

Oakland University

Fall 1997

MAGAZINE



Creating the Future

A partnership of corporate and civic leaders soon will join together with university faculty and staff to shape OU's direction

OAKLAND UNIVERSITY

1997-98 Men's Basketball Schedule

December

20	at Kentucky Wesleyan	7:30 p.m.
22	BLIMPIE CLASSIC (Spring Arbor, Rochester College, Siena Heights)	5:30 p.m.
23	BLIMPIE CLASSIC	5:30 p.m.

January

3	at Saginaw Valley State	3 p.m.
10	at Lake Superior State	1 p.m.
14	GRAND VALLEY STATE	7:30 p.m.
17	at St. Mary's	3 p.m.
19	ROCHESTER COLLEGE	7:30 p.m.
24	INDIANA-PURDUE AT INDIANAPOLIS	7 p.m.
26	HILLSDALE	7:30 p.m.
29	at Ashland	7:30 p.m.
31	at Spring Arbor	7:30 p.m.

February

2	ROCHESTER COLLEGE	7:30 p.m.
5	at Grand Valley State	8 p.m.
7	CENTRAL STATE	3 p.m.
14	at Indiana-Purdue at Indianapolis	3 p.m.
18	at Detroit Mercy	TBA
19	ASHLAND	7:30 p.m.
21	ST. MARY'S	3 p.m.

1997-98 Women's Basketball Schedule

December

21	INDIANAPOLIS	1 p.m.
28	at Indiana-Purdue at Fort Wayne	2 p.m.
30	at Northern Kentucky	7:30 p.m.

January

10	Superior State	3 p.m.
15	at Hillsdale	6 p.m.
17	at Indiana-Purdue at Indianapolis	1 p.m.
21	UM-DEARBORN	7 p.m.
27	ROCHESTER COLLEGE	7 p.m.
29	at Ashland	5:30 p.m.
31	SIENA HEIGHTS	3 p.m.

February

2	at UM-Dearborn	7 p.m.
7	at Central State	2 p.m.
11	ROCHESTER COLLEGE	7 p.m.
19	ASHLAND	5:30 p.m.
21	INDIANA-PURDUE AT INDIANAPOLIS	1 p.m.
28	CENTRAL STATE	3 p.m.

March

2	at Detroit Mercy	7 p.m.
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All times and dates are tentative and subject to change.

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MAGAZINE

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On the cover:

Hands symbolizing corporate and civic
leaders and university faculty and staff
mold the OU sail.



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Program prepares students with in-demand skills

Oakland University's School of Business Administration this fall offers an Applied Technology in Business (ATIB) program which combines a rigorous education in business administration with hands-on training in information technology.

Corporate sponsors provide real-world information technology projects that students work on in a state-of-the-art computer lab, according to John Gardner, dean, School of Business Administration.

Students in the ATIB program are competitively selected and receive full-tuition scholarships.

Selected juniors in accounting, economics, finance, human resources management, management information systems (MIS), and marketing will work as ATIB interns in structured hands-on training assignments on real-world problems

posed by sponsoring firms. As seniors, ATIB students will apply their skills to computer problems of the supporting firms in an on-site internship.

New site offers MBA, Master of Training and Development

MBA students this fall will ride the Information Superhighway through a distance-learning classroom at the program's new site, Seaholm High School, Birmingham.

OU will also offer a

graduate program at the site leading to the degree, Master of Training and Development.

The MBA program moved from Groves High School in Beverly Hills to Seaholm. The first classes at the new site started in June. OU moved the program because its Groves site was scheduled for remodeling.



Oakland University MBA instructor David Coplai takes a break before class at Seaholm High School.

Newspaper critics applaud OU's Meadow Brook Theatre

Oakland University's Meadow Brook Theatre enjoyed one of its finest seasons in 1996-97, earning widespread critical acclaim for Tom Stoppard's *Arcadia*.

The *Detroit Free Press* in May awarded it with Best Play, Best Director (Geoffrey Sherman) and Best Actor (Robin Chadwick). *The Detroit News* in July awarded it Best Director, as well. *The News* also awarded MBT with Best Actor (Robert Grossman, *The Woman in Black*), Best Supporting Actress (Henrietta Hermelin, *Jest a Second!*) and Best Supporting Actor (Esau Pritchett, *I Am a Man*).

Regarding MBT Artistic Director Geoffrey Sherman, *News* critic Kenneth Jones wrote, "Sherman's passionate, informed embrace of Stoppard resulted in a production clearer and better cast than the Broadway mounting."



MBT Artistic Director Geoffrey Sherman displays awards.

Scholarship program proving its worth

Oakland University's Trustee Academic Success Scholarship (TASS) program is proving to be a real winner.

In its first three years, TASS students are more likely to stay enrolled and perform better academically than other OU students, says Glenn McIntosh, director, Office of Equity. TASS helps OU students excel in their coursework, shows them how to be campus leaders, promotes respect for cultural differences and prepares them to work in a global work force.

Through TASS, students are monitored by peer mentors, graduate assistants and the professional staff members of the Office of Equity to identify potential problems that could hinder academic and social success.

Engineering center builds partnerships

Oakland University's new Product Engineering Development Center (PED) promotes more effective engineering practices by uniting industry, university faculty and students.

The new center's goal is to assist major suppliers and manufacturing firms in creating new processes and new ways of relating to each other. The center is located within the School of Engineering and Computer Science.

School of Nursing plans new curriculum

Students entering Oakland University's nursing program this fall will be enrolling in a new curriculum designed to prepare them for professional nursing practice in the next century.

Responding to HEALTHY PEOPLE 2000 challenges, faculty have designed a plan of study that emphasizes health promotion and illness prevention across the life span.

During their freshman year, students will enroll in courses such as chemistry, anatomy and physiology, and sociology, to establish a foundation in the biological and social sciences.

Program sets sights on distant borders

After one year, an international distance learning program based at Oakland University will expand and give more Oakland students the chance to share what they learn with students from other countries.

Five more American universities are slated to join the Mercury Project,

which uses video teleconferencing and other electronic technology to let students see lectures and interact with students in classrooms from the United States, Canada and France.

A grant from the French

government will allow Purdue University, Northwestern University, the University of Kansas and two others not yet determined to take part in the project this year.

Robotics competition taps future innovators' skills, imagination



OU's engineering team follows its entry in the International Ground Robotics Competition.

Some look like off-road computer carts.

Others look like moon rovers and souped-up toys, complete with laptop computers and video cameras.

Oakland University students in the International Ground Robotics Competition gained real-world work experience in robotics production. OU and the U.S. Army Tank-Automotive Armament Command hosted the 5th annual event in June. The competition cultivates students' interest in robotic control systems engineering. The task is to design and build robotic vehicles that will make their way through an obstacle course in the shortest time or travel the farthest distance in the allotted time.

William Jenkins SECS '87 attended the competition, representing Ernst & Young, a Detroit business consulting firm. He says he will continue to recruit OU graduates.

"OU students hit the ground running," Jenkins says. "They seem to be better adapted to starting work right away."

SECS student Bill Young, of Beaverton, Mich., has competed in the event for four years. He was team leader for the OU vehicle dubbed "Coyote," which placed third in the competition.

Cost of living ranks 9th in the nation

Oakland County residents faced a cost of living that ranked ninth in the nation compared to the 33 municipalities of more than one million people, an Oakland University report says.

Oakland County utilities cost less than those in other areas; but health care costs almost 20 percent more than the national average. Groceries cost more than 10 percent above the national average.

Other items that are particularly expensive in Oakland County compared to the same items nationally: cigarettes, at \$22.14 compared to \$16.70; a man's haircut, \$12.19 compared to \$8.50; and a woman's haircut

with shampoo and blow-dry, \$29.95 compared to \$20.43.

OU was selected as the Oakland County source for this national cost-of-living survey. OU gives results to ACCRA, which compiles comparable data from 311 urban cities.

The Oakland County index is published quarterly by the university's Department of Economics. Survey periods are the first week of January, the first week of April, the second week of July (after Independence Day) and the first week of October.

Foundation allocates more than \$1 million

The Oakland University Foundation (OUF) in June allocated more than \$1

million to OU for scholarships, development, community outreach and research for 1997-98.

The OU Foundation is a private, nonprofit corporation comprised of business, civic and community leaders that advances OU with financial support of scholarships, internships, academic programs and research.

Major OUF allocations for 1997-98 include:

- \$600,000 for fund-raising activities and community outreach efforts
- \$238,000 for student scholarships, demonstrating OU's commitment to academic excellence and student growth
- \$75,000 for externally supported research and equipment acquisition.



Dagmar R. Cronn

New provost hits the ground running

When Oakland University's new vice president for Academic Affairs and Provost Dagmar R. Cronn got the keys to her office on June 1, she hit the ground running.

And she's showing no signs of slowing down.

Her days start early and end late; dinner often consists of "whatever I can throw in the microwave and eat in 5 minutes or less at 11 p.m.;" and her box of as-yet-unread murder mysteries, a favorite pastime, remains untouched at home.

But the transplant from the University of Maine has no complaints. In fact, she couldn't be happier. "I absolutely love it," she says. "I'm so proud to be here, and people have been helpful in getting me up to speed."

Cronn likes to be busy.

One day she found herself walking around Wilson Hall mulling over three competing tasks, all of which needed immediate attention. As she worked to prioritize them, she says she burst out laughing. "I thought 'this is the way life ought to be!'"

At the University of Maine, Cronn had served as dean of the College of Sciences since its inception in 1989.

While the universities are similar in size, Cronn sees differences at OU.

"Here, there's a 'can-do attitude,'" she says. "There's a sense of excitement, a sense of change for the good. It's really quite refreshing."

As provost, Cronn's responsibilities range from outreach to research, from grants to faculty and beyond. Her plans are diverse.

"We're building on existing strengths," she says. "Most of what we're doing is incremental, and in some areas we're supplanting something we've been doing with something new."

Cronn's mother, she says, influenced her more than anyone. "My mother had very high aspirations, and she always left me feeling that I really needed to try hard in order to meet those aspirations," she says.

