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University of Minnesota Alumni Association



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MINNESOTA

University of Minnesota Alumni Association

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JANUARY/FEBRUARY 1988

VOLUME 87, NUMBER 3

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Dr. Harold Allen, Professor Emeritus of English and Linguistics at the University of Minnesota and his wife, Elizabeth.

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I N F O C U S

Write Home. Okay, Phone Home

Being the editor of *Minnesota* is sometimes as lonely as being the Maytag repairman. I rarely hear from anyone. In the past year, we've received only a dozen or so letters from our readers, and most of those were either gracious thank-you letters from subjects of articles or letters that politely pointed out our errors. We're so lonely around here, we actually appreciate both kinds. Last week, after our November/December issue finally hit the front doorsteps, we heard from Professor Gerald M. Siegel, who wrote to tell us that the issue was "informative and warmly moving." That was it. If you count telephone calls—for some reason, letter writing appears to be a dying art, and phone calls to the editor appear to be the wave of the future—then we heard from one more reader: Craig Sahlstrom. We had listed him as the 1986-87 president of the Minnesota Alumni Association's agriculture alumni society in "Honors '87," in which we thanked our volunteers for their service for the previous year. Craig called to say that he hadn't been president in 1986-87 and wanted a correction published. I suppose if we stop making errors, we could stop hearing from our readers altogether.

To remedy that, we are making some changes around here.

We are redesigning *Minnesota*, and we need your help. Last year, life members of the Minnesota Alumni Association contributed \$12,000 to help us improve *Minnesota*. Because of their generosity, we're going to revamp the look of the magazine and add some new features, columns, and departments, including a permanent Letters to the Editor column.

It's important to hear from our readers on the issues we raise in the magazine as well as on other issues they believe are important but neglected. Opinion and issues are two of the essential ingredients of this magazine, and our coverage of them raises a more serious question.

Our editorial mission is "to build support and enthusiasm for the University by presenting the people and activities that make it one of the top public universities in the nation."

In our feature articles, we try to "interpret the major achievements and activities of the University as they relate to the larger community and to present major issues in education from the Minnesota experience." Features are meant to "inspire action, to increase understanding."

In our efforts to better serve our mission, we planned to not only include a Letters to the Editor column but also solicit more opinion essays from our readers and institute a status report to be written by deans and directors of the University's major colleges, schools, and institutes. But frankly, we're having trouble. We are having difficulty finding contributors who are willing to "tell it like it is" and give our readers the "inside scoop." We have been told that it has become clear that the "tell it like it is" and "inside scoop" content would likely not serve the school or University very well. The impression exists that the central administration would frown upon an honest response to our request and that the article would stir up conflict of little benefit to anyone.

Even if that is not a correct assumption, it is a chilling perception.

In recent surveys in *U.S. News & World Report*, in which deans from around the country ranked the top schools in their respective studies, Minnesota's Medical School did not rank in the top ten, the Law School ranked nineteenth, Engineering ranked fifteenth, and the Business School did not rank in the top twenty. When presidents were asked to name the top ten national universities, Minnesota did not rank in the top 25. True, ranking surveys have their critics. And improving rankings takes time. And the surveys included major private schools. And the job the administration has undertaken to improve the University's ranking is a difficult one and has been redefined as "improving quality." But we wonder how anything can be accomplished if honest critiques cannot be made—and the public is not trusted to hear them.

We'll have more on our redesign at a later date. For now, do a lonely editor a favor and start those cards and letters coming. Here, I'll give you a starter. Would you like to know how a University law degree rates? What a University M.B.A. is worth? How the College of Biological Sciences is doing? What problems the College of Liberal Arts is facing? Would you like us to tell it like it is, or give it to you PR style?

Our editorial goal also states that the "University, its surrounding community, and worldwide alumni achievers are the sources of editorial material for *Minnesota*." We're waiting to hear from you.

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CHECK IT OUT

AS YOU OPEN THE DOORS TO Wilson Library on the University's West Bank, flashbacks from your student years enter your mind. You pause, remembering the frustrating searches through endless aisles for what seemed like nonexistent publications.

Forget the memories. Today using the University libraries is as easy as typing a computer key to access a catalog system named LUMINA.

Whether you are looking for a good book, pursuing a new interest, furthering an education, or researching a project, use of the computerized University library system is an option for all members of the Minnesota Alumni Association.

As you walk into Wilson's lobby and past the library information desk, you notice that people are ignoring the massive wooden Public Union Catalog that lines the entire west wall, as well as avoiding the cumbersome microfiche readers. Instead, people are heading straight for one of several IBM computer terminals.

Hesitantly, you look over the shoulder of a student seated at the terminal. As she presses a key, a screen appears: "Welcome to LUMINA, the computerized catalog of all University library holdings."

Forget all of your computer phobia anxieties. If you can type at least four letters per minute and can follow simple directions, LUMINA will take you on a guided tour of how to find a publication in any of the eighteen University libraries.

After all, if Maria Rickert can do it, you can, too.



The first day of school this fall was also a day of firsts for the 24-year-old native of Germany. This was her first day of school in a new country, her first time in Wilson Library, and her first time on a computer. "There is no difficulty doing this—it says everything on the screen," Rickert says. "I've found the book listing, I just don't know how to find it in the library now."

Although the two classification systems used at the University libraries, Library of Congress and Dewey decimal, will not change, library users will spend less time on fruitless searches by using the new computerized system.

LUMINA, an acronym for Libraries of the University of Minnesota Integrated Network Access, enables the library user to find books located anywhere on the three Twin Cities campuses from any one of its nearly 80 terminals. Professor Robert Estelle, audiovisual archivist in the humanities/social sciences libraries, won a library-sponsored contest by choosing the name LUMINA, which symbolizes scholarly enlightenment. Northwestern University in Illinois created the software being used, the Northwestern On-line Total Integrated System (NOTIS), in 1970. "The automated system is more than just an on-line catalog," says Kathleen Gorman, assistant to the University librarian. "The system will ultimately automate a number of functions in the University libraries, including acquisitions, serials control, and circulation.

"One of the nicest things about

*A refresher course in library use.
Try it—you'll like it*

BY ANN MUELLER

LUMINA is that it helps overcome the geographical limitations of our decentralized library system," Gorman says. Instead of going to the Public Union Catalog in Wilson, only to find that the publication is located in a distant departmental library, a user can use any of the terminals to search LUMINA, which will soon include most of the libraries' 1.6 million titles.

To find a specific book, you can read the laminated instruction booklet attached to each terminal, but following the on-screen directions LUMINA provides when a program begins is just as easy. A sign posted on the top of each terminal reads: "To start: type *e* and enter." No matter where the previous user has left off, a typed *e* will automatically return you to the introductory screen. From there, it's just a matter of reading the search options, choosing a letter, or typing part of a title, and hitting the "enter" key.

"The automated system is more than just an on-line catalog. The system will ultimately automate a number of functions in the University libraries, including acquisitions, serials control, and circulation."

LUMINA's three search areas are the same as the traditional card catalog's: author, subject, and title. The introductory screen asks which search you'd like and tells you how to begin. A search command is begun by typing *a* for author search, *t* for title search, *sm* for a subject search using medical headings, and *s* for all other subject searches. If you're unsure of the full title or of an author's full name, type as much as you know. If the title is long, type only the first few words. Then press "enter."

Next, an index screen will appear giving you a range of items related to your search. For an item's biographical information, enter the number listed to the left of the entry you'd like to see, and a screen resembling a standard card catalog entry will appear. This screen will list the item's call number as well as the name of the libraries that own the item.

But suppose you do something wrong. LUMINA helpfully suggests a list of possible mistakes, such as typographical

errors, spelling errors, or including articles (a, an, the) as the first word in a title. If after working on the system for a few minutes you need assistance with your search, type an *h* and LUMINA will provide a help screen with suggestions about what to do next. If you want to start over again at any time, type in a new search command, or type *e* and the introductory screen will appear.

Even though the University's system will be one of the largest on-line automated library systems in the country, "some schools have more entries, such as UCLA and the Florida center, which serves nine state campuses and has more than 400 terminals," says Charlene Mason, director of University Libraries Automated System.

"Based on functionality, only records since 1978 are on the system," Mason explains. "But we will be converting the rest of the card catalog within a year." In anticipation of LUMINA, library officials stopped updating the comprehensive card catalog entries in Wilson in 1983, with the more recent publications appearing on supplemental microfiche. Now, almost all of this material, with a few exceptions, will be brought together on LUMINA.

Items requiring complex cataloging procedures, such as government publications, maps, music scores, sound recordings, or other audiovisual materials, won't be found on LUMINA. To find these materials, library users should ask a librarian.

Non-Roman languages that use characters instead of the Roman alphabet, such as Chinese, Hebrew, Arabic, or Japanese, won't be on the automated system either. "You have to have special terminals to enter non-Roman materials," Gorman says. "LUMINA isn't at that point yet." Instead, publications using non-Roman characters will continue to have their own card files.

Knowing where to find a book is just the beginning of what LUMINA will be able to offer library users.

By winter quarter 1988, faculty whose offices are equipped with personal computers that have telecommunications capability will be able to dial into LUMINA by entering a preassigned access code. Later in the quarter, professors on the Twin Cities campus with access to LUMINA will be able to use their computers to have material delivered to a campus address. LUMINA will also be accessible through the 26 microcomputer labs on campus and to the coordinate campuses of Morris, Duluth, Waseca, and Crookston. Long-distance phone costs a user incurs will be the only cost of using

LUMINA.

By spring 1988, faculty and staff with access codes will be able to dial into LUMINA from home from telecommunications-equipped personal computers. Off-campus dial-up access will also be available for other libraries in the resource-sharing MINITEX system in North Dakota, South Dakota, and Minnesota. Other libraries will be able to dial into LUMINA to request interlibrary loans and catalog information on behalf of their local library users.

By spring or summer of 1988, KEYWORD/BOOLEAN will become an added benefit of LUMINA. BOOLEAN is a search strategy that allows you to enter a subject search without using the Library of Congress subject headings, which are used by most academic and public libraries. Before BOOLEAN, users had to check to see what subject headings corresponded to their topics, because the predetermined subject headings did not always reflect common language. For instance, the Library of Congress subject heading for Alzheimer's disease is "presenile dementia," a subject heading that might be overlooked during a search.

In a KEYWORD/BOOLEAN search, all the user has to remember is a key word in the title or subtitle of the item, and LUMINA will display all records with that word in it. "We're deciding now what fields we will have searchable," says Cerise Oberman, University libraries' public services planning officer.

"BOOLEAN search will allow you to take concepts and mix, refine, and match them together in different proportions," Oberman says. After it is implemented, you will be able to take two key words found in the title or subtitle of a publication and link them together in four different ways by using "and," "or," "not," or "adjacency" to get a more narrowed search strategy. For instance, if you are looking for materials on a specific topic in the field of education, you might input "education" and "elementary," "education" adjacent in the title to "elementary," or "education" not in "elementary."

In the future, LUMINA will also act as a gateway to information in other systems. If you can't find certain bibliographical or statistical information in the on-line catalog, you will be able to access commercial data bases without leaving the terminal. Oberman sees this as particularly useful because many electronic data bases are no longer available in print, but are accessible only through computers. As is now the case, if any fee is incurred, you will be billed. After finding information in a commercial data base, the user can then

search LUMINA to see if the University libraries collection includes the items listed by the commercial data bases.

LUMINA will eventually expand its current listing of magazines, newspapers, and journals the libraries carry to include specific articles in periodicals. But the software isn't written for this yet. "We're trying to access other telecommunications networks for data bases for periodical article searching," says Mason. "We're trying to make data bases available any way we can, but we want to take it slow so we don't overload the system."

Once you have checked LUMINA and discovered that one of the libraries has the item you need, you need to know whether that item has been checked out. This information will be available on LUMINA in 1989. To include circulation information about each item,

LUMINA will use an inventory process similar to that used in grocery stores. In most large supermarkets, cashiers run an item's lined bar code over a sensor machine, which automatically records the price as well as keeps running inventories of stock. By as early as fall 1988, most of the 4 million publications in the University's eighteen libraries will have similar bar codes on them. To get to this point, library staff will manually inventory the libraries' collections. As a result, you will be able to find circulation information for each item in LUMINA, including whether an item is checked out, has been received but not yet cataloged, was sent to the bindery, or is on order.

Students will be issued new identification cards with bar codes on them, permitting library staff to place or remove holds on records to quickly recall checked-out books.

And that is all there is to LUMINA.

Now that you have working knowledge of LUMINA under your belt, it's time to test your skills.

"We encourage you to explore the system on your own," Gorman says. "You can't break it. You can't make it crash or go down. But if you feel uncomfortable with it, the library staff will still be there to help. We think you will be as excited about LUMINA as we are."

Ann Mueller, '87, is a free-lance writer and former Minnesota intern.



PAT FALLON

in Memorial

He's alive
and well
and leading
the nation's
hottest
ad agency.
The stadium
is awaiting
its fate

By Karin Winegar

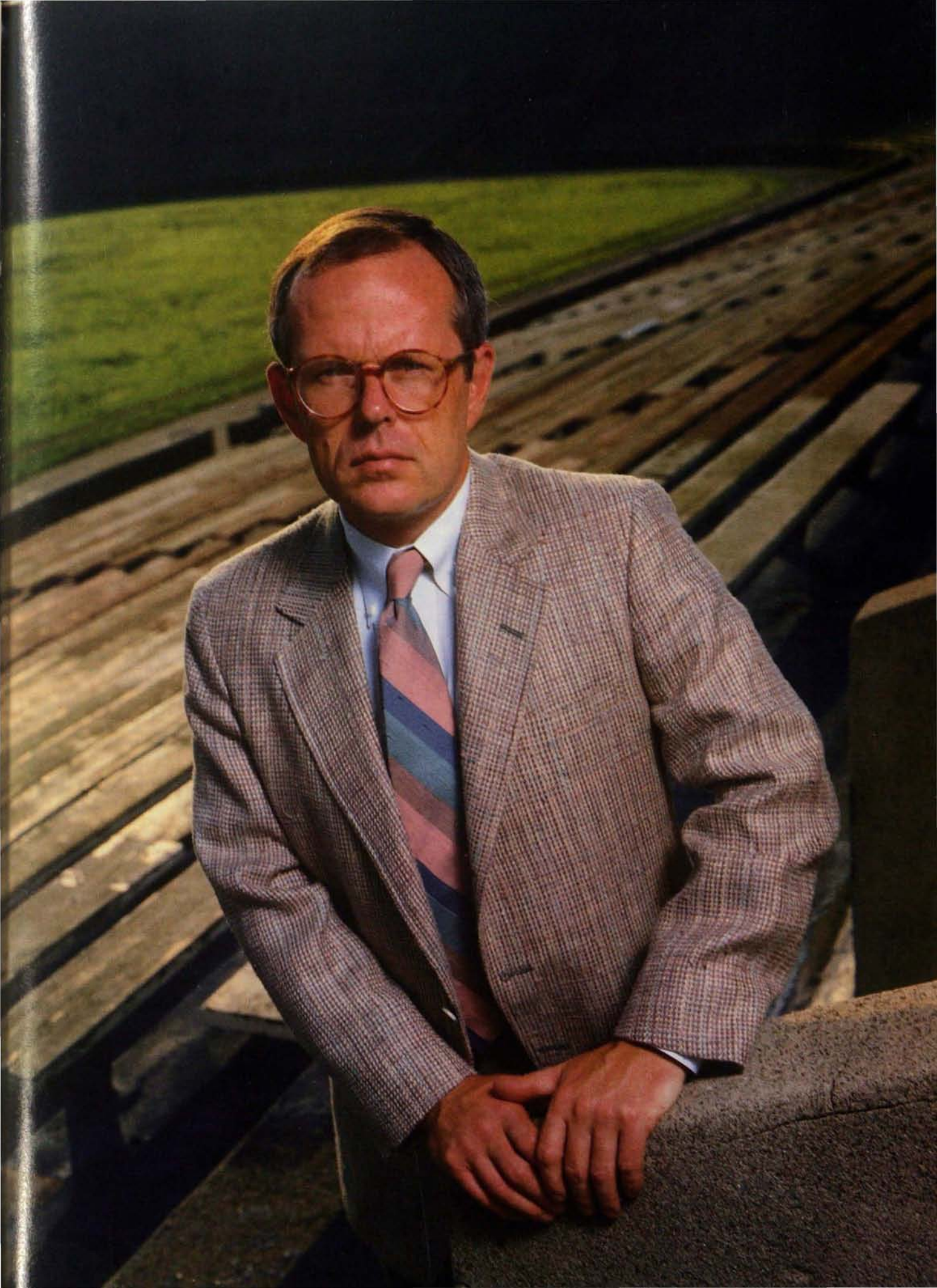
Since 1981 Pat Fallon has been chair of Fallon McElligott, the Minneapolis agency known for creating some of the most memorable, amusing, and effective ads in the business: Gold 'N' Plump Chickens in combat; the 7 South 8th bad haircuts series featuring Einstein, Medusa, and Nixon; Minnesota Federal Savings and Loan bits with rival bankers prancing to "Hit the Road, Jack" and "I Can't Give You Anything But Love." Clients have included such prestigious and diverse accounts as the *Wall Street Journal*, Federal Express, US West, the Episcopal Church, Porsche, and *Rolling Stone*.

Partner Tom McElligott, '70, handles creative aspects, Fred Senn is head of account services, Irv Fish serves as chief financial officer, and Fallon heads up new business and strategies for the firm, which has annual billings of \$135 million, a minimum account size of \$5 million, and a self-imposed limit of 25 accounts. Their performance has earned coast-to-coast praise and a passel of awards, including Agency of the Year by *Advertising Age* magazine.

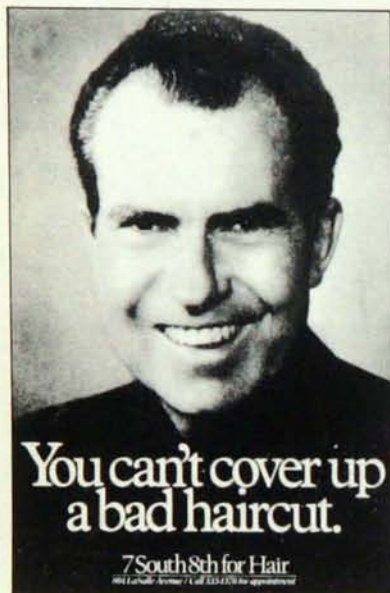
"I was lucky to be in the right place at the right time with the right partners," says Fallon, 41. "And I have a great deal of stamina, and that can make the difference in this business. I don't require a hell of a lot of sleep. I'm very determined."

At work, Fallon appears crisp and conservative in penny loafers and pinstripe shirt, digital watch, and horn-rimmed glasses. Fallon McElligott offices in the 701 Building are filled with traditional furniture: English hunting prints, plaid Chesterfields, green pig suede armchairs, eel-skin cigar boxes, butler's tables. Like Fallon, the polished, conservative office veneer hides a rascally and irreverent underside.

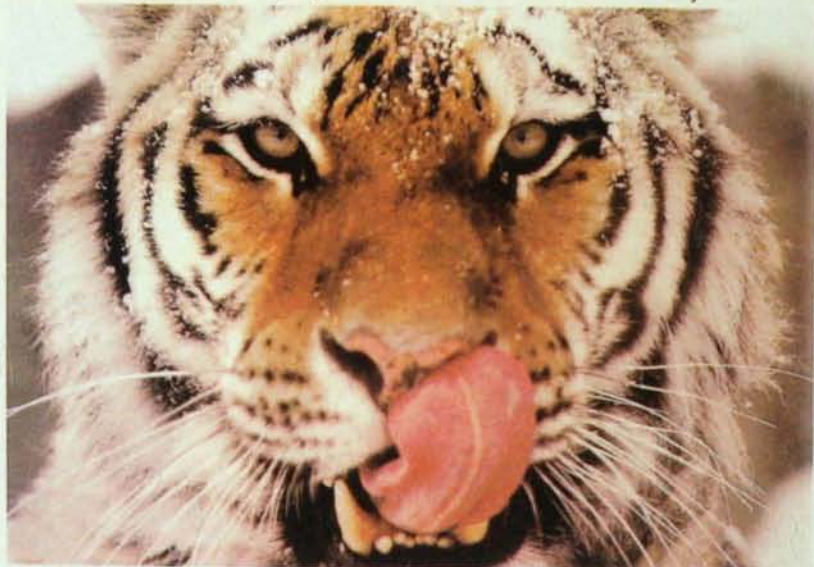
"My incongruity is that I look very straight, and I'm not," he says. "That surprises people. I went into the Cabooze the other night, and I felt like a narc, like a G-man or something. I love music, but I don't do bars. I'm like Ozzie Nelson. I go home from work at 6:30 and stay there. I've never been to Runyon's. I'm kind of a dork, I'm out of sync. Movie stereotypes of ad people? Tell me that when I'm eating a tuna sandwich over my desk trying to get a presentation ready."



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AMF art director, John Morrison, Mike Fazende, and Dean Hanson; copywriters, Tom McElligott, Rod Kilpatrick, and Bill Miller; photography, Dennis Manarchy, Tom Berthiaume, and the Image Bank.

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Fallon has the kind of chutzpah to chat up actor Tom Cruise in a hotel lobby, all the while pretending not to recognize him. His impish streak can manifest itself in pranks that male friends are reluctant to relate in public but that keep them laughing for weeks. He can also, they say, be "opinionated, ornery, and issue-oriented"—sometimes in a good cause.

"When he's dedicated to something, it's hang the decorum, says Charlie Hoag, a close friend and retail sales manager for the *Star Tribune*. "He plays from his heart. When he campaigned to keep the Gophers at the Brickhouse [Memorial Stadium], there was nothing insincere about that."

Fallon was cochair of a Save Memorial Stadium committee in 1984.

"I cared because it seems to me University sports should be played on University facilities and not in downtown Minneapolis," says Fallon, who treasures the memories of "walking through campus with the leaves and marching bands and seeing a game outdoors in the sun in arguably the most famous, historical sports facility in the state.

"The issue was not presented honestly by the University," Fallon says. "And furthermore the issues were very mixed: The Viking problem of weather wasn't the Gopher problem of weather. I feel the University of Minnesota has a tremendous heritage and a marketing tool to get people to campus, and they walked away from it.

Wright football in downtown Minneapolis is something that doesn't connect with me," he says. "The fact that a handful of influential businessmen pulled this off seemed disgusting to me. They orchestrated Lou Holtz to come in, and he gave a pep talk. We had an outsider orchestrate where we will watch football for the rest of our lives, and then he left.

"He's a rah rah, an interesting, colorful guy. And the same group that orchestrated the move pumped him up, and wound him up, and sent him in the room—we were crushed.

"What was said publicly and privately were two different things. They had a horrible football program, and they blamed it on the facility and were encouraged to do it by the people who wanted to bring the games downtown. It was a back-room deal. Then all the revisionist history made it look like it didn't happen."

Fallon loves football but rarely goes to a game in the Dome. "It's not the same," he says. "I even used to fly back for the spring game when I lived in Chicago, but this pretty much took the joy out of football for me, although I still support athletics. I think that move really cut out

an anchor in some people's lives that liked University football. We had thousands of very heartfelt letters of support from around the state; you wouldn't believe how moving they were.

"I really believe that had somebody been able to devote full time and resources to the campaign, we would have won. We were short on money and time.

"I was very frustrated," he says. "In a different life, I would liked to have quit my job and gone at it, given it a real go.

"I'm extremely competitive, the world's worst loser, very immature," he adds. "Even though I was always trying to be an athlete [in high school], I wasn't a very good one. I had to work real hard. I tried football, wrestling, dumb things. And I was small, and so being competitive meant just making the team. It seems like it's worked out here—I can do better in business and win more often. I like to win. I don't know exactly what motivates me, but it isn't so much money. I like money, but when things come down to us getting an account versus someone else, I just want to get it!"

And he unabashedly enjoys succeeding by the rules of his partnership: "We don't do good lunches, we don't do clubs, we don't play golf, we don't network. We just do it by doing brilliant work. It's self-satisfying.

