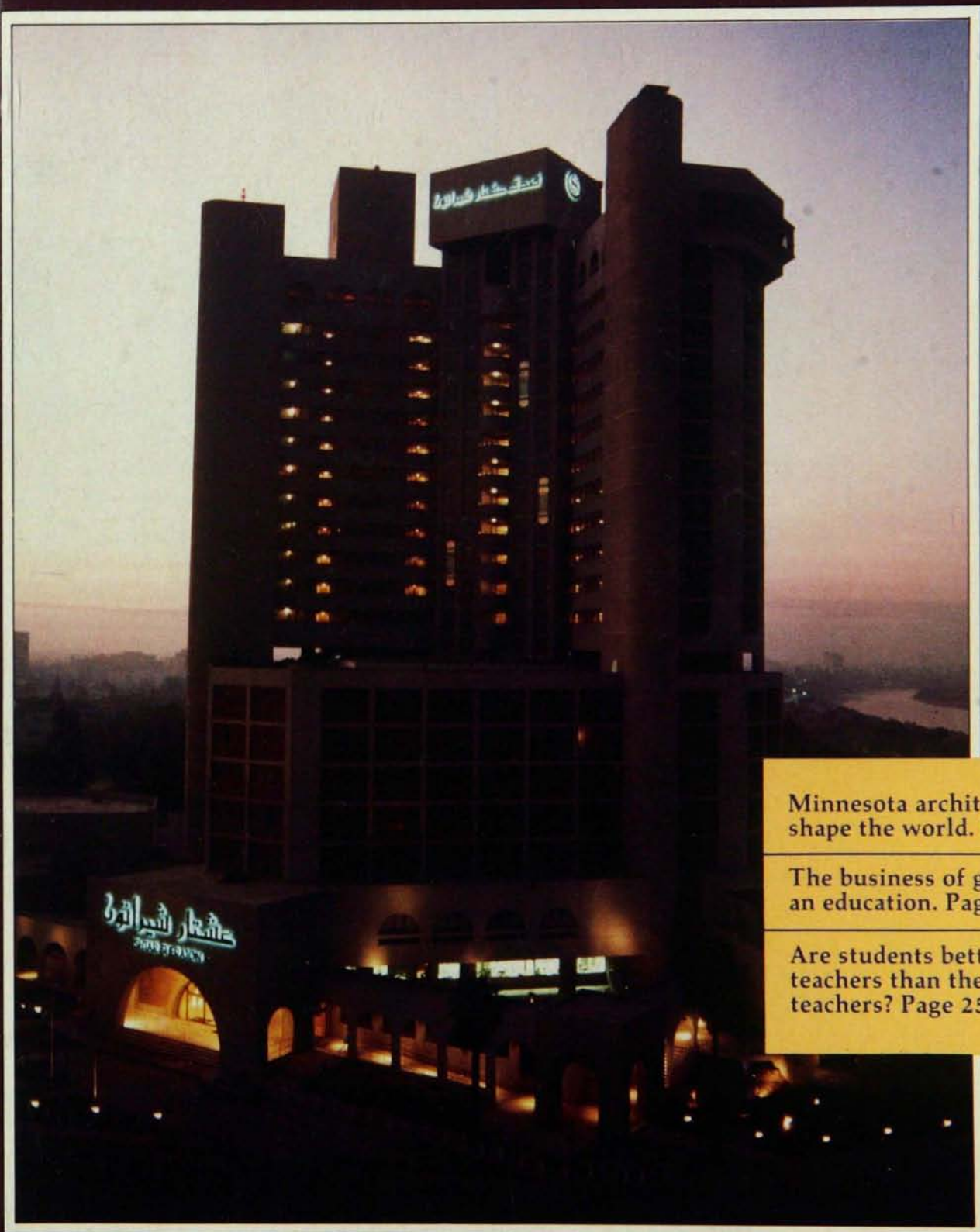


# MINNESOTA

University of Minnesota Alumni Association



Minnesota architects  
shape the world. Page 13

The business of getting  
an education. Page 21

Are students better  
teachers than their  
teachers? Page 25

PLUS: Meet Jim Dutcher's new crop of 7-footers. Page 28

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M66

# MINNESOTA

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Ralph Rapson is resigning as head of the School of Architecture and Landscape Architecture, but the tradition of excellence he built endures—around the world.

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The intense colors of an Iraqi sunset give an exotic glow to the Baghdad Sheraton, a 312-room luxury hotel near the Tigris River. The hotel is one of several international projects designed by University graduates who are with The Architects Collaborative, Inc., a Cambridge, Mass., firm.

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ALUMNI ASSOCIATION  
PRESENTS**



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## More Lileks

We greatly enjoyed James Lileks' article in the September-October 1983 issue. But we sadly noted the demise of the "r" between his first and his last names—perhaps the result of his inevitable graduation? While we were at "the U," we were many times amused by James Lileks' articles in "The Doiley"—can we only hope to look forward to further performances by James Lileks in *Minnesota*? If he ever chooses to publish a collection of his wit and wisdom, we will guarantee the purchase of at least one copy.

Brian D. Mundt, '82  
Linda L. Mundt, '82  
F.E. Warren AFB,  
Wyoming



Editor's note: Alas, we all must graduate and abandon some of the accessories of our youth. The loss of one lower-case "r" is a small price to pay for admission into the real world. Fortunately, barring unexpected circumstances, you can look forward to reading Mr. Lileks' work in *Minnesota* at some time in the not-too-distant future.

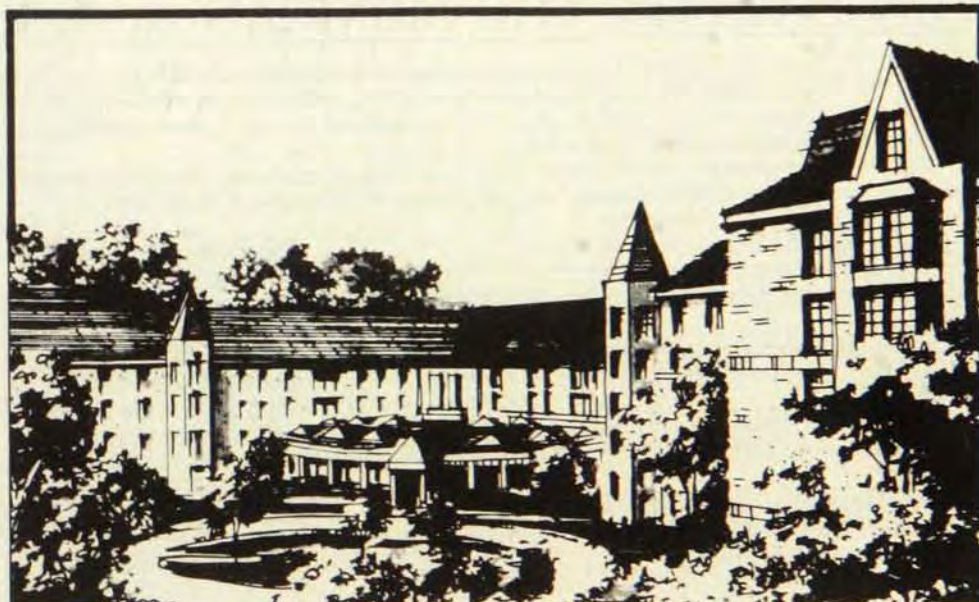
## Well Done

Your Sept./Oct. issue is excellent... I like what I read. There is communication and there will be pride in it by graduates. "Academic Freedom" coverage well done.

A lot of water has gone

over the dam since the '30s when I walked the campus, earning my way, like many others. The Union Cafeteria, now Nicholson Hall, was where I earned my eats. The Student Employment Office sent me on many assignments at 30 cents per hour which I was happy to earn. I

retired in 1976 from St. Cloud District 742 teaching at age 61—early because of heart condition. Since then I have been blessed mightily by the Good Lord, doing many interesting and rewarding assignments. Best wishes to all.  
Dick Riis, '39  
St. Paul



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# MEMBERSHIP

*sweepstakes*

## SEVEN DAYS ON THE MEXICAN RIVIERA AWAIT YOU

Last year's membership sweepstakes was such a success, we're doing it again. Next winter you could be cruising the Mexican Riviera. Or, you could win one of more than 30 other prizes, including a Rogue River rafting adventure, Bulova Accutron watches, and Gopher football and basketball tickets.

And this year, everyone wins. For joining, or upgrading a membership, you receive our "Songs of the University" record featuring the University Concert Band.

### How to Enter\*

Current Minnesota Alumni Association members can enter the Sweepstakes 3 ways:

1. Recruit or give a gift membership to a new Alumni Association member. How about a son or daughter? (You receive 1 Sweepstakes entry.)
2. Upgrade your current Annual Membership to a Life Membership. (2 Sweepstakes entries for Single Life, 4 entries for Husband/Wife Life.)
3. Complete all remaining payments on your current Life Installment Membership (2 Sweepstakes entries.)

\*No purchase necessary. See sweepstakes rules.

### Sweepstakes Prizes

**Grand Prize:** A seven-day Mexican Riviera Cruise on the Love Boat, The Pacific Princess.

**1st Prize:** Five days of Rogue River Rafting. Point of departure Galice, Oregon.

**2nd Prize:** Two Bulova Accutron Watches—one man's, one woman's, engraved with the Regent's seal.

**3rd Prize:** One Jansport "Sequoia" 4-6 person dome tent.

**4th Prize:** A University Extension course of your choice worth up to \$150.00.

**5th Prize:** One pair of season tickets to Gopher men's basketball and women's volleyball.

**6th Prize:** One pair of season tickets to Gopher football and women's basketball.

**7th Prize:** 25 Minnesota Memorabilia Packets including a digital desk thermometer, a Regents Key Chain and an 'M' Lapel Pin. Great ways to display your pride in the University.

### Sweepstakes Rules

1. Entries must be postmarked no later than midnight, Feb. 29, 1984.
2. Winners will be selected on April 16, 1984, by random drawing from all entries by a select committee appointed by the MAA President. Winners will be notified of the results within two weeks of the prize drawing.
3. All awards are cash values. No cash prizes will be awarded.
4. All awards are non-transferable and must be used within 15 months of the prize drawing.
5. Federal, state and other taxes imposed on the winners are the sole responsibility of the prize winners.
6. Employees of the MAA and their families are not eligible to enter the sweepstakes.
7. Credit for sponsorship may be assigned from any acceptable MAA membership application which notes the member sponsor's name and MAA identification number.
8. A "new membership" is defined as any first time member of the MAA, or the reactivation of a membership which has been expired for 90 days or more.
9. This sweepstakes is void wherever prohibited, taxed, or restricted by federal, state, or local law or restrictions, and outside the geographic area of the USA (except APO and FPO addresses).
10. All prizes will be awarded. Names of winners of the first three prize categories will be published in the July-August issue of *Minnesota* magazine.
11. No purchase necessary to win. Send a postcard with your name, address, and telephone number to: 1984 Membership Sweepstakes, University of Minnesota Alumni Association, 100 Morrill Hall, 100 Church Street SE, Minneapolis, MN 55455.

**Yes!** I'd like to be an Alumni Association Sweepstakes winner!

Name \_\_\_\_\_ Street Address \_\_\_\_\_  
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MasterCard No. \_\_\_\_\_ Card Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

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Annual Member  
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Discount Annual Member—for graduates of past 3 years or more than 40  
 \$15 Individual (1 entry)     \$20 Husband/Wife (2 entries)

Life Membership  
 \$300 Individual (2 entries)     \$350 Husband/Wife (4 entries)

The new member is

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sweepstakes entries must be postmarked no later than midnight Feb. 29, 1984. Send to Minnesota Alumni Association, University of Minnesota, 100 Morrill Hall, 100 Church St., Minneapolis, MN 55455. Questions? Call (612) 373-2466.

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E D I T O R

Chuck Benda

Change: Both Sides  
of the Coin

"You think you've got it tough!  
When I was a kid, I had to get up at  
five, help with the chores, and walk  
three miles to school, rain or shine."  
Where have you heard that before?  
Change a few of the details and  
undoubtedly you will remember  
hearing it from one or more of your  
forebears. Perhaps you've even passed  
along your own version to a daughter  
or son.

The usual reply, after a good deal  
of snickering, went something like  
"C'mon, Pa (or Ma). This is the 20th  
century. Times have changed."

These days you can hear high  
school seniors telling "when-I-was-a-  
kid" stories to their junior high  
siblings who, in turn, reply, "Really,  
Sis. These are the 1980s. Get with it."

The pace of change has accelerated  
so rapidly that eras no longer can be  
measured in centuries. Even decades  
have become a bit unwieldy. Get with  
it! This is 1984.

And in 1984, a lot of students are  
taking five, six, or more years to get  
their undergraduate degree. Many  
must take time out from their studies  
to earn money for a year or two.

For some, this change is a  
disturbing, disrupting force in their  
education. But for others—perhaps  
the wave of the future—mixing work  
and school provides a blend of  
experience and education that is  
invaluable. In "Student Entrepreneurs:  
The Business of Getting an  
Education," you'll meet three  
University students who are adapting  
to the challenges of the rapidly  
changing University scene—by  
entering the world of small business.

Meanwhile, for a pair of Indiana  
farm boys who became professors at  
the same University, the world isn't  
changing fast enough. Brothers Roger  
and David Johnson of the College of  
Education learned a thing or two  
about cooperation before they left the  
family farm. When they began  
working together as researchers some  
15 years ago, they discovered that

instead of separating students and  
telling them to quit talking and get  
their work done, we should push their  
desks together and teach them to  
teach each other.

The Johnson brothers believe that  
their cooperative learning techniques  
can improve not only the quality of  
education that students get in our  
schools, but also the quality of their  
lives. If you don't like change, don't  
read "Sink or Swim Together." You  
just might find yourself down at the  
next school board meeting, urging  
your local school district to take a few  
lessons from the Johnson brothers.

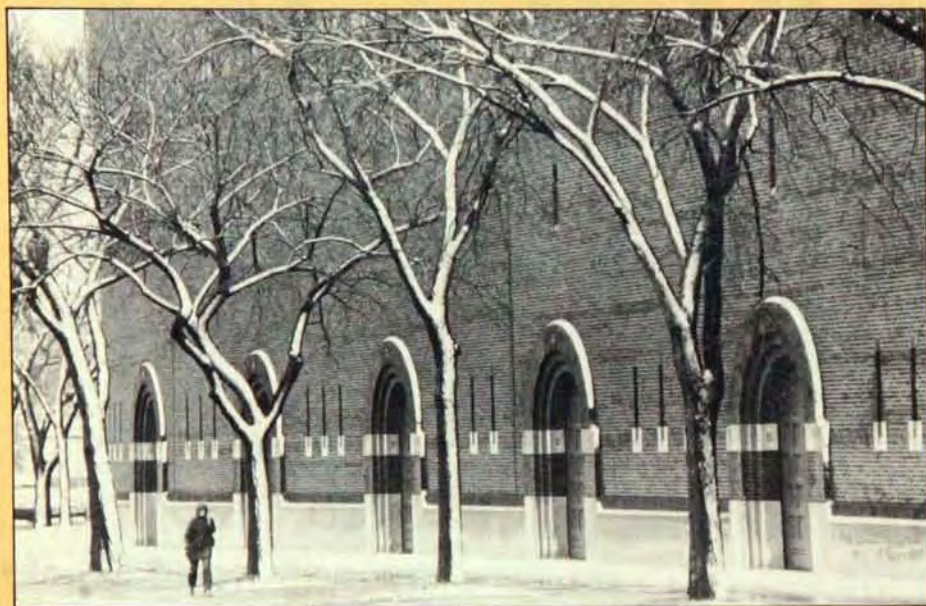
Finally, in this issue's cover story,  
"The Builders and Shapers," *Minnesota*  
takes a look at a segment of the  
University community that must keep  
up with all the latest changes and  
produce a product that endures.  
During the last half-century faculty  
members and alumni of the School of  
Architecture and Landscape  
Architecture have designed dozens of  
award-winning buildings that stand  
around the world.

For nearly 30 years, Ralph Rapson  
has been the driving force behind the  
success of the school. This year,  
Rapson will retire, leaving behind a  
legacy of programs, people, and  
buildings that will last for years to  
come.

And provide some permanence in  
this world, despite the crazy changes  
taking place in the way things are  
done nowadays. Boy, when I was a  
kid... □



## Steve Roszell



**W**ould you attend the University of Minnesota again if you were looking for a college today? Would you send a son or daughter here?

If you are interested in the future of our University—and your membership in the Alumni Association indicates that you are—these questions deserve your thoughtful consideration. Every university hopes its alumni would answer “yes” to both questions, making a positive statement about their own education and student experiences. As “products” of colleges and universities, alumni are uniquely prepared to evaluate the quality and success of what their alma mater has to offer. They are also in pivotal positions, as parents, teachers, community leaders, and business colleagues, to influence the views and judgments of potential students.

The University of Minnesota is now considering these important issues: the quality of the student experience, and the lifelong role of alumni in the institution. As Alumni Association leaders, we want to be sure you are aware of the challenges the University faces today and the opportunities for your involvement.

First, one of several task forces President Magrath appointed this year is focusing on the quality of the student experience at the University. Chuck Osborne, the Association's vice

president, and I are members of this group, representing alumni interests and concerns. Chaired by John Wallace, assistant vice president for academic affairs, this task force will evaluate and recommend improvements in the learning environment. We welcome your ideas for our consideration.

Second, through *Minnesota* and the all-alumni tabloid *Update*, we keep you informed about the University 10 times a year. In both publications we are devoting more attention to student life, campus issues, and interpreting today's educational environment in general. The story about student entrepreneurs in this issue shows that students face many new challenges in their learning experiences. You will find more about students in the Winter 1984 issue of *Update*.

Third, during the next several months, through our statewide Presidential Network and alumni chapters, we will be asking you to help the University attract top students. Competition for students is increasing as the prospective pool of 18 year olds shrinks; last fall the University experienced its first enrollment decline, ever. Your efforts to identify outstanding high school students and to show them your support, guidance, and genuine concern are vital to the

University. Last year, when we asked the faculty how alumni could better assist them, their overwhelming request was, “Send us more bright students!” We have our work cut out for us.

Finally, and perhaps most important, are your individual answers to the questions I raised earlier. We asked alumni these and many other questions in a random sample survey of alumni attitudes, just completed by a nationally recognized marketing firm. When the results are in, alumni concerns can be reflected in University policy-making as never before. The decision to ask alumni what they think and to respond to their recommendations marks a major effort by University administrators to include our constituency in its planning process.

I have always believed that students should be treated like alumni from the day they set foot on campus to ensure their understanding of and interest in the University once they graduate. Certainly many private, smaller schools have accomplished this, much to their great benefit. We, as alumni, cannot change the past, but we can make a tremendous difference for the future.

The continuing quality of the University depends on our commitment to translate positive student experiences into lifelong alumni support. I am convinced that your support in this process offers great promise for success.

In America, the best universities depend on strong alumni support for their excellence. But the great universities earn this support while alumni are still students. □



Steve Roszell has been Executive Director of the Minnesota Alumni Association since 1979.



## Harvey Mackay

### What You Can Learn At The University —And What You Can't

When I finally managed to buy a factory, I'd been out of the U for only five years. I was eager to apply all the lessons I'd struggled so hard to learn in class. I may not have been a straight "A" student, but I was ready to show the world that I had become a real entrepreneur.

The opportunity came sooner than I expected. I'd bought an insolvent envelope company with 12 employees. Within a year we had grown to 20 employees, but we were still teetering on the edge of disaster. I found out that the employees were considering joining a union and were going to hold an election to make the decision. I knew I couldn't afford to pay union wages. Here was my chance to put modern labor relations to work and prove what I had been taught in school: Management and labor could work together for the common good of all.

So I called our employees in one at a time, and I really poured it on. I told them of my glorious plans for Mackay Envelope—if only I didn't have a huge increase in expenses. One after another, they said, "Harvey, I'm behind you 100 percent. You can count on me."

All except one man. He said, "Mr. Mackay, my father was a union man, my grandfather was a union man, and I'm a union man. I'm going to vote against you." Well, I figured 19 out of 20 isn't too bad. The next day they held the election. Sure enough, the vote was 19 to 1...the other way. I lost 19 to 1. They handed me my head.

That wasn't the way I learned it in Labor Relations 101! But what I had learned was that people don't always do what they tell you they are going to do. I also learned that the entrepreneur learns to make very rapid midcourse corrections on a lot of small things he might not want to do in order to keep his major business

objectives intact. Or, as my father taught me, "It doesn't matter how many pails of milk you spill, just so you don't lose the cow." That's how I found out that by raising my prices, I could afford union wages.

The most valuable lessons I learned at the U weren't really specific bits of knowledge. One of the most outstanding professors at the U was Harold Deutsch, who was an authority on modern European history, particularly the Nazi era. Professor Deutsch, who also was my advisor, taught me an appreciation of knowledge for its own sake. His love of learning inspired me to develop lifetime habits of continuing to want to know more about everything and to spend my time as carefully and prudently as I would spend my money. Professor Deutsch never taught me how to build a better envelope. But there were many times when I know my business was improved because my intellectual curiosity was fired by his example.

I was a golfer at the U, and I learned a lot from our coach, Les Bolstad. Like Professor Deutsch, the most precious information Les provided us had more to do with life in general than the specific subject matter he happened to be teaching.

Les taught me the value of practice. Nothing you learn is of any value unless you practice it. Knowledge doesn't become power unless it is used. And even practicing it isn't enough. You have to fine tune the word "practice." Most of us think practice makes perfect. False. First you must add one word! *Perfect* practice makes perfect. Les knew that. He knew that you can practice your golf swing... or your sales presentation... hundreds of times, but if you don't know what you're doing, then all you are really doing is perfecting an error.

My favorite teacher at the U never taught a class. But I learned a lot from Paul Giel. I remember once when Paul was in a close game, only a few seconds left, and the Gophers had to score to win. Paul had the ball, and as he was being tackled, he managed to form his hands into a "T" sign for time-out. Amazingly, not only didn't he fumble, but we went on to win. What made Paul a great athlete was



*Harvey Mackay is a 1954 graduate of the College of Liberal Arts. President of Mackay Envelope Company of Minneapolis, Mr. Mackay is a member of the Minnesota Alumni Association executive committee and is involved in many other University and civic endeavors.*

that he was a good athlete with a great mind.

I learned something that day from Paul. Winners in sports and winners in business have something in common—an uncanny knack for being able to fantasize, to project themselves into successful situations. Dream your dream, whether it's owning a factory, starting your own business, or becoming a success in another field. That's what Paul Giel did when he scored the winning touchdown with three seconds to go. As he began his moves, he automatically made the 1,000 tiny adjustments necessary to achieve the mental picture he had formed in his mind, the picture of himself scoring that touchdown.

As an entrepreneur, when you project yourself mentally into winning situations, you'll find yourself in them time after time. □

# AT THE "U"



University officials and friends picked up hard hats and shovels at ground-breaking ceremonies for two buildings on the West Bank of the Minneapolis Campus. October 20, construction began on the new \$18-million home for the Hubert H. Humphrey Institute of Public Affairs and the School of Management (Photo at left). The building, which will also house the Center for Urban and Regional Affairs, will be connected to the Management and Economics Building tower.

October 28, shovels were wielded once more to break ground for the new School of Music building (bottom photo). The \$16-million building, expected to be completed in 1985, will bring together music students and faculty members now scattered in 12 separate locations around campus. The building will be named for Donald N. Ferguson (below, far left), a 101-year-old retired music professor who taught at the University for nearly 40 years.



## The End of the Beginning

By Mikki Morrisette

In 1970, Bob Odegard became the first director of development at the University of Minnesota. In 14 years he led the development office to the fore of public university fundraising. Now Odegard, who received a degree in agricultural economics from the University in 1942, has decided to turn over the helm.

Before 1970, the state legislature and many community leaders discouraged the University from competing with private Minnesota colleges for contributions. Only a fraction of the University's 200,000-plus alumni were contacted for voluntary support, contact that often included only one form letter and little or no follow-up.

Battles with inflation and recession, however, started to change that nonaggressive approach in the early 1970's. Tuition and taxes couldn't sustain the University's pursuit of academic excellence. Odegard was one of five handpicked staff members chosen to help recapture for the University the support out-of-state schools had been collecting from Minnesota resources.

Odegard worked in a small Walter Library office at that time. He didn't have the assistance of the Minnesota Alumni Association, then a small group located off campus. But Odegard and the small development staff organized and made contacts. And the University began to realize the benefits.

In December 1983 Odegard resigned as Associate Vice President for Alumni Relations and Development, a position he had held since 1977. But the fruits of his labor at Minnesota will remain. The Hubert H. Humphrey Institute of Public Affairs was established by an endowment campaign, led by Odegard, that raised over \$15 million. The Princeton, Minn., native worked with Variety Club representatives to elicit a \$7.5 million pledge for a new cardiovascular research and training

center. His contacts with John Cowles, Sr., garnered \$2 million for the School of Journalism and Mass Communication.

During Odegard's tenure, private contributions increased from \$14.8 million to \$54.8 million. University Foundation assets ballooned from \$5 million in 1970 to their present \$81 million mark, and Minnesota now ranks among the top universities and colleges in the country for total voluntary support.

Although the former state legislator usually initiated contact with eventual donors, contributors

daughter had attended Minnesota.

One gift came to Odegard's attention because of a mimeographed class reunion invitation sent to an alumnus named Luckie Waller. The invitation was returned with a short note saying that Waller named the University in his will as a beneficiary of his seven-figure estate.

After receiving the note, Odegard visited Waller, who lived with his wife, Dora, in a one-bedroom apartment in California. He asked the alumnus, who hadn't lived in Minnesota since his graduation 50 years earlier, why he chose Minnesota



also surprised him with unexpected gifts to the University.

Sleepy Eye, Minn., native Emma Summerfield, the widow of a railroad executive, included Minnesota's civil engineering department in her will on the advice of her lawyer. She died the day after drawing up the will, and the University received an unexpected \$1 million.

Another gift, for \$896,000, came to the University from the estate of Dorothy Record Bauman. The money was left in memory of her father, James L. Record, who grew to appreciate the University after founding the Minneapolis Steel Machinery Co. Neither father nor

for the gift. "He told me I was the most 'honest-looking mendicant' he'd seen," Odegard told a *Minneapolis Tribune* reporter after Waller's death in 1976. "And then he said, 'Look, it's not that I have a bleeding heart for Minnesota. But I would like to see the money go back where it came from.'"

Because of Odegard's continuing contact with the Wallers from 1975 until Dora's death in 1982, the estate eventually will bring the University about \$7 million in gifts of cash, real estate, and securities.

Odegard's job hasn't always been that easy. Management talents, communication skills, "interest and devotion to the people," and a "wide

acquaintanceship with Minnesota people" — all are traits Odegard mentioned as important for his successor to possess. All are qualities Odegard himself cultivated during his University career, as well as during earlier stints as a stockbroker and state legislator.

Odegard's sincerity and congeniality are characteristics his colleagues recognize as being responsible for the increased support raised for the University.

"He not only believes in the University's pursuit of excellence but he made believers out of thousands of supporters," University President C. Peter Magrath said recently. "Consequently, the University of Minnesota is a national leader in development and private fund raising."

At the annual Presidents Club dinner October 14, 1983, Odegard was honored for his service to the University. Ray Plank, past chair of the Foundation's board of trustees, announced at the dinner that the Robert J. Odegard Endowment Fund has been formed to accept contributions recognizing Odegard's long-standing commitment to the University. The fund will support programs in the arts and humanities.

For the next four years, Odegard will continue to work part time for the University as a special consultant to President Magrath. Meanwhile, the University has begun a nationwide search for someone who can continue in the fine tradition Bob Odegard began.

## President Magrath Addresses House Subcommittee

Scholarship cannot thrive in secrecy, and research cannot be advanced under wraps, University of Minnesota President C. Peter Magrath told a subcommittee of the House Judiciary Committee November 3 during a hearing on freedom of research and security controls.

Magrath asked that Congress examine various Reagan administration regulations that restrain the free flow of information among scientists, researchers, and engineers. "The majority of restraints upon scholars and scientists appear to be unilaterally imposed by the executive branch," he said.

"This is not to imply that the protection of genuine technical secrets is an inappropriate concern of our government," Magrath said. "However, what is questionable and alarming are the means by which such objectives are pursued. To attempt to plug national security leaks by muffling those who pose no security risks makes little sense. It amounts to caulking the wrong part of the wrong ship, and in the end, the efforts prove to be unnecessary, intimidating and counterproductive."

Magrath pointed to presidential directives that authorize prior governmental review of any publication by persons—presumably including university researchers—who have had access to classified

information as one example of the conflict between openness and secrecy that has occurred during the Reagan administration.

"Scientific progress flourishes best in the free competition of ideas," Magrath said. "It is that openness and competition that explains why the United States is preeminent in most scientific fields. And it is the absence of openness and competition in the Soviet system that confirms the observation of Nobel laureate P. W. Anderson that, 'Security and secrecy impede scientific technical progress... tending to cloak inefficiency, ignorance and corruption more often than it hides genuine technical secrets.'"

To resolve the conflict between freedom of research and government security measures, Magrath suggested that only in the most exceptional and limited cases should the communication of unclassified scientific information be restricted. "Any other avenue... would impede the very avenues for scholarly communication that are so vital to national security," he said.

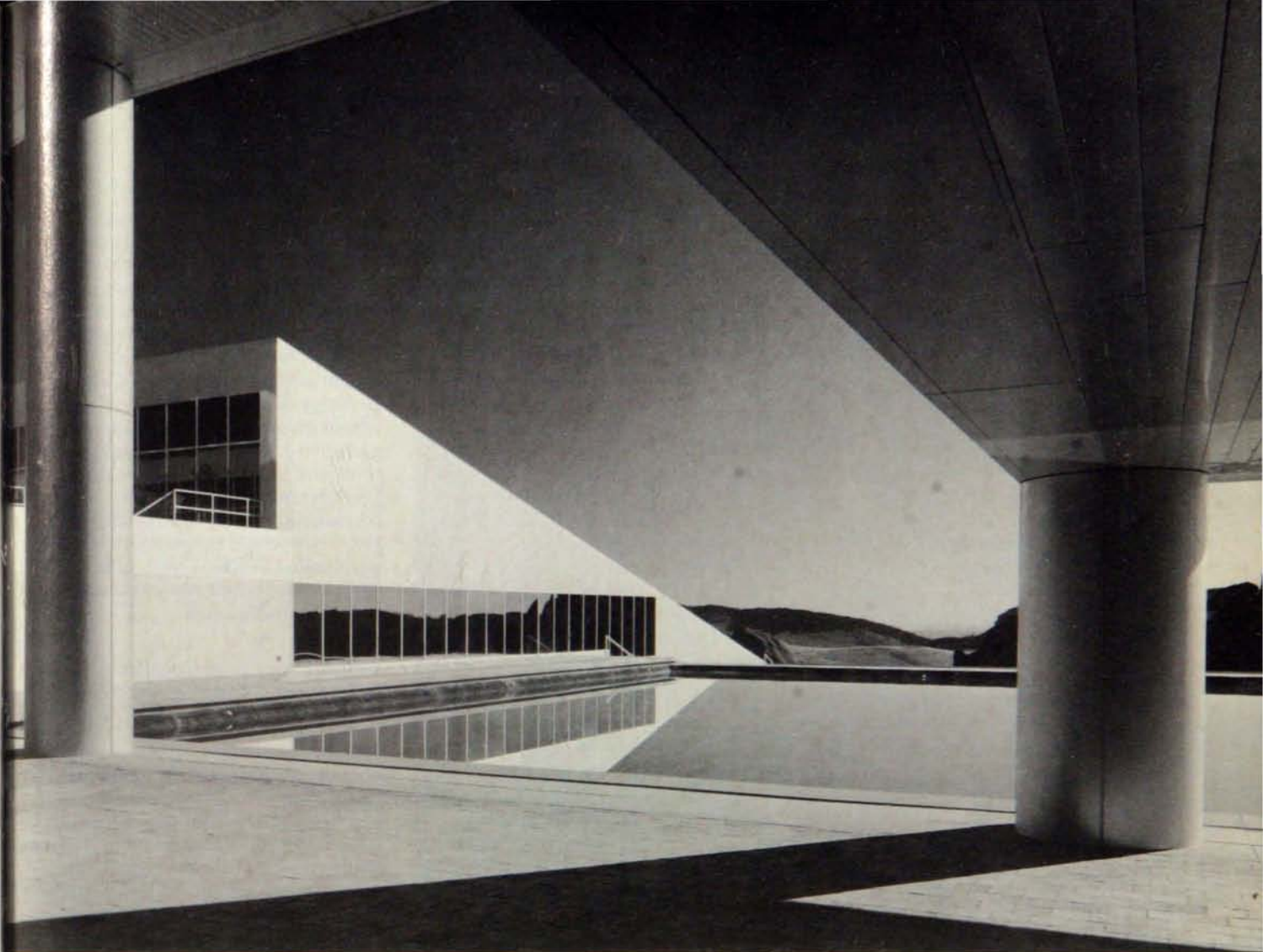
Magrath also suggested that if there are reservations about the activities of foreign scholars, the State Department should resolve those reservations before the scholars are allowed to enter the country. "It is not the function of the academy to be a surrogate surveillance agency," he said.

## IN BRIEF

**Enrollment was down** this fall, about two percent for the entire University compared to fall quarter 1982. Enrollment by campus: Twin Cities—46,445, down 1.9 percent; Duluth—7,530, down 2.6 percent; Morris—1,593, up 1.2 percent; Waseca—1,110, down .2 percent; Crookston—1,143, down .5 percent. According to President Magrath, these figures were well within projections that were budgeted for.

**The Minnesota Daily** won a battle in the ongoing litigation over the *Daily's* June 1979 humor issue. A three-judge panel of the federal appeals court ruled that the Board of Regents had violated the First Amendment by making the *Daily* fee refundable. The ruling overturned a December 1982 ruling that upheld the Regents' action. The Regents have asked for a hearing before the entire court.

**New officers** were elected this fall for the University of Minnesota Foundation Board of Trustees. The officers are: George T. Piercy, '38, Chairman of the Board; Dale R. Olseth, '52, President; Vernon H. Heath, '50, Treasurer. Outgoing Chairman Raymond Plank was given a Regents' Award to recognize his service to the University. Thomas E. Holloran, '51, Ralph Hofstad, '46, and Robert M. Price were elected to the board as trustees.



# The Builders & Shapers

*From Baghdad to Boston, University Architects  
are Changing the Face of the Earth*

By Elizabeth Petrangelo

**W**hen Ralph Rapson talks about architecture, he talks about violent conflict, dilemma, grave responsibility. He talks about agony and the loneliness of the creative process.

Yet at the core lie exhilaration and joy and magic. To Rapson, the process of creative design is "hard, loving work." Painstakingly, creatively he has mastered, again and again, the conflict between art and science, between the intellectual and the emotional aspects of life.

His creativity in the practice of

architecture has earned him more than 50 awards, yet his greatest achievement may be the long-term and consistent excellence of the University's School of Architecture and Landscape Architecture, a school that has graduated some of the most important architects in America today.

For 30 years, Rapson has led the school that is considered one of the top in the country. Under his leadership, the school has amassed an impressive list of accomplishments.

Nine faculty members are fellows

in the prestigious American Institute of Architects—a claim no other school can make. Its brightest graduates are welcome in the best graduate schools and win prestigious fellowships, scholarships, design competitions, and architectural awards. Buildings designed by its graduates and faculty members stand from California to France, Denver to Baghdad, Denmark to Saudi Arabia.

"I do a lot of lecturing around the country, and I am convinced that Minnesota is one of the top schools in the nation, in producing graduates who are able to compete in graduate school, for prizes, and professionally," said James Stageberg, a member of the faculty for nearly 30 years and a University graduate.



Helen Mittelstadt, a third-year architecture student from Wisconsin, works on a preliminary model for an architectural design class. The design process is the core of the curriculum, and design students are encouraged to practice, practice, practice.

(Previous page) The gleaming aluminum skin and mirrored glass of the Johns-Manville World Headquarters building contrast dramatically with the rugged Rocky Mountain landscape near Denver. Designed by the Architects Collaborative Inc., a Cambridge, Mass., firm that includes University graduates John Sheehy, Michael Gebhart, and Thomas Larson, the building won the 1979 AIA Honor Award.

Like many others, Stageberg credits much of the school's top reputation to its head, Ralph Rapson, and the momentum he established by assembling a strong faculty. The school's preeminent position today reflects a faculty he built, composed both of full-time teacher/scholars and part-time teachers who are also successful practicing architects. This unusual combination—practitioners, researchers, and teachers—is pointed to again and again as the school's major quality difference. Only a few urban universities have similar arrangements; in fact, many institutions prohibit outside practice by faculty architects.

When Rapson came to head the school in 1954, leaving a faculty position at MIT, he had already gained an international reputation as a practicing architect. Immediately, he began intensive review and improvement of the school's programs, at the same time encouraging faculty members to practice their art outside of the classroom. "Faculty members need the opportunity to demonstrate ideas," Rapson said. "I have always needed it, and the faculty needs it too." Rapson likens this process to the well-established system of scholarly publication. Architecture faculty members who conduct scholarly inquiry can test their ideas in print. For faculty members in design architecture, a more physical forum for expression must be found.

Over the years, local architects have supported faculty competition in the marketplace, partly because the local designers are so thoroughly enmeshed with the school, but perhaps more importantly because "a strong school of architecture supports and endorses strong architecture," Rapson explained.

Although Rapson has profoundly influenced the school, a strong foundation already existed when he arrived. Architectural education in some form has been offered at Minnesota for over 100 years. Even in its most vestigial form before the turn of the century, the course of study in architecture aimed "to prepare the student, not so much for the practice of draughtsman as for designing."

That aim has endured throughout. Walter Pardee became the first architecture graduate in 1877.

When the architecture program was established officially in 1913, it was the only such program west of Chicago, with the exception of the school at the University of California, Berkeley. During the 1920s, the school grew from a few students in a garret to 150 students occupying the third and fourth floors of Main Engineering, now Lind Hall. Increasing student interest over the years has forced the school to limit enrollment. For academic year 1983-84, more than 300 students competed for 60 available spots.

### Design: An Art of Conflict Resolution

Architecture is a study in conflict. The design process is both art and science, emotional and intellectual, cultural and technical. Both in his practice and in leadership of the school, Rapson has worked to instill in students a careful acknowledgement and understanding of these inherent tensions. "Architecture is not only a highly precise social and physical science but also a fine art—the process of organizing and ordering space and relating it to society for our use, comfort, pleasure and spiritual satisfaction," Rapson once wrote. "In other words, it is the total act of converting and controlling, shaping and ordering the entire physical environment into an effective, expressive and harmonious setting for human life... in our search for significant environment the art of architecture must always control the science and technology of architecture, and the total must control the parts. The creative act must govern."

These beliefs are reflected in the school's carefully defined goals and objectives:

—To teach the student that creative thinking is the result of orderly acquisition of factual knowledge

—To train the student to apply this knowledge with imagination, judgment, and creativity, and

—To instill in the mind and spirit of

(Right) The immense green-glass curve of William Pederson's 36-story steel-framed marvel at 333 Wacker Drive in Chicago flows with the bend of the Chicago River. "Every architecture student in Chicago should be made to look at it," Chicago Tribune architecture critic Paul Gapp states flatly. University graduate Pederson is a founding member of New York-based Kohn Pederson Fox Associates, one of the largest and busiest architecture firms in the country.

(Below) Only 18 acres of the forested and marshy 31-acre site for Gelco Corporation international headquarters near Minneapolis were suitable for building. The Leonard Parker Associates' answer to these design challenges is this L-shaped, reflective glass structure with terraces that step up the 50-foot slope. A University graduate, Parker has been a significant force on the architecture faculty for 25 years.



the student the desire to continue learning throughout life.

Several degree options are available to students. Two professional degrees, the bachelor of architecture and the master of architecture, prepare students to become registered architects. Coursework leading to the bachelor of environmental design and the bachelor of arts in architecture also is offered. The bachelor of landscape architecture is a joint program with the Department of Horticultural Science and Landscape Architecture. In fall 1983, the Board of Regents approved a new master's degree in landscape architecture.

In a sense, the school's goal is to provide students with a strong base upon which to build a lifetime of experience. At the heart of the creative process, Rapson says, is "the ability to maintain broad intuitive and emotional activity freely within the framework of endless hours of search and a vast amount of acquired knowledge along with endless experience."

Leonard Parker, one of the many teacher/practitioners on the school's faculty and another of the school's noted graduates, echoes Rapson's

beliefs. "I don't think architecture can really be taught. It has to be learned through years of actual practice. It takes a long time before an architect can do mature work. So what we do in four years of design work in the school is to stress the creative design process over and over again."

The program is demanding. "We push our students hard," Stageberg said. "When they start, most of them don't know what architecture is. I tell them that one of the things they will learn is whether they can learn to love architecture. We have a faculty that loves architecture and believes in it as an art."