Cronn is not only meeting them, she's exceeding them.

And she's having fun along the way. "The way life ought to be," she says.

Board approves plans for another building

The Oakland University Board of Trustees in June approved plans for a 60,000-square-foot School of Business and Applied Technology Institute and appointed the architectural firm Albert Kahn Associates Inc. to begin work on the schematic design.

The \$17.5-million project, to be funded with a 75-25 percent cost sharing of state and university funds, will include classrooms, computer labs, faculty and administrative offices, videoconferencing, multimedia computer labs and a production facility and a multimedia auditorium.

Occupancy is anticipated for fall 2000.

Engineering faculty awarded research grants and contracts

A new series of grants and contracts from private and government sources will supercharge the work of automotive researchers at Oakland University's School of Engineering and Computer Science.

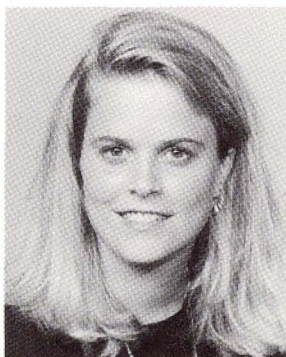
Faculty and their research:

- Professor Patrick Dessert, \$74,000 from Chrysler Corporation, to teach a class for Chrysler employees and to conduct "proof-of-concept" research on warranty systems. Also, \$40,050, TRW Steering and Suspension Systems, to conduct a series of on-site training courses for TRW engineers on the principles of systems engineering.
- Professor Subra Ganesan, \$26,718 from Chrysler, to research the use of microprocessors and microcontrollers in automotive power trains.

- Associate Professor Edward Y.L. Gu, \$48,000 from General Motors Corporation's Research and Development Center, to study robotic automotive painting systems.
- Associate Professor Frank Cioch, \$24,960 from United States Army's Tank-Automotive Command, to develop new software for battle simulations.
- Associate Professor Gary Barber, \$5,000 from Ford Motor Company, to study relief of vibratory stress on transmission gears.
- Naim Kheir, chair, Electrical and Systems Engineering, \$26,294 grant extension from Ford Motor Company's United States Council for Automotive Research, for his research on energy management strategies for new generation vehicles.

It's in her genes

Oakland University's new sports information director (SID) is believed to be the first legacy in the field.



Amy Hirschman

Amy Hirschman is the daughter of Fred Stabley Jr., the current Central Michigan University SID, and the granddaughter of the late Fred Stabley Sr., who served as Michigan State University's SID from 1949-80.

Hirschman previously served five years as assistant SID at the University of Texas in Austin. A CMU graduate, she also worked in the CMU and Michigan State University sports information offices.

Russi appointed co-chair of Oakland County advisory body

Oakland University President Gary D. Russi is the new co-chair of the Oakland County Business Roundtable, a business and government partnership that will prepare the county for the next century.



Gary D. Russi

Fall enrollment continues record growth

For the fourth consecutive year, Oakland University's fall 1997 enrollment hit an all-time high — 14,379.

The news follows overall spring and summer enrollment increases — a climb consistent with the OU growth trend as the university progresses toward its goal of enrolling 15,000 students by the year 2000.

Spring and summer 1997 enrollment totaled 10,677 compared to last year's 10,370 — an increase of almost 3 percent. The gain follows winter 1997 enrollment growth, which was 1.3 percent higher than winter 1996's all-time high of 12,901 students.

"Students and business and industry leaders realize that OU provides an education that readies employees for the workplace of tomorrow," OU President Gary D. Russi says.

Poor left behind in health care competition, OU researcher finds

The current rules for hospital competition will continue to jeopardize public health unless the system as a whole is carefully designed to preserve access to care for the poor.

Lee Rivers Mobley, associate professor, Economics, School of Business Administration, reaches this conclusion after studying the competitive health-care market in California.

Mobley presented her findings in June at the Eighth Annual Health Economics Conference at the University of Minnesota School of Public Health.

She conducted her research in California because that state is unique in the way it collects data on patients and hospitals and makes that information available for public use. She and two research assistants, Eli Tiomkin SBA '96 and Jessica Castelluci CAS '95, looked at some four million patient records from data collected during 1984, 1987 and 1990.

Unlike some other researchers, Mobley looked at both public and private hospitals in studying the effects of state Medicaid



OU Economics Associate Professor Lee Rivers Mobley: "Our public health has really suffered with tuberculosis and polio making a comeback in the inner cities and suburbs."

reforms that began in the early 1980s.

One of the Medicaid reforms was to contract with hospitals based on efficiency. Another was to remove 275,000 people from the state Medicaid rolls. These reforms saved money for the state Medicaid program but expanded the burden of care at county public hospitals.

At the same time, the state cut reimbursement rates to the county public hospitals, and Proposition 13 limited the amount of money counties could raise from local sources.

Mobley found that squeezing savings from the state Medicaid end of the health care balloon has forced costs to expand for

county public hospitals.

"While the state 'saved' approximately one billion dollars in urban areas from 1984-1990, the very large losses for some public hospitals threaten the continued viability of the public sector," Mobley says. "Public hospitals continued to fail during the period, leaving over half of California's counties without a county hospital by 1990.

"An efficient and equitable public policy would ensure that efficiency gains from reforms are weighed against access concerns for the poor. Because public hospitals provide the vast majority of health care for the poor, there is reason for concern about erosion of their access to care as an unintended outcome of procompetitive reforms."

The issue, Mobley says, is whether the short-run cost savings from increased competition may be offset by long-run liabilities resulting from impeded access and postponed treatment.

"Our public health has really suffered," Mobley says, "with tuberculosis and polio making a comeback in the inner cities and the suburbs."

Technology brings the job market into VIEW

Oakland University students are getting a clear VIEW of the job market thanks to new technology.

Located in OU's Placement and Career Services, VIEWnet is a specially equipped video conferencing program that enables students to interview with diverse national companies without

the expense or time of traveling. The system has a speaker and camera so the interviewer and student can see and hear one another.

The right one-third of the screen displays stacked boxes with the image of the interviewer and the student. The left side displays the student's resume.

Education continues growth, progress

The School of Education and Human Services is on a roll.

The school:

- launched a Master's Degree in Training and Development this fall to prepare human resource development professionals to help shepherd organizations through the rapid changes required by global market competition;
- proposed a Ph.D. in Counseling, Educational Leadership and Early Childhood;
- increased enrollment in elementary and secondary programs to meet student and market demands;
- added 16 new faculty since 1996;
- increased focus on outreach and development of community and school relationships resulting in new school divisions: Professional Development and Education Outreach; Public School Academy and Urban Partnerships; and the Resource Development Board.

'Value-added' skills in high demand

It's one of those power words.

"Value-added" skills could make the difference in continued employment these days," says Robert Thomas, director, Oakland University's Placement and Career Services.

Value-added, Thomas says, means being multi-skilled and able to do more than one job, "different kinds of things at different times."

"If you don't continue to learn and improve," Thomas says, "you're out."

His best advice: "The ability to travel on the job, or be flexible in your job description."

New computer system provides fast, easy records access

New computer systems phased in over the next four years will provide Oakland University students with better access to financial, registration, advising and academic records.

The new systems will help students better plan their schedule for a current semester, track and plan their progress toward a

degree, and academic advisers will have greater access to more current information to help students.

Students will be able to access account information immediately after registering and they will be able to determine the amount of financial aid available to them.

The system will also streamline the grades-posting process.

Cost for the new systems — including network upgrade and new software and hardware — is \$4.5 million.

Lab puts students on the road — virtually

A virtual reality lab being planned at Oakland University will allow students to see, hear and eventually feel what it is like to take a prototype vehicle for its inaugural ride.

OU and General Dynamics Land Systems have created The Virtual Vehicle System Simulation Laboratory.

The lab will focus on making and evaluating computer models of automotive systems such as engine controls.

The cutting-edge vehicle systems laboratory is another giant step forward in OU's ability to benefit industry and prepare work force-ready graduates.

This technology is expected to reduce the time and cost of research and development, manufacturing and serviceability of vehicle systems, enabling engineers to evaluate their concepts much faster. Such technology is valuable to the military and automakers.



OU VP for Academic Affairs and Provost Dagmar R. Cronn, General Dynamics President Arthur Veitch, engineering Ph.D. student James Overholt and School of Engineering and Computer Science Dean Michael Polis are all smiles during the check presentation for the new Virtual Vehicle System Simulation Laboratory.

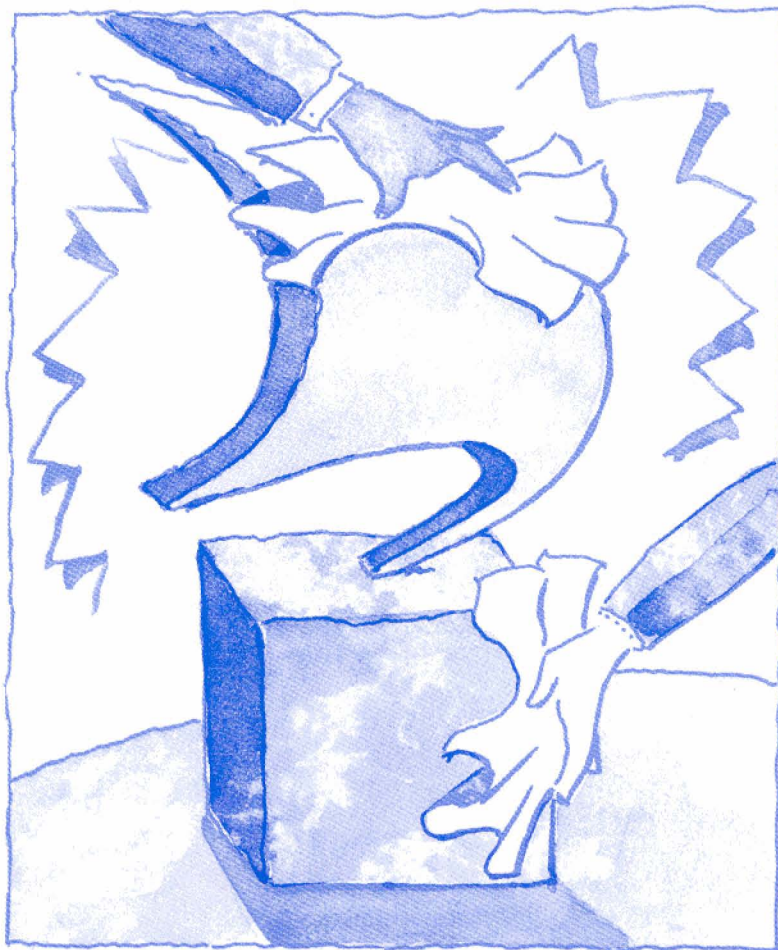
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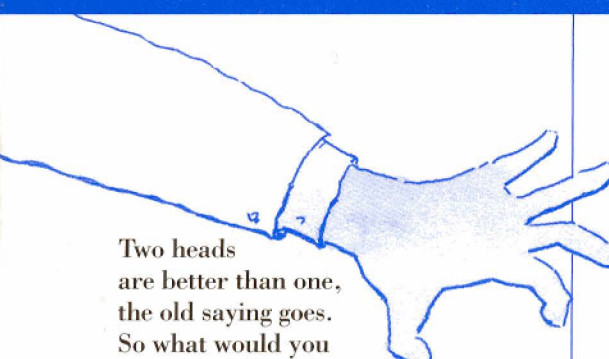
**CREATING
THE FUTURE**