"We had a strong, focused self-identity when we started," says Fallon, who teamed up formally with McElligott, Senn, Fish, and artistic director Nancy Rice in 1981. (He and McElligott had freelanced for nine years previously as Lunch Hour Ltd.) "It hasn't wavered one inch from day one. It's based on our original mission statement, which took about a year to write down and was kind of embarrassing to say out loud because we didn't have any clients, we just had these dreams: to be the best creative agency in America."

And he will admit, "most people would say we're certainly one of the best."

Doing great work seems to have redeemed Fallon from a stretch of rough years as a teenager.

"I was kind of Mr. Anything for a Laugh. I was extraordinarily self-centered, couldn't have cared less what my parents thought. I had a couple of brushes with the law—bizarre things that are embarrassing. I was girl-nuts. I was just a disaster."

He characterizes himself as a "runaway Catholic. I ran away about fourth grade—it just didn't ever click with me, never made sense to me."

And his high school scholastic record was so dismal that he was only offered General College admission at the University of Minnesota. "I couldn't get into college, I had to take tests to get into the U. But I knew I could do the stuff. And I

knew that academically I would be fine at some point. During high school, it just didn't matter to me. Then when I discovered I had screwed up so much that it really might affect my life, I took tests and got in."

He got in with a vengeance, landing in the Iron Wedge honorary society, serving as president of the Board of Presidents, Beta House, the Interfraternity Council, and what he calls "all that boy stuff" for fraternities.

He earned a B.A. in philosophy in 1968, "for what reason I have no idea," he says. "It seemed like the thing to do. I like to read, so I have a double major in philosophy and humanities. It allowed me to take essay tests, which I was reasonably good at. I had no long-term career goal, nothing. My family didn't have a lot of money. I grew up on 15th and Second Avenue, a downtown urchin. I had to work fairly hard to get through school, and at that point I was sick of being poor.

"I've never been one to respond well to authority, and I somehow had the sense that advertising would offer some freedom. So I interviewed with a bunch of agencies and went to work for Leo Burnett in Chicago, which I was told was the best even though it paid the least, in an account training program. I spent most of the time in media and research. I went there with thoughts of working for a year and going back to graduate school in humanities or art history; I never did, because I liked [the work] so much."

Today the downtown urchin has more than compensated for his background: Last year, Fallon, McElligott, Fish, and Senn sold majority interest in their firm to New York-based Scali, McCabe and Sloves, for \$6.5 million plus payments based on annual profits. In addition to its 400 New York employees, Scali has 1,200 more in offices throughout eight countries. But the United States is turf enough for Fallon.

"I'm not as interested in international business as I should be," he says. "That's very out of sync with the times, I know. We understand the nuances of our culture quite well. The agencies that try to understand the nuances of other cultures superficially usually shoot themselves in the foot. We might do it just enough to get in trouble. Part of our success is knowing what we're good at and not trying to be all things to all people. Sometimes when we've turned people down, it's been taken as arrogance. It's not meant to be; it's self-reality. We aren't right for everyone."

Fallon says his agency's campaigns succeed not just because they are "brilliant," but also because they "must be based in truth and give consumers credit for having

some intelligence. We also don't do sexist advertising."

In half a dozen years, Fallon McElligott has grown from an initial staff of seven to a current staff of 120. But quality, not size, is what spurs Fallon. And his success has made him wary rather than soft. "We don't have aspirations to be the biggest agency anywhere. Size isn't what drives us; we want to be the best."

That means "not taking our press clippings or ourselves too seriously and selecting the right clients that buy us for what we stand for. Having the integrity and candor to do relatively candid self-assessment. Not rationalizing when we do bad work. Agencies slip into bad habits when they don't recognize their failures. When most agencies do bad work, they say, 'The client wouldn't let us do things.' Our clients hire us for what we can do. When we fail, nine times out of ten we have to point our fingers at ourselves."

"Agencies are really frail, even as successful as they are on the outside. I live in fear of, as we grow, are we changing? I'm not changing, but when you add people little things start happening. So I'm constantly trying to step back and see. Are we changing? Are we behaving as we should behave?"

Fallon McElligott's reputation for treating employees well—trips, parties, bonuses—has not varied from its beginnings, either. And Pat Fallon admits he is a wonderful boss.

"We are so great with our people it's unbelievable," says Fallon. "We don't lose people, and we don't let our clients bully people. We've had three people leave us and come back within three weeks. The president of our firm left and gave one of our clients the best four weeks of his life and came back. Nothing is more important to us than our people; that's why we have succeeded. It isn't because the four of us are so brilliant. It's because we recruit great people. There's no politics or anything counterproductive. We're after one thing and that's great work."

"Advertising people, creative people aren't driven by money. They're driven by being able to do great work. And if they can do that and make a lot of money, why would they leave?"

Fallon McElligott staff receive annual bonuses consisting of a \$100 base and \$50 for every month of employment as well as other bonuses based on performance. The building houses a gym. The doorless offices are glass walled and follow a circular floor plan. And little office hierarchy is evident, Fallon contends. "And it's fun! This business can't be drudgery or your work shows. And it shows through politics, [poor] advertising,

absenteeism, turnover—all of which is very expensive."

Fallon is a confessed hard-charger in a profession that is legendary for burnouts. His workdays begin at 7:00 a.m.—4:00 a.m. in a crush. But he says he tries "to not be out of town more than two nights a week, although I do a lot of day trips. I've had to try to take control of that, or I'd be nothing but this business."

"I was told yesterday that I'm an upper 1 percent candidate for a heart attack right now," he says, referring in part to work tempo, in part to personal domestic stress. Yet he is trim, a onetime marathon runner. "I work out a lot with weights and run a lot. Out of 120 people, we have nineteen marathon runners—bizarre. We're really very fit as a company."

"I always think of Pat Fallon as a kid who's playing grown-up," says Charlie Hoag. "He works his ass off; he's one of the highest-charged guys I have ever met and known. I don't know where he gets all his energy."

Fallon's merry prankster spirit extends to his office as well.

"One of the great secrets to his agency's success is they're all buttoned up, but they're loose," says Hoag. "They work hard, but they also play hard. When Fallon McElligott people go out on presentations, they usually check their slide trays first, or invariably there can be very embarrassing slides on the screen. It's all in good humor, but Pat's been known to slip a slide."

"Yet I know of no one more P.R. conscious, who covers every base," Hoag adds. "You can do the simplest thing for them and get heaps of thank-yous; the follow-through is highly creative. Pat's mind has to go 36 hours a day."

Currently separated from his second wife, Fallon has a son, Kevin, sixteen, by his first marriage and a daughter, Megan, two, by his second. When he speaks about his family, Fallon modifies his air of urban steam and creative frenzy.

"I'd much rather be married than not married," he says ruefully, adding that he has begun to fear that others will think of him as "the Elizabeth Taylor of advertising."

"I know quite a few real good marriages, I really do. First marriages. I know 'em up close. That keeps me hopeful. But I see myself as two marriages . . . oh God. My family is really important to me, my son has been an anchor in my life. He's my best friend, my son, my father, a great kid. He's so responsible! I was such an idiot at his age, and he's such a nice kid. I wouldn't have wanted to know me at his age."

"I like the outdoors a lot. I have a cabin in northern Wisconsin, and I like to spend time just vegetating with the locals."

It's like Appalachia, they all look like Calvin Griffith. My son and I go up and read a lot, and I do a little fishing."

He travels often, and not surprisingly he also loves Ireland—not because he is fourth-generation Irish on virtually both sides, but because of the unpretentiousness of the Irish. "I love the graciousness and simplicity of the country people," he says. "The Irish are poor and overtaxed, but they're so warm and happy. And they don't have anything. That's just how they are."

Would be better at vacations than I am," says Fallon. "I've never taken a long one, say two weeks. I travel so much that my ideal vacation is just to go to northern Wisconsin, and I know that sounds sick. But I fly so much: Tomorrow, Columbus, Ohio. Tuesday, Orlando. Wednesday, Columbus. Thursday I'm going to Denver, and Friday I'm going to Venice, Italy, to speak to a group on 'Fueling the Entrepreneurial Fires.'"

The entrepreneurial fires that brought Fallon and his team extraordinary success have not alienated him from his friends, however.

"His friends are still his friends, nothing has gone to his head, and it hasn't for any of the partners," says Hoag.

One local business reporter called Fallon "waspish," and he can be sharp and impatient.

"I have a reputation for being kind of outspoken," Fallon admits. "And when people meet me, it doesn't square. I don't think I'm acerbic; I can be. I don't dance very well; when people ask me something, I assume they want an honest answer, and I give it to them."

This capacity also causes employees to seek him out for advice. "I'm intuitive, and people around here tell me far more than I want to know about their lives. I can't manage my own life, but around here I'm like Ann Landers or Dr. Ruth or something. It's just bizarre."

Through his corporation, he also gives to good causes, donating the company skills to three public service clients a year. "That's our way of giving back," says Fallon. "I don't know of a company that gives back more."

Although time eludes him, Fallon has no regrets about his choice of career.

"I was just going to avoid growing up, and I have been able to avoid growing up doing this. It's pretty fun. It's fun being successful and actually being compensated for something you'd probably do anyway."

Karin Winegar is a reporter for the Star Tribune who has written for numerous state and national publications.

FROM A TO Z

A scorecard for fans looking for something to cheer about

To the dismay of some and the delight of others, a part of the university reputation-building game rests on the shoulders of the jocks.

With that in mind, we decided to look at all five University of Minnesota campuses, to see how Minnesota's best teams enhance the reputation of the University and even the state. While we were at it, we looked past the major sports—those that draw the money and the fans—to the sports that on a smaller scale draw students together, encourage individual discipline and excellence, and generally provide something to write home about.

Here, from A to Z, is a brief scorecard of the sports being played and practiced on a University of Minnesota campus.

BY WENDY NORBERG

So what if Buck Hill (the closest ski practice area) is just that. The Twin Cities **ALPINE** ski club has been consistently strong at the national level. In 1987 the women finished first in regional competition and advanced to the nationals where they placed fourth in slalom. The team placed seventh in the nation in giant slalom and slalom combined. The men ended last season with a fifth-place regional finish. Alpine skiing is also offered at the University of Minnesota-Duluth (UMD).

The 1987 World Series Champion Minnesota Twins aren't the only **BASEBALL** team in town. Varsity men's teams are fielded at Crookston, Duluth, Morris, and the Twin Cities. The Gophers were second in last season's Big Ten playoffs and had a 36-25 record. The UMD Bulldogs finished second in the National Intercollegiate Conference (NIC), had six players named to the all-NIC team, and Pat Berquist signed with the Kansas City Royals.

SPORTS

The men's and women's **CREW** clubs pull together exceptional teams at the Twin Cities campus, where they train up and down the Mississippi. Competition is based on weight categories and crew size. Minnesota's heavyweight men took the Dad Vail Gold Medal in Philadelphia in 1987. The women annually train and participate in the Head of the Charles Regatta in Boston. UMD also offers a rowing club that trains in the St. Louis River Bay area.

The **DISC** sport club promotes Frisbee sports, primarily for ultimate (Frisbee football) team competition. Disc golfers, freestylers, and disc-throwing amateurs can join either the informal Twin Cities club or one of UMD's oldest clubs, the Great Lakes Disc Club.

EQUESTRIAN sports at a metropolitan university? The Twin Cities campus offers a rodeo club for men and women that competes as part of the National Intercollegiate Rodeo Association. The club owns its own mechanical bull for training purposes, and also offers noncompetitive activities. The University of Minnesota, Waseca, campus has a Rough Riders club that participates in and holds horse shows and offers members field trips and clinics that tie to the school's light horse management program. They also have a rodeo club offering intercollegiate rodeo competitions.

FOOTBALL is played on every campus. The Gophers, competing in the Big Ten, finished third in 1986 with a 6-5 record and played in the Liberty Bowl. The UMD Bulldogs had their seventeenth consecutive winning season, and the University of Minnesota, Morris, Cougars were 1986 conference champs, both in the NIC. The Cougars, ranked eleventh by the National Association of Intercollegiate Athletics (NAIA), finished with an 8-1-1 record. The University of Minnesota, Waseca, Rams and the University of Minnesota, Crookston, Trojans compete in the Minnesota Community College Conference (MCCC). Men's, women's, and coed recreational and intramural flag and touch football are also played on all campuses.



IMPRESSIONS of a SAFETY MAN CATCHING a PUNT



SPORTS

In **GYMNASTICS**, the Gopher varsity men on the Twin Cities campus finished 7-1 and third in the Big Ten with Collin Godkin taking all-around, horizontal bar, and parallel bar honors. The women, also third in the Big Ten, were led by Marie Roethlisberger, a National Collegiate Athletic Association (NCAA) all-American who took second in the uneven bars competition and was Big Ten all-around champion.



You thought hockey would be next, right? Wait until "I" for ice, because first we'll take note of **HOCKEYBALL**, the most popular of several women's intramural sports at Crookston. Played with a regulation stick on ice, but sans skates and puck and substituting a ball and boots, hockeyball is a cross between hockey and broomball, another popular intramural sport that substitutes a broom for the stick and is played by coed teams. Got that?

OK, here's **ICE HOCKEY**. On the varsity level, the Gophers and Bulldogs in the Western Collegiate Hockey Association (WCHA) are past national champs or contenders. Six players—Guy Gosselin from Duluth and John Blue, Tom Chorske, Corey Millen, Todd Okerlund, and Dave Snuggerud from the Twin Cities campus—were named to the 1988 U.S. Olympic team. The Gophers were second in the WCHA and third in the nation last year. The Trojans finished 15-1 last year in the MCCC. • In 1974 a women's hockey club was founded on the Twin Cities campus. The team won the 1987 Border Club Championship and finished third in the national championships. This year, Mary Brown was named to the U.S. World Team.

A highly visible club known for its ups and downs, the **JUGGLING** club on the Twin Cities campus gathers regularly on Northrop mall to practice the deceptively simple task of throwing objects in the air, catching them, and throwing them again. The club performs often for charity groups, senior citizens, children, and halftime shows.



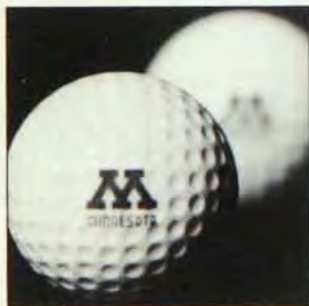
SPORTS

Since soccer involves **KICKS**, it landed here to save the "S" for something else. Not yet a varsity sport at the University, soccer is played by both men's and women's club teams on the Twin Cities and Duluth campuses, and by many students recreationally or in intramural competition on all campuses. The Twin Cities men's club has participated for fifteen years in Midwest intercollegiate competition. The women have had three consecutive winning seasons and finished 17-1 in 1986. The team plays an independent schedule against collegiate and club teams and has ended the last three seasons winning the unofficial Big Ten championship tournament.

When it comes to **LINKS**, the Gophers offer varsity golf competition for both men and women. Last year the Gopher women were third in the Big Ten and sent Kate Hughes to the national tournament. The University's own nine- and eighteen-hole courses are home for both teams, and recreational and intramural play is offered for the entire University community. The Duluth Bulldogs also have a men's team, which finished second in the NIC and NAIA District 13 championships last year. The team has also been to the NCAA Division II nationals for seven consecutive years.

At the University, **MARTIAL ARTS** are practiced by a number of clubs, including Aikido Yoshinkai, Chinese Kung Fu, Karate, Judo, Japanese Karate, International Karate League, Tae Kwon Do, T'ai Chi, Vechi-Ryu Karate Do, and Vo Lam Viet Nam Original Kung Fu. Each takes a unique approach to the martial arts; some offer competitive tournament participation, and others emphasize exercise, meditation, self-discipline, or self-defense. The Judo club took four gold medals and one silver in various divisions at the 1987 Canadian Border Open.

In 1986 the **NORDIC** ski team, a Twin Cities club sport, captured the national championships for women at the National Collegiate Ski Championships. In 1987 the women repeated as national champs, led by Terri Pauls, individual national champ. The team trains year-round for individual races—10K for women and 15K for men. Organized Nordic recreation, competition, and instruction are also available on the Duluth campus.



SPORTS

Two of the **OLDEST** organized clubs on the Twin Cities campus are the badminton club, which boasts some of the best players in the state, and the fencing club, which sent Angela Longworth, Lisa Laskey, and Travis Erickson to the Junior Olympics. Instruction is available and practices are scheduled regularly for these sports. The fencing club provides equipment, holds classes for beginners, and offers coaching to the more experienced.

A number of sports use the many University **POOLS**, including Gopher men's and women's varsity swimming and diving teams. Last year, the women's swim team was second in the Big Ten, and Sue Roell placed first in four Big Ten championship events. She then placed fourth in the nation and participated in World University Games competition.

- The water polo club for men was first organized in the 1930s, and the Minnesota Marlinette synchronized competition, among the first collegiate sports for women, was founded in the 1940s.

- Other clubs that encourage getting wet include the new triathlon club, a water-skiing club for recreational or tournament skiers, the sailing club, and the scuba club, which fields an underwater hockey team and offers certification, local diving opportunities, and trips.

We haven't yet found anyone playing organized **QUOIT**—a game in which flat rings of iron or rope are pitched at a stake, with points awarded for encircling it—but surely variations of the game are being practiced in dorm rooms on every campus.

Two **RUGBY** clubs are competing in Gopherland. The men's team competes annually in Big Ten and Midwest championships and attends tournaments in Milwaukee, New Orleans, and Winnipeg. Members have gone on to play for the U.S. national team. The women's contingent was formed in 1978 and, though still building the program, captured third in the nation last year. Karen Ryan, Mary Sullivan, Laurie Reese, and Cynthia Bystrak made the U.S. national team.



SPORTS

In **SOFTBALL**, men's, women's, and co-rec slow-pitch leagues are offered regularly every spring. The Duluth Bulldogs women's varsity team was 12-0 last year in conference play. The women Trojans from Crookston also won their conference title. Women's varsity softball is also played by the Waseca Rams, the Morris Cougars, and the Gophers.

The University has varsity **TRACK-AND-FIELD** competition on all but the Crookston campus. The Waseca Rams men took their third straight conference championship last year with the help of high- and triple-jumper Joe Healy, who set state and regional junior college records. The Rams women also had a successful year, led by double national champ Patrice Hageman in the two-mile and 3,000 meters. Intramural track-and-field competitions are organized for those former competitors who get the springtime itch to lace up the old spikes again.

The **UNIVERSITY** offers more clubs and teams than there are letters of the alphabet. Organized sports that didn't make our "first cut" include aerobics, archery, arm wrestling, bowling (Twin Cities men finished fifth in the nation and were ranked second last year), boxing (for men and women), cycling, figure skating, handball, racquetball, rock climbing, rod and gun, skydiving, squash, table tennis, tennis (Gopher men were second in the Big Ten last year), and weight training and lifting.

Varsity women's **VOLLEYBALL** is a fast-paced, fan-pleasing sport on all five campuses. Last year the Gophers were 21-11 overall, 13-5 in the conference, and second in the Big Ten. The Duluth women Bulldogs finished 12-0 for their fourth straight Northern Sun Conference (NSC) title—their seventh in eight years with the league. The team made the final sixteen in its first trip to the NCAA Division II regionals. The women at Crookston took first in their conference as well. The Twin Cities club includes both men and women and competes in the United States Volleyball Association (USVA) and has a men's intercollegiate team that competes in the Northern Intercollegiate Volleyball Conference (NIVC). The men placed sixth in the nation last year. Regular and sand volleyball tournaments are scheduled intramural and recreational activities for men and women on all campuses.



SPORTS

The Gopher **WRESTLING** team placed sixth in the Big Ten last year, but sent three individual performers to the NCAA tournament where Dave Dean, wrestling at 190 pounds, finished second in the nation. The team placed nineteenth. All the University campuses offer men's varsity competition, and the Bulldogs boast a NALA national champion, Mike Hirschey. Men participate in intramural tournaments at Waseca and the Twin Cities.

Varsity competition in cross-country running, or **X-COUNTRY** as it's often abbreviated, is offered on the Twin Cities, Duluth, and Waseca campuses. Highlighting the 1986 season for the women's Gopher squad was a ninth-place finish in District 4 competition. The Bulldogs won both the men's and women's individual titles, and sent both squads on to national competition. Patrice Hageman, top woman for the Waseca Rams, won the region and placed second in national competition at that level.

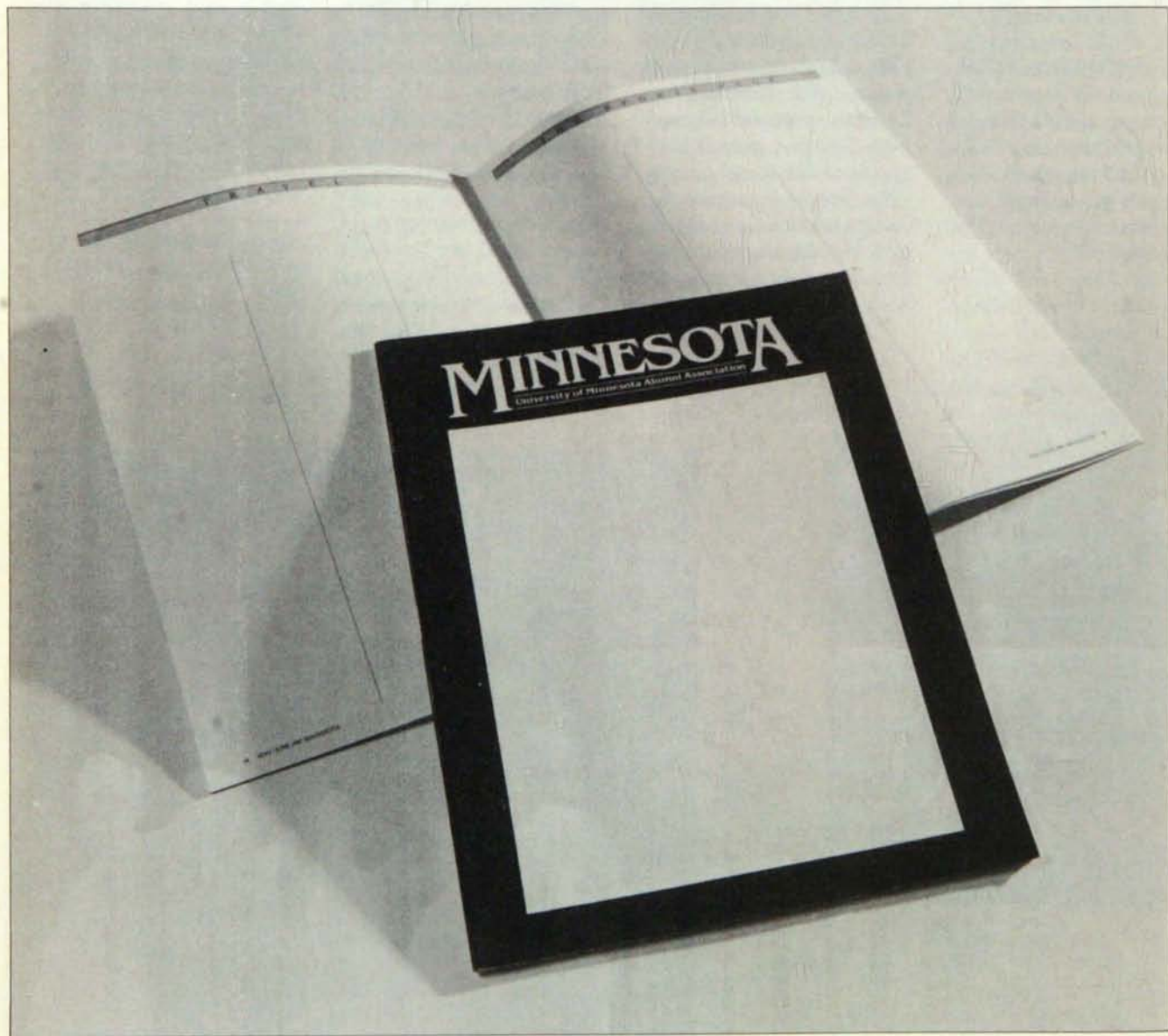
YOU thought we'd forget one of the most popular sports in both participation and spectating: basketball. Not a chance, when every campus offers varsity teams for both men and women. The Twin Cities has a women's club, and the sport is played by men, women, and co-rec intramural teams in three-man, five-man, full-court, and half-court competition. Informal and open league play, and even free-throw competitions, are regularly scheduled. The Bulldogs were 24-7 overall and 11-0 in conference play last season, winning five of the last six NIC titles.