The core work in architecture and landscape architecture is the design sequence, where the basic approach is a problem-solving one. The sequence leading to the professional degree, bachelor of architecture, takes a minimum of four years, with the first two years devoted to developing basic skills, and the final two years working on more complex architectural, issues, environmental control, and urban design. These students spend about one-third of their time studying general electives, one-third in architectural design in the studio and

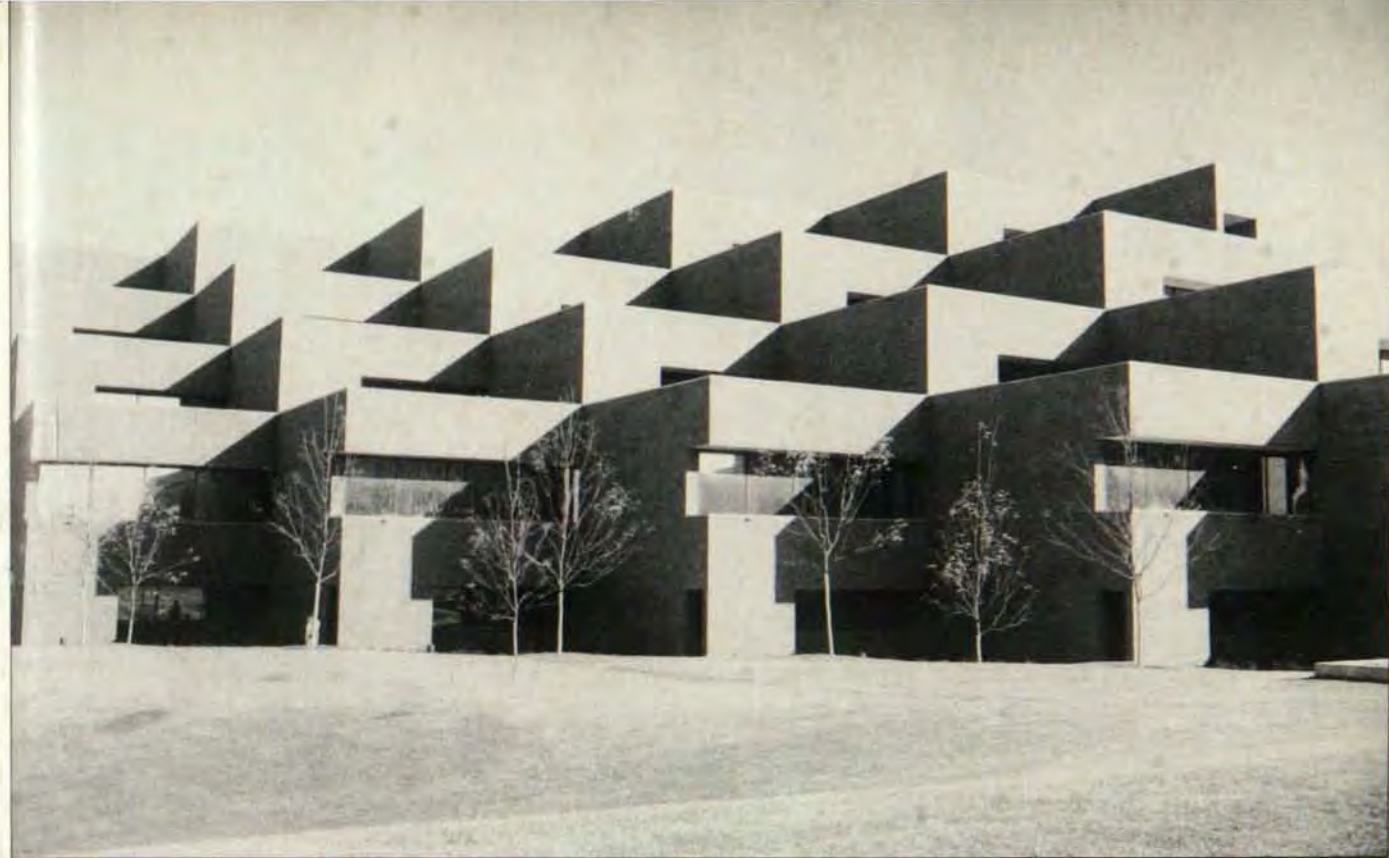
laboratory, and one-third in gaining practical experience. Each student must complete an architectural thesis, but must first accumulate 800 hours working in an architectural, planning, or engineering office. Generally, students must find their own spots in local companies. With more than 200 architectural firms in the area, finding a space is not usually a problem, Rapson said. "Our students are doing things in the office that the office can really do better than we can in an academic setting," Rapson said.

Practical experience is available in other ways as well. Organized in teams with faculty supervision, groups of students also tackle complex urban design problems for real communities. Minnesota towns and villages such as Faribault, Winona, and Wabasha have become real-life laboratories where students practice

(Below) Sunlight bathing the rotunda in the University's Civil and Mineral Engineering Building belies the fact that most of the six-story building is underground. Faculty member David Bennett of BRW Architects was principal architect for the building that uses such energy-saving techniques as solar heating, cooling by ground water, and deriving insulation from the earth's natural properties. Through an arrangement of lenses called the Ectascope, building denizens 110 feet below the surface get a three-dimensional look at what's going on outside upstairs—as if they were looking through a window.







analysis, planning, and design on issues from energy to restoration and downtown development. The students' work is not expected to be used for construction. For that, communities are encouraged to seek professional architectural advice. But students' plans have been used to stimulate discussion, raise funds, and generally to get the community ball rolling.

"A very small percentage of students have the chemistry to be natural designers," Parker said. "So what the school does is try to instill in each student the enthusiasm for architecture as an art form, the importance of the role of design in architecture. That enthusiasm is extremely important and takes teachers who share that enthusiasm."

### The Cambridge Connection

Those who wish to pursue a master's degree after completing the undergraduate degree at Minnesota are usually encouraged to seek the degree elsewhere. "A lot of our students are brought up in this region, and it's good for them to go someplace else for awhile," Stageberg said. Many of the "best and the brightest" graduates head for Harvard or MIT to pursue their graduate degrees. Both Harvard and MIT are noted for high quality graduate programs in architecture, and "we've done an enormous job of giving them very

good people," Rapson said. Called the "Cambridge Connection," this pipeline has existed for years and has been traveled by scores who have placed their stamp on the architecture in many parts of the world. Frederick Mann, named the first head of architecture at Minnesota in 1913, was a product of a University of Minnesota-MIT education. Some return to Minnesota to teach and practice including faculty members Parker, Stageberg, Thomas Hodne, Carl Graffunder, John Rauma, Roger Martin, Dennis Grebner, and Milo Thompson. Others remain in the east to practice, and the work of still others can be seen in countries around the world.

### "Hard, Loving Work"

Rapson, Parker, and Stageberg agree that having faculty members who love architecture contributes enormously to the school's consistent excellence. The full-time teacher/scholars devote their time to classroom work and to the developing body of architecture research. Faculty member Julia Robinson's work on the effects of the physical environment on human behavior is carving out new territory in architectural research. "I graduated from the University, practiced for awhile, and decided there was a hole in architecture education and practice," Robinson said. "There was not enough information on how

(Above) Abstract ideals of law are reflected in the real building blocks of the award-winning Leonard Parker design for the University's Law Building. The blocks represent the courts, the instruments of service (public defender, legal aid, and administration), and the instruments of education (faculty offices and the 600,000-volume law library). The building's bluff-like appearance echoes the Mississippi River bluffs, which lie to the east.

buildings are used and how people respond to them." She is now completing a two-year study, conducted with Travis Thompson of the psychology department, on the design of residences for the mentally retarded. "What we're trying to do is define the difference between institutional and home-like settings," she said. Their work is based on the concept of normalization. In other words, "If you live in a setting typical of the average citizen, you're more likely to behave like a normal citizen."

Faculty member Lance Lavine is considered an expert on passive solar energy and energy conservation. His recent book, *Five Degrees of Conservation*, gained attention for its treatment of energy alternatives in northern homes.

"The full-time faculty tends not to get the acclaim that the part-time teacher/practitioners do because the practitioners are able to demonstrate through execution," Rapson said. "For the teacher/scholars, research is the

creative expression above and beyond teaching."

Considerable acclaim does come to the teacher/practitioners. Leonard Parker is a good example. On the teaching faculty for nearly 25 years, Parker is a tireless, creative designer whose own influence on the school has been significant. The University's award-winning Law Building is a Parker product, as are the Minneapolis College of Art and Design, Elliot Hall on the Twin Cities campus, and the international headquarters for the Gelco Corporation. Park has won more than 42 state and national awards for design excellence.

David Bennett, one of several faculty who also are fellows in the American Institute of Architects (AIA), has become a world authority on passive solar optics systems and underground construction, both used in his design of the newly opened Civil and Mineral Engineering Building on the Twin Cities campus. The *AIA Journal* has called the building "unquestionably the most technologically up-to-the-minute effort we have" in underground construction. Winner of the Outstanding Civil Engineering

Achievement Award for 1983, the building occupies "mined" space 110 feet below street level and contains a remote view optic system that reflects a view of the surface to the lowest level—believed to be in effect the world's largest periscope. Other underground works by Bennett include the Walker Community Library in Minneapolis and the east bank bookstore, Williamson Hall.

"Our part-time teachers are the best design architects in the Twin Cities area, people who are at the cutting edge of contemporary design work," Rapson said. "The people we select are the people I admire as architects, the Parkers, the Hodnes, the Stagebergs. I would put our design faculty right at the top of the list."

Many other current and former faculty members are highly regarded practitioners or researchers and teachers whose contributions to architectural education and practice have been considerable. Rapson himself, whom Parker calls "without question one of the two or three most talented architects in this area," has maintained a prestigious private practice throughout his years as an educator. While on the MIT faculty,

Rapson gained international attention for his work on the U.S. embassies in France, Denmark, and Sweden. Noted domestic projects include the Performing Arts Center at the University of California, Santa Cruz; the Cedar-Riverside New Community in Minneapolis; Rarig Performing Arts Center on the Twin Cities campus; the Humanities Fine Arts center on the Morris campus, and the Recreational Facilities Building at Southern Illinois University, Carbondale. Locally, Rapson may be best known for designing the Tyrone Guthrie Theatre where he met creatively the challenge to design a building whose stage would foster an intimate actor-audience relationship and whose cost would fit a low construction budget.

(Right) More than 15,000 working drawings were required for the 30 separate construction packages that became the King Khalid Military City in Saudi Arabia. Brown Daltas and Associates, with University graduate Spero Daltas, planned the multi-billion-dollar community for 70,000 people. Beyond architectural design, the firm also provided complete plans for landscaping, irrigation, underdrainage, paving, and lighting, at the same time structuring the city on traditional moral and religious principles of Islam.

## A Roster of Stars

The work of the design architect borrows a lot from the Buddhist advice: "Develop an infallible technique, and then place yourself at the mercy of inspiration." Many of the graduates and faculty of the School of Architecture and Landscape Architecture have consistently placed themselves at the mercy of inspiration to create built environments that synthesize physical science with fine art. Any list of examples would be incomplete, but some of those who have achieved distinction are noted below.

—Spero Daltas, '43, design partner in the firm of Brown, Daltas and Associates, whose projects around the

world have included schools, colleges, and universities and the design of a complete city for 70,000, the King Khalid Military City in Saudi Arabia. Other projects include the prize-winning competition entry for the Australian Parliament House and his first-prize-winning design for the Milwaukee Lakefront.

—John P. Sheehy, '66, Michael Gebhart, '79, and Thomas Larson, '58, vice presidents with The Architects Collaborative, Inc., in Cambridge, Mass. TAC projects include the Johns-Manville World Headquarters in Jefferson County, Colo.; the 3.5 million square foot Copley Place in Boston; Bering Tower, a pair of reflective glass towers in Houston; and such international projects as the luxury Ishtar Sheraton near the Tigris

River in Baghdad.

—Ian Woodner, a New York architect, painter, and art collector whose design projects have included the Central Park Zoo and the 1939 World's Fair.

—William Pederson, executive vice president, principal, and partner-in-charge of design for New York-based Kohn Pederson Fox Associates, whose 36-story marble, granite, and glass office tower at 333 Wacker Drive in Chicago has been hailed by the *Chicago Tribune* as one of the most important buildings of the decade.

—John Rauma, '50, faculty member who designed the award-winning Classroom/Office Building on the St. Paul campus and the Church of the



Risen Savior in Burnsville, Minn. Other designs include Willey Hall and the West Bank Union on the Twin Cities campus and the Hennepin County Ridgedale Library.

—Milo Thompson, '57, a faculty member who has been honored more than 35 times at state and national levels for distinguished design work. Some of Thompson's recent works include the Greenway Gables in Minneapolis and the Lejeune residence in Orono, Minn.

—R. Randall Vosbeck, '54, a founding partner of the Washington-based VVKR Inc. and, in 1981, the 57th president of the American Institute of Architects (AIA), whose projects have included the United Way of America headquarters in

Alexandria, Va., and the Federal Office building in Norfolk, Va.

—Valerius Michelson, a faculty member with two designs represented in the permanent collection of the Museum of Modern Art in New York.

—Faculty member James Stageberg, '52, who has become known, in part, for his work with Thomas Hodne, '55, on projects for the Indian community, including Little Wound High School in Kyle, S.D., and the Native American Center in Minneapolis. Hodne and Stageberg also designed 1199 Plaza, a 1,350-unit building in New York City that has won nearly every award a building can win including a national AIA Honor Award. The official AIA guide to New York calls the building "one of the city's most impressive and

most liveable works of multi-family housing."

—Robert Cerny, '32, retired faculty member and head of his own firm who has won the Minnesota Society of the American Institute of Architects Gold Medal and designed the School of Architecture building, Metropolitan Stadium, and Twin Cities International Airport.

—Dennis Walsh, president of Ellerbe Associates, Inc., in Minneapolis which has designed such projects as InterNorth Corporate Headquarters in Omaha and the Indiana University School of Business and Environmental Affairs building. The University's other graduates at Ellerbe include Donald Hanson, Frederick Richter, Wayne Bishop, and John Gaunt.



(Above) Ralph Rapson's asymmetrical design for the Tyrone Guthrie Theatre was an innovation in theatre and a headache for Rapson, whose conflicts with the late Sir Tyrone during the design phase were legendary. Repertory theatre design is extremely complex and sensitive because it must set the scene dramatically without overwhelming the performance. Rapson's design effectively establishes intimacy between actor and audience through his 200-degree seating layout around the thrust stage.

### When Rapson Retires...?

This year, Rapson will retire as head of the architecture school.

Stageberg chairs the search committee to find Rapson's replacement; the group's work has already consumed more than eight months. "To find someone with Rapson's kind of awesome energy and commitment is going to be very difficult," Stageberg said. "What we are looking for is a person who can provide leadership to our school, both academically and professionally, and who can also bring the national and

international visibility that Ralph Rapson has.

"Ralph has provided superb leadership. But we're not trying to clone Ralph. That leadership might come in other ways, perhaps in profound scholarship, or teaching, or research," Stageberg said.

Retirement will not erase Rapson's signature from the school he has steered to national note and prestige. "There is a lot of momentum that Ralph has set in motion, with the faculty that he has brought on," Stageberg said. "That momentum is there, and that won't change." □



Ralph Rapson

# Student Entrepreneurs

*The Business of Getting an Education*

By Marcy Sherriff  
Photos by Rob Levine

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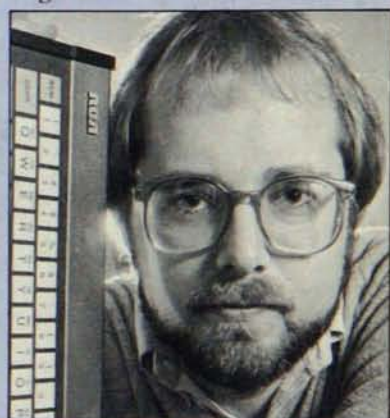
Jon Cohen stands behind every component of the audio-visual systems he custom designs and installs. Good products—like these imported German speakers—and total service are helping his venture grow.

Page 23



Tamey Jo Austin's interior design business, specializing in custom stencil work, is a blooming success. She paints walls, floors, fabric—whatever—using one-of-a-kind patterns like these. Over 500 stencils decorate this client's home.

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Computer terminals just about fill the picture for Jim Sandberg. Getting his own helped him stay in school; buying more and leasing them to other students needing to access the University's computer got him a full-time job—in his own business.

## JON COHEN

When Jon Cohen enrolled at the University in 1978, he assumed he would work his way through school—four years for an undergraduate degree, graduate school after that—then take a corporate job to work his way up all over again.

It is a familiar plan to many people, but also one that's changing. Cohen's own progress illustrates some of the alternative ways of getting an education—both on- and off-campus.

Today, five years after starting college, Cohen has completed about three-fourths of the requirements for a B.A. in political science and is pursuing a second undergraduate degree in business. In addition, he owns and operates Audio Systems and Design, a venture which, as of its first anniversary last fall, was quickly becoming a full-time success.

In October Cohen, 24, had just completed his first major job for a client—designing and installing a sound system with 12 speakers, video component and individual room controls on an 80-foot, \$3.5 million, custom-built yacht. Although that's a big boat, it's a small area for a sound installation. The project demanded creativity. "They wanted speakers everywhere," he said, so he tracked down automotive speakers that would fit the compact quarters and produce top-notch sound. Likewise, the job challenged Cohen's diligence: he had to individually shrink wrap each connecting wire on board so it wouldn't rust.

Cohen's situation may not be exactly according to plan, but he is not about to turn back now. He is among many students who are finding that innovative, enterprising approaches to work not only help finance but also enhance their University education. Work and school become mutually reinforcing learning experiences. They also become rivals for time and energy, a conflict that poses a learning experience in itself.

Cohen decided to strike out on his own in the fall of 1982 when he grew disenchanted with the new management at a store where he had been selling stereo sound systems for several years. "I was in school and had little to lose by taking the risk of going into business for myself," Cohen said.



"It wasn't an original idea—any good ideas aren't original. I knew of other custom installers who were successful, but no one was doing what I wanted to do in the Twin Cities area.

"Certainly there was a lot of potential," he continued. "I knew the people I wanted to reach and was ready to provide a specialized service much like the consulting they would seek on other things, such as security and lighting. Also, just considering trends like people staying at home more for entertainment and the tremendous advances in communications technology, it made sense that here were business possibilities that weren't contingent on seasonal work or economic fluctuations."

Cohen does not work with the common, everyday stereo system. He provides a combination of state-of-the-art products and personalized service to build an integrated system that produces good sound in a given environment—homes, businesses, restaurants, even yachts. He initially introduced his business by speaking at a meeting of local interior designers, and a few small installations came his way.

"It wasn't of great concern to me that business wasn't picking up in the first few months. I was very involved in school and have always been concerned with getting good grades," Cohen said. "I figured I would be able to take a couple of years to develop the business properly.

"I had the sales technique and knew the equipment from my previous experiences. I didn't know installation, but I knew I could cover that if I just got a job. I don't think that is an

uncommon approach to business. You do what you can; you learn what you have to."

About six months after his first presentation, Cohen appeared at a regional trade show sponsored by the same group of design professionals. Suddenly, he found himself in the midst of installations for a new St. Paul restaurant and two mansions, with a third in the proposal stage.

"I had always put school first, and suddenly I had to be skipping classes all the time and putting on my hard hat," said Cohen. "The construction crew isn't going to wait. You have to be there when they are ready. Work had to become number one."

As a result, Cohen dropped his classes fall quarter. He plans to go back. He's not a quitter, but his attitude about school, as well as work, is "not just to do the job, but to do the best."

He is quick to relate his business successes to his college experiences. When he started his business, he "was scared to death of what to say," he recalled. "I figured it out in the same way I used to write term papers—defining the problems or objective, stating considerations, getting a point across. I'm glad I had those poli sci courses."

Even though Cohen hasn't kept to his original time schedule for school and work, he has achieved much of what he set out to do five years ago. "I went to school to learn, not for vocational purposes, mainly to become an interesting person outside of work," Cohen said. Whether at work or outside it, "interesting" is a modest description of this bright, successful student entrepreneur.

## TAMEY JO AUSTIN

At age 25, Tamey Jo Austin decided to go back to school and finish her degree. To do that, she also decided to start her own business.

Austin makes it sound so simple. She shaped her idea for a part-time enterprise while defining what she wanted to study and what kind of job she eventually wanted to have. Capitalizing on her artistic bent—an early-discovered talent that led her parents to enroll her in oil painting classes when she was seven—Austin started talking to people about stencilling original designs on walls, floors, even ceilings, and she applied for admission to the interior design program in the College of Home Economics.

"Being a secretary wasn't my goal in life," said Austin, who had been working full time in clerical positions for three years. "I was going to look for another job but knew what I really needed was my degree. It's important for anyone."

Austin attended the University of Minnesota for two years after graduating from high school in 1976. "I had lots of fun," she said with a tinge of embarrassment. "I lived in a sorority house. I think I was in about ten different programs. Really, I just wasn't serious about school." Working part time as a dental assistant during those years, she had thought she would study dental hygiene. When the time came to declare a major though, she had to admit that it really was not what she wanted to do.

"I am glad I realized it wasn't worth it for me to stay in school at that point. I wasn't taking advantage of it... Now I come to school to go to school," said Austin who, like three-fourths of University students in the Twin Cities, commutes to campus. "School is more important than work," she added, "but, you know, paying bills is important too." She pointed out that the student loan she received is making it possible for her to do both.

Balance is the key of a student entrepreneur, according to Austin. She plans to finish her degree in approximately two years but acknowledges that it may take longer, depending on how she accommodates the demands of scheduling classes, studying, and working. During fall

quarter 1983, for example, she devoted her time to school on Mondays, Wednesdays, and Fridays, and to work on Tuesdays, Thursdays, and Saturdays—days with only one class or none.

Her business, T. J. Austin Designs, is publicized only by word of mouth for now, and she is patient about its development. "It's not a big business for now. It's just what fits in my life." Her services include interior painting and wallpapering, but her marketable product is original stencil work. Austin isn't sure how she came up with the idea. "I bought a book about stencilling and basically taught myself," she said. A trial run on her own bedroom walls and her parents' dining room floor convinced her the business was worth a try.

Stencilling is an old art form that most people are familiar with as a way to produce letters of the alphabet. Austin follows the same technique—using a cutout pattern to create a repeating design—but begins in a more sophisticated manner.

First, she draws her own designs, based on a client's taste and needs. Stock stencil patterns are available, but Austin refuses to use them. "I am not into the pineapples and willow trees... A good, contemporary design is half the battle. I meet with people in their homes to see what they like, to look at their furnishings and colors." She created two floral borders with

coordinating doorway and window treatments for her first client's living and dining rooms. Once a client approves her design, Austin makes the stencils, separating each color to cut into a different piece of acetate. All that's left is her time on a ladder (or on her knees, for a floor design), meticulously dabbing paint, working from the pattern for the most prominent part of the design to one for the smallest details.

"To get the business going, I decided to promote stencils for baby nurseries and did some suitable designs over the summer, like lambs, elephants, chickens, just cute things," she said. She has been encouraged to consider packaging some of her designs into kits.

Eventually, Austin hopes to create her own fabric and wallpaper designs too, and she sees her business including all kinds of interior design services. Meanwhile, she has her studies, "like principles of small business. They don't let you out of it," she said, "or computer class, because everyone needs to learn that." She will take advantage of opportunities like summer jobs to balance her creative work with earning money.

Stencilled wall designs have been popular in the past; today, Austin thinks she is on top of a trend that can get her enterprise off to a successful start. "It isn't glamorous work," she said, "but it is a great, less expensive, and individual way to decorate."



## JIM SANDBURG

When Jim Sandberg became a University computer science major while also working a full-time job, he would often have to wait in Wilson Library until 1:30 in the morning, trying to get on a terminal.

He decided to rent his own terminal but, finding rentals weren't available, bought a microcomputer instead. Sandberg knew other students were having the same frustrating experience. So, at age 25, he cut his shoulder-length hair, had a lawyer draw up a leasing agreement, convinced his older entrepreneurial brothers to extend him loans, and opened Student Computer Services in 1982.

Although Sandberg started SCS primarily to rent terminals compatible with the University's computer to students, last year he also began selling computers, word processors, and other equipment. In fall quarter 1983, he leased all the equipment he had available by the second day of classes. This year he plans to expand his one-room Dinkytown office so he can sell more educational software and computer furniture too.

"I keep getting more and more products," said Sandberg, "but I'm not making any money... I don't have the capital for a lot of stock," he explained, "and computer sales are highly competitive. Really there's very little money to be made in the consumer market. The thing that keeps me running is the terminal rental."

Manager of the rooming house where he lives and supervisor of the University's parking services attendants, Sandberg enrolled at the University in 1975. "I've always thought I would be on the 10-year plan," he said. He started studying chemistry, then switched to the humanities and classics. In the late 70s, he joined the movement into computer science.

"There was a future in that," he recalled. "I did really well in computer science and liked the work. I wanted to rent a terminal because I had a really hard time getting to classes," said Sandberg.

"Terminals are necessary now for students. People are literally fighting each other in the hallways to get on terminals... This way students can

work at home." Sandberg leases terminals for 10 weeks; all a student needs is a telephone and television. In addition to accessing the University computer, the terminal can access services such as CompuServe, The Source, and Dow Jones News/Retrieval on a subscription basis.

The only limits to Sandberg's business are his stock of equipment and his own time. In November, he had about 10 sale orders to fill and a waiting list for more rentals. The new RCA units on which he holds an edge in the market were held up by shipping delays. "It is hard to sell much when you don't have the equipment here," said Sandberg. After all, the competition, a chain electronics store, is just one block down the street.

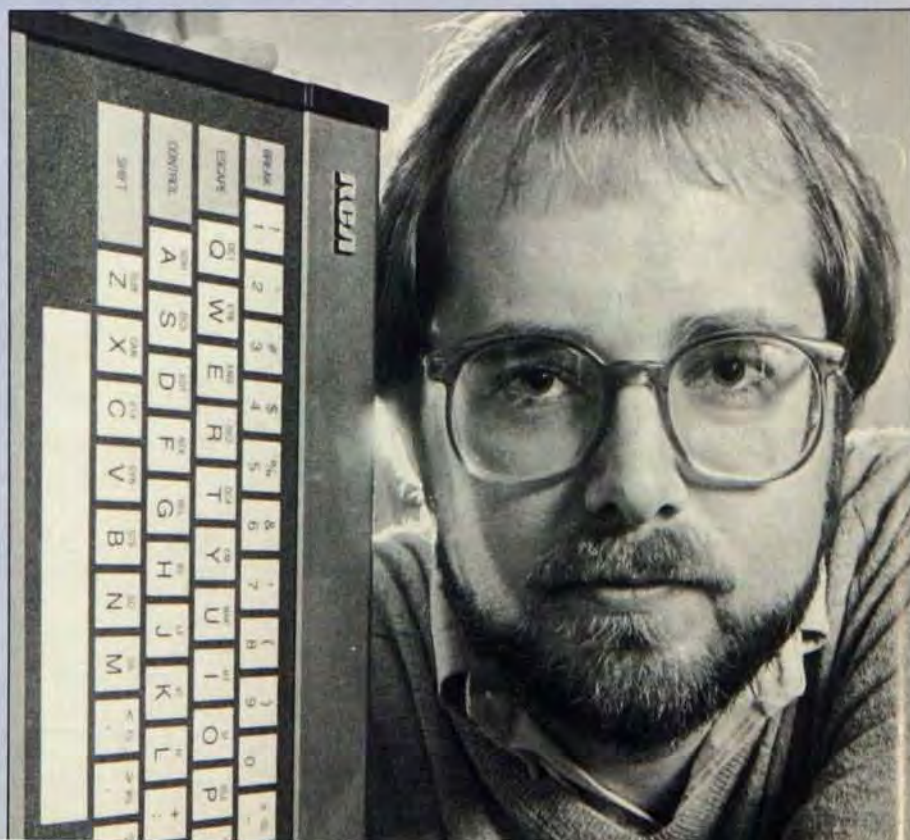
He knows, though, that he can offer better prices and better services to his customers than larger stores can. He wants to help students and members of the University's faculty and staff find the appropriate equipment for their needs and understand how to use it. "I sell lots of equipment I don't even have in the store," he added.

Everything he makes goes back into the business, so he counts on income

from his other jobs to support himself. Sandberg admitted he was paying himself only about \$20 a week, just enough to take himself out to lunch now and then. "I don't think I get paid what I'm worth yet," he said.

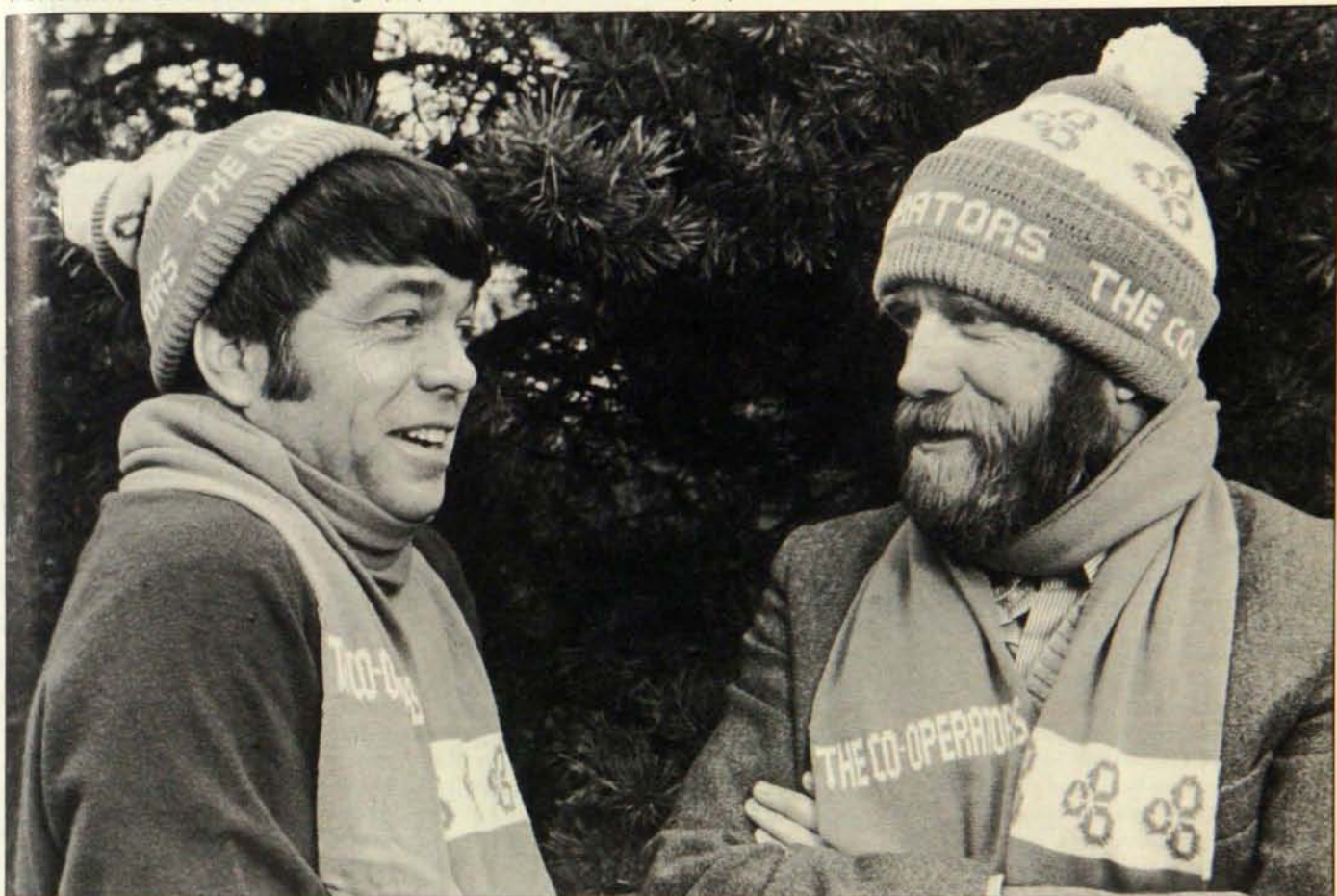
So what keeps him working 11-hour days and often evenings to demonstrate, deliver, and set up equipment? High interest and enjoyment. "I own all the computers I could ever want," Sandberg said. "I learn something new every day." He sees potential in the business and is "willing to wait and see what happens." He expects to hire an employee so he can keep the enterprise going and complete his degree. "My father always told me, 'Be sure to get your degree because it lets you put your foot on the line for the big race.'"

Sandberg went into the business with the idea of getting an education. "I'm doing it for the experience of running a business, taking responsibility, and making things work," he said, also mentioning as advantages the freedom, flexibility, and satisfaction of doing the best he can, then moving on. "I always wanted to end up in a situation like this," he said.





The Professors and brothers Johnson—Roger (left) and David—demonstrate in many ways their belief in the value of cooperation.



# Sink or Swim Together

By Chuck Benda

Photos by Rob Levine

## Two Education Faculty Members Are Teaching the World How to Learn—Cooperatively

At first it was just a way to get their feet wet. The Johnson brothers—Roger, a former elementary school teacher, now professor of curriculum and instruction, and

David, professor of educational psychology—were together again for the first time since they left Ball State University in Muncie, Ind., just a few miles from the farm where they grew up. David, 43, joined the University's College of Education faculty in 1966. Roger, 45, came two years later.

Having long since outgrown the sibling rivalry that caused them to spat almost daily on the farm, they were excited about the prospect of

working together again. Both were interested in social interaction and knew the importance of such interaction among students in a classroom. (In fact, according to Roger, David was so interested in social interaction, and perhaps rebellion, as an undergraduate that the administration at Ball State was happy to see him graduate so that campus life could return to normal!)

Studying student interaction in the

classroom seemed a relatively innocuous way to begin working together—a sort of warm-up exercise before they moved on to consider more serious problems in education.

Instead of warming up, though, they caught fire. Not only are they still studying student interaction 15 years later, they plan to continue for another 30 years, God and funding permitting.

An astounding incongruence between research results and educational practice caught their attention early on and fueled their interest.

"Traditional educational practice says kids should learn alone and not interact and not care about each other's learning, but take care of themselves," Roger said. "But anybody who bothers to look at the literature and the research sees that cooperative learning is a more powerful way for people to learn.

"More kids learn more material. They like it better. They feel better about themselves as people. They feel better about each other."

The Johnsons bothered to look at the research, examining the findings of more than 900 studies, dating back to the late 1800s, that compared students studying individually with students studying cooperatively.

The studies showed that students not only achieve more when working cooperatively, but they also become more accepting of minorities, the handicapped, and people from different backgrounds generally, whether the differences were economic, social, religious, or gender.

Not content merely to add their findings to the cumulative heap of research data, the Johnsons began to try to bridge the gap between theory and practice.

"We started a series of studies on how kids perceive school and on implementing cooperative learning in the classroom," David said.

As they moved into the classrooms, they discovered bugs in the theory that needed to be worked out in practice.

Classroom interaction can be structured to be competitive, individualistic, or cooperative. In the competitive and individualistic

structures, interaction is primarily between the individual student and the teacher and study materials. The difference between the two is that in a competitive structure, achievement is measured against classmates—grades are established using a curve—whereas in the individualistic structure achievement is measured against a predetermined standard.

In a cooperative structure, students work together in groups with the teacher and materials to reach a predetermined level of achievement. But cooperation involves much more than simply asking three or four students to move their desks together and get to work.

"It means creating a learning situation where it's sink or swim together," David said. "The task of the

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**"We are brothers about a year and one-half apart in age, from a family of seven children growing up on a farm in Indiana. We have always been interested in people and how they interact with one another. We have had to be."**

**Roger and David Johnson  
Co-directors  
Center for Cooperative  
Learning**

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students is to learn the material and to make sure that everyone in the group has learned the material and mastered it.

"There's a sense in the group that 'We are not done until everyone in our group has finished,' and there's a sense of individual accountability. There are no free rides.

"It takes a lot of communication, conflict management, decision-making, and problem-solving skills. In many cases, cooperative learning is much more complicated."

But it creates positive interaction among students. It becomes in each student's best interest to help the others. In a competitive structure, though, just the opposite is true. The student who wants to come out on top must either learn more than his or her classmates or keep them from learning

more than he or she does.

The early classroom studies helped the Johnsons revise their theories. As more people became exposed to cooperative learning, more people became enthused about it. Early successes led to more research grants, and in 1976, the Johnsons established the Center for Cooperative Learning. Though housed in Pattee Hall on the east bank of the Minneapolis Campus, the center really exists "out there"—in the classrooms, the teacher-training sessions, and the University courses the Johnsons teach.

Though teachers using the Johnsons' techniques are scattered across the country and the world, the most widespread acceptance of cooperative learning techniques is taking place in Minnesota. According to Roger, almost every school district in the Twin Cities uses cooperative learning techniques in some classes.

The Hopkins, Minn., school district, one of the most progressive districts in the state, employs Diane Browne as a coordinator to bring new teaching strategies into the classrooms. Browne works with the Johnsons and individual teachers in the district who want to use cooperative learning techniques.

Gary Tate, a science teacher at West Junior High School in Hopkins and a newcomer to cooperative learning techniques, allowed us to visit his eighth-grade earth sciences class in progress.

Tate seemed enthusiastic about cooperative learning and said "good things were happening." He grades his students according to their success in reaching a predetermined level of achievement that he explains to them at the beginning of the term. Thus far, he has given a lot more A's and B's than in other classes in which he did not use cooperative learning techniques, even though all classes were covering essentially the same material. Just as important, though, Tate said he had seen students who were isolated before and undergoing some difficulties begin to establish relationships with their peers.

The students themselves said the class was "more fun," "easier," and that they got to know more of their classmates. But perhaps the best



(Above) These eighth-grade students tackle their earth sciences assignment in a cooperative learning group.

(Left) Later their teacher, Gary Tate, stops to answer one of their questions.

as good engineers, but they fail miserably at being able to work as part of a team. They try to keep a marriage together with no skills and background on how to work with other people."

The Johnsons believe that cooperative learning can produce students who have greater academic knowledge and the skills to solve some of the societal crises confronting our nation.

Their dream is a big one. It is idealistic and, perhaps to many of us, unrealistic. But they are not saying cooperative learning is a panacea for all the world's ills, just one part of the solution. The process is slow, but the Johnsons' enthusiasm remains unabated.

Their continued interest is not hard to understand when you see the sparkle in David's eyes as he describes what happens to the students in classrooms that employ cooperative learning.

"It's hard to walk into a classroom and not have the teacher tell some story about the lonely, isolated student with no friends and how, after working in groups, that student has been invited to birthday parties where he wasn't before. Or how another student's behavior has become more appropriate and less disruptive and alienating.

"You can just see the impact on the students. They have more ambition, higher achievement. They have more caring, supportive relationships, higher self-esteem.

"That's what keeps us going." □

testimonial was the students' behavior in the classroom. Even with three outsiders present—coordinator Brownne, the writer, and a photographer standing on top of tables and snapping pictures over their shoulders—the students kept busy with their work. They were studying astronomy, specifically star rotation and solar distance, and as they moved around the classroom, taking turns at the computer terminals used to demonstrate star rotations, they paid little attention to us outsiders. They sat in groups of four, asking each other questions, explaining answers, as they filled out their worksheets. When they had completed that day's assignment, one group returned to a terminal to work on something else.

Because it takes two to three years of training—both in and out of the classroom—for teachers to master the skills needed to teach using cooperative learning techniques, expansion has been slow. The Johnsons don't evangelize, preferring to work with teachers who have heard of the technique from a colleague and are seriously interested in adopting it. The groups must be carefully structured, and students taught to work together. Yet David estimates that cooperative learning techniques are now used during as much as 10

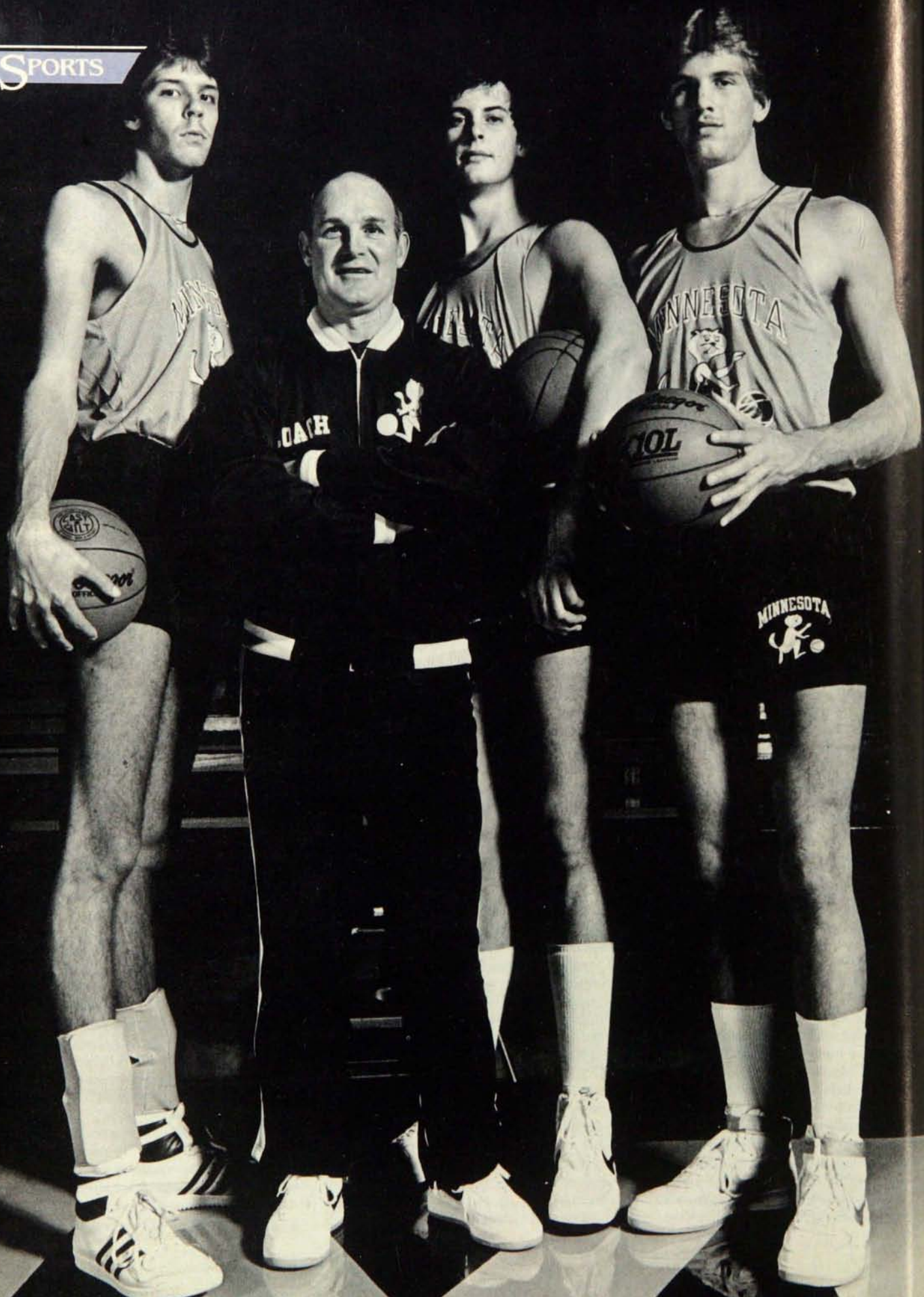
percent of the classroom instruction hours across the country, compared to about 1 percent when they started. Ideally they would like to see American schools become predominantly cooperative with an appropriate mixture of competitive and individualistic activities. "Things are topsy-turvy now," Roger said.

