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Alumnus

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REBELS WITH A CAUSE

Alumni of the design program in the 1950s and ’60s still speak of R. Buckminster Fuller and his faculty colleagues with awe and appreciation. What did design alumni learn here as students, and how did it affect their careers and their lives?

THE DIVINE DR. C

Barbara Cordon’s pioneering work has helped hundreds of young adults with learning disabilities achieve their potential in college and go on to meaningful careers.

CAN BREAD MOLD TELL TIME?

Space shuttle astronauts will monitor experiments set up by an SIUC physiologist when they head for the stars this December.

GETTING DOWN TO BUSINESS IN THE 1990s

Six faculty members in the College of Business and Administration discuss the global economy, business ethics, education of students, and other topics that will affect the business climate in the next decade.
Design students of the 1950s and '60s had Buckminster Fuller as their guru and the problems of the world as their textbook. Decades later, what do they recall about their courses and what impact did their experiences have on their lives?

WITH A CAUSE

BY LARAINIE WRIGHT
HE STOOD before 600 people gathered on the SIU campus from around the world, and he talked to them about human communication and cooperation. He told them “all the political theories and all the concepts of political functions are obsolete.” Take away ideologies and politicians. Let people have machinery and the energy to run them, and mankind will survive.

His words rang through the hall: “The essence of the world's working will be to make every man able to become a world citizen and able to enjoy the whole earth, going wherever he wants at any time, able to take care of all the needs of all his forward days without any interference with any other man and never at the cost of another man’s equal freedom and advantage.”

R. Buckminster Fuller was the man and Vision 65 was the setting, an international congress held at SIU in 1965 to promote new standards in mass communications. An architect, mathematician, engineer, and inventor, Fuller had achieved by the time of the congress a distinguished reputation for his egalitarian views and his sensitivity toward the planet. When Marshall McLuhan of Canada went to the podium, he told the crowd, “To have in front of me in an audience a man like Buckminster Fuller makes me feel... shatteringly humble.”

But Fuller’s genius sired a different reaction among the young. As an associate of SIU’s Department of Design from 1956 through 1971, Fuller stimulated the students’ intellect and creativity and became for many of them a guru. He introduced them to the world. He exhorted them to help conserve resources and to design better social systems. His was the name that lured them to Carbondale, and when they arrived they found in the Department of Design something remarkable.

In an otherwise small corner of the University, a group of faculty had created a program that captured the attention of renowned architects, educators, and designers from many countries. The department’s liberal, sensitive, and philosophical instructors (none had a Ph.D. and few had formal training as teachers) challenged students to learn something other than technical career skills. They instilled in students the desire to find solutions to the problems of mankind, particularly the necessities of food, shelter, energy, and cooperation.

SIU’s early design program was unique at the time in higher education, and it remains unique in the University’s history. “We were just spellbound,” recalls alumnus Ross Parkerson ’59 today. “Fuller engaged us in different ways of thinking about life and about what we would do with ourselves to make a contribution in society.”

During Fuller’s first few years on campus, he gave most attention to his ideas for geodesic domes and how they could transform the campus. In 1956 he said he would attempt to construct here the world’s largest geodesic dome, and he put students to work on the mathematics for the 167-foot-diameter project. The dome would be “an enormous amplification of everything I’ve done up to now.” The 23,000-square-foot interior would contain a controlled environment work space as well as grass and trees. No money was found to construct this building, but in 1962 another project—called the “Basketry Dome”—was set up temporarily on campus by design seniors. Its design, said Fuller, was “the most difficult problem ever attempted in applied spherical trigonometry.”

As a lecturer, Fuller enthralled his audience. “He walked back and forth on stage and rambled on and on with no notes, just talking off the top of his head,” says William Cotner ’69. “He never ran out of things to say.” His lectures occasionally lasted four or five hours, “but you know, everyone in the audience stayed. Nobody left. He was a very fascinating man to watch.”

In the early 1960s, Fuller’s Carbondale dome house (still standing at Forest Avenue and Cherry Street) was a beacon. Clark Absher ’61 remembers Fuller and his wife, Anne, inviting design students to their home for dinner, followed by hours of brainstorming about the world and world events. Fuller could be very intimidating. “He could demolish you if you attempted idle conversation, which he viewed as a waste of time. His ideas tended to be either black or white. He allowed for only a fourth of an inch of gray in the middle.”

Another design alumnus, Richard Helstern ’59, describes Fuller as “a genuine thinker, an original. He had done things in the world, and he exposed students to his experiences. Occasionally I would
We were just spellbound. Fuller engaged us in different ways of thinking about life and about what we would do with ourselves to make a contribution in society.

Ross Parkerson '59

Fuller based some of his concepts on the designs found in nature, such as the marine protozoans called Radiolaria.

The presence of Buckminster Fuller on the SIUC campus from 1956 through 1971 was a magnet that drew students to the design program.

discover that independently we had come up with the same thought, and that simply elated me.”

Fuller taught his first design seminar here in the summer of 1956, meeting with a handful of students on the second floor of Allyn Building. He was named SIUC’s first research professor in 1959. Twelve years later, disgruntled with campus administrators, he accepted office space at SIU-Edwardsville and then moved on to Philadelphia, taking most of his papers and documents with him. By then, the design program his colleagues had worked so hard to establish here had been radically altered.

Yet design alumni from that era still remember the spirit here, and they remember the ideals of the people who ran the early program. “What’s happened in the world since then are the kinds of things we envisioned at SIU in the 1960s,” John Bis ’66 says. “We are just beginning to see those ideas coming into fruition. We are beginning to understand the communications environment—knowledge as an industry—and to come up with new models and metaphors to solve problems. If at SIU we would have had the desktop computing capacities that we have now, it would have been amazing to see how much more we could have accomplished.”

Although Fuller’s influence on the early design program and its students was profound, the department’s faculty members were the ones who gave the program its shape and direction. Foremost among them was Harold L. Cohen, who established SIU’s Department of Design in 1956, was its chairman through 1963, and arranged for Fuller’s professorship.

Cohen had been a home furnishings designer and a teacher at the seminal Institute of Design, founded by Laszlo Moholy-Nagy as an offshoot of the German Bauhaus movement. The institute took as one of its leading philosophies that design was less a vocation and more of an attitude—“the conceptual approach used when attacking a human problem with contemporary resources,” Cohen later wrote. But when the institute was taken over by the Illinois Institute of Technology (IIT) in the early 1950s, the curriculum shifted toward vocational skills and away from creative thinking and problem-solving.

Cohen resigned in protest and came to SIU in 1955 to set up his own design department modeled on Moholy-Nagy’s curriculum. “I wanted to build something special, an environment where young people could grow,” Cohen recalled in a recent interview. Inviting him here were two educators who approached education from a liberal perspective: Burnett Shryock, dean of the School of Art and
Music, and SIU President Delyte Morris. Both gave constant support to Cohen and his program. Of Morris, Cohen says today, “Delyte was a very special person, a Jeffersonian. I loved him.”

Cohen launched the Department of Design with the belief that if trained to be creative problem solvers, designers could be among the leaders of a new era in architecture, visual communications, product design, urban planning, ecological conservation, and many other aspects of social change. He found at SIU an almost ideal setting for exploring that philosophy. “It was genuinely a university of risk,” says Herb Meyer ’58, MS’59. “Morris was a man of guts, and it took guts to support such a free-wheeling program.”

Cohen tapped into the American spirit of the times, the “excitement of possibilities.” At the program’s heart was the assembly of provocative professionals as guest lecturers. “I tried to bring together a group of special people as role models, important thinkers who didn’t fit the normal pattern of architects, designers, and product planners,” Cohen says. These professionals spent a few days to many weeks at SIU and worked directly with students on their projects. To the young students, the outside lecturers were mesmerizing. “I’d even study how they crossed their legs and held their cigarettes,” Absher says. Designers Charles Eames and Will Burtin, photographer Harry Callahan, painter Josef Albers, psychologist B.F. Skinner, architects Paolo Soleri and Gyo Obata, engineer Felix Candela, architectural critic and historian Sibyl Moholy-Nagy, and astronomer Albert Wilson were a few of those distinguished guests.

Within the first five years of the new department, undergraduate enrollment increased from about a dozen to over 100, and a master’s degree program was launched. Joining Cohen from Chicago as instructors were designers Davis Pratt and his wife, Elka Kula. Many students defected from IIT and the University of Illinois-Navy Pier to come to SIU.

Fuller’s own description of the early design department curriculum was “the comprehensive, anticipatory science of planning man’s total environment.” Moholy-Nagy’s Vision in Motion was a handbook. Catch-phrases were “from the whole to the particular” and “form follows function.” Students were trained not to carry out the ideas of others, but to conceive ideas of their own (“Prime design has no patron,” wrote Fuller. “It takes the initiative”). “We were all chiefs, no Indians,” says alumnus Garret DeRuiter ’63, MFA’65. “The whole program was structured to teach people to go out and become leaders.” Others describe the program as producing “generalists,” able to fit into many roles in society.

I wanted to build something special, an environment where young people could grow.

Harold Cohen

Harold Cohen originated the Department of Design and was on the faculty from 1955 through 1963.
The newest project of Carbondale architect Richard A. Helstern '59 is the Goreville (Ill.) State Bank, scheduled to open at the end of this year. Before establishing his own firm in 1972, Helstern worked as a project designer for the Chicago architectural firms of Skidmore, Owings & Merrill, Naess & Murphy, and the Perkins and Will Partnership. His memberships include the American Institute of Architects and the National Trust for Historic Preservation. He was active in efforts to save such landmarks as Hull House and Wright's Imperial Hotel.

Idealistic, unstructured, and filled with the fervor of solving society's complex problems, the program suffered somewhat from being rarely well defined. As the years went on and the disgruntlements toward the program increased from other parts of campus, some of the design instructors found they had no skills in or heart for dealing with campus politics.

Post-graduation woes of students showed up early, as well. Design instructors were often brilliant in switching on the creative energies of students, but they paid scant attention to the realities of what those students would face in locating design-related jobs. The faculty held to the notion that SIU's Department of Design would not become a vocational school. Technical skills could be learned in other departments, if students so chose. Instead, the department concentrated on thinking skills, says alumna Christine Svec '69, MS'75. "Although we were very aware of what tools could accomplish in problem-solving and communication, we were taught that in our careers if we wanted to use a particular tool, we could hire someone to operate it."

"We were a bit of a rebel group," DeRuiter says. "We were pushing the limits of design practice and pushing the limits of teaching. We took a broad scope, and that caused some resentment. Not many of the other faculty wanted to deal with us. I wouldn't say we were early hippie-radicals, but I guess that's how we were regarded by some people." That sentiment is shared by instructor Kula, who found design students to be "more rebellious and less predictable" than those enrolled in other departments.

The design faculty bombarded students with mental stimuli. Absher says his courses were characterized by an "information-gathering, brainstorming attitude toward creative effort. Students were more into solving human needs than in making 'something pretty.' In one assignment, we had to depict our own lives graphically through two-dimensional and three-dimensional means. We had to show where we had been in life and where we were going."

The students who generally were the most comfortable in the program were those who had received earlier technical training or had experiences that could be applied to the coursework. Like some of his classmates, David Burkstaller '58 was unprepared in the technical area and was faced with "a lot of architectural stuff that we could work on in theory only. Professionals would come down from Chicago for two weeks and tell us, 'Here is the problem, here are the parameters, now solve it.' Then they'd take our solutions and head home again." He laughs somewhat ruefully about it now.

One assignment in Design 275 (Visual Communications) in the fall of 1966 was to use style, color, and words to convey a concept. This poster is by Christine Ericson Svec.

Barracks holding classroom, exhibit, and workshop space for the design program are shown linked together in this 1963 photo.
"In Chicago today there are projects that look a lot like what we designed as students."

Creative projects tested individuals and teams. An article in the British magazine *Architectural Design* (July 1961) describes a project in environment control. "Working to a very limited budget," each student "was required to design a 'survival kit' for a set number of days in open country—then dumped on a nearby peninsula [Little Grassy Lake] for the given period to check how well he had planned!" In another so-called "primitive problem," students were asked to use natural objects to create without tools a carrier for a given weight of beans that then could be carried successfully over rough terrain.

Christine Svec recounts an evening class taught

The whole program was structured to teach people to go out and become leaders.

Garret DeRuiter '63

BUSINESSMAN

After initiating the Product Styling and Design Department at U.S. Gypsum Co., Chicago, Wayne P. Comstock '64 moved to Greenville, S.C., in 1976 and started High-Lite Corp., which manufactures and sells portable floodlight equipment. In 1988 he purchased Venture Ride Manufacturing, which designs, manufactures, and sells amusement rides for carnivals and amusement parks.

Former Chautauqua Housing barracks were converted to the use of design students in 1960–61 and housed the department until 1974.
Once to a student's comment that began, "Well, I assume . . ." Grosowsky tore open his shirt to reveal the words "NEVER ASSUME" printed on his bare chest.

by Davis Pratt. "He would walk in at 6 p.m. carrying a black box that contained specific problems that we had until 9 p.m. to solve," she says. Anxious students trying to get a head start on the projects playfully tried to peek into the box when Pratt's back was turned. "A problem well-stated is a problem solved," Svec says she was taught throughout the program. "The courses prepared me for a life of constant change and for how to fill the gap between reality and the ideal."

For many years, students designed, wrote, set in type, and printed their own brochures, books, and posters. They set up exhibits, and they produced slide shows and films. One project created in 1961 was a 20-minute sound film called "Help Wanted—White" about racial discrimination in Carbondale.

Kula remembers that money for equipment and supplies was always in short supply. The lack of resources, however, actually had a good effect on the program and its students. "We were able to create
Herb Roan came to SIU from his own prominent design agency in New York in 1957 and remained an instructor until his retirement in 1980. Elsa Kula Pratt and her husband, Davis Pratt, were professional designers who joined the design department in the late 1950s.

very interesting things even without the technology," she says. The department's type shop had a wonderful collection of wooden type faces and old presses that students used in designing and printing limited-run books. "We weren't stymied by our limitations," she says. "We became creative because of them."

The Department of Design had no glamorous facilities in which to work. After two-and-a-half years on the second (then unfinished) floor of Morris Library, the department came to rest in barracks and domes on the west side of campus. In 1962, students and staff constructed what they called "The Space Between" (between the barracks) to answer temporarily the increasing needs for workshops and exhibit areas. The budget for the project was just $5,000 to enclose 5,000 square feet. Designed to last only two years, The Space Between was used for 12.

Yet the somewhat ramshackle complex of buildings became a part of the teaching process. Says Kula, "We gave each sophomore, junior, and senior a home base in the barracks, a space that he could make into his own environment. He could work there day and night, and all the resources were open for use. He had the stimulation of other students working around him. We tried to make sure there was no excuse not to create."

The instructors began to set up more special projects (what one referred to as "big picturing") that took the curriculum and students down many side roads. Springing from a class project, a disposable laboratory mouse cage went into production in 1960 at Lab-Line Instruments in Melrose Park, Ill. (Still held by SIUC, the patent continues to produce royalties each year.) International interests also beckoned. Fuller took students to Africa. For a number of years, Pratt and junior design students spent a term in Haiti. In January 1969, Pratt and Kula left for Thailand on a cooperative SIU-Thai project to set up design education programs there.

Urban planning became another main concern in the 1960s. DeRuiter remembers that his senior class took on a project to redesign Carbondale and then presented the city council with their ideas, such as turning University and Illinois avenues into one-way streets. Throughout the mid to late 1960s, design students trod increasingly well-worn paths across Carbondale, knocking on doors to interview residents and gathering data on population, income levels, and economic trends.

One of Cohen's most enterprising projects here was his Experimental Freshman Year Program (1962-1963), an attempt to introduce the possibilities of a college education to students from the lowest third of their high school classes. The project used a specially designed curriculum and a stimulating, individualized learning environment set up on the second floor of the Student Center.

Taking in, as it did, the whole of the University meant stepping into the territory of other faculty members. Some of them were extremely opposed to offering higher education to so-called "low achievers." "Those people," says Cohen today about his opponents, "knew only how to grade beef. They knew how to test past performance, but they had no ability to judge the capabilities of people." (Cohen's own assessment of those students was vindicated. Two-thirds of those who were enrolled in the program that year went on to earn college degrees.) But the bickering about the "low achievers"
A professor of art at Eastern Illinois University in Charleston, Garret DeRuiter '63, MFA'65, specializes in jewelry and metals. He is active in the Society of North American Goldsmiths, serving on its board of directors and editing its newsletter. He also heads the graduate program in art at Eastern.

A problem well-stated is a problem solved. The courses prepared me for a life of constant change and for how to fill the gap between reality and the ideal.

Christine Svec '69

A sophomore design student (around 1960) demonstrates his solution to a problem: A hypothetical tribe of people dated 1200 A.D. possess a spoken language, knowledge of fire, and a cutting tool (simulated by a pocket knife). Students were required to design weapons, shelter, cooking methods, clothing, tools, play objects, and seating for a tribe member "in good standing."

Cohen's departure from the University ended the first phase of a program that has gone through perhaps four or five others since. Each phase has produced remarkable energy, and each has its share of satisfied, productive alumni, but each also moved the program further away from its original emphasis.

A major shift began in the late 1960s with an increased interest in computers among the design faculty. At the same time, colleges across the country were reacting to students who wanted to have a personal say in what they would learn.

Perceptions about what happened in the design department in 1968-69 are contradictory, at best. William Cotner says he is still somewhat bitter about his experiences in his senior year. He recalls neophyte freshmen and "Old Guard" seniors "screaming and yelling at each other" as they tried to work out a new direction for the program. Students dismantled the type department with the blessings of the faculty, and the old wooden and metal typefaces that had been used for years in creative projects were thrown out by the barrelful. The barracks and The Space Between were redesigned. The use of computers in coursework became more important, but Cotner remembers that the equipment was slow and frustrating to operate. "For me," he says, "it was a lost year."

Other graduates from that period recall that the changes were well-organized and that students were looking forward to the future of what they perceived as a revitalized program. Christine Svec views the 1968-69 year as an exercise in group dynamics, and that it was beneficial for students to help change the direction of the program.

The changes in the original program were apparent to Kula, however, who returned to campus...
in 1974 after five years in Southeast Asia. "The green barracks and domes were gone," she says, "and the program had been moved to the blue barracks." The department, too, had been shifted administratively from the School of Art and Music to the College of Human Resources. A succession of chairmen followed. At one point a professor of clothing and textiles—a trained chemist—served as chairman of the Department of Design.

Fuller was gone, as well. His influence on the program and his interest in it had waned by the end of the 1960s. Over the years he had set up working relationships with other universities and was less frequently seen in Carbondale. Faculty members questioned the big salary SIU continued to pay him. By 1971, both the Carbondale administration and Fuller himself had reasons to be relieved that the official association had ended.

In the 1970s, the demands of accreditation and the desire of students for well-defined skills led to courses that concentrated more on specific technique and less on general process. Today the design major is found in the School of Art and Design within the College of Communications and Fine Arts. Students specialize in either visual communications or product design. A master's degree in design is no longer offered.

Yet one of the SIUC courses that alumni, regardless of major, continue to recall most vividly is a class that today is known by the title GE-C 205 ("Innovation for the Contemporary Environment"), a general studies course launched by Cohen in the early 1960s and taught for many years by Harold Grosowsky. Affectionately called "Mr. G." or "Weird Harold" by students, he had a big bag of creative teaching tricks to keep them interested and alert. During his lectures, he addressed comments to an imaginary lover named Zelda. Once, to a student's comment that began, "Well, I assume . . .," Grosowsky tore open his shirt to reveal the words "NEVER ASSUME" printed on his bare chest.