ZEN knife throwing is one of the few sports at the University for which you might have trouble finding a partner. At an institution where 35,000 people participate annually in recreational sports on the Twin Cities campus alone, someone can always be found with a mutual interest in doing or watching your favorite athletic activity at any competitive or recreational level. Knives, anyone?

Wendy Norberg is the former editor of Campaign News.



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THE UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION

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New years for the University are an odd business. The University's fiscal new year starts in July, and the school year starts in September. Still, something can be said for celebrating a new year's promise and a past year's contributions in January.

In 1987 the University said hello to some welcomed newcomers: Mary Helt-sley, dean of the College of Home Eco-nomics; Paul Magee, dean of the College of Biological Sciences; Arthur L. Caplan, director of the Biomedical Ethics Cen-ter; Lawrence Ianni, chancellor of the University of Minnesota, Duluth; Karen

hello good-bye

Wolff, director of the School of Music; and G. Edward Schuh, dean of the Humphrey Institute.

The University also said good-bye to some old friends. Regents' Professor of Biochemistry Stanley Dagley, a kind and gentle man, died in October. Regents' Professor of Economics Walter Heller died of a heart attack in June. The country lost not only the "best-known economist in the country," said the *Washington Post*'s Hobart Rowen, it lost a man who "educated not only Kennedy and Johnson, but a whole generation of Americans."

The University was also saddened by the suicide death of John Brantner, professor of clinical psychology, who spoke to thousands on the subjects of death, dying, aging, and sexuality. We also lost Walter Houser Brattain, University alumnus and 1956 winner of the Nobel Prize for physics, who died of Alzheimer's disease at the age of 85.

We said welcome back to Walter Mondale, who came home to practice law, and bid good-bye to Garrison Keillor, who left home to be left alone. We skipped classes to cheer for the world-champion Minnesota Twins and changed homecoming to wave our Homer Hankies.

We gave a Minnesota welcome to Justice Sandra Day O'Connor and Congresswoman Patricia Schroeder and a not-so-Minnesota welcome to Vice President George Bush, who was rudely harassed by students as he delivered the Carlson lecture.

The dread disease of AIDS made its presence felt on campus as condoms were distributed in Coffman Union, and the University Hospi-tals became one of nineteen AIDS treatment evaluation units in the country. And as Americans asked what Gary Hart was doing with Donna Rice, the University's new media ethics center pondered the plethora of issues raised in a year that was filled with scandals.

We bid a permanent good-bye to Temporary North of Appelby, and said so long to Floyd of Rosedale, the Little Brown Jug, and record-breaking senior quarterback Rickey Foggie. Also gone but not forgotten are Al Johnson's Clothier and the Coffeehouse Extempore.

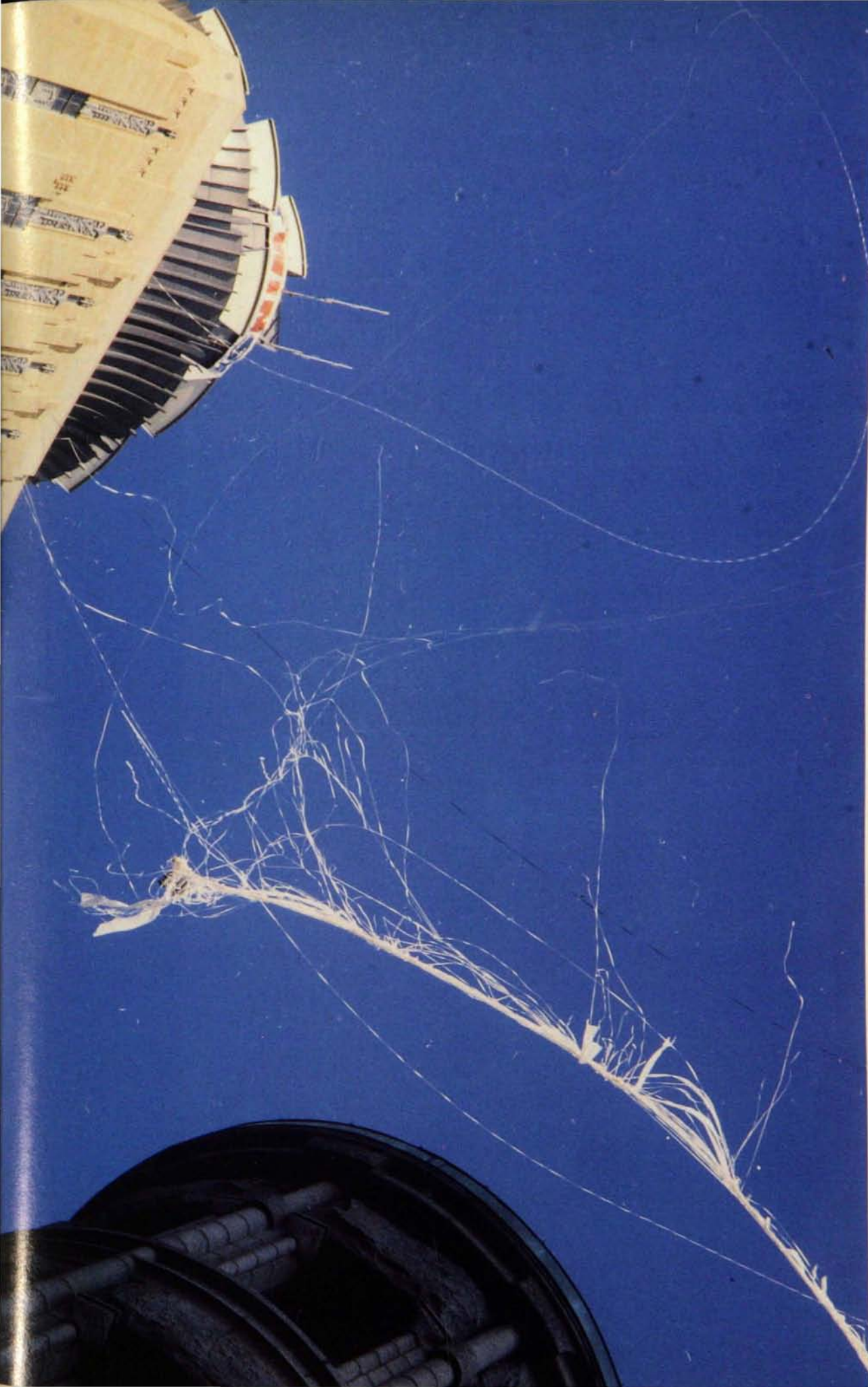
Supporters of the University raised \$290 million toward a \$300 million goal. But the legislature, in its usual battle of the budget, gave a show of support for Commitment to Focus but little money. The University pondered saying good-bye to the schools of veterinary medicine and dentistry but decided to say hello again after the brouhaha quieted.

Hello 1988, good-bye 1987.

Professor
John
Brantner
1922-87

"What I do to increase the understanding of the problems of the aged and to ameliorate their condition rewards me directly and concerns me deeply. It is certain that I shall be either dead or a member of this currently disadvantaged and misunderstood group."





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Commitment

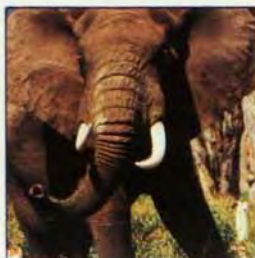
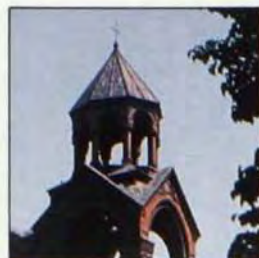
The University approved higher entrance standards and decreased enrollment and eliminated General College's degree-granting privileges, but was \$18 million short of its request to correct underfunding of instruction.



1 9 8 8

TRAVEL

P R O G R A M



University of Minnesota Alumni Association

ON THE MOVE TO GREAT DESTINATIONS

TO OUR MINNESOTA ALUMNI AND FRIENDS

The Minnesota Alumni Association travel program for 1988 is our most unique and exciting one yet. We'll be cruising down the Nile and exploring ancient Egypt, visiting exotic destinations in Thailand and Nepal, seeing China and cruising the Yangtze River, experiencing Africa's best game viewing in Tanzania, sampling some of the diversity of Russia, and relaxing on cruises in New England and on the Amazon and Danube Rivers. Our trips have been designed with you in mind to provide once-in-a-lifetime educational and cultural experiences. Join us and your fellow alumni and friends in experiencing the richness and diversity of the major continents of the world.

Sincerely,



Margaret Sughrue Carlson
Executive Director

Please note: Estimated tour prices are from Minneapolis.



CHINA

May 1988

This exciting 18-day trip combines air travel to the diverse Chinese cities of Beijing, Chongqing, Xian, Shanghai, and Hong Kong with a three-day cruise down the Yangtze River. Highlights include educational lectures on the history and culture of China, seeing the spectacular Three Gorges on the Yangtze and the 7,500 life-sized terra cotta statues at Xian, and visiting an agricultural commune.

Approximate cost: \$4,700



TANZANIA

August 1988

This 11-day safari to the almost untouched and dramatically beautiful game parks of northern Tanzania is like going to a new frontier. Accompanied by expert guides, see the greatest concentration of wildlife and experience the best game viewing in Africa in the Ngorongoro Crater and the Tarangire, Serengeti, and Lake Manyara national parks. Highlights include excellent photo opportunities, lodges offering panoramic views of the spectacular landscapes, a tented hotel, and a visit to Olduvai Gorge, where some of man's earliest fossils were found.

Approximate cost: \$3,700

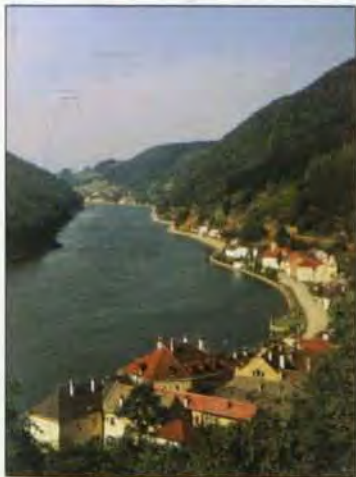


THAILAND/NEPAL/HONG KONG

February 1988

This exotic 17-day trip provides a glimpse of three different countries and cultures. Visit exotic Bangkok and the northern city of Chiang Mai in Thailand, the heights of Kathmandu and the celebrated Tiger Tops Jungle Lodge in Nepal, and fast-paced, cosmopolitan Hong Kong. Highlights include seeing the beautiful art and architecture of Thailand, wild-game viewing and a jungle elephant safari in Nepal, and a cruise through the beautiful "Fragrant Harbor" of Hong Kong on a motorized Chinese junk.

Approximate cost: \$3,900

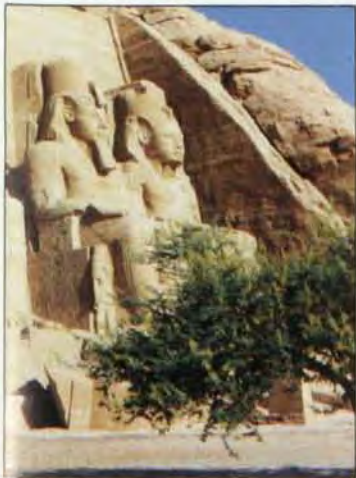


DANUBE RIVER CRUISE

September 1988

On this popular 13-day trip, you will cruise through seven different countries with an ease and comfort not possible in a land trip. Visit exotic Istanbul, cruise the Black Sea, stop at cities in Romania, Bulgaria, Yugoslavia, Hungary, and Czechoslovakia, and end the cruise with time to explore and enjoy the charm of Vienna. Highlights include educational lectures on shipboard to enhance your understanding of the countries visited, special dinners in Istanbul and Budapest, and a private concert in Vienna.

Approximate cost: \$3,200



EGYPT

October 1988

This exciting 14-day trip provides an in-depth look at both ancient and modern Egypt, with three full days in Cairo, a three-day Nile River cruise, visits to the major temples and monuments of ancient Egyptian civilization, and a visit to the Mediterranean city of Alexandria. Highlights include a visit to the Egyptian exhibit at the British Museum in London before arrival in Cairo, a luxury train ride from Cairo to Aswan, and a flying tour to Abu Simbel.

Approximate cost: \$3,400

For more information: please return the attached card to the Minnesota Alumni Association or call Elaine Hughes at (612) 624-2323.

INFORMATION REQUEST FORM

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ADDRESS _____

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I am a MAA member _____ I am not a MAA member _____

MAA I.D. # _____

_____ please send me information on becoming a Minnesota Alumni Association member. _____ yes, I am interested in attending the MAA annual travel preview, please send me an invitation.

Please send the following tour brochures: (check each appropriate box)

_____ Thailand/Nepal/Hong Kong _____ New England Cruise

_____ Amazon River/Caribbean Cruise _____ Tanzania

_____ China _____ Danube River Cruise

_____ Russia _____ Egypt



AMAZON RIVER/ CARIBBEAN CRUISE

March 1988



This relaxing 11-day cruise is like two different trips; spend five days cruising the Amazon from Manaus in the heart of South America to the colorful colonial Portuguese town of Belem, and another five days visiting Devil's Island and the islands of Tobago, Barbados, Guadeloupe, St. Maarten, St. Barthelemy, St. Thomas, and the Dominican Republic. Highlights include a series of shipboard lectures on the Amazon portion of the trip, a visit to a primitive Amazon village, and the many beautiful beaches and friendly people of the Caribbean.

Approximate cost: \$2,500-\$4,000

RUSSIA

June 1988

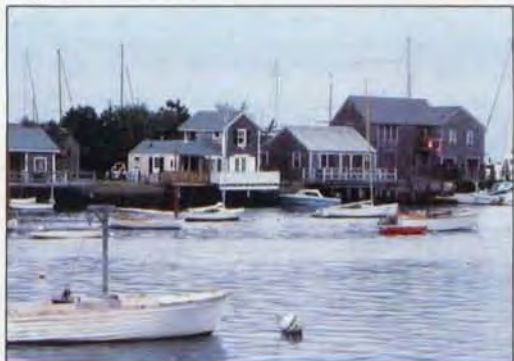


This unusual 14-day trip shows several different faces of Russia, combining the more familiar urban destinations of Leningrad and Moscow with visits to Tbilisi, Yerevan, and Sochi in the culturally and historically rich southern resort area of the Soviet Union. Highlights include visits to the major points of interest in each city, such as the Hermitage Museum in Leningrad and the Kremlin in Moscow, and excursions to several beautiful lakes and a wine-farming area in the southern region.

Approximate cost: \$3,000

NEW ENGLAND CRUISE

July 1988



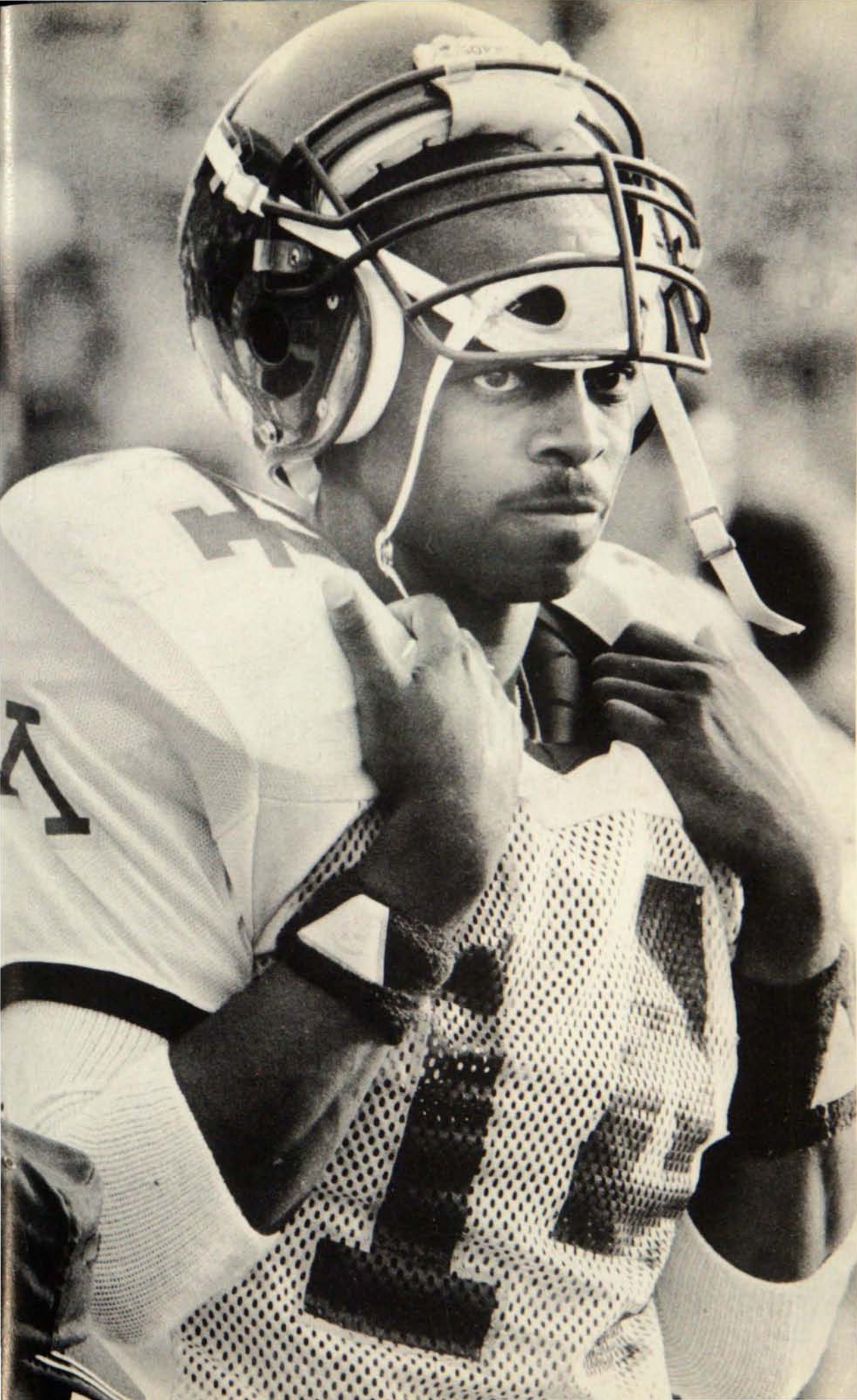
This relaxing eight-day cruise aboard the luxurious "ultra-yacht" *Newport Clipper* visits yacht harbors and bays where only a small passenger ship like the *Clipper* can go, and gives you all the charm of New England's most picturesque islands and resort areas. Start the trip with a day in Boston, cruise through the Cape Cod Canal, and stop at Nantucket Island, New Bedford, Newport, Martha's Vineyard, and Plymouth.

Approximate cost: \$1,700-\$2,100

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Here



Good-bye
Sweet Feet

Senior quarterback Rickey Foggie broke five Gopher records and was only the third NCAA Division I player to surpass 2,000 career yards rushing and 4,000 career yards passing.



SOME LIKE IT HOT

BARBARA RASKIN'S
HOT FLASHES HITS THE
BEST-SELLER LIST—BUT
OH, MOMMA WAS NEVER
LIKE THIS

Although our nests have been depopulated, they are not completely empty. Currently, because of economic shortfalls, many of the yuppies we spawned have returned home to live with us. Although some of them are married, most of them remain in heat and are busy exchanging old SAT scores for LSATs or MCATs. Our daughters worry about their eggs getting stale while they become lawyers and astronauts. Our sons are busy acquiring MBAs, BMWs and IBM-PCs. They read spread sheets or flow charts, quote Dow Jones averages rather than poetry, do coke instead of drink it, and like bright lights and big cities. ¶ We are not yet ready to die. First off, we still have the kids' old dogs growing incontinent on our worn-out carpeting and nowadays they have to be coaxed to eat enough. Also, we still haven't finished the ironing. We could never finish the ironing, and there will surely be four thrice-dampened cotton shirts still waiting in their yellow plastic laundry basket when we finally throw in the towel. ¶ Since we are not the sort to go gently into that good night, when we do succumb we want to be at home on our own comfy sofas. Long accustomed to bequeathing old party dresses to our cleaning ladies, at the last moment we will probably donate a selection of used organs to some nearby hospital. One thing is perfectly clear. We have all decided upon closed-coffin funerals. If for some reason the coffins must be open, we want to be buried with our sunglasses on.

"Finished with our schooling, we ignored careers, married young, and grew up with our kids during the 1960s when one sociopolitical revolution after another rolled over us. The Beatniks, the Beatles, the Hippies, the civil rights movement, the anti-war movement, the ecology movement, and finally, the women's liberation movement."

Wilting, drenching, sour heat. Bone-drying, searing heat. Heat as purifier. Heat as exonerator. Heat as connector. The heat of *Hot Flashes*, the best-selling novel by University of Minnesota alumna Barbara Raskin, is unrelenting.

Several reviewers have compared *Hot Flashes* to *Fear of Flying*, Erica Jong's unabashedly erotic blockbuster. Raskin relishes the comparison. "A novel or two emerges each decade which seems to contain the zeitgeist of a generation," she says. "I'm very proud that so many critics have said [*Hot Flashes*] is a manifesto for my generation.

"THERE ARE BOOKS THAT truly demonstrate how women are feeling about themselves and their existences at the time. I luckily and happily achieved that with *Hot Flashes*. I've been really pleased about how [my book] touched a nerve among women."

Raskin's generation of women, she says, were the "nice girls. We did everything nice. Our shoes matched our purses. We wore white dickies under our sweaters. We did everything according to some conformist impulse. We all dressed alike. We all looked alike."

Were. Did. No more. Raskin's nice girls—personified in her novel by the quartet of Sukie, Diana, Joanne, and Elaine—have grown up. "I think I was trying to write a 'message' novel," Raskin says. "Even though I told a fictional story with fictional characters, I did want to say that my generation is a terrific generation. I wanted us to become more self-conscious about how wonderful we are, and more conspicuous so that people take note of us and don't sweep us under the historical carpet."

Raskin was born in Minneapolis in 1935, earning her bona fide membership in the "Female Depression Babies," her anthropological label for the women who inspired *Hot Flashes*. Her father, Samuel Bellman, practiced law and served in the Minnesota legislature. In traditional post-World War II fashion, Raskin's mother cared for her home and her two children (Barbara was the oldest).

Perhaps the only notable difference between the Raskins and a typical Minneapolis family of the 1940s and 1950s was Judaism. "I had the chance—just recently—to meet Bob Dylan's mother in New York," says Raskin. "Even though she was from Hibbing and I was from the Twin Cities, our experiences in Minnesota were not that much different—we were both functioning in a minority Jewish environment."

A precocious and highly literate child,

Raskin sold her first story when she was twelve. "I've been writing since I learned how to print and began submitting my fiction and poems very early. I reread that first published story awhile ago, and it wasn't so bad. It was called 'Shoes Come in Pairs,' and it was really about the same issues that we're looking at today."

Raskin graduated from high school at sixteen and entered the University of Minnesota. Her major, not unexpectedly, was English. She finished her undergraduate degree in three years (B.A., 1955) and was accepted at the University of Chicago, where she earned an M.A. in English and was awarded a literary prize for her creative writing. She met her first husband, Mark Raskin, at the University of Chicago. They married in 1957. Fifteen years later, the marriage foundered in the wake of Mark's indictment for anti-Vietnam protests, and the couple eventually divorced in the late 1970s. In 1984 Raskin married Anatole Shub, a former foreign correspondent for the *Washington Post* and now a state department official.

Despite her marital difficulties, which left her a single parent with custody of three children, Raskin resumed her writing, publishing three novels—*Loose Ends* (1972), *Anthem* (1977), and *Out of Order* (1979)—and numerous articles and columns for the *Washington Post*, *Washingtonian*, the *New Republic*, and other influential newspapers and magazines.