MISSION STATEMENT

To fulfill the dream of truly becoming a comprehensive learner-centered, technology-enriched university and to best serve our students, Oakland University will develop task forces comprised of outstanding leaders to help the university build on the Strategic Plan and vision for the future.

By Todd Haight





Two heads are better than one, the old saying goes. So what would you think if, say, 500 heads got together? That's the plan in a bold and dramatic move announced by Oakland University's Board of Trustees on October 9 — a strategy it hopes will lead to widespread community ownership in OU's vision and future.

The past few months have been celebrated ones for Oakland University:

- The university dedicated its \$43-million Science and Engineering Building during its celebration of OU's 40th anniversary on April 18.
- Henry Ford Health System began investing more than \$1 million annually in OU's nursing program, marking the first alliance in the nation between a state-assisted university and a private health care system.
- Work continued on a \$37-million Recreation and Athletic Center.
- Following a comprehensive review of intercollegiate athletics, the OU Board of Trustees approved moving the university's athletic program from NCAA Division II to Division I.

Now, the university says, it wants to continue to create the future. In what can only be considered pioneering steps, OU is

calling on a veritable "Who's Who" of executives and community leaders. They will draw from the Oakland University Strategic Plan 1995-2005 to help chart the university's course into the 21st century.

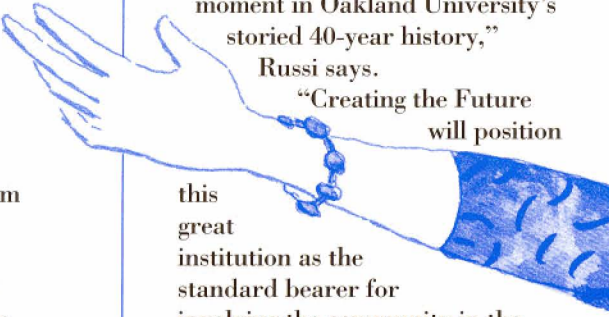
The Board of Trustees approved the proposal, called Creating the Future, which creates nine task forces comprised of outstanding leaders and opinion makers. The groups will share one purpose — to establish the university as a comprehensive learner-centered, technology-enriched institution in the years to come.

By next spring, the task forces will make recommendations to the Board of Trustees on how best to strengthen and improve OU — and how to better prepare learners in the future. Up to 500 people will be involved in the project.

Such a far-reaching and inventive move has never been attempted before by a university in Michigan, and by very few nationwide, OU President Gary D. Russi says. The impact of this team effort will be far-reaching, he says. "This is the watershed moment in Oakland University's storied 40-year history,"

Russi says.

"Creating the Future will position



this great institution as the standard bearer for involving the community in the vital process of educating tomorrow's leaders.

"As we get set to enter a new century, we are poised on the brink of exciting new initiatives that will elevate this university to the next echelon of educational leadership. We are determined to reach that goal by developing widespread ownership in our vision — and

our future."

Entrepreneurial in nature, Creating the Future will be based on the recommendations of the following newly formed task forces:

- College of Arts and Sciences
- School of Business Administration
- School of Education and Human Services
- School of Engineering and Computer Science
- School of Health Sciences
- School of Nursing
- Information Systems, Library and Learning Resources
- Student Affairs and Campus Life
- Market Positioning and Visibility

Each task force will include as many as 30 volunteers from the community and industry, plus a mix of university faculty, staff and students. A civic or business leader will head each task force, and OU administrators will assist in determining needs and developing recommendations.

"The task force members' experience, expertise and innovation will serve OU well as we put this important initiative into action," Trustee Ann V.

What it means to be a manager?

BY TOM FORD

Top alumni managers from each of OU's schools and college share their insight and secrets on their evolving role in today's high-performance workplace

Most United States businesses operate very differently today than the bureaucratic organizations prevalent just a few decades ago. Technological advances, deregulation and globalization are among the forces that shattered the status quo, forcing organizations to become more nimble and creative in order to survive a less forgiving climate.

It's no surprise then that the role of manager has evolved as well.

In fact, expectations for managers have never been higher, according to Oakland University School of Business Administration professors Lizabeth Barclay and Dan Braunstein. As MBA program faculty members, they're at the forefront of preparing managers to be catalysts for innovation and creativity — skills increasingly valued by organizations as keys for long-term success.

"The days of the bureaucratic style of management are over," Braunstein declares. "It's no longer enough for managers to parcel out simple, repetitive tasks to subordinates and oversee a static process.

"Many simple tasks have been automated or exported to other countries and the idea of stable, cut-and-dried processes is hopelessly outdated. Intense competitive pressures, along with the relentless pace of technological breakthroughs, requires organizations to constantly re-evaluate how effectively their people, processes and resources combine to accomplish objectives."

Barclay points to the trend toward flatter organizations as another major change for mid-level managers. "Without a complex hierarchy, managers are in a position where they can assist others in doing their work, interacting with many areas and coordinating efforts among various groups and teams," she says.

Braunstein notes that the "democratization" of information has further eroded the traditional role of manager. "Instead of information being in the hands of a few at the upper levels of an organization, it's accessible at every desktop or workstation. Employees don't have to go to someone with superior status to get the information they need to do their jobs. That's another major redistribution of power."

So have all these changes made quite a few managers redundant? In some cases, frankly, yes. Shifting or eliminating many traditional management roles has been a necessary, albeit painful, step for U.S. companies wishing to remain vital and competitive.

But Barclay maintains that this new paradigm has also created many opportunities for managers. "Instead of micro managing employees, today's managers are more likely to be involved in planning and setting strategic objectives. They make assignments and step back, relinquishing a much greater degree of the control and responsibility to employees than in the past."

Freed from the burden of controlling day-to-day activities, she says, managers are able to spend more time as coaches and leaders. "Of course, this means more risk for managers and more risk and responsibility for employees. But it's those very things that lead to increased individual satisfaction, growth and development, which in turn contribute to innovation and creativity for the organization," Barclay says.

With greater responsibilities, intense competitive pressures and increasing expectations, top alumni managers from each of OU's schools and college share perspectives on their evolving role in today's high-performance workplace.

ARTS AND SCIENCES

ROBERT COOPER CAS '73

Although Ameritech enjoyed a strong position in the telecommunications industry in the early 1990s, company leaders sensed a changing landscape ahead and decided to enhance the organization's competitive position.

So, beginning in 1992, the company set about to change the organizational culture through an initiative titled *Breakthrough*, which significantly altered the role of manager, among many other outcomes.

Robert Cooper, president, Ameritech Michigan, says Ameritech managers are now expected to develop their abilities in three broad categories: teamwork, ownership and partnerships. Significant structural changes were made to support managerial efforts in these areas.

"Managers have a critically important activity of creating an atmosphere of respect, where every team member's ideas are valued," he says.

The performance appraisal system was changed to support the new team dynamic. "We instituted a 360-degree appraisal process to reward people for their team performance," Cooper says.

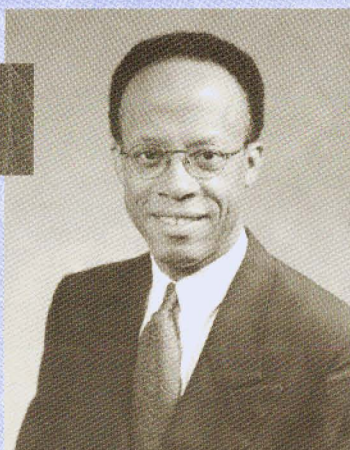
Ownership is another concept Ameritech managers are expected to embrace. "Today, managers personally accept responsibility for a problem and carry it through to a solution," he says.

Consequently, in its recruitment and appraisal processes, Cooper says Ameritech looks for managers who exhibit a bias toward action and a willingness to step forward.

"Managers are encouraged to work toward the bottom line for Ameritech — rather than exclusively toward their individual or departmental goals," he says. "Now managers' bonuses are computed based on their meeting a composite of unit and corporate objectives."

Ameritech fully supports managers' efforts to develop these skills by making learning and training tools available, Cooper says. But he makes it clear that it's up to managers to see to their own ongoing development needs.

"Managers who are not committed to constant learning and development at Ameritech will be quickly left behind," he says.



Robert Cooper CAS '73, president,
Ameritech Michigan

CATHRYN RYBICKI SBA '77

In many ways, the robotics industry is a microcosm of the situation facing many organizations in today's high-tech world. Rapidly changing technology. The integration of complex digital and physical processes. Highly skilled specialists who must communicate effectively and work together in teams. And outside competitive pressures that force changes in management style.

Cathryn Rybicki, vice president and CFO, FANUC Robotics, says FANUC managers play an increasingly vital role in achieving and maintaining the organization's market leadership position.