Now taught by design alumnus Larry Busch '70, MS'70, the course is still so innovative and successful that he frequently gives seminars about it around the country. He estimates that at least 35,000 people have taken the course here since its introduction. "Although many of the projects in the course have evolved," Busch says, "the intent is still the same. We're interested in how one thinks, not what one thinks."

In numbers, design program graduates are small indeed. From 1957–88, the University has graduated only 958 of them, less than one percent of all graduates of this institution. Measured in terms of the program's impact on their lives, however, design program graduates can be said to be among the most satisfied.

John Bis came to SIU after two years of stifling regimentation in the armed services. The atmosphere here was "very creative, very refreshing. Mentally, I began to blossom. Essentially, I gave me a solid grounding in the belief that learning is
Primo Angeli '57, MS'59 (featured on the cover of this issue) is today one of the pre-eminent graphic designers in the United States. He and his staff of Primo Angeli Inc. work from studio space on Folsom Street in San Francisco.

In a recently published book, Designs for Marketing: Number One (Rockport Publishers, 1988, $29.95), Angeli describes 12 specific packaging design problems brought to him by clients and shows the process of arriving at the solution. The firm's lengthy list of projects includes packaging for Christian Brothers wine, California Coolers, Shasta canned beverages, Capri Sun fruit drink, TreeSweet fruit juices, Formula 409, and Conoco motor oil; logos, signage, and other identities for Banana Republic, the Oakland Athletics, and Pizza Hut; annual reports; and posters.

When the term "the silent majority" was coined in the Nixon-Vietnam War era, Angeli and photographer Lars Speyer created a black and white poster showing the words above a photo of a hillside of tombstones marking the graves of unknown dead. This famous poster is now in the collection of the Museum of Modern Art in New York. Angeli has received more than 250 professional awards for his work.

In his book, Angeli pays acknowledgment to 17 people who have most influenced him, "both personal and distant." Four of them were a part of SIU's early Department of Design (Harold Cohen, R. Buckminster Fuller, Herb Meyer, and Herb Roan). Angeli and Meyer remain close friends. As SIU classmates, both were advertising majors who transferred to the new Department of Design, sensing in it something more exciting and stimulating than the field that Meyer calls "lying in print."

Design instructor Elsa Kula remembers Angeli as a student, as well. A sensitive and kind teacher, but ever the tough taskmaster, she recalls that Angeli entered the program as "just a kid out of one of the little towns in Southern Illinois, and he was full of rough edges. His stuff wasn't extra special. But he learned the process, and the polish came along later."
Students were more into solving human needs than in making "something pretty."

Clark Absher '61

a key element in human development.” For William Cotner, the design curriculum “opened my eyes to look at both sides of an issue and to figure out alternatives to any situation.” Adds Richard Helstern, the design faculty “made you aware of how interconnected everything is and how mankind cannot be divorced from the environment.” Another graduate, Terry Svec '70, says the program taught him “to solve aspects of everyday life. I’m in control today, and I learned it in design. Anticipatory design science is a way of life.”

The program and its faculty didn’t coddle students. Before they were allowed to enroll, they had to show a portfolio or otherwise prove that they could handle the program. Once in, some of them discovered the courses were too demanding or not specialized enough. Of the 60 or so people who entered the program with Garret DeRuiter in the late 1950s, only seven remained by his senior year. Ultimately, DeRuiter says, the program “gave you a sense of assuredness about yourself. You had to have fortitude to get through a very demanding program.”

SIUC’s listing of known job titles for design alumni shows business owners and managers, engineers, photographers, city planners, publishers, surveyors, and deans, as well as visual designers, product designers, and architects. Alumni may also be discovered among educators, winemakers, brokers, geologists, woodworkers, landlords, and computer programmers. They work in the Peace Corps and with the World Game.

That a Cohen-Fuller style program is still needed in society could be argued affirmatively by many early graduates. That it is desired by society is another matter. The early design program—noisy, colorful, rebellious in the sense of challenging the status quo—was a reflection of its times and its students, but times and students change.

“I do not hesitate to say that for all its complications, the Department of Design was the most valued learning experience in my life,” says Herb Meyer. “As messy as the department always was, the people who emerged from it had their lives touched and affected in extraordinary ways. The older I get, the more I understand what a profound impact that program had on those of us who were there, and how our lives were enriched because of it.”

Clark A. Absher '61 became a graphic designer and art director and later owned a Ford franchise. Today he is assistant vice president of The National Bank in Carmi, Ill.

John S. Bis '66, now associate dean of the School of Architecture and Planning at the University at Buffalo-SUNY, is active on the boards of Buffalo Historic Preservation and of the Erie County Development Administration.

David E. Burkstaller '58, for many years a broker, took an early retirement and now is president and CEO of Marlen Business Systems in Sarasota, Fla.

W. Larry Busch '70, MS'70, is assistant professor of design at SIUC. He holds a number of product patents and is a consultant to businesses and a lecturer in education about creative problem-solving.

Harold L. Cohen spent 10 years as educational director of the Institute of Behavioral Research in Washington, D.C. In 1974 he became dean of the School of Architecture and Environmental Design at SUNY-Buffalo (now the University at Buffalo-SUNY). Although retired, he continues to be an active researcher.

Elsa Kula retired from SIUC in 1978 and lives in Gainesville, Fla., where she is a painter and continues to design. Her husband, Davis Pratt, retired from SIUC in 1982 and died in 1987.

Herb J. Meyer '58, MS'58, of Carbondale retired this year as director of University Photocommunications. He remains an active consultant for SIUC and pursues numerous photographic, historical, and writing projects, including film/television work for Marlon Brando.

E. Ross Parkerson '68 recently retired after 30 years as a city planner for Marin County, Santa Rosa, and San Diego in California. He is a resident of Pentaluma, Calif.

Christine Ericson Svec '69, MS'75, MA'87, worked for planning commissions in Harrisburg, Ill., and Carbondale before joining SIUC, where she is director of the Office of Project Development, Management and Evaluation in the College of Technical Careers.

Terry J. Svec '70 is director of University Photocommunications at SIUC. The unit produces videos, multi-screen slide shows, public service announcements, photography for publications, and exhibits.

Members of a 66-member student design team discuss their prototype of a low-cost housing plan for Carbondale. The setting is a geodesic dome classroom-workshop.

Fall 1989 13
THE DIVINE DR. C

Through Barbara Cordoni's pioneering methods, students with learning disabilities build confidence and learn practical skills to achieve their potential in college and life.

by Ben Gelman

LAST May, Barbara Cordoni and nine co-workers formed a "bucket brigade" to remove documents and computers from a campus building rapidly filling with smoke. Cordoni handled this latest event in her Achieve Program with the same matter-of-fact determination she has used to confront other crises in her life—such as her discovery that two of her four children had learning disabilities.

The Achieve Program has helped hundreds of
SIUC students with learning disabilities (LD) complete their studies and go on to successful careers. She works directly with students, helping them deal with dyslexia (reading problems), dysgraphia (writing problems), and dyscalcula (problems with mathematics), among other learning disabilities. Cordoni also runs a graduate study program in which University students earn master's and doctoral degrees that qualify them to work in or head LD programs at other universities and colleges.

Sabina Virginia Hayes, a former student of Cordoni's, is now assistant director of an LD program at Westminster College, Fulton Mo. "Two of the most important years of my life were spent under her direction," Hayes said of Cordoni, whose nickname is "Dr. G" among her graduate students. "I consider Dr. G my mentor. She continues to inspire and encourage me in the work I am doing. I consider her to be the epitome of excellence in the field of learning disabilities."

Praise comes from top professionals in the LD field. Sylvia Richardson, professor of pediatrics and Distinguished Professor of Communication Sciences at the University of South Florida, is immediate past president of the Orton Dyslexia Society and former chief of the advisory board of the Association for Children and Adults with Learning Disabilities (ACLD). "Barbara Cordoni is one of the most professional young women I have ever known," said Richardson. "Barbara is superior in everything she does because she puts everything she has into it—as a mother, a friend, or a professional." Achieve is "one of the first university programs to help individuals with learning disabilities. Among them was a young man with a very difficult problem with dyslexia, who is now a successful physician."

Jean Petersen, the current executive director of ACLD, has this to say: "Dr. Cordoni...has been program chairman of the association's Annual International Conference, which attracts 3,000 professionals and parents each year. Barbara's presentations at our conferences are popular sessions. In addition, she travels throughout the United States speaking to our state and local associations. Her book, Living with Learning Disabilities (SIU Press, $18.95 cloth, $12.95 paper), has proven to be a best seller through our distribution center" at the ACLD headquarters in Pittsburgh.

Cordoni came to the University in August 1977 as an assistant professor in special education. She is now a full professor. She was named SIUC's Special Education Teacher of the Year for 1985-86 and Southern Illinois Woman of Distinction in 1983. She received an Excellence in Teaching Award at SIUC in 1979.

Before she left Greensboro (N.C.) College for SIUC, parents of some of her LD students established the Barbara K. Cordoni Award to be given to outstanding special education students. Greensboro College gave her a Distinguished Teaching Award the same year.

Cordoni is a slim, vital person who looks 10 years younger than her 55 years. A theater buff since her youth, she is an active, performing member of The Stage Company, a Carbondale community theater group.

She and her second husband, Greg Kupiec, live in a comfortable home on a carefully tended four-acre plot of land west of Carbondale. Their land has recently been designated an "Urban Wildlife Sanctuary" by the National Institute for Urban Wildlife. It is only the 38th site so designated in the nation. She is past president of the Southern Illinois Audubon Society and an avid bird watcher.

Cordoni was born in Peoria, Ill., and was graduated in 1955 from Southwestern University in Texas with a degree in speech and drama and a teaching certificate. That same year she married Carl Cordoni and moved to Woodstock, N.Y., where she taught school for two years. Their first two children were born there—Mark in 1957 and Heather in 1959. Son Lance was born when the family lived in Maryland, and their last child, Tara, was born in Florida.

During the family's years in Florida, Cordoni discovered that Lance had a learning disability. "I decided I needed more training to know how to deal with this," she said. "I went back to school and got certification in learning disabilities. And then my husband decided that he wanted to get his Ph.D. in clinical psychology. At first, I planned to support the family. But I managed to get a grant that paid as much as I was going to make teaching." She earned a master's in 1974 and a doctorate in 1976, both from Duke University in Durham, N.C.

She had been at SIUC one year when her husband left her and the children after 23 years of marriage. "I was devastated," she said. "I lived alone and raised the kids. One of the reasons I got so busy was to keep my mind off things. I sat at home at night and wrote and studied. In some ways, it was probably the best thing that could have happened to my career, because, boy, did I get things done!"

Cordoni's parents, who believed in the curative powers of travel, sent her on a trip to Egypt and took care of the children while she was gone. On the trip she became friends with another woman, who also was traveling alone. A few years later, in 1982, Cordoni's friend said, "Let's go to Africa." And on that African safari Cordoni met her second husband, Greg Kupiec.

Cordoni was among five people who toured Africa for over three weeks in a Land Rover. "Our personalities kind of fit," she said. "We had the same sense of humor. And I'm telling you, if you can spend 25 days together in the same car, then you know whether you can get along with somebody.

"I didn't marry Greg for two years. I was gunshy. But he wouldn't let me alone. He'd call Tara, whom he referred to as his Carbondale connection. He sent me flowers. He'd find out from Tara what kind of candy I liked, and he'd send her a check to buy it for me. When she had a problem, she'd call him to talk about it. He lived and worked in Connecticut, and the telephone bills got so bad they offered him a WATS line."

When they got married, Cordoni couldn't leave her work at SIUC, so Kupiec moved to Southern Illinois and found a job in Cape Girardeau, Mo. "All the kids adore him," Cordoni said. "When Mark, who works as a TV reporter in Maryland, was out here last Christmas, he said, 'When are we putting Greg up for sainthood?' It takes a remarkable man to move into a full-fledged family where you're putting kids through graduate school and medical school and your wife has a full career."

While still living in Florida in the 1960s, Cordoni began looking for help for Lance. She discovered the Orton Society and ACLD. After starting a chapter of ACLD in Brevard, Fla., she began attending national conferences. "I would accost people at the breakfast table, and say, 'Excuse me, I heard you speak yesterday, and I have this son...'. And they were wonderfully kind. I try to remember, in my own professional life, the people who took time with me. One of my favorite letters is from a lady whom I had helped, who wrote, 'For all the eggs you never got to eat...'. It was lovely."

Lance's problem became apparent when he was less than two years of age. "I noticed this kid was different. He didn't cry when he fell down. Lots of kids, when they stumble, they call for attention. He didn't. And I noticed his speech was slow. By the time he was four, in preschool, we had a new teacher who had been trained in learning disabilities, and she identified his. He had problems in auditory processing of information."

"He could hear, but it didn't make a lot of sense to him. He had difficulty hearing sounds and isolating them from the other things that were going on around him. It's like trying to listen to an important news broadcast through a
lot of static.”

Cordoni asked the teacher what she could do about Lance’s problem. “Take him home and love him,” the teacher told her, “because there’s no one within 100 miles trained to help him.”

“That’s not the way we work things,” Cordoni replied. The next month she got on a plane and flew to her first Orton Society convention in New York. “The Orton Dyslexia Society, the earliest one of the groups, was designed specifically for people with reading problems, which my son didn’t have, but it broadened and now serves all learning-disabled people with a variety of disabilities.”

Lance stayed in the LD resource room until he was in the sixth grade. “I had remediated him all those years, and his disabilities weren’t getting in his way any more,” Cordoni said. “He learned certain cues. He learned to read lips. He didn’t have trouble writing or trouble with math and could read very well. He was mainstreamed the rest of the time. He just went right on through school, made the National Honor Society and Eagle Scout, had no trouble getting into the medical school at the University of Illinois, has aced medical school, and graduated last May in pediatrics. We’re extremely proud of the effort it took him.”

When Tara, her last child, came along, “I was convinced she was fine,” Cordoni said. “When she was three and four, she could identify her Barbie doll’s left hand and right hand. She never had any speech problems. She could read at a very early age. I thought, ‘Goody! I’m out of the woods, I don’t have to be her teacher. I can just be her mama.’”

But Tara did have problems — different from the ones that Lance had. “Much of my book is about my experiences with Tara and the things I learned to do with her,” Cordoni said.

Cordoni got into bird watching through working with Tara, to increase her daughter’s visual skills. “When Tara was four,” Cordoni said, “she had a condition that was almost amblyopia — where one eye cannot compete with the other and stops seeing. I had to keep that eye moving and seeing. I had her do eye exercises, but they were boring. We lived in North Carolina at the time, a marvelous migratory bird flyway. So I put up bird feeders all around the yard and trained her to use binoculars, because with binoculars you have to use both eyes. I got her a bird book. We kept the binoculars on the table by the sliding-glass doors in the kitchen. She would have to look out the window and find each bird and identify it in the book. It was marvelous visual training for her.

“And then I realized she had dysgraphia and dyscalcula — difficulty with writing and math. In many ways, her educational career was harder for her than Lance’s.” Even though LD units were in place in Florida by the time Tara enrolled in school, Cordoni discovered Tara wasn’t being taught well.

“As she went up in the grades, I began to find out some of the things that were happening to her. They’d put her out in the hall to do her work, because she was ‘S-LO-W’ and laborious process of writing. Word processing is a gift for these kids. As soon as she could do that, then reams of material came flowing out.”

Through intensive remediation, Tara also learned math skills. “I developed a lot of teaching aids from it,” Cordoni said. After Tara had her first test in statistics class, she left a note on the dining room table: “Guess who got an A in statistics? Miss Dyscalcula!”

Tara earned her bachelor’s degree from SIUC in 1988 and her master’s this year. Now she’s studying for a Ph.D. in educational psychology.

“She and my other Achieve Program students have done a beautiful job in counseling other young adults with learning disabilities,” Cordoni said. “It’s so helpful for those young people to sit down with other LD people who have made successes of their lives and hear them say, ‘I was there once and look where I am now. I understand your feeling. But these are the things we can do about it.’

Cordoni’s older daughter, Heather, also earned bachelor’s and master’s degrees at SIUC. Her field is special education, with specialization in learning disabilities. She was a graduate assistant and tutor for Achieve from 1979 to 1985. She now is an LD teacher in fifth and sixth grade classes in Melbourne, Fla.

The nationally acclaimed Achieve Program at SIUC dates back to the appointment of Barbara Cordoni as assistant professor of special education in 1977. After receiving job offers from 12 other universities, she chose SIUC because of its reputation as being accessible to those with handicaps. “There aren’t that many schools that offer such services,” Cordoni said. “Southern had been doing it for 25 years.”

At Greensboro College and at Duke University, she had put out feelers about admitting LD students. “Someone said to me, ‘Why, we’d have to put in ramps.’ And I thought, ‘Oh dear, I’m in the wrong place. There’s nobody here who understands.’ I thought that at Southern the attitude might be right, that they were willing to deal with people with other kinds of handicaps who, they knew, could also be successful.”

In her first year here, she taught special education classes and looked into existing programs, which included the Clinical Center, Disabled Student Services, and the Center for Basic Skills. Then she received a $3,000 grant to hire a couple of graduate assistants.

“We began, very tentatively, to open our doors,” she said. “Immediately, the students started showing up. I didn’t know if it was possible to work with college-age learning-disabled students. Nobody else was doing it.”

Learning disabilities have been called the
"hidden handicap" because they don't appear on the surface, like a physical disability. One way LD does show up is in lack of confidence. LD youngsters have been told so often, "You're lazy;" or "You just aren't trying," that they begin to feel guilty about something that is not their fault. One mother said to Cordoni, "My son has such low self-confidence, you could slide it under the door."

The next year, Cordoni got a $4,000 grant to continue her pioneer work with LD college students. In 1980, she applied for a major federal grant from the U.S. Bureau of Education for the Handicapped to establish the first college-level center for learning-disabled students.

That funding—$320,000 for three years—was the official start of what was then called Project Achieve. Albert Somit, president of SIUC during that period, was very interested in what Cordoni was doing. "He was the one who insisted that we not become an elitist program," she said. "He wanted it institutionalized. He wanted to make it a permanent part of the University structure. He wanted everybody to be able to attend, so he arranged for scholarships."

"But the axe ground very slowly. Federal money was running out. I wrote a letter and copied it to everybody I could think of: the vice presidents, the chancellor. I showed the number of inquiries we had the past year, and I said, 'Gentlemen, the interest indicates the need. Happiness is when education is fully funded, and the Pentagon holds a bake sale to build a bomber.' And I left for Africa for six weeks."

"When I got back, they had voted to institutionalize the program. That meant we could increase our numbers. We were no longer a research project."

Cordoni now has a full-time assistant coordinator, two secretaries, a developmental-skills specialist in computers, 10 graduate students, seven desk workers/receptionists, and 170 student workers.

"We hire contact people from all the departments," Cordoni said. "We hire primary tutors who are responsible for organizational skills, making sure each paper is started on time. They tend to be from educational psychology, social work, special education, and education."

The average number of student clients in the Achieve Program is 135. In addition to their regular tuition and fees, Achieve students pay $3,550 the first year. This includes a $50 application fee, a $500 evaluation fee, and $3,000 for full-time services.

