meadow Brook Health Enhancement Institute. That's also what I advocate to all of my patients now: Change the proportion and level of fat in your diet. The ones who listen to me lose weight."

And Hanna stands as an example; a happy and healthy physician can only make for a happier and healthier patient. That, Ismond reiterates, is the point behind the institute's program: Taking better care of the doctor will ultimately benefit the patient.

"Physicians are just like everyone else — they put other things in front of their own health. We make them aware of areas they've been neglecting. For example, they order blood pressure checks and rectal exams for their patients, yet they haven't had one for a while themselves. Going through the institute experience makes them think a lot more about their own health — and how it affects their patients. They can't work in pain any more than anyone else can," he says.

Since they are still relatively new "graduates" of the program, time will only tell if resident Van Dellen continues to keep a close eye on grocery labels, Piontkowski grows to be a staunch advocate of preventative medicine or Barnett becomes a marathon runner. But for Hanna, her one-month residency at the Meadow Brook Health Enhancement Institute has successfully stood the test of time.

"I can't tell you how much of an impact the program has had on my practice and my personal life," she says. "The Meadow Brook Health Enhancement Institute has a crucial place in the health-care scope. It has a unique program. I've not seen one like it anywhere." ■



**"I can't tell you how much of an impact the program has had on my practice and my personal life. The institute has a unique program. I've not seen one like it anywhere."**

**—Melanie Hanna, M.D.**



# MOLDING HIS FUTURE

by Karel Bond

**With pails of plastic, entrepreneur Ilija Letica has made his mark on the world of shipping containers.**

IN THE 1967 MOVIE *The Graduate*, a blue-suited businessman blurts a bit of advice to a youthful Dustin Hoffman: *plastics*. One word is apparently enough to sum up sure-fire financial success. Though Ilija Letica has never seen the classic flick, he's living testimony to that one-minute segment: there's a fortune to be made in high-density polyethylene.

Letica is president and founder of Rochester, Michigan, based Letica Corporation, the largest plastic shipping container company in the country. Named 44th of the 100 leading private firms in metropolitan Detroit by *Crain's Detroit Business*, Letica Corporation is now exporting plastic shipping packaging to Japan. With 10 manufacturing sites spread from California to Alabama and 300 distributors nationwide, the company is forecasted to grow three-fold over the next decade. That means there's a good chance you've seen — or will see — the name "Letica" on the bottom of your yogurt, cottage cheese or sour cream carton. And if you're working in industry, your paint or chemicals have probably been shipped in a Letica container. Letica himself, whose products are used by virtually every major company in the U.S., from Borden's to Exxon to Kraft, has spotted his plastic packaging as far away as Mexico and Hong Kong.

"In Mexico I stepped off a fishing boat and saw a Letica pail. And in Hong Kong, I was leaving a Hilton and saw 10 Letica pails filled with paint. That's exciting to me," he says.

Yet, that excitement didn't happen overnight. A native of Croatia, Yugoslavia, Letica emigrated to Canada in 1955. Trained as a mechanical engineer, he worked in Windsor for Chrysler Corporation before crossing the border into Michigan. He came to America on a professional quota to work for Ford Motor Company. As Letica puts it, he was eager

to excel in the 'promised land.'

"I had my degree and my briefcase when I arrived in America. I had two goals to accomplish in the United States: to practice freedom and to be successful."

Soon after, Letica took a job at D.D. Plastics in Greenville, Michigan, and then managed a small engineering firm in Lansing before striking out on his own in 1967. High-density polyethylene — plastics — were in their infancy. His entrepreneurial venture began as an engineering and consulting firm on Belaire Street in Royal Oak, Michigan.

**"Nobody gave me a penny. If I wasn't so competitive, I wouldn't be where I am today."**

Initial projects included developing pipe fittings and heavy wall pipe systems for Lone Star Gas Company and evaluating the cost effectiveness of the five-gallon containers that Phillips Petroleum shipped its products in. The latter project turned into a joint assignment, with Missouri-based Aarondale Company and Wisconsin-based GPF pitching in to have Letica manufacture, design and build the tooling for an improved \$5 five-gallon container on Phillips recommendation.

As Letica tells it, he approached the duo for \$24,000 start-up capital and was refused. They offered him \$13,000. Letica weighed his options and decided to go full-speed ahead — alone. He fronted the capital from his own pocket for the machinery, produced the five-gallon container at 20-percent of its previous cost and Letica Corporation was well on its way.

"The only partnerships I believe in are I,

me and marriage. I saw an opportunity and decided to go on my own. Nobody gave me a penny. If I wasn't so competitive, I wouldn't be where I am today," he says.

In 1970, Letica Corporation relocated to Rochester, Michigan, and later built a technical center on Bond Street. What began as a small shop employing a dozen craftsmen and designers is now an internationally competitive company employing some 1,300. Letica, when asked, isn't shy about explaining the formula for his success.

"If you were to ask me, 'what would you recommend that younger people do to become successful,' I would say, stay with it, be honest and deliver what you promise. When I say 'stay with it,' I mean you have to put everything into it — there is no such thing as a free lunch. You have to be very competent in your field, especially when it comes to industrial high-speed production. And you have to enjoy every aspect of your work. You have to put a little bit of yourself into it."