"Effective managers have the ability to initiate and implement change, to strive for continuous improvement and to provide clear career path planning for employees," she says.

FANUC not only supports new changes in management style, but demands it.

"Individuals are viewed as being counterproductive or less-than-average performing managers if they do not embrace or support change throughout the management process," she says.

Increasingly, managers will need to set direction and objectives and transfer the responsibility for achieving those objectives to the working group, with the ultimate objective of exceeding customer expectations, according to Rybicki. Rybicki is certain that organizations that resist in developing new management roles will eventually fall by the wayside.

"We are operating in a highly competitive global environment which is driving and forcing changes," she says. "Those unwilling to embrace change will not be successful."

BUSINESS ADMINISTRATION



Cathryn Rybicki SBA '77, vice president/CFO,
FANUC Robotics



Jerry Cilibrase SECS '69, executive engineer, Electrical, Electronics and Small Car Platforms, Chrysler Corporation

JERRY CILIBRAISE SECS '69

Any discussion of the new role of managers starts with throwing out the term "manager" and all it implies, says Jerry Cilibrase, executive engineer, Electrical, Electronics and Small Car Platforms, Chrysler Corporation.

"The traditional idea of a manager was someone who controlled a process," he says. "That describes a different set of skills than the leadership qualities individuals need now. In the past, managers were rewarded for keeping things under control. Today, leaders need to be agile and responsive to changing conditions."

The changing conditions that first prompted Chrysler to adopt a whole new definition of manager came during the 1980s in the form of intense global competition.

"The platform team concept implemented in the late '80s was an acknowledgment that there were better ways to tap the potential of Chrysler's resources," he says.

Under the new system, Cilibrase says each platform team essentially acts as an entrepreneurial entity. "Teams are given financial resources, along with some fundamental requirements. After that, the team is free to use its judgment and creativity to develop a successful product."

First of all, the team must focus on customer expectations and up-front engineering. Using its collective experience, knowledge and creativity, the team allocates its engineering dollars to achieve maximum customer satisfaction.

Cilibrase emphasizes these are not cut-and-dried decisions. "The platform team approach works only when you have leaders who are not afraid to take risks," he says. "Teams also need the ability to step back from their area of individual responsibility and look at the system picture. You need to understand the development process and back each other up."

NANCY OWENS SEHS '73

If it's true the world is becoming a global village, then it's global commerce that's blazing many of the pathways linking far-flung cultures together.

Nancy Owens, director, Human Resources Process Integration, General Motors Corporation, is responsible for designing and implementing human resource processes that function effectively across GM facilities around the world.

As a result, she's had firsthand experience in the challenges faced by managers learning to think and function on a global scale.

"My current assignment requires an understanding of why human resources processes that are effective in the U.S. do not necessarily translate readily to other GM facilities around the world.

Virtually any process you can name — retail, purchasing,



Nancy Owens SEHS '73, director, Human Resources Process Integration, General Motors Corporation

compensation, engineering or manufacturing, for example — may need to be reevaluated in terms of how well it works outside of North America."

To do that, Owens says she needed to develop sensitivity to diversity that goes beyond race, gender and language. "You must immerse yourself in different cultures' history, politics and economics, and be open to completely different mental models."

An in-depth understanding and appreciation of diversity is invaluable to any manager's growth and development, Owens says. And it enhanced her ability to balance basic HR process needs with the implications about implementation.

Owens travels around the world, counseling other GM entities in the area of HR process integration.

"I would urge any manager, at any size company, to make an ongoing effort to explore other cultures," she says. "Learning to think and act globally develops openness and the ability to understand and lead change."



Bob Whitton SHS '81, CEO/owner, Whitton, Boutros & Associates Professional Corporation

BOB WHITTON SHS '81

The health care industry is another area of the U.S. economy undergoing enormous change, says Bob Whitton, CEO and owner, Whitton, Boutros & Associates (WBA). He says that WBA — Michigan's largest, privately held certified rehabilitation agency — has had to reinvent itself to survive.

"New restraints on reimbursements from Medicare, along with an influx of HMOs into the market who dictate the price they'll pay for rehabilitation services, presents us with a tough challenge," Whitton says. "How can we maintain the same level of quality we're known for amid falling revenues?"

Part of the answer, he says, has been to reduce the number of employees at WBA headquarters, and to shift more responsibilities to supervisors of its 17 clinics around metro Detroit.

"Clinical and technical skills are not enough today," Whitton says. "Clinic supervisors must know how to run their facility like it was their own business."

WBA supports supervisors with seminars and training to help them develop skills in a variety of areas, including finance, human resources, provider relations and customer satisfaction. As clinic supervisors have become more autonomous, Whitton and other high-level managers have had more time to devote to growing new business and developing new partnerships.

Whitton points to a new agreement with Ford Motor Company as a case in point. "WBA has been selected as one of four certified rehabilitation agencies in the country to operate in-plant facilities at Ford. Beginning this fall, WBA will equip and staff its first on-site clinics under the new agreement, with as many as 25 facilities eventually opening around the country."

While the in-plant clinics may not operate as independently as WBA's 17 free-standing clinics, Whitton says there's no doubt decentralization has helped the company survive and thrive amid intense competitive pressures.

LAVERNE PERROLLAZ SON '80

LaVerne Perrollaz, director, Administrative Services, Hospice of Michigan, recalls the early days of the fledgling industry:

"There weren't a lot of rules to follow when we began offering hospice services 17 years ago," she says.

Hospice of Michigan began as a pilot program funded by Blue Cross/Blue Shield — a program that eventually produced some of the first national guidelines for the hospice industry.

Experience taught Perrollaz a lasting lesson in management philosophy. "Select people you trust and have confidence in, clearly delegate their assignment to them and then get out of the way," she says. "As long as you support them and communicate with them along the way, you'll usually get better-than-expected results."

Today, hospice has become an important part of the health care system — valued by patients and families and fully accepted by hospitals, physicians and insurers. As it's grown, so have the hundreds of rules and regulations that now surround this one-time maverick of health care.

NURSING



LaVerne Perrollaz SON '80, director, Administrative Services, Hospice of Michigan

But Perrollaz says that doesn't mean the role of managers has been tamed. "Hospice still needs people who are risk-takers. People who can act independently, be proactive and make rapid decisions"

Employees are backed by a supportive administration, and receive extensive training to equip them with the right skills. And interdisciplinary

teams of specialists are always available for consultation.

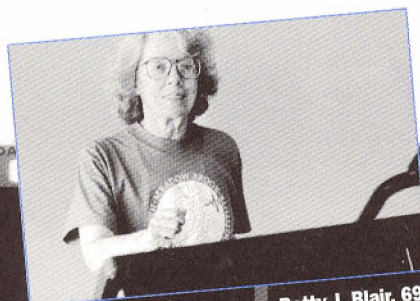
But it's the self-starters who are still most likely to succeed. "I look for people with growth potential and the expressed desire for self-improvement," Perrollaz says. "As their confidence and abilities increase, they eventually grow out of the position and go on to something else. The funny thing is that I hate to see them go, but that's when I know I've done my job."

Tom Ford is president of FORD Communications, a marketing consultation firm in Goodrich, Michigan.

FOUNTAIN

Four times a week, Blair, 69, spends a good two hours at the institute: she's out of the gate, walking a 15-minute mile — then 15 minutes of stretching, 30 minutes on the weight machines, 30 minutes on the treadmill, another

that they would have a higher body fat percentage. That they would naturally lose their work capacity. It became such a source of frustration to me that I said, 'We need to create a program so that people are aware of what people



Betty J. Blair, 69, says the 60+ program saved her life.



More than 1,000 people participate in MBHEI's primary prevention program each year.

Betty J. Blair was on the path to her demise. Her blood pressure and cholesterol were high and she had spent her days as a sedentary journalist. So in 1990 the Rochester Hills resident entered 60+, a health promotion program for people 60 and older, at Oakland University's Meadow Brook Health Enhancement Institute. Now she's Wonderwoman.

half mile on the track and, finally, 10-15 minutes of slow walking and stretching.

When she's not working out, she's an activity aide, pushing wheelchairs six hours a day, two days a week. Blair attributes her turnaround to 60+.

"It saved my life," she says. "God knows I might have needed a bypass by now."

Fred Stransky, Ph.D., institute director, says Blair is a role model. "Some 60+ participants in their 70s are doing more work than they did in their 30s and 40s," Stransky says.

The 60+ program involves exercise three days a week, lectures and annual physical evaluations. Stransky says he's accomplished what he set out to do when he started 60+ 10 years ago.

"When we first started testing people who were interested in preventing a variety of health problems," Stransky says, "I noted that people above the age of 60 expect us to have different standards than we would for people in their 30s and 40s. They feel the measurement of blood pressure should be corrected for their age. That we should find it acceptable

can do over the age 60; we needed to create role models that other seniors could identify with."

Problems associated with the aging process are often caused by lifestyle choices, Stransky says. "Our society has said it's acceptable to disengage from society at the time of retirement," he says. "To say you deserve the good life creates problems for society — higher medical costs, a loss of productivity. We must change the attitude people have about their obligations to society. We must stress volunteerism and the importance of staying healthy so we're not a burden on the health care system. After all, this is the fastest growing aspect of our population."

People think as you get older, you get fatter, Stransky says. Truth be told: As people get older, their susceptibility to weight gain increases because of a loss of lean body tissue. Lean tissue is more metabolically active, Stransky says.

"If people are successful in maintaining lean mass through regular physical activity, weight gain is less likely. I don't think it's fair to say that weight gain is the result of aging. It's a

of YOUTH

By Jennifer Charney

result of the decisions people make regarding the physical aspects of their life."

Another misconception is that blood pressure rises with age.

"There are many places in the world where blood pressure actually goes down with age — New Guinea and Brazil — because the population is lean, active, and their diets are relatively low in sodium," Stransky says. "We ought to make recommendations based on what research suggests is optimal for enhanced health."

And most 60+ participants have adopted it. Take Lillie Marie Johnson of Utica.

Her daughter, who works at OU, encouraged her to join 60+ a year ago.