Each year, Achieve Program starts with 50 freshmen. On average, the number who need full-time services decreases by half each year. Of those original freshmen, 83 percent earn their degrees.

"Isn't that fantastic?" she said. "It's not because we're necessarily getting the brightest students, but we may be getting the most motivated or those coming from a home where education was valued. Whatever the reasons, it's a wonderful phenomenon that I have just begun to understand: when the students get into the program, they begin to learn that they can really learn. It's almost as if once they get turned on, you can't turn them off. Out of last year's class, I had 11 go on to graduate school—a very high proportion. It must be magnificent to have that feeling about yourself when you felt so lousy all your life."

Yet some people point out that student would benefit from the kind of help the Achieve Program provides. "That's very true," said Cordoni, "and it has been mentioned to me by innumerable professors. The difference is that my students would never have gotten into the University were it not for this program and the '504 regulations,' provisions of the 1973 Federal Rehabilitation Act that state no individual can be denied employment or entrance into a program or a university on the basis of a handicap.

Achieve students have to complete the same registration requirements as any other student. Yet their results on the timed ACT or SAT tests are generally poor due to a handicap (learning disabilities)."

"We were able to show that these tests were not predictive of college success or failure," said Cordoni. "Every student that Achieve accepts has to go through a two-day battery of tests. When they're finished, I'm going to understand how they learn. For instance, if they have poor writing skills, I'm going to put them into the computer room, where they can learn basic writing skills before entering English composition."

Achieve students get various kinds of help—including help in taking notes—as they continue to learn. By the time they have graduated, they have learned the skills they need to get along in a career or in graduate study. It all comes together at commencement. "Last graduation was wonderful," Cordoni said. "One of my guys graduating in art is now teaching art at Eastern Illinois University. I had five from Human Resources, and four are now in graduate school. The fifth one took a superb job in Chicago."

"Four graduated in business. We were standing outside, and one of them put his arms around his mother and me. 'Here are my two moms,' he said. 'I don't know which one of you had the worse job.' We drank champagne out of paper cups. It was a wonderful evening."
CAN BREAD MOLD TELL TIME?

In December, NASA space shuttle astronauts will conduct an SIUC physiologist’s experiment on biological clocks.

by Kathryn Jaehnig

The sight of mold makes most people scrub out their refrigerators. James S. Ferraro, an SIUC physiologist, has a different solution. He sends his mold into space on a NASA space shuttle.

The five NASA astronauts scheduled for the next Space Shuttle Columbia launch on Dec. 18 were on campus last June to see first-hand his experiments. During their 10-day flight, they will carefully measure the growth of a strain of bread mold genetically altered to show more clearly its internal biological clock— the regul-
lar, recurring patterns of behavior and physical functions called "circadian rhythms."

Every living thing—from amoebas to astronauts—has regular rhythms for sleeping and waking. Each rhythm is timed to its owner's individual clock, the hands of which move at different paces. Our human clock, for instance, says a day really equals 25 hours. We manage to reset our clocks to fit with solar time.

Researchers disagree about how circadian rhythms are set in motion and altered. Some believe biological clocks are set internally. Others believe that light or more subtle elements in the environment may trigger the cues to change the rhythms. Because many possible triggers are earthbound, organisms that can tell time in space point strongly to the internal clock theory.

On earth, bread mold spores grow in 24-hour cycles. If they keep their own internal time, they should be able to stick to those cycles even when rocketing through space. But if that 24-hour cycle is set by earthly cues, a trip to the stars should disrupt their biological clocks.

Knowledge about circadian rhythms is becoming especially important in today's global economy, where more and more people (including international flight crews and international traders) must try to adjust to awkward sleeping-waking cycles.

Ferraro first tested his experiment on a NASA space shuttle in 1983. With a colleague, Ferraro prepared two dozen tubes containing the special bread mold, each tube marked to show the extent of mold growth on earth. Encased in foam packing in space, the tubes rested in the dark of a middeck shuttle locker for seven days. Then an astronaut opened the package, marked on each tube how far the mold had grown, and closed the package up again.

Once the mold was back on earth, Ferraro and other researchers measured the mold a third time. The measurements surprised them. On many tubes they saw no clear pattern between the first and second marks, while growth between the second and third marks showed the rhythm they had expected. After additional experiments using the centrifuge acceleration laboratory at the University of California-Davis, the researchers concluded that the hypergravity of a space launch may confuse the mold and impair or stop its internal clock.

Ferraro plans to test this idea during the December shuttle flight. He has divided 55 tubes of molds into three packages, each containing a strain of the mold used in the 1983 flight and a new strain with a more visible growth pattern.

Thirty-six hours after launch, and again six days later, astronaut Marsha S. Ivins will open two of the three packages. One will be exposed to light as the measurement is taken. The second, encased in a red filter, also will be measured. Because mold doesn't register red light, its only clock-correcting cue will be Ivins' movement as she takes the readings. The third package won't be opened at all.

Ferraro predicts that after exposure to light, molds in the first package will correct their clocks and then grow on schedule, even though they will remain in the dark for the rest of the flight. "If the clock still functions as it's supposed to, it's less likely that some environmental cue tells the mold what time it is," Ferraro said.

Despite the rock poster taped to his door on the third floor of Lindegren Hall, Ferraro's medical laboratory doesn't look much like a spacecraft. But on June 22, with the help of duct tape, Velcro, and some strategically dimmed lights, Ferraro transformed his laboratory into a shuttle middeck to teach the five NASA astronauts how to measure the mold growth. Scheduled for the flight are Mission Commander Daniel C. Brandenstein and astronauts Bonnie J. Dunbar, Ivins, G. David Low, and James D. Wetherbee. Shuttle crews try to visit every scientist whose research they will assist.

Ferraro began his presentation by talking in general about circadian rhythms, his previous work, the results he expected from the upcoming experiment, and the importance of biological clocks in helping people deal with everything from insomnia to jet lag.

Then the crew moved to the laboratory-turned-shuttle. Black plastic on the windows obscured earth's midsummer sun, and only a few of the fluorescent lights burned overhead. A ventilation hood, covered in foil and marked off with duct tape into drawer-like rectangles, masqueraded as the compartment that would hold the mold. Thin strips of Velcro were on everything connected to the experiment—from the pens used to mark mold growth to the sheaths for the needles used in taking gas samples from the molds' test tube homes. The Velcro helps keep such objects in place in the weightlessness of space.

As they peered through glass tubes and looked for hairy, thin strands of bread mold, the crew members frequently made small jokes, part of the camaraderie that may have led Dunbar, veteran of a previous mission, to say that a voyage through space resembles a camping trip with close friends.

In reading Ferraro's procedure instructions, Ivins came across an unfamiliar term. "It says, 'Don't jitter,'" she commented. "'What's a 'jitter'?'"

Ferraro smoothly lifted the tube to eye level. "This is 'movement,'" he said. "Anything else is a jitter."

After 11 years and two rejections, Ivins is finally getting her chance to prove she has the "right stuff." The 38-year-old aerospace engineer, a NASA astronaut since 1985, describes herself as a "generic, you-tell-me-what-to-do-and-I'll-do-it astronaut." She applied to NASA in 1978 and was rejected. "In 1980, I was interviewed and rejected. But in 1984, I was selected, and in 1985 I became an astronaut."

Though earthbound for four years, she has had a range of NASA assignments. She's tested orbiters, checked out computer software in the Shuttle Avionics Integration Laboratory, reviewed orbiter safety procedures, and assisted at other launches and landings.

For Ivins and her fellow crew members, Mission STS-32 (as the upcoming flight is officially called) began last November when NASA assigned them to the flight. In the months since, the pace accelerated into what Ivins called "big-time, heavy-duty training. For the past month," she said last June, "it's been at least 10 hours a day, five days a week. I come in at 6:30 in the morning and leave at 9 at night. People ask, 'Are you excited?' I tell them, 'It takes too much time and energy to be scared or excited.'"

Ivins said she was interested in what research into biological clocks might do for people with sleep disorders, graveyard shifts, or other unusual waking times. In space, most of what the astronauts do is related to how things work, she said. "This helps us do things better on earth."

For Ferraro, the results of the experiment should narrow the next fields of inquiry on circadian rhythms. "The process of making alternative possibilities less and less likely," he said, "is what science is all about."
ALTHOUGH most of us don’t head straight to the business section of our morning newspapers, nothing else has as profound an effect on our lives as what’s going on in the business world.

The balance of trade affects the worth of the dollar on the world market. The federal budget deficit has effectively put new legislation on hold. Unethical business transactions are souring the public and might bring about new regulations and constraints.

Last May we asked several faculty members in the College of Business and Administration (COBA) to discuss in lay terms the big issues in business today and to project what will occur in business in the 1990s.

Joining Thomas G. Gutteridge, dean of COBA, for the roundtable discussion were: Carol H. Anderson, associate professor of marketing; Allan L. Karnes, assistant professor of accounting; Iqbal (Ike) Mathur, professor and chair of finance; Lars L. Larson, associate professor of management; and John H. Summey, associate professor of marketing.

ALUMNUS: How can we make any sense out of the government budget deficit?

LARS LARSON: The conventional wisdom on the debt used to be simply that we owe the money to ourselves. The problem with our national debt today is twofold: it’s so huge that it’s totally out of hand, and it’s falling into foreign hands.

ALLAN KARNES: So we don’t owe the money to ourselves anymore. People now perceive that the debt is bad and that politicians need to address it.

Right now the debt has our Congress and our president and the administration almost paralyzed. They can’t spend money. They can’t introduce new programs. On the other side of the coin, they can’t resort to increasing taxes to reduce the debt, either, because of the commitment that Bush made during the campaign.

There are two ways to raise taxes: you can raise the rates or you can broaden the tax base. I don’t think they can raise the rates this year, so they are simply going to have to broaden the tax base. That’s a good solution, except they broadened it so much in the last couple of years, there’s not much left to broaden.

ALUMNUS: What do you mean by “broadening the tax base”?

KARNES: Take away deductions. The only major deductions left are state and local taxes and home mortgage interest. It’s nearly sacrilegious to deny home mortgage interest as a deduction. But I think the politicians are going to face those kinds of decisions.

CAROL ANDERSON: Don’t you think there is more expectation that business ought to pick up some of the slack?

KARNES: Business is picking up more slack than people think. Before 1986, individuals had the higher rates, but corporations have the higher tax rates now. The problem there is that corporations don’t generate the amount of income that individuals do. You can’t move the tax burden to business because that base is only so big.

I think we are going to end up in a situation like Gorbachev faces. He needs to put money in the domestic side, so he is forced to do something about the military side of the budget. There’s a very good argument, though, that you can’t balance the budget by cutting military spending. You’re going to cut total income if you do that.

ALUMNUS: The United States now has a trade deficit running about $8 billion per month. Should people worry about this, or is it a necessary part of our transition to a global economy?

IKE MATHUR: Trade policies and deficits are difficult for the average person to grasp. First of all, the decline of the dollar makes it cheaper to buy dollars with foreign currencies these days. That makes it very palatable for German and Japanese firms to come in and buy American corporations relatively cheaply.

Those foreign firms have gone very systematically to certain industries. Now, for example, you’re seeing our publishing industry being bought by foreign companies. We see the same thing happening with the media, especially newspapers.

Starting in 1992 we will see a strong movement toward a unified European economic common market. The best place for these foreign countries to gain experience is right here in the United States. I’ve recently finished a study that deals with the mergers by British and other foreign firms in the United States. Approx-
imately half of those mergers are in the service industries. Many of those industries have been deregulated, and the foreign firms are very attracted to them.

JOHN SUMMEY: In the marketing area, foreign firms are particularly buying up large U.S. advertising agencies. On the other hand, American health care industries are moving toward mergers with European countries. Sometimes those American companies will initiate it and sometimes the European countries will. It's part of this global settling out we're going through.

KARNES: Do you think that our businesses are getting left behind in planning to deal with the unified Western Europe? Everything that I read out of Europe is the business community there is planning for this 1992 event to happen. And I don't see much planning on this side of the big pond.

MATHUR: Well, some of the U.S. companies—the IBMs, the Fords, the General Motors—are very well situated. They're really looking forward to this unified common market. They don't have to adjust their products to the requirements in different countries.

Problems are going to arise for American companies that do not view international trade as foreign policy. Those companies are really going to suffer.

LARSON: There's a fair amount of evidence that American businesses don't do a very good job understanding people in other cultures. In fact, some of the studies indicate that our expatriate managers—managers we send abroad—have a failure rate of over 20 percent in Europe. Japanese managers who are sent out of their culture are down around 6 percent failure rate. The major cause given for the difference is lack of training and preparation. We don't feel we have to train people to understand people in other cultures. We aren't necessarily talking about language training. We're talking about understanding other people's needs, how they do business, and what their society is like.

I hear again and again from internationally successful U.S. managers about the tendency of American managers to quit at the first barrier they run into. The successful ones say it takes time and patience and two or three years to work things out.

ALUMNUS: Much evidence suggests that the roots of the trade deficit come from our failure to invest in plant modernization and research and development in the 1960s and '70s. The steel and auto industries are the two large examples. How do you view American competitiveness?

KARNES: Our investors are too impatient. They want to see short-term success. They want to see that dividend go up. Somehow we need to subsidize U.S. retooling efforts in industries like steel. Right at the time when we really needed to subsidize retooling, they took away the major form of subsidization, the investment tax credit.

There have been five bills introduced into Congress this session to reinstitute the investment tax credit in some form or another, but their chances of making it through are virtually nil.

I would also like to see a fast write-off method for retooling efforts in some manner. The government, though, because of our revenue needs is just not in the position to give that subsidization.

LARSON: Part of that also goes back to management attitudes. You travel in countries where they drive on the opposite side of the road than we drive on. You see Volvos and Hondas and Toyotas with the right-side drive. American automakers don't even make the effort to move the steering wheel to the other side of the car.

TOM GUTTERIDGE: I think U.S. companies of the late 1980s are simply more competitive than they were in the early 1980s. But in some sense this has come at a real cost of downsizing and delaying in the corporate world. This has been hard on the morale of some of the people who are left. I question where they are now competitively. How do they go from here to where they need to be?

MATHUR: The United States has one of the lowest capital formation rates of any country in the world. This means that you have less money available for plant expansion and equipment.
don't care if it is the highest quality of something built and designed in America. They are looking at it overall in terms of whether the quality is high.

I lived in Finland, and U.S. products there have a reputation of being just slightly better than the Russian products.

GUTTERIDGE: The distinction between U.S. companies and Japanese companies is going to dissipate when the same automobile can be produced here and have an American body, a Japanese engine, a German drive train, and so forth.

Also envision a business future in which you can have a German company with Japanese executives located in the United States. I know that there are a lot of German companies and French companies here in the United States, and U.S. companies that are over there. Many nationalistic differences may well disappear in the next 10 to 15 years.

SUMMEY: To what extent will it create a problem for U.S. industry when — as the foreign companies buy more and more U.S. industry — the U.S. senior executive staff becomes the international staff and the access to career advancement is stopped?

GUTTERIDGE: You're going to see increasingly what I would call a global executive staff. Along the way these individuals are going to have to pick up global experience. The company is going to be headquartered wherever the staff is.

SUMMEY: In the cross-cultural training literature there is a discussion now about what might be called the multi-cultural person — some kind of superhuman being who can move from culture to culture to culture and still be at home.

GUTTERIDGE: The core-professionals, by and large, are going to be the ethnic people from that particular area. If you are in Singapore, you will have a fairly large cadre of professional managerial and technical people who are from Singapore or other countries in that area.

A small, select group of those individuals will become the true top executives, the same way they are in the United States. Probably for the most part, professional, managerial, and technical staff will be U.S. citizens. But I don't think it's going to be at all unheard of to find Germans and Singaporean and Japanese who will be in the United States at senior manager levels.

ALUMNUS: How would you characterize U.S. management-labor relations now and extending into the future?

GUTTERIDGE: The relationship between union and management is inherently adversarial. But, having said that, I think that both sides are learning they have to move from their purely conflict-oriented power relationship to one where they are able to understand and work toward mutual gains.

What you're finding in auto and steel is that union and management are probably working together better than they ever have in their entire history. Yet unions continue to slip each year. Unions are weak in some growing areas, such as the service industries. Also, nonunionized companies are becoming smarter about how to remain nonunionized. You have very strong employee relations programs in companies like Eastman Kodak and Xerox.

My prediction is that while unions aren't going to become extinct like the dinosaurs, they're not going to go above 20 percent union membership. I think now it is down to 17 percent, and it will probably level off somewhere around 15 percent. However, unions will continue to be a very strong political force and a very strong force in those industries where they are present now.

ALUMNUS: Are Three Mile Island, Times Beach, and the Exxon spill creating a public consensus that we have to do better with the environment? If so, how does this change the way business is going to be done in the future?

LARSON: I look at it in part as the values of the particular company. I think of how Johnson and Johnson behaved with the Tylenol crisis. The company was basically upfront about it and did the right thing. Exxon put out a big publicity campaign but hadn't really done half the things they said. To me it comes down to the values of the managers who head up those companies. Some do the right thing. Others don't.

ANDERSON: Johnson and Johnson had a crisis program set up so that if some unexpected event occurred a team went in immediately to take care of it. I don't think Exxon had such a team.

GUTTERIDGE: Historically we have taken the environment for granted: it's always going to be there. Clearly, the more enlightened companies recognize that simply is not the case.

The earth isn't going to survive another 75 or 100 years unless we change the way we do things. I think the public is slowly becoming enlightened. Executive leadership is recognizing that if we don't do something about consumable resources, they aren't going to be there to use.

ANDERSON: Maybe our responsibility as business educators is to give our students a mindset to educate their customers. Consumers keep demanding the pollutants and the aerosols. As long as consumers want these products and buy them, the answer can't lie just with business. It also has to rest on the consumer public.

GUTTERIDGE: Look at cigarettes, though. If you would have told me five years ago that people would fly in an airplane and willingly accept not smoking a cigarette for a period of three or four hours, I would have said you are absolutely out of your mind. If you told me that a university the size of this one could move toward a totally smoke-free environment, I wouldn't have believed you. We're talking about major consciousness changes here.

ALUMNUS: Let's move on to the question of ethics. Do we really have a business ethics crisis? If so, how has COBA responded to it?

ANDERSON: Yes, I think there is an ethics crisis. When I first got here, I taught the Consumer Behavior course. I spent about 40 percent of the class time on ethics and social responsibility issues. Students would come up to me afterward and say, "Why are you even talking to us about this, anyway? This is business class." I tried to explain that these things are not mutually exclusive. We can have ethics and social responsibility in business.

In the business environment, the tone is set at the top. If managers are honest and ethical,
**Carol Anderson:**

"If managers are honest and ethical, treat people fairly, and are aboveboard in what they do, then by and large the people in the company will follow suit."

**Ike Mathur:**

"Problems are going to arise for American companies that do not view international trade as foreign policy. Those companies are really going to suffer."

When our COBA advisory board was talking recently about the ethics issue—and these people are in fairly high up places in business. They were saying at every opportunity that they could that people of integrity are the people who they want working for them. If you establish a reputation for not having integrity or not having ethical values, you're not going to advance in good companies. Short-term, nonethical behavior may pay you some benefits, but we need to treat people fairly, and are aboveboard in what they do, then by and large the people in the company will follow suit. If managers are not honest and ethical, there isn't as much reason for the employees to be.