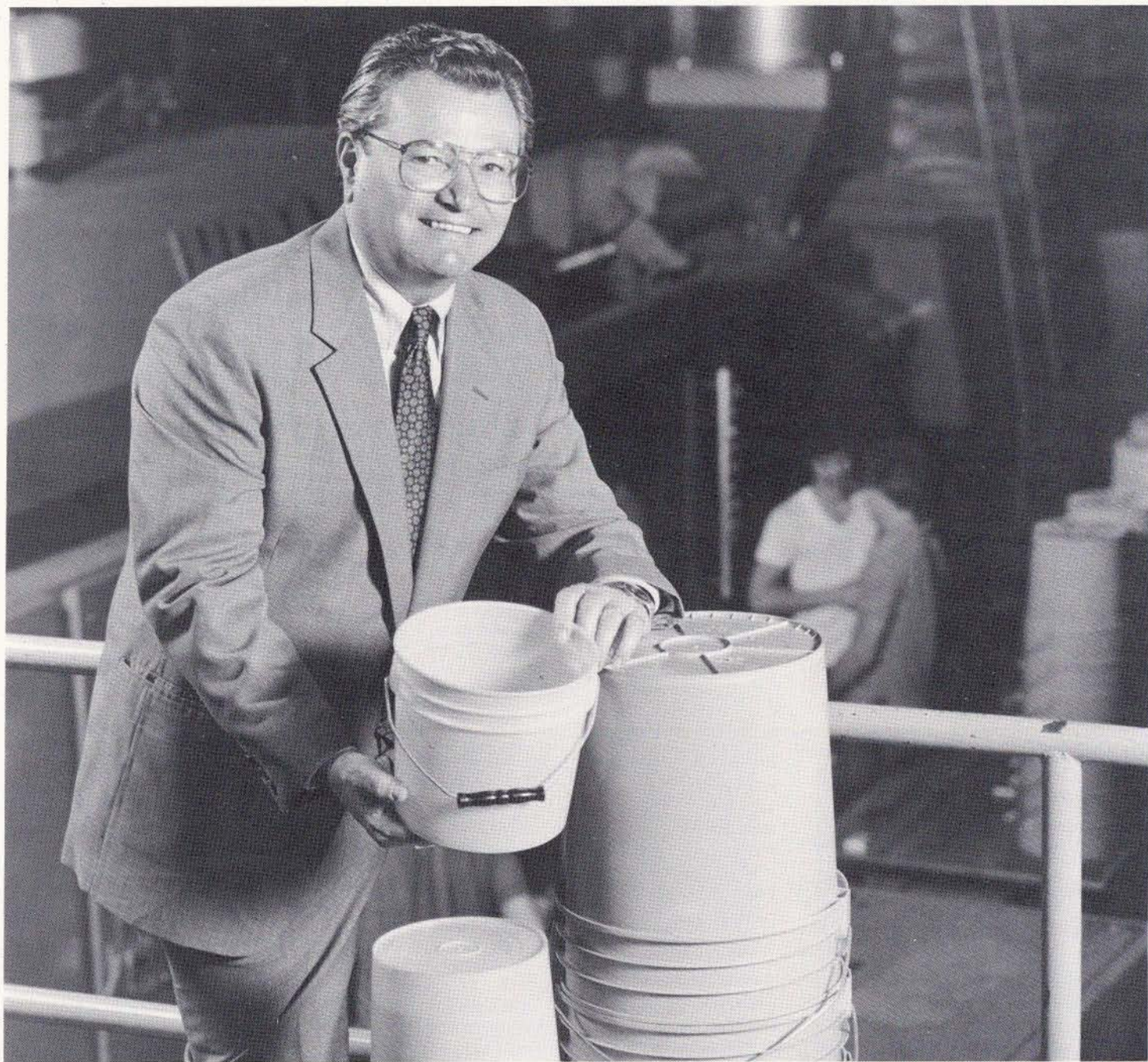
Yet the invaluable key to building a truly successful company, Letica emphasizes, is taking care of your employees. One of the first companies in Michigan to allow unwed mothers to carry insurance for their offspring, Letica Corporation makes it a policy to safeguard its hard-working troops.

"I watch out for my employees. Managers, I am very strict with, but employees should be cared for correctly," he says.

Aside from his employees, Letica is adamant about another cause: the environment. Though he is enmeshed in an environmentally controversial industry, Letica is, once again, leading the pack with a conscientious cry: All products must be biodegradable or recyclable.

"If you provide a product that endangers the environment, then you are





*Ilija Letica, president of Letica Corporation, surrounded by a few of his favorite things. A member of the Oakland University President's Club, Corporate Associates and the Meadow Brook Hall Pegasus Society, Letica and his wife of 35 years, Gudrun, recently provided the funds to enclose the hall's garden court room.*

not smart. The environment is there because it is a God-given gift. Unfortunately, the American mentality has been, 'let's throw it in the woods.' Then it became, 'throw it in the ground.' Then 'throw it in the water.' Those days are gone. The public won't stand for it — and they shouldn't stand for it. But it isn't advanced technology that is dangerous for us — it is how we apply it," he says.