The Johnsons believe that cooperative learning techniques can do much more than improve academic achievement. They believe that cooperative learning could help solve many social problems, including drug abuse, skyrocketing divorce rates, child abuse, and more, by teaching people to communicate and cooperate.

Changes in the traditional nuclear family structure have made the home a less likely place for children to learn communication and cooperation skills than they once were, according to Roger. "The schools are an ideal place, in many ways, to teach these skills.

"We look at the schools and say, Why is it that for 12 years or 16 years in a school situation you're not allowed to talk? You can't interact. You have to move your seats apart. Kids are told in a million different ways, Take care of yourself! Don't care about other people! Don't interact!

"Students come out of our schools



# Trio of 7-Footers Gives Dutcher Tallest Team Ever

By Mikki Morrissette

After 7-foot Paul Van Den Einde signed with the Gophers last year, a Twin Cities newspaper published a feature story comparing the Willmar native to Gopher-turned-pro Randy Breuer. Other similarities were pointed out between Van Den Einde and Kevin McHale, the third pick of the 1980 NBA draft.

After 7-foot-2 Mike Carpenter signed, Minnesota coaches likened the Knoxville, Tenn., blue-chipper to the recently departed Breuer too. Similar comparisons also were drawn after Prior Lake's Dave Holmgren, another 7-footer, announced last summer his decision to join the Gophers.

Such is the life of a tall Gopher. When you play for a team as rich in "big man" tradition as Minnesota's, you're bound to be compared to one of your predecessors.

"It's not like I'll be doing things because that's the way 'he' did it," Van Den Einde said. "You get used to it [the comparison]. You learn to live with it."

"It's like somebody asking you how tall you are," Carpenter added. "It's a conditioned response for people."

"I don't worry about being somebody else," Holmgren said, wrapping up the sentiments of his colleagues. "I just worry about being me."

The Gopher coaching staff won't discourage the three from being themselves. Developing the individual potential of players who measure nearly 7 feet has become a Minnesota hallmark.

The reputation started with Jim Brewer, the 6-foot-9 Gopher center who left Minnesota as the second pick

of the 1973 NBA draft. Mark Olberding, a 6-foot-8 Melrose native, arrived next. One year later he left school as an undergraduate first-round selection in the 1975 ABA draft.

The next Gopher big man was 6-foot-10 Mychal Thompson. When he left Minnesota as the 1978 NBA first pick, McHale was there to take his place. Breuer arrived in 1979 and promptly was envisioned the "next McHale."

"I was always dubbed as Kevin McHale's replacement," Breuer said recently. "But we had two entirely different types of games. I just tried to do what I could do best."

After last season, coach Jim Dutcher knew he'd have at least one lanky freshman eager to help replace Breuer this year. With Van Den Einde already signed, the ninth-year coach felt that it might not be fair to bring in Carpenter, Holmgren, and 6-foot-10 Tom Copa also. Although Copa eventually signed with Marquette, Dutcher recently admitted he had never expected to sign all three 7-footers.

But they're here.

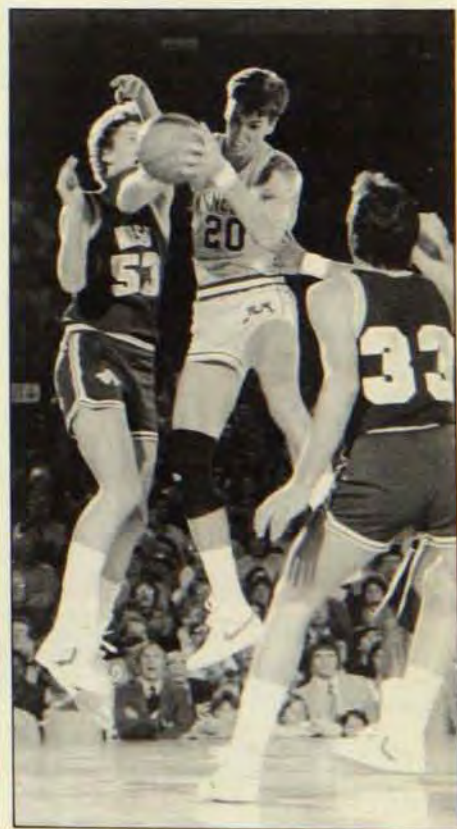
Including 6-foot-10 senior Jim Peterson and 6-foot-11 sophomore John Shasky, the Gophers are the tallest basketball team in history—professional or amateur—according to several authorities. The Gophers' recruiting this year was rated tenth in the country by *The Sporting News*, surpassed in the Big Ten only by Indiana.

Minnesota's height this season isn't perceived as a threat to any of the 7-foot newcomers. Van Den Einde said he welcomes the competition. Carpenter said it adds a challenge. And Holmgren said it will help him adjust to tall opponents.

Holmgren faced equal height only once during high school competition, a regional playoff game last spring

when he was pitted against Van Den Einde. Carpenter and Van Den Einde rarely were paralleled either during their high school days on the court. The chance to practice with tall teammates, plus Minnesota's reputation for converting unknown big men into NBA material, were strong recruiting factors for these three.

As Minnesota prep players, McHale and Breuer succeeded primarily because of their unmatched height. Neither was expected to contribute much at a major college, and neither was heavily recruited. But both players developed into high-salaried NBA material because of Minnesota's reliance on the post man, a style that has progressed since being developed when the first big man, Jim Brewer,



With the tallest trio of freshmen in the country, Coach Dutcher has three good reasons to smile: (left to right) 7-foot Dave Holmgren, 7-foot 2 Mike Carpenter, and 7-foot Paul Van Den Einde.

led the team 10 years ago.

The college experience and Minnesota playing style, Van Den Einde explained, are factors that "I hope will help develop me to be the best player I can be, good enough to help me go on past college. If not, that's the way it'll be," he added. "But that's what everyone shoots for, I guess."

Carpenter said he too hopes his Minnesota career will ease him into an NBA future, "but I have to work at being a good college player first," he stressed.

Holmgren also is looking beyond his college career to the professional life. To make the transition, however, the 17 year old hopes he will be redshirted this season.

"I wouldn't have to travel," he explained. "I wouldn't fall behind in

classes. And it would give me a year to develop my strength. Some guys don't reach their potential until their fifth year, then it's too late because their college time is over."

Dutcher has indicated that, unless one of his taller colleagues is injured, Holmgren will redshirt this season. "He's the best outside shooter of the big guys," Dutcher said. "And he's the best runner. But he needs to develop more physically."

The youngest Gopher on the team, Holmgren still is suffering knee problems caused by his rapid growth. The 183-pounder also lifts weights almost daily to help him reach his goal of gaining 30 additional pounds.

Dutcher expects Van Den Einde to develop into a two-position player. His height, combined with his ball-handling skills, could catapult the 18 year old into both forward and center roles.

Carpenter, on the other hand, is strictly a one-position player, according to Dutcher. "We won't

monkey around with using him at forward," he said. "Mike is strictly a post man."

The tallest player on the team, Carpenter's long arms provide him with good shot-blocking ability. A back-to-basket center, the Tennessee all-state high school selection needs work to add variety to his game, Dutcher said.

"In high school all you do when you are that tall is turn around and shoot," Dutcher said. "In college there are more players that size, and he won't be able to do that as much."

Getting used to playing with people their own size is one thing the trio has in common. Shyness is another. And though none of the three likes to be referred to as a "next" anybody now, Minnesota's three 7-footers probably wouldn't mind if a Gopher, four or five years from now, arrived on Minnesota's doorstep dubbed the next Carpenter, Holmgren, or Van Den Einde.

On the court, where the five tallest Gophers average seven feet in height, Van Den Einde is just one of the trees in the forest. On campus, it's a different story.



## Athletic Department Focuses on Academic Performance

By Mikki Morrisette

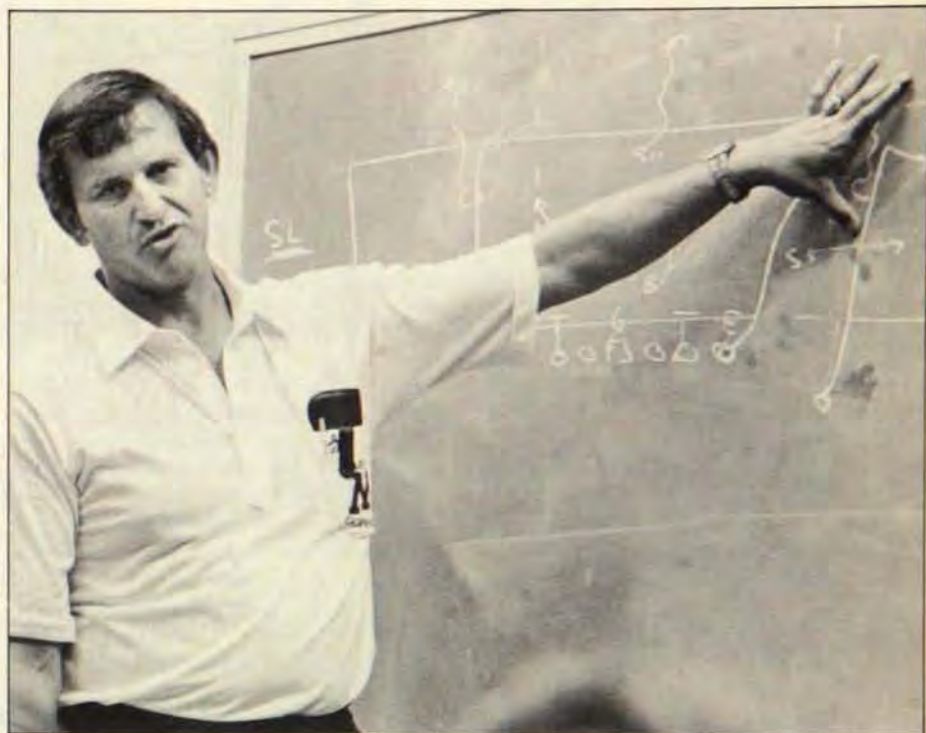
A member of the NCAA committee that proposed the recently approved amendment raising academic requirements for freshman eligibility has been hired to help University athletes meet those requirements.

Elaine Donahue started in August 1983 as the University's first assistant athletic director whose primary responsibility is academic counseling. The University is one of the first colleges in the country to hire someone at this administrative level to concentrate on athletes' academic performance.

"The goals of my office and the goals of the coaches are very much the same," Donahue said. "They want bright people on the field, they want dependable people, reliable people. And we want those people in the classroom."

Donahue intends to spend much of this year collecting data before implementing an academic counseling program next fall. By studying the histories of University athletes, she hopes to identify characteristics of athletes who don't return after the freshman year, and of those who remain in school but make little progress toward a degree. When profiles are developed, she said, they will help determine who should be required to attend tutoring sessions and study halls, what kind of motivational techniques and assistance academic counselors should offer, and what background recruiters should look for when meeting prospective scholarship athletes.

She also intends to encourage athletes who leave college for pro careers to return for their degree.



## Salem Resigns as Head Football Coach

### New Coach Expected To "Get Back On The Rose Bowl Invitation List"

Just over a year ago Joe Salem had the Gophers 3-0 and ranked in the top 20. What happened then is a riches-to-rags story that culminated October 25, 1983 with Salem's resignation.

Leading Illinois at the half in the fourth game of 1982, Minnesota seemed on its way to another win. But the Illini staged a comeback, and Gopher players started dropping like ten pins. With injuries decimating the team, the Gophers lost all their remaining games in the 1982 season.

The team began 1983 with a come-from-behind win at Rice, but injuries and fumbled opportunities followed the Gophers through a 1-10 season last year.

In resigning, Salem said he had done all he could for the program. "Changing coaches isn't the only answer," he said. "But at this time it is. We've had two good recruiting years and we'll really need a third to go with them. I doubt I could have done that."

Salem cited "a thousand little

problems" facing the football program, including poor facilities, lack of money, and a shortage of major college football prospects in Minnesota.

Salem finished his five-year stint with an 19-35-1 record. He posted a winning season in 1981 with a 6-5 record.

University President C. Peter Magrath praised Salem as a coach "who worked extraordinarily hard, and who continues to care very much about the football program, the University and the state." In appointing a committee to search for Salem's successor, Magrath outlined the University's objective as fielding "a football team that produces pride in the University of Minnesota and the state of Minnesota—a team that wins more games than it loses and is able to compete effectively against all of the other nine universities in the Big Ten."

"The new coach," he said, "should build a team strong enough to be invited to bowl games, and we'd like to get back on the Rose Bowl invitation list."

Minnesota will profile the new head football coach in the March/April issue. □

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## The President and Deans Look to Alumni to Help Chart Course for Quality

The University of Minnesota lost more money than any other state-assisted institution during 1982-83. President C. Peter Magrath said during his Alumni Leadership Day keynote address in September 1983.

Given a forum to discuss current issues and challenges with alumni leaders of constituent society and chapter programs, Magrath briefly reviewed recent fluctuations in the University's fiscal health. Deans Richard Caldecott, College of Biological Sciences; Ellen Fahy, School of Nursing; Fred Lukermann, College of Liberal Arts; and Keith McFarland, College of Home Economics, joined Magrath on the program to reinforce the need for alumni involvement in their colleges and the collegiate planning process.

During the 1981-83 fiscal years, Magrath said, the University received \$50 million less than the amount expected. Ninety-five degree programs were reduced, 400 civil service workers lost, and tuition increased by an average of 36 percent.

"Whatever gold there was in Gold Country tarnished," he said. Minnesota flirted with declaring fiscal exigency—akin to bankruptcy—which would have resulted in firing tenured faculty members and drastic changes in existing programs.

The State Legislature, however, increased its appropriation to the University for the 1983-85 biennium. "We are confident that the basic fiscal and educational health of the University is intact," Magrath said. College deans are redefining priorities for the undergraduate and graduate programs. "We're looking at what we can do better, ways to make it easier for the faculty to obtain their objectives in scholarly activities while reducing the deficits in our programs."

The University needs the advice, support, and feedback of Minnesota alumni and friends to serve that purpose, he added. "We need alumni support fiscally as well as in communicating the need for quality in higher education. We are a university in trouble, but we are a great

university with excellent alumni support.

"We have a story to tell," Magrath concluded, "and I look forward to having your help to tell that story."

The deans, responding to questions from alumni in the audience, explained the particular opportunities facing their colleges. Richard Caldecott indicated that the relatively new biological sciences program faces inherent problems in developing alumni support. "As a four-year college in a specialized field, the bulk of our undergraduate students go on to enter professions or graduate schools outside of the Twin Cities area," Caldecott said. Career workshops and alumni-sponsored activities for current students might help develop stronger ties between alumni and students.

Dean Ellen Fahy is proud of the solid reputation of the School of Nursing, but "we need to mobilize," she said. "The campus is sometimes perceived as cold, distant, and uninviting. We have to make an effort to greet our new and prospective students, make this seem a warmer place that is more easily accessible for their needs." She invited more participatory evaluation of the nursing program by alumni.

The primary challenge facing the College of Liberal Arts, according to Dean Fred Lukermann, is keeping up with the changing needs of its students. Over half of all CLA students work an average of 20 hours per week; a large number work 40 hours a week. The average student takes five and one-half years to earn a bachelor's degree, and the majority of class members are now women. It is the task of CLA and its alumni to "see that the University changes internally to comply with the cultural changes on the outside," he said.

Lukermann indicated that about 90 percent of today's students choose the University for the quality of faculty. The quality of Minnesota's liberal arts program, which boasts 6 departments in the top 10 in the country, depends on alumni assistance. The Office of Special Learning Opportunities, field work, and internships are ways alumni can be actively involved in the College of Liberal Arts.

The most important task for alumni is "to stay loyal," Keith McFarland, dean of the College of Home Economics, emphasized. "It's so easy to criticize. We need alumni defense now while the University is going through a rather difficult time."

President Magrath fielded questions from participants in Leadership Day.





Harvey Mackay, president of Mackay Envelope Company, and Executive Director Steve Roszell check a copy of the fall membership promotion mailing. The Mackay Company and the Association collaborated to produce and print the 180,000-piece mailing. Alumni in-kind gifts, such as donations of printing

service, magazine advertising, or office equipment contribute substantially to the Association's growth, financial health, and services such as alumni programs and membership benefits.

## Once in a Lifetime

Here's an opportunity to buy now, save later, and build a stronger Alumni Association.

Annual members could save hundreds of dollars over the cost of yearly renewals by buying a life membership. In doing so, you cement your lifelong connection with the University, while helping the Association cut costs and build a broader base of alumni involvement.

The table below illustrates the financial advantages of life membership over the cost of annual dues, based on the current annual rate of \$20.

If you are age	your savings to age 60 could be
25 .....	\$600
30 .....	500
35 .....	400
40 .....	300
45 .....	200
50 .....	100

For more information about life membership opportunities, call or write the Association.

## Two Services Added to MAA Benefits Package

Minnesota Alumni Association members now can take advantage of two new services; Dial M for Minnesota and Help Line for Parents.

The Dial M program serves as a welcome wagon connection for members who need contact names and phone numbers for the police department, city hall, and legal, medical, and other kinds of assistance in unfamiliar cities. Volunteers from out-of-state alumni chapters will help evaluate the quality of housing, entertainment, recreation, and education for alumni considering a move to or vacation in a city in their area.

The Help Line provides members with student admissions information for the University of Minnesota. Material focuses on financial aid, housing, transportation, and campus offerings to assist prospective college students and their parents who are evaluating the University.

Call the Association, (612) 373-2466, for more information.

## Legislative Briefing for Alumni Leaders

One week before the Minnesota State Legislature convenes its 1984 session, Association leaders from throughout the state will be invited to meet with President Magrath and other administrators to review and discuss the University's upcoming appropriations request. Magrath will also report on the favorable outcome of the 1983 session. The annual Legislative Information Program is scheduled for Monday, February 27, 4:30-6 p.m. at the Alumni Club. Nearly 200 leaders attended last year's program.

## Alumnae to Stress Success at Spring Seminar

All women graduates and past students of the University are invited to the Alumnae Society's annual spring seminar on Saturday, April 7. The program, "Successful Women: Making It in the 80s," focuses on women in the workplace. Presentations are planned on finance, career advancement, and the use of power. For more information, call the Association.

## Association Membership Breaks 30,000 Barrier

An MAA record was set during the month of October when 1,859 people joined or renewed their memberships, pushing Association membership over 30,000 for the first time. Part of the credit goes to the invitation, "It's Time We Got Together," extended to all nonmember alumni last fall. That mailing, printed courtesy of Mackay Envelopes (see photo), brought in 162 new memberships on a single day—an all-time high.

## All University Reunions Set for May

Graduates of the Classes of 1934 and earlier, as well as 1944 graduates, are invited to attend reunion festivities May 17-19. The three-day agenda includes a reception at Eastcliff, home of President C. Peter Magrath, a reunion dance featuring a jazz band directed by Dr. Frank Benciscutto, and a luncheon for all alumni of 50 years or more. Registration for the weekend event will be held in Coffman Memorial Union May 17. For more information, call the Association.

## Chapters in the Sun Keep Alumni Ties Warm

The Sun City chapter, located outside of Phoenix, Ariz., celebrates its tenth anniversary in February. The group, blanketing more than 200 alumni in the area, meets five times a year, turning out for University of Minnesota Foundation Presidents Club events and the Williams Fund golf tournament. Roland Sundblad, '53, heads the chapter, assisted by vice presidents George Anderson and Paul Barber, secretary Esther Trammel, and treasurer George Coonrod. If you intend to visit the Phoenix area this winter and would like to participate in the chapter's activities, call Sundblad at (602) 933-5210.

The Suncoast chapter, based in the Tampa-St. Petersburg area, will hold one of its three annual luncheon meetings at the end of February. The group receives support from 700 area alumni and last year raised \$800 from a silent auction for the Student Leadership Recognition award. Officers of the chapter are Richard Whitney, '50, president; Donald Enzmann, vice president; Violet Woolfall, secretary; and Nann Whitney, treasurer. Call the Whitneys at (813) 689-3176 for information about Suncoast activities this winter.

## Members Gauge Benefits, Give Advice

Many alumni renewing their annual memberships during the past six months took the time to respond to questions on new, laser-printed renewal forms about their interests in membership benefits and *Minnesota*.

Soliciting your views and opinions in this way is one example of our efforts to improve two-way communication with members. Your responses can help us assess our programs and plan to keep you informed about and involved with your University. Here is a summary of the responses received so far.

### WHICH MEMBERSHIP BENEFIT DO YOU VALUE MOST?

*Minnesota* was ranked as the most valuable benefit, receiving more votes than all other benefits combined. Next were library privileges, followed by constituent and chapter events, and Outdoor Store eligibility.

### TELL US ABOUT A MEMBERSHIP BENEFIT NOT OFFERED THAT YOU WOULD FIND VALUABLE.

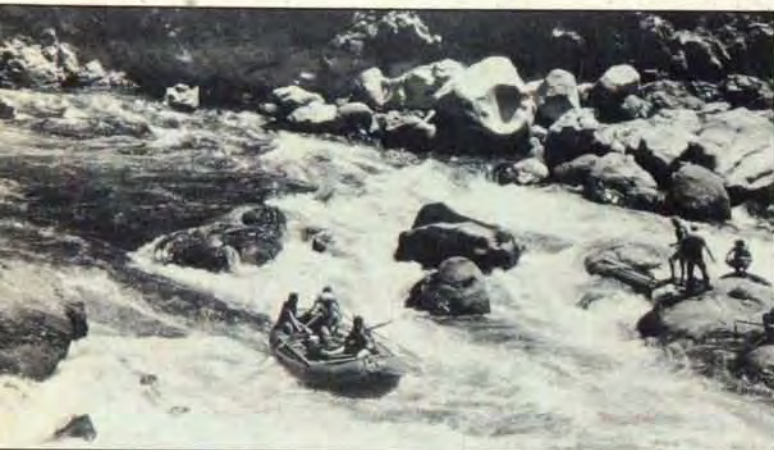
Most responses suggested access to campus events, athletics, and the Alumni Club, but the ideas were wide-ranging—from providing members career assistance and lists of other area alumni to special airfares to Minnesota and bumper stickers.

### IS THERE ANYTHING IN PARTICULAR YOU WANT TO READ IN MINNESOTA?

Answers to this question gave us good ideas for future stories. Often mentioned were increased sports news and coverage of new University programs, buildings, and research.



Homecoming 1983 got off to a running start Saturday, October 15, with a 10K race sponsored by the Association's Student Board for 220 hardy students, alumni, faculty, staff, and other runners. David Klingarn of Hopkins won the men's division. Sharyn Scheske of Minneapolis, a member of the Gold Club board of directors, won the women's division.



## 1983-84 Minnesota Alumni Association Travel Programs

### ADVENTURE TRAVEL

"ECHO: The Wilderness Company... has been putting together some of the best float trips in the world for years." *Michael Carlton, Denver Post, Minneapolis Star and Tribune, June 6, 1983.*

MAA members can now travel with ECHO on any of the trips listed below at a 10% discount. Groups of 10 or more will receive an additional 5% discount. Proof of MAA membership is required. Direct all

inquiries to: ECHO: The Wilderness Company, 6529 Telegraph Avenue, Oakland, California 94609. (415) 652-1600.

#### IDAHO

**The Main Salmon.** BIG; big river, big rapids, big wilderness, big canyons. \$693. MAA members: \$624.

**Middle Fork (Salmon).** The premier mountain whitewater trip. \$773.85. MAA members: \$697.

**Lower Salmon.** Sandy beaches, beautiful gorges, good swimming and fishing. \$513.45. MAA members: \$462.

**Snake/Hell's Canyon.** Six days through the deepest gorge in North America. \$693. MAA members: \$624.

**Snake/Birds of Prey.** Well over 1,000 eagles and other birds of prey. \$498.75. MAA members: \$449.

#### OREGON

**Rogue.** Through the gentle green wilderness of Oregon's Coastal Range. From \$362.25 to \$435.75. MAA members: from \$326 to \$393.

**Owyhee.** Runnable only during high water in late spring. Swift and heady. \$514.50. MAA members: \$464.

**Upper Klamath.** Five of its 18 miles plunge an incredible 85 feet per mile. \$185.85 and \$206.85. MAA members: \$168 and \$187.

#### CALIFORNIA

**American.** Pastoral scenery, hair-raising whitewater, and early history. From \$68.25 to \$152.25. MAA members: from \$62 to \$138.

**East Carson.** A brisk drop from high, eastern Sierra meadows into Nevada desert. \$134.40 and \$144.90. MAA members: \$121 and \$131.

**Lower Klamath.** Abundant wildlife, great swimming, and rapids for all tastes. \$236.25. MAA members: \$213.

**Merced.** Highlighted by a quarter-mile-long rapid and a 20-foot waterfall. \$189. MAA members: \$170.

**Tuolumne.** The champagne of wild rivers; both excitement and solitude. From \$116 to \$327. MAA members: from \$105 to \$297.

**Kern.** Twists through a boulder-strewn canyon in the southern Sierra. From \$67.20 to \$182.70. MAA members: from \$61 to \$165.



#### ALASKA

**Kobuk.** Eleven days, 125 miles through the Kobuk Canyon and past the Schwatka Mountains... the fishing is incredible. \$1572.90. MAA members: \$1416.

**Noatak.** Bisects 12,000 square miles of pristine America, weaving through the tundra to the very heart of wilderness Alaska. \$1572.90. MAA members: \$1416.

#### HAWAIIAN ADVENTURES

A series of leisurely trips, designed to capture the natural beauty of Hawaii in a way no longer readily available to the casual tourist. From \$341.25 to \$1338.75. MAA members: from \$308 to \$1205.

#### STUDY AND TRAVEL ADVENTURES

For the first time, Alumni Association members will have access to the study/travel offerings of the University's Continuing Education and Extension. Each tour is conducted by an expert in the field, so you can combine the pleasures of a vacation with the enrichment and satisfaction of learning.



Please send me available information about:

- Big Ten Caribbean Cruise     Passage of the Czars  
 Rhine/Moselle Passage         Kenyan Safari
- Please send an advance registration form with the requested information.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Class Year \_\_\_\_\_



**Ecuador and Peru: Ancient Mysteries and Modern Lore.** December 29-January 11. Explore the ancient and the modern, from Quito to Cuzco. Includes a visit to the Galapagos Islands, a boat trip down the Amazon, Machu Picchu, and optional home stays with Peruvian families. \$2190.

**Off the Beaten Path in the Caribbean.** January 29-February 9. An in-depth study of the "land Columbus loved best" that examines the unique history, culture, and people of the West Indies. \$1215.

**Introduction to the Maya of Yucatan.** February 15-27. Ancient and modern Maya, in settings that range from archaeological sites to the present-day villages of their descendants. \$1090.



**The Art and History of the Hawaiian Islands.** March 7-21. Escape to a tropical paradise and learn about the rich art and history of our newest state. \$2150.

**Greece: A Spring Odyssey.** March 10-23. Travel into Greece against the background of its various heritages. Includes tours in the Saronic Gulf and the Ionian Sea. \$2295.

**Historic Portugal: Europe's Gateway to the World.** April 16-26. The culture and history of the land that produced the first explorers of the new world, with emphasis on the history. \$1620.

**The Magic of New Orleans.** March 19-24. The Old South plantation system and the trading pattern of the lower Mississippi River, with a river cruise to a restored plantation, fine dining, and an overnight stay in Natchez. \$950.

**A Spring Birding and Natural History Tour of South Texas.** April 14-20. Mexican birds, Texas birds, and migrating birds in great numbers. There will also be time for mammals, reptiles, and plants. \$500.

**Natural History of the Highlands and Islands of Scotland.** May 18-June 2. Explore the moorlands and lochs of the central Highlands and the sea cliffs of the Orkney Islands. A birdwatcher's paradise. \$2515.

**Trekking Through Time: Zion National Park.** June 16-22. Here is the geological wonder that reveals the changes in this part of the earth during the past two billion years. A backpacking adventure. \$445.

**The Wildlife and Wildlands of Alaska.** July 6-15. The tour will be based in Anchorage and will examine Alaskan fish, birds, mammals, and vegetation of the major biomes. \$1625.

For more information about any of the STUDY AND TRAVEL ADVENTURES, write to: Study/Travel Adventures, 180A Westbrook Hall, 77 Pleasant Street S.E., University of Minnesota, Minneapolis, Minnesota 55455.

## INTERNATIONAL TOURS

**The 1984 Big Ten Caribbean Cruise.** January 28-February 10. The ultimate in sunny luxury travel. Ports of call: Santo Domingo, St. Vincent, Barbados, Antigua, Tortola, St. Thomas, and San Juan. \$2250-\$4490.

**The Mexico Breakaway.** March 17-24. ~~SOLD OUT~~ Break aboard the ~~BOAT~~ and at night in the sunny sand of Puerto Vallarta. \$875-\$1191. Sold Out.

**The Rhine/Moselle Passage.** July 7-19. A new version of the ever-popular Rhine River cruise. Starts in Interlochen and ends in Amsterdam. Ports of call: Bonn, Koblenz, Cochem, Worms, Heidelberg, and Speyer. \$1895, from Chicago.

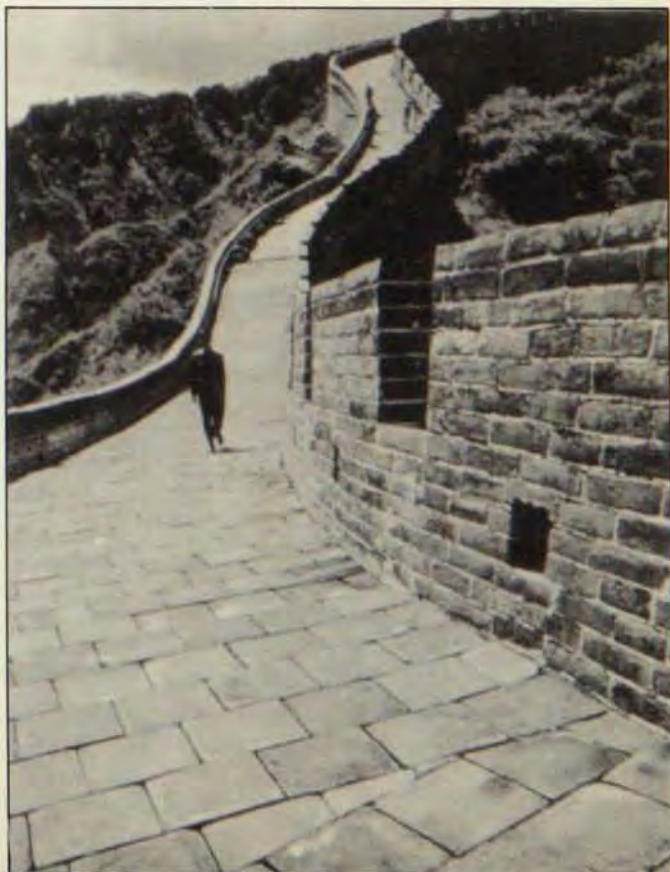
**The Passage of the Czars.** August 17-September 2. Start in Bucharest and cruise the Danube, the

Dnieper, and the Black Sea aboard the new Russian ship M.S. *Dobrolyubov*. Ports of call: Kherson, Novaya Kakhovka, Zaporozhye, Kamensky Island, Cherkassy, Kanev, Kiev, and Moscow. \$2595-\$2995.

**Kenyan Safari.** September 10-23. A game-watching safari; a comfortable and exciting experience. We will visit all the main attractions of this country. Highlights: Amboseli, Nairobi, Samburu, Rift Lake, Mara, and a night in a tree hotel. \$2875, from Minneapolis.

All listed prices are approximate at this time and are per person, based on double occupancy. Firm prices will be listed as they become available.

For more information about any of our INTERNATIONAL TOURS, write to: Travel Director, Minnesota Alumni Association, 100 Morrill Hall, 100 Church Street S.E., Minneapolis, Minnesota 55455.





J. Ward

## FORESTRY

### It's Not a Jungle Out There—It's an Urban Forest

"Urban forestry" may seem like a contradiction in terms, but for College of Forestry students it means a new curriculum and broader career possibilities.

The University of Minnesota is one of the few schools in the country to offer a four-year curriculum in urban forestry. The new program emphasizes management, administration, and public policy planning in the urban ecosystem more than the college's other four curricula do.

Having to consider powerlines, sewers, air pollution, streets, and municipal zoning laws gives the urban forester a different perspective from that of foresters in more rustic settings, according to professor Lawrence Merriam, Jr., acting program coordinator. "We view the forest as an adjunct to the city," Merriam said. "People, as well as trees, are our concern."

Many jobs await the urban forestry graduate, including managing trees as watersheds to protect a city's water supply, identifying and controlling

diseased trees and supervising their removal, assessing weather-related damage, and planning parks and recreational areas. Although urban foresters usually work for municipalities, many are employed by state and federal forestry agencies, forestry consulting firms, tree service firms, and utility companies.

One student, City of Robbinsdale forester Jonathan Stiegler, said he wished urban forestry classes had been available when he received his first forestry degree in 1975. "I'm glad the U decided to have the new curriculum," Stiegler said, "so that others can be better trained and equipped to enter a position than I originally was."

## MEDICAL TECHNOLOGY

### Treatment Poses Problem for Some Heart Patients

A drug commonly used to treat people's irregular heartbeats may have a poisonous effect on their hearts, according to a University researcher.

Larry Bowers, associate professor of laboratory medicine and pathology, is examining why the normally therapeutic drug quinidine occasionally proves toxic for some of its users. The problem came to

Bowers' attention in August 1981 when a 47-year-old woman who had been admitted to University Hospitals for treatment of a heart ailment suffered two cardiac arrests, both occurring two or three hours after she received quinidine.

Bowers and four other researchers have monitored the effects of quinidine use on 150 patients and have identified four of the drug's five components, using high-performance liquid chromatography. Because quinidine has been used in patient therapy since 1749, it has not undergone rigorous examination and testing by the Food and Drug Administration as have drugs with a shorter therapeutic history. Bowers said his research team's findings mark the first time scientists have been able to demonstrate a correlation between quinidine's components and patients' symptoms.

Bowers, who directs the University Hospitals drug analysis section, said "the bottom line is that accurate therapeutic interpretation of drug levels requires an appreciation of many variables." Several of the variables cited by Bowers that affect a person's reaction to quinidine include the amount of the drug in the patient's blood, the patient's clinical status, and the way the drug is transformed and eliminated by the liver, kidneys, and other organs.

The variables cause the drug to affect different people in different ways, leading to complex causal relationships that Bowers finds difficult to sort out. "Two people can have the same blood level but won't show the same symptoms," Bowers said. "That's what makes our lives difficult."

Bowers presented his findings last summer to a meeting of the American Association for Clinical Chemistry and is currently writing a paper with his colleagues for submission to a medical journal. He is also examining three other drugs—theophylline, digoxin, and cyclosporin-A—in cooperation with several commercial concerns. "We are working with the companies," he said, "to see if they are observing the same problems that we've seen in some of our patients who have taken the drugs."

## EDUCATION

### Students From Single-Parent Homes Fare Better Than Expected

An assistant principal at a suburban St. Paul high school wasn't surprised to learn that students from single-parent families did not perform as well in school as their peers from two-parent households. But he didn't anticipate how little the difference between the two groups would be.

Conducting research for his education doctoral thesis, Bernard Bromenschenkel, assistant principal at Irondale High School in Mounds View for six years, compared 163 students in his school whose parents were divorced, separated, or widowed with an equal number of students from two-parent homes. He randomly paired the students by sex and grade and compared their academic performance, attendance records, number of disciplinary incidents, and degree of participation in extracurricular activities.

Bromenschenkel became interested in the academic adjustment of students from single-parent families because it seemed that an inordinate number of such children were having difficulty at Irondale. After comparing the single—and dual-parent students' records, he discovered that his original perception was distorted.

"I had anticipated," Bromenschenkel said, "that I would find that single-parent students were all getting C's and D's and dual-parent students were all getting A's and B's." Instead, comparison showed that children from dual-parent families averaged a B grade while their single-parent counterparts averaged a B-. Similarly, the first group attended school an average of 95 percent of the days school was in session while the second group had a 92 percent attendance record. The second group showed a slightly higher rate of disciplinary incidents (measured by the number of trips students made to the assistant principal's office) than

did the first. The average number of extracurricular events in which a student participated each year was a little above one for the first group and a little below one for the second.

Bromenschenkel recommended that schools reexamine their curricula, faculty inservice programs, student counseling services, and school policies. The United States Census Bureau reports that 48 percent of all children born in 1980 will spend "considerable time" in single-parent homes before they are 18. Bromenschenkel said that "right now many of these areas are prejudiced against the child of a single-parent family."

## GENERAL COLLEGE

### Mothers of Invention

Eli Whitney invented the cotton gin, right?

Not exactly, according to General College professor Fred Amram. He contends that plantation owner Catherine Greene first had the idea herself and prompted Whitney's work by telling him about it. She also played a crucial role in constructing the machine's prototype.

The Whitney/Greene controversy is one of many Amram cites to show that women inventors have played a greater role in America's technological development than history books reveal. Amram recently presented a paper explaining that role, "Woman's Work Includes Invention," at a conference about the role of women in science, technology, and medicine held in Budapest, Hungary.

Amram's interest in female inventors began several years ago when students in his "Creative Problem Solving" class complained that none of his examples of inventors included women. That criticism prompted Amram and student Jane Morgan to scour history books, museums, and the U.S. Patent Office in search of women inventors.

Their research uncovered hundreds of products invented by women: windshield wipers, flares, mannequins, bedpans, farm

implements, and irons, to name only a few.

Women have had a richly creative past, Amram said, in spite of historical obstacles: lack of higher education, limited access to technical knowledge, and few role models. "And yet, woman invents," Amram wrote. "It is amazing that with all the restrictions, women have produced an enormous diversity of patents. From clothes to plows, from dolls to synthetic membranes, the range of women's inventions is impressive. Certainly models for young women are available if only we bring them to life."

Many well-known 20th century women have been "closet" inventors. Actress Lillian Russell invented a dresser-trunk involving several mechanical and electrical innovations. Dorothy Rodgers, wife of composer Richard Rodgers, developed a toilet mop with disposable swab and trademarked its name, "Jonny Mop." Simone Cousteau developed early diving gear. Actress Julie Newmar collected several patents for her improvements in bras and pantyhose.

Although lesser-known women have made important inventions, they too go unnoticed. Past and present conditions contribute to the notion that an "inventor" is naturally male. Amram concluded, "Our religious heritage, our cultural history, even our fiction leave little encouragement for the woman thinking of becoming a creative scientist. Women need a new perspective."



## MANAGEMENT

## Operations Management Center Ally to Business

In August 1983 the School of Management established the Operations Management Center, a University/business cooperative venture promoting an exchange of ideas and resources between the two sectors to help American business combat declining productivity, foreign competition, and product quality deficiencies.

The center currently includes nine Minnesota-based companies and about 15 faculty members. Member companies sponsor the self-supporting center through an annual grant. In return, the companies receive priority in suggesting field projects in operations and logistics for MBA students, participate in an annual forum concerning new operations developments, and receive a one-day consultation by a faculty member in operations and logistics.

Member companies include Bachman-Anderson, Inc.; Cargill; Comserv Corporation; Donaldsons Manufacturing; First National Bank; Honeywell, Inc.; Northern States Power; Tennant Company; and 3M. Center director and operations management professor Roger Schroeder projects that 20 companies will be participating in the center within the next three years.

Several operations-related studies already underway are considering white-collar productivity measurement, technology transfer, work force commitment, and strategic planning in operations.

Member companies are eager to tap into University research. "The University can help us to decide what sort of a manufacturing structure we should use," Honeywell production manager G.C. Vandevort said, "and it will help us consider the human relations aspect of that."

The diversity of member companies' size and products is particularly attractive to Scott

Hamilton, research and development manager of Comserv Corporation, a producer of data processing systems. "We expect the center will provide us with an important opportunity to share information with both service and manufacturing industries, which is great, because we're involved in both areas," Hamilton said.

For more information on the center, contact Professor Roger Schroeder (376-2437), School of Management, University of Minnesota, 271 19th Ave. S., Minneapolis, MN 55455.

## MEDICINE

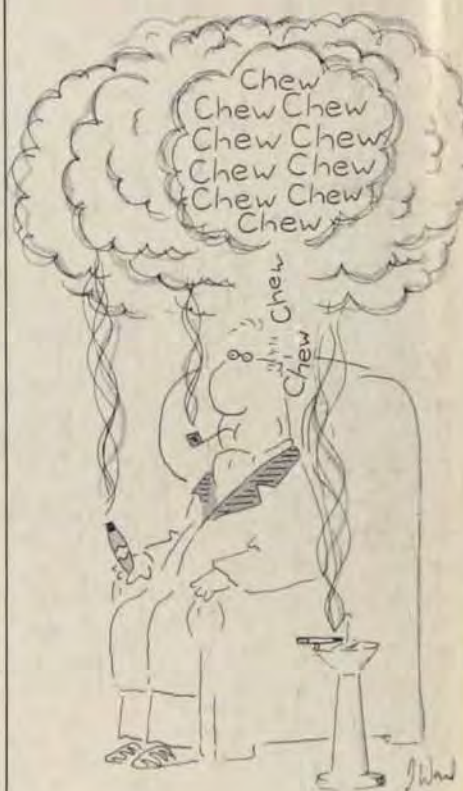
## Nicotine Gum Eases Withdrawal, But Not Craving

A chewing gum containing nicotine that may be available in the United States later this year could help smokers quit their habits—but it won't necessarily help them stop craving cigarettes. These findings, reported in a study directed by John Hughes, assistant professor of psychiatry, contradict previous claims that the gum helps smokers quit by suppressing their urge to light up.