**Gutteridge:** I think we are doing a modestly good job of dealing with the black and white issues. The gray issues are more difficult.

One of our outside speakers posed 20 or so ethical situations to our students. Here's an example: You become aware of a company about to go in a major stock issue. Your parents would be able to take advantage of it because they are about to invest some money in a company. Do you encourage them to invest in this firm?

The reverse situation is even worse. You know a company is about ready to go bankrupt, and your parents' total life savings are invested in that particular company. If you don't tell them, they're going to be wiped out. What do you do?

I think you really need to understand what the ethical dilemmas are and then talk them through. Let's assume you don't know yourself what is right or wrong. Well, where can you go in the company to get the appropriate answer? Even the speaker admitted he had to seek the counsel of other individuals in these situations.

**SummeY:** I was fascinated and pleased teach people to take a long-term perspective.

**LARSON:** Yet look at what happens to the whistle blowers, the people who stand up and say something is wrong or we are cheating here or there. The record about what happens to them isn't good.

**KARNES:** I do think we seem to be in an ethical crisis, but I don't think it's a situation we haven't been through before. It seems to be a cyclic thing. We tend to go through periods of ethical crises, and then we have regulation. Then people figure out the ways around regulation, and we go through another series of crises. So, I think we are at the top end of the circle right now, and we are starting to come back down. Then in 10 or 20 years we will have another one.

**LARSON:** Where are the basic values established? Can a business school do it all, or even do much about it other than making people very conscious of and sensitive to what the issues are?

**ANDERSON:** I don't think we can change students' values. All we can do is open their eyes a little bit. Their values are already set when they get here. I do think, like Pollyanna, that people are basically honest and good. I know our students well enough, and most of them are really good people. They care about what happens to the world and others. But there are a few bad apples that spoil it.

**KARNES:** I was listening to a tape of Zig Zigler talking salesmanship. He tells a story of selling cars, and how he got customers to compromise on their set price. His comment on the tape was that if you could get them to compromise one time, you can get them to compromise again.

Once people compromise their values the first time, they can begin to rationalize. There's one more compromise and one more until they are finally over the edge. They get caught and their careers are ruined.

**Alumnus:** What are employers telling you that they want today?

**ANDERSON:** Employers want work experience and leadership experience.

**LARSON:** It's the short-run attitude again. Employers want people who can be productive the day they walk in the door and for tomorrow and next week. There's less concern about employees' total growth and development. Some quarters are saying that part of our responsibility in business schools today is to create in people the concept of life-long learning and development.

**Gutteridge:** Our ability to train executives now for the future is very limited. Who knows what scales will weigh executives in the year 2010?

We are much better off trying to give people a broad background, an understanding of the executive world, and some skills so they can hit the ground running. And then understand that the half-life of this education is probably going to be around four or five years.

Students we are educating now are going to have to continually go for management development and executive development. We are not Harvard or Stanford, so our MBA is not going to start out as a vice president and become a president tomorrow.

**Karnes:** As one advances up the corporate ladder, conceptual skills become more important. I think they are important all the way along. Yet we can't teach conceptual skills from
scratch in college. People need to be more concerned about primary and secondary education and seeing that children develop their conceptual skills there.

ANDERSON: One of our approaches to lifelong conceptual development is having our students see a project through from beginning to end. It doesn't matter whether the project is for undergraduates or graduates. You have to integrate accounting, management training program for IBM. There's a long conceptual development is having our students see a project through from beginning to end. It doesn't matter whether the project is for undergraduates or graduates. You have to integrate accounting, management, finance, and marketing.

SUMMEY: We get some students who say, “Well, tell me what I should do, what step should I take next?” We tell them that part of the assignment is for them to discover that for themselves.

LARSON: Some students will get very upset with you. All the way through life people have told them how to do everything, and you are the first person who hasn't. Later some of them come back to campus and tell you their coursework turned out to be really helpful. But some of them never forgive you.

GUTTERIDGE: Accounting and finance and economics are important, but we are trying to complement them with interpersonal skills. You can have a person with the best technical accounting skills in the world, but if that person cannot interact with management, he or she is going to be useless.

Second, there are some real efforts being made to look behind the whole issue of leadership and see what it means. Can you teach people to be leaders? I think you can teach some of the concepts of leadership and differences in management and appreciation for the fact that it takes a blend of leadership and management skills.

ALUMNUS: How is COBA dealing with employer demands for strong communication skills among employees?

SUMMEY: We can make them write, but we can't teach them to write. We can point out their deficiencies, but we are not the English Department.

I had one student who was misusing a tense fairly consistently, so I wrote a little note on his paper. On the next paper he was still misusing the tense, so I wrote that the next paper of his that has this tense misused, I won't even grade it, I'll just give it an F. His next paper was correct. My point was that he cannot leave this college and advance at any level of business while using that tense incorrectly. The secretaries aren't going to save you when you screw up.

GUTTERIDGE: Verbal communication skills are just as important. We have a toastmasters' club that gives students practice in organizing and structuring a presentation in a much less threatening environment than they are going to face on the job.

LARSON: Another part of that opportunity outside the classroom is our relatively large international student population. I can think of several situations where a student from Red Oak, Ill., let's say, ends up in a group with a student from Taiwan or Venezuela. That gives our American students a real opportunity to build an understanding of foreign countries.

ALUMNUS: People are talking, largely negatively, about the “mommy track” in business. Would you like to comment on the “mommy track”?

GUTTERIDGE: I have found in a seminar I teach that not everyone is the 70- or 80-hours-a-week person on the fast track to success. Five years ago that wasn't true.

ANDERSON: Some of the new attitude is a product of work-ethic parents who didn't have time for their kids. Those children, now grown, want time for their children.

I think women are a little more realistic today. Most women realize, or will very soon, that they can have it all, but just not all at once. If you think you can, you're going to drive yourself crazy. It is as simple as that. You can be an executive, you can be a mother, you can be what ever, but you have to set priorities.

GUTTERIDGE: I do consulting for firms in the career development area. There's a place for the “mommy track” in some companies and for some mothers. But it shouldn't be a situation in which all women are typecast and stereotyped.

I think individuals increasingly are going to take control of their careers. And those careers are going to need to move at different rates. Companies aren't going to be able to afford to have all those hard-charging corporate tigers who are clawing their way to the top. They need to have a blend of people who are going to stop at different levels.

There's a place for a "mommy track" and, as far as that goes, a "daddy track." Some men will say, “I'm going to be happy with the balance that a 'daddy track' implies. I'm going to be spending a good portion of my time in a given year or years devoted to my family and not to my career.”

SUMMEY: I don't see the “mommy track” as being a whole lot different from the situations now held by people who work from their homes or their villas in the mountains because they can connect technologically to the office. They are highly productive workers when they are at home. So "mommy track" or "daddy track" is just another employment track option that should be made available to those people who want it.

ANDERSON: Wouldn't there be more of a stigma for men who took the "daddy track," though, than for women who took the "mommy track"?

GUTTERIDGE: Right, but increasingly what I find with some of the companies I work with is that they still want women to commit fully to the companies. Women have to be there at 8 a.m. And "child care is your problem."

ANDERSON: I think one small thread that runs through this whole discussion is that anything can be resolved — whether it is international or ethics or the "mommy track" — as long as all the constituents understand each other's needs.

GUTTERIDGE: The other thread I heard as I listened to what we were saying is the need to anticipate and to respond in a flexible manner. You can't be set in concrete about anything.

ANDERSON: That's the key. To be able to anticipate. That's what will bring about change.
THROUGH the cooperation of the SIU Alumni Association, the SIU Foundation, and SIUC's University Print Communications, the fourth annual Honor Roll of Donors has been included in this issue of Alumnus magazine.

The following pages list the names of individuals and corporations that have given unselfishly to the University through the SIU Foundation during the 1989 fund year (July 1, 1988, through June 30, 1989).

The Honor Roll of Donors is our way of honoring these friends and thanking them for their commitment to and support of the University. Because it is not possible for each student who is awarded a scholarship or each faculty member who receives research assistance to thank every one of you personally, the Honor Roll of Donors is our way of publicly expressing our appreciation. Although this "thank you" is not personal, it is deeply felt by the students and faculty at SIUC.

For those of you whose names are not included in this year's list, we would like to see your names in the 1990 Honor Roll of Donors. For everyone whose name does appear, we would like to include your name again next year. The future of Southern Illinois University at Carbondale depends upon you.
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IN THE SAME WAY that SIUC President John Guyon provides leadership for the future of the University, members of the President's Council provide funds for excellence throughout the University.

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MEMORIAL GIFTS

Many times in the past year, friends have expressed their sorrow at the loss of a loved one or remembered a special occasion through gifts to the SIU Foundation.

The following individuals made a memorial contribution during the last fund year (July 1, 1988, through June 30, 1989):

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Mr. Frederick Hyland
Intercollegiate Athletics Department
Jackson County Bar Association
Jackson County Sand & Gravel
Dr. & Mrs. Thomas B. Jefferson
Mr. & Mrs. C. Trevor Jeffries
Mr. & Mrs. J. Dexter Johnson
Mrs. Martha Ward Johnson
Mr. & Mrs. Merle W. Jones
A five percent overhead recovery fee is assessed on contributions to current restricted accounts. These accounts do not include endowment or annuity funds.
HOW YOU CHOOSE to support SIUC is a matter of personal preference. While the most direct method is by sending a check to the SIU Foundation, many giving options are available that can maximize the positive effects of your contributions. Some of the options are described below.

SECURITIES. Gifts of appreciated stock or other appreciated securities are frequently contributed to the SIU Foundation. Such gifts are exempt from capital gains tax, and the full fair market value of the securities may be claimed as a charitable deduction for income tax purposes.

LIFE INSURANCE. A gift of life insurance can magnify your giving power and result in a tax deduction as well.

REAL ESTATE AND PERSONAL PROPERTY. Gifts of real estate and marketable items of personal property having established values provide increasingly popular approaches to major support of the University. The gift of a farm, personal residence, vacation home, commercial property, or undeveloped land can be made during the donor's lifetime or through a bequest.

BEQUEST. Meaningful support may be provided through a bequest or by a codicil to a bequest already in effect. Bequests to the SIU Foundation may be deducted from an estate before determining estate taxes, often leading to important savings.

LIFE INCOME AGREEMENTS. A life income agreement may yield an income to its creator or someone he or she names, with SIUC ultimately receiving the principal. Tax benefits vary according to each individual situation and the nature of the agreement established.

Without cost to you, the SIU Foundation will provide legal and other counsel to assist you, your attorney, and other financial advisors in structuring a gift that will prove mutually beneficial to you and Southern Illinois University at Carbondale.

Rex H. Ball, President
Southern Illinois University Foundation
1205 W. Chautauqua
Carbondale, IL 62901-6805
(618) 529-5900
Big Wheel on Campus

In 1972, Tom Barcus of Hazelcrest, Ill., had a clever idea. If he rode a unicycle to class, he could avoid the flood of cars on campus parking lots. But here's an unforeseen problem: how will he avoid the flood of pedestrians on campus sidewalks?
President Jim Gildersleeve on Alumni “Renaissance”

Jim Gildersleeve ’72, who on July 1 began a one-year term as president of the SIU Alumni Association, discussed his goals and hopes for the Association with Alumnus last May.

Born and raised near Bloomington-Normal, Ill., he describes himself as “an SIU man in ISU country with this other giant down the road.” He now lives in Hudson, Ill., where he operates his own business.

ALUMNUS: Coming from the heart of U of I country, how did you happen to enroll at SIUC?

JIM: It offered a program in small business management that wasn’t available at that time anywhere else within the state. Even though the program was dropped after one year, I liked SIU, so I stayed. I liked the campus, and I liked the school in general. I ended up getting my degree in speech communication (public relations) in 1972.

ALUMNUS: What was special here for you in the late 1960s and early ’70s?

JIM: The University had an appeal that I’m sure, in retrospect, was reflective of the Delyte Morris era. The school was progressive in terms of programs. And it drew a maverick type of student.

This holds true to today. “Maverick” is a word that you’ll see often in describing some of our alumni. It’s not the maverick who doesn’t fit in, but the one who stands out. I’m talking about individuals with free spirits and independence. SIUC seemed to attract many of those individuals. I don’t know if I characterize myself as one, but nonetheless, I like to bump shoulders with those people.

ALUMNUS: How long have you been involved with the SIU Alumni Association?

JIM: I started shortly after graduation. I remember Jay King, the venerable alum (and longtime assistant director of the SIU Alumni Association), was the first person to activate me in the middle ’70s. Jay was such a personable individual that you could hardly refuse the man.

ALUMNUS: Jay did a great deal to build up the Association’s alumni chapters. Do you feel they’re still very important to the Association?

JIM: Absolutely, chapters can provide the essential link between alumni and the Association. This then opens in an orderly fashion an avenue of communication between alumni and the University through the alumni staff. Of course, many alumni live in areas with no chapters, and some chapters are more casually organized than others. But I think that regardless of the level of organization, some planned chapter events are beneficial to alumni.

The Association in the future is committed to servicing as many chapters as possible. We now have a full-time staff person, Roger Neuhaus, to aid chapter development and organization.

ALUMNUS: What would you tell someone who had never been involved in a chapter or as a member? Speaking to the “Great Unjoined,” what’s in it for them?

JIM: Through membership in the Association, the “Great Unjoined” can have a link back to the University. By this I mean through the Association, its chapters, and college alumni societies (chartered by the Association and organized by specific colleges to appeal to alumni career and professional interests), alumni can communicate with SIUC. This feedback reveals the successes and concerns of alumni and is an essential evaluative tool for the University.

Of course, there are services available to individual members. There is group life insurance, a VISA card, occasional trips, opportunity to join the SIU Credit Union, assistance in locating other alumni, and some campus privileges especially handy for those living near Carbondale.

Whether an alum lives close to Carbondale or in Asia, whether a member of a chapter or not, I would encourage membership in the Association. Membership keeps alumni informed through Alumnus, a very contemporary and professional publication.

ALUMNUS: How does the Association fit into the mission of the University at this point? What is its role or, more properly, what are its roles?
JIM: A phrase we say around the Association is "to reveal the excellence of SIU." We are going to hear this expression in terms of our mission, and it is in keeping with the University's mission. The Alumni Association can reveal that excellence by highlighting and publicizing the achievements of the alumni in a fairly aggressive way.

Also, by helping SIUC "reveal its own excellence," the Association can be of great assistance both publicly and privately in the constant search for increased funding for higher education.

ALUMNUS: How does this fit in with the relationship between the Association and the SIU Foundation?

JIM: A constant cooperation is absolutely essential. Both groups need an open exchange of information to operate efficiently. We need each other. Currently, I think our relationship is very good.

We must always keep the other informed to avoid duplication and overkill. Alumni should be gently solicited for both financial and intellectual support, but great care should be taken so that solicitation doesn't become harassment.

ALUMNUS: In your opinion what are the most important challenges the SIU Alumni Association—as a private, not-for-profit organization—faces in the next few years?

JIM: As always, there is never enough money to do all the things you want to do. However, our financial position is strengthening. The University's commitment is strong, and our membership goals are realistic. The development of our data base and the streamlining of our operation were expensive, but the fruits of our labor are beginning to show.

In order for the Association to be of continued effective service, we must increase revenues. Maintaining and increasing memberships, life insurance and VISA card enrollment, and other low-risk sources need to supplement our other income.

We need to look ahead at what services we can provide, both for the alumni as a group and for the University. Placement services, for example—mid-life or even just three years after graduation. We are currently talking with the placement office on campus and beginning to formulate some plans.

At this point placement by networking with other alumni works informally. We are, however, looking at it formally now that we have a good computer data base. We now can locate alumni in key personnel positions and, when permissible, can link alumni seeking career changes with these people. This can be of great benefit to all parties.

ALUMNUS: Aside from service to the University, how are you approaching your presidency in terms of specific goals for the Association in the upcoming year?

JIM: I guess the key word is "implementation" of some of the programs we have designed during our renaissance of the past three years—specifically, chapter development goals to increase our alumni participation in Chicago, St. Louis, and Southern Illinois.

We need to maintain direct contact with members. We hope to conduct telethons in selected areas using current members as volunteers to contact nonmembers. We can provide up-to-date information about the Association and at the same time give people an opportunity to offer suggestions and comments.

We need to continue to develop our college alumni societies. We currently have around 130,000 alumni. The college alumni societies can appeal through their newsletters and events to specific interests of alumni.

Another goal is to increase our student alumni presence both by actively recruiting more members and by expansion of the Extern Program.

Finally, I'd like to see more campus events that involve alumni and students.

ALUMNUS: Explain the fiscal realities of SIUC's being a state school.

JIM: It's a state school, but a state school that needs support. The reputation of this University is key to the alumni and their futures. I think it's important that alumni stay active.

I think we can reveal our own excellence. What was it one of the deans said in a meeting a while back? "There are universities with names but little substance. We are a university without a big name but with substance."

ALUMNUS: How should alumni feel about SIUC?

JIM: Alumni should not be afraid to be proud of this university. I'm proud of this university. I'm proud of the education that I received. I have no reluctance to indicate where I've attended school. Alumni can assist this University by showing that pride. It's a positive, "Yes, we can communicate, we can add numbers, and most of all we can interact in society.”
ASSOCIATION NEWS

Saluki alumni whoop it up at SIU Day in Busch Stadium, St. Louis.

Cards-Cubs Clash as Salukis Romp In Grandstands

On successive June weekends, there were plenty of Salukis at Busch Stadium in St. Louis and Wrigley Field in Chicago. The yearly Cards-Cubs clash began at the Holiday Inn in St. Louis with Bob Hardcastle '63, MSEd'64, as master of ceremonies of the fifth annual event.

Of the 170 alumni who met for the pre-game buffet and banter, Redbird faithful were definitely in the majority. Cardinals made them happy with a 6-5 extra-inning win.

The rivalry resumed the following weekend at the 12th annual Wrigley Field Day, originated and hosted by George Loukas '73, owner of the Cubby Bear Lounge. This year’s event attracted the largest SIUC off-campus crowd in history, with 1400 tickets sold.

Inside the Friendly Confines, the predominant color was maroon, as Paul Conti '72, MBA'74, past president of the SIU Alumni Association, threw out the first pitch. Then Ed Hill '87—fresh from three dates at New York’s Apollo Theater—performed "The Star-Spangled Banner" on solo saxophone.

The post-anthem cheering was about the last that Cubbie partisans had a chance to do as the Cards’ Joe Magrane shut the Northsiders not only down but also out. The score was 6-0.

As usual, there was plenty of jawing among the Cubs and Cards faithful at these Alumni Association-sponsored events. The Association plans to change the St. Louis event next year into a less expensive pre-game tailgate or a snack-and-drink reception. The Wrigley Field venue will remain the same (pre- and post- at the Cubby Bear Lounge) until sometime late in the next millennium.

If you received a flyer this year for the games, you'll automatically get one next year. If you want to be on the list, write or call the SIU Alumni Association, Student Center, Southern Illinois University at Carbondale, Carbondale, IL 62901, (618) 453-2408.

Alumni, Anniversary Come Together at Arena in December

Celebrating the 25th anniversary of the opening of the SIU Arena, all alumni will be admitted to the Saluki-Northern Illinois basketball game at 7:35 p.m., Saturday, Dec. 2, for the special admission price of $1.

Former players from teams of the last 25 years will be back to observe the occasion.

Tickets are available from the Alumni Association or the Arena ticket office.