Johnson, 70, has lost 50 pounds since joining. She usually walks four miles, three times a week.

Then there's Earl Brown, one of the first 60+ participants. He described "a little problem" that he discovered last year: esophageal cancer. Half his stomach was

He used to walk 10 miles around the campus after his usual 60+ workout.

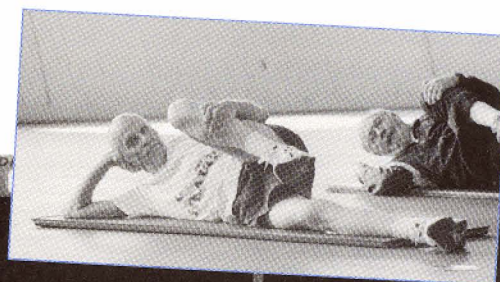
The program also discovered his wife's blocked arteries. "She almost died," Brown says. "She was in the hospital for 57 days."

Now she participates in 60+.

"She'd be dead if it weren't for 60+," he says. "There's no question about it."



Lillie Marie Johnson, 70, lost 50 pounds since joining 60+.



Earl Brown, 76, visits MBHEI three times a week.

We are continually surprised at how often our participants are willing to adopt a vegetarian diet or make other nontraditional lifestyle changes."

The facts about fat

Americans consume about 33 percent of their calories in the form of fat. The American Heart Association recommends 30 percent fat. "The dietary plan of MBHEI is 10 percent fat," Stransky says.

removed. Doctors say faithful participation in 60+ helped him survive the surgery, chemotherapy and radiation.

Brown, 76, and Julia, his wife, take a ferry from their Harsens Island home, driving over one hour, three times a week to get to the program.

Brown has resumed his 60+ regimen, but says he has a way to go to return to his precancer state.

Evaluating the evaluation

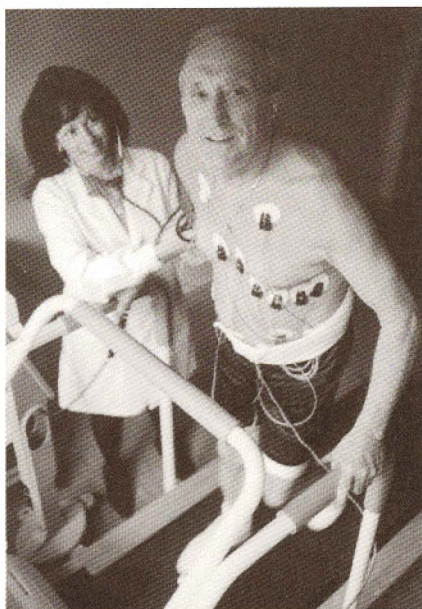
The institute's biggest program is the primary prevention program, designed for apparently healthy people. This program emphasizes preventing disease and improving how the participant feels. Word of the program's thoroughness and effectiveness continues to spread.

People fly in for physicals from as far away as Virginia and Missouri. First, patients complete an eight-page health questionnaire on past and current health status, personality traits, diet habits, exercise and family and spouse medical histories.

Then comes a three-hour evaluation. A medical assistant draws blood and records weight, pulse, blood pressure, lung function, flexibility, and screens for hearing and vision. The assistant also pinches an inch or two (or more) of skin and fat with skin-fold calipers, to determine body fat content. Or, the participant is evaluated through underwater weighing; a procedure considered to be the most accurate assessment of body composition. Doctors meet with the patient to discuss the health questionnaire and conduct a physical examination, including rectal, prostate, breast or pelvic exams, if necessary.

The patient's physical fitness and heart function are measured for as long as he or she can hold out on a treadmill.

Discovery of cardiovascular problems during the treadmill test has saved lives, says medical director Roland Gerhard, D.O. "One man during his treadmill test had a significant elevation in blood pressure and heart rate. He was able to



MBHEI features a tenth-mile indoor track, treadmills, stationary bicycles, resistance training machines, whirlpools and saunas.

complete only five minutes on the treadmill. We had to stop the test because his blood pressure exceeded acceptable levels," Gerhard says. "He was not under treatment and was not aware of this problem."

About one week to 10 days after the exam, patients usually meet with Stransky for one to two hours to review their results. The consultation is unique and extensive.

"We make sure people understand

their results and that our recommendations reflect behavioral change," he says. "The only way this goal will be achieved is through an extensive feedback session."

Depending on need, if patients live near the institute, they are given the opportunity to participate in classes on exercise, weight loss, nutrition, stress management or smoking cessation. Patients typically complete evaluations annually. All elements of a comprehensive prevention program are offered by the institute: evaluation, education and intervention (exercise).

The institute features a tenth-mile indoor track, treadmills, stationary bicycles, resistance training machines, whirlpools and saunas. The institute also serves as an educational site for physicians and nursing and exercise science students. Thirty-six physicians are trained each year in preventive medicine.

"It's most appropriate that health enhancement programs be offered within a university where we know something about teaching and changing behavior," Stransky says.

And for people like Betty Blair, discovering the institute was a change for the better.

Jennifer Charney is an Oakland University Magazine staff writer.

Unique guidelines can help prevent heart attacks

Research at Oakland University's Meadow Brook Health Enhancement Institute has established unique, specific guidelines to help prevent heart attacks.

"Most health institutions talk about heart attack risk factors in general," MBHEI Director Fred Stransky says. "We are very specific."

Most heart attacks are caused by coronary artery disease, caused by plaque that develops in the arteries that supply blood to the heart muscle. The major component of these plaques is cholesterol.

While most people have heard about risk factors associated with coronary

artery disease, few realize they can reduce their risk of having a heart attack.

In 23 years of clinical evaluation at the institute, the staff is not aware of one person with the following profile who had a heart attack caused by coronary artery disease.

The Profile:

1. Total cholesterol of less than 150 or a cholesterol/HDL ratio of 3.4 or below
2. Maintained a resting blood pressure of 120/80 or below
3. Avoided tobacco products
4. Maintained control of fasting blood glucose (sugar)

5. Participated in a regular program of aerobic exercise

"The profile is not absolute," Stransky says. "However, in the thousands of evaluations conducted at OU, to have not been able to identify one person who developed coronary artery disease with this profile should make the profile an appropriate standard for all people in our community."

"The next time you have a physical with your personal physician, compare your health profile and lifestyle to the one identified above."

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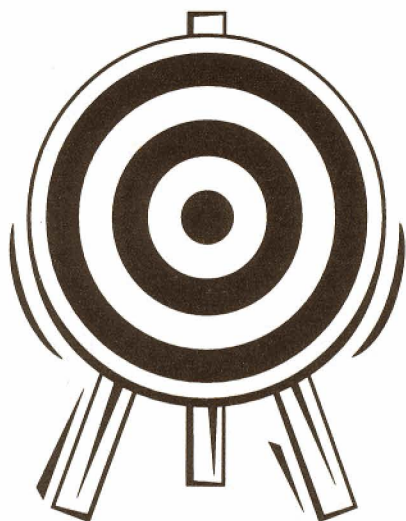
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Howard Birndorf
SECS '71



John Flick
SECS '77



Denise Pike
CAS '83



Edward Williams
CAS '73



**Jennifer Gilroy CAS '73 and
Melvin Gilroy CAS '89**

OUAA honors alumni

The Oakland University Alumni Association on September 12 honored six extraordinary alumni at its fourth annual awards banquet.

Biotechnology pioneer Howard Birndorf SECS '71 received the Distinguished Alumni Achievement Award, which recognizes outstanding professional achievement. His company, Nanogen Inc., plans to revolutionize the diagnosis of disease by performing lab tests on microchips.

John Flick SECS '77 earned The Distinguished Alumni Service Award, which recognizes volunteer

leadership and service to the university. Flick, vice president and general manager, Pollack Corporation, is an OU Foundation director, past chair of the OUAA Board of Directors and lifetime President's Club member.

Denise Pike CAS '83 won The Odyssey Award, which recognizes alumni whose lives exemplify OU's motto, "follow courage and knowledge." Pike is executive director of Think Twice Foundation, Southfield, Michigan.

Three alumni received The Spirit Award, which recognizes exemplary volunteer service to the university:

- Edward Williams CAS '73, president, Secure Futures, and member, OUAA Board of Directors, Admissions Ambassador, Alumni Golf Outing Committee
- Jennifer Gilroy CAS '73, OU acting registrar
- Melvin Gilroy CAS '89, OU Police Department lieutenant

Wayne State University recognizes alumna

Kate Walters SON '80 was one of 10 winners honored in Salute to Nursing, an annual affair sponsored by *Detroit Metropolitan Women's Magazine* to benefit the Wayne State University College of Nursing.

Walters was nominated by five of her peers for her outstanding contributions to the nursing profession and to the community at large. In August 1988, Walters founded Caring Home Support Services Inc., of Waterford.

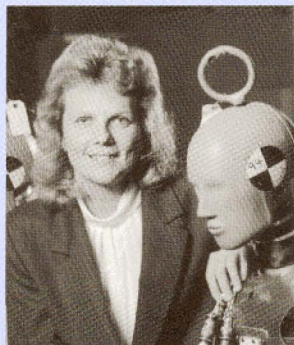
Volunteer conference to welcome alumni

Alumni volunteers will have a chance to hear what's new at Oakland University and meet other volunteers in the first volunteer conference planned for May 1998.

What Terry Barclay, director, Alumni Relations, needs first are volunteers to help make the conference a reality.

"What we're hoping to do is recruit any alumni who

Susan Cischke wins top engineering award



Susan Cischke SECS '76 is the first woman in the 102-year history of the Engineering Society of Detroit to receive its highest honor, the Horace H. Rackham Award.

Cischke, executive director, Vehicle Certification, Compliance and Safety Affairs, Chrysler Corporation, joins other recipients, such as Lee Iacocca, who were honored for "outstanding humanitarian achievements."

Winners are selected based on technical accomplishments for the benefit of humanity and local, national or international recognition for outstanding civic or business endeavors.