What the gum does do, Hughes said, is relieve the withdrawal symptoms smokers might otherwise experience were they to quit without the gum.

Smokers in several European countries where doctors now prescribe the gum are told it will reduce their craving for a cigarette. Although the gum is not currently sold in the United States, Merrell Dow Pharmaceuticals of Cincinnati, Ohio, is seeking Food and Drug Administration approval to market the gum in the United States this year. The company commissioned Hughes and assistant professor Dorothy Hatsukami to examine the gum's effects on tobacco withdrawal symptoms.

In a double-blind study of 100 smokers, the researchers gave the gum to 50 smokers and placebos to 50 others, telling all to chew a piece whenever they craved a cigarette. Participants chewing the nicotine gum



J. Ward

exhibited far fewer withdrawal symptoms—including anxiety, impatience, difficulty concentrating, and irritability—than did those who chewed placebo gum. But members of both groups said they still yearned for a cigarette.

The continued craving may be more psychological than physical, Hughes suggested. He said he "leans toward" the possibility that the desire for a cigarette is a conditioned response. "Smoking gets paired with a lot of events in the environment," he said, "like when a person is driving a car, has finished a meal, or is on break. Being in those situations may cause craving."

If drug companies selling the gum accept Hughes's findings, they may do better to instruct their customers to chew the gum on a regular basis rather than whenever they want to smoke, as they do now.



## JOURNALISM

### First Cowles Chair Holder Selected

A leading daily newspaper publisher, John M. Lavine, has been selected to fill the John and Elizabeth Bates Cowles Chair in Journalism and Mass Communication during the 1984 winter and spring quarters.

Lavine will help develop a new mass media management and economics curriculum, conduct faculty media management seminars, and team teach an undergraduate media management course with journalism professor Dan Wackman. Lavine is the first of numerous media management professionals to be appointed to the Cowles Chair, according to School of Journalism and Mass Communication acting director Walter Brovald. "We'll have a variety of chair holders for as little as a quarter and as long as a year," Brovald said.

The Cowles Chair is funded by a \$2 million endowment made to the University in 1976 by the late John Cowles, Sr., former president and chair of the Minneapolis Star and Tribune Company, and his wife, the late Elizabeth Bates Cowles. The Cowles endowment gift also is helping to support the Minnesota Journalism Center and a midcareer journalists fellowship program.

Lavine heads the Lavine Newspaper Group, which includes four Wisconsin daily newspapers and a national printing operation. He is also president of the Inland Daily Press Association, the largest and oldest regional association of daily newspapers in the United States.

"John's not the kind of person who's going to stand aloof and hand down tablets from the mountain," said Brovald who has known Lavine for many years.

"Despite his extensive management responsibilities, our first Cowles professor has continued to be a prolific writer who has won numerous awards for his news stories, features, and editorials," Brovald said. The Associated Press recently gave Lavine two national citations. He is also a former Pulitzer Prize nominee and has been editor/publisher-in-residence at

several journalism schools, as well as at the American Press Institute.

"We regard the first chair holder as a critical selection," Brovald said. "He'll have an unusual impact in terms of setting the tone for future chair holders."

## HOME ECONOMICS

### The Icing On the Cake

While many students complete internships with new insights into the practical applications of their academic knowledge, few walk away with their names on patents. Karen Scherwitz did both.

The food sciences graduate student was recently named "principle inventor" in a patent assigned to the Pillsbury Company for its Toaster Streudel icing. Scherwitz created the icing during a 1981 summer internship with the company's Minneapolis research and development laboratories.

Senior research scientist Jim Citti asked Scherwitz to develop an icing that could be packaged in the same box as the frozen toaster pastry, yet

be spreadable immediately after removal from the freezer. The icing also couldn't be so runny that it would drip off the hot pastry before reaching the consumer's mouth.

And it had to taste good, too.

Using knowledge gained from previous study of ice cream, the guidance of Citti, and her own taste buds, Scherwitz created 30 different kinds of icing. She changed the amounts of shortening, sugar, water, and other ingredients in each, to produce an icing formula with optimal viscosity, spreadability, and taste.

Although Pillsbury is currently selling Toaster Streudel only in test markets, Scherwitz believes the product will be sold nationally beginning this year.

Like the icing she invented, Scherwitz said that the three-month internship "went very smoothly." But that's not to say her work was hazard-free.

When not experimenting with her own creations, Scherwitz taste tested other researchers' apple pie, ice cream, and chocolate-chip cookies. "The only reason I didn't put on many pounds that summer is that I did a lot of biking," she said.

Karen Scherwitz with a finger full of the icing that won her a patent.



## VETERINARY MEDICINE

### Veterinary Student Combats Witch-Doctor Remedies in Africa

Since he was eight years old, Henry Evard dreamed of traveling to Africa to work as a missionary. Last summer the third-year veterinary student finally achieved that dream, though his "mission" was to treat injured and diseased farm animals.

Evard made his seven-week visit to Gambia, a tiny coastal republic of West Africa, through a cross-cultural exchange program, "Operation Crossroads Africa." The trip was partially funded by a \$500 gift from the Veterinary Medical Council.

Tradition dies hard in Gambia, Evard learned. Some farmers consult the local witch doctor before visiting veterinary clinics. Consequently Evard encountered treatments he never learned at Lewis Hospital for Companion Animals on the St. Paul campus. One farmer he met followed the counsel of a witch doctor and poured battery acid into his horse's open wound to heal the animal's compound fracture.

A common local remedy for foot rot, Evard said, is to "put the red part of chicken feces on the wound and bandage it."

Although Gambia's current president is a veterinarian and its major industry is agriculture, the country has fewer than 10 veterinarians altogether—about one licensed practitioner for every 60,000 people.

Gambia's veterinarians are "pretty well trained," Evard said, and share their caseloads with many competent, though unlicensed, veterinary health inspectors. Both work at the government-owned animal clinics.

While other program participants built hyena cages and rehabilitated gorillas, Evard helped doctor farm animals, typically horses, cattle, and goats.

Common medical problems in these animals included parasites, eye injuries (many caused by tsetse flies), and poor nutrition resulting in infrequent births (Gambian cattle calve every two

to four years rather than annually as in the United States).

Just as Evard's patients presented problems different from those of their U.S. counterparts, materials used to treat the animals also differed.

"Gambian veterinarians are able to make do with less," Evard said. "They are less reliant on wound disinfectants, antibiotics, and other drugs, and treat broken limbs using splints and bandages rather than plaster of Paris casts."

Evard said he returned to Minnesota with an appreciation of Gambia's slower-paced life, a better understanding of that culture's veterinary practices, and no regrets about leaving the health care of hippopotami and crocodiles in the hands of mother nature.

### Vets Adopt Obstetrics Equipment

The same machine that enables obstetricians to visualize and assess the health of an unborn child is helping researchers at the College of Veterinary Medicine identify diseases in dogs and cats.

Since 1981 radiologists at the Veterinary Teaching Hospitals have used an ultrasound device called a Datason to detect diseases of the liver, kidneys, spleen, and prostate in companion animals. In an article recently submitted to a veterinary medical journal, associate professors Dan Feeney, Gary Johnston, and Bob Hardy showed how ultrasound contributed to the diagnosis and prognosis of 17 cases of dogs and cats with tumors of the liver and spleen. Ultrasound provides veterinarians with a method of mapping out the internal architecture of a tumor, defines the extent of disease in or around an affected organ, and identifies previously undetected or unsuspected tumors.

Although it is more commonly used in disease detection, ultrasound can also identify animal fetuses at about the same time an experienced veterinarian can detect them through touch. "We are gradually trying to work our way back to where we can pick up a pregnancy at an earlier date than it could be palpated," Feeney said.

A major advantage of ultrasound for the veterinarian is that the painless process is ideally suited to internally explore an obese or mean animal when palpation could be difficult or dangerous.

Although he believes that ultrasound has a "promising future in the advanced imaging field of veterinary medical practice and research," Feeney doesn't think that sophisticated instruments like the Datason will soon become a common fixture in veterinary medicine because of the high cost. But he does foresee the possibility of a travelling ultrasonographer who could work out of several clinics in a major metropolitan area.

## INSTITUTE OF TECHNOLOGY

### Are We Losing Our Ozone?

For almost 10 years scientists have feared that synthesized chemicals called fluorocarbons, released from aerosol spray cans, refrigeration systems, and industrial solvents, are slowly reducing the atmosphere's ozone layer.

This March, physics professor Konrad Mauersberger will send up his tenth balloon to measure these effects. From altitudes of 7 to 25 miles, an instrument in the balloon's 3-foot gondola will sample the density of ozone and other gases within the earth's stratosphere. NASA is funding the balloon flights, which began in 1978. The data will help the agency determine whether ozone depletion exists and, if so, at what rate this special form of oxygen is diminishing.

Because ozone absorbs ultraviolet radiation, less ozone means more radiation reaching earth and its inhabitants. "The bottom line," Mauersberger said, "is that it will harm human life. More and more people could be getting skin cancer."

Although Mauersberger launches all his 250-foot-wide balloons from NASA's National Scientific Balloon Facility in Palestine, Texas, he calibrates the measurement device, a mass spectrometer, in the University

physics laboratory where it was produced. The spectrometer's precision makes the balloon tests valuable to NASA. "Ozone is constantly moving about through the stratosphere," Mauersberger said, "therefore you have to measure it many times to get a true global picture." While NASA takes frequent, similar measurements using satellites,

it relies on Mauersberger's data to check the accuracy of the satellites' measurement instruments, which tend to deteriorate over time.

This spring Mauersberger also hopes to begin monitoring the amount of chlorine oxide in the stratosphere. This chemical in fluorocarbons is the catalyst for the rapid transformations that destroy ozone.

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## BAND

### On the Road to Rio

This spring the University Marching Band will practice what it preaches when it plays "Flying Down to Rio." The 280-piece band will perform in Rio de Janeiro and Sao Paulo during a nine-day visit to Brazil, March 15 to 24.

The group's itinerary tentatively includes performances at a stock car race, soccer game, Rio de Janeiro city hall, and Copacabana Beach. "This will be one of the most exciting and wonderful things the band has ever done in the history of the school," Marching Band Director O'Neill Sanford said.

The idea for a Brazilian tour began when J. Paul Blake, assistant to the vice president for institutional relations, hosted a delegation of Brazilian government officials and academicians during a 1980 Rotary exchange visit. Blake took the group to a football game at Memorial Stadium where they heard the band's half-time show.

"They were flabbergasted," Blake said. "The delegation's leaders said it would really be spectacular to have the band go to Brazil."

Two years later, after the band returned from a successful tour of Spain, Blake and Sanford began planning the Brazilian trip in earnest. Partial financial support from American companies with Brazilian operations—including General Motors, Ford, Cargill, McDonalds, and Coca-Cola—has made the trip possible.

Although the band will play "I Go to Rio," "Brazil," and "Flying Down to Rio," most of its selections will be from North America. "Ninety percent of the people want to hear American music," Sanford said, "so that's what we're going to play."

Brazilians not only want to hear American tunes, they're eager to hear them performed by a marching band, according to drum major Jeff Thomas. "Because they've never seen a band like ours and their schools don't include marching band programs, we anticipate that they'll be a really appreciative audience," Thomas said.



Steve Simon

## LAW

### Order in the Court

The defense attorney's oral argument soon turned into a shouting match with the prosecutor. Though he could not be heard above the lawyers' angry voices, the judge pleaded, "Gentlemen, may I interrupt? Please listen to me. Please gentlemen..."

Five minutes later the judge and feuding lawyers walked out of the courtroom and into a videotape viewing room where they sat down together and watched a replay of the trial. The attorneys and an experienced trial judge counseled the rookie judge as he studied his fruitless attempts to establish order in the court.

Newly appointed Minnesota county and municipal judges are having their courtroom demeanor challenged and improved through mock trials held in University Law School courtrooms. The simulated hearings are part of week-long judicial clinics for new jurists sponsored by the Minnesota Supreme Court continuing education office.

The idea came from Law School clinical instructor Steve Simon and Ramsey County District Judge Bertrand Poritsky. During the summer of 1981 they directed a continuing legal education program in which lawyers practiced their knowledge of law and procedure during mock trials before veteran judges. Through the Law School's

videotaping system, the attorneys then watched themselves and the judges on a split screen.

Simon and Poritsky believed that if this video feedback and review could contribute to an attorney's courtroom training, it also could educate a judge.

Last spring newly appointed judges first began presiding over 45-minute trials staged by Simon. He recruits seasoned litigators to act in the dramas and instructs them to deliberately handle evidence improperly, ignore certain courtroom procedures, and act overly assertive. The intense and aggressive courtroom atmosphere that results enables the new judges to "see how they look when the going gets tough," Poritsky said. Simon and Poritsky believe their program is the first of its type to be conducted at a law school.

John Borg had been a Hennepin County municipal judge for six months when he attended the trial exercise. He faced a prosecutor who wrongfully cited a defendant's prior arrest record and argued points of law from the counsel table rather than the bench as judicial custom dictates. After the trial, Borg watched a replay of his reactions to these errors while the two attorneys and 12-year-veteran Judge Poritsky critiqued his efforts to establish courtroom control.

In addition to maintaining courtroom decorum, Borg had to make on-the-spot evidentiary rulings, discipline uncooperative witnesses, and keep the trial moving. After viewing the videotape of his trial Borg observed that the courtroom dynamics were busier than he had noticed at the

time. "There's a lot going on that you might not pay attention to," he said, "but [in a real trial] I'm not afforded the luxury of not seeing everything."

Minnesota's experiment recently received national attention. Last summer a representative from the Federal Judicial Center, a training center for federal court judges in Washington, D.C., visited the Law School to observe the trial and critiquing process.

## AGRICULTURE

### Animal Science Research May Double Sheep Reproductiveness

Using the cylindrical sponge from a woman's hair curler and a hormone from the blood of a pregnant horse, Minnesota farmers may soon be able to breed sheep twice as often as they have in the past.

For six years Jonathan Wheaton, associate professor of animal sciences, has tried to get sheep to breed during the spring, a season when they usually are not active reproductively. Because the gestation period of a female sheep, or ewe, lasts about five months, Wheaton figured the animal could be bred twice a year if it would breed outside its normal August to February conception period (when shorter days stimulate ovulation).

After trying different hormones and various ways to administer them, Wheaton found that a vaginal implant worked best. By inserting a 3-inch sponge saturated with progesterone into the ewe's vagina for two weeks, then injecting a hormone isolated from pregnant mare serum, he successfully stimulated the sheep ovaries, causing growth of egg-producing follicles and eventually ovulation.

Two Minnesota farmers used Wheaton's procedure last spring on their own sheep. Seventy percent of the farmers' ewes bred out of season. That success rate, coupled with the treatment's simplicity and low cost (about \$5 per ewe) should make the process an economically feasible proposition for many Minnesota sheep producers, Wheaton said.

## NURSING

### 75 Years of Nursing Memorabilia

On May 15, 1930, University of Minnesota nursing graduate Ellen Church became the world's first flight attendant. Professor Brenda Canedy discovered that historical tidbit while looking back at the School of Nursing's past 75 years.

"Our graduates have created new roles for themselves left and right, and that one was certainly a tremendous new role in its time," Canedy said.

The story of Church, who later became director of nursing at a Kentucky hospital, is one of hundreds in a recently published School of Nursing memorabilia book, *Remembering Things Past: A Heritage of Excellence*. Canedy edited the 178-page collection of historical articles, photographs, and documents, which spans the school's 75 years (1909-1984).

Graduates helped her select topics. "I spoke with a dozen alumni of various ages and backgrounds," Canedy said, "and asked them, 'If you were going to read a book of memorabilia about this school, what would you want to see in it?'"

Canedy's selections include:

- Five articles by Dr. Richard Olding Beard, the school's founder and champion of the baccalaureate nursing program.
- Accounts of the U.S. Cadet Nurse Corps which was created during World War II by Franklin Roosevelt and directed by Lucile Petty Leone, a University of Minnesota nursing faculty member. The corps increased the school's student population five-fold during the war years.
- Articles on Powell Hall, the nursing student dormitory built in 1933 and demolished in 1981.
- Reminiscences of graduates, previously published in a 1934 *Alumnae Quarterly*, and recollections of others.

Canedy edited the book as much for the school's future graduates as for the alumni. "Students now know so little about the history of the school," she said.

To order a copy of the book, send

\$11.50 (make check payable to "School of Nursing Foundation—Jubilee") to Mark Davy, 5-120 Health Sciences Unit F, 308 Harvard St., University of Minnesota, Minneapolis, MN 55455.

## LIBERAL ARTS

### Exploring the Historical Dimension

How do societies differ in the ways they explore their own histories? Is it as important for physical science students to know the historical dimension of their disciplines as it would seem to be for humanities students? How do technological innovations, including changes in the media, affect our sense of time?

These are a few of the questions University faculty and students will discuss February 23 and 24 during the College of Liberal Art's Humanities and Arts Colloquium in Coffman Memorial Union.

This year's topic, "The Historical Dimension," will examine the role a historical perspective plays among disciplines, within the University, and throughout the community. "How do we construct history? Do we construct it in such a way that it helps us in the future? These are important questions we'll address," colloquium coordinator Nancy Kobrin said.

An advisory board chaired by professor Rene Jara will select 16 to 18 papers to be presented at the colloquium. A School of Music recital and studio arts exhibit related to the historical theme will also be included in the program.

This year marks the colloquium's fifth anniversary. "It's no longer just another conference," Kobrin said. "It's gained an identity as an important forum for the CLA community."

Selected papers from this year's and last year's "Morality" colloquia will be published by the advisory board in a booklet, "The Paradigm Exchange."

For more information, contact Nancy Kobrin at (612) 373-5721.

## SUSANA AND ZORONGO FLAMENCO

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## COLLEGE OF AGRICULTURE

'32 Edwin A. Gray and Florence C. Gray, '39, of Brainerd, Minn., have three sons who have graduated from the University of Minnesota; Bruce Gray, '58, a pharmacist; Larin Gray, '66, an accountant; and Mark Gray, '78, a doctor.

'41 Theodore C. Johnson of Afton, Minn., is a retired chemist.

'47 Robert E. Jacobs of Elk River, Minn., was an agriculture extension agent from 1935 to 1954. In 1955 he joined the University of Minnesota Agricultural Extension Service. He retired to Elk River in 1980.

'54 Edward C. Frederick of Waseca, Minn., has been provost of the University of Minnesota Technical College-Waseca since its beginning in 1971.

'62 Donald F. Husnik of Long Beach, Calif., is the southeastern regional director of the U.S. Department of Agriculture's Animal and Plant Health Inspection Service.

'63 Linus L. Tumbelson of Redmond, Wash., is assistant vice president of land management for the Glacier Park Co.

'72 David K. Murray of Blue Earth, Minn., is a grain and livestock farmer.

'76 Kenneth R. Herbranson and Joyce Herbranson of Vining, Minn., have one daughter, Anna Kristin, who was born in May 1983.

'78 Dr. Diane C. Hansgen of Richmond, Minn., recently joined the Mersch Veterinary Clinic in Fairfax, Minn.

Kevin D. Smith of St. Paul is a loan analyst with Farm Credit Services of St. Paul. He and Kendra M. Black were married in June 1983. Kendra is in medical school at the University of Minnesota.

Loraine S. Suskind of Washington, D.C., is an information specialist for the Resource Conservation & Recovery Act of 1976 and the Superfund Hotline in the Environment Protection Agency in Washington, D.C.

Robert L. Wolf of Henderson, Minn., is the Agronomy Department manager for Tri-Ag Services in Norsesland, Minn.

'82 David S. Slater of Raleigh, N.C., is working on his master's degree in crop science at North Carolina State University.

## COLLEGE OF BIOLOGICAL SCIENCES

'68 Dr. Michael Wilcox of New Prague, Minn., received a 1983 Clinical Fellowship from the Bush Foundation to study critical care medicine.

## CONTINUING EDUCATION & EXTENSION

'73 Charles P. Hutton of Lake Elmo, Minn., is vice president and manager for the Minneapolis office of Doremus & Company, a national advertising and public relations agency. He and Elizabeth Ann Buckley were married in September 1983. She is vice president and director of business development for City Venture Corp.

## SCHOOL OF DENTISTRY

'28 Dr. Morris Strauss of Minneapolis is still enjoying his dental practice at 81 years of age and does a lot of fishing in Canada and Minnesota.

'36 Dr. Arthur Hayward of Wisconsin Rapids, Wis., recently received the Award of Merit for Outstanding Contributions to Vocational Education from the Wisconsin Association for Vocational and Adult Education.

'40 Dr. Robert J. Nelsen is retired and living in Cape Carteret, N.C.

'45 Dr. Andrew O. Sather of Bemidji, Minn., retired from active dental practice in Bemidji in July 1983 after serving the community for 36 years.

'60 Dr. George P. Joyce of Winona, Minn., is working on a master of fine arts degree in theatre lighting design at the University of Illinois.

'70 Dr. Richard W. Anderson of Granite Falls, Minn., received the Academy of General Dentistry's Fellowship Award in July 1983.

## DULUTH

'52 Robert E. Leestamper of Scottsdale, Ariz., has been selected interim vice president for academic affairs at Emporia State University in Emporia, Kansas.

'63 Barbara Forcier of Duluth, Minn., was recently elected treasurer of the Minnesota Educational Media Organization. She is librarian at Central High School in Duluth.

'66 Robert O. Harder of Tamarack, Minn., has been promoted to vice president of Montgomery Ward's electronics division.

'68 Duane L. Peterson of Maple Grove, Minn., has been elected president of the Industrial Relations Alumni Society for 1983.

'71 Steven G. Novak of New Brighton, Minn., was elected to the Minnesota State Senate in 1982 after serving seven years in the Minnesota House of Representatives.

'77 Janice M. Jensen of Roseville, Minn., is working on certificates in commercial art and computer arts at the University of Minnesota. She is employed by Computype in Roseville.

'78 Denise M. Kelly of St. Paul is a third-year student at William Mitchell College of Law and is employed as a researcher/writer for the Minnesota Board of Peace Officer Standards & Training.

'82 Paul J. Vandergon of New Brighton, Minn., is a supervisor for Bachman's City Center store in Minneapolis.

## COLLEGE OF EDUCATION

'25 Dorothy H. Conlon of Minneapolis, St. Paul, and Los Angeles is continuing her education in graduate school and the Elderhostel program. She is a volunteer for the Women's Club and the Metropolitan Senior Federation.

'31 D. Margaret Lofgren of St. Paul is retired. Though legally blind she keeps busy knitting and weaving and still enjoys some traveling.

'40 Reino C. Lanto of Minneapolis retired from the Department of Defense in 1972.

Curtis O. Lynum and Mae Lynum of San Mateo, Calif., toured Australia and New Zealand in October and November 1983.



Barbara Hanks, '69, has been appointed vice president of nursing services at Blodgett Memorial Medical Center in Grand Rapids, Mich. Hanks, who received her master's degree in public health and mental health nursing from the University of Minnesota, is now in charge of four nursing departments with a combined staff of 1,100.

'55 **Sheila T. Bangs** of Hacienda Heights, Calif., is an administration manager for IBM.

'63 **Marjorie Crump-Shears** of Sebastopol, Calif., is a special education administrator with the Sonoma County Office of Education. **Brian T. Shears** '70, is director of International Student Programs at Sonoma State University. They have three daughters, Megan, Bronwen, and Gwentyth.

'68 **Bonnie K. Cumberland** of Brainerd, Minn., is a marketing instructor at Brainerd Senior High School.

'69 **Larry E. Meuwissen** of Washington, D.C., is a senior trial attorney in the Tax Division of the Department of Justice.

'77 **Shelley Delperdang** is education/public awareness director of the Houston Humane Society. **Robert Delperdang**, '78, is manager of applications programming for the Zapata Corp., an offshore oil exploration firm in Houston.

'80 **Diane M. Scovill** of Minnetonka, Minn., is a physical education instructor and basketball coach at Minneapolis Community College.

## COLLEGE OF FORESTRY

'40 **Willard E. West** of St. Paul is enjoying retirement. He just bought a travel trailer and hopes to travel a lot in the future. He has one grandchild.

'74 **Roderick L. McCullough** of Talihina, Okla., is working in timber management with the U.S. Forest Service at Ouachita National Forest in Oklahoma.

## GENERAL COLLEGE

'36 **Willard P. Swadburg** of Ridgecrest, Calif., is retired from his music teaching career. His hobbies are music, astrology, nutrition, holistic health, and computers.

'38 **William A. Schmidt** of Eugene, Ore., retired from the Irrigation Supply Co. in Bakersfield, Calif., after 20 years of service in costing.

'55 **Roger T. Whitney** of Mound, Minn., was recently named director of development for Vinland National Center, a national nonprofit organization that works with disabled individuals.

'73 **Suzanne Hallenberg** of Danbury, Conn., has been appointed corporate director of Union Carbide's Employee Assistance Program.

'77 **Paul H. Capiz** of St. Paul was recently named secretary to the Minnesota Hispanic Chamber of Commerce.

**Brenda L. Paar** of Tomah, Wis., is a federal employee at Fort McCoy in Sparta, Wis.

'82 **Carol J. Lueders** of Fridley, Minn., returned to school 21 years after high school and graduated from the University of Minnesota's General College in June 1982. She is resident coordinator at the Rembrandt Retirement Community in Edina, Minn.

## GRADUATE SCHOOL

'64 **Norman S. Loveid** of Cromwell, Minn., retired in June 1983 after 34 years as an educator in the Cromwell school system. **Helen (Robinson) Loveid**, '49, retired in December 1982 after serving 12 years as Cromwell city clerk.

'65 **Herbert Schlossberg** of Minneapolis recently published a book entitled "Idols for Destruction: Christian Faith and its Confrontation with American Society."

'74 **Glenn R. Prigge** of Grand Forks, N.D., is a mathematics professor at the University of North Dakota where he won an Outstanding Teacher Award in 1976. He has two children, Randy and Traci.

'76 **Richard K. Dagger** of Tempe, Ariz., was recently promoted to associate professor of political science at Arizona State University.

**Mark S. Ellinger** of Harleysville, Pa., is taking a sabbatical leave from Southern Illinois University at Carbondale where he is an associate professor in the zoology department. On leave he is doing cancer research at Merck, Sharp & Dohme Pharmaceutical in West Point, Pa. Pat Ellinger is a medical technologist with a master's degree in health education.

'77 **Louise A. Douce** of Columbus, Ohio, is assistant director of the Counseling & Consultation Service at Ohio State University.

**Marion J. Kennon** of Edina, Minn., has been assistant director of admissions at Breck School in Minneapolis since July 1981. From May 1977 to December 1982 she served as a commissioner on the Metropolitan Sports Facilities Commission.

**Margaret P. Laws** of Rochester, Minn., is an associate professor of nursing at Luther College.

**J. Peter Paulson** of Minneapolis is president of Professional Management Group Inc. **Carla L. Paulson**, '71, is a personnel consultant with Control Data Corp.

**Thomas L. Schlick** of Burnsville, Minn., is planning manager for Rosemount Inc. of Eden Prairie, Minn. **Kathryn A. Schlick**, '77, owns and operates her own professional sewing business. They have two children, Brian and Anna.

'79 **Maria B. Murad** of Golden Valley, Minn., recently sold a children's book to Parker Brothers, publishers of the "Care Bear" series. She is an editorial assistant in the corporate communications department of Super Valu Stores Inc.

'81 **M. Bentley Patterson** of Denver is a management information consultant with Arthur Andersen & Co.

'82 **George M. Boody** of Minneapolis is developing a career in the areas of regenerative agriculture and nutrition.

## COLLEGE OF HOME ECONOMICS

'53 **Evelyn J. Abel** of West Lafayette, Ind., is director of the Coordinated Undergraduate Program in General Dietetics at Purdue University.

'82 **Rebecca W. Wahlund** of Arden Hills, Minn., is a consumer product specialist in the test kitchens of Land O'Lakes Inc.

## INSTITUTE OF TECHNOLOGY

'30 **Floyd D. Peterson** of Naples, Fla., is vice president of engineering for Comm Tech Services Inc., a holding company



**Robert G. Cerny**, '32, recently received the Minnesota Society of the American Institute of Architects Gold Medal for outstanding service to the public and the profession. A member of the University faculty for 40 years, Cerny designed numerous noteworthy structures, including the architecture building at the University.

with subsidiaries engaged in telephone, cable, and general engineering services.

'32 **Colonel Helmer A. Holmstrom** of Bella Vista, Ark., is retired from the U.S. Army Corps of Engineers.

'39 **George B. Middlebrook** of Richmond, Va., is retired from Allied Corp. and currently self-employed in engineering service work.

'44 **Ronald S. Megarry** of Roswell, Ga., is a consulting civil engineer for Forces Command Headquarters, U.S. Army, at Fort McPherson, Georgia.

'48 **Clifford L. Peterson** of Chillicothe, Ohio, is in his 36th year with the Mead Corp. He is manager of engineering for two paper mills: the Chillicothe Paper Co. and the Chillicothe Division.

'49 **J. Robert Snyder** of Waconia, Minn., is vice president with Johannessen Girard Consulting Engineers Inc. of Phoenix.

'62 **Donald W. Ringrose** of Roseville, Minn., is a sales representative with Janssen Pharmaceutica Inc.

'67 **Carl B. Hartness** of Bloomington, Minn., is manager of string controller development for disk drives in Systems Engineering at Magnetic Peripherals Inc.

'68 **Marvin T. Fabyanske** of White Bear Lake, Minn., is president and founding partner of the St. Paul law firm of Fabyanske, Svoboda & Westra.

'70 **Jeffrey H. Schott** of Naperville, Ill., was recently promoted to director of research and development for Eschem Inc., the specialty chemicals division of Esmark Inc.

'75 **Janice R. Durnil** of Yakima, Wash., has completed a master's degree in business administration at the University of Washington. She is currently employed as a staff analyst in production control for Rockwell Hanford Operations.

**Richard J. Miller** of La Porte, Texas, was recently promoted to section superintendent at the Lubrizol Corporation's Deek Park, Texas, facility.

'78 **Scott W. Richner** of Rochester, Minn., is a senior associate programmer with IBM in Rochester.

'81 **John V. Hovland** of Corpus Christi, Texas, recently completed advanced flight training and will soon be receiving his Naval Aviator Wings of Gold.

**Paul F. Quick II** of Hartford, Wis., is employed by the Wisconsin Telephone Co. as the building construction staff as a manager—building design.

'82 **David J. Swanson** of Overland Park, Kan., is an electrical engineer with Black and Veatch Engineers-Architects in Kansas City, Kan.

## LAW SCHOOL

'61 **John T. Troan** of Phoenix has been selected to appear in the 1983 edition of "Who's Who in American Law Enforcement."

'74 **Ann D. Montgomery** of Minneapolis was appointed a judge on the Hennepin County Municipal Court.

'82 **Shirley R. Maxwell** of Plymouth, Minn., has a solo law practice in Brooklyn Center, Minn.

## PROFILE

### Last Names Helped Bring Minnesota Couple Together

By Mikki Morrissette

The alphabet brought Marie Forster and Chandler Forman together. They sat next to each other in a University of Minnesota class more than 60 years ago. Now married 56 years, the Evanston, Ill., pair are enjoying their retirement by visiting the few countries they missed while Chandler wrote for the travel section of Chicago newspapers.

The Formans retired from their respective careers six years ago. Marie, after graduating from Minnesota in 1923, did social service work in Minneapolis, St. Paul, and Chicago. She worked with

retarded children, children in welfare families, and, as a psychiatric social worker, with adults in a state clinic.

"Women's liberation had no meaning for me because I'd always done as I pleased," she said in a recent interview with Chicago's *North Shore* magazine (she and Chandler were featured in an article about six Chicago couples). "I never considered there was any reason why I shouldn't be working, though I stayed home briefly when each child was born. Mutual respect for what each other is doing is important."

While Marie pursued her social work career, Chandler—also known as Chan—was building his career as a newspaper travel writer. A Minnesota economics graduate in 1924 (with a minor in journalism), he worked 10

years as a night sports editor and writer at the *Minneapolis Tribune* before accepting a job at the now-defunct *Chicago Herald and Examiner* in 1935. His travel writing career with the *Chicago Times* and associate travel editing position with its successor, the *Chicago Sun-Times*, spanned 35 years. He retired from the newspaper business at age 75, but continues to write freelance travel articles for the *Sun-Times*.

The Formans are using their free time now to do little else but travel. They visited the Galapagos Islands last winter. They take frequent drives to northern Wisconsin and the Minnesota lakes. And the couple recently returned from an extended vacation in Egypt. They have travelled to about 75 countries so far.

"Our social life is mostly

related to travel," Chandler indicated in the *Northern Shore*. "We keep bumping into old friends around the world."

The couple raised two children, Joan Downing and Bill Forman IV. A few of their four grandchildren have begun to accompany them on their trips.

In 60-plus years of friendship the Formans maintained an independence each considered crucial to the success of their marriage. Marie stresses the importance of their mutual respect for each other, while Chandler credits their healthy life together as a product of shying away from overpossessiveness and overdependence.

The Formans, still happy after 56 years, owe a lot to an alphabetical seating chart at the University of Minnesota.



## COLLEGE OF LIBERAL ARTS

'36 **Marie Peterson MacDonald** of Lompoc, Calif., has recently issued a second edition of "After Barbed Wire," a picture history of the dryland homestead boom on the Northern Plains from 1900-1910. She has also written "Glendive: History of a Montana Town."

'40 **Isabelle B. Black** of Pacific Grove, Calif., is retired after 30 years of teaching. She is a lecturer at the Monterey Peninsula Museum and very active in environmental groups including the Carmel Friends of the Sea Otter.

'49 **Leo Stock** of St. Louis Park, Minn., is the director of public relations for the Constance Bultman Wilson Center for Education and Psychiatry, an adolescent psychiatric hospital located in Faribault, Minn.

'54 **Frank W. Bliss Jr.** of Davidson, N.C., is chair of the Department of English at Davidson College in Davidson, N.C.

'60 **Mark L. Johnson** of Schenectady, N.Y., is working on a master's degree in communications at State University of New York-Albany.

**Carol L. Pine** of Minneapolis has been elected president-elect of the University of Minnesota Journalism and Mass Communications Alumni Society.

'66 **John C. Berg** of Plymouth, Minn., was recently appointed manager of the Minneapolis office of Cresmer, Woodward, O'Mara & Ormsbee Inc., a newspaper advertising representative firm with headquarters in New York City.

**Dr. Doris D. Taylor** of St. Paul has taken a staff position in the Department of Therapeutic Radiology at University of Minnesota Hospitals.

'67 **Thomas Drake** of Fridley, Minn., is currently performing in the Chanhassen Dinner Theatre's production "On The Air" an old-time radio revue.

'68 **Mark A. Landergan** of Washburn, Wis., is vice president for industrial sales with R. W. Gorman Associates. **Elaine M. Landergan**, '68, is head nurse at the Memorial Medical Center's Department of Medicine in Ashland, Wis.

'70 **Paul J. Flick Jr.** of Minneapolis will be exhibiting his work with the Vietnam Vets Art Group in Washington, D.C., the L.B.J. Museum in Austin, Texas, the Parkersburg Art Center in Parkersburg, W. Va., and Illinois State Central College and the Lakeside Museum in Illinois.

**Dan A. Wolner** of Bloomington, Minn., is president of Business Credit Concepts, a Bloomington-based credit/collection consulting firm.

'72 **Bruce R. Gefvert** of Atlantic Beach, Fla., was recently promoted to senior account representative in the Medical Products Division of the 3M Co.

**Lenhardt W. Meyer** of Grand Rapids, Mich., is a senior producer in the Audio Visual Department of the Amway Corporation in Ada, Mich. He is also working on a master's degree in business management at Central Michigan University.

**Paul Von Drasek** of Rochester, N.Y., is a publisher's sales representative for Viking Penguin Inc., based in Rochester.

'73 **Carol M. Moss** of St. Paul is owner and president of Scientech Communications, a firm that specializes in writing for science and technology-oriented publications and businesses.

'74 **Lynn R. Gruber** of Crystal, Minn., is assistant executive vice president of the Hennepin County Medical Society.

**Christopher G. Legeros** of Seattle is a general assignment news reporter at KIRO-TV, the CBS affiliate in Seattle.

**Captain William G. Lytle** of Frankfurt, West Germany, is in charge of computer operations for a U.S. Army data processing unit.

'75 **Zachary M. Baker** of Montreal, Canada, has been working since 1981 as a librarian at the Jewish Public Library of Montreal.

'76 **Allen L. Moore** of Minneapolis is a telecommunications analyst with B. Dalton Bookseller.

'78 **Joan Hyrkas** of Northfield, Minn., was promoted to Programmer A with Economic Laboratories of St. Paul.

'79 **Scott D. Constans** of Shoreview, Minn., is a production engineer at KTCA-TV in St. Paul.

**Randi W. LaFleur** of Minneapolis is currently employed by Northwest Airlines and is a third-year student at William Mitchell College of Law in St. Paul. **Tim J. LaFleur**, '80, was recently promoted to area manager of solid state logic and communications for the Minneapolis branch office of the Allen-Bradley Co.

'80 **R. Douglas O'Leary** of Farmington Heights, Mich., is an assistant account executive in the retail division of W. B. Donner & Company Advertising in Detroit.

**Renee Valois** of St. Paul is a copywriter for the Minneapolis advertising agency of Carmichael-Lynch.

**Curtis Dean Woo Hom** of Fergus Falls, Minn., graduated from Columbia Law School in May 1983. He is spending this academic year at Peking University in Beijing, People's Republic of China, as a research scholar studying various aspects of Chinese law.

'81 **Susan K. Bonne** of St. Paul is an assistant manager for B. Dalton Bookseller.

**Sheila M. Quinn** of Chicago was recently promoted to sales promotion specialist in the Public Relations & Advertising Department of the Prudential Insurance Co. in Chicago.

'82 **Sara K. May** of Houston is working in the media department of the advertising firm of Taylor, Brown & Barnhill in Houston.

**Jay T. Swanson** of Golden Valley, Minn., is employed by Northwest Mortgage Inc. of Minneapolis.

## SCHOOL OF MANAGEMENT

'24 **George W. Nelson** of Minneapolis is retired as chairman of the Wood-Nelson Co.

'26 **Harold J. Passaneau** of Arlington Heights, Ill., is retired from Smith, Barney, Harris, Upham & Co. Inc.

'27 **Maurice A. Benson** has retired and moved from Pittsburgh to Tequesta, Fla.

'31 **Fred S. Roesler** of St. Paul retired in 1970 as president of the Waterons Co. of St. Paul.

'38 **E. Palmer Tang** of Minneapolis recently retired as a senior partner in the international accounting firm of Touche Ross & Co.

'40 **Robert O. Coll** of Minneapolis retired in October 1983 from the Minnesota Department of Welfare.

'68 **David L. Zuelke** of Chaska, Minn., is a partner with the firm of Fischer, Johnson, Zuelke & Co., Certified Public Accountants.

'69 **Thomas R. "Dick" McAvoy** of Stillwater, Minn., was recently promoted to division scientist in the Building Service and Cleaning Products Division Laboratory of the 3M Co.

'70 **Roger A. Collins** of Minneapolis is vice president of the Dalco Corp. He has two children, Amy and Peter.

**Charles E. Samson** of Beaver Creek, Ohio, is currently chief of the research and development financial management division of the B1B Program Office at Wright Patterson.

'74 **Steven F. Burke** of Chaska, Minn., was recently promoted to executive vice president of the North American Hunting Club, a national organization of hunters with 85,000 members.

## CLASS NOTES

**Charles T. Canning** of Hendrum, Minn., is president of Canning Farms Inc. and legislative liaison for Red River Valley Sugarbeet Grower's Association. He is married and has two children.

**Kenneth R. Nilsestuen** of Akron, Ohio, has accepted a position with Touche Ross & Co. in Akron.

'75 **Robert Bruce** of Minnetonka, Minn., was recently appointed marketing research director of the Northstar Division of General Mills.

'76 **Robert Maxwell** of Monticello, Minn., is branch manager of the Security Federal Savings and Loan in Elk River, Minn. **Diana Maxwell**, '76, is an accounting clerk with the Bondhus Corp. of Monticello. They have three children, Brian, Kristen, and Lindsay.

**Judd W. Norton** of Minneapolis is a manufacturer's representative for Norton and Associates of Bloomington, Minn. He sells residential real estate and consults on real estate investments.

'77 **Eugene Setterstrom** of Eden Prairie, Minn., is manager of Systems and Programming at the Nash Finch Co. in St. Louis Park, Minn.

'78 **Timothy J. Pollard** of Portage, Wis., is an advanced status health care financial management associate.

'79 **Wendy S. Kane** of St. Paul is a senior broadcast buyer for Grey Advertising.

**Michael R. Lazarz** of Minneapolis has been named a senior accountant in the Minneapolis office of Price Waterhouse.

'80 **Michael J. Lauesen** of Glenview, Ill., is a certified public accountant selling computer systems for NCR Corp. **Barbara Lauesen**, '80, is working on her doctorate in developmental psychology at Loyola University.

**Gregory A. Peterson** of St. Paul is beginning his fourth year with Peat Marwick Mitchell & Co., Certified Public Accountants in Minneapolis. **Debra A. Peterson**, '78, is manager of General Accounting with the Comserv Corp. of St. Paul.

**Brad Pfahning** of Northfield, Minn., has been named applications engineer for the Karry Kase Division of Gemini Inc. in Cannon Falls, Minn.

**Andrew D. Ross** and **Adrienne D. Spigelman**, '82, were married in May and now reside in East Windsor, N.J.

'81 **Dale M. Schumacher** of St. Paul is a security lending manager at the First Trust Company of St. Paul.