RASKIN READILY ADMITS SHE intended to write a commercial success when she laid out the story line for *Hot Flashes*. She described her previous three novels as "failures." Yet she insists she could not have conceived—nor executed—*Hot Flashes* without the perspective that turning 50 has given her. "I wanted to write the autobiography of my generation," she says. "But I could not have done it a minute before I did. I had to have my [own] hot flashes to think of this book."

Indeed, Raskin's frank descriptions of a physical sensation once relegated to hastily whispered conversations have no doubt contributed to the novel's widespread appeal. But in whole, the book is less about hot flashes than it is about age-old, albeit universal, subjects such as men and women, women and women, and women and their children.

According to a brief summary explanation of menopause prepared by Penny Wise Dudoff, M.D., and inserted into the *Hot Flashes* press packet, hot flashes such as those suffered by Diana, the Columbia anthropology professor who narrates the story, can be controlled by hormone

replacement therapy. "As I read," Dudoff explains, "I wanted to reach out and tell Diana that she could be 'cured' of her hot flashes. Sukie might have actually been saved."

Even though that material appears in the press packet and has surfaced as an issue in her promotional appearances on national talk shows, Raskin is somewhat impatient with the "scientific" aspects of hot flashes. "I didn't do any medical research on hot flashes before I began writing this book," she says. "I'm really not even interested in the medical aspects. I just wanted to handle [hot flashes] fictionally as a metaphor. Sometimes I had them 50 times a day, twice in an hour. And how I describe them in my book is how they felt."

Diana's hot flashes metamorphose into flashbacks and commentaries that seem Raskin's tribute to female friendship. Her characters, she maintains, are based on women she knew and knows. "We are not only survivors," she says, "but we're innovators. Even though Sukie is dead, she is a survivor. Surviving is not simply about immortality, but about how you handle life crises. Women of my generation have handled so many crises so well that we have much to transmit to our daughters. Surviving is an attitude, an approach to life."

For many Female Depression Babies, men precipitated the crises. Midlife divorce experienced by her and many of her friends—and the ensuing custody and financial tangles—prompted Raskin to examine the ties that still bind women to their first, or "biological," husbands. Other, younger men, such as Sukie's lover Jeff, often become healers of the wounds dealt by their fathers' generation.

"My characters are composites of a lot of my girlfriends," Raskin says. "I took their different facts and experiences to make a collective portrait. But actually, my characters took on a life of their own, wore the clothes they wanted to wear. I found an empathy with all my characters—even those that don't seem likable on the surface."

"We have so many different kinds of women that are our friends—some are self-confident achievers while others are shy. History has affected each of us differently."

Men are sometimes seen as treated harshly in *Hot Flashes*, so Raskin has found the responses of male interviewers heartening. "I was struck by the fact that most of the men who interviewed me had read my book and understood it very well—and enjoyed it," she says. "Men like my book because it tells a lot of secrets about women we don't usually tell."

That men today are taking the time to understand a book like *Hot Flashes* points to a definite thaw in the cold war between the sexes, says Raskin. "Men and women both understand the issues now. We're talking about things more succinctly than ever before. Women's complaints are better formulated. I even believe we're moving toward some kind of reconciliation between the sexes."

Raskin views that reconciliation as particularly possible between younger men and older women. "Men of 30 are much better educated about sexual relationships than the men of my generation," she says. "So the women and these men are drawn together through a mutual understanding. I also think the men and women of my generation have begun to make up a bit."

THE WOMEN OF *HOT FLASHES* represent a generation whose lives were shaped, as Raskin wrote in "An Open Letter to the Women of My Generation," by social motion that doesn't happen in 100 years in more traditional societies.

Growing up and completing the bulk of her college education in the Midwest made the contrast between expectations and reality even more startling for Raskin. "When I was at the University of Minnesota, we had folk heroes like Kerouac and Ginsberg, but these people lived a life beyond my imagination."

Her move with then-husband Mark to Washington, D.C., in 1958 meant that she encountered—and reacted to—the social upheavals of the 1960s and 1970s a few years earlier than her midwestern counterparts. "Minnesota is a pretty political state," she says, "but Washington is super-political: the U.S. Congress feels to us like our city council . . . we follow politics like kids follow baseball teams."

Although Raskin is not sure that living anywhere else in the country could replace the fervor of Washington living, she believes the female characters of *Hot Flashes*, though based in Washington and the East Coast, speak for women everywhere. "As I traveled across the country talking about this book, people who saw me told me this book was as important as anything they've ever read."

Her month-long promotional tour ended in October. "It's sort of a transition time for me now," she says. "I've just come off promoting this big best-selling book, and now it's time to start another. It's a little scary, but I have so much material and so many stories left to tell."

Mary Morse is editor-in-chief of Children's Magic Window magazine.

"Hot flashes are rolls of unreasonable, unseasonable heat that create a rush—a flush that floods the face from neck to hairline. A hot flash is itchy, prickly, and provocative—like a sudden spike of fever that produces a mean and cranky irritability."

Excerpts from *Hot Flashes*. St. Martin's Press, New York, ©1987 Barbara Raskin.

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Of Dreams and Homes

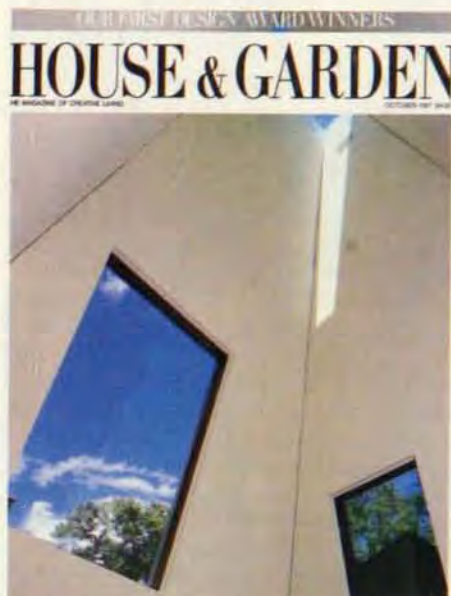
BY KIMBERLY YAMAN



The October 1987 issue of *Psychology Today* featured a cover story on daydreams written by Eric Klinger, professor of psychology at the University's Morris and Minneapolis campuses. Entitled "The Power of Daydreams," the article related daydream research findings that resulted from research conducted by Klinger. The research indicates that daydreaming manifests the daydreamer's core psychological processes. Daydreaming also may be a natural way of using brain power efficiently by keeping the mind active and helping the daydreamer cope and create while doing tasks that require less than full attention.

Former University student Eddie Albert, two-time Academy Award nominee, has joined the cast of the popular CBS television series "Falcon Crest." Albert, who resides in California, was in the Twin Cities in October to serve as keynote speaker at the Metropolitan Senior Federation's third annual Senior Options, a resource and life-style exposition that showcases products, services, and activities for seniors, pre-retirees, and children of the elderly. Albert spoke on "A Happy, Healthy Life-style for 'Seasoned' Citizens."

Daniel S. Hiatt, '85, of Bloomington, Minnesota, was awarded gold wings as a naval aviator at Whiting Field, Florida. Graduating with highest honors, Hiatt received a certificate of merit and was placed on the Commodore's List with



Distinction. His father pinned his own 1965 naval gold wings on Hiatt during the ceremony. Hiatt will report to Mayport Naval Air Station in Jacksonville, Florida, where he is assigned to fly the SH-60B LAMPS helicopter.

When she first bought it, Judy Olausen's, '67, "dream home" was a derelict 109-year-old commercial building in downtown Minneapolis that once served as a brothel. Olausen, a nationally recognized photographer, spent nearly a year renovating the building, researching the architectural details of its period to ensure authenticity. Her work paid off in more than just home owner's satisfaction: her loft home received a 1987 Metropolitan Home of the Year Award from the magazine *Metropolitan Home*.

Another home in the news was the guest house of David and Penny Winton, '74, president of the Minnesota Alumni Association in 1985-86. The two-bedroom guest house, designed by Frank Gehry, was featured in the October 1987 issue of *House & Garden*.

The home, a cluster of six individual sculptural elements, received the 1987 House & Garden Design Award for Architecture and was recognized for its startling forms and unconventional materials, including Minnesota dolomite limestone, sheet metal, and unresinated Finnish plywood framed with detailed aluminum.



Eddie Albert—known to his University classmates as Edward Albert Heimberger—has joined the cast of CBS's "Falcon Crest."



Minnesota doesn't usually do wedding announcements. We've made an exception in this case because the bride and groom met on a Minnesota Alumni Association hiking trip to Germany and Switzerland in June. Nancy Jamieson, '55, '83, and David Hubbell, '49, were married January 2. Congratulations.

Representative Patricia Schroeder (D-Colorado), '61, briefly entertained a run for the Democratic presidential nomination but in December announced that she would not seek the nomination, partly because her four-month exploratory campaign—including a series of "Run, Pat, Run" fund-raisers—brought in less than half the \$2 million she believed she needed to mount a creditable run. At a press conference announcing her decision not to run, Schroeder also said, "I could not bear to turn every human contact into a photo opportunity."

A few weeks after her announcement, Schroeder, who coined the term "Teflon president" in reference to President Ronald Reagan, came up with a new epithet to describe the recent fluctuations on Wall Street: "That's not a bear running around on Wall Street, nor a bull, but a kangaroo." She added that kangaroos are "tough, resilient, and adaptable to all kinds of terrain and hardship. In other words, if you think the kangaroo market is going to disappear, guess again." Schroeder, a University of Minnesota College of Liberal Arts (CLA) honors graduate, was honored in June by the University with the Outstanding Achievement Award, the highest award the University bestows on its alumni, which was presented to her while she was on campus to deliver the CLA commencement address.

Arlene Stansfield and Guanren Xu have received the Outstanding Alumni Award. Stansfield, '48, of Golden Valley, Minnesota, Land O'Lakes consumer affairs director, was honored for her accomplishments and public service in the field of home economics. Stansfield's consumer affairs department is considered a model for other companies, and the consumer advisory committee that she established has received national recognition.

Xu, '50, who served as a research fellow at the University for several years set up China's first laboratory to investigate peaceful uses of atomic energy and trained hundreds of scientists to use radioisotopes and ionizing radiation in agricultural research. Using Xu's methods, scientists improved more than 100 crop varieties; increased silk production with low-dose irradiation of silkworms; improved insect control through induced sterility; improved animal vaccines; and developed more efficient and economical uses of fertilizers. Among his many honors and awards are recognition by the Chinese government in 1944 and 1946 for contributions in rice genetics and honorary membership in the Academia Sinica, the Chinese equivalent of fellowship in the National Academy of Sciences.

Kimberly Yaman is editorial assistant for Minnesota.

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CONTINUING EDUCATION AND EXTENSION: ACCESS TO EXCELLENCE FOR 75 YEARS
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BY KIMBERLY YAMAN

As of November 2, 1987, the Minnesota Campaign had raised \$290,868,307 for the University, and 110 chairs and professorships had been established through private gifts of \$250,000 or more.

David Michael Winton and Sarah (Penny) Rand Winton, '74, past president of the Minnesota Alumni Association, have pledged \$500,000 to establish the Winton Chair in Liberal Arts. The gift will be matched by the Permanent University Fund to provide a \$1 million endowment. Scholars from any discipline within the College of Liberal Arts (CLA) will be chosen by the CLA dean in consultation with the donors to occupy the chair for seven-year terms.

A \$500,000 gift from the Union Pacific Corporation, matched with \$500,000 from the Permanent University Fund, has been designated to support two programs: a new Logistics Management Research Center in the Carlson School of Management, and an endowment in the history department of the CLA. Management sciences professor Fred Beier has been appointed to direct the research center, an interdisciplinary research facility for the management of logistics, distribution, and transportation. The CLA professorship in early modern history will be established as part of the Center for Early Modern History, one of the few centers in the country doing research in comparative world history from 1400 to 1800. The gift honors William S. Cook, '48, retired Union Pacific chair, president, and chief executive officer and a recipient of the



Celebrating the University of Minnesota Foundation's silver anniversary November 13 at a Presidents Club dinner were Elsie Lampert Fesler, twenty other founding family members, and more than 300 guests.

Outstanding Achievement Award, the University's highest honor for alumni who have achieved distinction in their fields.

Two \$1 million chairs have been initiated in the School of Public Health, and fund-raising drives are under way to gather additional support for these chairs. One chair will research innovative ways to provide services to the elderly who require sustained help. The creation of this chair will establish long-term care as

an academic discipline within the school. Northwestern Mutual Life Insurance has contributed \$50,000 to initiate a second chair for the school to promote health and disease prevention.

Dorothy Lestina Sheppard, '29, has pledged more than \$250,000 to initiate private fund-raising for a new swim center on the Minneapolis campus. The swim center will feature an Olympic-sized pool and diving area for recreation and competition. Sheppard, who established the first scholarship endowment for women's athletics, which ensures ten swimming scholarships annually, was the first inductee into the University of Minnesota Women's Athletics Hall of Fame and was also named to the University's Aquatic Hall of Fame.

An anonymous donor has given a gift of \$334,000 to fund a \$1 million chair in the College of Pharmacy for the research of safe, effective, and economical drug therapy for the elderly. An advisory group from the college will select a scholar to build a gerontological pharmacotherapy unit with service, research, and teaching responsibilities.

As the Minnesota Campaign reaches its final six months, it is broadening its appeal to alumni who wish to participate. Alumni participation is key to a successful



University of Minnesota Foundation founding members attending the Presidents Club dinner were, from left, O. Meredith Wilson, Jay Phillips, Carlyle Anderson, George Russell, Les Malkerson, and John Pillsbury.

conclusion of the Minnesota Campaign, because even with the success to date, important initiatives remain in need of funding.

During the coming months, campaign leaders and University students will invite alumni to make an unrestricted gift to the campaign and help make the University one of the top public universities in the nation.

"Alumni have the greatest stake in the University," says Russell M. Bennett, campaign executive committee chair. "Through their success they make the University's reputation. And, likewise, their contributions to the Minnesota Cam-

paign—no matter what their size—will determine the direction of the University's future.

"Throughout the past two years of the Minnesota Campaign," says Bennett, "we've been struck by the level of response we've received. These are key signs that people care about the institution. They feel that this is a chance to make a difference in the future of the University during the next 50 years."

Bennett stresses that alumni contributions will make a difference by providing support for minority students seeking access to the University through scholarship and preparatory programs, endowing

academic positions, providing fellowships and scholarships for high-ability students, and by enabling the University to purchase laboratory equipment, computers, and library holdings to provide vital resources to faculty and students.

"The University has set a precedent in higher education that focuses the University's resources on what it does best," says Bennett. "The Minnesota Campaign—the largest and most extensive fund-raising venture in the history of the University—is designed to assist the University in achieving this aim.

"This is the University's first university-wide capital campaign," he says. "It's the only one of its kind. And because this is a special effort, we are asking alumni to give to the University gifts that may be larger than they have made in the past.

"Alumni gifts, more than any other, represent commitment to the University and to the state, and create a momentum that carries the University toward its goal."

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• Five new University of Minnesota Foundation (UMF) trustees were elected and seven reelected in October 1987. New UMF trustees are L. D. (Desi) DeSimone, executive vice president of 3M Company; Sage F. Cowles, dancer and choreographer; David M. Lebedoff, attorney and chair of the University Board of Regents; Walter F. Mondale, attorney and former U.S. vice president; and Roger P. Parkinson, president and publisher of the *Star Tribune*. Reelected were Sandra K. Butler, Curtis L. Carlson, Luella G. Goldberg, Erwin L. Goldfine, Vernon H. Heath, Wenda W. Moore, and Dale R. Olseth. Retiring from the board of trustees were Nicky B. Carpenter, Donald B. Shank, Stephen F. Keating, and Larry Wilson.

Kimberly Yaman is editorial assistant of Minnesota.

Overdrive

BY PAUL A. EISENSTEIN

One good thing can be said about flying. Strapped into your seat at 35,000 feet, racing from one end of the continent to the other, you get plenty of time to ponder your problems, without the distraction of the phone, friends, or colleagues.

For nearly two decades, Ruth Reck, '64, has spent "too much" time strapped into airline seats, with a career that can take her from the beaches of California to a glacier on the Sino-Soviet border, rolling up nearly a quarter-million miles a year—and a lot of Frequent Flyer credits. Still, the problems Reck hopes to solve don't leave her much time for mindless diversions during her travels. An assistant manager with General Motors Research (GMR) Laboratories in Detroit, Reck's chosen career is physical chemistry; her current assignment: painting technologies. But since the early 1970s, Reck has focused her attention on broader issues and in the process has become a leader in the study of environmental science, a field of research that explores the complex relationship between elements as diverse as aerosol cans, automotive emissions, sunlight, and ozone.

"I have been interested in environmental issues for many years—[particularly] the degree to which man can impact on the global environment," says Reck. "If we can understand something about how conditions change and what the motivations are, we can perhaps anticipate, perhaps even ward off problems.

"You really can't do global modeling without being on the road," Reck says just before rushing off to a seminar in Washington, D.C. "The average member of the [environmental] community spends half the time traveling as much as 200,000 miles a year."

One current topic of research that has attracted Reck's interest and expertise is the impact of aerosol substances such as chlorofluorocarbons on the ozone layer. Ozone is a complex oxygen molecule that concentrates in the upper atmosphere where it acts as a shield, filtering out much of the sun's harmful ultraviolet radiation. In recent studies, scientists have discovered that the ozone layer over the South Pole is shrinking, and they hope to understand why as well as what the broader implications might be. Reck has also conducted some of the pioneering research into environmental issues such as acid precipitation (acid rain), and the so-



A leader in environmental science, Ruth Reck, '64, was the first woman in physical chemistry at General Motors Research Laboratories in Detroit.

called greenhouse effect.

Reck has always been firm in her commitment to science; as early as age three, she explains, she fancied a career in medicine. "Long before I got to school, I knew it was important that I accomplish something in life." At the age of eighteen, she became the youngest graduate in the history of Mankato State University in Minnesota. In 1964 she earned a Ph.D. in physical and inorganic chemistry from the University of Minnesota. She also spent a year of postdoctoral study at Brown University, studying sound propagation and rarified gases.

Reck's curriculum vitae runs a full fifteen pages, listing more than 100 papers and publications. But as her travel schedule clearly demonstrates, she does not confine herself to the research lab. She's

delivered lectures across the United States and Europe, serves on a number of scientific bodies, and is currently the chair of the Environmental Research Review Committee of the Argonne National Laboratory, as well as U.S. delegate to the United Nation's Scientific Council on Problems of the Environment (SCOPE). She has also worked for the U.S. State Department, helping to develop the Bilateral Environmental Treaty with the Soviet Union—an assignment that took her to the Sino-Soviet border.

Reck's role as pioneer goes well beyond her research activities. Though today nearly 30 women are in GMR's research facilities, when Reck joined in 1965 she was the first woman in her field, a circumstance that presented both opportunity and responsibility. "It was not easy for

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me to assume my role. The initial women
in any field are critical. If they don't show
the proper attitude, they could close the
door for many years. I'm a headstrong
person, something that can be difficult at
times. Some people aren't used to women
being firm in their minds and knowing
their positions."

That firmness may have been a prob-
lem in the early years of Reck's career
but today it is earning her nothing but
respect. Citing her "outstanding chemical
engineering career and activities," the
Affiliate Council of the Engineering Soci-
ety of Detroit recently presented her with
the coveted annual Gold Award. This is
the first time that the Gold Award was
presented to a woman.

"I was very pleased and surprised,"
Reck says of her award. "As far as women
are concerned, the engineering community
is very tough."

Reck says that men and women
approach their research differently.
"Women feel they're a part of nature,
while men feel it's very important to
control nature. Even in the choice of
words used to describe things, there is a
difference, and sometimes it is difficult
for women to communicate with men without
choosing their words carefully."

Those who know Reck say she has no
trouble communicating her thoughts and
that when she speaks—to paraphrase a
commercial—the environmental commu-
nity listens. Sol Baltimore, chair of the
Engineering Society of Detroit, says Reck
is "one of the most amazing people I
know—talented, bright, motivated."

When she isn't pursuing her outside
duties, Reck can be found at the GMR
labs located at the General Motors Tech-
nical Center, a sprawling square-mile
campus in Warren, Michigan, just north
of Detroit. There her interests encompass
not only environmental science but also
diverse fields of research such as magnetics
and optics—she helped to design a new
headlamp.

Despite her hectic work schedule, Reck
also devotes long hours to a social "career"
that includes teaching Sunday school and
serving as a church youth counselor and as
a reader for the Society for the Blind,
National Diabetes Association.

"I don't view success as such an elusive
concept," Reck says firmly. "Nothing is
accomplished without a heck of a lot of
work. You have to be willing to work,
not when someone demands it, but
[because you] have an overpowering con-
cern to do it.

"If you don't drive yourself, nothing is
accomplished."

*Paul A. Eisenstein runs the Detroit
Bureau, an international, multimedia
news service. He writes frequently on
automotive subjects.*

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The Cheese Stands Alone

BY ANN MUELLER

Within the next ten years, health-conscious Americans may be able to sit down to meals rich with butter, cheese, sour cream, and even ice cream for dessert without giving either themselves or their doctors heart attacks. Among her many projects, Susan Harlander, assistant professor of food microbiology in the department of food science and nutrition, is developing a technique to convert certain products normally high in cholesterol into reduced or even cholesterol-free foods.

But the possibilities don't stop there. Milk-sensitive people, who are more likely to develop osteoporosis because they avoid a major source of calcium in their diets, may be able to drink milk without adverse effects. Cheese may be aged in three to six months instead of the usual costly three years. Elderly people may eat specially developed nutritious foods their sensitive systems can accept. The list is seemingly endless.

"The techniques that Dr. Harlander has developed can be applied in a great number of ways to other foods and plants," says Marlon Harmon, vice president of product research at the National Dairy Research and Promotion Board. The council is eager for the U.S. Department of Agriculture to approve Harlander's proposal to genetically engineer cholesterol-reducing dairy starter cultures, extending her current one-year feasibility study funding.

"Biotechnology is a new buzzword," says Harlander, whose calm assurance makes it easy to explain her popularity as a public speaker. Harlander has become a national and international food biotechnology spokesperson. In 1985 she organized the first Biotechnology in Food Processing conference, which was attended by more than 360 scientists and food industry and government representatives from 25 countries.

Although breakthroughs in biotechnology or genetic engineering, such as cloning of the human growth hormone, insulin, and interferon genes, have received a lot of publicity, Harlander is concerned that when the public hears about genetically changed food, it will wrongfully assume the worst.

"There's a lot of media coverage and concern about genetic engineering and biotechnology," Harlander says. "People are very concerned about what they consume; therefore, we work only with those



Using recombinant DNA technology, Susan Harlander is working to reduce the cholesterol present in fermented dairy products to a harmless compound called coprostanol.

organisms that are already approved for use by the Food and Drug Administration.

"We are attempting to improve food products. All we are really doing is selecting those properties that will give us a good end product with desirable properties. It's really evolution and natural selection, but genetic manipulation—biotechnology—allows us to do that much, much faster."

The basic principle Harlander uses as she works with bacteria is the same one that plant breeders have been using for thousands of years: selecting plants that have desirable qualities and crossing them to obtain improved breeding lines. The tomato plant, for example, was originally a bitter-tasting weed from South America that was cultured into the tasty fruit we know today.

"It's been a long haul," says Harlander, whose own varied career has evolved to produce a unique background for the complex research she performs.

After receiving a bachelor of science degree in biology in 1971 from the University of Wisconsin, Eau Claire, Harlander worked as a junior scientist in the department of genetics and cell biology at the University of Minnesota until 1974. While

taking graduate classes related to her research, she realized she was accumulating enough credits to work toward a master's degree. She then transferred to the School of Dentistry as an assistant scientist where she worked on developing a vaccine for dental caries with her husband, Charles Schachtele, professor of microbiology and dentistry. She received her master of science degree in microbiology in 1978, and a Ph.D. in food science with an emphasis in food microbiology, in 1984. She was manager of research and development and senior research microbiologist at a small research firm, Diagnostic, Inc., until 1985 and joined the University's food science department in 1984.