Letica containers are made exclusively with high-density polyethylene, or pure hydrogen with two parts carbon. That means, if you take a match to your Letica yogurt container there will be no black smoke or singed residue floating into the atmosphere from your fire — unlike that of a burning polystyrene plastic container.

In Philadelphia, Pennsylvania, and Sacramento, California, Letica is manufacturing recycling bins (recyclable themselves) for "separating" domestic garbage. In Philadelphia, for example, 600,000 containers with the city seal have been distributed to area residents, each household receiving three. Users organize waste material into three categories, one per bin: glass, aluminum and steel; plastics; and paper. The garbage collectors

then haul the waste material away in compartmentalized vehicles.

"It's a full-blown effort, down to the last detail. For example, the containers have two small holes on their sides so people won't start using them to wash their cars and such. And after they're no longer usable, they're melted down and utilized in a secondary way: for fence posts, drainage pipes, benches, shrimp crates and so on," Letica says.

When Letica isn't hard at work in his business or fighting for a cause, the self-proclaimed 'Michigander' is more than likely skiing, hunting, fishing or golfing.

"I love to play golf; with golf, you play against yourself," he confides. "But I like to do it all. I enjoy life. I just enjoy life, period," he says with a smile. ■



Through the eyes of  
a child, hospitals  
can seem pretty  
scary. But Dottie  
Spitsbergen and  
her puppets won't  
stand for that.



*Dottie Spitsbergen ('73, '80), founder of Crittenton Hospital's Child Life Program, masterfully manipulates one of her puppets.*

# Child's Play

by Nancy E. Ryan

ELEVEN-YEAR-OLD Kelly had been kicked in the face by a horse. The accident left her hospitalized, her face severely distorted and her eyes swollen shut. Along with the physical trauma, Kelly experienced a good deal of emotional upheaval from the accident. Although she could not see her swollen face, she felt that she was no longer beautiful — and she felt betrayed that her sister's horse had kicked her in the first place. Although her doctor encouraged her to talk about the accident, anytime anyone mentioned it Kelly would start to cry — until Dottie Spitsbergen intervened with one of her puppets.

"One day when her eyes started to open I brought some of the puppets in and she picked one up and put it in her hand. Our puppets started to talk to each other, and Kelly gave her puppet a voice," Spitsbergen recalls. "As we talked, my puppet said, 'Why is your friend Kelly in the hospital?' And her puppet told us about the accident. Once she had talked about the accident and how she thought she would not be beautiful anymore, we were able to talk in our real voices and put things into perspective."

## Tools of her trade

Puppets and medical supplies are just a few of the tools that Spitsbergen ('73, '80), who developed Crittenton's Child Life Program as part of her Oakland University's master's thesis in early childhood education, applies daily. Spitsbergen belongs to a new profession governed by the Child Life Commission, in Washington, D.C.; she was one of the first 80 certified child life specialists in the nation. Child life specialists, often educators or nurses, provide socio-emotional support and play intervention for hospitalized children, emotional

support for parents and education for the community.

Although she meets with each patient in Crittenton's 13-bed pediatrics unit daily — making rounds just like nurses and doctors do — Spitsbergen and the nursing staff pinpoint children with special needs and set out to help them. Spitsbergen also runs Crittenton's Pediatric Education Program (P.E.P.), conducting field trips for healthy preschoolers and teaching them about the realities of hospitals.

Spitsbergen's "medical bag" includes puppets, paint brushes and an easel, supplies for "squiggle art," homemade playdough and doll-sized hospital furniture. Spitsbergen's husband, Merlin, and a family friend crafted the doll furniture. And Spitsbergen's daughter, Karen Spitsbergen-Richardson, created Rachel and Oliver, puppets with internal organs and velcro "incisions." By "operating" on Rachel or Oliver, children can examine a healthy and diseased lung or remove an appendix, which helps them to understand their own anatomy.

"One of the things I really enjoyed is seeing how the kids respond to the puppets. I started with just the tiny hand puppets and kept getting bigger. The puppets are such wonderful tools. The minute I put a puppet on my hand, I become nonthreatening. The children will listen to a puppet, and they will tell a puppet things they will not tell an adult," Spitsbergen explains. "I could tell you story after story. You never know what kind of play will help children relax and work through their fears and problems."

## Poking the puppet

Bob was hospitalized for a ruptured appendix. Spitsbergen made a special effort to be available should the 9-year-old boy, whose mother was hospitalized at the same time, need emotional support. When Bob started to run a temperature, his doctor ordered a blood sample — and





*Crittenton's P.E.P. encourages children to familiarize themselves with medical paraphernalia. In 1988, about 3,000 children—along with their teachers and parents—participated.*

Bob remained reluctant.

The lab technician finally talked Bob into letting her draw blood, but his vein did not cooperate. After a bit of poking and prodding, she told him that she would have to try his other arm. "Oh no you don't," he snapped. At this point, Spitsbergen intervened, suggesting that she do "needle play" with Bob. She gave the boy a puppet that was running a temperature. Bob volunteered to draw the blood.