### MEDICAL TECHNOLOGY

'78 **Kathleen Tekautz** of Torrance, Calif., has been promoted to staff research assistant with the Clinical Studies Center at the University of California Los Angeles Medical Center.

### MEDICAL SCHOOL

'47 **Harry F. Burich** of Rochester, Minn., retired recently after 30 years' practice in general surgery.

'52 **Dr. Gary R. Davis** of Butte, Mont., is medical director of the Stress Center in Butte.

'62 **Dr. John E. Sutherland** of Rochester, Minn., was recently appointed program director of the University of Minnesota-Affiliated Community Hospitals Residency Training Program in Family Practice and Community Health.

'72 **Dr. John R. Musich** of Bloomfield Heights, Mich., associate professor at Wayne State University's School of Medicine in Detroit, was recently named chairman of the Department of Obstetrics & Gynecology at William Beaumont Hospital in Royal Oak, Mich.

'77 **Dr. Kathleen S. Bohanon** of Colorado Springs, Colo., recently completed a one-year tour of duty with the U.S. Air Force in Turkey and is now a

pediatrician assigned to the U.S. Air Force Academy Hospital in Colorado Springs.

'80 **Stephen S. Lane** of Hershey, Pa., will be completing his residency in ophthalmology at Hershey Medical Center, Pennsylvania State University, in June 1984 and plans to return to the University of Minnesota for a one-year fellowship in cornea and external diseases in the Department of Ophthalmology.

### MORRIS

'70 **Avis H. Nelson** of Glenwood, Minn., retired in June 1983 after 29 years of teaching.

'75 **Marte Jo Sheeran** of Minneapolis graduated from Dartmouth College in June 1983 with a master's degree in business administration.

**Dr. John L. Zenk** of St. Paul graduated in June 1983 from the University of Minnesota Medical School. He is currently doing an internal medicine residency at Hennepin County Medical Center in Minneapolis.

**Natalie Hauschild** of Redwood Falls, Minn., recently joined the Walz law firm in Redwood Falls.

**Dr. Kim Sykora** of Marshall, Minn., is opening a "solo-group" dental practice in Marshall with Dr. James Milne.

## A TIMELY REMINDER OF YOUR ASSOCIATION WITH A GREAT UNIVERSITY



This handsome digital desk clock will be a great addition to your desk at home or work. What a timely way to show your support for Minnesota! It measures 3 x 4" is set in top quality lucite and displays the Minnesota "M" in maroon.

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## SCHOOL OF NURSING

'68 **Dixalene Catherine Bahleda** of Oshkosh, Wis., received a doctorate in educational administration from the University of Wisconsin-Madison. She is dean of the College of Nursing at the University of Wisconsin-Oshkosh.

'80 **Carol E. Larson** of New Ulm, Minn., has completed her first year of doctoral study in nursing at Texas Woman's University in Denton, Texas. She is a recipient of the Alsays Lane scholarship.

## COLLEGE OF PHARMACY

'48 **Beatrice "Betty" Mitzel** of Grand Forks, N.D., has retired after 13 years as chief pharmacist at the Medical Center Rehabilitation Hospital in Grand Forks.

'79 **Robert K. Schultz** of St. Paul is a research pharmacist with the 3M Co.

## PHYSICAL MEDICINE & REHABILITATION

'64 **Catherine A. Milota** of Minneapolis is a member of the Minnesota Alumnae Society board and active in Delta Gamma Alumnae, the League of Women Voters, and church functions. **William J. Milota**, '66, practices law at Hagerty, Candell, Lindberg, Milota & Butler in Minneapolis.

## SCHOOL OF PUBLIC HEALTH

'75 **Douglas A. Pelton** and **Barbara Pelton** are stationed at the U.S. Army Environmental Health and Engineering Agency at Camp Zama, Japan.

'77 **Dora Mae Coleman** of Minneapolis has been elected Region IV vice president of the National Environmental Health Association. She is employed by the Pillsbury Co. of Minneapolis.

'81 **Daniel G. Feldt** of Milwaukee is corporate occupational health specialist with the Wisconsin Electric Power Co. in Milwaukee.

## UNIVERSITY COLLEGE

'64 **Rev. Daniel V. Pearson** of Minneapolis has been named rector of St. Clement's Episcopal Church in St. Paul.

'74 **Larry W. Mens** of Minneapolis is a minister in the Minneapolis Native American Ministries, serving the local American Indian community through the United Methodist Church.

'75 **Mary A. Hemmings** of Oakdale, Minn., has been selected by the city council to chair the Oakdale Economic Development Commission.

'80 **Marcy E. Preeshl** of St. Paul will be attending graduate school at Hamline University, pursuing a master's degree in public administration. She is the international relations chair for the League of Women Voters.

## DEATHS

**Ralph L. Adkins**, '16, Harlingen, Texas, on July 25, 1983.

**Clarence Aga**, '32, Minneapolis, on March 22, 1983.

**Anthony Alderson**, '29, Edina, Minn., on July 25, 1983.

**Mrs. M. A. Anderson**, '44, Stillwater, Minn., date unknown.

**Ethel E. Barkman**, '25, Minneapolis, date unknown.

**Gerald R. Bebler**, '42, Wells, Minn., on May 3, 1983.

**Mrs. C. J. Belanger**, '33, Chatsworth, Calif., on July 5, 1983.

**Linda James Benitt**, '14, Penney Farms, Fla., on February 15, 1983.

**Ralph O. Berg**, '68, Crookston, Minn., date unknown.

**Harold L. Bergford**, '27, Mesa, Ariz., on June 19, 1983.

**Albert B. Berry**, '69, St. Paul, on June 22, 1983.

**Ms. Dan R. Bruzek**, '32, Aptos, Calif., on June 7, 1983.

**Dr. C. D. Bussey**, '37, Dallas, in December 1972.

**Roy M. Carter**, '35, Raleigh, N.C., on June 17, 1983. He was professor emeritus of wood and paper science at North Carolina State University for 30 years until his retirement in 1978.

**Philip M. Catchings, Jr.**, '82, Jackson, Miss., on September 8, 1983.

**Veda E. Chaffin**, '67, Minneapolis, on April 12, 1983.

**Lewis W. Child**, '23, Southbury, Conn., on August 19, 1983. After graduation from the University of Minnesota Law School he joined his father's law firm, Child & Child. He was in the Marine Corps during World War I. Child was a member of the Minneapolis Club, University Club, and Lafayette Club and a director of the Children's Home Society.

**Chauncey I. Cooper**, '34, Washington, D.C., on September 30, 1983. He was dean of the Howard University College of Pharmacy for 31 years. He founded and was past officer of the National Pharmaceutical Association and past vice president of the American Association of Colleges of Pharmacy. He received the University of Minnesota Outstanding Alumni Award in 1964 and received an honorary doctor of science degree from the Philadelphia College of Pharmacy and Science in 1970. The Washington, D.C. City Council passed a resolution in his honor in 1983.

**Dr. Chalmer Davee**, '29, Sun City, Ariz., date unknown.


**Agnes N. Dempster**, '62, Minneapolis, in July 1983.

**Albert R. Diesslin**, '40, St. Paul, on September 26, 1983.

**Myron A. Dresser**, '17, Mamaroneck, N.Y., on May 14, 1983.

**Kevin J. Forderbrugen**, '34, Owatonna, Minn., on September 1, 1983. He was in the natural gas business for nearly 40 years. His last big venture was starting and completing Iron Ranges Natural Gas in northern Minnesota. He was a colonel in the U.S. Army, having served six years during World War II.

**Dr. C. V. Frederickson**, '26, Duluth, Minn., date unknown.



**Dr. R. Lee Clark**, '37, was honored recently when the University of Texas waived tradition to name a campus building after a living person. The outpatient clinic building at the university's M. D. Anderson Hospital and Tumor Institute has been renamed the R. Lee Clark Clinic Building. This dedication acknowledges Clark's work toward eliminating cancer.

**Frank M. Frenzel**, '38, Minnetonka, Minn., date unknown.

**Edward J. Gavin**, '31, Brownville, Texas, on September 11, 1983.

**Harry J. Hammond**, '35, Milwaukee, on August 23, 1983.

**Marie H. Hartug**, '39, Modesto, Calif., on June 12, 1980.

**Leslie G. Henry**, '26, Los Angeles, on May 31, 1983.

**Gretchen Hilgeman**, '53, Leola, S.D., date unknown.

**Joseph Hlavac**, '23, Lonsdale, Minn., in August 1983.

**Jean A. Holcomb**, '67, Minneapolis, date unknown.

**Paul F. Hortenbach**, '28, Bay City, Wis., on October 2, 1983.

**Leila Rice Husten**, '23, Midlothian, Va., in 1981.

**E. Raphael Ilstrup**, '25, Buffalo, Minn., on May 29, 1983. He was State Representative for the 27th Legislative District from 1943 to 1953. In 1954 he was elected to the Register of Deeds office in Wright County from which he retired in 1967.

**Mrs. L. C. Ireland**, '42, Menlo Park, Calif., date unknown.

**Craig F. Johnson**, '82, Grand Rapids, Minn., on November 4, 1983.

**Evelyn H. Johnson**, '24, Alexandria, Va., on August 14, 1983. She was a former elder of Clarendon Presbyterian Church and president of the Women's Association and Church Women United. She moved to the Washington area in 1936 and accompanied her husband, Sherman E. Johnson, an official of the Department of Agriculture, to India and elsewhere in the world on assignment. She was a longtime volunteer with the Arlington chapter of the Red Cross.

**Gaylord W. Jones**, '17, Minneapolis, date unknown.

**Irene B. Kimel**, '49, Wichita, Kan., date unknown.

**Charles E. Kirk**, '61, Reston, Va., on August 8, 1983. He began his government career in 1962 with the old Budget

Bureau where he was an assistant budget management officer and budget examiner. From 1969 to 1970 he was a program analyst at the old Federal Water Control Administration. In 1970 he joined the National Endowment for the Arts as an evaluations director and in 1980 he moved to the Federal Emergency Management Agency as a senior programs analyst.

**Arthur R. Krueger**, '28, Camarillo, Calif., in August 1982.

**Arthur J. Leach**, '41, Jackson, Minn., on September 16, 1982.

**Mr. B. E. Lehmann**, '23, St. Paul, date unknown.

**Elizabeth Lehmann**, '25, St. Paul, date unknown.

**Miss L. M. Lohrey**, '38, Algoma, Wis., on August 1, 1983.

**Edward C. Long**, '33, Flint, Mich., on September 30, 1983. He taught in the Mathematics and Engineering Mechanics Department of the General Motors Institute for 25 years, retiring in 1975 as associate professor of mathematics.

**Carol G. Lund**, '29, San Marcos, Calif., on September 9, 1983. She taught two years in Pine River, Minn., five years in Annandale, Minn., and was secondary school principal in Annandale for four years. She moved to California in 1941 and did substitute teaching for 26 years in Los Angeles and San Diego counties.

**Harry Mark**, '24, Tucson, Ariz., on December 11, 1982.

**Sister R. May**, '44, St. Paul, on October 6, 1982.

**Daniel H. McNitt**, '51, Turlock, Calif., on May 30, 1983.

**Walter C. Miller**, '44, St. Louis, on June 17, 1983.

**Leigh W. Rethmeier**, '41, New Brighton, Minn., on September 9, 1983.

**Frances Schwieger Rising**, '25, Leavenworth, Kan., on July 29, 1983.

**Dorothy Schmeling**, '37, Edgerton, Wis., on April 6, 1982.

**Dr. Elmer F. Schroth**, '27, White Bear Lake, Minn., on September 21, 1983.

**Dr. Wallace R. Smith**, '27, Grand Marais, Minn., on May 2, 1983.

**Burton K. Storm**, '51, Tucson, Ariz., on May 26, 1983.

**Hulda M. Stoxen**, '25, Taylor, S.D., on August 28, 1983.

**Mrs. W. P. Sturtz**, '19, Albert Lea, Minn., on August 5, 1982.

## PROFILE

### By Mikki Morrisette He Earned His Degree On the 61-Year Plan

"If you don't do it, it won't get done."

—motto posted in Mike Fadell's home office

Mike Fadell did it. It took him 61 years, but he finally graduated from the University of Minnesota.

The 81-year-old Edina resident, like hundreds of other Minnesota students, received his bachelor's degree at a commencement ceremony in December. Unlike his colleagues, however, Fadell's quest for his journalism degree started in 1922.

Outstate tuition was only \$33 a quarter then. College friends, people like John B. Johnston and Edward E. Nicholson, didn't have University buildings named after



Mike Fadell

them. And his job as sports editor of the *Minnesota Daily* netted him just \$40 a month.

When Fadell returned to complete his final nine credits last year, he discovered tuition had increased to about \$33 per credit. The same *Daily* job

now pays \$85 a week. And not only are buildings named after people he once went to school with, they are located in strange places.

"When I tried to go buy books I had a helluva time finding that bookstore," he said. "I couldn't imagine

Linda A. Taylor, '51, Oregon City, Ore., on July 11, 1980.

Daniel E. Teberg, '41, Shelton, Wash., on July 10, 1983.

Mr. E. L. Thomas, '34, St. Paul, date unknown.

Robert M. Tousley, '28, Tigard, Ore., on January 19, 1970.

Louise N. Ueland, '17, Roseville, Minn., on September 8, 1983. She was active in the Washburn Home, League of Women Voters, Woman's Club of Minneapolis, Salvation Army, Red Cross, and Peripatetics.

Irving Waldman, '34, St. Paul, in May 1983.

Dr. James J. Warner, '26, Perham, Minn., on May 8, 1983.

Nellie B. Wodahl, '22, Hibbing, Minn., on May 29, 1983.

Edward Woehrl, '33, Minneapolis, date unknown.

## S U C C E S S F U L W O M E N :

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Associates, Inc.  
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planning  
*\*Women and Money in the Marketplace*

Carol Pine and Susan Mundale of Pine and  
Mundale, Inc.  
Professional research and writing firm  
*\*Women in Business*

Moderator: Marianne Anderson of Financial  
Services Associates, Inc.

All University of Minnesota alumnae and friends are welcome to attend. For further information, or for reservations, call the Minnesota Alumni Association at 373-2466.

anything underground, you know."

He has imagined plenty of other ideas since he left the University, though.

Fadell was lured away from college in 1928 with a radio news job at KSTP. An employment casualty of the Depression a few years later, Fadell quickly started his own business producing local merchant coupon books, a novel idea in those days.

When a bill owed him for publicity services for the downtown Radisson became overdue, Fadell arranged payment in the form of free office space in the hotel. The Mike Fadell Company was born, one of the first publicity agencies in the Midwest.

He publicized the International Shrine Convention in 1934 and created a "Dunking the Doughnut Queen" advertisement that became a hit throughout the

country. His slogan—"Don't Rob Your Kid's Piggy-banks"—helped kill a St. Paul City Council bill that would have added a five-cent tax to soft drinks.

Fadell's business grew. The Minnesota Alumni Association hired Fadell to raise construction funds for Coffman Memorial Union. His creativity helped collect \$640,000 from alumni, students, and friends of the University.

Creativity, however, isn't Fadell's only strong suit. His persuasiveness led to the formation of the now-established Minneapolis Aquatennial. And his personableness helped him land the assignment to publicize a KSTP talent contest that featured Eddie Albert, George Burns, Gracie Allen, and Jimmy Durante.

Fadell seems most pleased though about a feat that didn't directly result

from his own imagination. By the time he closed his doors in 1970, the spry man said proudly, he had amassed a staff of 40 loyal employees.

The businessman awarded employees paid vacations on their birthday. He handed out bonuses at a staff dinner he hosted every two months. And he offered attractive Christmas benefits each year.

"Just to keep people there," he explained. "That's why we were so successful, because our people were so loyal. It wasn't like we were generous and giving a lot of money away, but hell, nobody could get anyone from our place to leave."

When he closed his business 11 years ago, Fadell almost immediately placed a display ad in the business section of a local Sunday newspaper. "I'm

tired of loafing," the ad said as Fadell appealed for freelance publicity assignments.

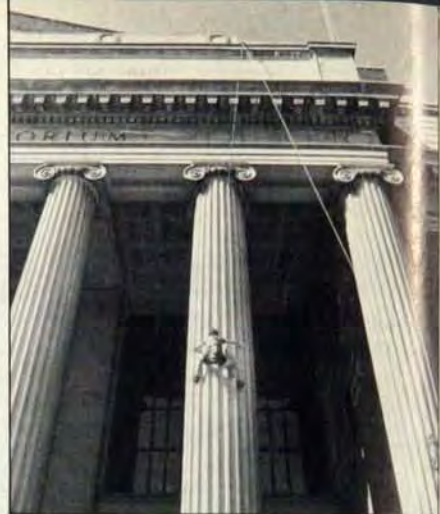
He enrolled at Hennepin County Vocational-Technical Institute for a course titled "How to Close Sales." He ended up teaching "How to Run a Big Advertising Program on a Small Budget," and he continues to teach at the school today.

His grandchildren prompted the agile Lebanese gentleman to finish his University degree. Now that he has completed that project, Fadell intends to renovate one of his most successful creations, the nationally syndicated "Junior Auction" television show.

"I'm only working two nights a week and that's not enough," Fadell said. "When I loaf, I get stale. I like to keep busy all the time."

Obviously.

Photos by Daniel Corrigan/Minnesota Daily



## Assault on C-2

The staff needed a photograph for the cover of *Survival Guide*, a directory of University offices and area shops, restaurants, and entertainment offerings, published by the *Minnesota Daily*.

Once they decided on the concept, they needed someone foolhardy enough to climb where no one had climbed before—the second column from the east in the portico of Northrop Memorial Auditorium.

Enter Beth Wald, a senior botany student. Wald, whose previous conquests include Devils Tower in Wyoming, found the column a formidable foe. The only hand and footholds were the grooves in the column. Her first attempt ended after she had climbed about 12 feet. She lost her grip and slid back to the bottom, scraping a few layers of skin off her fingers in the process.

With her fingers taped, Wald began again and—except for a short pause to put more tape on her fingers—completed the 38-foot, first ascent of C-2.

Then she hopped on her bike and returned to her job on the West Bank. The other columns will have to wait. Wald only had an hour-and-a-half break from her job.

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to find and communicate*



*the truth."*

Robert Maynard Hutchins

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The Alumni Association works to support a strong future for the University of Minnesota and to serve alumni.

Group Term Life Insurance, one of many benefits offered through the Alumni Association, provides flexible, affordable security for you and your family. It's the kind of security you can take with you, job to job, as you grow.

The Minnesota Alumni Association believes the strength of your future and that of the University are connected . . . by a common commitment to a better future.





# MINNESOTA

University of Minnesota Alumni Association



A hot half-dozen: the best alumni photographers in the business. 14

Maestro of the masses. 27

Can Lou Holtz put Gopher football back on track? 34



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**Executive Director**  
Stephen W. Roszell

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## COVER STORY

**Caring for the Hearts of a City** 21  
Three Minnesota cities are taking on the number one killer of adult Americans—coronary heart disease—and coming up heart healthy.  
**By Arlene M. Fried**



**On The Cover**  
Look again! Sure you saw the heart connected to the city's skyways, and you noticed the carrots and broccoli spears in place of street lamps, but this month's cover illustration contains many other objects that can affect your heart health. A hint: the buildings in the cityscape are not only buildings. **Illustration by Rick Hanson**

## FEATURES

**Great Exposures: The Picture Makers** 14  
Favorite photos and biographies of some of the best photographers in the country, all products of the University of Minnesota.  
**By Chuck Benda**



**A Choirmaster's Craft** 27  
For over a decade, Dwayne Jorgenson has been teaching hundreds of University students to sing as members of a chorus 300 strong.  
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**It May Be More Blessed to Give Than Receive, But it's Smarter to do Both** 32  
Charitable giving can provide more than a warm feeling in your heart. You can save big money on taxes and have a guaranteed income for life.  
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## Once More for the Johnson Brothers

Thank you for your article featuring Roger and David Johnson ("Sink or Swim Together," January/February 1984). Their research and proven methods deserve all the



## Likes New Look...

I am writing to say how much I like the new format and graphics of *Minnesota*. Also, I like the idea of the "Opinion" page and the recent trends in the "Features" section. The articles on education are particularly good.

One of my favorite departments is the "Profiles." Please continue and do include some graduates of the College of Home Economics (my college!).

Thanks for the new format!

Mavis E. Buchholz, '70  
San Francisco, Calif.



## ...Agrees...

This is just a brief note to say that I and many others with whom I talk think that you are doing a superb job in editing *Minnesota* magazine. The strategy you have adopted is working extremely well, the format is very attractive, and the response to the new version of *Minnesota* is overwhelmingly positive.

William E. Gardner  
Dean, College of Education

## ...Disagrees

In the current issue of *Minnesota*, you invite comment, adding "It's your magazine." So I am giving you some.

I do not like the so-called "graphic redesign," and for the most part, I do not like the content of the November issue. Previous issues appealed to me far more than the current one. I do not believe the article on education by William

Gardner necessarily belongs in an alumni magazine, certainly not the space you have given it. I would say much the same for the article on ballooning, which I might see in *People* or in *Life*, but not in an alumni magazine, although it has a University angle, namely the Piccard family.

Beginning on page 14 and continuing on to page 24, you have given your readers more on the problems of education. All of this held little interest for me. The problems of education are constantly being explored in the daily press. The article "High School At Home" hardly interested me. Where is the relevance to alumni? Also, the article on rugby is somewhat overdone. Rugby doesn't have that much appeal to an American public immersed in baseball, basketball, and football—in season.

I like the pages with the short items, which I always read in previous issues, such as pages 29, 30, etc.

As to your new graphics, I much preferred the pages with their column rules and the larger typeface. They "invited" me in more readily. Some of your pages, such as pages 16 and 17, are too solid with body type. It should be broken up more. I have made up hundreds of (newspaper) pages and always operated on the premise that in order to get readers, one (meaning the page) must first invite them in, particularly an article like "Where Do We Go From Here?"

I'd like to see more photos and articles about

places, personalities, and activities on campus. I'd like to see relatively short articles on successful alumni and what they have done with their lives. I'd like to see a page or two of sports.

Instead of an old balloon on the cover, I'd like to see a photo of a familiar landmark, i.e., Burton Hall, old Pillsbury, Folwell, you name it. These are the memories that mean something to me.

I was interested in the book review of Harrison Salisbury's latest book. Considering that he is one of the most noted newsmen in America, an article on his background—he was born and raised in Minneapolis—would have been very worthy.

I hope this gives you some idea of my reaction to the November issue. I have always enjoyed the magazine and look forward to the next issue. *Minnesota* is all the more enjoyable when it contains material I, as an alumnus, can relate to.

Herman R. Berlowe, '38  
Tucson, Ariz.

## Comments? Questions?

Drop us a line. We're always eager to know what you think. Tell us what you like, what you don't like, and what you would like to see more of in *Minnesota*. Address your comments to: Editor, *Minnesota* magazine, 100 Morrill Hall, 100 Church Street S.E., Minneapolis, MN 55455.

## Steve Roszell

### A Bigger Slice of the Pie

**H**igher education has always been a priority for Minnesotans. Even before Minnesota became a state, the people of the territory founded a university. Through six generations, Minnesotans' commitment to higher education has been represented by the University of Minnesota, the largest land grant university in America, noted for its academic excellence.

invest in higher education. Minnesota's pioneers invested in education before they invested in government, and, since the formation of government, generations of taxpayers have provided the resources for legislative investment in the University. Through the years enlightened Minnesota alumni and friends also have generously

respondents to the alumni survey said they make a financial contribution to the University each year. The conclusion we draw is that many alumni must view their taxes as a contribution to the University.

This confusion does not surprise me, but it does concern me.

It is especially important for Alumni Association members to understand the distinction between paying taxes—an obligation—and making a contribution—an investment. *All* residents, whether they are alumni or not, support the University with tax dollars. Alumni who contribute gifts to the University over and above their taxes are smart investors who understand the benefits that accrue to them and their families through such an investment. Fortunately for all of us, the University has grown with tax dollars, but its future excellence rests with private support.

Alumni support must represent a bigger slice of the pie for the Minnesota of tomorrow. The same spirit that led our state's founders to invest in education must be the spirit we continue to foster through our alumni support. To do otherwise would undermine for Minnesota's children the educational opportunities a great university offers.

A recent survey of University of Minnesota alumni confirmed your continuing confidence in this institution. When asked to pick a phrase that best describes the University, 90 percent of the respondents said the University was "a valuable resource to the state of Minnesota"; 75 percent said, "the University has a national reputation as an educational institution."

Why has our state developed an educational resource of national stature? Emerging from this year's severe winter, you might conclude that the reason relates to our hearty survival spirit. While a hearty spirit is important, the real reason for success rests with Minnesotans' willingness to

supported the University with their gifts.

Today the University receives only 34 percent of its operating budget from tax-supported legislative appropriations, funds specifically designated for particular uses. The remaining two-thirds of the funds the University needs to meet the goals of academic strength, research, and public service for the people of Minnesota must come from other sources.

One growing source of support, which has even greater potential, is gifts from alumni and friends. Our records show that, on the average, 11 percent of our alumni contribute annually. Yet 75 percent of



Tom Foley



Steve Roszell has been Executive Director of the Minnesota Alumni Association since 1979.



## Frank B. Wilderson Jr.

## Sports and the University: A Symbiosis

Although there is no known starting date for sports and athletics—what we now refer to as human performance—much of what we recognize today as organized sports and games can be traced to ancient nations. Scientists have found artifacts used in sport and competition in Mexico, Africa, Asia, Greece, and throughout the Roman empire. These activities are presumed to have been developed as a means of preparing young people for war. Over the centuries though, competitive sports have taken on broader dimensions. The Industrial Revolution, which increased leisure time while also increasing the problems associated with urban living and industrial labor, promoted sports and games as a means of catharsis. During this time, many associations, leagues, and clubs were formed, sports invented, and national and international tournaments initiated.

Intercollegiate athletic programs at the University were developed primarily as recreational activities, not highly organized. Indeed, in the 1870s football contests were thought to be engagements of force. Not until many years after the Eastern colleges and universities began competing and an intercollegiate athletic association was formed did the University of Minnesota start to shape its own intercollegiate athletic program.

One misperception about intercollegiate athletics is that they exist to relieve tensions and anxieties produced in the academic classes.

## Got an Opinion?

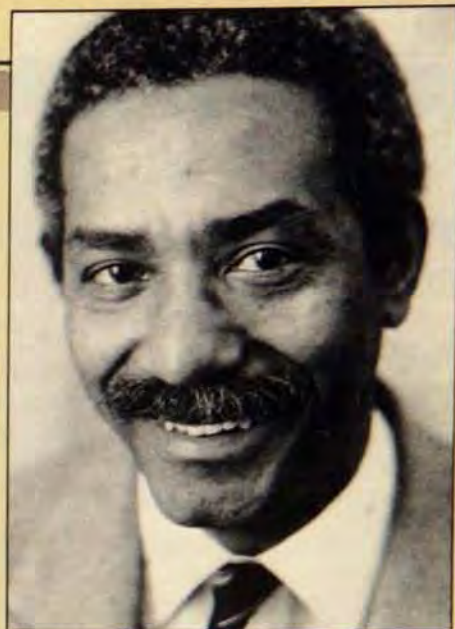
Let's hear it! *Minnesota* will consider opinion pieces from readers for publication on the Opinion Page. Submissions should be approximately 800 words and cover a topic pertinent to the University and its alumni. Send your manuscript, along with a self-addressed, stamped envelope, to: Opinion Page, *Minnesota* magazine, 100 Morrill Hall, 100 Church Street S.E., Minneapolis, MN 55455.

Clearly, participation in intercollegiate athletics both will build tensions as practice and game events approach and will relieve tension (or continue to build tension) as practice and game events are concluded.

It is heard too often that competitive sports exist to serve only the strong, the agile, and skillful superstars. College and university officials must constantly be on guard that this perception not prove to be true. Through intercollegiate athletics, a university attempts to provide the highest level of competition for its talented athletes—for the benefit of the athletes themselves, true, but more importantly, for the benefit of the entire university community—students, faculty, staff, and others who identify with and support the school.

Since intercollegiate athletics is an integral part of campus life, students who help the University perfect its athletic programs are to be provided with the resources necessary to develop excellence in this area, in the same way that we provide resources to develop excellence in academic disciplines and programs. We have misled young men and women if they believe that the University's major interest in their becoming competent, excellent athletes relates to their potential for being superstars, rather than their potential for developing excellence in a University program in which they participate.

Just as intercollegiate athletics programs provide an outlet for the athletically talented, the programs also provide an outlet for spectators. In states around the country, many residents identify with the quality of athletic programs developed by the state university. This is true whether the fans are alumni of the university or college or whether they identify with the institution simply out of civic pride. Many Minnesotans feel a sense of pride and a sense of involvement when they are welcomed to participate with the University's students, faculty, and staff as spectators at our



Frank B. Wilderson Jr. is vice president for student affairs at the University and oversees the men's and women's athletic departments.

athletic events. The University's athletic team becomes *their* athletic team, the University then becomes *their* University. This positive identification, or bonding, if you will, allows the University to enjoy prestige and influence and support much beyond that of its alumni, whether in the state, the country, or throughout the world.

Many individuals first become interested in the University through contact with its athletic programs. From there they may go on to learn more about our academic programs or service programs. The important thing is that they perceive that the University is open, and they repay this openness by identifying with and supporting the University. (It can and sometimes does work the other way. Individuals associated with the University primarily through its athletic programs may wonder why the University does not give higher priority to developing certain sports facilities. Or conversely: those who know the University's academic or service programs best may question why the University provides so much of its resources to develop sports and sport facilities.)

We are constantly on the alert for ways in which we can help the broader constituency—fans of University teams—to understand and appreciate the true value we see in our intercollegiate program. Further we want these friends to accept and appreciate the nurturing these

Opinion continued on page 13

## Physics and the Art of Figure Skating

By Elizabeth Petrangelo

Dorothy Hamill took more than one spill on her way to an Olympic gold medal in figure skating. Chances are her coach told her to get up and try again.

But if the work of a team of University researchers is successful, tomorrow's potential world-class skaters will be told to get up and check the computer.

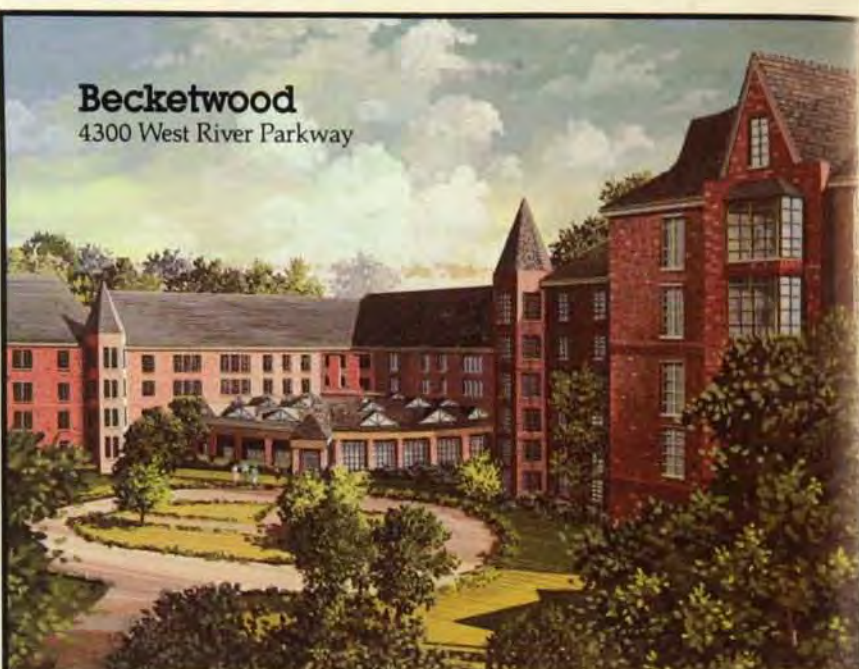
Using high-speed cinematography and computer simulation, the group is developing a model that would help figure skaters jump more efficiently and with better technique. And with improved technique, the skater could concentrate on the artistic dimensions of performance, for higher and longer jumps, more revolutions, and less risk of injury.

Work on the project began with the chance meeting, on the ice, of University physicist Mike Meixel and professional skating coach Laurie Cole. Meixel admired Cole's skating ability and asked her if she would become his teacher. The two decided to combine their talents outside the rink also to systematically study the physics of figure-skating jumps, with the hope that what they learn can be used to improve the practice of coaching.

"In skating, the movements happen very quickly," said Cole, who is a U.S. gold medalist in ice dance. "Some people have the ability to capture that moment simply by watching it happen. But most people can't, so it's important to slow it down. Skaters don't understand physics. Most skaters teach by instinct, based on what they learned themselves. There are errors in coaching, and they are passed on from skater to skater."

High-speed cinematography is used to film the skater. A single frame of the film is projected on a screen, each critical joint on the skater's body is touched with a stylus, and the information is recorded by computer. The method used to analyze joint movements is based on the "distinct element" method for studying rock masses developed by University civil

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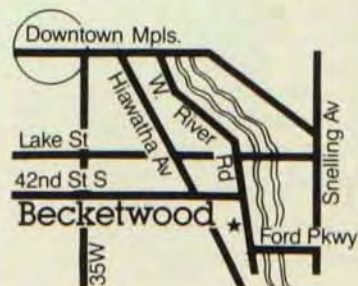
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and mineral engineering professor Peter Cundall.

"We've taken that idea, and we look at the human body as a series of segments, as a hand coupled to the forearm at the wrist, which is coupled to the upper arm at the elbow," Meixel said. "Each is a distinct element, coupled together by an elastic connection, a spring. That simple idea enables us to do the analysis in a way that's clear to anyone who's been through high school physics, so it's accessible to the coach."

Lela June Stoner, professor of physical education, recreation, and school health education, provided the initial conditions for the computer model. "The computer churns away and then we can come back and do an experiment using the simulated skater," Meixel said. If the skater's free leg was in one position before the jump, the position can be changed, or the timing of the thrust before takeoff can be altered, and the computer will

simulate the results.

The project is still in its very early stages and so far is not funded, but that hasn't chilled participants' enthusiasm. Besides Meixel, Cole, and Stoner, several others are involved. Theodore L. Morris, a senior in mechanical engineering whom Meixel calls a "really bright fellow with a wonderful attitude," has done most of the computer programming. Donald Riley, a professor of mechanical engineering whose specialty is applied computer graphics, is helping translate computer-generated numbers into information that is easy for humans to grasp. Physics professor John Broadhurst, whose children figure skate, is assisting with automation of the input process so that each joint on each frame of the film does not have to be digitized by hand.

"I think this is a beautiful example of what can happen at a university," Meixel said. "We've got people from mechanical engineering, physics, civil and mineral engineering, physical

education—faculty and students working together because we want to do it, not because it's what we have to do."

Cole hopes that the research will eventually result in a guidebook with standardized information for skating coaches. "As coaches, we think we understand skating. But until you pull it apart and analyze the forces involved, you don't understand it. I'm surprised the work hasn't been done before."

## IN BRIEF

"**Matrix**," the television program focusing on research and life at the University of Minnesota, began its fifth season in January. The hour-long series will run for 13 weeks, through April 22. The program is broadcast at 11:30 Sunday mornings on KSTP-TV, channel 5, in the Twin Cities and on local stations in Duluth, Rochester, Mankato, Alexandria/Walker, and St. Cloud.

A review of President Magrath's performance will be conducted this year by Joseph Kauffman, professor of educational administration at the University of Wisconsin. This is the second such review conducted during Magrath's tenure at the University. At the time he was hired, Magrath requested that his performance as president be evaluated every five years.

Athletic Director Paul Giel underwent heart bypass surgery on December 12. The surgery was successful, and Giel was back on the job in time to welcome new head football coach Lou Holtz on December 22.

Minnesota Governor Rudy Perpich recommended that \$27.9 million be allocated over the next three years to improve athletic facilities at the University. The suggested improvements include an enclosed football practice facility, remodeling in Williams Arena to meet building fire and safety codes, and a new recreational sports complex for the Minneapolis campus.



In their spare time, a group of University faculty members and students, with the help of professional figure skater Laurie Cole, are analyzing the intricate movements of figure skating.

## Afro-American Studies Professor Rewrites Music History

By Mikki Morrisette

When Geneva Southall was named head of the University's controversial Afro-American studies department in 1974, the New Orleans native said she would enter the job "with a frame of reference which calls me to be very committed, to pick up the pieces and try to start again.

then mother of a six-year-old daughter. At age 27, intending to pursue a career in higher education, Southall started work on a master's degree at the American Conservatory of Music. She persevered and in 1966 became the first woman to receive a Ph.D. in music literature and piano performance from the University of Iowa.

While preparing a postdoctoral paper entitled "The Contribution of Black Classical Music Prior to the Civil War," Southall first came across

The first volume, published in 1970 highlights Tom's early childhood through his first guardianship trial in 1865. The second volume, published last year, traces his career from his legal re-enslavement in 1865 to 1887, when his former slavemaster lost control of him in a nationally publicized court trial.

Southall, since 1970 a professor at Minnesota, talks warmly and in detail of Blind Tom and his mother.

Through primary sources—news clippings, court records, old journal articles—Southall uncovered facts about his background and musical training that have changed current opinion about Blind Tom's contribution to music. As a result of her research, in 1978 his name was included for the first time in Baker's *Biographical Dictionary of Musicians*, a leading musical reference book.

The third book in the series, which Southall expects to complete in two or three years, will deal with the New York Supreme Court case that set Tom free in 1891, 28 years after the Emancipation Proclamation.

"The 1891 freedom was a farce," Southall said. "What are you going to do when you're 42 years old, black, blind, and you have been kept totally dependent your entire life?"

"It's a heartbreaking story," she said. "You get very, very angry that the system allowed this to take place... Blind Tom lived in the day when society allowed people to have their mind set on superiority."

Southall hopes her book corrects inaccuracies about Blind Tom and credits his contributions to 19th-century music. She also hopes to spotlight Blind Tom as a victim of the sociopolitical events in the Civil War era.

"That was my role—to try to put his story into a historical perspective. This is more than a story of Blind Tom. It's the story of black Americans living in American society during a period of time.

"I realize the whole story will never be told," Southall added. "But Tom's story is more than the story of a musician. It enables us to see this black history maker in his rightful place."

Rob Levine



Geneva Southall

"I think the biggest problem the community and the department have had together is either misinformation or no information," she said.

Although Southall no longer chairs the department, her commitment to raising our awareness of the contributions of black Americans is as strong now as then, as strong too as during her Civil Rights activist days 20 years ago.

The daughter of a United Methodist minister, Southall graduated from Dillard University in 1945 as a music major. Plans to form her own music school ended about 10 years later when she was widowed,

references to Thomas Greene Wiggins, known as Blind Tom. He was described as "a curious and pathetic Negro slave born a mental defective" who was exhibited as a musical prodigy.

A few months later, Southall actually located a few of Blind Tom's estimated 100 compositions. "I said, 'Wait a minute, this idiot business can't be true,'" Southall recalled. "I felt he deserved a place in history as a serious composer."

She began to investigate Blind Tom in earnest. Her research so far has been published in two volumes of a projected three-volume set, *Blind Tom*.



Hur—ry,  
 Hur—ry,  
 Hur—ry!

It's Campus Carnival time again. For three crazy nights, April 26-28, some 400 University students will be dancing, playing music, acting, and singing their hearts out—all to raise money for cystic fibrosis research and the Twin Cities Society for Autistic Children. Campus Carnival, the largest student-run fundraiser of its kind in the country, offers entertainment, food, fun, and games. It is open to the public and held in the University of Minnesota Field House. For more information, call 612/376-5533.



### Opinion from page 9

programs must get if they are to represent the quality of life and the quality of programs we strive to attain at the University.

What lies ahead in intercollegiate athletics? A major issue has to do with how student athletes are to be viewed. In the '80s, colleges and universities are going to be tested on their resolve to keep the student athlete in perspective and particularly to assure that athletic programs have students as the primary focus, rather than students' athletic prowess.

Another test of resolve will be the degree to which colleges and universities continue to develop an athletic program for women students. As external pressure recedes, faculty members, students, administrators, and others must maintain the strong commitment they have already demonstrated to providing competitive athletic opportunities for women. As before, the further challenge will be to do so in a way that produces for these women personal satisfaction and pride in their ability both to represent their universities and colleges and to contribute to the broader community. I think the University of Minnesota will continue to be on the forefront in development of women's intercollegiate athletic programs. I believe so because I have seen that commitment articulated and supported by the University's faculty, students, and administration.

As I look down the road a little, I think we are in for a period of good times for the athletic programs at the University of Minnesota. I think we have excellent leadership in our two athletic directors and the cadre of coaches they have assembled. I think we have commitment from an active Assembly Committee on Intercollegiate Athletics, which wants to help the University build the best program. And I think we have support from students, alumni, and faculty members who are interested in strong athletic programs at the University because they recognize the benefits to students as well as the benefits to the community.

# GREAT EXPOSURES: THE PICTURE MAKERS

By Chuck Benda

Everyone's a photographer. Or, in America, nearly everyone. Americans spend more than \$25 billion annually on cameras, film, and other photographic equipment. We buy 20 million still cameras a year. And though our handiwork doesn't make the cover of *Time* or *Newsweek* or *Life*, for each of us the images we capture on film are priceless, whether they are a collection of overexposed slides from that vacation in the Rockies or 13 portraits of that first grandchild—all from different angles.

Put a camera in the right pair of hands, though, and the result is magic. Technical expertise, experience, artistic vision, and perhaps

just the tiniest bit of luck, enable the great photographers to capture images that are beyond description. Some of the finest photographers in the world have passed through the University of Minnesota, where they began to sharpen their skills as photographers in the classrooms—in journalism, design, studio arts—and by working for the *Minnesota Daily*, *Minnesota* magazine, and other University publications.

We tracked down a half-dozen of the best, now working around the world. In the following pages you will find a brief biography of each of them and, more importantly, photographs that speak for themselves.