Jackson County Chapter Awards Scholarships

Two Carbondale Community High School seniors—Susan Shepherd and Mai Loi—received scholarship awards of $1000 each from the Jackson (Ill.) County Alumni Chapter and the SIU Alumni Association. The two winners began their studies at SIUC this fall.

Linda Benz '79, MSEd'84, represented Jackson County alums at the awards ceremonies in May. Other students winning scholarships were Eric Johnson and Lena Kay Etherton of Elkinville and Sandra Ellen Young of Trico.

CTC Alumni Swing into Action for Scholarships

The College of Technical Careers held its third annual Delanye W. Morris Memorial Golf Tournament at the Jackson County Country Club on May 19. Weather conditions were less than ideal, but the intrepid linksters toughed it out and raised more than $10,000 for scholarships.

Craig Kennedy, John Ryan, and Dan Parmley, all of Murphyboro, and Mark Imhoff of Carbondale teamed to win the event.

CTC Alumni scholarships are awarded annually to students of the college. Preference is given to relatives of CTC alumni.

Alum Establishes Room and Board Scholarship

Webb Smith JD'84 has completed arrangements to offer a complete double-occupancy room and board scholarship at the Stevenson Arms Dorm (600 W. Mill) to one student each year. The Smith family owns Stevenson Arms.

"My father, two brothers, and I are all SIUC alums," said Smith. "We wanted to give something for future alumni of the University. This is our one small way of saying 'thanks' to the University and the Alumni Association. Stevenson Arms, like many other businesses in the area, is dependent upon SIUC for its success.
We are challenging all Carbondale business owners to provide scholarships to SIUC students administered through the SIU Alumni Association.

The scholarship will be offered for the first time in the fall 1990 semester. To be eligible to be considered, a student must be related to an SIUC graduate, be admitted or enrolled at the University, and carry at least 12 credit hours per semester. There are also academic and financial requirements.

A request for an application should be directed to the SIU Alumni Association, Student Center, Southern Illinois University at Carbondale, Carbondale, IL 62901, (618) 453-2408. The deadline for application is March 30, 1990.

Questions about accommodations should go to Stevenson Arms, (618) 549-1332.

Chicago Basketball Reception Planned in November

Details are still being worked out, but there are plans in the making for a reception for SIUC alumni and friends before the Saluki-Chicago State basketball game on Sunday, Nov. 26, in Chicago.

For information, contact Roger Neuhaus at the SIU Alumni Association, (618) 453-2408.

Extern '89 Makes for Another Working Spring Break

Executive Director Ed Buerger '70 doesn’t equivocate when he talks about the SIU Alumni Association’s Extern Program. “I want the Extern Program to be so outstanding that it would be a reason for a prospective student to attend the University,” he said.

“Extern is an important way for the Alumni Association to become visible on this campus,” he continued. “Students need to know where we are and what we are about while they are still on campus.”

Extern ‘89 placed 78 students in the offices of alums and friends during spring break week. These students eschewed the Daytona Beach sun, beer, and volleyball scene and instead fanned out to Chicago, St. Louis, Dallas, Nashville, and even Washington, D.C., to work in banks, utility companies, investment houses, TV stations, and government agencies. It was a chance for the students to get an insider’s look at what’s waiting for them after graduation.

Co-chairs of the program this year were David Fletcher II, a junior from Salem, Ill., majoring in aviation flight/management, and Ronna Gibson, a junior from Joliet, Ill., majoring in psychology. Elected by the Student Alumni Council, they coordinated Extern ‘89 from start to finish, first meeting with the deans and representatives of the four participating SIUC colleges—Business and Administration, Communications and Fine Arts, Engineering and Technology, and Science.

Then Fletcher and Gibson placed advertisements for interested students in The Daily Egyptian, corresponded with sponsors, organized a reception to kick off the week, and finally evaluated the program and made suggestions for improvements for Extern ‘90 next spring.

Fletcher said the evaluations showed “an overwhelmingly positive response from both sponsors and students.” From the sponsoring employers’ point of view, reviews were equally favorable. Paul L. Conti ’72, MBA ’74, and his firm, Ernst and Young, of Chicago participated in Extern ‘89 for the first time this year.

“Primarily, I believe that when I walked out the door as an alumnus of SIUC, I lacked understanding of the business world,” he said. “I wanted to give an Extern student a chance to see what goes on in the business world, so when he or she walks out the door it won’t be such a shock. My goals with the extern were to get him really involved in the problems you have to solve in business and to show there’s more involved than getting a degree. It’s not all peaches and roses after graduation.”

Conti stressed that all the benefits of Extern ‘89 did not just flow to the student. “It was a great experience for me, too,” he explained. “It helps me keep up with what’s going on at the University with the students.” His company benefitted by getting a better idea on the perspectives of young people coming out of college, what they know and don’t know and what they expect.

“Other alums may not realize how easy it is to participate in the Extern Program,” Conti concluded. “I’d recommend it as worthwhile to both alums and their firms.”
Hart Stands Tall in Second Year at the Helm of Saluki Athletics

Jim Hart '67 couldn't have taken more hard knocks on the gridiron as a rookie for the St. Louis Football Cardinals than he did in his first year quarter­backing Saluki athletics, beginning in July 1988.

Following the recommendation of the Intercollegiate Athletic Advisory Committee, Hart dropped women's field hockey and men's gymnastics to help balance the budget, and athletics protested.

Football coach Rich Rhoades resigned after less than one year on the job and at the height of the recruiting season to return to Alabama. Saluki fans went into shock.

Anthropology professor Jerome S. Handler caused an uproar by proposing that football be dropped, and alumni flooded newspapers with letters.

Yet when Hart sat down to talk about year number one in career number two, he was cheerful and hopeful and had settled in for the long haul.

His successes here are many. He personally raised more than $50,000 in his first 50 days on the job, then hired Wayne R. Williams '56, MSE'd '60, as a full­time fund raiser. Williams oversaw a pot that grew to $354,384 for the fiscal year ending June 30, 1989, an SIUC record for contributions to athletics.

Those contributions—and the dropping of the two sports programs—enabled Hart to increase the operating budgets of the 18 remaining programs for the current fiscal year. Fourteen received increases of 18 percent each. Receiving 20 percent increases each were football, men's and women's basketball, and volleyball.

Last spring and summer, Hart directed much attention to the football program. He hired a new coach, Bob Smith, only eight days after Rhoades' resignation. Then Hart forcefully answered the critics of the program by emphasizing the positives that football can bring to the University, the community, and students.

He also picked Sept. 9 as "Stadium Sellout Day" and began mobilizing ticket sales throughout Southern Illinois. He aimed toward capacity seating of 17,324 in McAndrew Stadium, and if his results were successful (unknown at press time), it would have been another first for the University.

In an interview with Alumnus, Hart commented on a number of issues:

On the job of athletics director. "A lot of people have a misconception about this job. You think, 'That would be a fun job. You get to work with young people.' You don't realize that your time spent with them is so limited."

"That is one of the frustrating things about the job. You have one meeting after another. I am finding, though, that the longer I'm at the job, the better I am at working out my schedule and organizing myself. I do go to all the women's volleyball games. I wish I had more time to watch practices."

On regional involvement. "I can't think of a town in Southern Illinois that I haven't been to. In any job, the first thing you have to do is sell yourself; impress people in the region that you are genuine in your feelings about being happy to be back."

"A lot of times when you first come back to an area like this, especially from the so­called 'big city,' people say, 'He's not going to like it. He's just telling us that he will.' But it's just like I thought it would be. It's fun." On finances and college athletics. "I read in the Chicago Tribune last spring that the University of Illinois athletics department was almost $25 million in debt. I looked at that and said, 'We've got it made.' I mean, we're not in the red. So just when you think that the whole world is crumbling, you look around and one of the 'powers' is struggling financially. I just wish some of the print media would take a look at our situation and say, 'By golly, you guys aren't in such bad shape at all.'"

On what he's looking forward to this academic year: "To having a football coach who is with us for more than 10 months. With Rhoades, you wouldn't have felt so bad if he had gone down to Alabama to be the head line coach with the opportunity to move up. But he went down there for a guy who is pretty much his own age."

"I played with Bill Curry, and I know the situation. They'd better beat Auburn this year. And they'd better win seven or eight games, or they will be in deep trouble. Curry will be gone and the whole staff with him. As offensive end and tight end coach, Rhoades is two steps down. I don't care if it is the University of Alabama. His taking the job didn't make sense, and I don't know how he could ever justify it."

On new head football coach Bob Smith. "He's put together a staff that I think is outstanding. He has tremendous loyalty behind him. I really look forward with greater anticipation to this football season than last."

On the future of SIUC athletics. "The right emphasis has to be in the basketball arena, not to the neglect of the other sports, but in realizing that our greatest potential for income is in basketball. And I realize that this is talking out of both sides of my mouth when I say that intercollegiate sports is not strictly a money situation, but it sure does help. We don't ever want to get to the point where money is ruling our sports activity, but we have got to continually think about ways to earn money. Fund raising is a major part of this job. We were just, what, two points away from making the NCAA tournament this year. What a financial boost that would have been for us—$67,000, I think."

"Realize, just taking the men, for instance, that you can put 14 season games plus two exhibitions in the Arena with the potential for 10,000 people each night. It doesn't take a math wizard to figure out that we could generate some good income. And the women have been very competitive in making it into the NCAA tournament in the past. Those two programs with the national recognition can help recruiting in the other sports as well."

"We've raised more money this year than ever before. Wayne Williams from Du Quoin is now on board as a fund raiser. He left a perfectly good job at the U. of I. to come back here. He thought enough of our program to want to be in on the ground floor. Wayne has some lofty goals for next year. He's a colorful character whom people will enjoy meeting."

On broadcasting Chicago Bears games on WGN Radio. "I'll continue to do that. One of the things that I thought I could bring to this job was some national attention for SIUC."

"I get a plug in every week. We try all kinds of ploys. They say in radio and television to stay away from plugs, but I did it a few times when I first started out, even before I came to work at SIUC. I kept looking over my shoulder and waiting for producers to say, 'Stop that.' But they didn't, and I tried to infuse just a little more each time."

"When I go into cities on the road with the Bears, I meet with alumni groups. I think that's been very fruitful. I don't..."
have any statistics to prove our meetings with these folks are directly financially rewarding. But who knows what kind of long-term goodwill we're creating? And it doesn't cost anything."

On moving women's athletics from Davies to Lingle Hall adjacent to the SIU Arena: "That's going to happen this year. The thing is that we will be a much better program if we all get together under one roof. I spent most of this morning with Associate Director Charlotte West, and we talked about a couple of weeks' worth of things. And we still don't get to talk about half of what we want to talk about. "Once everyone is over at Lingle, rumors won't be allowed to fester. It's just unhealthy to be in two locations."

Sport Shorts:
Names in Athletics News

Head Basketball Coach Rich Herrin made an unusual, long-distance recruiting move last spring when he signed, sight unseen, a basketball player from Nigeria, Emeka Okenwa. It was a calculated risk based on numerology: 6'8", 230 pounds, .701 shooting percentage, .843 free throw percentage, 16.3 rebounds, and 5.9 blocked shots per game. "I'll be the first to admit that we're gambling a little in the situation," commented Herrin.

Steve Finley '87 started the season in the Baltimore Orioles outfield. He was part of a youth movement on the O's part, trying to rebuild after their disastrous 1988 season.

Don DeNoon, women's track coach, saw Traci Davis set meet records in the 100 and 200-meter dashes, en route to his fourth conference championship, at the Gateway Conference Track and Field Championships at Western Illinois University in Macomb in May. The Saluki women also broke several Hanson Field records.

Bill Cornell '65, MS'67, and his male tracksters, not to be outdone, took the Missouri Valley Conference (MVC) Championship in Normal, Ill., also in May. The Salukis blew away defending champ, Indiana State, by 40 points. It was the team's second championship in three years. Cornell also was named MVC Coach of the Year.

Gary Carney, Gerry Emig, and Bruce McCutcheon, all assistant athletics directors, resigned this summer to accept similar positions at other universities. Carney has gone to Central Connecticut State in New Britain, Conn., and Emig and McCutcheon have joined Temple University in Philadelphia.

Sam Weaver, assistant men's basketball coach at Missouri Southern, joined SIUC on July 1 in a similar position, replacing Bobby McCullum, who is now with Kansas State University.

Jim Hart has brought new excitement to Saluki fans and new stability to the sports program.
1930s

Tressie M. Carter '30 lives in Anna, Ill. She worked for 31 years as a case worker for the Department of Public Aid.

Raymond P. Carson '31, Keshena, Wis., devotes time to genealogy, gardening, the Presbyterian Church, and his family. He spends his winters in California, Texas, Mexico, and the southwestern United States.

Margaret Nicholson Rosenkilde ex'32, Kelseyville, Calif., is a retired teacher.

Robert W. Finley '34, Madison, Wis., is an emeritus professor of geography at the University of Wisconsin.

Elizabeth Buell Johnson ex'39 lives in the Wesley Village Retirement Center in Macomb, Ill., with her husband, Donald. They have been married 41 years and are the parents of five children.

1940s

Rex O. Dillow '42 and his wife, Dorothy, of Columbia, Mo., served as volunteers in Cairo, Egypt, this year for International Executive Service Corps, a Stanford, Conn., not-for-profit organization providing managerial and technical assistance in developing countries. Now retired, he was director of contracting and construction for the University of Missouri in Columbia.

Evelyn Frakes Gustafson '43 and her husband, Eric, have just retired from retail businesses involving ladies' fashions, children's furniture, and a Christian bookstore. They live in Cleburne, Tex.

Thelma Mitchell Hillenbrand ex'43, a former teacher, lives in Tucson, Ariz., with her husband, Gerald Hillenbrand, whom she married in 1983. They spend their summers in Colorado Springs, Colo., and like to see the country in their 30-foot travel trailer.

Robert Walker ex'49, who is known professionally as Bob Walker, has just completed 22 years with ABC News. He is the ABC Radio News anchor for special events, including space flights and summit meetings. A resident of New York City, he enjoys the opera, ballet, and European travel.

1950s

Charles E. Cleland '50, MSEd'51, retired in May 1988 after 25 years on the educational psychology faculty of the University of Texas. He and his wife, Betty Johns Cleland ex'53, live in Austin, Tex.

Dorothy Hillenbrand, whom she married in 1939, lives in Keshena, Wis., and is a retired elementary school principal. From October to April, she travels in the warmer areas of the country in his motor home.

Applegate Brenner '54 is a teacher for Ft. Pierce Central High School, Ft. Pierce, Fla. Her son, Daniel Brenner '77, is currently a student at the SIU School of Law.

William E. Hartwell '56 retired last April from the U.S. Postal Service in St. Louis after working for 30 years for the U.S. government.

John K.D. Berry '58 is an aerospace science instructor. He lives in Tempe, Ariz., with his wife, Myra, but they spend their summers at Lake of the Woods near Marion, Ill., where he likes to fish.

Morris A. Busch '59, a counselor for the Rehabilitation Services Commission in Portsmouth, Ohio.

John F. Hummel '59 is director of national accounts, southern region, for Chicago, Missouri, and Western Railway, Bartlett, Tenn.

Virgil Oliboni '59, MSEd'69, is retired from Cornbland Community High School. He and his wife, Betty, live in Ocala, Fla.

Lou Ann-Buettner Sheridan '59, Westford, Mass., is a mathematics teacher for Pelham High School, Pelham, N.H., and also works for a college prep program at the University of Lowell, Lowell, Mass.

Robert S. Yuill '60 has joined American United Life Insurance Co. as a general agent in Springfield, Ill.

1960s

Donald R. Margenthaler '60 is president of the John Deere Foundation, Deere and Co., Moline, Ill.

Beverly Coleman '61, Silver Spring, Md., is employed by the U.S. Department of Education's Office of Student Financial Assistance. A member of the board of the SIU Alumni Association and the SIU Alumni Association pen and ink renderings of Southern Illinois by James Phillips.


Kenneth Weik MS'62, PhD'67, associate professor of biology at Lake Forest College, Lake Forest, Ill., served as co-director of the Associated Colleges of the Midwest Wilderness Field Station last summer.

Marvin K. Kaiser '63 is chief financial officer for Amex Gold in Golden, Colo. The firm produces and explores for gold in the United States and New Zealand.

Robert H. Reid '63 is an educator at the Jacksonville Developmental Center, Jacksonville, Ill.

Urs Francis Saputo '63 is a flight attendant for American Airlines out of O'Hare Field, Chicago.

Robert A. Spurling '63 is currently serving in Antananarivo, Madagascar, as chief technical adviser for the United Nations Industrial Development Organization.

William E. Lannon '64 is president of State Bank of Saunemin, Saunemin, Ill.

Raymond E. Peterson '64 is sales manager for Federal International Chemical, Elmhurst, Ill.

Martha J. Bradley MSEd'65 is a chaplain for St. John's Hospital, Springfield, Ill. She lives in Rochester, Ill.

Robert A. Bredeweg MA'65, associate scientist in the Analytical Sciences Laboratory of the Michigan Division of Dow Chemical Co., received the 1989 Individual Achievement Award from the Northeast Michigan Section of the Instrument Society of America. The award recognizes his work in promoting the use of in-situ analytical techniques.

Patricia Borgsmiller Elnmore '65, PhD'70, a professor of educational psychology at SIUC, was awarded a grant from the American Association for Counseling and Development.

Donna King Riehm ex'65 is owner and general manager of Marion Toyota, Marion, Ill. Her firm has won Toyota's President's Award two years in a row for excellence in customer service and operating standards.

Ronald P. Schuetz '65 is principal of Northwest School and athletics director for LaSalle School District #122 in LaSalle, Ill.
Charles C. Dobbins '66 of Carrollton, Tex., is an active member of Amnesty International USA, the American Civil Liberties Union, World Vision, and Handgun Control Incorporated. He helped found the Amnesty International group for North Dallas.

Terry D. Mitchell '66, DeKalb, Ill., is agency marketing manager for Aeona Life and Casualty, Downers Grove. Paula Jacobsen Bacon '67 is assistant director of the student service center at Pace University, Pleasantville, N.Y. She is profiled in the 16th edition of expects to earn a master's degree in English Handbell Ringer Choir.

Paula Jacobsen Bacon '67

Nina Reid Collins '67, MS'68, associate professor and chairman of the Department of Home Economics at Bradley University, Peoria, Ill., has received the Annual Faculty Award for Service through Bradley's Center for Research and Service. She works with the American Red Cross, the Harrison Youth Center, the Peoria County Cooperative Extension, the Tri-County Urban League, as well as other organizations.

Nina Reid Collins '67, MS'68

Paul W. Hartman MA'67 was inaugurated last April as the 27th president of Kentucky Wesleyan College in Owensboro, Ky. Previously he was vice chancellor for university relations and development at Texas Christian University.

Paul W. Hartman MA'67

View from the Top

Jerry R. Manion MS'62 of Phoenix became president of the Ramada Hotel Group and executive vice president of Ramada Inc four years ago. But this Mount Vernon, Ill., native has not forgotten his Midwestern roots. In a speech in his hometown last May, he credited the values he learned growing up in Southern Illinois as the basis for much of his success.

"What's the secret of getting to the top? It takes a lot of elbow grease...But perhaps most of all, it takes a strong education...one that never stops, but continues your whole life long. I guess we've always known that in the Midwest: the hard-work ethic, the values taught at home, the emphasis on education, and treating people fairly."