"I gave him a needle and a syringe and told him to let me know when he had a good sample that I could take to the lab," she explains. "He stuck the needle in and drew back the syringe and said, 'Oops, I spilled it!' He must have poked the puppet 12 times before he finally said 'Okay, we have a good sample here.'" Just as Bob said this the technician came back in. Because the boy was more relaxed, she was able to quickly draw blood.

Spitsbergen also uses squiggle art to help children work things through. She begins by taking a blank sheet of paper and drawing a "squiggle" on it and then asks the child to make a drawing out of the squiggle. This often becomes a game, with the children creating a more complicated squiggle for Spitsbergen to draw from. Squiggle art can be especially revealing.

### **An artful outlet**

Leslie, 8, endured six weeks of traction while her broken arm and leg began to mend. Spitsbergen borrowed a Miss Piggy puppet from patient Kelly to help Leslie through the medical procedures her injuries required. But talking about the accident that led to the injuries was a different matter. Like Kelly, Leslie, who was hit by a car while walking home from school, could not verbalize what preceded her stay in the hospital. Squiggle art provided the emotional release that needed to accompany the physical healing.

"Leslie loves drawing," Spitsbergen says. "So we started doing squiggle art. She would make a squiggle for me, and I would make one for her — we took turns. I made a bear out of her squiggle. Then, she asked if she could add something to my bear. When I said yes, she added a cast and wheelchair to it. When I asked her why, she said, 'Well, I am going to have a cast like that for my arm and leg, and I'm going to ride in a wheelchair.' Then I asked her how the bear broke his arm and leg. The story she told me was exactly what had happened to her."

The bear's mother told him that there was one particular way he should not go home, but he went that way anyhow. When walking between two parked cars, he was hit, the impact shattering bones.



And he felt bad because his mother had expressly told him not to go that way. Leslie, of course, also felt very bad about not listening to her mother. But after drawing the bear and talking it out, she was able to relinquish much of that guilt.

### Hard-won experience

That Spitsbergen possesses such a rapport with children is not surprising, considering her personal and professional background. An only child, she returned to school as an adult after her own five children were self-sufficient. She originally intended to become a teacher, receiving a B.S. in sociology and communication arts in 1973, but teaching jobs in the mid-to late 1970s were hard to come by. So she decided to pursue a master's degree in early childhood education through Oakland University's School of Human and Educational Services, serving as a graduate assistant in the early childhood education advising office. Her first graduate course, "Play and Development of the Hospitalized Child," was held at Pontiac (Michigan) General Hospital.

"The first week I worked with hospitalized children I realized that this was what I wanted to do," she relates. "I could see that having someone who understood children and provided programmed activities for them to do — and was concerned about them and their families — was absolutely essential in a hospital setting."

In 1980, when it came time to put together her master's thesis, Spitsbergen decided to set up a play program in a hospital setting. While researching her thesis, she attended a state meeting of the Association for the Care of Children's Health. At that meeting, she met Jill Lutz, head nurse of pediatrics at Crittenton. Spitsbergen approached Lutz and described the program to her, suggesting that it might be something that Crittenton would be interested in. Lutz was delighted with the idea. After a year of negotiation between the hospital and the university, Spitsbergen began her internship. Children, parents, nurses and doctors alike benefited from her trial two-month Child Life program.

"After finishing my thesis project, I wrote a letter to the administration at Crittenton and told them that during my time there I felt I was truly needed, that the program had made a difference in the lives of the hospitalized children," Spitsbergen explains. "A couple of weeks later, they hired me. So I really created my own job, which was nice."

Spitsbergen still works closely with Lutz, who says: "The children are more content when someone like Dottie is around. And because of her background,



*Puppet Rachel, equipped with internal organs and a velcro "incision," lets Spitsbergen demonstrate an operation to one of her patients.*

she can help them articulate their fears. Much of their boredom is also alleviated; they are less aware of their own pains. When Dottie is not here, the TVs go on. When she is here, it's a happier unit."

Spitsbergen retains her ties to Oakland University by lecturing in early childhood courses, hosting special classes for graduate students and incorporating undergraduate students from the School of Human and Educational Services into her program whenever possible. Kathy Burke, who received a B.S. in early childhood education this June, was one such student.

### Following in her footsteps

Burke, who plans to open her own daycare center, took two independent study courses with Spitsbergen. Through her independent study, Burke learned the importance of playing with children, as well as how beneficial the program can be for parents. "Most of the parents can't be there all the time," she explains. "And the children just light up when somebody comes in to play with them. The children just love Dottie — she is very calming to them. It's a wonderful thing to watch."

Oakland alumnae Judie Wurges ('76, '84), who has experienced the Child Life Program as both a teacher and a parent, agrees with Burke's assessment. Wurges' son, John, was in traction for a month after being hit by a car in front of the family's home. Then 8, John experienced the usual guilt that accompanies such an accident, as well as anger that he sometimes directed at his parents. Spitsbergen helped the boy deal with these feelings — and she helped the Wurgeses understand what he was feeling.