Cischke is a member of 10 professional organizations, including the Society of Automotive Engineers and the Society of Women Engineers. She serves on boards of the Oakland University Alumni Association, Chelsea Community Hospital and Chelsea Chamber of Commerce. Cischke is also a member of the Parish Pastoral Council of St. Mary Student Parish, Ann Arbor.

Oakland honored Cischke with its Matilda R. Wilson Award, which recognizes students who have achieved academic excellence, made significant contributions to campus life and demonstrated interest in the social problems of society.

More than 10 national magazines, including *Fortune*, *Essence* and *McCall's*, have featured stories on her automotive leadership.

are interested in helping us plan the conference," she says. "Our goal is to get every alum who volunteers in any way to come back for a day on campus. If anyone wants to think through what the day should be like or tell us what they want, I'm interested in hearing from them."

Oakland has more than 500 active alumni volunteers. By spring 1998, Barclay hopes the number will grow to 700.

If you are interested in helping to plan the Volunteer Conference, contact Barclay at (248) 370-2155 or e-mail: <tbarclay@oakland.edu>.

Professors plan Stratford workshop

Every year, thousands of area theatre-goers travel to Canada's Stratford Festival to see plays.

Now, two Oakland University College of Arts and Sciences professors have plans to make that journey even more rewarding.

Beginning in May 1998, Niels Herold and Bruce Mann will inaugurate a monthlong, noncredit workshop that reviews the festival plays.

Call (248) 370-2250 for more information.

Send in your nomination letter for teaching award

Oakland University greatly values the opinions of its alumni and welcomes their nominations for the OU Teaching Excellence Award.

Send a letter nominating who you believe was the best teacher while you were at Oakland by December 31 to Office of Academic Affairs, Attention: Teaching and Learning Committee, Oakland University, Rochester, MI 48309-4496,

Chemistry, Nursing reunions enjoy success

The first Oakland University Chemistry Reunion drew alumni from across the country to their alma mater July 11-12.

"We invited all of our alumni from chemistry, biochemistry, environmental studies and chemistry psychology/education," says Bob Stern, associate professor, Chemistry, and chief departmental adviser. Reunion activities included a golf game, tours of the new Science and Engineering Building, lunch and a reception. Some stayed for a symphony performance at Meadow Brook Music Festival.

Ronald Hites SECS '64, distinguished professor, Chemistry, University of Indiana, spoke at lunch and received a Distinguished Alumni Award. Three other alumni also spoke: Patty (Rynschoven) Smith SECS '70, a secondary school chemistry teacher; Mike Martin SECS '73, a chemist; and Joe Gardella '77, professor, Chemistry, State University, New York.

The turnout of 40 alums — about 10 percent — was good for a first try, Stern says.

"We would have loved to have seen more people, but it was fun; it was good to see everyone," he says. "We certainly will do it again in three to five years. We drew people from as far away as North Carolina, California and New York. We are definitely planning another reunion — and I'd like to get our alumni involved in planning it."

Meanwhile, the School of Nursing's first reunion August 8 drew 73 people to its 20th anniversary bash.

The reunion featured a dinner on the grounds of the Meadow Brook Music Festival and a roast of Associate Professor of Nursing Frances Jackson, Ph.D., RN, a longtime faculty member. Alums also saw a Detroit Symphony concert.

"It's the first reunion we've ever had, and it turned out absolutely wonderfully," says Joann Burrington, special projects assistant, School of Nursing. "We invited all graduates of the program in its 20 years, since its first graduates in 1977. We were really pleased with it."

Each alumnus received a small crystal box engraved with the OU logo, a memento of SON's 20th anniversary. Nearly every year of graduation was represented. "A lot of people saw old classmates. There was a lot of networking going on," Burrington says.

Co-chairs of the event were LaVerne Perrollaz SON '80 and Cheryl Mascolo SON '92. Two former students and two SON faculty members participated in the roast of Jackson — Phil Biland SON '88 and MSN '94, a registered nurse anesthetist at Beaumont Hospital; Carol Beck MSN '95, clinical nurse specialist, Royal Oak Medical Center; and Clementine Rice and Ramune Mikalia, associate professors. Many volunteers also helped, coordinated by Carol Gorelick, an OU nursing instructor.

SON Dean Justine Speer and Dagmar Cronn, vice president, Academic Affairs, and Provost, gave opening remarks.

"We'll probably have another reunion in five or 10 years," Burrington says. "There's a lot of enthusiasm for people keeping in touch."



Ronald Hites SECS '64, left, was a guest speaker and award winner at the Chemistry Reunion July 11-12.



The School of Nursing's first reunion August 8, middle, drew 73 people, enough to make Associate Professor of Nursing Frances Jackson smile, above.

Chrysler executive underscores community commitment; other gifts support educational excellence

Dennis Pawley SEHS '82 was so inspired by another's generosity to the university that the Chrysler Corporation executive vice president, Manufacturing, decided to give OU an identical gift in August.



Dennis Pawley
SEHS '82

Continuing a long history of generosity and commitment to education, Pawley and Carlotta, his wife, pledged \$2 million to benefit OU's schools of Education and Human Services and Engineering and Computer Science.

Stephan Sharf, a retired executive vice president and longtime OU volunteer and benefactor, gave \$2 million in July.

"I've been thinking about this for a long time and when I saw Steve do it, it was time," says Pawley, who is a member of the OU

Board of Trustees. "There is a great need to expand the university. Corporations and universities must remain competitive by producing a better product — and for Oakland, that's students."

Pawley credits his success, in part, to the two schools earmarked for the money.

"I would not be where I am today without these two schools," he says. "My success can be traced to what I know and whom I hire — and Oakland has played a prominent role in both. Chrysler has benefited from being in this community and we want to show our support of the community and foster its future growth. I can think of no better place to do this than at Oakland University."

In other fund-raising news:

- OU dedicated a cutting-edge vehicle systems laboratory, another giant step forward in OU's ability to benefit industry and prepare work force-ready graduates. The General Dynamics Land Systems Virtual Vehicle System Simulation Laboratory will focus on making and evaluating computer models of automotive systems such as engine controls. This technology will reduce the time and cost of research and development, manufacturing and serviceability of vehicle systems, enabling engineers to evaluate their concepts much

faster. Such technology is valuable to the military and automakers.

- Electronic Data Systems Inc. committed a \$200,000 gift to establish an advanced software laboratory. The EDS Software Testing and Verification Laboratory will allow students and faculty to perform advanced research using leading-edge computer technologies. EDS will work with OU to provide technical planning and consulting on the installation, operation and evolution of the lab.
- David and Marion Handleman have established the largest financial aid endowment in OU history. The David and Marion Handleman Scholarship Endowment will initially fund 20 half-tuition scholarships, providing opportunities to students who might not otherwise be able to afford a college education. A longtime OU supporter, David Handleman served as a member of OU's Board of Trustees from 1979-95 and is a lifetime member of the President's Club. He is chairman of Troy-based Handleman Company, the largest wholesaler of music in North America.

Career/Accomplishments 1990s

Ryan Allen CAS '90 joined Campbell-Ewald Communications in the Henry Creative Services group as a copywriter.

Angela M. Battani CAS '95 has been promoted to vice president, marketing research manager, Campbell-Ewald Advertising.

Leslie D. Beswick CAS '91, MPA '94 was appointed personnel director/city clerk for the City of Riverview.

Susan Brockmann SBA '92 started Just Kids Outfitters, Romeo. Just Kids Outfitters offers outfits sized to fit premature newborns through a child's size 14. Call (810) 752-7477 for more information.

Jennifer Coulson-Taggart CAS '95 has joined Campbell-Ewald Advertising in the Reference Center as a staff assistant.

George Daisy II SEHS '94 was ordained a Catholic priest on June 14. He is assigned to Holy Family Parish, Grand Blanc.

Linda Davis CAS '91 is the executive director for the Palmer Drug Abuse Program, Milford.

Beverly J. Edwards SEHS '70, MAT '90 was appointed elementary principal at Macomb Christian Schools July 1.

Lynn Elliott CAS '96 has been promoted to manager, Events and Media Relations, DMB&B Public Relations. She was previously account executive.

Andrew F. Faris CAS '92 is working in Whole Systems Design at Antioch University, Seattle, Washington.

Brian Foran SBA '91 works for ABTco as manufacturer of building products servicing the hardware home center industry. He is a national accounts sales manager.

Richard G. Gizynski CAS '90 is working for Lutheran City ministries as director of

Voluntary Ministries. He is also beginning work on his master's in divinity through Concordia Seminaries.

Donna J. Gray SON '95 is director, Patient Care Services, St. Joseph Mercy Hospital, Oakland.

Donald G. Hillebrand SECS '84, MS '86, Ph.D. '95 has been selected a Society of Automotive Engineers Fellow to the White House Office of Science and Technology Policy (see profile on this page). He is a senior engineer, Minivan Vehicle Development, for Chrysler Corporation.

Scott Hunter SECS '94 is a member of the Navy

Recruiting Command, Detroit.

Eric Kurtycz SBA '90 was promoted to engineering manager, Lear Corporation. He works at the design and manufacturing site for all Jaguar car seats.

Tony Markel SECS '95 works at the National Renewable Energy Lab in Golden, Colorado, in its Alternative Fuels group at the Center for Transportation Technologies and Systems. He also finished 1,219th overall in the 1996 Boston Marathon.

Michelle Michael CAS '90 completed work for Richard J. Durbin's successful campaign for the U.S. Senate and

From defending to advising

Don Hillebrand SECS '84, MS '86 and Ph.D. '95 defended his dissertation then got into his car and drove to Washington, D.C., the same day in 1995.

The Chrysler Corporation engineering supervisor has never looked back.

Hillebrand, on loan from Chrysler where he is a senior engineer, Minivan Vehicle Development, serves as senior policy adviser, Office of Science and Technology, White House.

"Sometimes you feel like you're making the greatest impact and sometimes you don't," he says. "This is the golden age of American history. The Cold War is over and we are under intense economic competition."

Hillebrand credits his OU education with preparing him for success. "We should all be proud of our school, given the excellent education we received comparable to much more expensive schools," he says.