Manion admitted that as a young man he couldn't wait to get to the big city. He worked for Playboy and for Sheraton, learning the hospitality industry the old-fashioned way, from the ground up.

When he was offered the top job at the Ramada Hotel Group, Ramada was a troubled company, in desperate financial straits and with a CEO's office that seemed to have a Velcro nameplate on the door to accommodate the numerous management changes. The instability at the top translated into problems throughout the company, Manion explained.

"Ramada's image was severely damaged, not only with its guests and licensees, but also with stockholders, lenders, and developers. I knew things at Ramada had to change. The red ink had to be stopped quickly. We had to cut our losses...We also needed to develop a five-year strategy that would transform Ramada into the hotel company of the '90s."

That strategy grew into a 15-year plan that stresses international development. Already Ramada has the fastest growing, major international hotel operation in the world with 109 hotels on five continents.

Manion recognized early on that expansion—whether worldwide or down the block—must have its basis in a stable, recognizable, high-quality product. "We didn't go on a segmenting spree, coming up with so many products that the customer doesn't know who stands for what anymore."

Then there was the matter of the shape of the Ramada property. The company has spent $250 million to improve company properties since 1985. But in Manion's view no amount of bricks and mortar can substitute for personal service to the public. Manion and Ramada spent eight months designing a program to improve employee morale and to pass these good feelings along to Ramada's guests.

One year later, the company posted a 500 percent increase in compliments by guests and a 21 percent drop in complaints. "Ramada will always be committed to the continuation and expansion of this program," Manion stated.

Ramada also recruited a development team, doubled the number of sales offices and professionals, and hired popular football announcer and personality John Madden to be the company's spokesman.

The bottom line reflects the success of Manion's efforts in less than five years. Ramada is now the world's third largest hotel company and generates more than $2 billion annually. It owns, manages, franchises, and operates on contract more than 144,000 hotel rooms at 825 locations in 40 countries with the industry's best reservation system. In fact, Manion has created a company with such tremendous value that its sale was expected to occur by September this year. He may remain in Phoenix or transfer to the New York metropolitan area.

With his 25 years of business experience, Manion has a lucid philosophy for competing in the world market: "Hard work, home-taught values...continuing education...and our American love of freedom. Another Illinois son, Abraham Lincoln, once said, 'Those who deny freedom to others deserve it not for themselves.'"
Garrett E. Pierce '66, MS '70, has been elected president and chief operating officer of Materials Research Corp., Orangeburg, N.Y., which operates manufacturing facilities in the U.S., France, and Japan. Pierce joined the firm in 1980 as vice president-finance. He lives in New Canaan, Conn., with his wife and two sons.

Christopher E. Patterson MEd '67 of Austin, Tex., has had an interesting life so far, including several years of travel in the U.S. and Canada, owning a home improvement business, operating a natural food store, and being a farmer and a homesteader. Today he lists his occupations as "bingo runner, pest control operator, and substitute teacher."

Patrick W. and Marjorie Biehl Schwartz '67 live in Belleville, Ill. He is a math teacher in Caloldia, Ill. Steve M. Brown MS '68, a professor at Eastern Kentucky University, Richmond, and a consultant in small business and entrepreneurship, writes he is a "Midwest farm boy still interested in whatever is happening at SIU."

Robert Delaney '68 is program manager of the Environmental Management Technical Center operated by the U.S. Fish and Wildlife Service in Onalaska, Wis. He is a 19-year veteran of the service. The Onalaska facility gathers resource data and solves problems for the Upper Mississippi River system.

Fred D. Harms '68 is vice president and a member of the board of directors of Billington, Fox & Ellis Inc., Chicago, consultants in executive recruitment.

David W. Oechme '68, Springfield, Ill., is SIU's audit manager for SIUC's School of Medicine and for SIU-Edwardsville. He is vice president of the Springfield chapter of the Institute of Internal Auditors.

John E. Zmrhal '68 owns and operates The Fish Man, a pet shop in Springfield, Ill. His wife, Connie Zmrhal, is a chemist for the Illinois Department of Agriculture.

William J. Haas '69 is executive vice president for sales for Clarison International/Closet Maid Products. He and his wife, Dianne, live in Ocala, Fla.

Michael L. Richardson '69 is a special agent for the U.S. Secret Service in Tampa, Fla.

Chuck V. Rydlewski '69 is a freelance sports photographer whose work has been published in Inside Sports, Golf Magazine, The Sporting News, and other sports magazines. Supervisor for the Illinois Department of Public Aid, he lives in Western Springs, Ill.

Patrick E. Wadsworth '69, a United Methodist minister, is director of pastoral care and social services at Our Lady of Lourdes Regional Medical Center, Lafayette, la., and director of St. Luke's Center, a facility for homeless persons who have AIDS. "I have always felt that the church belongs on the frontier of human suffering," he said, "...reaching out to others in their time of need."

Leo S. Delhaut '68 has been promoted to starch and specialty controller of A.E. Staley Manufacturing Co., Decatur, Ill. He previously was the manager of cost and financial analysis in the sweetener group. He joined the firm in 1968.

Newton E. Brightwell III, a corporate vice president of Witco and general manager of the Sonneborn division, supervises plants in Louisiana, Pennsylvania, Canada, and the Netherlands. He holds a Ph.D. in organic chemistry and a law degree, and he lives in Tinley Park, Ill.

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Jane Johnson Rodd-Marks '70, MS '76, has joined the staff of the Institute of Logopedics, Wichita, Kans., as coordinator of speech-language and augmentative communication. The institute is recognized nationally for its innovative programming for children and adults who have communication disorders and multiple disabilities.

William J. McGinty is a staff assistant at the Dresden Nuclear Power Station in Morris, Ill.

Crystal J. Wright is manager of personnel services for Lyondell Petrochemical Co., Houston.

Sam F. Mateer '70, president of the Bank of Illinois, Mt. Vernon, Ill., was honored last May by the Jefferson County Chamber of Commerce with its annual Lambert "Jake" Steffens Citizenship Award, recognizing outstanding contributions to community development.

W. Jack Surman Jr. is a partner in the firm of James & Surman, CPA, located in Boca Raton, Fla.
1972

David H. Arns '72 is director of marketing communications for Jewish Hospital, St. Louis. He also is a member of the board of directors of Youth in Need, a non-profit agency that offers crisis intervention services to teenagers.

Leslie Walker Choudhry, Mesa, Ariz., a full-time student at Arizona State University, is pursuing a bachelor's degree in nursing.

Charles T. Lynch PhD is acting general manager of KCSN-FM, Northridge, Calif. He continues as professor of radio, television, and film at California State University, Northridge.

Roxie Pickett is president/owner of Roxie Inc., San Diego, Calif., a full-time student at Arizona and co-author of "Scope and Powers of Elementary Education and Clinical Inservice" and director of "Appeals Handbook at Loyola University.

He recently earned a master's degree in hospital administration from the University of Illinois, Chicago.

1974

Lloyd M. Haims, MS77, is a local government liaison officer in a 20-county region for the Illinois State Office of the Comptroller.

Richard A. Lindemulder is a sales representative in Michigan for Core Steel Co., Chicago.

Jack E. Petersen is manager of operations for the environmental services, municipal engineering, and real estate development divisions of Pavi-Marting & Co., Roselle, Ill.

Robert J. Venhaus has been re-elected to his fourth term as the city clerk of Breese, Ill.

1975

Patrick J. Brown PhD is president of the National Interfraternity Conference, a federation of 59 men's college fraternities. He is employed by Marshall University, Huntington, W.Va., as associate dean for medical student affairs and chairman of the anatomy department.

Wayne Fuhlbrugge is the area forest manager for the Iowa Department of Natural Resources, responsible for the management of the 9,000-acre Shimek State Forest. He is chair of the Geode Specialty Growers Association, a member of the American Chestnut Foundation and the Iowa Nature Conservancy, and a tree farmer. He was named State Employee of the Month for February 1989.

Jane Dudenbostel Gary is a registered nurse at Halifax Medical Center, Daytona Beach, Fla.

Robert A. Kovacs is manager of labor relations for Canteen Co., Chicago. He recently earned a master's degree at Loyola University.

1976

Susan J. Peters PhD is health education coordinator for the Florida Department of Corrections in Tallahassee. She develops inmate health education programs and continuing medical education programs for health care professionals in Florida's 40 state prisons.

Ronald J. Scott PhD, a psychologist in private practice in Bridgeton, Mo., is president of the St. Louis Psychological Association.

1977

David R. Bruhaker PhD is executive vice president of PennAg Industries Association, Ephrata, Pa. He earned an M.S. degree in dynamics of organization from the University of Pennsylvania.

Chris C. DeMaio is director of corporate accounting for Kemper Financial Services, Chicago. He was married on June 18.

Linda Payne Henle, Boca Raton, Fla., was promoted to senior marketing support representative for IBM. She and her husband, Bob, have designed a new home and expect to move into it, in Delray Beach, by the end of this year.

Rae McMurtry is a clinical program director for Malcolm Eaton Enterprises, Freeport, Ill.

Nathaniel Mitchell, MSed ’82, is president of Mitchell Dental Laboratory Inc., Charleston, S.C.

Louis K. Murphrey is head of electrical engineering at the Mare Island Naval Shipyard, Vallejo, Calif.

1978

John P. Bode is senior offset graphic arts photographer for the U.S. Department of Defense in St. Louis.

James E. Henders is an international test equipment engineer for Motorola, Arlington Heights, Ill.

Joseph J. DiVittorio '78 is an assistant personal trust officer and estate administrator of The Mid-City National Bank of Chicago. He holds a law degree from the University of Illinois College of Law.

Danny M. Hale '78 is engineering manager of the Copper Products Division of Parker Hannifin Corp., Greenfield, Tenn. He formerly was a manufacturing engineer for three firms in the metropolitan St. Louis area.
Elizabeth Kelly JD is director of Biddle Library and associate professor of law at the University of Pennsylvania Law School, Philadelphia.

John K. Koerner is a manufacturing engineer manager for Rockwell International, Laurinburg, N.C.

Jamesetta M. "Jamie" Logan is chairperson of the United Negro College Fund's Annual Walkathon fundraiser, to be held on Oct. 14, 1989, in Swope Park, Kansas City, Mo. She is senior network planner with US Spring Communications Co., Overland Park, Kans.

Michael J. Martin is associate director of nurses for the Jackson County Nursing Home, Murphysboro, Ill.

Nancy Verderber is director of independent living specialists for Paraquad Inc., St. Louis.

1979

Dean L. Christianson has been made a partner in the law firm of Evans & Dixon, St. Louis.

David B. Hay is transmission supervisor for U.S. Sprint, Verona, Wis.

John D. Hess is deputy sheriff sergeant for the Kent County Sheriff's Department in Grand Rapids, Mich.

Grace Downey Koehler, a homemaker, is a member of the Elgin, Ill., Choral Union and studies piano and voice in her spare time.

1980

Phillip L. Austiff, MBA'82, is a project leader in the business analysis department of McDonald's Corp., Oakbrook, Ill. His wife, Deborah Arno Austiff '82, is a sales representative for Fison's Pharmaceuticals.

Paris L. Frazier III is an accountant in the Sheriff's Office of Philadelphia.

Charles A. Marx Jr. is a manager of Arthur Andersen & Co., Chicago. He directs cost management training, practice support, marketing, and client activities.

Richard E. Musser is employed by Dunlop Tire Corp., Fresno, Calif., as northwest division manager.

Frank J. Steinmarch, Herrin, Ill., is deputy assessor of Williamson County.

Alice Ward is a Suzuki piano instructor for the SIUC School of Music.

1981

Charles W. Augustine, MA'83, is a representative for the Peace Corps in Boston.

Mark Butler '81 is director of advertising and public relations for Franklin Life Insurance Co., Springfield, Ill. He and his wife, Barbara, live in Rochester, Ill., and are parents of a son.

Robert Carlson is an advertising account executive for Copley Los Angeles Newspapers, Torrance, Calif.

Obi N.I. Ebbe PhD is an associate professor of criminal justice at State University of New York College at Brockport. He is a recognized expert in the field of criminology and international criminal justice.

Ronald W. Matz earned an M.A. degree in marriage and family counseling from Northeast Louisiana University, Monroe, last spring.

1982

Sheila Strain Ashby received the third place award at the Fourth Annual Marguerite Tiefenthal School Social Work Intern Symposium held last April for her paper "Childhood Autism: The School Social Worker's Role." She is a graduate student in SIUC's School of Social Work.

Jackie McGing Filippone is project coordinator for Healin Research, Homewood, Ill.

Kenneth J. Garry PhD has been named station manager of WUIS-TV (Channel 16), operated by SIUC's Broadcasting Service in Olney, Ill.

Keith Harlan is a resident physician in anesthesiology at Michael Reese Hospital, Chicago.

Shayne C. Hollandsworth is director of Ocean Occasions, a program providing year-round entertainment at the oceanfront for the city of Virginia Beach, Va.

Robert Laney has been a consultant/trainer for Television New Zealand in Lower Hutt, Wellington, since March 1987. "This is an amazing country," he says, "one the size of Colorado but containing every topography and weather pattern of the entire United States (and more!). I encourage you to visit!"

Erick W. Nordstrom, Lakewood, Colo., has been promoted to senior sales representative for the A Company; a dental care company operated by Johnson & Johnson. His hobbies include snow skiing.

Karen M. Ramsey is associate general agent for Quillman Brokerage Agency, Chicago.

Linda J. Schneider received a law degree from DePaul College of Law last February and is now an attorney for Pretzel & Stouffer, Chicago.

Barbara S. Schook, MS'84, works in Tokyo in the international relations/foreign correspondence division of the National Council of YMCAs of Japan.

Mark D. Winkler is district sales manager covering the Illinois counties of Madison, St. Clair, Monroe, Clinton, and Washington for Pioneer Hi-Bred International.

1983

Anthony J. Baca, MS'84, is a patent agent for A.G. Communication Systems in Phoenix.

1984

Mary E. Brown, MBA'86, is a commercial mortgage banker for Inland Mortgage Corp., Oakbrook, Ill.

David K. Keiner '83 is aftermarket sales and product manager for Schweitzer, Indianapolis, a leading manufacturer of heavy-duty truck and engine components.

Daniel A. Nakao is a market analyst for Midwest Industrial Metals Corp., Chicago.

Carole Travis Nelson received the first place award at the Fourth Annual Marguerite Tiefenthal School of Social Work Intern Symposium last April for her paper "Attention Deficit Disorder." She is a graduate student in SIUC's School of Social Work.

Tamara S. Schaafsma is sales coordinator for Pioneer Hi-Bred in Liberty, Mo.

Karen Lyverse Spears MFA, a visiting assistant professor in the Department of Art, Eastern Kentucky University, Richmond, was awarded a fellowship from the Kentucky Foundation for Women to attend a month-long session at the Virginia Center for Creative Arts.
CLASS NOTES

Mitchell W. Burdick is a staff accountant for Skil Corp, Chicago. He was married on July 1 this year to Pegg Morrisey. They live in Chicago.

Glen V. Pollis is vice president of the personal stationery division, Miller Bros. Engraving Co., Bridgeview, Ill.

Craig S. Hansen is an account representative for G & R Technology, Buffalo Grove, III.

Thomas R. Harrington, Abilene, Tex., is a captain in the U.S. Air Force at Pacific Western University.

Andrew J. Klein JD is an assistant legal counsel for the Illinois Commissioner of Banks and Trust Companies, Springfield.

Jean Paratore PhD'84 has been named SIUC's associate vice president for student affairs, responsible for intramural-recreational sports programs and the Student Recreation Center.

Andrew W. Sittler and Therese A. Citari planned to be married Sept. 23 this year. He is a senior engineer for Bell Helicopter, Ft. Worth, Tex.

Don Sneed PhD'84, tenured professor of journalism at San Diego State University, has won two teaching fellowships (news writing and ethics) at the Poynter Institute for Media Studies in St. Petersburg, Fla. His experimental video report cards—through which he sends parents more complete information about the progress of his students—were described in an article in the Los Angeles Times and on the local ABC affiliate.

James D. Surles is sales manager of the life and health department of American Financial Concepts Ltd., Addison, Ill.

Ruth C. Tyler is chairman of the board of The Hamilton County Bank in McLeansboro, Ill.

1985

Stan J. Goff works for the Naperville (Ill.) Sun as an assistant sports reporter.

Joan Lantham Kluve, MS'87, Escatawa, Ore., is resource planner for the USDA Forest Service. Her primary responsibility is planning for congressionally designated wild and scenic rivers, including eligibility studies. She and her husband, Michael, have two cats: Differential and Zigzag.

Edward F. Loewenstein is a research assistant in the School of Forestry, Auburn University, Ala.

Paul E. Lunsford is an intern architect at Huff Architectural Group Inc., Marion, Ill.

Cynthia Wyss Naber is a freelance writer who publishes under the name of Cyndi Wyss. She and her husband, Jeff, were expecting their first child in July this year. They live in McHenry, Ill.

Peter Stanziano, a 1st lieutenant in the U.S. Air Force, is a space surveillance operations crew commander at Pirinlik Air Station, Turkey. He was married last May to Bonnie Lindsay, also with the Air Force.

Colette Tangel '85, MD'89, works as a physician for the Mary Imogene Basset Hospital in Cooperstown, N.Y.

Joseph R. Cunetto is a cardiopulmonary therapist for Carle Foundation Hospital, Urbana, Ill.

Richard J. England is an intelligence reference librarian for the Air Force Space Command at Peterson Air Force Base, Colo.

Steven R. Hawkins is a captain for Abbott Flight Department, Abbott Laboratories, Waukegan, Ill.

Berl D. Jones Jr. is an operations specialist in disaster services for the American Red Cross in Greater New York, New York City.

Tammy L. Jones is a consumer relations representative for Credit Bureau of Evansville, Evansville, Ind.

Kim M. Martin is advertising manager of Virgo Publishing, Scottsdale, Ariz.

Amy Meyer and James W. McHose '87 were married on May 20. She is a customer service representative for The Temporary Connection in Houston.

Mark A. Mitchell is a forester at the Northeastern Forest Experiment Station in Morgantown, WVa. He and his wife, Rosemarie, live in Star City, WVa.

Melissa A. Niebur is a legal assistant for Clausen, Miller, Gorman, Caffrey & Witous, Chicago.

Pamella S. Torbeck is deputy probation officer for Ventura County, Calif.

No Excuses

Patricia Black-Clay '82, MSEx'88, is a 34-year-old mother of two who holds a full-time job, is studying for a PhD. degree, and devotes hundreds of hours to community work in the Carbondale area.

In June her volunteer efforts were recognized by the SIU Board of Trustees when it gave her the annual Lindell W. Sturgis Memorial Public Service Award. The award, which carries a $500 cash prize, recognizes SIUC employees for public service work unrelated to their jobs.

"I feel I owe the older people who fought for the opportunities we have today," she said. "There is a lot of work to do. We can't just sit and make excuses. I feel really honored."

At the time of her nomination for the award, Black-Clay was an adviser for Medprep, an SIUC program that helps prepare students, especially minorities, to enter medical and dental school.

Among her volunteer activities, she advises and is a charter member of SIUC's college branch of the NAACP. She helped found the Carbondale Youth Council, an organization for minority youth that offers activities and strong role models. She has led choral readings hundreds of hours to participate in community events commemorating the life of Martin Luther King, helped coordinate Carbondale's annual Martin Luther King breakfast, and helped organize community-wide Black History Month activities.