"Dottie was a wonderful lifeline," Wurges says. "She helped my husband and I understand that this was normal, that he wasn't rejecting us, that children who feel frustrated may become angry with visitors. She also encouraged a lot of family activities, so life could go on somewhat as usual." Now 16-year-old John only remembers the good things about his hospital stay.

Each year, Wurges, teacher and coordinator of the Rochester, Michigan, Community Education Prekindergarten Program, takes her classes to a Crittenton Pediatric Education Program (P.E.P.) session, where Spitsbergen teaches preschoolers about realities of hospitals.

"This year we had about 200 4-year-olds who attended the program. It is an important field trip for them. A pretty high percentage of parents also attended," Wurges explains. "After returning to our classroom, we have a play hospital set up where the children can re-enact what they saw at the hospital. This also works out any fears they might have."

Approximately 3,000 children — accompanied by their teachers and often parents, as well — attended P.E.P. sessions in 1988. During the sessions, puppets — monitored by Spitsbergen — perform a number of skits designed to introduce preschool and elementary children to hospital procedures in a nonthreatening way.

Spitsbergen also hands out medical paraphernalia — syringes without needles, i.v.'s and stethoscopes — that each child can use on his or her own doll or furry friend. Their teacher or teacher's assistant dresses up in doctor regalia and provides a guided tour of the pediatrics unit. During the tour, the class is broken into two groups that alternately take wheelchair rides and explore a hospital room and the pediatric unit's playroom.

One boy's mother had a baby a week after the P.E.P. session, Wurges said. The boy painted a picture of his mother in a hospital bed, with a TV and call button. He knew where his mom was, and that everything was fine. Also, parents with children who were later hospitalized report that their children coped well because they knew what to expect.

Spitsbergen also benefits from the Child Life Program. "Every day I can see that I make a difference — for the children and for the parents. If you've ever watched a parent sitting with a child with nothing to do, crying and screaming in the hospital, you'd know it's important to keep the child occupied with interesting play activities. Crying does not hasten health for either the child or the parent." ■

Nancy E. Ryan ('82, '89), is a freelance writer based in Lake Orion, Michigan. She is a former assistant editor of OAKLAND UNIVERSITY MAGAZINE.



## InTouch

## New OUAA officers and directors elected

The members of the Oakland University Alumni Association re-elected three alumni to two-year terms on the OUAA Board of Directors and elected eight new members to the Board.

Re-elected were: Jeffrey M. Boss ('82), ('85); Andrew N. Vanchick ('85); and Barbara J. Doppel ('84).

New members of the board are: Marion Bunt ('82); Michael Carbone ('86); Beverly Erickson ('85); Kevin Horrigan ('88); Marshal Hyman ('74); Judith Madek ('64); Robert Meyer ('79); and Sharon Miller ('86).

The new Board of Directors met on April 3 and elected the following officers: Gregory J. Demanski ('63), president; Jeffrey M. Boss, Andrew N. Vanchick and Timothy J. Broderick ('82), vice presidents; Harrison Miller, Jr. ('73), treasurer; Marjorie Neubacher ('80), secretary.

Directors who retired from the OUAA Board include: Gerald Alt ('76); Frances Amos ('80); Kathleen Nicosia ('84); Richard Reuter ('81); John Rhadigan ('83); and Thomas Vella ('82).



*Officers of the newly elected OUAA Board (l-r): Andrew N. Vanchick ('85); Marjorie Neubacher ('80); Gregory J. Demanski ('63); Harrison Miller, Jr. ('73); Timothy J. Broderick ('82); Jeffrey M. Boss ('82).*

## Reserve tickets for the annual Alumni Night at Meadow Brook

Hundreds of gold OU alumni balloons will festoon the lawn of the Meadow Brook Music Festival at OU Alumni Night, Saturday, August 26. Alumni will receive a balloon as they enter the festival grounds to mark their place on the lawn. This year's event includes a picnic, concert and Laser Light Spectacular.

Before the concert, alumni and their guests will enjoy a family-style picnic under the festival tent and meet and greet new and old friends. The Meadow Brook Music Festival Orchestra will perform the greatest hits of the classics, featuring music of Vivaldi, Mozart and Beethoven, and the "1812 Overture" with cannons. The entertainment will culminate with a Laser Light Spectacular.

Tickets are \$20 per person for the complete package (picnic, lawn seating, parking and an OU alumni lawn balloon). A few pavilion seats, for those unable to sit on the lawn, are available for an additional \$10 per person. Season or series ticket holders may select the picnic and parking only at \$12 per person.

To order tickets, clip the coupon on this page. Call the Alumni Relations Office for more information, 370-2158.

Come for the lawn, the lasers and the laughter. End your summer with a bang!