While continuing her molecular biology work in the dental school and pursuing her doctorate degree, a breakthrough occurred that changed the focus of her research: A bacterium to produce human insulin was genetically engineered. The cloning of the human growth hormone and interferon genes soon followed.

"We began to apply recombinant DNA technology for cloning genes from oral streptococci," Harlander explains. "All the tools were available for applying this

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technology to the dairy streptococci, the organisms used for the production of cheese, yogurt, and other fermented milk products."

Harlander had an opportunity to test her ideas in the laboratory of her Ph.D. adviser, Larry McKay, a professor of food microbiology. McKay had been working with dairy streptococci for more than fifteen years. His pioneering work in plasmid biology established the foundation for applying recombinant DNA technology to these industrially important microorganisms. He discovered that many properties vital for successful dairy fermentations were unstable because they are associated with plasmid DNA. Plasmids are small, circular DNA molecules that exist independently in a bacterial cell. Loss of plasmids can create problems for dairy processors. Harlander's doctoral thesis involved developing a model system for cloning these plasmid-mediated genes.

Using recombinant DNA technology, Harlander hopes to engineer dairy starter cultures that are capable of reducing the cholesterol present in fermented dairy products to a harmless compound called coprostanol. "Coprostanol is less readily absorbed in the body than cholesterol and does not contribute to coronary heart disease," Harlander says. "The cholesterol-reducing genes can be isolated from organisms that exist in nature and engineered into dairy starter cultures. When these strains are used in a fermentation, along with producing acid and enzymes for flavor development, they will convert the cholesterol present in the product to coprostanol," says Harlander. The ultimate goal is to develop reduced-cholesterol or cholesterol-free dairy products that can be tested for their serum cholesterol-reducing potential in baboons, the animal model used in coronary heart disease studies. This phase of the study will be conducted in collaboration with Glen Mott, professor at the University of Texas Health Sciences Center in San Antonio.

"We are at a fairly early stage in these studies," Harlander says. "We have just completed a one-year feasibility study and are currently isolating and cloning the cholesterol-reducing genes. Then it's a matter of screening and getting the enzymes to function in dairy starter cultures.

"We don't anticipate that the coprostanol will alter the taste or texture of the final product."

Once the system works in cheese, the cholesterol-reducing genes would be inserted into starter cultures used for other fermented dairy products, such as yogurt, butter, and sour cream. Alternatively, the enzymes responsible for the conversion could be isolated and attached to a column. Fluid milk could then be pumped through the column, where the cholesterol

would be converted to coprostanol. That milk could then be used for ice cream or other nonfermented dairy products.

"Once the cholesterol-reducing genes are identified, they could be transferred to other starter cultures that are used to make other fermented foods. Meat products are high in cholesterol," Harlander says. "In fermented meat products such as pepperoni and salami, where we add a microorganism to carry out the fermentation, exactly the same concept could be applied."

Harlander is always thinking of future applications of this technology such as engineering starters that produce "natural" antibiotics to increase shelf life of products, or accelerating the aging of cheese by cloning the genes responsible for ripening, or making dairy products more digestible for lactose-intolerant individuals by increasing the level of lactase enzyme produced by the starter culture.

The emergence of fermented foods and certain dairy products as vehicles of transmission of a deadly pathogen, *Listeria monocytogenes*, has prompted Harlander to examine construction of starter cultures capable of producing "natural" antibiotics that will inhibit growth of this organism in fermented foods. Contamination of a Mexican-style soft cheese with *Listeria* resulted in the deaths of more than 50 people in California in 1985. The presence of *Listeria* in ice cream has prompted numerous product recalls. "The ultimate goals in applying recombinant DNA technology to starter cultures," Harlander says, "are healthier and safer products for the consumer and more economical processes for the food manufacturer."

Harlander is also working with the Department of Horticulture to develop strawberry plant tissue cultures that will be coaxed into producing the chemicals responsible for strawberry flavor and aroma. In the future it may be possible to clone genes responsible for flavors or sweeteners into dairy starter cultures so these components would not need to be added to the product, saving producers time and money. "Because ingredients produced by bacterial fermentation are considered 'natural,' and consumers want 'natural' rather than 'artificial' ingredients, there is an incentive for manufacturers to use them in their products," Harlander says.

Consumers want safe, nutritious, natural, and inexpensive foods to eat; the food industry wants to be able to produce these products more efficiently so they make a profit. Harlander hopes to bridge that gap—digesting the varied needs of both to develop food products that will benefit both consumers and manufacturers.

Ann Mueller, '87, is a free-lance writer and former Minnesota intern.

One for the Students

BY BRIAN OSBERG

I remember the seemingly endless underground tunnel to the Field House and Williams Arena, the antiquated lockers in Cooke Hall, and the ever-present dust from the dirt track. The Field House, Williams Arena, and Cooke Hall are still the only athletic facilities available to students on the University's Minneapolis campus. That will change with the implementation of the Sports Facilities Master Plan.

The \$85 million long-range facilities plan calls for a three-phase development. Under the plan, a recreational sports and physical education facility for students, staff, and faculty is the first priority, followed by close attention to providing necessary facilities for high-quality intercollegiate athletic programs.

In the first phase, recently approved by the University Board of Regents, new and renovated recreational sports facilities on both the Minneapolis and St. Paul campuses will be provided. Phase I includes a total renovation of Cooke Hall and the St. Paul gymnasium. It also provides for new racquetball, squash, and basketball courts to be located in front of Cooke Hall.

The centerpiece of the first phase is the construction of an Olympic-caliber swimming center in the center of Memorial Stadium. The University has been conditionally awarded \$3 million by the Minnesota Amateur Sports Commission to build the center. The other funds will come from the state legislature and private sources, including University fund-raising efforts. The swimming center is scheduled to be completed in time for the 1990 Olympic Summer Sports Festival.

The second phase anticipates the need for new facilities for intercollegiate athletics. Under this plan, a 15,000-seat basketball arena would be built at what is now the bowl end of Memorial Stadium. A 10,000-seat hockey arena would be located at the present Williams Arena basketball site alongside a new all-purpose exhibition gym. The facilities plan calls for the completion of Phase II by the mid-1990s.

Phase III calls for a new field house.

The planned facilities development would be financed through a combination of student fees, legislative appropriation, and private funding. Given the current long-term, no-cost lease at the Hubert H. Humphrey Metrodome, there are no plans to build a football arena on campus,



The University's making plans to incorporate Memorial Stadium in a three-phase development beginning with an Olympic-caliber swim center.

though there are plans to preserve and reuse the bricks of Memorial Stadium and Williams Arena. "Our sports facilities are the worst in the Big Ten right now," says Stephen Tollison, assistant director of the University's sports facilities department. "When we get done, we are going to have first-class recreation facilities."

Football Films Called for Clipping

At this year's reunion of the Bernie Bierman football teams, the decision was made to produce a documentary film of the Bierman years. But footage of the big plays is missing from the game films that are stored in the University archives. The footage was apparently used to develop two highlight films, which cannot be located. Alumni are being asked for their help in locating the missing films and footage.

According to Jim Quirk, '48, who attended the reunion, one of the films was made in 1936 and the other was made in 1951 when Bierman retired. If anyone knows the whereabouts of these films, please contact Quirk at 1-619-757-9168. "We will return the originals to anyone who sends us the film for our project,"

says Quirk. "These films are important historical documents. All of Bernie's boys will be most grateful for any assistance in this matter."

Alumni News

Reed Larson, 1974-77, member of the 1976 Gopher national championship hockey team, has successfully recovered from an automobile accident and is again playing for the National Hockey League Boston Bruins. • Three former Gophers were among five Minnesota sports legends inducted into the **Minnesota Hall of Fame**: **Bud Grant, 1946-49**, who won nine letters in three different sports at the University and coached the Minnesota Vikings for eighteen years; **John Mayasich, 1952-55**, who was a three-time all-American hockey player for the Gophers and a member of the 1956 and 1960 Olympic teams; and **Dick Siebert**, who coached the Gopher baseball team for 31 years and whose teams won three national championships. • The 1987 inductees into the University's **Aquatics Hall of Fame** are Minneapolis attorney **Bill Milota, '63**, a three-time all-American and Williams Scholar; dermatologist and assistant clinical professor at the University of Minne-

sota Hospitals John Bergman, '64, a four-time all-American and an American record holder; and Twin Cities engineer Raymond Hakomaki, '43, "the flying Finn from Gilbert, Minnesota," an all-American sprinter. • The 1927 Gopher football team held its 60th reunion in the Twin Cities during the weekend of this year's Michigan-Minnesota football game. • Kermit C. Mattison, '27, of Minneapolis writes us that he bought his first season football and basketball tickets the year he graduated in premedicine, and he's had season tickets for both sports every year since, except for 1944 and 1955. That's 58 years. His daughter and two sons also graduated from the University. Hats off to Kermit.

Gopher Notes

Junior Eileen Donaghy overtook two runners to win the Big Ten individual cross-country championship; the women Gophers finished third at this year's championships. • The University's freshman wrestling recruits are rated the best in the country by *Amateur Wrestling News*.

Football Wrap-up

After jumping to a 5-0 start, the Gopher football team finished with a disappointing record of 6-5, 3-5 in the Big Ten; the



Eileen Donaghy

turning point was the tough homecoming loss to Indiana with the Gophers missing a last-minute field goal. • Twenty-six of 41 living Gopher captains were on hand November 24 to pass the torch to Rickey Foggie, senior quarterback who was cho-

sen captain by his Gopher teammates. By tradition, the Gopher captain is named as a senior and passes a torch to the junior players at the awards banquet. Foggie also received the Bronko Nagurski Most Valuable Player Award, which he won for the third year in a row. Other Gophers receiving honors at a banquet at the Minneapolis Athletic Club were Darrell Thompson (Bruce Smith Outstanding Offensive Player), Jon Leverenz (Carl Eller Outstanding Defensive Player), Chip Lohmiller (Bobby Bell Outstanding Special Teams Player), Brian Bonner (Butch Nash Competitiveness On and Off the Field Award), and Dan Rehtin (Paul Giel Unselfishness and Dedication Award).

Football Scores

Minnesota 24, Northern Iowa 7
 Minnesota 32, California 23
 Minnesota 30, Central Michigan 10
 Minnesota 21, Purdue 19
 Minnesota 45, at Northwestern 33
 Minnesota 17, Indiana 18
 Minnesota 9, at Ohio State 42
 Minnesota 17, at Illinois 27
 Minnesota 20, Michigan 30
 Minnesota 22, Wisconsin 19
 Minnesota 20, at Iowa 34

Brian Osberg, '73, '86, is Minnesota's sports columnist.

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"There's Just One U"

BY KIMBERLY YAMAN

What begins with a flotilla on the Mississippi, includes a presidential debate at Northrop Auditorium, and ends with a mystery?

It's "There's Just One U," a week-long open house at the University of Minnesota. And you're invited.

"There's Just One U" will take place the week of October 2-8 and is a chance to sample the University and celebrate the relationship between the institution and the community. "It's an opportunity to give everyone a chance to come to the University and touch it and really understand what it's all about—that it's a great academic institution and a critical and important part of this community," says Kenneth (Chip) Glaser, '75, vice president of the Minnesota Alumni Association and chair of the "There's Just One U" steering committee. "It's a very exciting time to be part of the University, with its outstanding service, a commitment to become one of the top public universities in the nation, and the community support of that commitment as demonstrated through the Minnesota Campaign."

The week of activities begins October 2. Plans for the opening ceremony that day include a flotilla on the Mississippi that will carry some Minnesota notables and the Minnesota Marching Band from St. Paul to the River Flats area near the Minneapolis campus.

After the opening ceremony, a presidential debate featuring the Democratic and Republican nominees for the U.S. presidency will be held in Northrop Auditorium. The debate is one of a series of debates traditionally sponsored by the League of Women Voters and held at various sites throughout the country. "We are obviously delighted to be able to anchor 'There's Just One U' on such an event," says Glaser. "To be able to host a presidential debate really encapsulates the tone of our celebration: that the University is a place where things are always happening, always taking shape."

The week will continue with various collegiate events, including a Medical School symposium October 5 featuring U.S. Surgeon General C. Everett Koop as keynote speaker, the dedication of the University's new electrical engineering and computer science building, and the Carlson School of Management's annual Pillsbury-Leo Burnett lecture. University President Kenneth H. Keller will moderate a panel discussion on the future of educa-



The University's "There's Just One U" committee is hoping to make history by hosting a presidential candidate debate sponsored by the League of Women Voters during homecoming in 1988.

tion, and fine arts will abound as University band director Frank Bencriscutto directs a kaleidoscope of Minnesota musical talent and an art fair takes place on the Washington Avenue pedestrian bridge.

The week will end with traditional homecoming activities: royalty coronation, parade, pepfest, and the homecoming game.

The concept of "There's Just One U" began in October 1986 as the University looked at the opportunities created by the tremendous success of the Minnesota Campaign, the three-year, \$300 million campaign to raise funds for the University. "We saw how much interest was being generated in the University by the Minnesota Campaign, and we thought that there should be a fitting way to conclude the stewardship of that campaign," says Glaser. "The best thing we could see was to bring in all the people who made the campaign a success and show them all the things they made possible." That led to the open house plan.

In November 1986, a committee was formed that comprised nearly 40 University alumni, faculty members, students, and community members who met quarterly through the planning process and strategy and design processes. Now, with only eight months to go until the event,

the committee meets monthly and its membership has blossomed to more than 75. The twenty individual subcommittees dealing with the particulars meet as often as necessary.

"Coordinating something on this scale is a mind-boggling task," says Glaser. "The subcommittees handling the logistics have a good share of responsibility and are doing a great job with it. Several groups work with the collegiate units on the individual school and college symposia and events. One works on the presidential debate. Another acts as a liaison with the University's homecoming committee. Every time the committee gets together as a whole and the subgroups share what new plans they've nailed down, the excitement grows."

The week-long event is designed to be self-supporting, obtaining income through merchandising and some additional fundraising. Some of the symposia will be cosponsored by the individual schools or colleges involved and corporations or foundations.

"We're not simply asking for financial sponsorship: we would like to invite individual corporations to really participate in sponsoring events," says Stephen W. Roszell, associate vice president of alumni relations and development and University of Minnesota Foundation executive director.

Here is a listing of "There's Just One U" events scheduled to date. Watch this column for updates.

Sunday, October 2

Opening ceremony at River Flats Park near Minneapolis campus
Presidential debate, 7:00 p.m., Northrop Auditorium

Monday, October 3

Regents' Professor symposium
Minneapolis Chamber of Commerce Homecoming Luncheon
Carlson School of Management's Pillsbury-Leo Burnett Lecture Series
University of Minnesota, Morris, campus dinner/program, Morris, Minnesota

Tuesday, October 4 (University Dorm Day)

Regents' Professor symposium
Continuing Education and Extension food sale and entertainment: food at 1890s prices, "Chautauqua: An Educational Entertainment from Continuing Education and Extension"
Home Economics event
General College event
College of Forestry event
School of Nursing: "The Future of Nursing Research in the United States," featuring Ada Sue Hinshaw, first director of the National Center for Nursing Research
University of Minnesota Foundation Presidents Club dinner

School of Nursing reception/dinner

Wednesday, October 5

Medical School: "The Future of Health Care in the United States," featuring C. Everett Koop, surgeon general of the United States
Dedication of new electrical engineering and computer sciences building
College of Pharmacy: Melendy Lecture
College of Dentistry event
College of Biological Sciences events
School of Public Health event
College of Education event
College of Pharmacy dinner

Thursday, October 6 (All-Campus Open House)

Regents' breakfast: installation of new Regents' Professors
Panel discussion: "The Future of the University," moderated by University President Kenneth H. Keller
Burial of time capsule
"Issues and Ideas" series: discussion of the presidential debate
Gopher Sportacular golf
All-campus convocation
Gopher Sportacular tennis
College of Liberal Arts and School of Music: Musical Kaleidoscope
Gopher Sportacular sports forum
Gopher Sportacular social hour/dinner

Friday, October 7 (All-Campus Open House)

College of Liberal Arts and School of Music: Musical Kaleidoscope
Art fair, Washington Avenue pedestrian bridge
Homecoming coronation, orchestra
Institute of Technology Alumni Society: Science and Technology Day
Homecoming bonfire and fireworks

Saturday, October 8

Homecoming activities: pancake breakfast, parade, 10K run
Art fair, Washington Avenue pedestrian bridge
Electrical engineering and computer sciences open house
Institute of Agriculture, Forestry, and Home Economics event, St. Paul campus
Homecoming game: University of Minnesota vs. Northwestern University, Hubert H. Humphrey Metrodome
Closing ceremony
Homecoming dance

Oh, and the mystery: Will this year's homecoming game be rescheduled because of another Minnesota Twins World Series drive? "We would be thrilled," says Glaser. "It would really cap the week."

Kimberly Yaman is editorial assistant for Minnesota.



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AGRICULTURE

'61 **Kenneth Sherper** has been named director of the U.S. Agency for International Development's program in the Yemen Arab Republic. A career foreign service officer, Sherper will oversee the agency's programs in agriculture, educational training, child survival, and village water systems as well as a Food for Peace program.

'69 **Robert Herdt** has been named director of the Rockefeller Foundation's Agricultural Sciences Division in New York City. Herdt also serves as adjunct professor in Cornell University's department of agricultural economics. Herdt had previously served as senior economist for the foundation's agricultural sciences division and has also served as scientific adviser with the Consultative Group in International Agricultural Research Secretariat at the World Bank in Washington and as head of the agricultural economics department of the International Rice Research Institute in Los Banos, Philippines.

DENTISTRY

'80 **Laura Eng** of St. Paul was named 1986 Woman of the Year by the Highland Park chapter of the Business and Professional Women's Organization. Eng is a practicing dentist in St. Paul.

EDUCATION

'57 **Gary J. Green** of Falcon Heights, Minnesota, has been named labor relations counsel by the Minnesota Nurses Association. Green was formerly general counsel to the Minnesota Education Association.

'65 **Walter Higbee** of Spearfish, South Dakota, has received Black Hills State College's Distinguished Faculty Award. A professor of special education at the college for more than twenty years, Higbee was cited for the success of the special education program he has developed. Higbee was selected Outstanding Educator of America 1974-75 and Outstanding Teacher in South Dakota 1976.

'78 **Judith Moseman** of New Brighton, Minnesota, has been named vice president for student life at Bethel College in St. Paul.

GRADUATE SCHOOL

'36 **Samuel Goldich** of Lakewood, Colorado, has received an honorary doctor of science degree from Northern Illinois University. Goldich, a former Northern Illinois University faculty member and a pioneer in the geosciences, was cited for his work on the geologic history of the Lake Superior region and his pioneering use of mass spectrometry in geochronology. Goldich created the branch of isotope geology and participated in the founding of the International Geochemical Society. His dissertation research on mineral stability during rock weathering is still widely cited and both a mineral and a fossil have been named for him. Goldich is also a recipient of the

University of Minnesota's Distinguished Service Medal.

'41 **Paul Meehl** of Minneapolis, Regents' Professor of Psychology, professor of psychiatry, and professor at the Center for Philosophy of Science at the University, has been elected a member of the National Academy of Sciences.

'61 **William Chorske** has been elected chief financial officer and senior vice president of Medtronic, a manufacturer of implantable medical devices, located in Minneapolis.

'62 **Roger Schmitz** of South Bend, Indiana, has been named vice president and associate provost of the University of Notre Dame.

'64 **Taimi Ranta** of Poplar, Wisconsin, has retired as professor of English at Illinois State University. Ranta, who has taught at the university since 1959, was inducted in 1957 as a member of the Order of the White Rose of Finland, First Class, and has been knighted by the Finnish government for research, publications, and furthering relations between Finland and the United States. She has also received honors for her work in children's and young adults' literature and has served as president of the international Children's Literature Association.

'73 **Donald Cassata** of Bloomington, Minnesota, was selected a 1987 Bush Leadership Summer Fellow and participated in a summer leadership program seminar at Harvard University. Cassata, president of Northwestern College of Chiropractic, is the first person in the chiropractic profession and in chiropractic education to receive the fellowship for study at Harvard University.

'76 **John Rappole** of Kingsville, Texas, has received the Texas A&I University Alumni Association's Distinguished Research Award for 1987. Rappole, associate research scientist at Texas A&I University, was cited for his research achievements in the natural history and ecology of bird migrations in North America and Mexico. Rappole was also recognized for his efforts to identify the detrimental effects of deforestation in Central and South America on migratory birds, now considered the research that first called world attention to this problem.

'81 **John D. Dwyer** of St. Paul has been named associate academic dean of the St. Catherine campus of the College of St. Catherine.

LAW

'60 **Ralph Strangis** of Minneapolis has been elected director of Tiger International and Flying Tiger Line. Strangis is a principal partner of the law firm Kaplan, Strangis and Kaplan.

Ralph Nelson of Morgantown, West Virginia, has been honored by the National University Continuing Education Association for his 30-year career in higher education and continuing education. Nelson received a Fellow of Extension key and a certificate of recognition for his service

in administration, education, and technical assistance in programs in the United States, Turkey, Uganda, Kenya, Tanzania, and Egypt. Nelson retired as dean of adult education at American University in Cairo in 1986.

'63 **John Karalis** of Cupertino, California, has been named vice president and general counsel of Apple Computer. Karalis had previously served as senior vice president and general counsel of Sperry Corporation and as vice president and assistant general counsel at Honeywell.

'73 **Susan Marrinan** of Roseville, Minnesota, has been elected vice president of the board of H. B. Fuller Company. Marrinan serves as general counsel and chief legal officer for the company.

'78 **Richard G. Braman** of Minneapolis has joined the law firm Gray, Plant, Mooty, Mooty & Bennett.

Alan Page of St. Paul was guest speaker at Metropolitan State University's 40th commencement ceremonies. Page, former professional football player with the Minnesota Vikings and the Chicago Bears, is a special assistant attorney general for the state of Minnesota.

LIBERAL ARTS

'37 **William E. Gordon** of Lawrence, Kansas, has been awarded the first Richard Lodge Prize by the Adelphi University School of Social Work in recognition of his "outstanding contributions to the development of social work theory." Gordon is professor emeritus of the George Warren Brown School of Social Work at Washington University in St. Louis and is adjunct professor of the School of Social Welfare at the University of Kansas.

'76 **Craig Bahr** of Bettendorf, Iowa, has been named vice president of marketing for Visual Solutions, a firm that manufactures and distributes closed-circuit magnification systems and speech-synthesis-equipped microcomputers for the visually impaired.

'79 **Joyce Thorson** of St. Paul has received the 1987 Award of Merit from the Wisconsin Association of Homes and Services for the Aging. Thorson, director of volunteers and social activities at St. John's Home of Milwaukee, was cited for her establishment of a program that brings together elementary school children and nursing home residents.

MEDICAL SCHOOL

'43 **Clarence Rowe** of St. Paul was named charter recipient of the Minnesota Psychiatric Society's 1986 Private Practitioner of the Year Award. Rowe, clinical professor emeritus of psychiatry at the University of Minnesota, was cited not only for his professional contributions but also for his community service. Rowe served as the first director of the Hamm Clinic in St. Paul, founded the St. Paul chapter of the Academy of Religion in Mental Health, and since 1980 has served as a consultant to the St. Paul/Minneapolis

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lis Archdiocese Marriage Tribunal. Rowe has contributed to five books on psychiatry and has served several professional organizations.

John Paul Stapp of Alamogordo, Texas, has been named 1986 Baylor University Distinguished Alumnus, the university's highest alumni award. Stapp was responsible for the founding of two U.S. Air Force laboratories: the Aeromedical Facility at Edwards Air Force Base in California and the Aeromedical Field Laboratory of Holloman Air Force Base in New Mexico. The author of more than 50 medical and research papers and twelve textbook chapters in various publications, Stapp has been the recipient of more than twenty medals and awards, including the University of Minnesota's Distinguished Alumni Service Award.

Horatio Van Cleve of Winston-Salem, North Carolina, has been named professor emeritus of family medicine at the Bowman Gray School of Medicine at Wake Forest University.