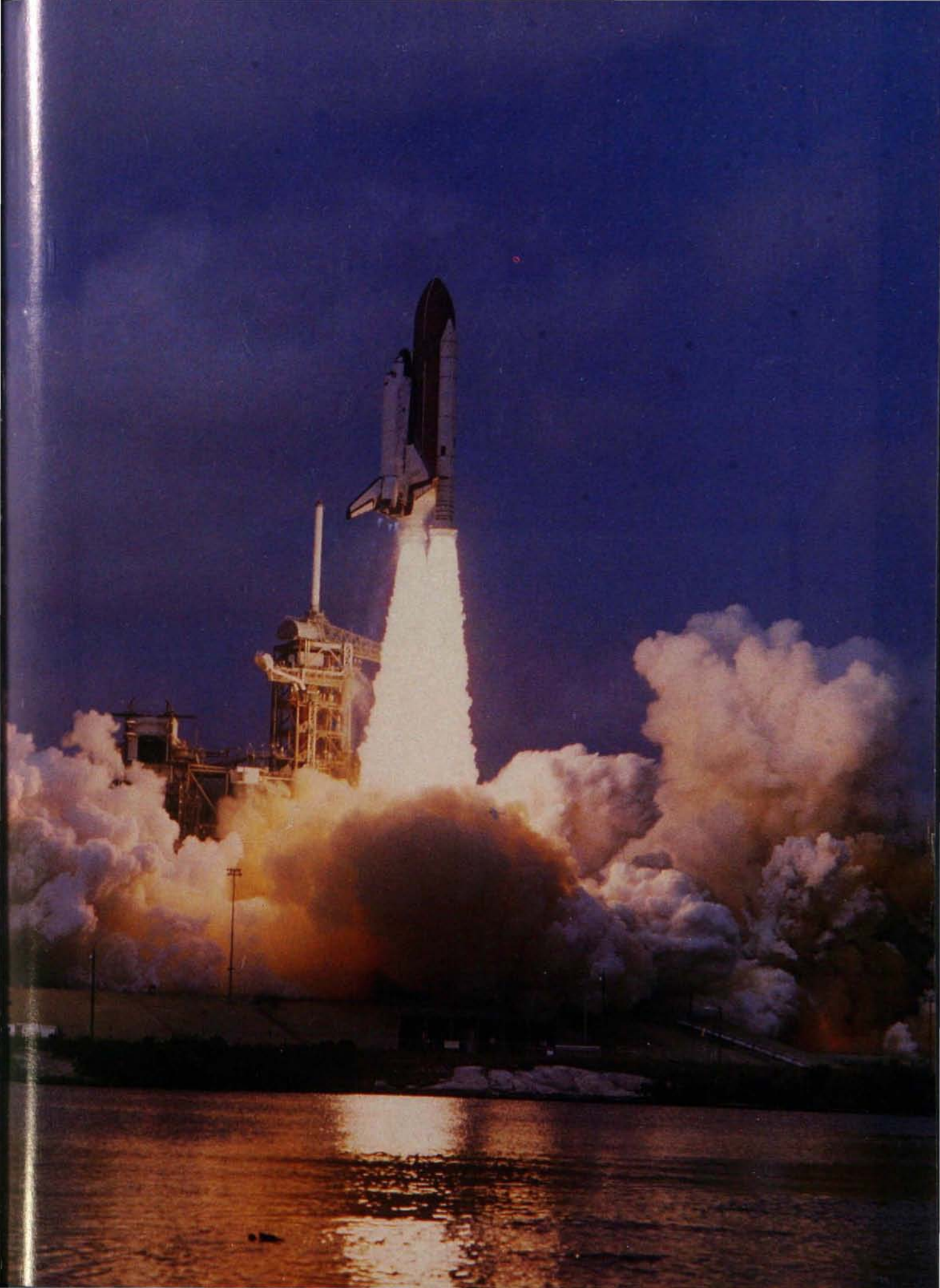
**Mike Zerby.** Although he's skeptical of awards (he thinks that an award-winning photograph may not really do the job a photojournalist is supposed to do—tell the story), Mike Zerby, 45, has won a hatful of them. At the top of the list is one for the best general news photograph in the country in 1973. In addition he has won several statewide awards from the Associated Press and the Twin Cities Newspaper Guild.

Zerby, who has been working for the *Minneapolis Star and Tribune* since 1967 when he was a junior at the University, received his B.A. in photojournalism in 1968. He works in both black and white and color, but prefers black and white. "Black and white is truth," he says.

People keep his work fresh, Zerby says. "Every time you go out there it's a brand new experience." His favorite assignments are ones in which he becomes involved in the experience, not just the photography. A science fiction buff since he was seven years old, Zerby found photographing the space shuttle launches to be one of his most exciting assignments.



This photograph of the third space shuttle launch was taken from a half-mile away, using a remote control camera. Zerby also shot the first shuttle launch. He confesses that for 10 seconds then—the time it takes the shuttle to rise above the cloud of smoke and steam—he was terrified, thinking the shuttle had exploded.  
**Mike Zerby/Mpls. Star & Tribune.**







This photograph, taken in Red Square in Moscow during spring 1983, is Brandenburg's current favorite. While in Russia preparing for an assignment for *National Geographic*, he captured another photographer taking a family snapshot in front of St. Basil's Cathedral, **Jim Brandenburg**.



Mark Luinemburg

**Jim Brandenburg.** One of the best known and most highly respected magazine photographers in the United States, Jim Brandenburg, 38, studied studio arts at the University of Minnesota, Duluth. Twice winner of the Magazine Photographer of the Year award, Brandenburg once transferred to the Minneapolis campus only to return to UMD after one quarter because he "couldn't find a place to park."

He began his career as picture editor at the *Worthington Daily Globe* in southern Minnesota. He began freelancing for *National Geographic* while still at the *Globe* and, in 1978, became a contract photographer for *Geographic*.

His work has appeared in several books and in magazines such as *Life*, *Audubon*, and *Smithsonian*. In the course of his work, Brandenburg has traveled all over the world, from Namibia to Manchuria. Some of his favorite work was done on a recent assignment in Russia for *Geographic*.

In Peru, on assignment for *National Geographic*, Allard happened on the scene of an accident in which a speeding car plowed through this young shepherd's flock, killing several sheep. "The boy was shattered with grief," Allard said, "And, I imagine, fear of what his parents would say, because this was truly an economic disaster for his family." *Geographic* readers sent in almost \$8,000 to help the boy and his family. "I've been working as a professional for close to 20 years," Allard said, "but this is the first time I've seen one of my pictures truly makes a difference in the way things are." **William Albert Allard/ National Geographic.**



Sam Abell

**William Albert Allard.** Few photographers ever see their work published in magazines as prestigious as *National Geographic*. Yet William Albert Allard, 46, got his first job as a photographer with *Geographic*. Allard, who received his B.A. in journalism with a specialization in photojournalism from the University in 1964, managed to turn a summer internship into a full-time job and worked with *Geographic* for three years before turning to freelance work.

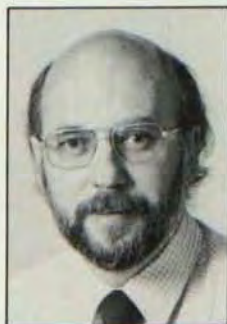
Twice a runner-up in the Magazine Photographer of the Year competition, Allard has photographed and written for some of the best magazines in the country, including *Life* and the old *Saturday Evening Post*.

He works exclusively in color and one of his favorite subjects is the American West. His book, *Vanishing Breed*, containing photographs and short vignettes of the West, won the Western Heritage Award for the outstanding Western art book of 1983. It was the first time a book of photographs won the award.



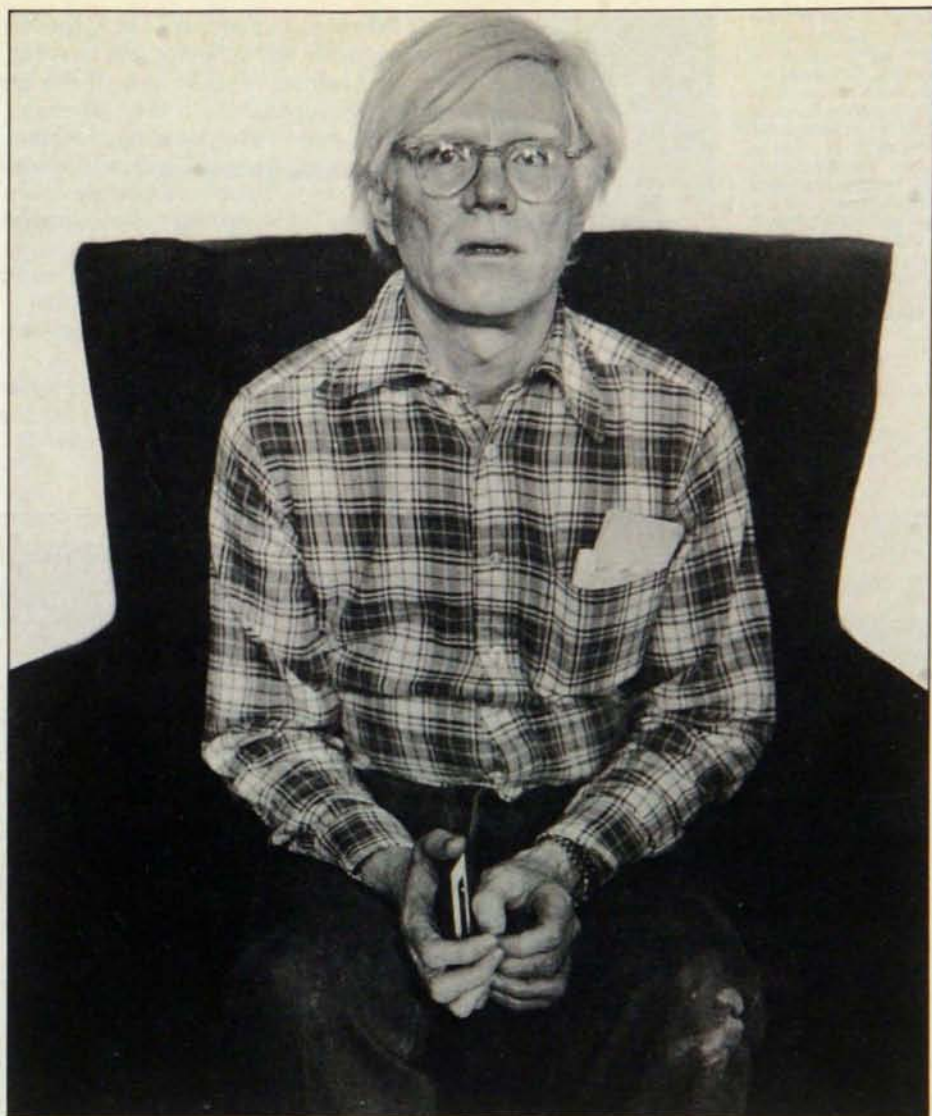
This photograph of a man at the Home for the Dying Destitutes in Calcutta, India, was part of an award-winning series, "Global Poverty/The Darkening Future." In addition to winning the Overseas Press Club Award, the series won the First Annual World Hunger Media Award for photography and special recognition for the World Understanding Award in the 1981 National Press Photographers/University of Missouri School of Journalism Pictures of the Year competition.

**Kent Kobersteen/(c) Mpls. Star & Tribune.**



**Kent Kobersteen.** As a University student, Kent Kobersteen, 41, used to shoot pictures for Minnesota's predecessor, *The Alumni News*. He went to work for the *Minneapolis Star and Tribune* in 1965, before he graduated from the University. In September 1983, Kobersteen became illustrations editor for *National Geographic*.

In his 18 years with the *Tribune*, Kobersteen traveled across the United States and to 20 foreign countries. His work abroad won him two Overseas Press Club awards for photography and international reporting. One of those awards was for a 1981 series, "Global Poverty/The Darkening Future," which Kobersteen considers one of the most gratifying assignments he has had. "I feel the subject matter is deserving of attention and concern," Kobersteen says.



**Judy Olausen.** After receiving a B.A. in design from the College of Home Economics in 1967—with “just about a double-major in photojournalism”—Olausen, 39, began teaching at St. Cloud State University, where she helped start the photojournalism department. A year later she began working for the *Minneapolis Star and Tribune*. Although she still works for the *Tribune*, she currently does a lot of freelance work, including advertising and public relations photography.

Working in both color and black and white, Olausen has won a number of awards including the Nikon Award and several others from the Art Directors Club of New York for her advertising photography. When she received a letter from the Hasselblad camera company telling her she had been named one of the ten best photographers in the world, though, she thought her friends were pulling a prank on her. But the award was real. She was one of only three Americans (along with Ansel Adams) chosen.

“I like the immediacy of photography,” Olausen says. “I like to record, to leave a permanent record.”



Olausen has a passion for portraiture and has completed a series of portraits of famous artists, including this shot of Andy Warhol. She hopes to complete a series of portraits of the world's religious leaders. **Judy Olausen.**

Wheeler's description of this picture brings to life photojournalism's storytelling aspect. "This is from a Ku Klux Klan rally in Meriden, Connecticut. The guys in the photo are all Klan members, waiting to enter a building to change into their robes before the rally. Before I made this I had a stereotype of a Klan member in my head as a fat, old, middle-aged redneck. I was wrong. These guys are my age or younger and that bothered me. I wanted to show the readers of the *Courant* just what type of individual was in the KKK in case their stereotypes were as far off as mine were." **Jeff Wheeler/Hartford Courant.**



**Jeff Wheeler.** In February 1983, the *Hartford Courant* made Jeff Wheeler, 25, an offer he couldn't refuse. Wheeler, one of the hottest young photographers at the University at the time, decided to postpone his education, gave up his job at the *Minnesota Daily*, and went to work for the *Courant*. Soon after, he was nominated as a "New Face" in newspaper photojournalism by *American Photographer* magazine.

While still at the University, Wheeler won the William Randolph Hearst Foundation photojournalism competition, a nationwide competition for college students.

Working primarily in black and white, Wheeler has been covering a lot of sports for the *Courant*, including The America's Cup races. □



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# CARING FOR THE HEARTS OF A CITY

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"A grand plan," is how Dr. Russell Luepker, project co-investigator and associate professor of public health, refers to the Minnesota Heart Health Program. And indeed it is. Funded by a \$10.7 million grant from the National Heart, Lung, and Blood Institute, the Minnesota Heart Health Program is one of the most

comprehensive prevention efforts ever undertaken in the United States. It is a nine-year study that is establishing partnerships with three communities and involving the professional expertise of nutritionists, cardiologists, social workers, epidemiologists, physiologists, psychologists, educators, and journalists.

According to Dr. Henry Blackburn, originator and principal investigator for the Minnesota Heart Health Program and director

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*We offered to  
buy lunch for  
anyone who would  
walk a mile  
with us at noon.  
Two thousand  
people showed up.*

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of the Division of Epidemiology in the School of Public Health, "It is perhaps the most magnificent opportunity that a group of investigators in an academic center ever had to design something we think is scientifically viable and valid, which actually goes out and does something for people and

does something for public health, then attempts to measure it. So we recognize it as a remarkable challenge."

The Minnesota Heart Health Program is designed to reduce deaths caused by heart attacks and strokes—major killers of American adults—by promoting a heart-healthy lifestyle. According to project

guidelines, a heart-healthy lifestyle is one that incorporates a low-fat, low-sodium diet, includes regular exercise, and is free from cigarette smoking.

Structured as a three-site project, Minnesota Heart Health Program began in the fall of 1980 with the Mankato Heart Health Program. Similar programs were begun in the Fargo-Moorhead area in January 1983 and in the Minneapolis suburb of Bloomington in 1984.

The Mankato program is so wide-reaching that it is difficult to spend a day in that city without encountering some evidence of the program at work. Take the big

Madsen's Supermarket on Park Lane. On the shelf stacked with packages of unsalted pecans,

there is a blue label that says "Low-Sodium." Underneath the boxes of Jell-O brand Banana Cream Pudding, a green label reads "Low-Fat." And by the cans of Veg-all Vegetables, a red label promises "Low-Fat, Low-Sodium."

These succinct dietary messages categorize 3,000 foods throughout the store, setting



Dr. Henry Blackburn, principal investigator for the Minnesota Heart Health Program and director of the Division of Epidemiology.

Tom Foley

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## The University, using one of the largest research grants in its history, is helping residents of three Minnesota cities live longer, healthier lives.

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Madsen's, and 12 other Mankato supermarkets, apart from their competitors. Why do these stores choose to be different? The answer is simple. To help people make informed choices.

Intended to alert shoppers to healthier food choices, the food labels play one, highly visible part in the heart health project, a project that is beginning to attract nationwide attention. Because its mission is to demonstrate whether, and how much, heart and blood vessel disease can be reduced through health education in cities of various size and complexity, the Minnesota Heart Health Program has two separate components. One is education; the other, research.

Research goals are to reduce participants' blood pressure and serum cholesterol, reduce their smoking and weight, and increase their physical activity. As part of the research component, all of the Mankato Heart Health Program is being monitored and evaluated. Survey personnel conduct in-person interviews with randomly chosen Mankato residents who answer

questions about their health attitudes, sources of health information, smoking habits, physical activity, health, and diet. Blood pressure, blood cholesterol, and tests of cigarette use are also done.

Changes in risk factors for heart disease and in the behaviors that influence the risk

factors are being measured. Also being tabulated are the Mankato death rates for heart attack and stroke and the number of residents being admitted to hospitals with those diseases.

Results of the study will not be known until 1989.

"We won't know whether we've affected disease trends until the end

of the program," said Blackburn, "but we have good evidence now of community participation as full partners in the program."

The Mankato program began taking shape in 1980 when five University representatives met with Mankato community leaders. One of the five was Neil Bracht, director of community organization for the Minnesota Heart Health Program and professor of social work. A photo commemorating the occasion stands in his office. There is also a copy of the Minnesota Heart Health Program grant application—a document two inches thick.

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*The potential savings—in lives and money—are astounding.*

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Referring to the development of the Mankato Heart Health Program as "an excellent example of University outreach," Bracht explained that since it was community-based, the project had to be integrated into the 40,000-member community. Project leaders intended to build upon the existing health programs, not duplicate them, and to actively involve community leaders and citizens. These aims have been realized. The new programs

Tom Foley



Dr. Russell Luepker, project co-investigator and associate professor of public health.

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that now exist are the result of cooperation between Mankato Heart Health Program staff and four citizen task forces.

The supermarket food labeling program represents just one piece of a complex mosaic of community health planning. With its remarkable assortment of activities, programs, classes, contests, newsletters, flyers, recipes, and television shows, the Mankato Heart Health Program is truly a public health planner's dream. Program staff and participants speak willingly and with a sense of pride when describing the multifaceted program.

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*Heart health can  
be changed through  
greater community  
awareness,  
education, and  
support.*

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**The Health Education Center**, was a two-year program that, according to its director Mary O'Sullivan, screened over 15,000 persons — 60 percent of the adult community — for cardiovascular risk factors. Participants took tests for blood cholesterol, blood pressure, and carbon monoxide levels and answered questions about eating, smoking, and physical activity habits. After screening results were analyzed, they were told of their cardiovascular risk factors, advised how to reduce them, and, where indicated, referred to their physicians.

Marilyn Harvey went through the screening program last February and it changed her life. She was told that her blood pressure and cholesterol levels were quite high and that she should see her doctor immediately. "I called the [Mankato] Clinic the first thing the next morning," she recalls. She was put on medication and given diet advice. Her eating habits changed, her blood pressure dropped to normal, and she lost weight. Now she says, "I feel a lot better."

**City Walk and Free Lunch** was a program in which groups of Mankato residents, led by members of the Mankato Hiking Club, walked around the enclosed downtown mall and then were treated to a free lunch. "The objective," said Rick Swanson, executive director of the Mankato Heart Health Program, "was to encourage people who worked downtown to go out and walk a mile at noontime and show them that they still had time for lunch. So we



made the offer that if anyone would show up to go on a one-mile hike at noontime with us, we'd take them to lunch. Two thousand people showed up."

**Keep It Clean: A Seventh-Grade Smoking Prevention Program** is an in-school program in which small groups of students discuss reasons for not smoking. Mary Smyth, youth education coordinator for the Mankato Heart Health Program, pointed out that the program stresses negative social reasons—smelly clothes and bad breath—rather than medical reasons for not smoking.

**Hearty Heart and Friends: A Third-Grade Nutrition and Exercise Program** is a 15-session curriculum in which students are taught about good eating and physical

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## Be Good to Your Heart

Heart healthy eating need not be dull or difficult. "Eat to your heart's content," the Minnesota Heart Health Program says. "It's a way of eating that's high in flavor, variety, and satisfaction and that can help you protect your health from the risks of heart disease. And

with the bounty of fresh, low-fat and low-sodium foods available today, healthier eating is easier and more tempting than ever."

To control blood pressure and cholesterol levels, the Minnesota Heart Health Program offers these tips:

Plan meals around combinations of complex carbohydrates and plant proteins. Use grains, pastas, and breads with beans and peas or with small portions

of cheese, fish, poultry, or lean meat. Try a chicken and rice casserole, spaghetti with cheese or mushroom sauce, beans and rice, or broiled fish with potatoes. An extra bonus is that these food combinations contain little or no fat and they are great sources of vitamins, fiber, and minerals.

For light lunches, try sandwiches made with fish, chicken, turkey, or vegetables. Vegetable soups, cottage cheese salads, and fruits are other good choices.

Use foods that are low in fat. Meat, cooking oils, dairy products, and desserts are the big sources of fat in our diets. You can cut back by switching to low-fat dairy products such as skim, 1 percent, or 2 percent milk; cottage cheese; yogurt; mozzarella and ricotta cheese. Use more chicken, turkey, and fish, and choose lean cuts of meat.

For desserts, eat fruits or sherbet, and stay away from commercial bakery foods such as

sweet rolls, pie, cake, and cookies—the "empty-calorie" carbohydrates.

Watch your cholesterol intake. Egg yolks, liver, meats, cheese, whole milk, and cream are big sources of cholesterol in our diets.

Cut down on salt and sodium in your diet. Stop using salt at the table and try to add less salt in cooking. Commercially canned, frozen, and packaged foods also are high in sodium.

When you shop, read food labels to check the product's calories and fat and sodium content.

In cooking, start with low-fat products. Broil, steam, boil, or bake foods instead of frying them, and drain off fat drippings. Use herbs and spices instead of salt. Use corn, sunflower, or safflower (polyunsaturated) margarines and oils. Modify recipes to lower the amount of fat and sugar they use.

For snacks, try fruits and vegetables, bread and peanut butter, yogurt, seeds, nuts, and fruit juices. Stay away from salty snack foods.

Calories do count in weight control. Foods and beverages that are high in sugar and fat contain the most calories. Eating smaller portions is a good weight-loss technique, and exercise will help you lose weight and keep in shape.

Avoid low-carbohydrate diets. Breads, potatoes, pasta, cereals, fruits, and vegetables are all "valuable-calorie" carbohydrates and should make up the major part of every well-balanced diet, even a weight-loss diet.

A low-carbohydrate diet can be unhealthy and even dangerous for several reasons. First, it tends to be high in protein and saturated fat. Besides contributing to a weight problem, fats in your diet may lead to heart disease.

Second, when you haven't eaten carbohydrates for a while, your body begins to produce toxic substances called ketone bodies in the blood. Too many ketone bodies can produce ketosis—which can make you nauseated, tired, and dizzy. Ketosis is especially dangerous for pregnant women because it can cause brain damage in the unborn child. And it can make kidney problems worse. The best diet is a low-fat diet.





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exercise. Through Hearty Heart, an extraterrestrial cartoon character, the students learn about "sometime" foods such as fudge and "everyday" foods such as fresh fruit.

**Jog and Log** was a four-week, 12-session aerobics program for elementary school students. Last year 5,000 students participated.

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**Eat to Your Heart's Content** was a six-part television series providing tips on heart-healthy grocery shopping, packing a heart-healthy lunch, stocking your kitchen, getting your family to eat right and like it, fitness and weight control, and heart-healthy holidays. Viewers were invited to send for a 32-page booklet, *Eat to Your Heart's Content*. Based on the number of requests received, Linda Hachfeld, nutrition coordinator for the Mankato Heart Health Program, estimated that the show reached 2,500 homes.

**Building Your Fitness Future** was a six-week starter fitness program that, according to Tom Wojta, Y.M.C.A. program director, designed personal fitness programs for each participant.

**Take Time for Your Heart Classes** were nutrition classes that taught food preparation and how to balance the use of fats.

**General Risk Factors Classes** were designed to educate participants about coronary risk factors.

**Quit and Win** was a program for smokers who vowed to abstain from nicotine. According to this year's contest rules, "All

contest participants must terminate the use of ALL forms of tobacco or nicotine (cigarettes, cigarillos, pipes, chewing tobacco, snuff, or nicotine-containing gum or tablets) between January 1 and January 15, 1984. Any use of tobacco or nicotine after January 15, 1984, will disqualify the entrant from winning any contest award or prize." Winners were chosen by a random drawing on Valentine's Day.

**Dining A La Heart** is a program, involving 11 restaurants, to highlight menu items low in sodium, fat, and calories. Small hearts mark these items, indicating they meet the standards of the Mankato Heart Health Program. At the Copper Alley in downtown Mankato, the heart-healthy entrees are broiled scrod, orange roughy, steamed shrimp, boneless breast of chicken, torsk, and deep sea scallops. Broiled lean meats and lowfat dairy products are also recommended.



**Hearts Delight Recipe Contest** for elementary and high school students was a program awarding prizes for heart-healthy recipes. Chefs from the Dining A La Heart program judged the contest.

The Mankato program has been supported by newsletters, newspaper columns, flyers, and other printed materials, all conveying heart-healthy information on topics such as

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"How to Halt the Salt," "Reducing Your Waistline," and "Straight Talk About Food."

Gerald Kline, project co-investigator and director of the School of Journalism and Mass Communication, explained that most of the printed materials were produced in Minneapolis by a special media production group created for the Minnesota Heart Health Program. This group also prepared radio and television public service announcements

broadcast in Mankato.

Because of the Mankato Heart Health Program's innovative design, major media such as CBS-TV, BBC-TV, the *New York Times*, and *Redbook* magazine have covered it.

As a disease prevention project, the Mankato Heart Health Program aims to help people to change their behavior. Background literature points out that the "high rate of heart attack and stroke in the United

States is due largely to cultural and environmental influences—the way Americans live."

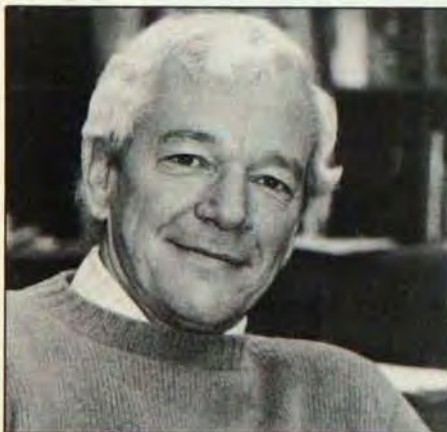
What this means is that two of the most significant risk factors contributing to heart disease—high blood pressure and high blood cholesterol—are determined by poor eating habits, inadequate physical activity, and cigarette smoking, all of which are culturally influenced in the general population.

Therefore, the literature continues, "if heart health behavior is cultural, it can be changed through greater community awareness, education, and support." So for two and one-half years the Mankato Program has been providing city residents with both the information and motivation to make heart-healthy choices about eating, smoking, and how much physical activity they get.

Though it will be another five and one-half years before the Mankato Heart Health Program is completed, Blackburn is satisfied

with the study's progress. "We are already reporting high levels of awareness of the program, high levels of knowledge of the content of the program and its message, and a large proportion of the population participating in the activities of the program."

Can such a large-scale community-based approach to disease prevention work? With the Minnesota Heart Health Program completing its fourth year, Blackburn said it can. "The general outcomes are that we are in the communities, the communities do participate, and it is feasible to carryout such a public health strategy in partnership between the University and the community."



Gerald Kline, project co-investigator and director of the School of Journalism and Mass Communication.

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Atherosclerosis, or coronary heart disease, kills more than 560,000 Americans every year. Findings released from a separate study funded by the National Heart, Lung, and Blood Institute proved that it is possible to decrease the risk of coronary heart disease by reducing dietary cholesterol.

When entire cities begin caring about their heart health, the potential savings — in lives and money — are astounding.

# A CHOIRMASTER'S CRAFT

by Beth Ewen  
Photos by Rob Levine

“He teaches his students  
the most natural state of noisemaking”



Large choirs are notorious for being about as subtle as a semi, able to sing only the vocal equivalent of John Philip Sousa marches. If you've got a 35-voice choir, do a piece that requires finesse. If your group tops 100, sing the "Hallelujah Chorus" and direct with a lighted baton. The University of Minnesota Symphonic Chorus, though, breaks this convention. Directing nearly 300 voices, conductor Dwayne Jorgenson often deliberately chooses pieces that such a large group shouldn't do. Size, he says, has nothing to do with sensitivity.

Jorgenson himself has much to do with it. An associate professor with the kind of baritone voice a music teacher should have, he exhorts his chorus members to let the text and phrases guide their singing. "I really wish you'd feel the music," he said at one rehearsal. "It's great fun if you've never tried it." It was a rehearsal like others: sweat dripped from his forehead; he stopped for a few seconds after a piece ended and begged with his eyes for every singer to feel what he felt.

He's a short man, 5-foot-7, with a barrel chest and thick neck that make him seem larger on a conductor's stand. At rehearsals he sometimes dresses like a worker in a mechanic's shirt and sometimes like a technician in a lab coat; during concerts he

wears an elegant black tuxedo with a silver waistcoat that matches his hair.

When he laughs, his eyes squint and disappear. When he leads a performance, sometimes he weeps. And when he sings he can outdo an entire bass section of students. "I hope music does for you at least once in your life what it does for me every day," he says.

Jorgenson, 49, received his Ph.D. at the University of Minnesota in 1975. He has directed the Symphonic Chorus since 1971 and now also directs the 50-voice Men's Chorus and teaches voice. Founding member of the International Association for Experimental Research in Singing, he writes technically to his colleagues about specific vocal muscles.

To his singers, he offers practical advice to make the body—and the mind—comfortable. In the months of rehearsal for a particularly demanding piece, he advises members to drink six to eight glasses of water daily.

If the group has a poor rehearsal he stops to discuss the possible causes: midterm examinations, gloomy weather, war abroad. Before one concert last year he worried aloud whether he should wear his glasses during performance, asking if chorus members would feel isolated from him if he did.

When the singer's psyche is in tune, he contends, the notes will be too. "It's something

magical," Jorgenson says about singing. "It's the whole, complex human element that sings, not just the larynx."

Jorgenson's teaching philosophy evolved from his own education. As an undergraduate in the 1950s at Concordia College in Moorhead, he compiled the appropriate credits and nodded agreeably when his teachers talked about "focus" and "placement." Even while getting his master's degree in music and education at the University of Wisconsin-Madison, he knew he wasn't learning much. So in his middle 30s, Jorgenson admitted aloud that he didn't understand singing, took a teaching job at Northeastern University in Chicago, and read all he could about the voice.

He discovered that a singer propels notes from generator to vibrator without feeling what's happening: the diaphragm, the lungs, and the trachea, all involved in producing sound, have almost no nerve endings. "We're trying to play an instrument that we can't see, tune, repair, or trade in, yet we use it all our lives," Jorgenson said.

His mentor, a speech pathologist, once said, "I know people sing. I just don't believe it."

Jorgenson still thinks the focus of undergraduate music education is misplaced. He'd like group sessions, where one group sings and the other criticizes, to replace private

voice lessons where students discover only their own problems. He also exhorts students to ask questions when they don't understand technical terms. To Jorgenson, specific instructions are unimportant for singers; people sing best when they open their mouths and let out the noise.

Jorgenson demonstrates his philosophy best at Tuesday night rehearsals, when all 300 Symphonic Chorus members, including many community members, assemble. They can sing loud, thrilling numbers. They also can whisper lullaby pieces that chill the spine. Near one rehearsal's end, Jorgenson asked his singers to put away their scores, close their eyes, and join hands to sing a quiet piece in Latin. Something magical happened that night, to students worried about credits and grades, to career people harassed by jobs and home life. They listened to each other, sang from the heart, and in the hushed silence that followed, at least one person was in a trance with eyes wide open.

"I think we get super-sophisticated, or pseudo-sophisticated, until we're not willing to bleed out loud," Jorgenson said. "I have gray hair, a partial, and two pairs of glasses, but that's just the exterior coating. I'm a kid. Never stop being willing to share."

With indomitable gusto, Jorgenson often tackles subtle pieces written for smaller choruses.





The chorus, divided into two sections, meets four times each week. One Monday a first tenor sat in the middle of the practice room, singing "ding, ding, ding, ding" up the scale for warm-ups before class. Two sopranos talked of chinchillas, others of weekends, while Jorgenson stood outside chatting with accompanist Robert Vickery. It was early in the quarter, and with about 100 spots newly filled by a low-key audition a few weeks before, Jorgenson had groundwork to lay when the bell rang. "Rule No. 1: Singers and director must become partners in a learning experience," he said. He told the altos to sing with more feeling, playing an imaginary viola to demonstrate the sound he wanted. "There is too much care, too much caution. You really do have the right to be wrong."

The choir's personality has changed since Jorgenson first came to the University. In the early '70s, some faculty called choir members a bunch of hippies. "They wore sandals and long hair and were put down by a lot of 'gray box' people," he said. "But they were wonderful. They loved people and peace. For a few years I just showed up and they made music." Different singers gradually replaced the '60s generation. They watched a president and a vice president fail; they heard of White House scandals. For awhile, Jorgenson had to be more aggressive to elicit the response he wanted. Now, he says, although he can't explain why, the chorus seems more open again.

The chorus attracts students and community members who need a creative outlet. One woman has sung in it for 13 years. An interning physician used to come to choir in his surgical "greens" each Tuesday, but never stayed an entire session because his beeper called him to the hospital. He kept coming, though, "for his sanity." And even though the course offers only one credit and does not fulfill any of the University's general studies distribution requirements, a woman who will graduate this spring devotes four hours a week to it anyway. "He is so charismatic. He has 300 people in the palm of his hand all the time," said Wendy Duvel, a humanities major. "You have people working together for something you love with someone you respect musically, emotionally, and intellectually."

Jorgenson spends hours planning his programs and conducting patterns, building a foundation so his chorus can make music. But to regain his own peace, he retreats to his log cabin home, 70 miles away, near Milltown, Wis. He built it himself, with skills gleaned from a handy father and grandfather, and from odd-jobbing to put himself through school. Surrounded by 43 timbered acres and a

lake, he lives with his wife, Barbara, who is a secretary, and daughter, Andrea, a senior at Unity High School. His son, Eric, is a sophomore at River Falls Community College nearby.

Jorgenson tries to simplify his life away from work. He's not involved in politics or many community affairs. Instead, he takes long walks through the woods, does a bit of carpentry, or stays awake nights, trying to develop the perfect program.

Even though his wife sings contralto, his daughter plays flute and piano, and his son plays trumpet, the family doesn't have singalongs as Jorgenson did growing up in southeastern North Dakota. High school students, he says, run today more than he did. When his family plans time together, they stay home and relax. Blizzards, Jorgenson says, are most welcome.

Jorgenson's father, an itinerant band director, taught him to be open and straightforward. "One of his creeds was, 'Nobody ever has to wonder where he stands with me,'" Jorgenson says. He also taught a sense of awe toward life and beauty that is his son's religion. And he taught Jorgenson to love music through family singing sessions; he used his "good set of pipes" to sing often for small town events.

Now Jorgenson's life revolves around music. His ensembles have appeared with the

Minnesota Orchestra and sung under guest conductors such as Robert Shaw, Robert Wagner, and Klaus Tennstedt. Since 1975 he has conducted the high school Honors Music Program Chorus sponsored by the University and often conducts solo and choral clinics through the Upper Midwest, including last year's Tri-State Festival in North Dakota and the Minnesota All-State Choir, both events for high school students. He has developed an interdisciplinary colloquium on the use and care of the human voice. In his Wulling Hall office at the University, he fields phone calls about future programs and plans musical ensembles. He also writes articles for *School Musician*, and the *Journal of the National Association of Teachers of Singing*.

In an article for *School Musician*, Jorgenson wrote, "Good singing is achieved not by acquiring a technique involving conscious control of various muscle groups, but by arriving at the most natural state of noisemaking possible by minimizing the conscious physical activity." He says the same thing whenever he tells students, "There's no way you can be wrong trying to be free." Or when he says he leaves rehearsal "about two feet off the ground."

But perhaps a quote by Shiki in his office tells his philosophy best: "On how to sing. The frog school and skylark school are arguing." □

Music is his life, but Jorgenson relishes the quiet sanctuary of the log cabin home he built in rural Wisconsin, some 70 miles from the Twin Cities campus.



# IT MAY BE MORE BLESSED TO GIVE THAN RECEIVE, BUT IT'S SMARTER TO DO BOTH

## CHARITABLE PATHS TO TAX SAVINGS IN 1984

By James Day

Even *Minnesota* readers who don't itemize deductions know that a charitable gift carries tax benefits. Make a gift to a qualified cause or institution and you can deduct that amount in arriving at your taxable income. You receive the personal satisfaction of supporting something important to you, and a tax savings too. Now, while it's on your mind, here are several ways your charitable nature can lead to dramatic savings for you at tax time.

Let's say your investment genius coincided with the bull market and you own 200 shares of IBM trading now for twice the May 1982 purchase price of \$60 a share (if your calculator isn't handy, that's \$24,000 you're holding). You'd like to settle those late Christmas bills, pay your taxes, take a vacation in the sun. Should you sell the stock? Assuming you're in the 50 percent tax bracket, you'd owe the government \$2,400 on your capital gain of \$12,000. Let's consider another, potentially more satisfying option, one that reflects your generous nature and, keeps your dollars under your control. Give

away the IBM stock as a gift of appreciated securities. If you ever wanted to make a substantial contribution to, say, the University of Minnesota, this would be a wonderfully inexpensive way to do it.

A gift of appreciated securities works this way. You give your \$24,000 worth of IBM stock to the University. You're not selling it, so you eliminate capital gains tax.

What's more, you can deduct the full \$24,000 market value of your stock gift from your income taxes, saving you up to \$12,000 in federal income taxes. (Remember, \$12,000 was what you paid for the stock.) Add on the \$2,400 in capital gains tax and you've saved \$14,400 in taxes by giving the stock away. You've made a \$24,000 gift—a major contribution in anybody's book.

There's another satisfaction here: you've retained control of \$14,400 of your money that would otherwise have gone to the IRS—you've made the spending decision.

If 200 shares of IBM is too blue chip for your portfolio, you still can benefit from donating appreciated

securities on a smaller scale. Say you bought 100 shares of stock in a promising young company for \$5 a share, and the stock is now trading for \$10. Although the stock cost you \$500, by donating it you earn a \$1000 tax deduction on its now-doubled value, thus saving yourself up to \$500 in current federal income taxes. In a sense, the government picked up the cost of your gift, and you picked the beneficiary.

Another charitable path to tax relief might be attractive to you if you're retired or nearing retirement. A pooled income fund, one of many forms of "deferred" giving, provides major tax benefits, especially if you have highly appreciated but low-yielding securities in your portfolio.

Institutions like the University of Minnesota know that, besides their current funding needs, funds will be needed later, too. So Minnesota and many other universities have set up pooled income funds, like private mutual funds, to manage deferred gifts. Minnesota's professional managers invest these monies conservatively for high return, currently about 11.5 percent.

For pooled income funds, you may donate cash or appreciated securities. The University manages the money for you and pays you the income it generates for life. Again, you save capital gains taxes; plus you get a partial current tax deduction based on your age, and you switch low-yield funds to a secure, high-yielding investment that provides income for life for up to two beneficiaries.

Let's say you're 65, your spouse is 62, and in one of your first smart moves years ago you put \$1,500 into a stock that's now worth \$25,000 but yielding only 3 percent. Growth was fine before, but what you need now as you approach retirement is a dependable, high return on your investment. But in

your current 50 percent tax bracket, you'd have to sell the stock and reinvest your profit, probably at some risk, to try to get the same return as if you were suddenly earning 11.5 percent interest on the entire \$25,000.

Here's the arithmetic: On a capital gain of \$23,500 (the \$25,000 value of the stock less the \$1,500 you originally invested) you'd owe a maximum tax of \$4,700. Investing \$25,000 at 11.5 percent would yield \$2,875 a year, but to earn that much from the \$20,300 you'd have left after selling the stock and paying capital gains tax, you'd have to find an investment paying more than 14 percent—about three or four points above the market and very likely too risky for your purposes at age 65.

But put the securities in a pooled income fund and you'd generate an income tax deduction of \$2,661 (based on your age and IRS life expectancy tables), saving you up to \$1,330 in current federal income taxes, in addition to providing an increased life income for you and your spouse.

Past gifts of appreciated securities to the University have endowed student scholarships, supported lifesaving medical research, advanced fine teaching, bought state-of-the-art technical and laboratory equipment. They make the University's work possible. That's a warm, generous thought to take with you as you plan to bank tax savings for 1984.

*Note: These examples of giving-motivated tax strategies—appreciated securities and pooled income funds—are just two in the spectrum of estate planning tools available through the planned giving services of many charitable institutions, including the University of Minnesota Foundation. From the Foundation you may obtain a Pooled Income Fund Prospectus, a booklet titled Economics of Planned Giving, and a Guide for Charitable Giving to the University of Minnesota. Request your copies by calling 612/373-9934. □*



# Lou Holtz Hired to Coach Gopher Football

*Hailed as the Only Coach in the Country  
Capable of Reviving Minnesota Football*

By Mikki Morrissette

It was 6 a.m. when the doorbell rang at Jim Juneau's home in Blaine. Lou Holtz, starting his fourth day as Minnesota head football coach, and Gerald O'Dell, recruiting coordinator, had arrived to convince the tight end to become a Golden Gopher. That goal achieved, Holtz and O'Dell set off in pursuit of Blaine lineman Pat Hart. They were at his doorstep by 7:30 a.m.