## Alumni Night at Meadow Brook Music Festival Saturday, August 26

Please reserve as follows:

# \_\_\_\_\_ complete package (lawn seats, picnic, parking) @ \$20 per person

# \_\_\_\_\_ package with pavilion seats @ \$30 per person

# \_\_\_\_\_ picnic and parking only @ \$12 per person

Name \_\_\_\_\_

Street/City/Zip \_\_\_\_\_

Daytime phone \_\_\_\_\_

☐ Check enclosed for \$\_\_\_\_\_. (Payable to Oakland University)

☐ Charge \$\_\_\_\_\_ to: ☐ Visa ☐ MasterCard

# \_\_\_\_\_ Expires \_\_\_\_\_

Guests:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Clip and mail to: Oakland University Alumni Association, John Dodge House, Rochester, MI 48309-4401. For more information, call 370-2158.



## ALUMNI

1965

**David Baker Lewis**, a senior partner of Lewis, White & Clay, Detroit, Michigan, has been elected to the Board of Directors of the Consolidated Rail Corporation.

1968

**Dale E. Greene**, has been appointed to senior vice president, metropolitan corporate banking, Corporate Banking Division of Comerica Bank-Detroit, Michigan.

1969

**Robert Cogan** has been appointed president of Capital Analysts, Inc. He received a master's degree from Michigan State University and resides in Wayne, Pennsylvania, with his wife, Susi, and their two children.

**Doug Frydenlund** has been selected by the Tidewater Council, Boy Scouts of America, Norfolk, Virginia, to receive the Silver Beaver Award, the highest honor that a local council can bestow upon an adult volunteer.

1970

**Christine Hage** is director of the Rochester Hills Public Library where she has been assistant director since 1981. She earned her master's of library science at the University of Michigan. Christine and her husband, Bob, have 8-year-old twin sons.

**Verne E. Sutton, Jr.** has been named area customer service manager at American Telephone and Telegraph, Southfield, Michigan. He is also a vestry member (junior warden) of the Church of the Resurrection in Clarkston, Michigan.

1973

**Michelle Fuerch** has been promoted to associate professor of Romance and Classical languages at Ripon College in Ripon, Wisconsin.

1974

**John Candela** was appointed commissioner by the Mount Clemens, Michigan, City Commission. He is an attorney with Wendt, Wendt & Van Eman, P.C. of Mount Clemens.

**James Doyon** teaches speech at the University of Detroit Jesuit High School after 18 years of service as Democratic county commissioner from the 10th District, Madison Heights/Troy/Royal Oak, Michigan.

1975

**Joan Vaughn-Walker**, a teacher at Pontiac, Michigan, Jefferson Junior High, received an educational specialist degree in general administration and supervision from Wayne State University where she is currently a doctoral candidate.

1976

**Sue Cischke** was promoted to executive engineer of the Chrysler Proving Grounds in Chelsea, Michigan, and Arizona.

1977

**Claude High**, president of Action Management Corp., Flint, Michigan, has been named president of the Metropolitan Chamber of Commerce.

**Barbara Kimball** is the director of public relations and advertising for Schweitzer Real Estate, Inc./Better Homes and Gardens. She was previously director of relocation for the company.

**Lynn Terry**, is owner of Wolverine Truck Sales in Dearborn, Michigan, a Ford truck dealership founded by her father.

**Carol A. Travilla** is a licensed psychologist specializing in seminars and public speaking.

1978

**Argene Carswell**, a 1986 graduate of Thomas Cooley Law School in Lansing, Michigan, is manager of employee and labor relations at Georgetown University Hospital in Washington, D.C.

1979

**John Candiloro** is a staff assistant for General Motors Corp. International Export Sales. Candiloro is an Oakland County Sheriff's Department Reserve Volunteer, assisting in Brandon Township, Michigan.

**Michael E. Jones** is a professional freelance jazz and classical clarinetist. He performs with his own jazz quartet and a number of Detroit, Michigan, area musical groups. He is a recipient of the National John Philip Sousa Award and recently founded "The Geneva Windbags," a trio which holds free concerts in nursing homes and hospitals.

**Robert F. Grant** has been appointed vice president, group head for the commercial loan department at Old Kent Bank of Kalamazoo, Michigan.

**Michele Taylor** has written a script entitled *Submission Hold*. The script is in the pre-production phase for a motion picture.

1980

**Beth Gotthelf** received a law degree from the University of Detroit and is an attorney with Honigman, Miller, Schwartz and Cohn in Detroit, Michigan.

**Michael McClory** earned a law degree from Wayne State University and joined Plante and Moran, where he specializes in estate and financial planning.

**Karen Marie Venton**, previously senior buyer for Porsche Cars North America, Inc., has been promoted to district parts and merchandising manager in Chicago, Illinois.

1981

**Tara Allor** was promoted to manager of pensions and 401(K) plans at Fruehauf Corp. Tara resides in Mount Clemens, Michigan, with her husband, Jim, and their three children.

**Susan A. Burke** is a licensed practitioner of acupuncture at the Institute for Oriental Medicine in San Diego, California. She received her doctorate degree in China where

she studied a variety of methods in Chinese hospitals.

**Michael Durbin** is president of Environmental Management, Inc., and resides in Atlanta, Georgia, with his wife, Lisa, and their two children.