Hillebrand lives with his wife, Laurene Marson SHS '85, and children: Erick, 5; Sarah, 3; and Emily, 1. The couple expects the birth of another child in January.



GO EAST YOUNG MAN?: Don Hillebrand SECS '84, MS '86 and Ph.D. '95 takes a break with his family in Washington, D.C.

Area's loss is Japan's gain

Christy Mitchell CAS '82 may be moving to Japan in January, but her heart will always belong in Rochester.

The special events coordinator for the Paint Creek Center for the Arts in Rochester is well known for her passion and love for the arts, the area and its people. She serves as president of the Board of Directors of Oakland University-affiliated Eisenhower Dance Ensemble and was this fall's coordinator of the Art and Apples Festival in downtown Rochester. The festival drew thousands of visitors and 300 artists from 34 states, Canada and England. *Sunshine Artists Magazine* ranks it 11th in the nation in fine arts festivals. "Art makes life worth living," she says. "It enriches all our lives."

Mitchell says she and her family are moving to Japan for three years because her husband, Rodney SECS '77, MS '85, MBA '87, is being transferred by General Motors Corporation.

The Mitchells and their daughters, Lindsay, 13; and Perri, 9; will miss the area.

"We met our most treasured friends at Oakland," she says. "This is a great area to live and work in."



TURNING JAPANESE: While she may be moving to Japan in January, Christy Mitchell CAS '82 says her heart will always belong in Rochester.

currently works for DePaul University's Office of Advancement. She was married February 8 in Chicago, Illinois, to Jim Dispenza.

Lynn D. Montie SON '92 is manager, Clinical Nursing, Surgical Services, St. John Health System, Detroit.

Janine Marie Moscone (Sproul) SBA '96 is employed as a custom banking representative at Standard Federal Savings headquarters, Troy.

Kim Nemecek SON '92 will receive the 1997 Distinguished Alumni Award in Nursing.

Kirsten B. Olesen CAS '92 is assistant director, Forensics, and instructor, Communication, Truman State University, Montana. She received her MA in communication at Central Michigan University in 1995. She also was a Truman State Woman of Distinction Award Nominee in 1997.

Craig Patterson CAS '97 is an advertising and marketing intern for Arch Associates LLC, Northville. He plans to enroll in University of Arizona's MBA program in December.

Constance E. Ratliff SON '95 was inducted into the University of Michigan

Flint Nursing Honor Society. She has also joined Michigan State University as cancer research assistant/recruiter at Hurley Medical Center, Flint. She is a part-time clinical nursing instructor at Mott Community College.

Hillary Ann Riggert SEHS '96 traveled to England and around Europe with a British Studies Program directed by area university professors. She said the experience changed her life forever.

Diane L. Rowe CAS '96 has been named vice president of Campbell-Ewald Advertising. She was previously manager of Research and Development.

Eric Schmidt CAS '97 accepted a position at Activision in Los Angeles and is now creating and programming computer games. He is also a member of the band *The Exceptions*.

Geoffrey S. Seymour SEHS '91 is curriculum leader at Webster Elementary School in Pontiac.

Susan Sirgany SEHS '92 is teaching upper elementary at the new Orion Oaks Elementary, Lake Orion.

James Surowiec CAS '90 was inducted into the Oakland University Athletic Hall of Honor for swimming. He is currently practicing law as an associate prosecutor in Wayne County.

Elizabeth Tahfs SEHS '90 has been named principal at Homer Elementary School. She will be the first female administrator in Homer Community Schools.

Thomas Tanghe CAS '88, MPA '90 is the new executive director, Southfield Downtown Development Authority. He previously served as assistant city administrator, Lathrup Village.

Julie Tyll SON '97 joined St. John Hospital and Medical Center, Detroit, as a registered nurse specializing in oncology. Tyll was a member of the Golden Key National Honor Society, and had served as an ambassador to new students during her four years at OU.

1980s

Anne M. Baker CAS '86 is a consultant at TRIAD Consulting Corporation on advertising production, management issues, executive search and agency search.

Kathleen Bard CAS '85, SEHS '92 is employed as a music teacher at Mohawk Elementary School, Macomb Township. She is also active in a church band as a keyboard artist and singer.

Patrick T. Barone CAS '87 has relocated his law practice to Bloomfield Hills. The practice will concentrate in civil litigation and estate planning.

Patricia Bordman SEHS '80 has joined Clark Hill PLC as an attorney in the firm's Detroit office. She is a member of the Oakland County Bar Association and serves as the 1996-97 chair of the Employment Law Committee.

Louise B. Collins BGS '81 joined

the law firm Howard and Howard at its Bloomfield Hills office. Collins specializes in financial institutions and securities law, concentrating in regulatory compliance issues. She graduated with a law degree from Wayne State University in 1992.

Catherine Colombo Boley CAS '88 has joined the *Warren Weekly* as a reporter covering city government. Previously, she was a staff member of C&G's *Eastside Advertiser-Times* and *Journal* newspapers, an editorial assistant and researcher for *Crain's Detroit Business* and reporter for the *Grand Rapids Business Journal* and *The Michigan Chronicle*.

Mel Drumm CAS '80 is executive director, Detroit Science Center, and president, Laser Displays Associates of Troy, Michigan. He also serves on the boards of University Cultural Association and Science & Engineering Fair of Metro Detroit.

Beverly Erickson SBA '85 is vice president, Peter D. Cummings & Associates/The

Fisher Group, Detroit. She developed organizational strategies for a \$1 billion corporation, The Detroit Medical Center. She is an advisory board member, Women's Economic Club.

Walid Y. Fakhoury CAS '84 has become a partner in the Detroit firm of Goodman Eden Millender & Bedrosian. He also serves as a mediator in the Wayne County Mediation Tribunal.

Marianne Fey CAS '80

supervises the Detroit operations of McCann/SAS and manages its financial budget. She joined McCann/SAS in 1990 when it acquired The Competitive Edge, an agency she had built in 10 years from a one-person satellite office to a \$60-million agency.

Lori Gennari SBA '88 was promoted to

senior business information analyst at Unisys, where she has worked since her graduation from OU.

David Mahaz SECS '81 is the owner of David's Right Line Pro Shop and is a senior business analyst, Chrysler Corporation.

Gwenn M. McKenzie CAS '84 completed her residency in OB/GYN and is in a private OB/GYN group practice.

Barbara Palazzolo CAS '83 was named vice president, Creative and Strategic Business Development, DMB&B Public Relations. In her new position, she is responsible for the growth and staffing of new business. DMB&B Public Relations is the Detroit office of Manning, Selvage & Lee, the world's eighth largest public relations firm.

Rhonda S. Pozehl CAS '81 has formed her own law firm specializing in attorney disciplinary defense and ethics consultations, Moore, Vestrand & Pozehl, P.C.

Laura Rokosz CAS '84 is an OB/GYN specialist who is an active member of the medical staff at North Colorado Medical Center.

Audra J. Sassack (Wise)

SON '88 works as a registered nurse at the Children's Hospital of Michigan and is also self-employed as a childbirth instructor.



PURE INTERESTS: Judy Adams CAS '72 says although it's difficult to raise money on a small budget for public radio, she values her work.

Silencing the critics

Judy Adams CAS '72 became so discouraged with the lack of opportunities for women in commercial radio that she left it for good in 1974.

Silencing critics who said women didn't belong on the air, she joined public radio station WDET-FM 101.9 as a graduate assistant.

In 1984, WDET named Adams program director, and the Detroit chapter of the American Women in Radio and Television chose Adams as the outstanding woman in broadcasting in the category of radio — top management in 1991. "Our intentions are a lot more pure in public radio," Adams says. "We are able to present art and information in a format considered among the best in the country. There's a lot of people out there who are thirsty for good music, regardless of the category. My goal is to have a radio station with a consistently appealing and informative product that enriches listeners, providing them with an understanding and appreciation of American culture, its roots and of the world at large."

Adams lives in Grosse Pointe Woods with her husband, Larry Minne, and 13-year-old son, Anthony.

Cheryl L. Tyner CAS '85 is employed at the Museum of Science and Industry in Chicago, Illinois, as the museum's human resources recruiter.

Kathryn Uhl Combes SON '81 is working on her master's in nursing at Loyola University in Chicago, Illinois.

Roy A. Williams SECS '81 is manager of Software Integration and Custom Development at Entire Inc., Rochester, New York.

Brenda S. Yee CAS '88 operates a writing and editing company called WriteAway, Rochester.

1970s

Eileen R. Berkowitz SEHS '72 is teaching gifted and talented students grades K-5 at Colonial Hills Elementary School, Texas.

Maria Bessa Asvos CAS '70 is teaching Social Studies and Language Arts at Albany Park Multicultural Academy, Chicago, Illinois. She also won the Fulbright Scholarship and studied in India this summer.

Howard Birndorf SECS '71 was honored for his academic and professional careers and leadership at the 15th Corporate Leadership Awards program (see page 20). Birndorf is chairman and CEO of Nanogen Inc. and Bella Marshall, president and CEO of Waycor Development Co. and president of Barden International Inc.

Richard Bishop SECS '70, MS '79 is senior principal engineer for the Trane Company, and has been awarded six patents for his work in the heating and air-conditioning industry since 1987.

Joe Blattert SEHS '71 is working with a church in Guadalajara, Mexico, on vocal and instrumental recordings.

Sue-Ellen Brown CAS '77, MA '79 is an assistant professor at the Philadelphia College of Pharmacy and Science.

Myrna K. Carter CAS '73, MA '75 is employed at Troy Schools as an American history teacher and also at Oakland University as an Italian

language and culture course instructor.

Sue Cischke SECS '76 has been awarded the Horace H. Rackham Award from the Engineering Society of Detroit (see page 20). In ESD's 102-year history, she is the first woman to receive this award. She also appeared on *Dateline* May 7, representing Chrysler Corporation, where she is executive director, Vehicle Certification, Compliance and Safety Affairs.

Thomas E. Christo CAS '77 has joined the Bloomfield Hills, Michigan-based Harbor Real Estate Company as brokerage director. He has been working with financial institutions in Michigan and Florida for more than 20 years.