'45 **Elizabeth McGrew** of Evanston, Illinois, University of Illinois professor emerita, received the 1985 Mary Thompson M.D. Award from Mary Thompson Hospital for her research contributions in cytopathology.

'46 **Alvin Schultz** of Minneapolis has been named chair elect of the board of governors of the American College of Physicians.

PUBLIC HEALTH

'49 **Earl Dresser** of Eden Prairie, Minnesota, has been named 1987 Hospital Administrator of the Year by the United Methodist Association of Health and Welfare Ministries. Dresser retired as president and chief executive officer of Methodist Hospital in 1986 after 25 years as an administrator at the hospital.

DEATHS

Arnold Aslakson, '32, San Diego, California.

Clarence Bohner, '28, Mesa, Arizona, February 13, 1986.

Harold Iverson, '40, Edina, Minnesota, December 7, 1986.

George Alexander Koplow, '37, Potomac, Maryland, January 4, 1987.

Marguerite Rush Lerner, '45, Woodbridge, Connecticut, March 3, 1987. Lerner was a professor of clinical dermatology at the Yale School of Medicine from 1973 to 1980 and head of the dermatology clinic in the University Health Services in New Haven, Connecticut, from 1971 to 1980. She was also the author of fifteen children's books and in 1965 received the Brotherhood Award for her book *Red Man, White Man, African Chief*. In recognition of her work in children's literature, a Marguerite R. Lerner prize for creative writing by a medical student was established at Yale in 1980.

Harold Macy, '50, St. Paul, December 1, 1986.

Cecil Magid, '37, Chicago, December 9, 1986.

Donald L. Merrill, '26, Pipestone, Minnesota, March 12, 1987.

Alf Z. Nelson, '31, Peterborough, New Hampshire, February 14, 1987. Nelson had served as a natural resources specialist in the U.S. Department of Agriculture and had also served with the National Resources Planning Board, the U.S. Department of the Interior, the National Lumber Manufacturing Association, and the U.S. Department of Commerce.

James Peterson, '63, '69, Orland Park, Illinois, February 3, 1987. Peterson was head of the land reclamation and soil science section of the Metropolitan Sanitary District of Greater Chicago. He was active in several civic and professional organizations.

Gene A. Rowland, '51, Hollywood, Maryland, February 2, 1987. Rowland served as director of industrial productivity and quality at the U.S. Defense Department and had worked for the National Bureau of Standards. Prior to his move to the Washington area, Rowland was a partner in an architectural engineering firm in Minnesota and worked for the U.S. Rubber Company.

Paul Semple, '33, Washington, D.C., December 18, 1986. Semple, who finished 33rd in the 1970 Boston Marathon, served in contract work with the former War and Defense departments and then with the former U.S. Renegotiation Board as a government contract renegotiator. He retired from government work in 1969 and had since served as a tax and securities consultant.

Dale Staupé, '80, Eau Claire, Wisconsin, November 8, 1986.

Hugo Thompson, '23, Black Mountain, North Carolina. An ordained United Church of Christ minister, Thompson was also a professor of religion and philosophy at Macalester College from 1943 to 1968. After leaving his teaching duties at Macalester, Thompson taught at Millikin University in Decatur, Illinois, and retired from teaching in 1974.

Milton Thompson, '23, Cambridge, Ohio, December 5, 1986.

June Justus Throdahl, '24, Hopkins, Minnesota, August 16, 1987. Throdahl was a member of the Hopkins School Board from 1950 to 1969, serving as board clerk and as its representative on the Hopkins-Minnetonka Parks and Recreation Board. Throdahl also held leadership positions in the Girl Scouts from the neighborhood to regional levels, served as coordinator of the Hopkins American Field Service chapter, and was involved in Americans Abroad. She was a member of Delta Delta Delta sorority and was active in many community organizations.

Robert Van Fossen, '25, Naples, Florida, December 31, 1986. Van Fossen, a Minneapolis attorney for 50 years and the first president of the Minneapolis Jaycees, retired in 1977 from law practice. Regarded as a specialist in labor relations, Van Fossen was named chair of a Minnesota commission to study problems in the Minneapolis public schools in the 1950s and was often called upon to help settle labor disputes. Van Fossen was active in several professional and civic organizations.

Russell Waller, '35, Crosslake, Minnesota, March 13, 1987. Waller, a journalist and publisher, was the owner of Algona Publishing, a subsidiary of the Midwest Newspaper chain. His papers, the *Algona-Upper Des Moines* and the *Kossuth County Advance*, have received the Iowa Newspaper of the Year Award, and Waller was the recipient of several awards, including the Iowa Master Editor and Publisher Award from the Iowa Press Association. Waller retired in 1983 and continued to write opinion pieces for the *New York Times* and had begun work on his autobiography. Waller was active in several professional and civic organizations.

Harold Wilmot, '23, Litchfield, Minnesota, May 23, 1986. A fellow of the American College of Physicians and Surgeons and a past recipient of the Harold S. Diehl University of Minnesota Medical School Award, Wilmot was engaged in medical practice in Litchfield for more than 50 years. He was cofounder of the Litchfield Clinic and was active in many civic and professional organizations.

JANUARY

13 **Education Alumni Society Board Meeting**
5:30 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.

University Women Alumni Society Board Meeting
4:30 p.m., call for location: 612-624-2323.



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Snoopy and his friends are going to the U. The University of Minnesota Art Museum, that is. The museum is hosting the "Graphic Art of Charles Schulz" through February 7 in its third and fourth floor galleries at Northrop Auditorium. Admission is free. Peanuts memorabilia and more than 124 drawings of Snoopy, Lucy, Charlie Brown, Woodstock, and the gang were organized by the Oakland Museum in 1985. For more information, call 612-624-9876.

14 **College of Biological Sciences Alumni Society Board Meeting**
7:00 p.m., 127 Snyder Hall, St. Paul campus.

Public Health Alumni Society Mentors Reception
5:00 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.

18 **College of Liberal Arts/University College Alumni Society Board Meeting**
5:30 p.m., call for location: 612-624-2323.

19 **Band Alumni Society Board Meeting**
7:00 p.m., call for location: 612-624-2323.

St. Cloud Alumni Chapter Reception
St. Cloud, Minnesota. Call for information: 612-624-2323.

21 **College of Home Economics Alumni Society Board Meeting**
6:00 p.m., 46 McNeal Hall, St. Paul campus.

26 **Medical Alumni Society Board Meeting**
6:00 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.

27 **College of Liberal Arts/University College Alumni Society Spectrum Lecture**
7:00 p.m., call for information: 612-624-2323.

28 **Black Alumni Society Board Meeting**
Call for details: 612-624-2323.

FEBRUARY

2 **Education Mentoring Program**
4:30 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.

10 **Education Alumni Society Board Meeting**
5:30 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.

11 **College of Biological Sciences Alumni Society Board Meeting**
7:00 p.m., 127 Snyder Hall, St. Paul campus.

16 **Band Alumni Society Board Meeting**
7:00 p.m., call for location: 612-624-2323.

18 **Phoenix Area Alumni Chapter Event**
Speaker: John Gutekunst, Gopher football head coach. 7:00 p.m.

19 **Sun City Alumni Chapter Event**
Speaker: John Gutekunst, Gopher football head coach. 6:30 p.m., The Lakes Club, Sun City, Arizona.

22 **Public Health Alumni Society Board Meeting**
4:00 p.m., Campus Club, Coffman

Memorial Union, Minneapolis campus.

24 **Black Alumni Society Board Meeting**
Call for details: 612-624-2323.

27 **Sun Coast Alumni Chapter Event**
Speaker: John Najarian, University of Minnesota Regents' Professor and chair of surgery department. Noon, East Bay Golf and Country Club, Largo, Florida.

MARCH

1 **Nursing Alumni Society Board Meeting**
5:00 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.

2 **Pharmacy Alumni Society Board Meeting**
4:00 p.m., 5-130 Unit F, Minneapolis campus.

8 **Medical Alumni Society Board Meeting**
6:00 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.

University Women Alumni Society Board Meeting
4:30 p.m., call for location: 612-624-2323.

9 **Education Alumni Society Board Meeting**
5:30 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.

10 **College of Biological Sciences Alumni Society Board Meeting**
7:00 p.m., 127 Snyder Hall, St. Paul campus.

15 **Band Alumni Society Board Meeting**
4:30 p.m., call for location: 612-624-2323.

17 **Black Alumni Society Board Meeting**
4:30 p.m., call for location: 612-624-2323.

For more information on calendar events, call the Minnesota Alumni Association at 612-624-2323.

A Noble Cause

Fred Friswold

As a boy, I could never understand it. My grandfather had been a congressman for nine terms, which meant he knew a lot about the importance of winning, but in every election he contributed money to his opponent's campaign. That behavior seemed particularly strange for a man who was committed to the Grand Old Party "till death do us part."

When I asked my mother to explain, she said, "He believed in the democratic system even more than in his own party or his own candidacy. He knew that the system couldn't sustain itself without voluntary contributions to candidates of both parties, so he practiced what he believed."

I always admired my grandfather even though we never had the opportunity to become close. I admired him even more when I came to understand why he contributed to the opposition's party. There is something noble about believing in an idea or an institution so much that you are willing to personally sacrifice for it.

Being able to visualize an important cause according to its benefits, rather than its cost, takes a special person. Being willing to pay a price to make the vision a reality takes an even more special person.

I was reminded of these truths in discussions about the Minnesota Campaign with other alumni. The campaign is a noble idea. It involves the development of private, voluntary funds to build on the best features and strengths of the University of Minnesota to help it become one of the top institutions in the nation. It's an idea that will bring the University national recognition as not only one of the largest but also one of the finest institutions of higher learning. It's an idea that will emphasize that Minnesota is a great incubator of excellence in academics and research, as well as baseball.

The Minnesota Campaign is built on the premise that enough caring people will voluntarily contribute \$300 million to a state-supported land-grant university. Even with Curtis L. Carlson's outstanding leadership, both financially and personally, such an objective seemed out of reach at the outset. Any doubts, however, have been removed. It is clearly an idea whose time has come.

As we move into the final months of the three-year campaign, more than \$290 million has already been committed by generous people who share the vision of

University excellence. Our victory celebration will take place a month before next Thanksgiving, and the University will clearly have a lot for which to be thankful. Every one of us participating in the campaign will have good reasons to be proud.

In this context, the Minnesota Alumni Association (MAA) has been searching for our proper role in the campaign. We are excited about it and fully support its objectives. Many of our members are actively involved in various aspects of the campaign as callers, contributors, and alumni society leaders working with the various college deans soliciting support for endowed chairs or new programs. Our question, however, is whether that involvement is enough or whether we can make a special contribution as alumni.

The MAA has considered casting its support to one of the particular projects that has arisen out of Commitment to Focus, University President Kenneth H. Keller's blueprint for excellence. Anyone would be proud to support the many exciting and worthy programs. However, we have concluded that, aside from supporting projects initiated by their own colleges, association members can maximize the value of their contributions to the Minnesota Campaign by giving undesignated funds.

Contributing unrestricted funds isn't as tangible or exciting as supporting a specific project of personal interest. However, the dollars given in undesignated gifts are the most valued gifts the University receives.

The University gathers talented people with good minds—undergraduate, graduate, and professional students; faculty; visiting professors; and lecturers. These fine minds deal in ideas for which the University should serve as an incubator. Undesignated funds will help to turn their ideas into new courses, special studies, or innovative research projects. Flexible gifts enable the University to take action when new research or teaching opportunities arise, rather than wait until long-term funding can be worked out.

I was astounded to learn that more than 95 percent of the funds committed to date to the Minnesota Campaign are designated for a particular chair or program—a circumstance that limits the University as it tries to respond to many



Fred Friswold, national president of the Minnesota Alumni Association, is president of Dain Bosworth. He has been an alumni association member for eight years and has served on the board of directors.

unmet needs. I've recently served in leadership roles for a church, a hospital, and the United Way. I've been involved with fund-raising for each and know the importance of being able to raise funds for special projects that fall outside of the regular operating budget. However, I've also served on the finance committees of each organization, and I shudder to think of trying to manage the finances of any of these organizations if 95 percent of the volunteer contributors were to specify how to spend the money. The University now faces this situation with respect to the Minnesota Campaign, and it creates a special role alumni can play in raising funds that are free of restrictions and red tape.

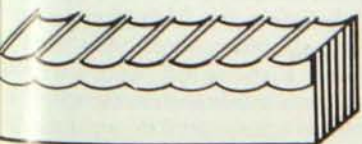
In the weeks ahead, each of us will have an opportunity to participate in the Minnesota Campaign. In the initial stages, the campaign was focused on securing large gifts for specific chairs and programs. Now the campaign will broaden to include gifts both large and small from all the friends of the University, including its most important constituency—its alumni. It will also place emphasis on gifts that are free of restrictions and permit the University to do whatever needs to be done, when it needs to be done.

We hope to give alumni the opportunity to participate in this historic undertaking. Many alumni will receive letters from President Keller or Curtis L. Carlson. Students will also be contacting alumni by telephone to present the opportunity to participate in the campaign.

The MAA staff and board of directors have set 100 percent participation in the Minnesota Campaign as our own goal. We hope you'll join us and be generous in supporting this noble cause.

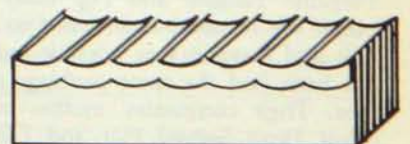
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Diary of a Homecoming Crisis

Margaret Sughrue Carlson

September 22. Dear Diary: So, I'm an incurable optimist. When *Star Tribune* writer Howard Sinker called me, asking what the Minnesota Alumni Association (MAA) would do if the Minnesota Twins won their division, and if they won the American League championship, and if they played in the World Series on Saturday, October 17—the same day the University's homecoming game is scheduled—I answered that it would be a magical moment for Minnesota sports, we'd be delighted, and we could gladly change our whole schedule. I just couldn't help it.

September 29. Should we reschedule homecoming or wait and see? The Twins have an exclusivity clause in their Hubert H. Humphrey Metrodome contract that guarantees them 24-hour use of the stadium if and when a play-off game is scheduled. The University's external relations team looked into our crystal ball and decided to go for it. Our reasons were simple: the opposing team, students, fans, and alumni need time to adjust their plans, and all of us are ardent Twins fans. The move is on.

September 30. Change homecoming—where to begin? Revamp twelve months of preplanning, reschedule nineteen events sponsored by the Homecoming Committee and the MAA, and do it all in only sixteen days, or, more precisely, 384 hours.

October 1. With 3,000 guests slated to attend our traditional homecoming pancake feast at Williams Arena on Saturday morning, we needed to make a 180-degree adjustment. A pancake supper held downtown at the Minneapolis Armory, where we can catch students, alumni, and fans on their way to the Metrodome, became our alternative strategy. But after talking to Perkins, our corporate sponsor, we determined that it would not be possible to serve fresh pancakes in such a tight time frame—from a facility without a kitchen. Perkins graciously paid all bills already incurred, and we parted with "until next year?"

October 2. Alternative Strategy Number 2. We dubbed our new event a Pregame Tailgate and Pep Rally—with pizza. We turned our attention to Domino's and Davanni's as possible sponsors, but both had the same problem as Perkins. Their companies' mottos may be Great Pizza Served Hot and Fast—but moving 12,000 slices of pizza through

rush-hour traffic was not on their menus. We suggested helicopters or police escorts, but logistical sense prevailed.

October 5. Alternative Strategy Number 3. Dusting off the cobwebs in our minds, we remembered what old-fashioned tailgate parties were like. Menus were eclectic—anything that was in the refrigerator went into the picnic hamper. So instead of looking for one food provider, we called every friend we knew in the food industry with a simple message: "Due to the success of the Twins, we've got a homecoming crisis. Please call today." Allan Krejci of the Geo. A. Hormel Company was the first to step to the line, offering 3,000 all-meat wieners. He referred us to Metz Bakery for buns. John Jacobson of the Pine Tree Apple Orchard couldn't supply apples for all 3,000 expected guests, but he pledged the collective support of the Minnesota Apple Growers Association for Haralson apples.

With the menu almost complete, we still hit challenge after challenge. Arrid Extra Dry was given to the staff. Chin Up was our motto. And finally, Old Dutch potato chips, Pabst beer, Coca-Cola, and cookies from Super Mom's were donated to shore up our menu. As the staff found temporary storage for 50 cases of potato chips and worked out the details of wiener preparation with the University's food service, MAA National President Fred Friswold appeared before the city council to secure liquor and food permits.

October 8. Will anyone come? How to get the word out that all the homecoming activities had changed and that 3,000 of our closest friends were not to show up on Saturday morning for pancakes but on Friday night for hot dogs? Staff and volunteers executed fast footwork, and good friends in the media came to the fore. News releases and flyers were produced in twenty minutes and distributed to the press.

October 16. By 5:00 p.m. the armory was jumping. Music swelled to the top of the 40-foot ceiling, and thanks to outdoor speakers, the tunes attracted guests from blocks away. Thousands of maroon and gold balloons, yards of red-white-and-blue Twins bunting, strings of flashing lights, and a giant video screen displaying past Gopher games greeted the guests.

Don Shelby and Pat Miles, WCCO news anchors, emceed the program. If the



Margaret Sughrue Carlson is executive director of the Minnesota Alumni Association.

Barber Shop Chorus was the horn d'oeuvre and the men's chorus, cheerleaders, and dance line were the main course, the University marching band was the dessert. They warmed our hearts and delighted our ears with a blaze of color and sound. Don Cassidy, Twins promotion manager, received a good luck golden horseshoe from Fred Friswold, and the crowd went wild. We held our breath during the door prize raffle, especially when two coveted Twins play-off tickets were given away, courtesy of last year's MAA president, Harvey Mackay.

I could write even more, dear diary, because this is the story of just one event. Each event had its own joys and traumas. Sixteen days of crisis management blurred into one never-ending day.

October 17. The heroes and heroines of our homecoming saga were many, but the most valuable players were Paul Mikalson, a new staff member and special events coordinator who had good hands on experience as last year's homecoming publicity chair; Paula Sanders, a program director whose years of conference planning were a godsend; Chris Mayr, a staff member who had recently taken a job in private industry, but who stepped in as a volunteer since he was initially in charge of alumni homecoming activities; and Jon Newberry and Shaun Murphy, student homecoming chairs.

November 11. Holger Christiansen, associate director of men's athletics, called today. What if, he asked, the 1987 world champion Minnesota Twins play in the World Series in the Metrodome on the very day of homecoming 1988? We'd be delighted, I answered, and we could gladly change our homecoming schedule.

I couldn't help it. I'm an incurable optimist.