1982

**Mary Lynn Barbee** has joined Baker College's Flint Township campus as an admissions representative.

**Dale O. Brandt** is working with the System Sciences Division of Computer Sciences Corp. performing contract work for NASA's Goddard Space Flight Center in Greenbelt, Maryland.

**Jim Hawarney** was promoted to senior accountant in charge of disbursements at Vorelco, Inc., a Volkswagen of America subsidiary.

**Dennis Pawley** was appointed general plants manager-assembly by Chrysler Motors.

**Kathleen M. Walton** has joined the law office of Les Braverman in Lincoln Park, Michigan, as a trial attorney specializing in plaintiff's personal injury, criminal defense and general practice.

1983

**Jack P. Bennett** was named personnel director at General Motors Corp. Saginaw, Michigan, Malleable Iron Plant.

**Robert E. Michael** is an air force captain assigned to Headquarters Strategic Air Command Engineering and Services at Offutt AFB, Nebraska, where he lives with his wife, Sue, and their two children.

**Mark E. Sikorski, D.O.**, is practicing family medicine at the Family Doctor in Mount Clemens, Michigan.

1984

**Tom Cross** is president of Triad Financial, the state's second largest factoring company, and lives with his wife in Bloomfield Hills, Michigan.

**Denis Napoliton** has been named associate editor of the Richmond Newspapers. He lives in Marine City, Michigan, with his wife, Ruth.

**Sylvia Nassar** has been named a coordinator in Western Michigan University's Career Planning and Placement Services. She did graduate work at Wayne State University and Eastern Michigan University.

**Christopher Sendek** received an M.B.A. degree in marketing from Indiana University in May 1989.

**Sandra Stein** is a producer for September Moon, a video production company. She has done a variety of freelance and contract assignments in commercial and news broadcasting and corporate industrial production.

**Arne Wadenstierna** is a market research analyst for Volkswagen of America. He lives in Rochester Hills, Michigan, with his wife, Rebecca (Meersma '85), and their son, David.



**Robert T. Waters** has been appointed director of public relations services at Denham & Company/Detroit, located in Troy, Michigan.

1985

**Andrea Belisle** owns Body Ornaments, Inc., and designs and markets women's fashion accessories throughout the U.S. under the Body Ornament label.

**Betty Buckley** is a grief counselor for the Potere-Modetz Funeral Home in Rochester, Michigan. She is a member of the Michigan Association for Death Education and Counseling.

**Robert W. Burda** is public relations director for Trowbridge House Communications Corporation in Troy, Michigan.

**Linda Fernelius** is teaching the fourth grade in Duval County Public Schools, Jacksonville, Florida.

**Kathy Polanko** is anchor/producer at WWTW-TV in Cadillac, Michigan, for the 6 p.m. and 11 p.m. weeknight newscasts.

**Robert D. Silvestri** has been named manager of the Detroit, Michigan, office of the Environmental Management Group.

1986

**Joseph Bellioti, Jr.** was named vice president/director of Sawyer School of Business. A daughter, Teresa Marie, was born in 1988.

**Bonnie Blue** is a district executive for the Boy Scouts of America in Pontiac, Michigan, and is developing a program for handicapped Cub Scouts and Boy Scouts in Macomb and Oakland counties.

**Cheryl Deane** is a paralegal working in medical malpractice with Charfoos & Christensen, P.C., in Detroit, Michigan.

**Pier A. Gilmore** is a veteran's counselor with the Veterans Services Division of Oakland County. She is also in the Master of Science in Administration degree program at Central Michigan University.

**Richard Lain** is completing an M.B.A. and is employed as controller of Hydra-Tech in Fort Wayne, Indiana.

**Lynne (Dery) Lain** is completing a master's degree in Mental Health Counseling and is employed as developmental specialist for handicapped children at A.R.C. of Allen County, Indiana.

**Karl Lewis**, Navy Lt. j.g., has reported for duty with Commander, U.S. Naval Forces, Subic Bay, Republic of Philippines.

**Frank Marciniak** is the owner of MGM Bicycle & Fitness Equipment in Rochester Hills, Michigan, and Sterling Heights, Michigan.

**Salty Meachum** has passed the national CPA exams and is employed by Shirt Tales stores in Mackinaw City, Michigan.

**Barbara Ullman** graduated from the University of Michigan Law School in May 1989.

**David Vogler** has been promoted to district sales manager for Cellular One in Farmington Hills, Michigan.

**Janelle Willis** is Medicare coordinator/Skilled Nursing Unit supervisor at a nursing center in Alamogordo, New Mexico.

**Grace Serra** has joined CTS Associates, Inc., a Detroit, Michigan, based advertising and public relations agency, as a copywriter.

1988

**George Riley** was commissioned a Navy Ensign upon completion of Aviation Officer Candidate School, and was awarded the Distinguished Naval Graduate Award.

**Mark Swindlehurst** has joined Plante & Moran's audit staff in Mount Clemens, Michigan.

**Lisa Yerrick** is employed as a nurse at Pontiac General Hospital in Pontiac, Michigan.

## FACULTY/STAFF

**Jane Bingham**, professor of reading and children's literature, was honored by the American Library Association for editing *Writers for Children*, cited as an "Outstanding Reference Source for 1988." Bingham also cochaired an all-day session on *Research in Children's and Adolescent Literature* at the National Council of Teachers of English Spring Conference in Charleston, South Carolina.