Pat Claramunt SEHS '77 was named principal at Clara B. Ford School, Dearborn Heights. She was honored for her efforts in working with children when she received the Outstanding Child Welfare Worker Award for the Midwest Region from the Child Welfare League of America, Inc.

He's still very active

Dennis Washington CAS '87 is living proof that active students continue to stay active.

The 1987 Wilson Award winner has made quite an impression in Lansing.

As grants and program coordinator, City of Lansing, he is responsible for a variety of tasks. He maintains a database on all city departments, assists in applying for grants and provides technical assistance to city nonprofit youth organizations.

Outside work, he is a trustee for United Baptist Church and is active in the Greater Lansing Homeless Resolution Network.

An avid golfer, Washington enjoys reading, playing and watching sports and traveling.

As an Oakland University student, he was a resident assistant, member of the Honors College and University Congress, and he also served as president of the Association of Black Students.

His best advice: "Success is not something you arrive at. It's a journey. The goal is to continue to make progress and to learn about yourself."



Dennis Washington CAS '87

Career/Accomplishments 1990s

Ryan Allen CAS '90 joined Campbell-Ewald Communications in the Henry Creative Services group as a copywriter.

Angela M. Battani CAS '95 has been promoted to vice president, marketing research manager, Campbell-Ewald Advertising.

Leslie D. Beswick CAS '91, MPA '94 was appointed personnel director/city clerk for the City of Riverview.

Susan Brockmann SBA '92 started Just Kids Outfitters, Romeo. Just Kids Outfitters offers outfits sized to fit



Marlene L. Ellis CAS '71

premature newborns through a child's size 14. Call (810) 752-7477 for more information.

Jennifer Coulson-Taggart CAS '95 has joined Campbell-Ewald Advertising in the Reference Center as a staff assistant.

George Daisy II SEHS '94 was ordained a Catholic priest on June 14. He is assigned to Holy Family Parish, Grand Blanc.

Linda Davis CAS '91 is the executive director for the Palmer Drug Abuse Program, Milford.

Beverly J. Edwards SEHS '70, MAT '90 was appointed elementary principal at Macomb Christian Schools July 1.

Lynn Elliott CAS '96 has been promoted to manager, Events and Media Relations, DMB&B Public Relations.

Take a good look at what the OUAA Web page can do for you. Link to <<http://www.oakland.edu>>.

Connect with your alma mater

Check out the Oakland University Alumni Association's Web page at <http://www.oakland.edu> and then click on Alumni.

Sign in the guestbook and tell others what you have been up to, learn about what's happening with your college friends and find out how you can become involved in OU's volunteer programs.

Link to the calendar of events and make a note in your planner.

Or connect with fellow alumni through their home pages listed by name. Click on Steve Baker and you can read his latest music reviews. Jens Kristensen displays her original art work. And don't miss H. Michael Xu's page. His all-seeing eyes are a site to behold.

She was previously account executive.

Andrew F. Faris CAS '92 is working in Whole Systems Design at Antioch University, Seattle, Washington.

Brian Foran SBA '91 works for ABTco as manufacturer of building products servicing the hardware home center industry. He is a national accounts sales manager.

Richard G. Gizynski CAS '90 is working for Lutheran City ministries as director of

Voluntary Ministries. He is also beginning work on his master's in divinity through Concordia Seminaries.

Donna J. Gray SON '95 is director, Patient Care Services, St. Joseph Mercy Hospital, Oakland.

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ABBREVIATION KEY

BGS	General Studies
CAS	College of Arts and Sciences
MA	Master of Arts
MAT	Master of Arts in Teaching
MBA	Master of Business Administration
MM	Master of Music
MPA	Master of Public Administration
MS	Master of Science
MSLS	Master of Science-Library Science
MSN	Master of Science-Nursing
MSW	Master of Science-Social Work
SBA	School of Business Administration
SEHS	School of Education and Human Services
SECS	School of Engineering and Computer Science
SHS	School of Health Sciences
SON	School of Nursing

Jimmie Keel SEHS '70 was elected to the United Way of Oakland County Board of Directors. He is also affiliated with several civic organizations, including the NAACP, Pontiac Area Urban League and the Boys and Girls Club.

Marilyn Krainen CAS '78, MA '80 works for Superior Consultant Company as a corporate writer/editor. It is a nationwide healthcare information technology and management firm with headquarters in Southfield.

Christine Lind Hage SEHS '70 has been named the Michigan Librarian of the Year by the Michigan Library Association. She is president-elect of the Public Library Association, a duty she will assume in July 1998.

Karin C. Loftin CAS '72 is a senior scientist who supports the Environmental Physiology Laboratory at NASA-Johnson Space Center.

John J. Oltesvig SECS '70, SBA '78 was recently named global vice president, Quality, Allied Signal Automotive, Sterling Heights.

Augustine Pounds CAS '74, MA '75 was elected president of the AAUW Legal Advocacy Fund, the nation's only legal advocacy fund that specifically addresses sex discrimination and harassment issues in higher education.

Susan J. Stockwell CAS '72 is employed at Lake Region High School in Naples, Maine. She is married to Tom Stockwell, who is in marketing and consulting, and they have two children: Gwen, 21, a junior at Williams College; and Benjamin, 19, a freshman at Colby College.

Sharon L. Thomas SEHS '70, MAT '86 is a teacher in Clarkston Public Schools.

1960s

William W. Connellan CAS '67 was appointed vice provost by the Oakland University Board of Trustees June 12.

Douglas Satow CAS '65 has joined WGTU-WGTQ Television Station as an account executive.

Engagements/Weddings

Julene Causbie CAS '95 married James Arthur Drysdale in May. Drysdale is a student at Oakland University.

Jennifer Rae Colley SON '94 married Brian Gluck in May.

Denise Ann Dahlstedt CAS '95 married Darin David Johnson in May.

Jill Solovich SEHS '97 announces her engagement to Michael MacDonald. An October wedding is planned.

Mark VanDellen SECS '97 married Christine Soule in May.

Calendar of Events

January 1998
OUAA Board of Directors

May 9, 1998
Volunteer Conference

June 6, 1998
Commencement

July 20, 1998
Alumni Golf Outing

July 1998
Concours d'Elegance

September 18, 1998
Alumni Awards Banquet

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

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Class _____

Major/degree _____

☐ I want to volunteer for the OUAA. I am interested in _____

Please call me. _____

Take ownership in our future and help bring it to life

By Rex E. Schlaybaugh, Jr.

Collaboration.

It's the latest buzz word in today's corporate world, as executives continue along their journey to understand the value of partnering with the community, customers and even competitors.

At Oakland University, it's part of our heritage.

Our tradition of recruiting external leaders reaches all the way back to 1958, when some of the brightest community and academic minds from across the state, and even the nation, helped pioneer the curriculum and direction of our new institution.

Creating the Future is a creation of nine task forces comprised of outstanding leaders and opinion makers. It has its roots in those early partnerships, and takes it further than our founders could ever have hoped.

You see, we're not simply creating a plan that will serve our needs. We're challenging business and civic leaders to come share our vision, and help us merge the needs of our community with the strengths we've developed as a leading university.

The outcome, we hope, will be dynamic partnerships of a kind this university has never seen before. We anticipate that our community will not only help us discover our future, but will take ownership in it as well. We want them to believe in it, to help shape it and then to help us bring it to life.

We are proud of what this university has accomplished in four decades. Even so, thanks to Creating the Future, the Oakland University you experience in the coming years will be even more aligned with the needs of our students and community.

In doing so, Oakland University will truly follow its credo to prepare learners for the 21st century workplace and society.



Rex E. Schlaybaugh Jr. is chair, Oakland University Board of Trustees, and is Vice Chairman of Oxford Investment Group, Inc., a merchant banking and business development company. He is a member of the board of directors of The Manufacturers Life Insurance Company (U.S.A.), Oxford Automotive Inc., The Bank of Bloomfield Hills and the Michigan State Chamber of Commerce.

CELEBRATE THE CENTURY

College of Arts and Sciences - Department of Music, Theatre and Dance
A Festival of Arts Saluting the Twentieth Century

FESTIVAL DATES
JANUARY 17 TO APRIL 19, 1998

CELEBRATE THE CENTURY OPENING CONCERT

The music of the century featuring
MTD students and faculty
JANUARY 17, 1998

1900

OUR TOWN

Thornton Wilder's drama of small-town
America at the turn of the century.
JANUARY 22 TO FEBRUARY 1

1910

SCHOENBERG, STRAVINSKY AND SATIE

Pianist Flavio Varani and Fontaine Laing,
with Soprano Edith Diggory.
JANUARY 31

1920

SOIREE

Music of the roaring '20s
FEBRUARY 12

YOUNG ARTISTS CONCERT

The Pontiac-Oakland Symphony
featuring music of the '30s
FEBRUARY 15

1940

BIG BAND SOUND

Oakland University Jazz Ensemble
& Alumni Jazz Band
Marv "Doc" Holladay, Guest Director
MARCH 7

1950

1964—THE TRIBUTE

Beatles impersonators play rock of '50s.
MARCH 13

1960

A HAPPENING THING

Oakland Dance Theatre
creates a '60s "happening"
MARCH 20-22

1970

A CHORUS LINE

The '70s musical focusing on the
individuals who make up the choros
MARCH 25-29

1980

CHILDREN OF A LESSER GOD

Tony award winner for Best Play: the story of a teacher
and his love for his deaf student.
APRIL 7-19

1990

ARTISTS OF TOMORROW

Student playwrights,
dancers and composers
APRIL 14-16

CLOSING CONCERT

The Pontiac-Oakland Symphony
with guest composer
APRIL 18

MILLENNIAL MUSIC

Leticia Alston and
Friends Concert closes festival
with special guest composer
William Bolcom
APRIL 19

WEEKLY EVENTS

*Events that
Shaped the
20th Century*

*A series of lectures
by OU faculty
highlighting events
that have changed
our lives
Films and historical
lectures reflecting
changing sexual
mores.*

Festival Fridays

*Gathering featuring
refreshments,
DJs and dancing.*



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