Her memberships include the SIU Alumni Association, the Friends of SIUC's Black Affairs Council, the SIU Foundation's Century Club, and the Women's Caucus.

Her belief in education is so strong that she sponsors the Black-Clay Award for Public Service and Academic Excellence at SIUC. The $100 award is distributed each year by the Black Affairs Council.

She maintains her pace with the help of her husband, Charles, a counselor at John A. Logan College. They have two sons—Darryl, 15, and Darrick, 7.

"Everybody should strive for excellence," she said. "If somebody else believes you can do it, you'll do it." — Sue Greene Davis '78
1987

Stephanie Carpenter PhD is assistant to the district superintendent of schools in East St. Louis, Ill. 

Daniel G. DeFosse is manager of the machine shop at Howard Industries, Milford, Ill.

Dawn C. Haney '87 is assistant manager of Tree House Animal Foundation, Chicago, and coordinates its Pet-Facilitated Therapy Program, which offers human-animal interaction for institutionalized and elderly patients. She also is active in community theater productions.

Nancy Marchand-Martella MS and Ronald C. Marcella MS are doctoral students at Utah State University, Logan.

Michael TF Miller MSEd'89, former director of annual giving for the SIU Foundation, is co-director of and conference coordinator for the Nebraska State Vocational Education Association. He also is a Ph.D. student at the University of Nebraska, Lincoln.

LaRona J. Morris PhD is assistant to the regional superintendent of schools in St. Clair County, Ill.

TO SUBMIT CLASS NOTES: Send news and photographs for consideration to the SIU Alumni Association, Student Center, Southern Illinois University at Carbondale, Carbondale, Ill. 62901. Photographs cannot be returned. Selections are based on space considerations and other editorial judgments. Please allow up to two issues for information to appear.

1988

Paul R. Flach is territory manager for Amoco Oil, Comstock Park, Mich.

Todd C. Nee, Aurora, Colo., is a pilot for United Airlines at the Stapleton International Airport in Denver. He enjoys camping, snow skiing, water skiing, tennis, and bike riding.

Jo L. Whiston is a customer service representative for Ford Motor Credit Co., Earth City, Mo.

Michael Woods PhD is assistant professor of biology and curator of the herbarium at Troy State University, Troy, Ala.

Faculty Deaths

Alan M. Cohn, humanities librarian and professor of English, 1955-1989, in Carbondale, July 15, 1989, age 62. He was the organizer and original director of the humanities division of Morris Library, and he built the humanities collection, including its archives of rare books, into a nationally known resource. He was known internationally as a scholar on the life and work of James Joyce, and he helped compile at SIUC a major collection of Joyce's papers, letters, and other materials. He also was recognized for his teaching skills, winning an Amoco Outstanding Teacher Award for excellence in 1977. Memorials to the Alan M. Cohn Memorial Endowment Fund at the SIU Foundation.

Jane E. Fisher JD'83, former station manager of WSIU, 1978-1986, in Gainesville, Fla., after being struck by a car, May 13, 1989, age 43. At the time of her death she was station manager for WUFT, the public radio station operated by the University of Florida at Gainesville. She was a member of the bar in three states. Before joining SIUC, she organized and developed the Department of Radio and Television at Illinois Central College and was a co-anchor for WRAU (now WHOD) in Peoria, III. Memorials to the College of Journalism and Communications, University of Florida at Gainesville.

Lynn C. Holder '45, retired coach of basketball, golf, and football, 1946-1976, in Carbondale, May 2, 1989, age 78. As a student, he was one of the University's greatest all-around athletes. As a University coach, he compiled a 176-123 record during his 12 years as the head of the basketball team (1946-1958). He is credited by his former players and by several current SIUC administrators for his interest in recruiting black students and his insistence, when the teams were on the road, for equal treatment of team members in restaurants and hotels. He was inducted into SIUC's sports Hall of Fame as a charter member in 1978.

C. William "Doc" Horrell '42, emeritus professor of cinema and photography, 1949-1983, in Carbondale, June 4, 1989, age 70. His photographs in the well-known SIU Press book Land Between the Rivers showcased Southern Illinois, from its coal fields to Garden of the Gods. His classes on photojournalism, portraiture, and scientific and documentary photography made him SIUC's best-known and most popular photography teacher. He held charter member status in the Society of Teachers of Professional Photographers, was a past editor of The Photojournalist magazine, and received the Photographic Craftsman Degree from the Professional Photographers of America. He held a master's degree from the University of Illinois and a Ph.D. from Indiana University.


1987

Clarence W. Stephens '33, long-time administrator and teacher, 1952-71, in Carbondale, July 26, 1989, age 76. He joined SIU as a teacher in University School, then oversaw the creation of the University's financial aid office, which became a national model. He also served as budget officer, as special assistant to the SIUC president, as vice president for operations at SIU-Edwardsville, and as chairman of the University Administrative Council. He earned letters in football and basketball in each of his four years as an SIU student and later was inducted as a charter member into the SIUC Sports Hall of Fame. Memorials to the American Cancer Society.

Thomas B. Turner, SIUC college of the late R. Buckminster Fuller, 1967-1972, in St. Louis, June 3, 1989, age 53. He joined the University as coordinator of institutional research and became Fuller's deputy administrator in 1969, directing many of Fuller's projects, including the World Game. After leaving SIUC, he worked for McDonnell Douglas Corp., started a private consulting business, and taught college courses.

Fount G. Warren, emeritus professor of education and chairman of the Education Department, 1913-1959, in Grand Rapids, Mich., age 100. He established University School in the mid-1910s at the request of SIU President Henry Shryock, then became an education professor after earning a master's degree through summer courses at the University of Chicago. He was chair of the department from 1937 to 1957 and dean of the college in 1955. During his 46-year tenure at the University, he taught nearly 25,000 students. One of them, Roscoe Pulliam, later served as University president (1955-1944).

Catherine Hancy Nehring is placement/intake coordinator for Kaskaskia Workshop Inc., Centralia, Ill.

Dan Sanchez is packaging manager for Medline Industries, Mundelein, Ill.

Cheryl D. Short is a medical student at the University of Illinois, Chicago.

Stephanie Carpenter PhD is assistant to the district superintendent of schools in East St. Louis, Ill.
Taking the Tour

PINCKNEYVILLE, ILL. — What a truly GREAT issue of the Alumnus (Summer 1989)! As a former member of the print media, I think your stories, your art, your columns, and especially your front and back covers are all beautifully chosen and perfectly assembled.

I hope you see that the Southern Illinois tourism industry and historical groups each get a copy of the issue. They will see it as I do, valuable both to the area and the University in telling their stories.

Virginia Marmaduke

FALLS CHURCH, VA. — Great job on the Summer 1989 Alumnus. I enjoyed the tour of Carbondale. It brought back good memories. The picture on the back of the issue is fabulous. Do you have something similar to that in a poster size?

Joel Lovelace ’86, MPA ’88

H. Glenn Ayre Obituary

PEORIA, ILL. — The summer issue of the Alumnus is probably one of the most interesting and informative issues that I have read. However, when I reached the section on "Alumni Deaths," the first entry, re H. Glenn Ayre, left me stunned. No doubt your source of information furnished you with no details. I do want you to know that this was a man who had a distinguished career, contributed much to the betterment of his profession, and certainly is deserving of more than a four-word comment in Alumnus.

Irene Ayre Bauder ’40

H. Glenn Ayre ’25, who died in Macomb, Ill., on Feb. 22, 1989, was on the faculty of the mathematics department at Western Illinois University from 1937 to his retirement in 1965. He served as chair of the department and as the first dean of the School of Arts and Sciences. He was active in numerous state and national education associations and was a noted author. —Editors

French's Papers

MELBOURNE, FLA. — I was very happy to see "The French Connection" article in the Summer 1989 Alumnus. I think you will find the enclosed an interesting old letter. It was in an old box of mail I bought at a garage sale years ago. Because I love old papers, I would have been excited to find any correspondence from the 1880s, but I was especially interested in anything to do with SIU history.

Some of the letters I have are personal to George French from his wife and sisters, but most of them are from fellow scientists and readers of his book on butterflies. I will give them to the University if they are wanted there.

I remember Professor French. I walked by his little house on Normal Avenue every day as I went to and came home from the Allyn Building Training School. Quite often he was standing in the front yard, holding a large black umbrella, and he always had a friendly greeting if I could overcome my shyness and look at him.

Elizabeth Harris Lewis ’32

JACKSONVILLE, FLA. — "The French Connection" article stirred memories that had lain dormant in my mind for many years.

When I was visiting in Herrin as a little girl, my grandmother took me to meet Professor French. I was fascinated by all those butterflies stuck on pins and visited him several times. My sister and I, equipped with butterfly nets and a jar of poison, became "catchers" for Dr. French, and I still remember chasing butterflies in a "bottomland" field near Bay Creek in Grantsburg.

Some 12 years later, when I entered SIU, I roomed with the Cox family and ate most of my meals at Carter’s (in addition to "jellying" there too often!) Randall Carter allowed me to baby sit his little daughter when I had an assignment to observe a two-year-old for a psychology class. As I recall, she responded on cue, i.e., she repeated some of my statements. She should be in her early 50s now.

Thanks for bringing back my memories.

Dorothy Warmack McAllilly ’38

Why the March?

CARBONDALE, ILL. — The Summer 1989 Alumnus is excellent reading. And the photos reproduced very well, too (including your front and back covers).

You asked with the photograph on page 48, "Why the March?" The photograph shows a student march which took place on Jan. 12, 1949, for the purpose of showing support for a budget increase for SIU.

Students formed a "Bucket Brigade" to raise money to carry their efforts to Springfield. Leo J. Brown ’32, as a member of the SIU Board of Trustees, exhorted the students to write 12 legislators each, and SIU President Delyte Morris said that without a proper budget increase the University could either (1) cut enrollment back or (2) continue as it was (overcrowded, understaffed) and strangle itself.

The Egyptian of Jan. 13, 1949, reported it as the biggest student march in the school’s history—2,000 students had an assembly at Shryock and then marched up Illinois Avenue (with band and sound truck leading the way).

Some $500 was collected to further the cause. This also marked the forming of the first Student Legislative Committee to push for the budget increases.

David V. Koch MA ’63

Special Collections, Morris Library

GLENDALE, MO. — Regarding the picture in the Summer 1989 issue: Since I am amongst those (as a freshman) on the march, I suspect that this was the beginning of the students' march to Springfield, or at least a rally, to petition the state legislature for more support for the new SIU under the new president Dr. Morris.

It was a most pleasant surprise when my wife spotted me in the picture. I am the third one in full view from the front of the upper (east side) column. Behind me is Bill Burton (Carterville) followed by Daryle Busch (Carterville). The first full-view person in the next column is Byrl Sims (Marion). Also spotted are Nancy Sue Jones and Beverly Bogard (Marion) in the far right column.

My compliments to the Alumnus staff, in particular for this issue. The articles and photos in the "Welcome Back" section reminded us of the years past and how long it has been since we revisited the various locales.

James W. Starbuck ’51

A piece of the floor for a piece of your mind! All correspondents whose letters we publish will receive a piece of the original SIU Arena floor. Send letters to Laraine Wright, University Print Communications, Southern Illinois University at Carbondale, Carbondale, IL 62901. Letters may be edited for clarity or abridged for space.
ILINOIS TAX HIKES provided welcome financial relief to SIUC starting July 1 this year. The Illinois General Assembly approved a two-year, 20 percent state income tax increase and an increase in the state gasoline tax. The new revenue will be channeled primarily into education, human services, and local governments. Most Southern Illinois state legislators voted for the income tax hike, citing benefits to schools and to Southern Illinois University.

The tax hikes followed several years of lobbying by school and university administrators for greater funding for education. Also giving strong support to the measures were state university alumni and parents of current students.

"After three years of effort," said SIU Chancellor Lawrence K. Pettit, "we are pleased to see an income tax increase with half of the revenue dedicated to education. This will be the best budget the University has had in a long time. While it scarcely makes up for the cumulative deficiencies of the past decade, it does, nonetheless, put us back on track toward protecting salary equity and program quality. We owe our gratitude to all of those legislators who supported the tax increase proposal."

Pettit also expressed his appreciation to alumni who wrote letters and made phone calls to their legislators. "Our alumni recognized our needs quite early. They took a strong stand in support of education in the state and lobbied effectively for SIU. We should all be proud of our graduates' continuing interest in the people who work here, in the work those people perform, and in the students who will eventually make their own good contributions in society. For role models, our current students need look no further than our alumni, who have shown themselves as leaders and as informed individuals."

SIUC President John C. Guyon was equally pleased with the legislation.

"The tax increase will help education by countering the erosion to our support base that has occurred in the last few years," he said. "We will be able to offer a reasonable salary increase to our faculty and staff. We will be able to keep more of our current faculty here and to attract new faculty when openings and growth occur."

Statewide, educators are already worried about funding after the temporary tax hike ends on June 30, 1991. They believe a permanent boost in appropriations is the only way Illinois will regain the national status it once held in the field of public education.

Guyon expressed the hope that SIUC can count on additional revenues in the 1990s. "We have to expect greater things from ourselves," he said. "We have to expect greater support in the years ahead to overcome the ground that we have lost." —Laraine Wright

EDUCATION AND RESEARCH WILL RECEIVE JOINT BILLING AT SIUC's new Pontikes Center for Management of Information, the first endowed center in the University's history. The center was launched with a $1 million gift from alumnus Kenneth N. Pontikes '63, president and chief executive officer of Comdisco, a computer leasing firm headquartered in Rosemont, Ill.

The center's dedication on July 6 capped off five months of work on what organizers say should eventually be a state-of-the-art showcase for computer information, management research, and training.

Arkaligud Ramaprasad, associate professor of management, has volunteered as director to get the center off the ground. In today's fast-paced economy, information itself is seen as a valuable resource on a par with labor, capital, and materials, he said. In the next decades the success of corporate America could hinge on wisely managing information and the huge computer information systems that store it.

The Pontikes Center will work to improve existing courses in the College of Business and Administration. Short workshops and seminars will be developed to keep professionals attuned to current strategies and to rapid changes in computer information resources, products, and services.

THE PARTY'S OVER. Carbondale's Halloween street party—"an unmitigated disaster," in the view of SIUC President John Guyon—may be doused due to actions taken this year and next to curtail the annual event.

Around Oct. 31 this fall, the city promises to increase its police force along South Illinois Avenue ("The Strip"). City officials also plan to ban the public consumption of alcohol. University officials want the word to get out loud and strong: Halloween revelers (both local and tourists) will find a far more actively unwelcome reception this year than in the past.

The real move on Halloween will begin next year. Guyon has announced a fall 1990 semester break that coincides with the Halloween weekend. His decision came after lengthy discussions with city officials, the Carbondale Chamber of Commerce, the SIU Board of Trustees, SIU Chancellor Lawrence K. Pettit, and all campus constituency groups.

SIUC classes will be in recess from Friday, Oct. 26, 1990, through Tuesday, Oct. 30, 1990. During the five-day semester break, single-student residence halls will be closed. (The party attracts thousands of people on the Friday and Saturday nights closest to Halloween, regardless of the day of the week on which Halloween falls.) Classes also will be in recess from Thursday through Sunday, Nov. 22-25, 1990, for Thanksgiving. Normally, students would have off the full week of Thanksgiving, a semester break that occurs almost at the end of the term.

Guyon launched a campaign to close down the annual Halloween street party in November 1988 after touring the celebration along South Illinois Avenue and deciding the event had gotten out of hand.

Although a Halloween celebration dates to the early part of the century in Carbondale, the current street party was started by students in the mid-1970s as a beer bash. Even without an official sponsor, the party has gained a national reputation among young drinkers, both college students and not. Partiers drive to Carbondale from as far away as Chicago. —Laraine Wright
"IF YOU WANT SOMETHING done, ask someone who's busy." Whoever coined the saying could have had Paul Conti '72, MBA'74, in mind.

Conti is a senior manager at Ernst and Young, the accounting giant sprung from the blockbuster June 1989 merger between Ernst and Whinney and Arthur Young & Co. The result was the world's largest professional services company involving accounting, auditing, taxes, and management consulting.

"This is a historical occasion, the first time two Big Eight accounting firms have merged," Conti explained several months ago. "It makes us a major player in every market and gives us a significant edge over the Big Eight and the accounting giant."

Conti's ties to the University run deep. He came here from Arlington Heights, Ill., in an unusual way. William J. McKeefrey (the University's former dean of academic affairs, professor of philosophy, and professor and chairman of higher education) grew up with Conti's father in Philadelphia. McKeefrey suggested that young Paul and SIUC might make a good match. Conti visited the campus, liked what he saw, and stayed to earn two degrees.

He's been involved in alumni work ever since, moving from president of the Chicago alumni chapter to the SIU Alumni Association's board of directors and on to become president of the board from October 1986 through June 1988. Conti remains on the executive committee and is still looking for new ways to serve the University, perhaps even as a member of the SIU Board of Trustees, the governing body of the Southern Illinois University campuses. William R. Norwood '59 of Rolling Meadows, Ill., is currently the only SIU graduate on the nine-member board.

Conti is frequently mentioned as a person who has the background, skills, and experience to express alumni interests and represent them on the board. "I think it would be in the best interests of the University to include more alumni on the Board," said Conti. "After all, we have been professionally trained by the University to take our places in the business world. Those of us who have worked as volunteers in the Alumni Association understand the administrative side of the University as well as the academic."

Alumni associations, both at SIUC and elsewhere, have come a long way from their former days as clubby groups for sentimental old grads trying to recapture their lost youth. "There's no question that alumni work is more important now than when I started," Conti explained. "The bottom line is that we have to help fund the University and reach out to alumni we've forgotten about. I've seen our Alumni Association go from a good-old-boys' club to a dynamic, modern organization." —J.M. Littich
Alumnus

Mike Lillich PhD '88

SPENT MANY YEARS TOILING PART-TIME as an organic farmer in Dongola, Ill. He raised goats for their milk and chickens for their eggs. A few of those chickens, sensing no axe over their heads, lost all inhibitions and became and ruled the farm. Particularly galling was the old rooster. From his perch in a high tree near the house, the bird aimed his defecations at Mike’s barbecue grill.

Mike’s adult life is one that we at University Print Communications know best. From December 1986 through July 1989, he was assistant editor of and editor/writer of college alumni society newsletters.

As our coworker, too, he completed his journey through Victorian British literature to earn his Ph.D. in English. (One of his graduation presents was a “Champ Walker” ball cap to honor a pseudonym he used in writing about pro sports and the Chicago Cubs— which, as the rest of us know, are mutually exclusive topics.)

I met Mike as his student in a technical writing course. As a college instructor, he typically wore old tennis shoes and a wide, orange-and-yellow tie imprinted with the image of a dead fish. His goal, he told the class, was nothing less than redefining the dress code of academia.

Only for very serious interviews would Mike put on a suit. He did so last May at Depauw University. And now he has a very serious new job: editor of Depauw’s quarterly alumni magazine.

I wish, now, that I could have convinced him to wear his fish tie on that interview. Perhaps Depauw would have been so stunned by his tie that it would have overlooked his talent, intelligence, and appealing personality, and we would still have him here a while longer.

Most publications and periodicals are the results of team effort, and Mike was a valuable and valued part of ours. His curiosity and creativity have helped head this magazine in a new direction and have allowed us to be productive on many other projects.