**Dave Bixby**, manager of the University Bookcenter, was recently named to the Board of Trustees for the National Association of College Stores.

**Peter Boettke**, visiting instructor of economics, has been appointed to the Academic Advisory Board of the Heartland Institute in Chicago, Illinois, and the Academic Advisory Board of the Mackinac Center in Midland, Michigan. He is also contributing editor of *Critical Review* in Chicago, Illinois, and on the editorial review board of *Mid-Atlantic Journal of Business*, published by Seton Hall University.

**Subramaniam Ganesan**, associate professor of engineering, has been elected a council member of the International Society for Productivity Enhancement.

**Karl D. Gregory**, professor of economics and management, has been reappointed for his third term on the Governor's Entrepreneurial and Small Business Commission.

**Carol Halsted**, associate professor of dance, received the "Dance Teacher of the Year" award from the Michigan Dance Association.

**Nigel Hampton**, associate professor of English, appeared on *Impressions*, a public service program of WJRTV in Flint. Hampton discussed Romantic values in contemporary life.

**Amir Hormozi**, assistant professor of management information systems, has been selected as the Member of the Year for 1988-89 by the Detroit, Michigan, chapter of American Production and Inventory Control Systems (APICS). The award is made to recognize a chapter member for performing distinguished service in the Production and Inventory Management field for outstanding assistance to the local chapter.

**Mark Workman**, associate professor of English, presented a paper, *Foreplay*, at the Association for the Study of Play Conference at the University of Pennsylvania.

### Retiring

**Tom Atkinson**, assistant provost, retired at the end of spring session. Atkinson began his career at Oakland in 1962.

**S. Bernard Thomas**, professor of history, retired at the end of the winter session. Thomas taught modern Chinese history and Chinese international studies at Oakland University since 1965.

## PRESIDENT'S CLUB

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

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John B. Poole

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5 Sharon, Lois & Bram  
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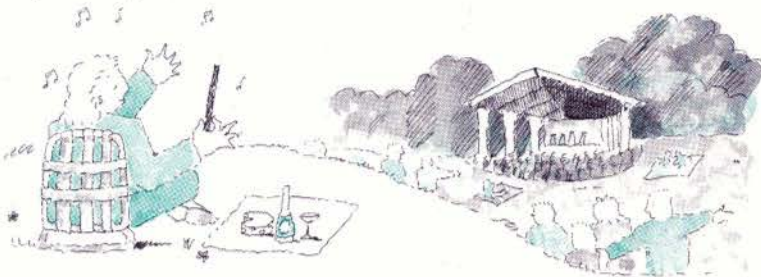
# Calendar

## August

- 6** Eleventh annual *Concours d'Elegance*, exhibit of classic automobiles, 10 a.m.-4 p.m., Meadow Brook Hall grounds.
- 16** Summer classes end.
- 26** Alumni Night at Meadow Brook Music Festival (see page 17 for details).

## September

- 5** Fall classes begin.
- 6** First home soccer game: *Oakland University* vs. *Tiffin University*, 3 p.m., Pioneer field.
- 9** Glyndebourne Picnic, sponsored by the Friends of the Kresge Library. Call Suzanne Frankie (370-2486) for details.



- 15** Center for the Arts: *A Midsummer Night's Dream*, weekends only through September 24, Varner Studio Theatre.
- 16** Continuing Education: Legal Assistant Program's 15th anniversary reception, 3-5 p.m., Meadow Brook Hall.
- 17** Fall commencement.
- 21** Alumni Outing: OUAA Golf League Banquet.
- 23** National Invitational Soccer Tournament, *Oakland University* vs. *University of Missouri* and *University of Tampa*, through September 24, Pioneer Field.

## October

- 5** *The Diary of a Scoundrel*, through October 29, Meadow Brook Theatre.

- 11** School of Engineering and Computer Science Alumni Affiliate Career Day.
- 15** Center for the Arts: Detroit Concert Band, 3 p.m., Varner Recital Hall.
- 20** The 28th annual Writer's Conference (runs through the 21st). Call Continuing Education for details.
- 25** School of Business Administration Alumni Affiliate Career Day.

**Complete schedules and ticket information are available from:**

Athletic Department, 370-3190  
 Alumni Relations Office, 370-2158  
 Center for the Arts box office, 370-3013  
 Continuing Education, 370-3120  
 Meadow Brook Art Gallery, 370-3005  
 Meadow Brook Hall, 370-3140  
 Meadow Brook Music Festival box office, 370-2010  
 Meadow Brook Theatre box office, 377-3300

## In Concert at Meadow Brook Music Festival

*Sounds of the '40s and '50s*, 2 p.m. and 8 p.m., **August 4.**

Gunther Herbig and Flavio Varani in concert, 8 p.m., **August 10.**

*Annie*, 8 p.m. and two 2 p.m. matinees, **August 31-September 3.**



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