"At first I felt just disbelief," Hart said. "I couldn't believe he came to my house."

Many people, Holtz included, had trouble believing he was even in Minnesota.

"I had no intentions or desires to get back into coaching right away or even

deterrent. [University President C. Peter] Magrath must be one of those guys who can sell snowballs in the middle of winter," Minnesota Vikings offensive coordinator Jerry Burns said in a *Minneapolis Star and Tribune* interview. After the search committee was selected in November, Burns recommended Holtz, a friend for more than 30 years, to committee member Billy Bye. "I told him that in my opinion there was only one coach in the collegiate ranks today who had the magnetism and the enthusiasm to get the job done—Lou Holtz."

"The secret to coaching winning football is people and the ability of the coach to build into the players the

the more successful football coaches in the country. After nine years as an assistant coach (Iowa, William and Mary, Connecticut, South Carolina, and Ohio State), he took his first head coaching position at William and Mary in 1969. Within one year the team won the Southern Conference title and was invited to a bowl game for the first time in 41 years.

Three years later, Holtz moved to North Carolina State. During his four-year tenure with the Wolfpacks, he compiled a 33-12-3 record and led his club to a bowl game every season. At age 39 he stepped into the National Football League, as head coach with the faltering New York Jets. Before the final game of that 3-10 season, Holtz announced his resignation.

"There wasn't anything I really disliked about professional football," he insisted a few years later. "I was not very mature at that stage of my life. The few talents I had weren't geared to professional football. The Jets deserved a better football coach than I was—prepared to be at that time."

So he left his \$100,000-a-year, five-year contract with the Jets, Joe Namath and all, and returned to college ball at Arkansas. During his first season with the Razorbacks in 1977, the team finished 11-1, defeated Oklahoma 31-6 in the Orange Bowl, and was ranked third in the nation. In seven seasons at Arkansas his record was 60-21-2, including six postseason bowl games. Last year the club finished 6-5, missing a bowl invitation for the first time since he became head coach.

Holtz got a salary of \$65,000 at Arkansas and had a radio and television package of \$100,000. He also had the use of a house and car. Estimates of his salary, after adding in speaking fees, were as much as \$500,000. At Minnesota, Holtz has a five-year



into private business," said Holtz, who in December resigned as head coach at the University of Arkansas. "I felt I was going to have four or five minutes, four or five days, four or five months to take it easy and relax.

"I wasn't going to move north," he said at a press conference after being hired as Gopher coach. "I absolutely loathe the cold weather. But I got up here, started meeting the people, and everything seemed to fit."

"I know the weather was a

confidence needed to execute and to win," Arkansas Athletic Director Frank Broyles said recently. "If any coach has the ability to achieve that, it's Lou Holtz. He's honest and an overachiever who will brook no compromise."

"I'm not a miracle worker, but everybody has to have a philosophy," Holtz said. "Mine is to get people who want to win, show them how to win, and then do it."

When the University hired Holtz on December 22, Minnesota landed one of



## Love, Honor, The Tonight Show, and... the Rose Bowl?

By Mikki Morrisette

Lou Holtz, now 47, ranked 234th in a class of 278 when he graduated from high school in East Liverpool, Ohio. His goals included working in a steel mill, buying a car, and having a girlfriend. His parents had different ideas, though, and he was shipped off to Kent State University where he graduated with a bachelor of science degree in history.

"To go on to college despite being a poor student and to end up at a place like the University of Minnesota is a great thrill," Holtz said in a *St. Paul Pioneer Press* interview. Any lifetime thrills, he added, have been tempered by disappointments. "I think the biggest disappointment is the fact that I didn't take the opportunity enough in recent years to let my mom and father both know how much I appreciated them. Because you're always running here and you're running there.... My father passed away of a heart attack. And my mother had a stroke two years ago and can't communicate whatsoever... I loved them and I think they knew that, but I don't think they knew to what extent."

Holtz already has stressed the value of love and forgiveness to the returning Gopher football players. A self-proclaimed believer in Christian principles, Holtz has stuck to those principles in the past, even when it hurt to do so.

In 1977, during his first season at Arkansas, Holtz suspended three starting players from competing in the Orange Bowl against Oklahoma. He didn't publicly explain the infraction, but the discipline was rumored to have been prompted by a dormitory

incident involving the three players and a coed.

The suspension outraged Razorback fans. "I don't care what they did," one person wrote the local newspaper. "I just want them back so we can beat Oklahoma."

An attorney for the three players claimed it would have been better if they had lost their scholarship money. "That would have cost them only \$800 in school fees," the attorney said. "But this suspension deprives them of a chance to be in the national spotlight on television in the Orange Bowl. They are torn up about it."

The only reply Holtz made was: "Football players, like all other people, must be held accountable for their acts." (Arkansas beat the 14-point favorite Sooners, by the way, 31-6.)

Holtz doesn't claim to be angelic, and rejects the label of miracle worker. He has been known to shake players, throw his hat and even a watch across the playing field, and once broke his hand trying to shove it through a blackboard. By all accounts, however, Holtz is honest, and he is a firm believer in developing an athlete's positive self-image.

When he was an assistant coach at South Carolina in 1966 and seeing little direction in his life, Holtz wrote a list of things he wanted to do before he died. It ran to 107 items.

"Some were insane, some were good," he explained to a reporter two years ago. "Some I've accomplished, like seeing the pyramids or having dinner at the White House. Some, like a hole in one, I'm still waiting for—the closest I've come is a bogey."

"The scoreboard right now reads 72 down, 35 to go."

Holtz's list probably didn't include having 11-inch plastic dolls made in his likeness (an Arkansas souvenir that sold for \$8.95 in 1980), but it happened. His list might not have included appearing with Johnny Carson on "The Tonight Show," but he has.

And the list probably didn't include wanting to take over a team that had lost 18 of its past 19 games and turn it into conference championship and bowl material. But Gopher players, fans, administrators—and even Holtz himself—are hoping he will

contract specifying \$100,000 in salary (\$25,000 from the University Foundation, the remainder from the athletic department). He also will receive a television and radio package amounting to at least \$75,000.

With improved facilities and motivated players, Holtz has said, he hopes to build a Gopher football program that will participate in a bowl game by 1986.

*All the chairs outside Holtz's office in the Bierman building are filled. Some are occupied by football players waiting to talk to an assistant coach. Others seat reporters hoping to get a few minutes with Holtz before he leaves on a two-day recruiting trip.*

*Another visitor enters the waiting room and is told that Holtz won't be seeing anyone else today. The visitor leans against the wall to wait anyway.*

*Eventually Holtz steps out of his office. "Who are all of you waiting for?" he asks with a frown. Someone steps forward shyly, calls him "sir," and introduces himself as a reporter from the college newspaper. "C'mon in," Holtz says, glancing at the wall clock as he ushers the reporter into his office.*

*After a few more rounds, it's your turn to be ushered into Holtz's office. You can tell by the tone of his voice that he has called out "next" a few too many times that day. But after a few minutes Holtz warms and talks eagerly about the challenges he faces as the new Gopher coach—although you know he's explained his theories dozens of times already.*

"I don't think you win by strategy," Holtz said. "You win because you have guys working together. The sum of the whole is greater than the sum of the parts, in other words."

The team's mental image, and players' individual expectations, will do more to affect the outcome of Minnesota football games than any coaching ploys he comes up with, Holtz says. "Success isn't based on talent or football theory. Some people say we have a shortage of talent. I don't necessarily believe that. There's something about this group, a lot of positive things that we have to work on that are under the surface."

One week after his Gopher coaching job started Holtz met with the entire team. After doing some magic tricks and telling a few jokes, he told them what they did wrong last season when they lost ten of 11 games. He told them about the importance of a college

degree. He explained the value of Christian principles—love, togetherness, hard work, and self-belief. And he vowed that the 1984 season would be different from the two seasons Minnesota suffered through recently.

"He was even more than you expected," junior linebacker Peter Najarian said. "He was fantastic."

One week later Holtz met individually with each player to discuss

academics, complaints ("so they don't fester and decay inside"), and expectations.

"After I told them what they can expect from us," he said, "I told them what I expect from them. And there are basically three things I expect: people I can trust, people who have a commitment to excellence, and people who care about other people."

"When we talk to the athletes we ask them if they want to win," Holtz

added. "And then we ask, 'Can you live with losing?' Somewhere on this campus there are 22 people who won't live with losing."

Dan Jones, a 6-foot-4, 245-pound offensive lineman from White Bear Lake, was one of the first local recruits to make a verbal commitment to Minnesota. That commitment didn't come, however, until after Holtz was hired.

Jones, who has a 3.5 grade point average, had been very serious about attending the University until the decision about who would coach was delayed. "I was disappointed when they didn't announce a new coach right away," he said. "After they hired coach Holtz I really was serious again.

"He's obviously organized," Jones said. "He seems ready to take on everything. He knows the work ahead, but he's confident. He's got a direction, and that's what I was impressed with."

It didn't take much time after Holtz's 6 a.m. visit for Juneau, Blaine's 6-foot-5, 225-pound tight end, to commit to Minnesota either. "He expressed a very positive attitude toward the turn-around," said Juneau, an all-around athlete with a 4.0 GPA. "That's what interested me the most. It doesn't bother me that much that I'm not going into a winning program. That's part of the challenge, and it gives me a lot of opportunity."

Juneau's teammate, the 6-foot-3, 220-pound Hart, also verbally committed to Minnesota shortly after Holtz's early morning chat. A 3.5 GPA student at Blaine, Hart said, "Holtz was the deciding factor" behind his choosing Minnesota over Wisconsin. "With new facilities and a weight room, Holtz himself can do just wonders. He's proved it a couple times already. He has so much energy. The thing that impressed me the most that morning is how he is so raring to go, how sharp he is."

Returning players are equally impressed. And several players who had quit the team have rejoined. "He's got me ready to go outside and work out right now," junior wide receiver Dwayne McMullen said after the first team meeting. "I think everything will work out. All we've got to do is work hard and believe in ourselves." □

## "North-Star used *my* Ideas to give me the kitchen *I* wanted."



"When I sought help for my new kitchen, North-Star-Services developed 'my ideas' into a unique functional kitchen," said Rae Ann Hilleren of Maplewood. "Their patience and flexible design ability even allowed my circular domed eating area. The transformation was so enjoyable and exciting I was sorry to see it end."

Let North-Star-Services develop your ideas into the kitchen of your dreams. You'll see complete plans before we ask for your commitment. That just happens to be the way we operate at

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## Winter Sports Round Up (through January 15)

By Mikki Morrissette

### Hockey

After going undefeated in its previous 12 games (not counting a 9-2 exhibition loss to the U.S. Olympic team), Minnesota lost three straight WCHA contests, a sweep by Duluth, and a 4-3 overtime game to Colorado College. The Gophers brought in a 4-1 win in their second game against CC, though, upping their conference record to 10-5-1 to take third place behind North Dakota and UMD.

The 7-2 and 5-4 losses to Duluth marked the first time since 1972-73 that a UMD team swept the Gophers at Williams Arena.

(Sixteen games into the WCHA season, North Dakota led the league with a 13-3 record followed by Duluth's 11-4-1 mark. Duluth was riding a winning streak that included nine wins in ten games.)

A key sweep for the Gophers included two 6-4 victories over Harvard, the team that knocked Minnesota out of the NCAA tournament last spring. During the Harvard series Minnesota played without defense Craig Mack and forwards Wally Chapman and Todd Okerlund. The trio represented the United States during a three-week period in the World Cup Junior Championships in Sweden.

### Men's Basketball

Minnesota won its first conference game 69-61 over Michigan State four games into the 1983-84 Big Ten season, upping its overall record to 9-4. Following a six-game nonconference winning streak, the Gophers dropped the next three straight conference games: to Illinois (80-53), Purdue (72-69), and Michigan (66-62). The Gophers were without 6-10 captain Jim Petersen for all three losses. Petersen suffered a bruised calf muscle in the closing moments of Minnesota's 60-56 victory at Detroit, two games shy of the Big Ten opener, and was sidelined for two weeks. Kevin Smith, a 6-7 freshman, and

Dave Dahlke, a 6-6 sophomore, alternated starting in place of Petersen.

Roland Brooks (6-7 senior forward), John Shasky (7-0 sophomore center), Marc Wilson (6-1 sophomore guard), and Tommy Davis (6-4 junior guard) started every game for Minnesota through the first 12 games. During that 12-game schedule Wilson led the Gophers in reaching double digits and averaged 14.1 points per game. Davis led all scorers with 70 field goals and 31 free throws through 12 games. Petersen ranked as Minnesota's top rebounder with an 8.3 average, while Wilson led the Gophers with 39 assists and 16 steals.

### Women's Basketball

The major problem facing the Gophers this season was replacing graduated point guard Debbie Hunter. Through the first four games of the conference season Minnesota didn't have a replacement for Hunter, who led the Gophers to a 20-7 record last year, but the team wasn't struggling noticeably. Minnesota was 3-6 in non-conference play, including three losses to Top 20 teams. The losses—to Western Kentucky, Tennessee, and Cheyney State—all were within an eight-point margin.

In a reversal of the men's opening Big Ten season play, the Gopher women defeated their first three opponents—Illinois (71-57), Purdue (83-67), and Michigan (81-75)—before dropping their fourth contest to Michigan State (92-67). Carol Peterka, a 6-0 sophomore forward, had a career high 23 points against Illinois and career high 14 rebounds against Purdue. Mary Dressen, a 5-9 senior guard, broke Williams Arena records, connecting with 11 free throws made on 13 attempts against Illinois and converting 8-8 free throws against Purdue. Freshman Molly Tadich earned a career-high 23 points in an earlier loss to Villanova.

### Gymnastics

The Gopher women were ranked 17th nationally in the season's first poll. Sophomore Wendy Dorsey from Edina earned the nation's third best all-around performance against Stanford early in the season with a 36.65 point total. Freshman Laurie Kaiser of Plymouth had a 35.65 in the same meet, just missing the top 20 all-around list.

The Gopher men opened their Big Ten season with a one-point win over Iowa. Sophomore Rob Brown put together the best performance of his college career to capture the all-around title with 56.30 points, edging teammate Joe Ray. Iowa, Minnesota, Ohio State, and Illinois are considered the top conference teams this year.

### Swimming

The Gopher men competed in the Canada Cup over Christmas vacation, then took a one-month break from competition before earning an easy victory over Bemidji State to up their preseason record to 3-2.

The Gopher women upset Nebraska for a 3-1 dual meet record after winning the 15-team Kennedy Classic Swim Meet in Fort Lauderdale, Fla. over break. Minnesota won three events in the meet: sophomore Diane Wallner won the 50-meter freestyle, and the Gopher 200 medley relay and 150 breaststroke relay teams each finished first. Minnesota took second in five events.

### Wrestling

Minnesota was ranked 19th nationally in an early-season *National Mat News* poll. Gopher senior Mike Foy (177 pounds) and Steve Martinez (158) were rated fourth in the country. Minnesota's early-season performances included a 47-4 win at Air Force and a first-place finish in the 10-team Falcon Invitational at Air Force. A last-match, five-point win by heavyweight Al Jensen gave the Gophers a 22-18 victory over highly ranked Wyoming.

## Alumni Survey Results In: U Listens and Learns

*Overall, would you describe your experiences as a student at the University of Minnesota as positive? Negative? Or do you not have strong feelings one way or the other? Could you identify what single most important reason makes you feel that way?*

Alumni responses to these and many other marketing questions were gathered during a nationwide survey last fall. Proposed and encouraged by the Association, the Department of University Relations, and the University Foundation, the research was conducted by Frank Magid and Associates, a nationally recognized market research firm. Stanley S. Hubbard, president and general manager of Hubbard Broadcasting and a member of the Foundation's board of trustees, provided financial support for the survey.

Preliminary results have been analyzed. The good news: More than 90 percent of the 800 randomly selected respondents said they had positive feelings about their student experiences, largely because of good learning experiences. A comparably high majority said they are proud to be a University graduate, they think earning a degree here was worthwhile, and they consider the University a valuable resource for the state.

Just as important, however, are more critical alumni attitudes: 60 percent believe students are treated impersonally; 40 percent think the University is too big to be effective. More than half feel their connection to the University stopped when they received their diplomas. Only one-third have a strong attachment to the institution today.

These responses, only a small portion of all survey results, provide the University and the Alumni Association with the first comprehensive look at what Minnesota graduates think of their alma mater. Other findings reveal alumni loyalties, interests in knowing about or participating in University activities, willingness to contribute

time or money, and the sources alumni depend on for news about the institution.

Sounding out alumni attitudes is a tough assignment for the University, which has five distinct campuses scattered across the state, more than doubled its enrollment during the past 40 years, and counts more than 250,000 living graduates. Conducting an attitude survey and making a commitment to consider its results in strategic planning are progressive steps, demonstrating the University's desire to forge lifelong connections with past students and keep them involved in the institution.

We will keep you informed about the ways your concerns and ideas are helping to build a stronger, more responsive University of Minnesota.

## New Finance VP Named

David M. Lilly, former dean of the University's School of Management and a leader in state business and civic activities, was named vice president for finance and operations in December. He had been acting vice president since May 1983, replacing Frederick Bohlen who took a position at Brown University.

Long an advocate for making the University more accessible and responsive to people and enterprises throughout the state, Lilly oversees the alumni relations and development offices as well as the University's business affairs, budget, and investments; physical plant planning and operations; technical, printing, sales, and food services; and research and patent administration.

## New Volunteer Leaders Attend Orientation



Minnesota's alumni programs depend on active participation of more than 250 alumni volunteers every year. Those joining constituent society boards for 1984 were invited to a series of January orientation programs in the Association's Morrill Hall office to meet the staff and get a firsthand look at operations. Here, Pat Dwyer (new to the Institute of Technology

Alumni Society board), Randy Gutzmann (agriculture), and Lee Stauffer (public health) learn about the University's alumni information records from membership staff member Patricia Johnson (seated) and director Mary Hicks (right). Similar sessions will be offered this summer for board members elected this spring.

## Black Alumni Seeking Own Organization

Black alumni of the University want to identify and organize fellow graduates for a new constituent society within the Association. Anyone interested in being part of a black alumni group may call or write the Association. The board of directors will consider officially forming the group (to join 23 existing MAA constituent societies) in March.

## Committee to Consult on Alumni Communications

As you have read in the last few issues of *Minnesota* and *Update*, the Association is acting to revitalize the University's external communication efforts, particularly with alumni, but with other friends too. Because much potential for progress and positive results exists, we want to involve any interested alumni volunteers who can bring creative advice and marketing expertise to our staff efforts.

L. Steven Goldstein, senior vice president of Carmichael-Lynch Advertising and a 1973 graduate of the College of Liberal Arts, has agreed to chair a standing committee that will focus on University and Association communication programs. He and associate director Jim Day are identifying alumni to plan marketing strategies, review publications, promote membership, and develop new resources.

## It's Showtime for New York Chapter

In April, the Minnesota Alumni Association's New York chapter will host a reception prior to a Gilbert and Sullivan opera in which one of its members, Jack Behonek, is performing. Multitalented Behonek is a chemistry graduate, living in uptown Manhattan, who works as an educational consultant and restores pianos.

The chapter, drawing alumni from neighboring New Jersey and Connecticut, hosted President C. Peter Magrath at its annual meeting and arranged alumni activities when the University's concert band played at Carnegie Hall last year. Coming events will focus on interests of journalism, management, science and technology, and young alumni.

Wallace Fulton presides over the chapter this year. Other officers are secretary/treasurer Patricia Irmen and past president Robert Thorson. Marilyn Chelstrom and Behonek are on the board of directors. For more information about the chapter and its events, call Fulton at 212/544-3627.

## CONSTITUENT SOCIETY EVENTS

### MARCH

- 12 **Agriculture Quarterly Meeting**  
Speaker: Dr. Gorham Hussey. 12 noon. FFI call the Association.
- 22 **Biology '84**  
College of Biological Sciences Alumni Society annual meeting. 7 p.m., Science Museum of Minnesota. Exhibit—Wolves and Humans: Coexistence, Competition and Conflict—will be open. FFI call the College, 373-1190.
- 23 **Nursing Conference On Clinical Nursing**  
FFI call Sharon Vegoe, 373-5831.

### APRIL

- 6 **Journalism Annual Meeting**  
6 p.m. social hour, 7 p.m. dinner. Campus Club, Coffman Union. FFI call the Association.
- 7 **Successful Women: Making It In The 80s**  
Alumnae Society spring conference. 9 a.m. to 1:30 p.m., Minneapolis Women's Club. FFI call the Association.
- 10-12 **Home Economics Mentor Program**  
For high-ability high school students and faculty mentors. FFI call Pat Warner, 373-1551.
- 25 **Medical Technology: Past and Present**  
Medical Technology Alumni Society annual meeting. 6 p.m., Women's Club, Minneapolis. FFI call the Association.
- 28 **Pharmacy Annual Meeting**  
5:30 p.m. social hour, 6:30 p.m. dinner. Campus Club, Coffman Union. FFI call the Association.
- 29 **Annual Friends Concert**  
To celebrate the 35th anniversary of the Alumni Band. Northrop Auditorium. FFI call the Association.
- 29 **Home Economics Open House**  
For prospective and transfer students to meet faculty and alumni. 12 noon to 4 p.m. FFI call Pat Warner, 373-1551.

## 26th Annual Pharmacy Meeting

featuring a special farewell to  
**Dean Lawrence Weaver**

Saturday, April 28      Campus Club

5:30 p.m. Social Hour

6:30 p.m. Buffet Dinner

For additional information and reservations,  
call the Minnesota Alumni Association, (612) 373-2466

## MAY

- 12 **Nursing Diamond Jubilee Banquet**  
Speaker: Deputy Surgeon General Faye Abdellah. 6 p.m., St. Paul Radisson. FFI call the Association.
- 15 **Band Alumni Annual Meeting and Senior Reception**  
6 p.m. to 9 p.m. Campus Club, Coffman Union. FFI call the Association.
- 17 **Education Alumni Society Annual Banquet And Awards Presentation**  
Campus Club, Coffman Union. FFI call the Association.
- 19 **General College Banquet and Awards Presentation**  
FFI call the Association.

## JUNE

- 1 **Medical School All-Alumni Reunion**  
Campus Club, Coffman Union. FFI call the Association.
- 2 **New Horizons in Minnesota Medicine**  
Medical Alumni Society continuing education seminar, luncheon, and annual meeting. FFI call the Association.
- 15 **College of Veterinary Medicine Alumni Society Reception for Graduating Seniors**  
FFI call the Association.

## CHAPTER EVENTS

## MARCH

- 4 **Naples Area Minnesota Tailgate Party**  
FFI call Mary Lou Althoff, 813/261-2555.
- 10 **North Texas Alumni Chapter Annual Meeting**  
Speaker: J. Michael Bennett, associate professor of rhetoric, University of Minnesota. 7 p.m., Arlington Community Center. FFI call chapter president Anita Clark, 817/265-6639.

## 13 Houston Alumni Chapter Annual Meeting

Speaker: J. Michael Bennett, associate professor of rhetoric, University of Minnesota. 6:30 p.m., Sonny Look's Sir-Loin Inn. FFI call chapter president Bill Coit, 713/721-8088 or 713/476-6499.

## 16 Atlanta Alumni Chapter Meeting

Speaker: Steve Roszell, MAA executive director. FFI call Dick Leverage, 404/998-2658.

## 18-23 University of Minnesota Concert Band Wind Ensemble Performances in Florida

18 7:30 p.m. Venice High School  
19 9 a.m. Dunedin High School  
10 a.m. Dunedin High School  
2:15 p.m. East Bay High School, Tampa

8 p.m. Hillsborough Community College YBOR Campus, Tampa

20 11 a.m. St. Petersburg Junior College  
8 p.m. Florida Southern College, Lakeland

21 Orlando area, details to be announced.

22 Walt Disney's EPCOT Center, details to be announced.

23 Walt Disney World, details to be announced. FFI call Suncoast chapter president Dick Whitney, 813/689-3176 or 813/273-0180.

## 19 Suncoast Alumni Chapter Dinner and Concert

6 p.m. dinner, Old Spaghetti Warehouse, Tampa; 8 p.m. concert, University of Minnesota Concert Band Wind Ensemble (see previous listing). FFI call chapter president Dick Whitney, 813/689-3176 or 813/273-0180.

## 23 Detroit Area Women's Club Dinner-Dance

Great Oaks Country Club, Rochester, Michigan. FFI call chapter president Carol Hilf, 313/626-9023.

## APRIL

## 6 Detroit Area Women's Club Luncheon

Speaker: John Lindgren, "My Indonesian Adventure." FFI call chapter president Carol Hilf, 313/626-9023.

## 13 Sun City Alumni Chapter Luncheon

Union Hills Country Club. FFI call Rollie Sunblad, 602/933-5210.

## 27 New York Alumni Chapter Reception and Concert

FFI call chapter president Wallace Fulton, 212/685-8934.

## MAY

## 4 Detroit Area Women's Club Luncheon

Speaker: Maggie Brown of Manley, Bennett, McDonald and Co., "The Stock Market." FFI call chapter president Carol Hilf, 313/626-9023.

## Week of 12th Suncoast Alumni Chapter Meeting

FFI call chapter president Dick Whitney, 813/689-3176 or 813/273-0180.

## Week of 12th Denver Alumni Chapter Spring Dinner Meeting

FFI call chapter president Jim Aamot, 303/973-9075 or 303/628-7471.

## Week of 19th Boston Alumni Chapter Annual Meeting

FFI call chapter president Jessie Hanson, 617/449-2052 or 617/437-3664.

## 20 Washington D.C. Alumni Chapter Annual Meeting

FFI call chapter president Maxine Piper, 703/356-2072.

## JUNE

## 1 Detroit Area Women's Club Luncheon

Installation of officers. 12 noon. FFI call chapter president Carol Hilf, 313/626-9023.

**FOR FURTHER INFORMATION ABOUT CALENDAR EVENTS, CALL THE MINNESOTA ALUMNI ASSOCIATION, 612/373-2466.**

## ADVENTURE TRAVEL

MAA members can now travel with ECHO on any of the trips listed below at a 10% discount. Groups of 10 or more will receive an additional 5% discount. Proof of MAA membership is required. Direct all inquiries to: ECHO: The Wilderness Company, 6529 Telegraph Avenue, Oakland, California 94609. (415) 652-1600.

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**Lower Salmon.** Sandy beaches, beautiful gorges, good swimming and fishing. \$513.45. MAA members: \$462.

**Snake/Hell's Canyon.** Six days through the deepest gorge in North America. \$693. MAA members: \$624.

**Snake/Birds of Prey.** Well over 1,000 eagles and other birds of prey. \$498.75. MAA members: \$449.

## OREGON

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**Owyhee.** Runnable only during high water in late spring. Swift and heady. \$514.50. MAA members: \$464.

**Upper Klamath.** Five of its 18 miles plunge an incredible 85 feet per mile.

\$185.85 and \$206.85. MAA members: \$168 and \$187.

## CALIFORNIA

**American.** Pastoral scenery, hair-raising whitewater, and early history. From \$68.25 to \$152.25. MAA members: from \$62 to \$138.

**East Carson.** A brisk drop from high, eastern Sierra meadows into Nevada desert. \$134.40 and \$144.90. MAA members: \$121 and \$131.

**Lower Klamath.** Abundant wildlife, great swimming, and rapids for all tastes. \$236.25. MAA members: \$213.

**Merced.** Highlighted by a quarter-mile-long rapid and a 20-foot waterfall. \$189. MAA members: \$170.

**Tuolumne.** The champagne of wild rivers; both excitement and solitude. From \$116 to \$327. MAA members: from \$105 to \$297.

**Kern.** Twists through a boulder-strewn canyon in the southern Sierra. From \$67.20 to \$182.70. MAA members: from \$61 to \$165.

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## STUDY AND TRAVEL ADVENTURES

For the first time, Alumni Association members will have access to the study/travel offerings of the University's Continuing Education and Extension. For more information, write to: Study/Travel Adventures, 180A Westbrook Hall, 77 Pleasant Street S.E., University of Minnesota. Minneapolis, Minnesota 55455.

**The Magic of New Orleans.** March 19-24. The Old South plantation system and the trading pattern of the lower Mississippi River, with a river cruise to a restored plantation, fine dining, and an overnight stay in Natchez. \$950.

**A Spring Birding and Natural History Tour of South Texas.** April 14-20. Mexican birds, Texas birds, and migrating birds in great numbers. There will also be time for mammals, reptiles, and plants. \$500.

**Natural History of the Highlands and Islands of Scotland.** May 18-June 2. Explore the moorlands and lochs of the central Highlands and the sea cliffs of the Orkney Islands. A birdwatcher's paradise. \$2515.

**Trekking Through Time: Zion National Park.** June 16-22. Here is the geological wonder that reveals the changes in this part of the earth during the past two billion years. A backpacking adventure. \$445.

**The Wildlife and Wildlands of Alaska.** July 6-15. The tour will be based in Anchorage and will examine Alaskan fish, birds, mammals, and vegetation of the major biomes. \$1625.

## INTERNATIONAL TOURS

All listed prices are approximate at this time and are per person, based on double occupancy. Firm prices will be listed as they become available.

For more information about any of our INTERNATIONAL TOURS, write to: Travel Director, Minnesota Alumni Association, 100 Morrill Hall, 100 Church Street S.E., Minneapolis, Minnesota 55455.

**The Rhine/Moselle Passage.** July 7-19. A new version of the ever-popular Rhine River cruise. Starts in Interlochen and ends in Amsterdam. Ports of call: Bonn, Koblenz, Cochem, Worms, Heidelberg, and Speyer. \$1895, from Chicago.

**The Passage of the Czars.** August 17-September 2. Start in Bucharest and cruise the Danube, the Dnieper, and the Black Sea aboard the new Russian ship M.S. *Dobrolyubov*. Ports of call: Kherson, Novaya Kakhovka, Zaporozhye, Kamensky Island, Cherkassy, Kanev, Kiev, and Moscow. \$2595-\$2995.

**Kenyan Safari.** September 10-23. A game-watching safari; a comfortable and exciting experience. We will visit the main attractions of this country. Highlights: Amboseli, Nairobi, Samburu, Rift Lake, Mara, and a night in a tree hotel. \$2875, from Minneapolis.



By Tim Lyke

## JOURNALISM

### War-torn Refugee Camp Opens Student's Eyes

It was nearing midnight in the Palestinian refugees' Beddawi camp. While most of the camp's 14,000 residents slept, Minnesota photojournalism graduate student Doug Hooper entered a moonlit back street and prepared to shoot a picture of a nearby mosque. The night's silence was suddenly broken by the sounds of ammunition sliding into the chamber of a machine gun and the safety being clicked off. A soldier was ready to shoot Hooper, and he wasn't using a camera.

Last August Hooper visited Beddawi camp to photograph the lives and deaths of its people for his



graduate project. He was able to enter the camp, normally off limits to foreign journalists, as the guest of a family whose son is a Minnesota student and a good friend of Hooper's. The soldier who was unsympathetic to late night street walkers allowed Hooper to return home only after the photojournalist gave him the name of the family with whom he was staying.

Fortunately for Hooper the soldier knew the family.

Located half a mile from Tripoli in northern Lebanon, Beddawi camp was a site of constant shooting and explosions between opposing factions, Hooper said. Although most of the camp's residents favor the pro-Arafat branch of the Palestine Liberation Army (PLO), splinter groups often engaged in street fighting to gain control of territory. To diffuse street battles, mosques' loudspeakers would summon the camp's elderly women to march, unarmed, into the fighting "under the theory that no one would fire at them, which was usually correct," Hooper said. "I saw an old grandma club a youth with his own assault rifle."

Although the revolutionary soldiers were armed and trained to kill, their respect for authority and tradition was steadfast. "I had expected to see a very radical, Marxist people," Hooper said. "That's not what I saw at all. I saw a very conservative people. The young commandos in the revolution still had to ask their mothers for permission to date."

Hooper found the foreign correspondents he talked to in Lebanon more aloof than he had expected. Speaking with a CBS correspondent and a reporter for the French newspaper *Le Monde*, he discovered that neither was willing to reveal their personal biases about the Palestinian situation. Hooper believed that competition for sources and information encouraged their reticence.

Hooper, who received an undergraduate degree from Minnesota in Middle Eastern history, fears that his first trip to Lebanon may be his last. "I've associated myself too closely with the Palestinians," he said. "I'll be lucky if I ever get a visa to reenter."

This spring Hooper plans to display selected photos from the 30 rolls of film he shot in Lebanon. He said he would have shot many more rolls but the camp environment discouraged him from doing so. The PLO issued him a permit to photograph the inside of the camp, and he had to obtain permission of all his camera's subjects. Though he witnessed several battles he admitted that "my first reaction was not to whip out my camera."



"It took me two months to get over last summer," he said. "I was walking along University Avenue when some frat boys threw firecrackers out their window. I felt like I was back in camp and began looking for cover. And I was only (in Lebanon) for a month, so you can imagine what it's like living there for 30 years."

Last November Beddawi camp fell to Syrian-backed Palestinian dissidents. The house where Hooper lived was destroyed by a Syrian artillery round. He believes the rest of the camp was also abandoned and demolished.

Hooper predicts no end to the Palestinian battles. "They more or less accept their fate, but there's no way they're going to give up the struggle," he said. "They'll keep fighting until the last Palestinian falls."



## BIOLOGY

### Hazardous Wastes Become Banquet for Bacteria

Like so many starving "pac-men," microorganisms may soon be devouring America's toxic wastes, thanks to a University microbiologist's research.

Using the bacterium *Flavobacterium*, professor Ron Crawford and colleagues at the Gray Freshwater Biological Institute have developed a process for treating soil polluted by the highly toxic chemical PCP (pentachlorophenol). PCP is a synthetic compound used primarily as a wood preservative for fenceposts and utility poles that are embedded in the ground.

PCP-contaminated residues from wood-treating companies have been dumped in landfill sites, where PCP seeps into the soil and pollutes the groundwater, creating a potential public health hazard.

Reacting to pressure from state and federal regulatory agencies, Minnesota wood-treating companies have had two options: ship PCP-contaminated wastes to distant storage facilities—an expensive proposition—or attempt to burn them and risk incurring the public's wrath for possible air pollution.

Crawford's solution to the wood companies' plight is quick, inexpensive, and yields no harmful by-products. After introducing the bacteria into the polluted water, the PCP decomposes into harmless substances. "It's a great food source for the bacteria," Crawford said.

The microbial purifying process is now being tried at the Bell Lumber and Pole Company in New Brighton, the largest wood treatment company in Minnesota. After hearing about the Institute's detoxification experiments, the company approached Crawford for a remedy to its cleanup problem. With company funding and regulatory agency approval, Crawford and co-workers treated 50 cubic meters, or several truck loads, of PCP-contaminated soil. From the six-month field experiment, Crawford

concludes that his soil treatment process is a success.

After a patent is issued for the process, a Boston-based genetic engineering firm, Genetics International, will market the process nationally. Crawford hopes to patent the bacteria too, as soon as one of his graduate students genetically improves it.

## NURSING

### Coping With Depression—A Low-cost Alternative

Some 24 million American women suffer from depression. They may seek help from a variety of health care professionals: their usual physician (often a family doctor, perhaps a gynecologist), a therapist, a psychiatrist. Instead of, or along with these consultations, a mildly depressed woman may take various medications. Professor Verona Gordon, however, believes she's found a more effective and less costly treatment than any of these options: nurse-facilitated support groups.

In an article to appear this summer in *The International Journal of Nursing Studies*, Gordon reports that such support groups effectively help mildly to moderately depressed women cope with feelings of low self-worth and helplessness.

Twice as many American women as men are depressed in all age groups, Gordon said. Problems facing women as they age include marital concerns, work conflicts, loss of attractiveness, the "empty nest" syndrome, and menopause. While traditional treatments by male therapists have been criticized as likely to encourage the patient's passivity and poor self-image, Gordon says that support groups lower the depressed woman's sense of isolation and powerlessness.

Female nurses are ideally suited to guide the groups, Gordon believes, because they are available, more cost-effective than traditional therapists, and perceived by other women as being trusted and caring health

professionals. "I think women working with women is a good idea," Gordon said.

Last summer Gordon tested her treatment in a study conducted at Chelsea College at the University of London. After giving a brief appeal over BBC airwaves seeking mildly depressed women as study participants, Gordon received an overwhelming confirmation of her belief that depression is widespread. Hundreds of women from England, Wales, Belgium, Scotland, and France literally flooded the University of London's phone lines. Gordon also received stacks of letters (one was 22 pages long) from women volunteering to participate in the depression study.

Gordon chose 20 participants, ten of whom met weekly for 20 weeks, and ten who never met and served as the control group. During their two-hour meetings the support group members discussed and participated in activities related to such topics as goal setting, self-worth, relationships, assertiveness, nutrition, exercise, conflict management, and decision making. The sessions were aimed at "helping the women to cope with most of the problems that arise in daily living," Gordon said.

After comparing the scores of tests taken by the 20 women at the beginning and end of the 20 weeks, Gordon found that the support group members were significantly more confident, less dependent on others, and had higher self-esteem than their counterparts who never met as a group. Evaluations of the participants conducted by their spouses and families also confirmed a marked change in the women following the support group sessions.

The biggest fans of the support groups were the women themselves. The group Gordon founded in England continues to meet every week on its own. "The women have built a strong relationship between themselves and are able to support each other," Gordon said. "That's what makes me feel really good about what I'm doing."

Gordon is now looking for 300 Minnesota women who consider themselves mildly or moderately depressed to participate in support groups she'll be establishing this fall.

## MANAGEMENT

### The MBA Team

Last year 43 Twin Cities businesses received \$1.4 million worth of consulting, free, because they were smart enough to listen to University MBA students.

MBA "field project" teams, each consisting of four MBA students and a faculty adviser, provide problem solving and research assistance to area profit and nonprofit retail, manufacturing, governmental, and service organizations.

During winter quarter of their second year, all MBA students are required to take MBA 8065, the field project course. Examples of past field projects include designing a pilot study in office automation for a Fortune 500 company, drafting a national marketing plan for selling electronic nerve stimulators to physical therapists, and evaluating consumer reactions to automatic teller machines in supermarkets. Students also have investigated topics such as electronic mail, calendars, and scheduling; voice communications; and personal computers.

The mandatory course, an elective when first offered almost 20 years ago, is now the "hallmark of the MBA," according to associate dean Fred Beier. During the 1970s the course became a standard component of the MBA curriculum. Although other schools have similar programs, assistant professor David Naumann, who coordinates the program with management sciences professor Norman Chervany and Beier, said that he was "not aware of any other school requiring a course like this of all their MBA students."

The field project gives students an opportunity to apply classroom training to the "real world." "The course has the reputation of being very demanding, but many students have said that it was the most worthwhile course in the curriculum," Naumann said.

"Demanding" may seem like an understatement to students who devote 50-60 hours a week to their project, in addition to work on their other two classes and job interviews. The hard work often pays off in job offers from project clients, Naumann said.

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The popularity of the field project program is growing in the Twin Cities. "We've reached the stage where the course's reputation allows us to be selective," Beier said. This quarter, 81 organizations submitted field project proposals for 45 teams. Clients have included National Car Rental, *Minneapolis Star and Tribune*, St. Paul area YMCA, City of St. Louis Park, Radisson Hotel, University of Minnesota School of Dentistry, IDS, Children's Theatre Company, and the state Commuter Van Program.

One of the teams Naumann advised worked 10 weeks at Pillsbury developing a method to measure user satisfaction, one component in the overall measurement of its information systems' effectiveness.

The students' performance resulted in "an impressive amount of work," applications technology manager Tom Sawyer said. "If we had to do the job internally, it would have taken six man-months or a \$15,000 effort and would have required skills that we don't have."

Another team, advised by professor Roger Schroeder, measured the profit contribution of individual plant managers in the Donaldson Company. "The students' contribution was similar to what I would expect from paid consultants," said Michael Knox, manager of Donaldson's financial planning and control. "We are pleased with the results of the project and intend to fully implement the recommendations."

## HOME ECONOMICS

### Telltale Tableware

When most people look at their kitchen tabletops they see silverware, placemats, the paper, salt and pepper shakers, a sugar bowl, maybe last month's phone bill.

If associate professors of design Timothy Blade and Ann Erickson were to peek into the same kitchens, they would see artifacts reflecting the social development of their users' culture.



Blade and Erickson recently displayed a collection of dishes, silverware, tablecloths, and other dining articles from 1700 to 1970 in their exhibition, "Tabletop Taste: An Alphabet Menu of Decorative Arts and Textile Objects in the Service of Food."

The exhibition, open last November through January at the Goldstein Gallery on the St. Paul campus, featured hundreds of items from both the gallery's permanent collection and private collections. They included an 1890 butter dish with a cow figurine for a cover handle, a Bavarian tablecloth with 16 embroidered medallions depicting each act from a Wagnerian opera, a 1750 French ice pail, an 1800 English tea caddy complete with lock ("to keep the servants from stealing any tea," Blade explained), a late 19th-century mustard container resembling "The Maine" battleship, a pair of 1790 mahogany knife boxes, and a menu from a dinner commemorating the 1884 opening of the West Hotel in Minneapolis.

Often an object's design reflected the etiquette of the times, Blade said. In the 18th century no proper hostess would have dared serve asparagus without silver-plated asparagus tongs. "As civilization became more and more subtle, the nuances of design became greater and greater," Blade said.

Although many of the collection's items reveal their original owners' notions of elegance, not all belonged to the rich. "I think it's important for students to see not just the high-class stuff but also what ordinary people used," Blade said. One of the more popular exhibit items was a place setting of ironstone dishes, sold as "lusterband" through an 1897 Sears-Roebuck catalog.

Curators Blade and Erickson's biggest challenge was to find items beginning with every letter in the alphabet, including Q—Quimper ware—and Z—zolnay porcelain. For X Blade said, "We considered using X-rated cocktail napkins, but you just can't get them any more." They settled instead on a set of gold-plated sterling silver X-mas spoons from 1932 to 1970.