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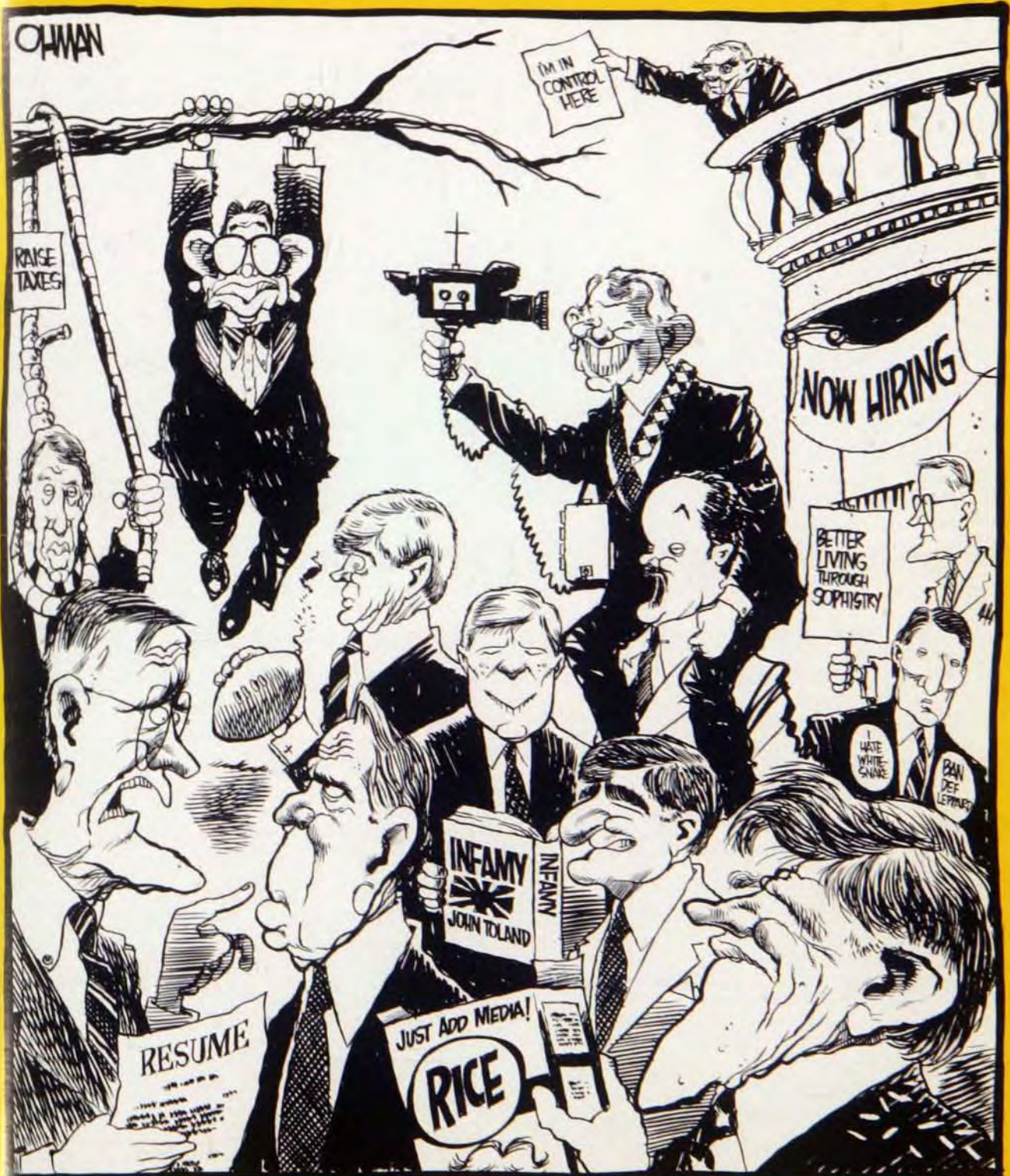
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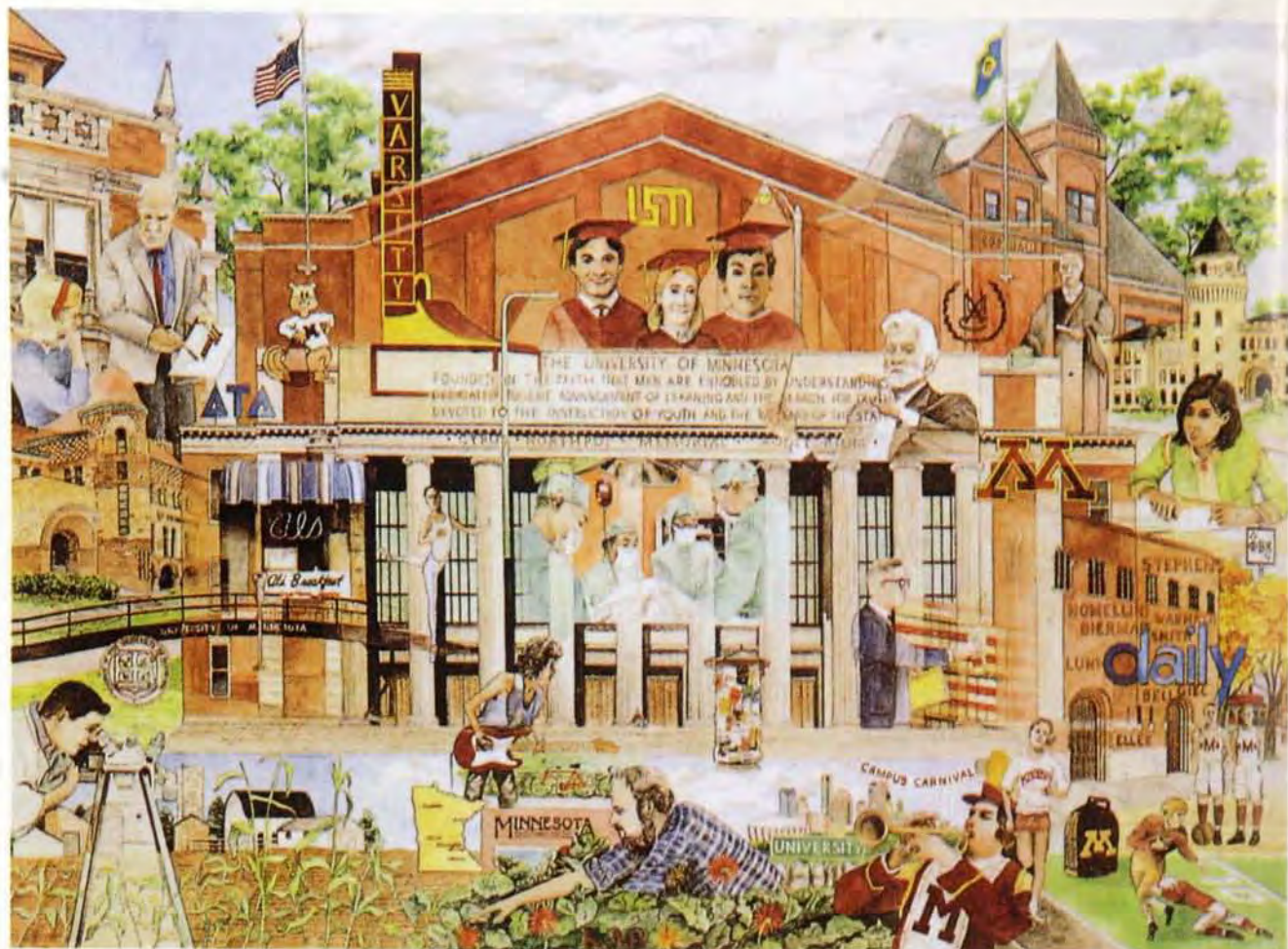
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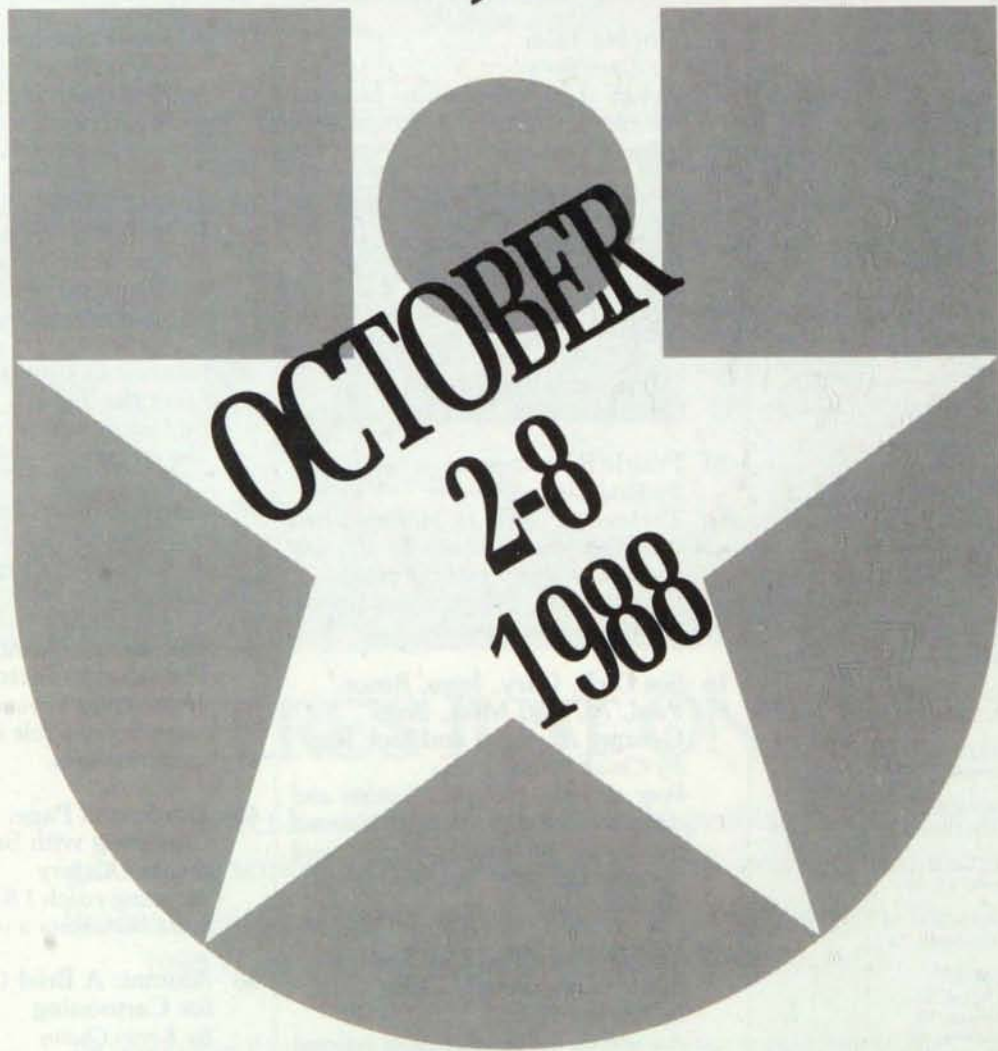
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Can we talk? I am not exactly sitting behind a blizzard of letters, but I am no longer lonely. After my plea in the last issue of the magazine, I received six letters to the editor, six phone calls, and four poems. In addition, Institute of Technology Dean Ettore Infante, Medical School Dean David Brown, College of Liberal Arts Dean Fred Lukermann, and College of Agriculture Dean C. Eugene Allen have agreed to write status reports on their colleges in the coming issues—and they've agreed to "tell it like it is."

What our readers told us is that, in the words of Richard E. Riis, '39, of St. Paul, "PR style is not what readers need or want. Facts and information, yes. . . . All will benefit by a factual base of reporting." Ervin W. Schultz of Brainerd, Minnesota, writes: "By all means keep telling it responsibly: accountability-responsibility—I sense this is your goal." Reader Schultz, by the way, introduced a new twist in the letters-to-the-editor game—typewriter talk. Cynthia A. Gehrig wrote to tell us to "accurately represent the programs of the University of Minnesota to your reading public. If what you mean by finding 'the inside scoop' is to give an honest and objective assessment of programs and departments, then you should do so. If your purpose is to expose in a sensational way, then I'm opposed to that. Tell us weaknesses as well as strengths; we should have an objective representation of the University before us."

Our phone calls to the editor were another matter altogether. All but two were regarding our story on advertising executive Pat Fallon of Fallon McElligott in Minneapolis. While the issue of the magazine featuring Fallon was at the printer, Fallon and his agency became embroiled in a controversy that was covered in the local and national media. When the director of the women's center at Mankato State University, after seeing a presentation of work by one of Fallon McElligott's subsidiaries, wrote to the agency complaining of sexism in the advertising, Fallon and two others from the agency responded in what can only be called a childish, insulting, derogatory—and critics say sexist and racist—manner that called into question the whole agency's integrity. Plenty of onlookers were waiting for the agency to make a mistake, and Fallon McElligott found itself under the most painful microscope. All three men eventually apologized, and the

agency, whose award-winning ads, past good work, affirmative action policies, and public service have all but been forgotten by the general public, is working to change the current perception.

One reader called wondering what the public reaction to our article had been; another, whom I didn't get to talk to, left a message saying that the article was a slap in the face to all women. Another reader said she assumed our production schedule was such that we weren't able to respond to the controversy surrounding Fallon and hoped we'd let our readers know that we, and the University, do not condone sexist advertising or sexism of any form. The University doesn't. I don't. But then I also don't think that the work of Fallon McElligott is sexist.

Keep those cards and phone calls coming, because starting next month a page full of your thoughts becomes a regular feature. This issue—with the help of our "worldwide alumni achievers"—should provide fodder for your letters.

Four University alumni—Richard Scammon, Howard R. Penniman, Robert Squier, and Norman Ornstein—are respected political scientists or political consultants who are observing with interest the race for president. Our production deadline was such that we published this issue before the Iowa and New Hampshire primaries, so you will have another good chance to see if we—and they—hit the mark. To help illustrate our story, we called on Alan E. Cober, one of the country's top illustrators, and political cartoonist Jack Ohman of the *Oregonian*. Ohman attended the University of Minnesota from 1978 to 1980 and was a cartoonist for the *Minnesota Daily*. His work has appeared in previous issues of *Minnesota*, and he was eager to help us out again.

Our personal favorite, however, in the response-generating story category is our communications column, "The MacWrite Stuff," by Professor Karal Ann Marling. In it readers will find a veiled reference to the editor, who howls with anguish each time she receives a desktop-computer-generated newsletter with more than three different type styles, illustrated with cute clippings but oblivious to grammar and punctuation. Surely some grammarians, English majors, art directors, and computer technicians out there must take exception to Marling's views.

MacWrite us now.

Double Take

There's more to the study of education iconics than meets the eye
By Bjørn Sletto

In the summer of 1983, professor of education Ayers Bagley encountered something remarkable in a sunny, medieval church near Norwich, England. Scanning a stained glass window in the south wall, he discovered a curious intrusion among the figures depicted. The window showed a beautiful representation of what should have been St. Anne teaching the Virgin Mary to read. Instead, a priestly head, full bearded, had replaced St. Anne's head, and the Virgin, with short hair, had a boyish look. □ These mutations, which elsewhere might be interpreted as a practical joke, weren't the product of an artisan's irreverence. The window, most likely originally composed of fifteenth-century glass, was probably restored in the nineteenth century. "Whoever put [the window] back together either did not know the once-popular tradition of the Virgin's reading lesson, or was persuaded not to resurrect such nonbiblical imagery," says Bagley. "In any case, the outcome suggests that someone imposed the views of a later time onto the original artwork." □ A nationally known student of education iconics—the study of education imagery—Bagley searches for significance in even the most incongruous picture. For the last 25 years, he has been a frequent visitor to museums, libraries, and historical sites throughout Western Europe and the United States, and he has gathered enough images of education themes to make his collection the most extensive of its kind in the world. Bagley doesn't plan to stop there; in the future, he hopes to institutionalize the collection.



Patronage of the arts and sciences, once a privilege of princes, is here satirized in a portrait of the semiliterate, nouveau riche Andrew Carnegie, who gave millions to support public libraries. From *Punch's Almanac for 1910*. Portrait by Bernard Partridge, alias "Andrea del Skibo" (i.e., Del Sarto).



Personifications of the seven liberal arts are among the earliest education images. Here they form a curriculum pyramid leading from grammar to philosophy and celestial understanding. *The Hill of Knowledge*, fifteenth-century painting, Florentine School, Musée Condé, Chantilly. From a reproduction in *The Age of the Renaissance* (McGraw-Hill, New York, 1967).



St. Anne teaching the Virgin to read was for centuries a strong iconographic expression favoring literacy for girls. It has been transformed into an anonymous male instructional scene in this nineteenth-century restoration of a fifteenth-century stained glass window. Photograph by Ayers Bagley (1983).

At the school of his mother's knee, a child studies eloquence and expressive gesture, key ingredients in a curriculum designed to support careers in the church ministry or high governmental office. *Portrait of Mrs. Isaac Hite and Son*, by Charles Peale Polk, c. 1799. Baltimore, Maryland, Historical Society. From a reproduction in *Antiques*, volume 107 (March, 1975), page 513.



Polytechnical Instruction, by the East German painter Harald Metzkes, reflects a form of realism in art and a view of education stressing practical, industrial ends. From a reproduction in Ursula Kesselhut, *Das Kind in der Kunst* (Leipzig, 1977), plate 45. In 1959, the painting itself hung in the *Junge Kunst* gallery in Frankfurt on the Oder (East Germany).



Bagley's ventures into iconics research started soon after he arrived at the University in 1960 to teach courses in the history of education. During his lectures, he frequently used illustrations to encourage students to learn, he says. But he became increasingly interested in the images themselves and in what they could tell him about the history of educational thought.



"As time went on," he says, "I began to divide the illustrations into categories: some represented sites and helped students get a sense of location—the ancient grounds where Socrates taught, medieval schools of Paris, Oxford, Cambridge. Other slides showed seemingly candid teaching scenes—for example, seventeenth-century Dutch paintings of village schools. Some scenes were obviously fabulous—a wolf reciting the ABC's—or emblematic—a centaur teaching a prince to read—or mythological—Hercules murdering his teacher. These and other kinds of images reflected ideas central to an understanding of meanings and values connected with education in Western cultural history."

Recognizing the intrinsic qualities of the imagery and the growing need for accurate representations to use in his teaching, Bagley started photographing reproductions in books and periodicals housed in the University and local libraries. "I realized my endeavor was manifold," Bagley says. "There were the basic tasks of identifying and collecting, then of classifying, and beyond that, there was the challenge of interpreting the imagery in the context of educational history."

Bagley conducted his collecting in earnest, gathering images related to his personal research and the needs of his students. A structured approach was achieved when the Education Iconics Project was established in 1976. To support the project, which represented the beginning of his endeavor of institutionalizing the study of education iconics, he sought monetary aid from his department, college, and University agencies. Substantial funding came from the Center for Curriculum Development.

With formal establishment and support for the project, Bagley's work took a giant step toward realization. Although Western culture is very rich in visual representations of education themes, only a small portion of them had been examined by any scholar. Bagley's research the following decade helped move the iconics of education out of the historical shadows and into the professional forums of educators.

In the beginning, Bagley focused on identifying and collecting. He continued studying images available in the United States, but expanded his research to Western European libraries, museums, iconographic collections, churches, public monuments, and other historical sites. His wife, Marian, professor of design in the department of design, housing, and apparel, accompanied him, conducting studies in her own field, and often helped photograph educational images on location.

"She is an experienced detective with an extraordinarily keen eye," says Bagley. "When you're in a grand cathedral or one of the larger churches, intent on photographing sculptural reliefs or choir stall carvings of your subjects, you have first to find them. This is not always easy, especially in dim light. She is usually first to pick them out."

The Bagleys' travels were well planned and carefully structured. They meticulously designed itineraries based on catalogs of collections in the countries they were going to visit. Before their visits, they inquired into conditions for photographing and photocopying in each institution. Without such planning, Bagley says, they could have had unpleasant surprises. For instance, photographing is not allowed in the British Library housed within the British Museum. "You might be cordially permitted to photograph prints in municipal collections in Basel or Antwerp, with proper credentials, but elsewhere be met with looks of incredulity at the very mention of the idea," says Bagley. "Prearrangements are essential."

The Bagleys' persistence and dedication paid off. Over the past decade, the Education Iconics Collection has grown to be the most comprehensive of its kind, consisting of thousands of 35mm slides. Only two other standing collections of education subjects are comparable. One sizable

collection is located at the University of Northern Illinois, the other is the Alt Archive in the Pedagogical Academy in East Berlin.

Although the Education Iconics Collection includes photographs copied from printed works, just as the Northern Illinois and Alt Archive do, it has had the advantage of the enormous improvements in color photography and printing. Moreover, a very large proportion of the Education Iconics Collection consists of photographs made directly from the original objects—museum paintings and sculptures, prints, drawings, stained glass, carvings in wood or stone, tapestries, frescoes, decorated stove tiles, painted vases, wedding chests, intarsiated tables, sarcophagi, gravestones.

Bagley realizes that his success in building a distinguished education iconics collection has been possible not only because of his commitment to the field and capable assistance but also because of new and more advanced technology. Because of this, his responsibility, he says, is to try to make the collection accessible to as many people as possible—to let them share in the good fortune. To accomplish this goal, Bagley says he plans to encourage others to help collect and catalog so that he can focus his efforts on his most ambitious plan yet: to computerize the iconics collection.



The Bagleys took a first step toward the goal of making the Education Iconics Collection more accessible when they established the Education Iconics Endowment in the University of Minnesota Foundation in 1986. Bagley says the primary purpose of the endowment is to foster research in the field of education iconics, but for now expenditures will be used to further development of the collection.

"I hope to find inquisitive people of all ages who are planning trips to Europe for purposes of enlarging their education," Bagley says. "If they wish to participate in collecting education images, they can do it on a volunteer basis or for University credit. What I have in mind are cathedrals



BJØRN SLETTØ

An interest in education iconics and art has taken Marian and Ayers Bagley to Europe twenty times in the last 25 years.

and churches, particularly those of France, Belgium, England, Germany, Switzerland, Italy, and Spain. What a delightful and marvelous activity it would be to visit them, examining their fabric, carvings, frescoes, and sculptures for educational images. Properly done, the results could make a magnificent contribution to the study of education iconics.

"But it would be the work of more than a few discerning eyes and cameras: in France alone there are hundreds of Romanesque and Gothic churches. How many have images offering insights into the history of education? Perhaps few; perhaps many. Who knows? Existing guides are insufficiently detailed. We must go and see."

Beyond the churches, Bagley says, there are numerous collections to be studied in the stately homes of England and Scotland, and in the palaces and chateaux of continental Europe.

Bagley himself plans to spend more time at the computer. Entering the education iconics inventory into data banks is a high priority, he says. He also hopes to use optical scanners on the images to make them readable on computer screens, and in the future, he plans to record the images on video disks.



For now, the Bagleys keep the bulk of the collection in their house, enabling them to maintain the proper temperature and humidity to ensure the longevity of the slides. The rest of the slides are kept on reserve in the Learning Resource Center in Walter Library for use by students enrolled in the education imagery course.

"We're at a stage in history when technological advances make it possible to share our cultural wealth with more people than ever before," says Bagley. "Until now the collection has been serving a relatively small audience: students enrolled in the education imagery course and scholars who attend conferences where advanced students and I have presented papers illustrated by slides from the collection. But I have a hunch there are many more people who would be interested in learning about the visual

culture of education."

Delving into the imagery of education has brought obvious rewards, Bagley says. His research has not only made his courses more illuminating but also has helped him appreciate educational history "in colors and textures of its visual testaments."



"I have been privileged to get a little closer to traditions that trace back thousands of years," Bagley says. "To go to the sites and see the material expressions of our predecessors has made me feel

part of a long line of humanity. I think the way classical values have been expressed throughout the Middle Ages and up to modern times tells us something about ourselves. It tells us something about all those people who are related to us directly or indirectly. It helps us understand our cultural legacy."

But Bagley has reached no firm conclusion about the significance of a classical image he saw a few years ago in the Chartres Cathedral, approximately 50 miles south of Paris. "We entered the great western portal of the cathedral," says Bagley, "and began a clockwise scanning of the figured surfaces. Immediately at our left, on a column capital—in this twelfth-century Western Christian church—we saw a relief of the ancient Greek hero Achilles, as a boy, riding Chiron the Centaur, the mythical first educator in the Western world. It was quite amazing. What is he doing there, I thought. How can I explain this?"

"Could it have served an educational purpose? How does it relate to the seven liberal arts sculpted on the exterior of the arch over the right portal, west front, leading into the sacred space? About the time the reliefs were carved, there was an illustrious cathedral school at Chartres. How do these facts relate?"

According to Bagley, such questions are among the many that the study of education iconics brings into focus.

Bjørn Sletto is a free-lance writer and photographer. He is a former Minnesota intern.

Illustrations heading paragraphs are reproduced from Emil Rieke, *Der Lehrer* (Leipzig, 1901), a study of the teacher in German cultural history, valued especially for its engravings.



Dr. Harold Allen, Professor Emeritus of English and Linguistics at the University of Minnesota and his wife, Elizabeth.

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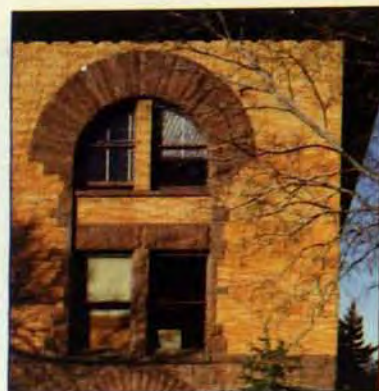
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PRAIRIE

ROMANESQUE

H. H. Richardson introduced America's first architectural style; his followers changed the landscape of the Midland prairies

Toward the close of the Victorian era, the architectural style of H. H. Richardson transformed the landscape. Taking forms and themes from medieval European monuments, Richardson's Romanesque style made America's first original contribution to world architecture. Enormously admired by the public as well as by the critical establishment of his day, Richardson inspired hundreds of other architects to work in a similar vein. By the mid-1880s, cities that had been barely more than junctions or stopovers a decade before vied with each other to create the most impressive stone bank, school, or public building, each tricked up in appropriate neo-medieval garb.

At the University of Minnesota, where an exhibition dedicated to Richardson and his followers and cocreators opens March 13 at the University Art Museum, Pillsbury and Nicholson halls are outstanding monuments of the Richardsonian style. Pattee Hall marks the transition from Richardson's Romanesque imagery to the severe classicism that supplanted it.

The early development of the University's campus along what is now Pillsbury Drive was enlivened by a prolonged sequence of disasters. Fires, economic shortfalls, and planning quandaries all seemed to conspire in the early 1880s to keep the University from fulfilling its ambitious dreams. But in every instance, the disaster ultimately benefited the University's architectural development.

By Paul Clifford Larson



TOM FOLEY

Pattee Hall marks the transition from Richardson's Romanesque imagery to the severe classicism that supplanted it. Its capitals are all carved with emblems of the ideals of legal practice.



March 13 an exhibition displaying the influence of H.H. Richardson and his followers such as L.S. Buffington opens at the University Art Museum. Buffington's firm designed Nicholson (previous page) and Pillsbury halls at the University.

The first disaster occurred in 1881, just after the passage of the state legislative act funding an extensive University building program. The good news was that the campus would soon add to its two extant buildings an engineering and physics building, a museum, an assembly hall, a law building, and a number of agricultural college buildings. The bad news was that the day after Governor Pillsbury signed the act, the state capitol burned to the ground.

But then again, there was good news. For however ready the state might have been in 1881 to sponsor a large university, it was still in the process of attracting an architectural corps up to the task. In the five years following the act of 1881, Minneapolis welcomed its first generation of highly trained and talented architects. As a result, by the time the state budget had recovered in 1886, the possibilities for high-quality design in the new buildings were far richer than they had been in 1881. In addition, state authorities had become acquainted with the work of Minneapolis architect L. S. Buffington who had designed the new state house.

The second disaster was a snafu in planning. The good news was that the University had acquired enough land for an agricultural experiment station just east of the campus. The bad news was that it was a swamp. But then again, there was good news. The Agricultural College had to be moved to a separate site, freeing up the long east-west axis (now Pillsbury Drive) for architectural development related exclusively to the science and liberal arts.

A third cycle of good/bad/good news almost kept Pillsbury Hall from happening. Funds for the prospective science museum and classroom building were finally allocated in 1886. But bidding on the plans from Buffington's office vastly exceeded the \$100,000 approved by the legislature. But once more the wheel turned, and ex-governor Pillsbury stepped in and donated the entire sum required for the new building.

A final disaster nearly proved the undoing of the University expansion program just as it was getting under way. In 1888, a fire swept through the old Agri-

cultural College building next to Pillsbury Hall, severely damaging the work under construction as well as displacing the chemistry department. No happy coincidence or benefactor stepped in this time, but none was needed. Pillsbury Hall was pushed to completion in 1889, and plans were quickly developed for a new chemistry and physics laboratory building. The fire that had destroyed a relic gave the University Nicholson Hall.

Precisely who designed Pillsbury and Nicholson halls has become a puzzle. Buffington hadn't because he functioned more as a businessman than as a designer, assembling one of the ablest corps of drafters/designers in the Midwest.

Among Buffington's employees, Harvey Ellis, who signed the presentation drawings of both Pillsbury and Nicholson halls, has achieved more fame than Buffington himself. Ellis was one of the premier architectural renderers in the country. But unfortunately, his name on the renderings fails to prove that he designed the buildings, for major architects commonly assigned all of their presentation drawings to the best artist in the firm, without regard to who did the actual designing. Ellis had several peers equally capable of generating both the designs.