We extend our best wishes to him, to his wife, Kathleen Liffick MSED '89, and to their family as they begin a new life in Greencastle, Ind. To all of those who knew him here, Mike is still “The Champ.” —Laraine Wright

Carol Anderson

CAROL ANDERSON, AN ASSOCIATE PROFESSOR OF MARKETING, BELIEVES THAT STUDENTS who enter her classroom enter her life. For the past 10 years that premise has guided her teaching, and students love it.

Anderson received the University’s 1989 Outstanding Teaching Award last May. The award, the highest given for teaching excellence at SIUC, carries a $5,000 cash prize. It is given annually to a senior faculty member who has shown superior undergraduate teaching skills over the years.

Anderson specializes in retailing management and marketing policy. She says that class work is meaningless unless it prepares students for careers. She also emphasizes ethics in the classroom and on the job. She teaches students to look for creative solutions to everyday problems. Her class assignments include actual case studies of Southern Illinois businesses.

At Christmas, former students fill her mail box with cards and letters. Often they include snapshots of new spouses or babies. Her students have sent numerous written testimonials back to the College of Business and Administration. “I was deeply impressed by two things: her obvious enjoyment of what she was doing and her desire for her students to learn and grow,” wrote one student. Said another, “She is one of those rare educators who help students to prepare for life after college. She truly understands the concept of education.”

Anderson grew up on a farm near Janesville, N.Y., and worked her way through Cornell University. She later received a master’s degree from the University of Houston and both a master’s and a Ph.D. from Texas A & M University. She joined SIUC as an instructor of marketing in 1979.

Her husband, Donald Anderson, an assistant professor of accountancy at SIUC, died in 1986. She is the mother of four children. About her career, she has said, “I never really feel like I’m doing a good enough job. Maybe that’s why I keep trying so hard.” —Sue Davis

Carol Anderson

SIUC'S JAPAN CAMPUS. The permanent home for the University's campus in Nakajo, Japan, was dedicated on May 18. The $7 million campus is shown under construction last February. Jared H. Dorn serves as director of SIUC's new program.
POLITICAL POWER HAS MOVED north in Illinois with the growth of metropolitan Chicago, and Southern Illinois education leaders are getting ready for the change. SIU's Central Administration already has taken some steps to ensure representation in northern Illinois, including the opening of a Chicago office and a reorganization of personnel.

One reason for SIU's fast response may be apparent in the 1990 census, which is expected to reflect a heavier weighting of the Illinois population toward Chicago, Cook County, and the surrounding "collar counties."

The census will cause a reapportionment of Illinois General Assembly and U.S. Congressional districts. In that reapportionment Southern Illinois will face either a loss of representation or a diluted influence if its legislators are assigned larger geographic areas.

SIU's ability to stay in close contact with state agencies in Springfield will change. A greater number of those agencies are moving their offices to Chicago.

Finally, the Chicago area and collar counties are acquiring the bulk of Illinois big business and industry. Only a handful of the "Fortune 500" companies based in Illinois are located elsewhere in the state. As federal and state dollars become harder to get, corporate grants needed to fill the gap will have to come increasingly from Chicago-area firms.

To build this new support, SIUC will have to demonstrate its present and increasing role as a major statewide resource. We already have the facts to prove we are more than a regional institution. Of the dozen public universities in the state, SIUC is one of only three comprehensive research universities in the National Association of State Universities and Land-Grant Colleges. SIUC also is the only Illinois public university to be classified by the Carnegie Foundation as Research II — those institutions receiving between $12.5 million and $35.5 million in federal support for research annually.

SIUC's student body is most representative of the entire state among enrollments in Illinois public universities. Entering freshmen come from 100 of the 102 Illinois counties, and SIU as a whole has transfer students from all 50 Illinois community colleges. More than a third of SIUC's Illinois enrollment in fall 1988 came from the Chicago area and collar counties.

Nevertheless, as SIU Chancellor Lawrence K. Pettit points out, "We are a long way from the center of economic, political and news media power in the state. Also, we are a long way from the center of fund raising, the home towns of many of our students, residences of many of our alumni, and location of most of the corporations most capable of hiring our graduates. In short, we are a long way from Chicago."

To help overcome that physical distance, the University officially opened a Chicago office last April, although two University staff members had been working there since last year. They are making contacts with alumni and are involved in development activities for the SIU Foundation.

The 1,600-square-foot office space, located in the Comdisco Building at 6400 Shafer Court in Rosemont, Ill., was donated by SIUC alumnus Kenneth N. Pontikes '63, president and chairman of the board of Comdisco Inc. Computer terminals link the office with the SIUC campus.

To meet further the new realities facing the University, the SIU Central Administration has made some organizational changes, effective July 1, 1989.

Following the retirement of Vice Chancellor James M. Brown after nearly a quarter century of service to the University, a new position was created — executive assistant to the Chancellor for external relations — to replace the position of vice chancellor. Garrett L. Deakin has been hired for this important post.

The executive assistant will supervise governmental relations in Washington D.C., Springfield, and local Illinois communities, and will support the chancellor in corporate and major foundation relations and in the chancellor's statewide activities.

Following the resignation of Catherine F. Walsh as assistant to the chancellor, Jack R. Dyer '58, MSED '62, was named director of media relations for Central Administration. Dyer will continue his duties as executive director of University Relations for SIUC.

Keeping the reorganization of Central Administration within existing budgetary limitations involved some other "doubling up" of assignments. J.C. Garravalia '56, SIUC director of Area Services, also will serve as head of area services for Central Administration. Susan Morris, legislative liaison for the SIUC Graduate School, also will serve as assistant director of federal relations in Central Administration.

All the changes have been made, Pettit said, "to make the most effective use of the knowledge and skills of our existing personnel. We hope that students, faculty, staff, alumni, and friends will join our efforts in expanding statewide support for our University and in reasserting SIU's role as an important resource for the state and the nation."

— Ben Gehman
CROSSFIRE PRESS, RECENTLY ESTABLISHED BY GORDON PRUETT ’79 of Herrin, Ill., has published its first volume—a reprint of the biography of Southern Illinois’ most notorious law enforcement officer.

Life and Exploits of S. Glenn Young was published originally in 1925, shortly after Young was killed in a gun battle in Herrin’s European Hotel, and has been out of print for 64 years.

Who wrote the book remains open to question. The flyleaf says only that it was: “Compiled by a friend and admirer from data furnished by the hero.” An unabashed tribute to Young, the book details his alleged exploits as a Prohibition officer before coming to Southern Illinois and then tells of his raiding of bootleggers in and around Herrin in the 1920s, under the aegis of the Ku Klux Klan.

His exploits helped give “Bloody Williamson” the county’s sobriquet in the roaring ’20s—along with the “Herrin Massacre” of coal miners imported to break a strike and the Birger-Shelton “Gang Wars.”

Pruett, who represents Cinema and Photography on the College of Communications and Fine Arts Alumni Society board of directors, said he plans to do more research on Young and perhaps produce a documentary film on him. His intention in republishing the Young biography, Pruett said, was not to glorify the Prohibition officer and his questionable methods of law enforcement, but to shed light on an unusual character in Southern Illinois history. He said few copies of the original edition remain outside of Morris Library at SIUC and the Carnegie Library in Marion.

Pruett also said he hopes to publish more books about Southern Illinois history.

Copies of the Young biography may be obtained from Crossfire Press, P.O. Box 365, Herrin, IL 62948, at $12.95 (paperbound) and $16.95 (clothbound). Paperbound copies also are available at some Southern Illinois bookstores.

—Ben Gelman

OWNERSHIP OF TWO BUILDINGS AND NEARLY 25 ACRES OF LAND near Carterville, Ill., is back in the hands of SIUC. The property was transferred by the federal government for the University’s expansion of coal research.

The buildings were constructed in 1937 as an ordinance plant. In 1947, the property was owned by the U.S. Department of the Interior. SIUC acquired it from the government in 1965 as part of its 138-acre Southern Acres campus, home of the old Vocational-Technical Institute. The federal government purchased the property in the mid-1970s. Now SIUC has it back, paying only incidental costs in transfer of ownership.

EAST-WEST TRAFFIC FLOW THROUGH CARBONDALE ON ILLINOIS 13, the principal artery connecting Carbondale to Murphysboro and Marion, will be substantially eased within the next two years. Despite bitter opposition from homeowners, the Illinois Department of Transportation has won approval to branch eastbound traffic off Main Street and head it one way down Walnut Street.

Making this new traffic pattern possible will be a diagonal Main-Walnut connector behind National Supermarket. From the University Mall to a point just east of National, traffic will be one way west on Main and one way east on Walnut. The awkward jog of Ill. 13 at U.S. 51 (University Ave.) will be eliminated.

The artist’s rendering of the diagonal connector, shown here, was created by alumna Carla Zedalis Londrigan ’84, an illustrator for the environmental section of the Illinois Department of Transportation in Springfield. Her job involves “a little of everything,” she said. She goes to proposed sites of road construction and works with botanists, zoologists, socio-economists, and archaeologists. Her illustrations appear in environmental impact statements prepared by the department.

Her renderings involve work on a computer, photography, and wash paints. Early this summer she was doing illustrations on objects found in a 2000-year-old Native American burial site. —Laraine Wright

A reprint of a biography of the notorious Glenn Young is now available thanks to an SIUC alumnus.

LAW STUDENTS FROM SIUC HAVE BEEN JUDGED THE WORLD’S BEST student writers of legal briefs in a competition that took a year to judge. SIUC’s moot court team won the 1988 Richard R. Baxter Award for its legal briefs on national responsibility for terroristic acts.

“The Baxter prize is the best you can get,” said Maria Frankowska, SIUC professor of law and the law school’s international moot court team adviser. “It’s the award that’s most cherished in the competition for briefs.”

In capturing the first-place title, SIUC defeated teams from Australia and the University of Colorado that had placed ahead of it in last year’s Philip C. Jessup International Law Moot Court Competition.

The SIUC team also outranked several prestigious, private universities, including Columbia University, which placed fifth.
JOHN WHITLOCK DIED LAST MARCH—HIS THIRD DEATH SINCE BECOMING a member of the 7th Illinois Cavalry. The original 7th Illinois Cavalry fought for the Union during the Civil War, but the present-day group, established in 1974 to portray mounted soldiers of the mid-19th century in living history events, will join just about any fray.

Whitlock's latest demise came on the set of Glory, a film scheduled for release this fall. The movie traces the fortunes of a black infantry unit assembled by Boston abolitionists to fight for the Union. In 1865, the regiment attacked Fort Wagner in Charleston Harbor. Its colonel and two-thirds of its men died in the assault. The making of Glory was featured last spring on a segment of CBS's "48 Hours" documentary series.

Over the last 15 years, movie companies such as Warner Brothers and Tri-Star Pictures have asked the 7th Illinois Cavalry for technical help in their films. "Whatever the call is, we have all the necessary uniforms and equipment to do it," said Whitlock, director of the University Museum.

Whitlock previously died as a Texas freedom fighter and as a Mexican foot soldier in a tourism production called Alamo: The Price of Freedom. The 7th Illinois Cavalry played Afghan freedom fighters in Rambo III. In Glory, the group members met their end as rebel infantrymen. The cavalry's next film will be Killer Angels based on Michael Shaara's Pulitzer Prize-winning novel about the Battle of Gettysburg.

Serving as a movie extra can be dangerous, Whitlock has found. In making Rambo III, his cavalry unit became part of a 275-man army of mounted Mujahedin fighting against Russian armored regiments. The horsemen suffered daily injuries. "We were riding very hard and very fast in between tanks and around explosions while avoiding the trenches," he said.

Early in the film he fractured two vertebrae as a result of the jouncing his spine took during the furious pace of the assaults. His doctor told him another injury could paralyze him.

But being grounded hasn't put an end to his movie career. Every war needs good foot soldiers, and as regimental quartermaster Whitlock also attends to the unit's equipment. He often assists the filmmakers' wranglers by caring for horses, both living and dead.

The dead horses are dummies—foam-padded, steel skeletons covered with real horses' hides. They serve as valuable props in battlefield scenes, and "they were soft to sit on and great to sleep on," he said. The dummies must be saddled and bridled before their big scenes, an undertaking that requires considerable effort. While it takes only one person to put a saddle on a live horse, it takes two to saddle a dead one.

—Kathryn Kiehnig

TRIBUTE TO TIANANMEN SQUARE. Jun He, a Chinese student at SIUC, weeps as she reads her poem of tribute and lament during a campus memorial service on June 5 for the victims of China's Tiananmen Square massacre. About 120 students from mainland China study at the University. The students later collected money to send to China "to help those who want democracy."

"BE ALL YOU CAN BE" WAS THE THEME OF TALKS given by Jim Hart '67, director of Intercollegiate Athletics, to Chicago-area youngsters in mid-July. His visits to the Arlington Heights Park District, the Wheaton Park District, and the Homewood/Flossmoor Park District were sponsored by SIUC's Chicago area office in Rosemont, Ill.

In 1974 Hart won the Bryan "Whizzer" White Award as the NFL's top humanitarian, and in 1980 he was given the Brian Piccolo Award as the most civic-minded athlete in professional sports. He has been actively involved with Special Olympics and with the Fellowship of Christian Athletes.

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TAFF MEMBERS AT MORRIS LIBRARY ARE SMILING AGAIN after a few tough years financially. The recent hike in state income taxes, mentioned elsewhere in this section, will bring an 11 percent boost to the library's budget this fiscal year. Last February, the SIUC administration gave the library a $250,000 supplement to help begin shoring up book and periodical orders.

Morris Library continues to receive national recognition and high rankings in several categories. The latest: our library was ranked seventh in the country by the Online Computer Library Center as a lending resource. SIUC placed ahead of such universities as California at Berkeley, Indiana, Ohio State, Purdue, and Penn State.
MARY MUELLER HART IS IN CARBONDALE TO STAY. “This is it,” she said about her newest home. “The end. I told Jim that if he ever quits his job and goes somewhere else, I’ll still be living here . . . with my second husband.”

Jim Hart ’67, now in his second year as director of Intercollegiate Athletics, hasn’t shown any yearnings to leave. In Southern Illinois, his face and name carry almost the same recognition as another favorite son, U.S. Senator Paul Simon (D-Makanda).

“We say hello and goodbye a lot,” said Mary about Jim’s new job. That’s quite different from their life in St. Louis, where they returned in 1985 after his year as a free agent with the Washington Redskins. Although he was co-owner of two restaurants, his Chesterfield, Mo., neighbors called him “Mr. Mom” because he usually was at home during the day.

Both appreciate Carbondale for the small-town atmosphere and the friendliness. “I grew up in towns where you could ride your bike to the park and the movies,” Mary said. (Her family lived in the Chicago suburbs of Deerfield, Highland Park, and Glencoe.) “You have almost that same feeling in Carbondale.” SIUC President John C. Guyon and his wife, Joyce, “have been really nice to us and have included us in a lot of things,” Mary added.

“How’s your thumb?” were the first words Mary Mueller ever spoke to Jim Hart. He was standing behind her in an SIU registration line in the early 1960s, and she had just read in the Daily Egyptian that he had injured his thumb playing football. “I wasn’t a sports fan then,” she said, “and I’d never been to a football game,” but she had seen his picture and thought he was cute.

Later, they got acquainted on a train coming back to Carbondale after the Christmas holidays. Even after she dropped out of college to become a flight attendant for Northwest Orient in Minneapolis, the couple continued to see each other. She’d use her free passes to see his games in St. Louis after he was drafted by the Cardinals. They were married in 1967 when he completed his SIU degree.

Jim spent 18 seasons with the St. Louis Cardinals and one with the Washington Redskins. The Hart family moved to Northern Virginia to be with him that year. They enjoyed “the District” and such close attractions as Hershey, Pa., and Gettysburg. “We still have good pals in the Washington area,” she said.

The Harts also love the Southwest and may move to Arizona when they retire. Every year they return to southern Arizona for a unique golf tournament, an invitation-only, pro quarterback event that’s strictly for fun. “You aren’t invited if you have an overly large ego,” Mary said, and she mentioned a few superstars whose names will never be on the invitation list. “The players get together to tell lies. They even give out the awards before the tournament, because they know everyone will cheat, anyway.”

The Harts’ new home in a secluded area in Carbondale is at the top of a wooded hill and overlooks a large pond and pavilion they share with a few neighbors.

One morning last July, Katie Hart, age 10, was running around outside with a friend and practicing her skills with a squirt gun. Twenty-year-old twins Brad (a student at Oklahoma University) and Suzy (a student at John A. Logan College) were home for the summer.

Mary hasn’t forgotten that from June 1988 to January 1989 the family lived in three different houses. After selling their St. Louis home, they rented a house in Carbondale. The rental home was haunted, Mary said. “We’d hear bumps in the night. Jim heard footsteps on the stairs, and lights would go on and off.” Suzy mysteriously was locked into her room a few nights. Young Katie refused to sleep on the second floor, saying, “There’s something up there.”

When their current home came on the market, the Harts fell in love with it right away. They have changed the color scheme from blue and brown to white and very pale pastels. Out went the drapes, opening the house up to even more light.

The Harts are collectors of original prints and sculptures. Their tastes lean toward Southwest Native American and Western. A Remington bronze sits on a table in the living room by a large R.C. Gorman lithograph. A poster by SIUC alumnus John Axton ’67-2, who lives in Santa Fe, N.M., is also hung in the living room. The Harts have an extensive collection of fine art pottery, and she, in particular, is fond of folk art.

Now that their new home is redecorated and the family has settled in, Mary is ready to add more to her schedule. In St. Louis she was trained by the Women’s Self-Help Center as a court advocate for abused women. She’s interested in volunteering for a similar program at the Women’s Center in Carbondale. —Laraine Wright

AMONG RECENT GIFTS TO THE UNIVERSITY THROUGH THE SIU FOUNDATION are these trusts, endowments, and other contributions:

The Clyde and Bessie Brewster Endowment, an unrestricted trust that will be valued at $281,000 at the end of its funding period in 2003. Clyde D. Brewster, who died in 1988, served on the board of the SIU Foundation between 1974 and 1984. He was a charter member of Southern Illinois Inc. and helped form the Herrin Community Council. Income from the trust will be used by the University in those areas of greatest need.

Electrical engineering scholarships, funded by a $100,000 endowment from OMRON Electronics Inc., Schaumberg, Ill., a subsidiary of OMRON Tatsel of Japan. The firm is a world leader in the manufacture of components, equipment, and systems for automation.

A $50,000 loan fund for students, set up through a donation by Donald L. Bryant ’40 and his wife Eileen Gallo-way Bryant. The fund will provide loans to students in the colleges of Liberal Arts, Communications and Fine Arts, and Business and Administration, and will be restricted to students from downstate Illinois. "Southern Illinois is an untapped human resource group — the salt of the earth," said Donald Bryant, a native of Christopher. "I hope to give some first-generation students who come from poor families a chance to get started in college careers."

The Paul F. McRoy Lectureship in Radio-Television, funded by a $10,000 gift from Paul H. McRoy ’64 and his wife, Charlotte Baker McRoy ’64, owners of WCIL Radio in Carbondale. The gift is in memory of the stations founder, the late Paul F. McRoy ’34, who started WCIL in 1946. WCIL has a long tradition of hiring SIUC radio-television students and helping them through school.

The SIU Credit Union Scholarship Endowment, valued at $20,000 in 10 years. "The board of directors has felt for a long time that there ought to be something we could do to say thanks to the people who do business with us," said Dale F. Schumacher, president of the Credit Union.
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