Perfect for alphabet soup...

## LIBERAL ARTS

### "This is a (History) Recording!"

Cassette tapes will join the volumes of old memos and official documents housed in University Archives when history professor Clarke Chambers completes an oral history of the University.

The project will include reminiscences of about 150 University alumni, faculty, administrators, and others involved with the University from 1945 to 1973, under presidents James Morrill (1945-60), O. Meredith Wilson (1960-67), and Malcolm Moos (1967-74).

Chambers began his "informal" history project last summer to supplement primary materials already in the archives. Although he believes the existing collection is "one of the best in the country," Chambers laments the "many things that just aren't in those documents. You just don't know how things really happened and who the moving forces were."

In one interview, Chambers asked former president Wilson whom he sought for advice on matters such as building a new (now Wilson) library, constructing the covered bridge

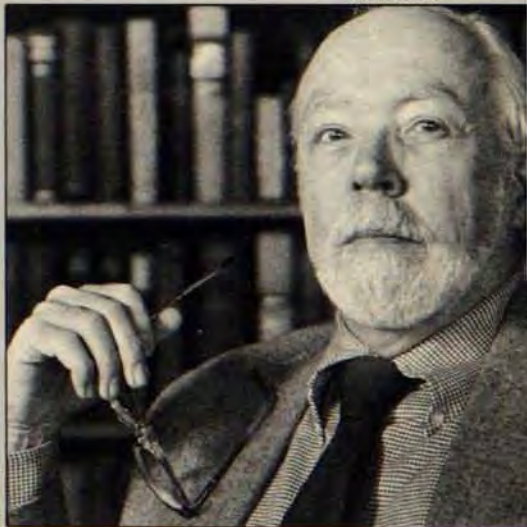
joining the East and West Banks, and establishing the Minnesota Foundation. "He told me that the best advice he got on the state, University, and metropolitan area, and [on] the general outreach of the University was from [Minneapolis newspaper publisher] John Cowles Sr.," Chambers said. "I went through lots of those papers, and there was no indication of his influence at all."

Chambers' history will include more than the recollections of the University's movers and shakers. "I don't just want to interview the great leaders, though I'll obviously include them. But I want to see the University from the different perspectives of students, scholars, and public people, so I kind of surround the University."

Assistant archivist Penelope Krosch said that University Archives has no electronic historical record "that's as focused as what Clarke is doing."

For an oral history, the interviewer must know as much about the subject as does the person being interviewed, Chambers said. A political science

Rob Levine



Clarke Chambers

graduate student is helping Chambers thoroughly research the subjects and events of his interviews. Chambers also said he "farmed out" to colleagues in other departments some interviews involving highly technical areas.

Chambers plans to finish his interviews by this December. But he hopes the work of accumulating an oral history of the University will continue. "If it works, then someone else can pick it up and do it," Chambers said.

## PUBLIC HEALTH

### Ragdoll Mom Reveals Mysteries of Birth

Apprehensive at first, Zia Nizin soon discovered that she's a pretty good midwife... for a two year old. Using a three-foot cloth "pregnant mommy" doll made by public health graduate student Karen DeSchane-Downs, Zia and other two to eight year olds are learning how their younger brothers and sisters will come into the world.

the hour-long lesson towards children. "They see their parents going to class and spending time and energy on this newborn," she said, "and they need to be involved too. They need realistic expectations to prepare for what the family is going to become."

The birth of a baby brother or sister can be traumatic for a child, DeSchane-Downs said. "The child may wonder, 'Why do my parents need a new baby? Am I not good enough?'"

DeSchane-Downs supplements the birthing doll demonstration with stories, slides, role playing, and pictures of fetal development. But the

highlight of the class is always the birthing doll.

At a recent class each of the eight children attending helped deliver the mother doll's baby. After the child went through the birthing process, DeSchane-Downs unzipped a zipper in the mother doll's back and returned the baby to the womb, while explaining to the child waiting for the next delivery that "real babies can't go back inside." That observation caused one real mom, pregnant for the second time, to sigh and whisper, "thank God."

Although her public health studies, part-time nursing position at Boynton Health Service, and year-old son leave her little time to think about mass marketing her birthing doll, DeSchane-Downs said she has plans for another creation.

"I'm going to make a C-section doll someday when I have time," she said.

## INSTITUTE OF TECHNOLOGY

### Student Engineers Turn to Invention

Mechanical engineering senior Scott Dacko believes in the marriage of engineering and creativity. Through his efforts, innovative IT students will discover that the relationship can be a profitable one as well. In April Dacko and the Association for Creative Engineering, a group he heads, will sponsor an innovation fair in which marketable products created by IT students will be displayed and judged in a competition for cash awards.

Dacko's idea to encourage creative engineering through a contest stems from his belief that engineering classes "place lots of emphasis on theory and mathematics, but don't encourage practical application." He said the contest "provides a good opportunity to combine the two viewpoints."

Twenty years ago Dacko's father, a laboratory machinist, invented a microwelding torch that has since received widespread use. Dacko said his dad's invention convinced him that



(Above) Karen DeSchane-Downs uses the birthing doll she created to teach young children with pregnant mothers what to expect when their mothers give birth to new siblings.

(Below) The baby doll, complete with placenta and umbilical cord, can be returned to the mother doll through a zipper in the back. DeSchane-Downs is always careful to explain "real babies can't go back."

Although not life-size, DeSchane-Downs' birthing doll is similar to a real pregnant woman and includes a uterus, umbilical cord, placenta, and a baby doll that children can help "deliver."

DeSchane-Downs created the birthing doll not to give kids still another lifelike toy that does everything (eats, sleeps, drinks, wets, gives birth, etc.). Rather her doll, the only one of its kind that she's aware of, helps teach children about how pregnancy affects their moms, dads, future siblings, and themselves.

Children are introduced to the doll at a one-night class that DeSchane-Downs teaches on what new babies are like. Although she recommends that entire families attend, she directs



Rob Levine

"it is possible for the average person to invent."

Typical innovation fair entries might include a machine that folds a letter and stuffs it in an envelope, or a multipurpose kitchen tool, Dacko said. One student has entered an energy-creating solar collector.

Dacko expects that 30 IT students will participate in the contest and said he hopes to attract venture capitalists to the fair. Dacko's future plans include making the contest University-wide and seeking corporate sponsorship.

Entries in this year's fair are due April 19 and will be judged on their innovativeness. Seven winners will receive cash prizes ranging from \$25 to \$200.

But Dacko said the fair's biggest winners will be the noncontestants who, seeing others' innovations, will realize that "they too have the capability and opportunity to create."

## GENERAL COLLEGE

### Teaching in a Turkish Classroom

Whenever Thomas Skovholt entered his classroom at Hacettepe University in Ankara, Turkey, the students stood up in deference to his knowledge and position. Accustomed to the opposite, sometimes even the occasional student challenge, in an American classroom, the General College associate professor of social and behavioral sciences took awhile to accept the Turkish students' formal respect. "They were much more polite and obedient than American students," Skovholt said.

Skovholt taught a graduate-level counseling psychology class in Turkey, as a Fulbright scholar during the 1982-83 school year. Seeing himself as a participant observer during his nine-month tenure at the Turkish college, Skovholt was particularly interested in comparing U.S. and Turkish universities.

Although Turkish culture teaches students respect for professors, Skovholt suspects that the cultural emphasis on discipline also stifles students' creativity. "They're very

good at taking notes, remembering things, and regurgitating them," he said, "but they're not too original."

Only five percent of the country's 18 year olds are admitted to universities, where they are assigned majors based on their entrance exam scores. Students with the highest scores study medicine, Skovholt said, which isn't always their preference. Lack of choice among disciplines leads to "a lot of unhappy students," he said. "It makes you realize how affluent and lucky Americans are."

Academic freedom is unheard of in Turkish universities. Skovholt noted that the martial law government has removed some faculty members from colleges to discourage political strife. Other professors have resigned out of protest.

Like its schools, Turkish society is more ordered and crime-free than in the U.S., Skovholt said. "I felt safer walking at night in Ankara than I do in Minneapolis," he said. A clerk at one of the hotels where his family stayed was surprised when Skovholt asked for a room key.

Skovholt hopes to return to Turkey. "I developed a tremendous appreciation for the Turkish people," he said. "The cross-cultural experience was extremely valuable to me as a professor."

## EDUCATION

### Summer Tour to Study China's Schools

Participants in a study tour to the People's Republic of China this June will discover firsthand how a quarter of the world's population educates its children.

The three-week visit, coordinated through the College of Education's Global Education Center, will include trips to the Great Wall, the Forbidden City, Shanghai, Inner Mongolia, and the archaeological excavations of Xian.

"But it won't just be a tourist's view of China," tour coordinator and center director John Cogan said. "People applying should understand that there is a specific academic component." Guided by Cogan and

professor Jack Merwin, tour members will study China's educational system by observing classroom methods and examining curricula in institutions ranging from preschools to major universities.

Now is a particularly interesting time to study Chinese schools, Cogan said, because the Chinese are "basing many of their hopes for modernization on their revitalized system of education." Intellectuals and "experts" scorned during the cultural revolution of the late 1960s and early 70s are again in favor and seen as crucial to the country's economic development. College entrance exams eliminated by Mao Tse Tung in 1949 have been reintroduced during the past five years and are now being revised, Cogan said.

This summer will not mark the first time Chinese and Minnesota education professors have compared notes. Two College of Education study groups have toured China in the past. Associate professor Helen Jorstad helped establish an English language program at Jiaotong University during the 1982-83 school year. Professor Shi Mingde, one of Jorstad's Chinese colleagues last year, is the current international scholar in residence at the Global Education Center.

Cogan believes the dialogue between the two countries' education scholars is important. "We've been pretty lacking in our focus on both Asia and third-world countries," Cogan said, "and China, of course, is included in both categories."

For further information on the 1984 study tour to China, contact professor Cogan at 612/373-5629.

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Reviewed by  
Dinah Livingston

**Twin Cities: A Pictorial History of St. Paul and Minneapolis**, by Lucile M. Kane, '46, and Alan Ominsky, '57, *Minnesota Historical Society Press, St. Paul, Minn. 55101. \$27.50.*

Back in the 1850s and '60s, when the twin towns on the Mississippi were still triplets just beginning to outgrow their frontier rawness, local citizens flocked to a popular amusement called a *panorama*. The panorama was painted on "huge canvases... mounted on a frame. As the panorama unrolled, panel by panel, a narrator commented on the scenes of faraway places moving before the audience."

The panorama, with its ever-shifting images, is a fitting symbol of Lucile M. Kane and Alan Ominsky's stunning "pictorial history" of St. Paul and Minneapolis. Through words and illustrations—some 800 paintings, drawings, maps, photographs, advertisements, and broadsides—the authors show the Twin Cities growth from a frontier settlement to a thriving industrial center of the Upper Midwest. As Kane and Ominsky reveal, Minneapolis and St. Paul have changed beyond recognition in their 147 years of existence. For contemporary readers the towns of yesterday are "faraway places" indeed.

The authors are well qualified to tell the Twin Cities story. Kane, former state archivist and a nationally recognized historian of state and Western American history, is now a senior research fellow at the Minnesota Historical Society. Ominsky is production supervisor at the Historical Society Press and has worked with historical photographs for many years.

Their teamwork is admirable. Each of the book's seven sections opens with lively text illuminating the photographs that follow and providing informative social commentary. The union of St. Anthony with Minneapolis, the metamorphosis of Pig's Eye into St. Paul, the cities' Golden Age, the panic of 1893, the poverty and social unrest



The Union Depot Yards and downtown St. Paul, circa 1918.

Minnesota Historical Society

of the 1930s, mobilization for war and antiwar protests, and the historic preservation movement of the '70s and '80s—all these events, along with buildings, landscapes, and citizens at work and leisure, are depicted in this pageant of Twin Cities history.

Accounts of the spirited sparring between Minneapolis and St. Paul make entertaining reading. During the great census war of 1890 the *St. Paul Pioneer Press* charged that its sister city was a "Jezebel, whose dallying with sin is the jest or the scorn of a whole people." The *Minneapolis Tribune*, on the

other hand, called the average Minneapolis resident "more intelligent" than St. Paul's inhabitants.

The growth of industry, commerce, and transportation are recorded in *Twin Cities*. Striking aerial views show the towns expanding into a bustling metropolis, with Minneapolis (nicknamed "Mill City" because of its large-scale flour production) taking an early lead over St. Paul, where livestock marketing and meat packaging reigned. Steamboats, horse-drawn wagons, and railroads gave way to trucks, planes, and superhighways as

the cities entered the high-tech age. But development has its price, as the authors show. Pictures of St. Paul fire horses on their last run in 1924 and of "lemon-yellow streetcars" that disappeared from the streets 30 years later have a special poignancy.

Buildings—some in their prime, some neglected and destroyed—dominate this book. The stately Exposition Building, the State Capitol, and a rejuvenated Landmark Center appear along with the Metropolitan Building (demolished in 1962), sprawling Southdale, and the boxlike houses of Cottage Grove Township as seen from the air in the 1950s. And the book includes several pictures of the University of Minnesota, beginning with its birth 133 years ago as a one-room schoolhouse.

For those who find human beings more intriguing than buildings, Kane and Ominsky supply plenty of group portraits: New Year's Eve revelers; striking workers; Civil War veterans, "greyhaired and shaking of step," 65 years after Bull Run; a Ku Klux Klan meeting of the '20s; turn-of-the-century picnickers; two little girls enjoying an early spring day in February 1938. The photographs' power to move does not always depend on technical excellence. A fuzzy shot of sleigh riders on St. Paul's Western Avenue in 1888—mere black, silhouetted figures—offers a glimpse of a vanished age.

Some readers may wish more individual portraits of "ordinary" people were included. Perhaps the book's most striking image is just such a picture: a full-page photograph of a young soldier and a woman sitting on a St. Paul porch in 1918. They are anonymous, but their troubled eyes and tense, somber pose convey all the pain of war.

Inevitably in a book of such generous scope some facets of the cities are scanted. There are too many pictures of visiting celebrities—presidents and entertainers—and not enough of native sons and daughters, who, when represented, tend to be sports figures. Scott Fitzgerald, Harrison Salisbury, and Dr. John Najarian surely are as important as Patty Berg and Bernie Bierman. And

the authors display a certain bias in favor of popular culture: the Beatles receive more space than the Guthrie, and distinguished local scholars go totally unrepresented. Also, blacks, Hispanics, and native Americans will find few photographs of themselves and their communities. (The American Indian Center on Franklin Avenue, with its eye-catching architecture, would have embellished *Twin Cities*.)

But this fascinating book embraces much more than it omits. It goes far beyond the typical coffee-table picture book in recording local history for its readers. The Twin Cities rush now toward the 21st century. The Washington Avenue viaduct is torn down; Minneapolis' City Center enjoys a gaudy infancy. Yet, preservationists and developers strive to keep the best of the old while welcoming the new. The authors of this book have succeeded at the same task, and their book is a treasure for it.

**The Physician's Guide to Better Communication**, by Dr. Barbara F. Sharf, '76, in consultation with Dr. Joseph Flaherty. *Scott, Foresman and Co., 1900 East Lake Avenue, Glenview, IL 60025. \$7.95 (paperback).*

Establishing rapport with patients is the focus of this book of practical advice for doctors. Sharf, assistant dean and assistant professor at the University of Illinois at Chicago, discusses such topics as communicating with the dying, involving family members, and giving lectures.

**Anorexia Nervosa and Bulimia: A Handbook for Counselors and Therapists**, by Patricia A. Neuman, '69, and Patricia A. Halvorson. *Van Nostrand Reinhold, Mail Order Service, 7625 Empire Drive, Florence, KY 41042. \$26.50.*

How can health-care professionals help the increasing numbers of young people who suffer from eating disorders? Causes, symptoms, therapeutic strategy, and prevention are among the topics covered in this

comprehensive manual based partly on the authors' own experience. Co-author Neuman has been a counselor at the Moorhead State University Counseling Center since 1972.

**Daytrips and Budget Vacations in New England**, by Patricia Foulke, '53, and Robert Foulke, Ph.D., '61. *Globe Pequot Press, Old Chester Road, Chester, CT 06412. \$8.95 (paperback).*

Patricia and Robert Foulke, New England travelers from way back, aim to save readers time and money with their six suggested itineraries, driving directions, campsite listings, and maps. The book also features an appendix of bed-and-breakfast services and highlights various attractions from trolley rides to whale watches.

**Wine and Conversation**, by Adrienne Lehrer, '57. *Indiana University Press, Tenth and Morton Streets, Bloomington, IN 47405. \$25 hardback, \$17.50 paperback.*

This scholarly work, in its author's words, "is not about wine, but about talking about wine." Lehrer, a linguistics professor at the University of Arizona, uses the expressive language of wine, plus some original research on its use, to explore precise meaning and obscurity in technical and scientific discourse.



By Carolyn Allard

## COLLEGE OF EDUCATION

'31 **Juanita Erickson** of Venice, Fla., is president of the Venice Suncoast Symphony board of directors. After working as a school music consultant, an elementary school principal, and an assistant to a music publisher, she now sells real estate in Venice.

'34 **Katherine M. Grattum** of Pacifica, Calif., held a showing in November 1983 of her watercolors of Pacifica's historic structures and sites.

'39 **Hermann E. Rothfuss** of Kalamazoo, Mich., is retired from Western Michigan University after 26 years of teaching German. In 1967 he received that school's Alumni Award for Teaching Excellence, and in 1968 the Federal Republic of Germany awarded him the Cross of Merit, First Class.

'43 **Elaine (Smeby) Larrabee** of Anoka, Minn., is in her 11th year of service as a parish worker at Zion Lutheran Church in Anoka.

'52 **Sreen U. Kane** of Excelsior, Minn., retired in June 1983 after 22 years as an elementary school librarian with the Minnetonka School District in Excelsior.

'54 **Wayne V. Shelton** of Potomac, Va., has been promoted to senior vice president of the Planning Research Corp. of McLean, Va.

'55 **John H. Kuhlmann** of Minneapolis, retired professor emeritus of electrical engineering in the University of Minnesota's Institute of Technology, celebrated his 90th birthday at a party given in his honor by friends and former students.

'56 **Rose M. Chioni** of Charlottesville, Va., has been elected the first chair of the newly formed Virginia Society of Professional Nurses. She is dean of the University of Virginia School of Nursing and Sadie Heath Cabiness Professor of Nursing.

'59 **Inga B. Kromann-Kelly** of Pullman, Wash., has been appointed chair of the Department of Education at Washington State University.

'77 **Deborah L. Freedman** of De Pere, Wis., has been appointed assistant conductor of the Annapolis Symphony Orchestra.

**Karen J. Kohoutek** of St. Paul has joined Campbell-Mithun as a media planner.

## GRADUATE SCHOOL

'47 **Howard E. Petterson** of Albion, Mich., has been named chair of the physics department at Albion College.

'55 **Roger Eichhorn** of Houston was the 1983 recipient of the American Society of Mechanical Engineers Heat Transfer Memorial Award. He is professor and dean of engineering, Cullen College of Engineering, University of Houston.

'60 **Dr. Stacey B. Day** of Spring Valley, N.Y., is adjunct professor of medicine in the Behavioral Medicine Division of the New York Medical College. He is responsible for organizing the Department of Community Health at the University of Calabar Medical School in Nigeria, Africa. He was recently made a chief by the Oban People and the Ibibio tribe, in appreciation for the work he has done in their communities.

'71 **Mark Fackler** of Wheaton, Ill., has been appointed assistant professor of communications at the Wheaton College Graduate School.

'73 **Eloise A. Hamann** of Naperville, Ill., was one of 32 scientists awarded a 1983 Visiting Professorship for Women from the National Science Foundation. She is assistant professor of mathematics at Elmhurst College in Elmhurst, Ill.

**Dr. Richard F. Edlich** of Charlottesville, Va., has been elected Distinguished Professor of Plastic Surgery at the University of Virginia, Charlottesville. He is professor of plastic and maxillofacial surgery and medical director of the Burn Center.

'75 **Christos Georgakis** of St. Paul has been named associate professor of chemical engineering at Lehigh University in Bethlehem, Pa.

'76 **William F. Porter** of Syracuse, N.Y., has been promoted to associate professor in the Department of Environmental and Forest Biology at State University of New York's College of Environmental Science and Forestry in Syracuse.

'77 **Arlene E. Carney** of Lafayette, Ind., has joined the University of Illinois faculty as assistant professor of speech and hearing science.

**Dr. Daniel W. Shaw** of Eden Prairie, Minn., has opened a pediatric dental practice in Eden Prairie.

'80 **Joan B. Radtke** of Chicago has been appointed to a part-time position in health and human services in the School of Health Professions at Governors State University at Park Forest South, Ill.

'83 **Dr. David P. Bane** of Carthage, Ill., has joined the University of Illinois as assistant professor of veterinary clinical medicine.

**Mary C. Preus** of Minneapolis received the Distinguished Service Award from Luther College in Decorah, Iowa.

## INSTITUTE OF TECHNOLOGY

'46 **Neal Brace** of Wheaton, Ill., has been elected to the executive committee of the Fluorine Division of the American Chemical Society. He is professor of chemistry at Wheaton College.

'53 **John T. Saunders** of San Juan Capistrano, Calif., has been elected president, chief executive officer, and director of the Scan-Tron Corp. in Long Beach, Calif.

'56 **Paul A. H. Pankow** of Burnsville, Minn., has been named vice president of the 3M Imaging Systems Division, an international supplier of X-ray film, dry-silver imaging products, and related systems and supplies.

'63 **C. Donald Casey** of Burnsville, Minn., is vice president of the St. Paul Division of the Whirlpool Corp.

'66 **LeRoy T. Boyer** of Urbana, Ill., is professor and assistant dean in the College of Engineering at the University of Illinois, Urbana-Champaign.

'67 **Lawrence H. Smolowitz** of Geneva, N.Y., has been promoted to full professor at Hobart and William Smith Colleges in Geneva, N.Y.

'68 **Stephen Q. Whitney** of Birmingham, Mich., has been named a senior associate at Albert Kahn Associates, Detroit architects and engineers.



**Dr. Chester A. Anderson, '44**, of Hector, Minn., was recently named Family Doctor of the Year for 1983 by the American Academy of Family Physicians. Anderson has practiced in Hector since 1948.

'70 Carolyn M. Dry of College Station, Texas, has joined the University of Illinois at Urbana-Champaign as assistant professor of architecture.

Thomas M. Sturm of St. Paul has been named a fellow of the Society of Actuaries. He is senior actuarial assistant with Minnesota Mutual Life of St. Paul.

'71 Henry G. Follingstad of Minneapolis has been named to life patron membership in the American Biographical Institute Research Association, an international organization promoting fellowship among people through biographical research and communication.

## LAW SCHOOL

'33 Richard O. Sielaff of Duluth, Minn., has served 36 years as professor of business administration at the University of Minnesota-Duluth. He was appointed business and economics editor of the *Journal of the Minnesota Academy of Science* in 1983.

'56 Allen I. Saeks of Golden Valley, Minn., has been elected president of the Hennepin County Bar Association.

'58 Richard C. Hefte of Fergus Falls, Minn., received the Distinguished Service Award from Luther College in Decorah, Iowa.

'69 Stephen J. Askew of Coon Rapids, Minn., has been appointed judge of Anoka County District Court.

## COLLEGE OF LIBERAL ARTS

'33 Jean H. Hagstrum of Evanston, Ill., has been appointed Phi Beta Kappa Visiting Scholar for 1983-84. He will travel to eight institutions:

the Universities of Kansas and Delaware; Muhlenberg, Bates, and Dartmouth Colleges; Pennsylvania State University; Virginia Polytechnic Institute and State University; and Washington and Jefferson College. He is Shaffer Professor Emeritus of English and the Humanities at Northwestern University.

'49 Clayton Kaufman of Minneapolis has been appointed general manager of WCCO Radio in the Twin Cities.

'55 David W. Haskin of St. Paul has been elected chair of the board of directors of CenterCare, the parent corporation of Metropolitan Medical Center.

'60 A. R. "Dick" Weisbrod of Silver Spring, Md., joined the staff of the St. Croix National Scenic Riverway. He will be conducting biological research on vertebrate animals on the riverway.

'62 Galen L. Severson of Bloomington, Minn., has been appointed vice president of the Casualty Division of Mutual Service Life Insurance, Arden Hills.

Thomas Slavens of Ann Arbor, Mich., is co-author of a 608-page book, *Research Guide to Philosophy*, published by the American Library Association in Chicago.

'63 Gerald C. Nemanic of Evanston, Ill., is hosting "Writing/Chicago," a program on Chicago radio station WBEZ-FM. He is professor of English at Northeastern Illinois University.

'64 David B. Anderson of Highland Park, Ill., has been elected to the board of directors of Evangelical Health Systems of Oak Brook, Ill. He is vice president and general counsel for Inland Steel.

'65 Edward L. Winer of Hopkins, Minn., has been selected as one of eight best domestic relations lawyers in Minnesota by attorneys across the U.S. who were asked to judge their 650,000-plus colleagues. An attorney with the law firm of Moss & Barnett P.A., he is a member of the Family Law Sections of the American, Minnesota State, and Hennepin County Bar Associations, a fellow of the American Academy of Matrimonial Lawyers, and a frequent lecturer and author on family law topics.

'66 Richard P. Dolan of Burnsville, Minn., is president of Computer Marketing Corp., a computer distributing firm.

Fredric W. Rector of Toronto has been elected vice president of the Remote Computing Division of Hale Systems.

'67 Tony J. Minnichsoffer of Chicago City, Minn., has joined Harvest States Cooperatives of St. Paul as assistant director of communications.

'70 Stephen L. Gordon of Minnetonka, Minn., has been promoted to management supervisor with Campbell-Mithun of Minneapolis.

'72 John Chrun of White Bear Lake, Minn., has been named vice president-marketing by Norwest Leasing of Minneapolis.

Catherine A. Marienau of Chicago is associate dean of the School for New Learning at De Paul University. She has been with the University of Minnesota's University Without Walls for 11 years, the last 8 as program director.

Daniel D. Meier of Lithonia, Ga., has been named manager of the database/data communications group at Management Science America,

1909-1984



Nursing  
Alumni Society  
Annual Meeting  
Celebrates

*The School  
of Nursing's  
Diamond Jubilee  
Anniversary*

Saturday, May 12, 1984

6:00 p.m. Reception  
7:00 p.m. Dinner  
Saint Paul Radisson Hotel

Our gala banquet and annual meeting are the culmination of year-long activities celebrating 75 years of excellence in professional nursing education at the University of Minnesota.

Keynote Speaker:  
Faye G. Abdellah  
Deputy Surgeon  
General of the  
United States and  
Chief Nursing Officer,  
U.S. Department of  
Public Health

Tickets are \$25 per person. Hotel accommodations at the Radisson are available at reduced rates. For further information, call the Association, (612) 373-2466.



M. Susan Fincke, '71, has joined JLTC & Associates of Tucson, Ariz., as an account executive. Fincke was previously news information coordinator for Pima Community College.

an independent supplier of applications software.

'74 **Jonathan K. Heffron** of Silver Spring, Md., has been appointed bank counsel and corporate secretary of the Federal Home Loan Bank of Dallas.

**Scott J. Papillon** of Plymouth, Minn., published his first book, *The Pro Football Numbers Book*, in September 1983. A former sports editor for the Associated Press and sports columnist for the *Minneapolis Star*, he is currently working on a novel.

'77 **Leslie J. Herman** of Minneapolis joined Campbell-Mithun as an advertising account executive.

'80 **Thomas J. Jollie** of St. Paul has been promoted to account executive with Brum & Anderson Public Relations, a Minneapolis-based marketing and corporate communications firm.

**Brian E. Hungerford** of Madison, Wis., has joined the Oscar Meyer Food Corp. as a financial analyst.

**James B. Strandberg** of Minneapolis is currently working towards a master of arts degree in American civilization at New York University in Manhattan.

## SCHOOL OF MANAGEMENT

'32 **Chester R. Jones** of Bethesda, Md., is semiretired from the insurance business in Washington, D.C.

'37 **John P. Douglass** of Chicago has been promoted to director of development/corporate development and strategic planning for Economics Laboratory of St. Paul.

'41 **Morris T. Nelson** of Stanley, N.D., has been elected to a two-year term on the American Bankers Association Council, representing North Dakota. He is president of the Scandia American Bank in Stanley.

'51 **Lloyd A. Wampach** of St. Joseph, Mich., has been named group vice president of the Laundry Products Group of Whirlpool Corp.

'53 **Thomas Downen** of London has been appointed department head of the newly formed Latin America department of the Continental Illinois National Bank and Trust Company of Chicago.

**Carl G. Pohlman** of Minneapolis has been named commodore of the 1984 Minneapolis Aquatennial festival.

'57 **Joseph D. Zwak** of Minnetonka, Minn., has been named development project manager at Kraus-Anderson Realty, Minneapolis.

'65 **James N. Heuerman** of Walnut Creek, Calif., has been named partner and managing vice president in the Health Care Division of Korn/Ferry International, an executive search firm.

'66 **David D. Koentopf** of Fargo, N.D., has been elected president of the Farm Equipment Division of the Farm and Industrial Equipment Institute and a member of its board of directors. He is president and chief executive officer of Steiger Tractor of Fargo.

'69 **John J. Malevich** of Eveleth, Minn., was recently appointed superintendent-materials management of Inland Steel Mining in Virginia, Minn.

'72 **K. David Hirschey** of Edina, Minn., has been

appointed personnel director for the Marketing Services Division of General Mills.

'80 **Diana L. Schutter** of Anoka, Minn., has been appointed manager of public fund development for The Griffin Companies of Minneapolis.

## MEDICAL SCHOOL

'33 **Dr. Charles G. Sheppard** of Le Sueur, Minn., retired in August 1982 from the St. Peter State Hospital after serving 13 years as medical director. He had previously practiced family medicine in Hutchinson, Minn., for 27 years. **Lola Jones Sheppard**, '32, was the first full-time business manager of the University of Minnesota Theatre, following her graduation from the College of Education. They have two children.

'62 **Dr. Robert D. Wasson** of Lake Bluff, Ill., is enjoying private practice in psychiatry. Wasson, his wife, Karen, and their three children have settled in northeastern Illinois after "20 years of seeing the world via the U.S. Navy."

'65 **Dr. Yoon Berm Kim** of Darien, Conn., has been appointed chair of the Department of Microbiology at the University of Health Sciences/The Chicago Medical School.

'69 **Dr. Gary W. Lyons** of Erie, Pa., is president-elect of the American Heart Association, Pennsylvania affiliate.

## DEATHS

**Sheldon Bellis**, '32, Portland, Ore., date unknown.

**Zetta Berman**, '27, Walnut Creek, Calif., date unknown.

**Eleanor A. Brenny**, '35, Pensacola, Fla., in February 1983.

**Archie H. Carlson**, '17, Willmar, Minn., on May 20, 1983.

**Dr. Daniel R. Clark**, '24, Mesa, Ariz., on July 2, 1983. He retired from his Minneapolis dental practice in 1969 and moved to Arizona. He was past president of the Minneapolis District Dental Society and the Minnesota State Dental Association.

**Guy T. Colling**, '48, Altamont, N.Y., on June 1, 1982.

**P. W. Colpitts**, '58, Bakersfield, Calif., date unknown.

**Dr. Charles C. Cooper**, '33, Mesa, Ariz., date unknown. He was a family physician in St. Paul for 27 years and medical director of Moose Lake State Hospital in Minnesota for 13 years. He retired to Arizona in 1976.

**Charles E. Doell**, '16, Arcadia, Calif., on December 3, 1983. He was an engineer with the Minneapolis Park and Recreation Board for 48 years. Following his retirement in 1959, he began a second career as a park and recreation consultant, teacher, and author. He was a member of the American Society of Civil Engineers, past president and honorary fellow of the American Institute of Park Executives, past president and life member of the Engineers' Club of Minneapolis, past president of the Minnesota Rose Society, and past president of the Minnesota Society of Professional Engineers.

**Evelyn G. Dvorak**, '20, St. Paul, on December 3, 1980.

**Arthur E. Enerson**, '15, Woodstock, Ill., date unknown.

**Dr. Edward M. Fitzgerald**, '31, Rialto, Calif., on July 1, 1983.

**Dr. Ralph W. Good**, '28, Cincinnati, date unknown. He retired in 1979 after 50 years of



**Peter G. Pafiolis**, '50, has been named coordinator of special projects for the Minnesota Education Association. Pafiolis, a resident of Richfield, Minn., previously worked for United Press International, daily newspapers, and in commercial public relations.

medical practice in Cincinnati. He was a charter member and twice president of the North Central Clinical Society, former president of the Cincinnati Surgical Society, former president of the Ohio Surgical Association, and a fellow of the American College of Surgeons.

**Robert M. Grogan**, '38, Swarthmore, Pa., on December 26, 1982.

**George L. Heleniak**, '42, Minnetonka, Minn., date unknown.

**Charlotte Herzog**, '30, Redondo Beach, Calif., on June 8, 1983.

**Marion T. (Selander) Johnson**, '25, Red Wing, Minn., on August 22, 1983. She was employed by the superintendent of Red Wing schools from 1935 until her retirement in 1967. She belonged to First Lutheran Church's women's group and was a former member of the American Association of University Women.

**Dr. Robert G. Kvarnes**, '38, Chevy Chase, Md., on November 20, 1983. He was director of the Washington, D.C., School of Psychiatry for

27 years before retiring in 1982. He was a member of the Psychoanalytic Society and the Psychiatric Society, both of Washington, D.C.

**Dr. Ralph H. Loofbourrow**, '34, Eden Prairie, Minn., on December 11, 1983.

**Fendall G. Lyon**, '38, McLean, Va., on November 27, 1983. He was a reporter in Mexico City and an information specialist with the War Production Board before serving with Army counterintelligence in Europe during World War II. After the war, he was a political affairs officer and intelligence analyst with occupation forces in Germany. In 1951 he moved to Washington, D.C., and joined the Central Intelligence Agency, where he was an operations officer for 21 years until his retirement in 1972.

**Dr. Angus A. McKinnon**, '24, Placerville, Calif., on January 25, 1983. He was the first physician in California to organize immunizations for school children. He was past president of the El Dorado County Tuberculosis Society and a county health officer for more

than 30 years. He was a member of the county Juvenile Justice Commission, a charter member of the county Mental Health Commission, and a member of the El Dorado High School district board for 16 years.

**Helen Todd Miller**, '32, Ellendale, Minn., in January 1983. She was for many years assistant librarian in Albert Lea, Minn.

**Richard F. Morean**, '32, Woodland Hills, Calif., in September 1982. For many years he had been a Hollywood script writer.

**Einer Nelson**, '24, Duluth, Minn., on July 20, 1983.

**Ed Ohman**, '17, Wadena, Minn., on August 16, 1983.

**Alice (Hall) O'Reilly**, '30, San Marcos, Calif., on April 18, 1982.

**Charles F. Potter**, '47, Park Ridge, Ill., on October 7, 1983.

**Dr. Stanley C. Peterson**, '34, Vadnais Heights, Minn., on August 27, 1983.

**Dr. Clyde J. Rademacher**, '29, Bend, Ore., on September 22, 1983.

**Selma P. Robbins**, '25, Grand Forks, N.D., on July 18, 1983. She retired in 1971 from the Chester Fritz Library at The University of North Dakota where she served as head of the cataloging department.

**John H. Sparrow**, '38, Ortonville, Minn., on August 12, 1983.

**Mildred M. Steinke**, '14, New Ulm, Minn., on January 31, 1983.

**Mrs. Hans B. Stromberg**, '28, Cincinnati, on August 31, 1983.

**Gladys Bullard Wetterlin**, '15, St. Paul, on October 11, 1983.

**H. Ford Wilkins**, '24, Babson Heights, Fla., on October 22, 1983. He was a *New York Times* correspondent in the Philippines for 20 years and former editor of *The Manila Bulletin*. In 1960 he returned to New York to become executive director of the Philippine American Chamber of Commerce. He retired to Florida in 1969.

**Dr. Conrad P. Winther**, '06, Paynesville, Minn., on August 8, 1983.

**I.V. Woyda**, '65, Minneapolis, on July 15, 1983.



## EDUCATION ALUMNI SOCIETY

*30th Annual Alumni Banquet  
Thursday Evening, May 17, 1984  
University of Minnesota Campus Club*

A special highlight of this year's program will be the presentation of 5 scholarship/awards to qualified members of the Alumni Society enrolled or planning to enroll in the College of Education.

Also to be recognized retiring faculty members: Raymond O. Collier, Eloise M. Jaeger, William Kavanaugh, and R. Paul Marvin.

For additional information, call the Minnesota Alumni Association at (612) 373-2466.

The University of Minnesota  
Biological Sciences Alumni Society  
proudly presents

**BIOLOGY '84**

**THURSDAY, MARCH 22, 1984**

7:00 P.M.

in the Penthouse of the Science Museum of Minnesota  
Biology '84 will feature the Museum's major exhibit

## WOLVES & HUMANS

CORNERSTONE, COMPETITION AND CONFLICT

*Wolves and Humans* examines human attitudes about wolves from prehistoric to the present. The exhibit is designed to help answer the question, "What is a Wolf?"

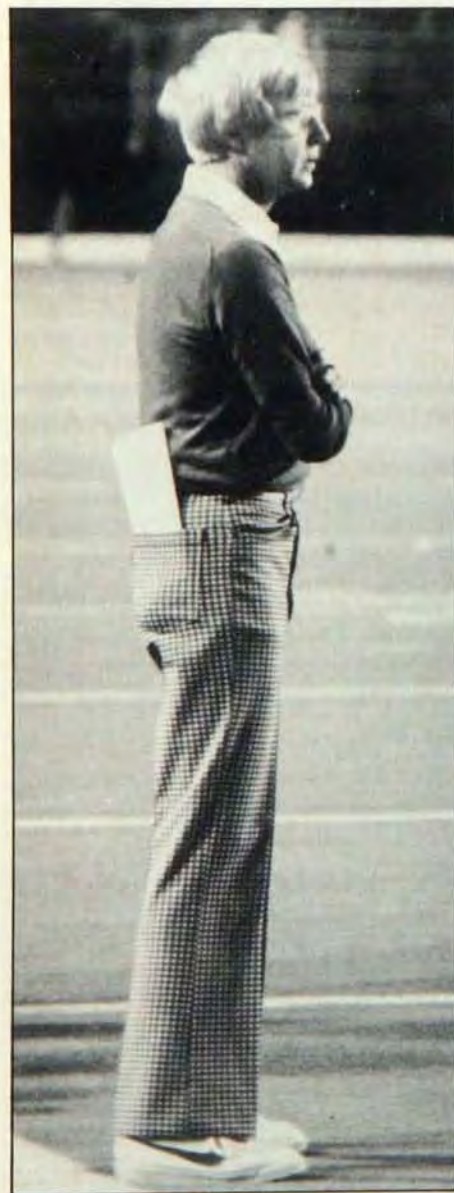
Guest speaker will be Curtis Hadland, project director for this special exhibit. Cost: Members \$5; Students/Children under 12: \$4; Nonmembers: \$6. For reservations and additional information, call the Minnesota Alumni Association, 373-2466.



## The Many Faces of Lou Holtz

If the new Gopher head football coach, Lou Holtz, is as blessed with coaching ability as he is with a quick wit, the football program should thrive. In fact, Holtz—a veteran of the banquet and talk show circuit, including the Tonight Show with Johnny Carson—is a sure bet to make *comments* about Gopher football the best entertainment in town.

The following samples of Holtz one-liners give a taste of things to come.



### On fumbles:

*"Fumbles come from carelessness. When they put a [running] back in his grave, they ought to be able to pry his elbow away from his body and find a football somewhere in between."*

### On nearly overlooking a recruit:

*"He didn't look as strong as I was. If we won a game, I didn't know if he would be strong enough to carry me off the field."*

### On meeting Alabama in the 1980 Sugar Bowl:

*"My players [at Arkansas] wanted to play Alabama, which makes me wonder about their academic standing. It's hard to get excited about playing Alabama and Coach Bryant and be intelligent. My players are so intimidated by Coach Bryant, all they want to do is shake his hand. My son, Kevin, saw Mr. Bryant last night and said, 'That's my favorite coach.' And I can't blame him."*

*"Why, I saw the Alabama cheerleaders last night and even they're bigger than our offensive line."*

### On being unlucky in love:

*"I've always been the type of individual that girls under 12 and women over 65 fall in love with. I'd take out a girl and her little sister and her grandmother would love me and she couldn't stand me."*

### On being tops in the field:

*"At a banquet, someone introduced me as the best coach in the country. It's true. There are 1,000 better coaches in the cities, but I'm the best in the country."*

### On Fayetteville, Ark., home of the University of Arkansas where Holtz last coached:

*"It isn't the end of the world, but you can see it from there."*

### After a 4-3 start in the 1980 season:

*"If this is supposed to be a rebuilding year, we need urban renewal."*

### On life:

*"If what you did yesterday seems big, you haven't done anything today."*



# THE GREAT AMERICAN CAR BUYING GAME

	SHOP FORD	SHOP GM	SHOP CHRYSLER & AMC	SHOP FOREIGN CARS	TRY TO SORT TRUTH (lose 1 turn)
YOU LOSE				DICKER OVER PRICE	
TRADE-IN TIME (go back to GO & lose 1 turn)				LISTEN TO HARD SELL	
NEED HELP WITH SERVICE PROBLEMS				SELL OR TRADE PRESENT CAR	
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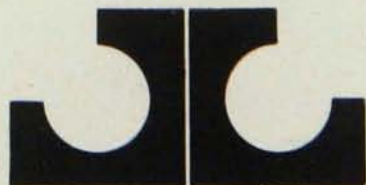
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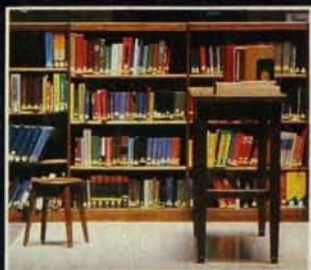
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## *the truth."*

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