Pillsbury and Nicholson halls compress into two years the dramatic shift in sensibility that was taking place in American architecture at the end of the nineteenth century. Pillsbury Hall, of rock-faced sandstone, is the more picturesque. Its fanciful carving, varicolored stonework, and circular tower all play on Romanesque themes developed by Richardson as a Victorian. Pillsbury reads most dramatically from a corner perspective, from which the monumental entries, low arcade, window ribbons, and protruding tower expose both their depth and their contours.

In its own way, Nicholson Hall is as substantial a design as Pillsbury Hall, though it is much less pictorial. It captures Richardson in a post-Victorian mood, the mood that links many of his buildings and those of his followers to early modernism. First, it is flat and conspicuously rectilinear. Carved stone is confined to foundation and trim; the remainder of the walls are faced in beautifully spotted buff Roman brick. Nicholson Hall is also plainly designed to be appreciated from a straight-ahead perspective. The prolonged high window ribbon, connecting first- and second-story windows, and quiet entry treatment of the front elevation form one

of the great façade compositions of this or any other university campus.

During the year of the fire that threatened Pillsbury Hall and necessitated Nicholson Hall, a third significant building to show Richardson's influence was under way. This one did not require a disaster to get built. In 1888, a College of Law was created; in 1889 it moved into its new building. The firm that designed the Law Building, now called Pattee Hall, was J. Walter Stevens of St. Paul. Once more, the name of Ellis comes up, for Buffington had hired Ellis away from Stevens's office. But the dates are wrong, and by any account, Stevens had nearly equaled Buffington's success in organizing a large pool of talent working under his sole signatur.

Pattee Hall is the severest of the three buildings and, apart from the broad entry arch, presents more of a neoclassical than a Richardsonian aspect. However, it also contains a splendid gallery on the east side, a sort of compressed cloister that keeps the medieval spirit alive.

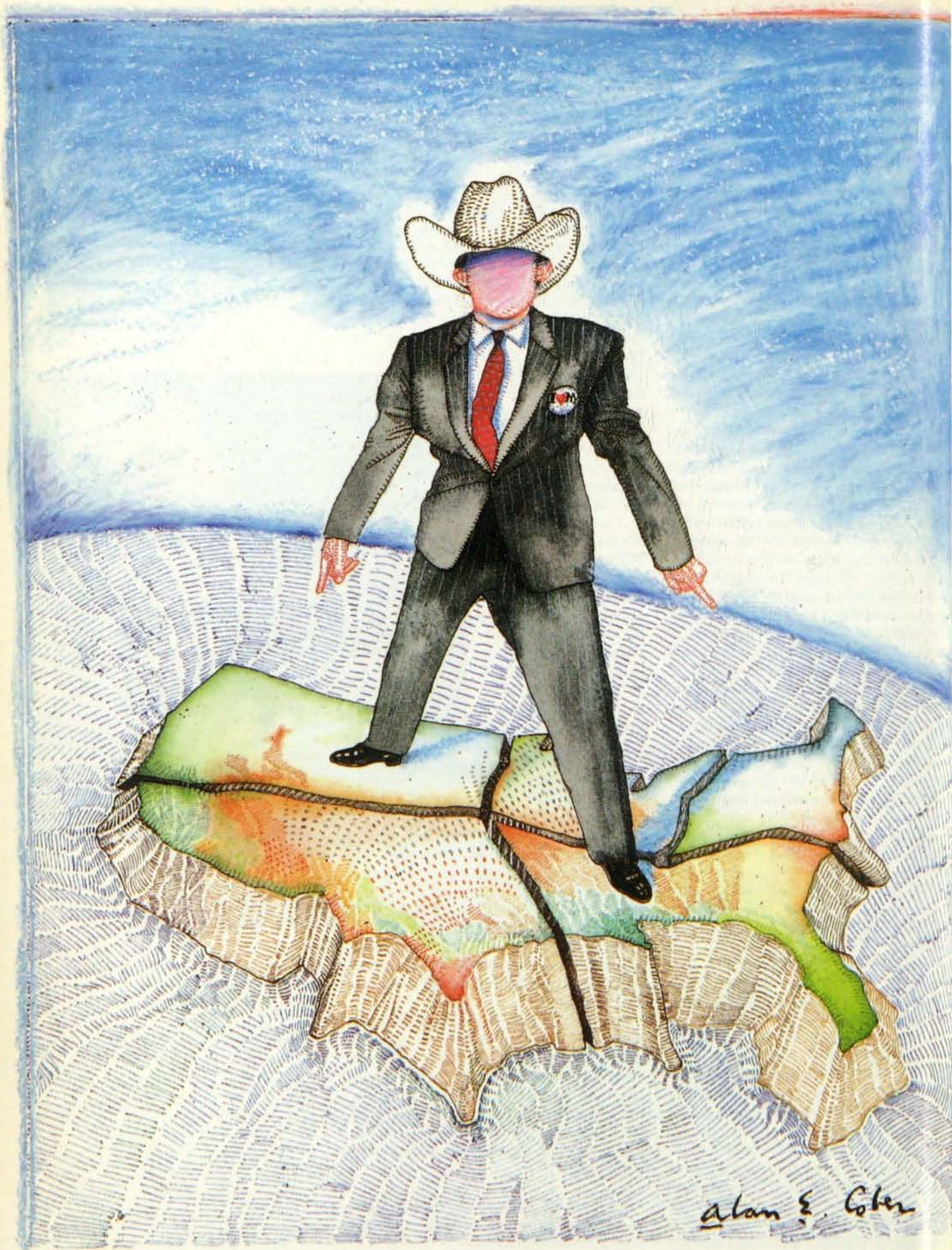
The three Richardson-influenced buildings along Pillsbury Drive are intermingled with clear examples of American institutional architecture before and after Richardson's influence took over. The Mechanic Arts Building of 1886 (now Eddy Hall) is an East Lake design still tied to English architectural fashion; the old Library of 1895 (now Burton Hall) exemplifies the passion for classical models that swept out Richardson's strain of American individualism.

As an architect, Richardson had succeeded in breaking America's cultural apron strings to England, creating an architectural style that did not simply echo an English fad. Working in his shadow, architects Buffington and Stevens gave to the University a core of buildings that remain among its finest architectural monuments.

Paul Clifford Larson, an independent architectural historian, is guest curator of the Richardson exhibition.



Pillsbury Hall's fanciful carving, varicolored stonework, and circular tower all play on Romanesque themes developed by architect Richardson.



Who has what it takes to be
the next president of the United States?
And what *does* it take?

See Dick, Gary, Jesse, Bruce, Paul, Al, Pat, Mike, Bob, George, Al, Pete, and Jack Run

BY CHUCK BENDA

Every four years, Americans exercise their constitutional right to choose the next president of the United States. Beyond the basic framework of American electoral law, how does the process work? Do the people from Iowa and New Hampshire choose our presidents? Does the person with the most money and the best campaign manager, pollsters, and political consultants win? Do we pick the candidate who is most suited for the job? Or do we pick the person with the most political savvy? Among the nation's most astute professional campaign watchers are four alumni of the University of Minnesota. Their observations should leave you ready to play what Richard Scammon calls the "game of the 100 million."

"The presidential election is what I call the game of the 100 million," says Richard Scammon. "You're going to get roughly 100 million people voting in a presidential election, which means you have to get about 50 million votes to win. Getting 50 million Americans to agree on anything is pretty difficult."

Perhaps as well as anyone, Scammon, 72, understands what it takes to win the game of the 100 million. Currently director of the Elections Research Center in Washington, D.C., a private company that publishes biannual handbooks of American election results, Scammon received his bachelor's degree in political science from the University of Minnesota in 1935. He has served as an official elections observer for the Organization of American States and the U.S. government, studying elections in several foreign countries, including the Dominican Republic and Vietnam. A recipient of the University's Outstanding Achievement Award and former director of the Census Bureau, Scammon also serves as a senior elections consultant for NBC Television.

People vote the way they do in most American elections for three basic reasons, according to Scammon. The first

has to do with history and party allegiance. Some areas traditionally vote Democratic, others Republican. The second reason has to do with the candidate's personality. ("The 'I like the cut of his jib' sort of thing," Scammon says.) The third has to do with issues, although Scammon prefers the term "images."

"It isn't the issues that make or break a candidate," Scammon says. "Your basic effort in political work is to stay as close as you can to the middle of the road. It's the game of the 100 million. If you're *perceived*—rightly or wrongly—to be too far to the right, as Goldwater was, or too far to the left, as McGovern was, you'll get clobbered."

"I can tell you right now that the two nominees in 1988 are going to be a protectionist free trader versus a free trade protectionist."

"I don't think that's bad for American politics. Most Americans would describe themselves as being somewhere in the middle of the road."

With most of the candidates trying to find the middle of the campaign road and much of the vote being decided on the basis of personality, image, and perception, political consultants and campaign managers might appear to play an inordinate role in determining the outcome of our elections. Scammon doesn't see it that way.

"Good ones can help, and bad ones can definitely hurt," Scammon says, "but as a lawyer once said, 'The best case you've got is the defendant.'"

"You can polish the guy up, and you can tell him whether to cut his hair long or short, but it's really the candidate who's going to make an impact on the public, not the handler."

Neither does Scammon place considerable stock in the notion that, as a nation, we are becoming more obsessed with candidates' personal lives.

"It hasn't increased at all," Scammon says, "neither in the amount of dirt digging, nor the amount of coverage."



"Gary Hart is the Hulk Hogan of American politics. He can't stay out of the ring. He's a professional politician. Like a professional wrestler, however, I don't think he's engaged in serious pursuit."

RICHARD SCAMMON

Director, Elections Research Center

"One hundred years ago we had one of the dirtiest campaigns in American history. Grover Cleveland was accused of fathering an illegitimate child and having it adopted—which he admitted. His opponent, James G. Blaine, was accused of stock-tighting. That happy campaign was probably an absolute high-water mark for unadulterated dirt.

"Television may have speeded up the process, but those elements of personality and personal lives have always been damned important in American politics."

With no incumbent running, Scammon anticipates a wide-open race for the nominations. He thinks that Bob Dole and George Bush are the only true contenders in the Republican party, with the others simply along for the ride.

"The Democrats have a real battle ahead of them," he says, adding that Bruce Babbitt, Paul Simon, and Richard Gephardt have somewhat equal chances. Jesse Jackson will probably be perceived as being too far to the left of the middle of the road, according to Scammon, and Albert Gore needs to develop support in the South to become a viable candidate.

"I know there are a lot of people who think we have a crazy way of electing a president," Scammon says. "I don't believe that. The American nomination process involves, in a very personal way, the choices of a hell of a lot more voters than does the nomination process used in most other democracies. In other countries, it tends to be restricted to the party elite.

"In America, it's open to every Tom, Dick, and Harry—and I think that's just fine."

Early Returns on the Once and Future Candidate

The Democratic contenders weren't the only ones dismayed by Gary Hart's late reentry into the race for the presidency. Because of production schedules, our feature on the way Americans choose a president had been written, edited, and was awaiting typesetting at the time Hart made his announcement. We did manage to track down Richard Scammon, however, for a few last-minute comments on the seemingly unsinkable Gary Hart.

Scammon on Hart:

"Gary Hart is the Hulk Hogan of American politics. He can't stay out of the ring. He's a professional politician. To take him out of the race would be like taking a drunkard from his last gill of grog.

"Like a professional wrestler, however, I don't think he's engaged in a serious pursuit. It's mostly posturing. I don't think he has a reasonable chance to be nominated. He has the same problem as Pat Robertson, Al Haig, and Jesse Jackson. More people say they'll vote against them than for them. When that happens, you start out with such an anchor weight around your neck, you have little chance of surviving being thrown in the lake.

"For Hart to win, someone would have to prove that the whole Donna Rice thing was a frame. Then he would become a hero. But the real reason Hart fell apart on the Donna Rice thing was not just Donna Rice. I don't think there was a newspaper man in Washington who wasn't convinced that Hart was a longtime, notable, champion-of-the-year womanizer. The fact that his wife forgives and forgets is irrelevant.

"All that publicity may have helped him reenter the race as the Democratic front-runner, however. Sex is something everybody knows something about and reacts to. You can talk about protectionism or antiprotectionism, argue about flagging the tankers in the Persian Gulf or cutting the military, but all this diminishes to a little pebble on the beach compared to sex. All that negative stuff gave him high name recognition, although he was doing pretty well before he withdrew.

"The main effect of Hart's reentry is going to be to further splinter the Democratic vote. It doesn't mean the Democrats can't come together and win in November, but it means the party managers have more problems now than they did before.

"Hart's candidacy may last all the way to the convention. As long as he's got money and he's the center of attention—God knows the newspaper people are going to follow him!—he'll probably keep running. This is the warp and woof of political satisfaction for a political man.

"I don't think he has a chance to win—but you can never be sure with politics. Funny things happen on the way to the forum."



"It's amazing what finding your face on the cover of *Time* and *Newsweek* will do for your identity. And that will happen the day after Iowa, the day after New Hampshire, the day after Super Tuesday."

ROBERT SQUIER

Political Consultant and Filmmaker

At one point during the current presidential campaign, Robert Squier found himself in the peculiar position of having five former clients (Albert Gore, Paul Simon, Michael Dukakis, Joe Biden, and Gary Hart) running for the Democratic presidential nomination.

"We did what any brave person would do," Squier says, laughing. "We ducked."

Although his professional involvement in the 1988 presidential race is limited to occasional pro bono consultation, Squier, 53, has been watching and helping candidates run ever since his days at the University.

"My senior year I was recruited to work on television for the Orville Freeman campaign for governor," says Squier, who was just finishing his bachelor's degree with an interdepartmental major. After he left the University, he pursued his interest in broadcasting and filmmaking, studying communications at Boston University. His filmmaking eventually won considerable recognition, including the prestigious Du Pont Columbia Award for a documentary called *William Faulkner: A Life On Paper* in 1980, but along the way he got back into the business of politics.

In 1968, he joined the Hubert Humphrey presidential campaign as director of television. Since that time Squier has maintained a dual career as a filmmaker and political

consultant. He has advised hundreds of candidates, both in the United States and abroad. He also does a weekly segment on "The Today Show" on NBC, offering "an insider's look at the political process."

Squier offers his insights into the role political consultants play in deciding who the next president will be: "Modern politics have gone from a process driven by the political parties to a process that is more driven by the candidates and their campaigns. Paid media [television and radio advertisements] is the way about 90 percent of the voters make up their minds. If the candidates are equal and you have a bad campaign running against a good campaign, it will be a landslide for the better campaign.

"The danger is that a strong consultant could get a weak candidate nominated and someone that didn't deserve to be elected [could be elected]. But the good thing about the process now is, I think you get strong candidates and, as a consequence, it's a very competitive system."

During the 1988 campaign, that competitive process will reach a peak during the primaries. Although Squier isn't involved in the campaigns officially, having former clients running keeps him watching closely. He thinks that the Republican race is a two-man contest between George Bush and Robert Dole.

"I think Dole is the better of the two candidates," Squier says, "but he needs to define the theme of his campaign and develop a strategy to develop that theme. He stumbles along from speech to speech without any kind of a clear theme.

"If he can do that, then I think he could win the nomination and be a very formidable opponent. If not, Bush wins it by default."

Squier says the Democrats are strong candidates with solid regional support, all needing to develop a national identity.

"Jack Kennedy had that same problem, and he got along fine," Squier says. "It's amazing what finding your face on the cover of *Time* and *Newsweek* will do for your identity. And that will happen the day after Iowa, the day after New Hampshire, the day after Super Tuesday [the day in March when sixteen states, mostly southern, hold presidential primaries]. That series of covers begins to define the candidates for a national audience. The process itself gives them the identity they need."

Although he has no favorites among the six Democrats, Squier does not think that Bruce Babbitt or Jesse Jackson can win the nomination. He thinks Jackson may not even be aiming for the presidency. "I think he's running for power in the system," says Squier.

In the future, Squier would like to see a major change in the nomination process.

"We don't involve enough Americans soon enough," Squier says. "We front-load the process onto a tiny group [Iowa, New Hampshire, and the Super Tuesday states]."

Squier favors replacing the series of primaries we now have with three major primaries: one in the East, one in the central part of the country, one in the West. His plan would schedule the primaries a month apart and divide the country according to the current time zones. "That would cut campaign costs and allow candidates to campaign over a broader area," he says. "And it would also prevent special segments of the constituency from weeding out candidates before a large number of people had a chance to make their choices."



"We have to just cross our fingers and hope that the roller coaster ride won't leave too many bodies littered by the side."

NORMAN ORNSTEIN

Resident Scholar, American Enterprise Institute

The presidential nominating process is like a roller coaster ride," Norman Ornstein says. "It's a crazy process. The candidates inch along at an interminably slow pace up a long and seemingly endless track. Then, as with a roller coaster, the candidates pause when they reach the top, just before the Iowa caucuses in February. Then they rocket down at what seems like a million miles an hour for just a few seconds, leaving their stomachs and other vital organs behind. That few seconds is Iowa, New Hampshire, and Super Tuesday."

The American Enterprise Institute is a private think tank in Washington, D.C., that focuses on public policy issues. Ornstein's specialty is American politics, including the election process.

"We have a ruthless and swift winnowing in, winnowing out process," Ornstein says. "And it is a process that is not particularly rational or sensitive to the appropriate considerations."

The difference between coming out of the early primaries a winner or a loser is based more on expectations than on actual level of voter support, according to Ornstein. The top vote getter may be perceived as losing a particular primary if that candidate is expected to get 40 percent of the votes and gets only 30 percent. A candidate who gets 20 percent in the same primary may be perceived a winner if he or she is expected to get only 10 percent.

The candidates' success or failure is also too dependent on character and image issues to suit Ornstein. Looking at the personal qualities of leadership that individuals have is perfectly reasonable, according to Ornstein, but the danger

lies in focusing too much attention on behavior that was once considered private and which may not have much bearing on whether a person is fit to govern.

Helping candidates live up to the examining eye of the public is more than just a matter of avoiding scandal, says Ornstein. Political consultants leave little to chance as they plan strategies to help their candidates project a presidential image, but do they make winners out of also-rans?

"There's no question you need good people around you," Ornstein says, "but I'm skeptical of their significance in the final analysis. Many candidates have mounted massive campaigns in the past and gotten nowhere. Other candidates who don't have the resources or the where-withal, or who certainly don't look like matinee idols or TV stars, have done just fine."

At 39, Ornstein is somewhat of a whiz kid in Washington political circles, having achieved the status and respect often reserved for older political scientists. He received his bachelor's degree in political science from the University of Minnesota when he was eighteen and his doctorate from the University of Michigan in 1972. Before joining the American Enterprise Institute, he taught at Catholic University. His keen grasp of American politics and willingness to speak his mind on a variety of issues have made him a popular source for the national media. When it comes to assessing the 1988 presidential campaign, however, Ornstein prefaces his remarks with what he calls "a huge caveat." "This process is topsy-turvy enough that even picking a good group of candidates is problematic.

"On the Republican side, clearly you've got two candidates [George Bush and Robert Dole] who represent continuity and four candidates [Pete du Pont, Jack Kemp, Pat Robertson, and Al Haig] who represent change. It's quite likely that the Republicans are going to choose somebody who represents a level of continuity—either Bush or Dole.

"Bush has a lot of money and a major organization, but he is going to have to show a more assertive and individualized leadership than he has up to now.

"Dole comes across as a strong, tough, determined leader—which works very well this time around—but he comes across as senatorial, not presidential. He's going to have to show people that he can be presidential—be an executive and look at the broad picture."

The Democrats have no prohibitive favorites, according to Ornstein, and will likely take turns leading the pack. He ranks Paul Simon, Richard Gephardt, and Michael Dukakis among the most likely to succeed. In spite of early indications that Jesse Jackson leads the pack in voter recognition and broadly based support, Ornstein doesn't see him as a likely nominee, but rather as a candidate who will influence the convention.

"The dark horse in this race, someone who could end up surprising an awful lot of people, is Albert Gore," Ornstein says. "He is the youngest candidate and, much like Jack Kennedy in 1960, he has the attractiveness, the poise, the projection, to look presidential. And he also has a nice base in the South.

"We have an open, fluid, and unpredictable system. At this time [December 1987], only about 15 percent of Americans are paying attention. The real choices will not get made until early next year [1988]. We have to just cross our fingers and hope that the roller coaster ride won't leave too many bodies littered by the side."



"I worry less than most people about the amount of money spent on presidential campaigns. In many democratic countries, the cost per voter is much greater than in the United States—sometimes as much as twenty times."

HOWARD R. PENNIMAN

Adjunct Scholar, American Enterprise Institute

One of Howard R. Penniman's major duties at the American Enterprise Institute has been to serve as editor of *At the Polls*, a series of 35 books examining elections in various democratic countries. Previously a professor of political science and government at Yale and Georgetown, Penniman received his doctorate in political science from the University of Minnesota in 1941. He also works as an elections consultant for ABC Television. Having spent most of his 72 years scrutinizing the political process, specifically elections, Penniman now spends little time worrying about many of the popular criticisms of the American presidential election process.

"I worry less than most people about the amount of money spent on presidential campaigns," Penniman says. "In many democratic countries, the cost per voter is much greater than in the United States—sometimes as much as twenty times."

The notion that political consultants have too big of an impact doesn't wash with Penniman, either.

"I don't think [political consultants, media coaches] make it any more likely you'll get a bad candidate

elected—or a good candidate," he says. "The system has changed only in the sense that the gadgets have changed. A century and a half ago, they had big parades with songs like 'Tippecanoe and Tyler Too.' Those weren't especially edifying or educational ventures, and yet that was the basis on which many voters were making their decisions. It's essentially the same kind of thing that's been done throughout the history of most democratic countries."

History also shows that presidential campaigns without an incumbent provide for more wide-open races, and Penniman doesn't think either party has an advantage going into the primaries.

"There are too few people involved at this point to lend a distinct advantage," Penniman says. "If you get below the top 20 percent in awareness, you have a lot of difficulty getting people to name the candidates, or even identify which party they belong to."

"The early part of the campaign is the time when candidates are raising money and making their contacts with the party elite and that top 20 percent or so of the public. The rest of the people don't pay much attention until the primaries begin."

The Iowa caucuses and the New Hampshire and Super Tuesday primaries won't determine a winner, according to Penniman, but they will knock a few out of the running. Among the Republicans, Penniman follows the lead of most political analysts, agreeing that George Bush and Bob Dole are most likely to survive the first few primaries.

"Bush has an advantage because he's better known. And if he just doesn't get hurt in the first two primaries, he may be on his way."

With Dole as a solid second choice, Penniman thinks it unlikely that any dark horse will emerge among the Republicans. The Democrats face a different scenario.

"It's an open race. Many of the candidates seem to have trouble getting well under way, although that may change come Super Tuesday."

"Jesse Jackson has the most support at this point—in big cities and in the South—but I think it is highly unlikely that he can get a majority."

Reluctantly, Penniman allowed that regardless of other strengths and weaknesses, Jackson may be facing a racial barrier that America is not yet ready to cross when it comes to choosing a president. "People are sure going to work very hard not to make it look like it has anything to do with his being black, but I think that's a problem."

Nonetheless, according to Penniman, Jackson could have a significant impact on the Democratic convention, especially if he garners 25 percent of the vote.

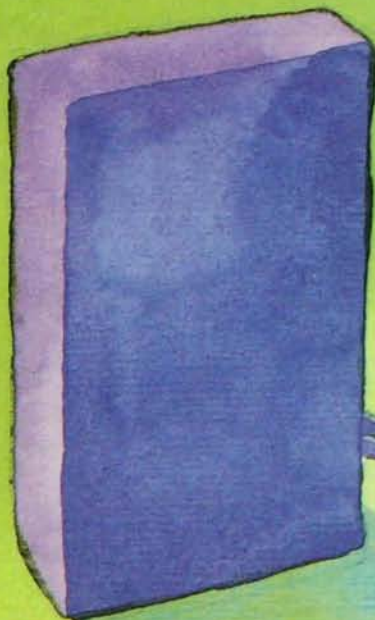
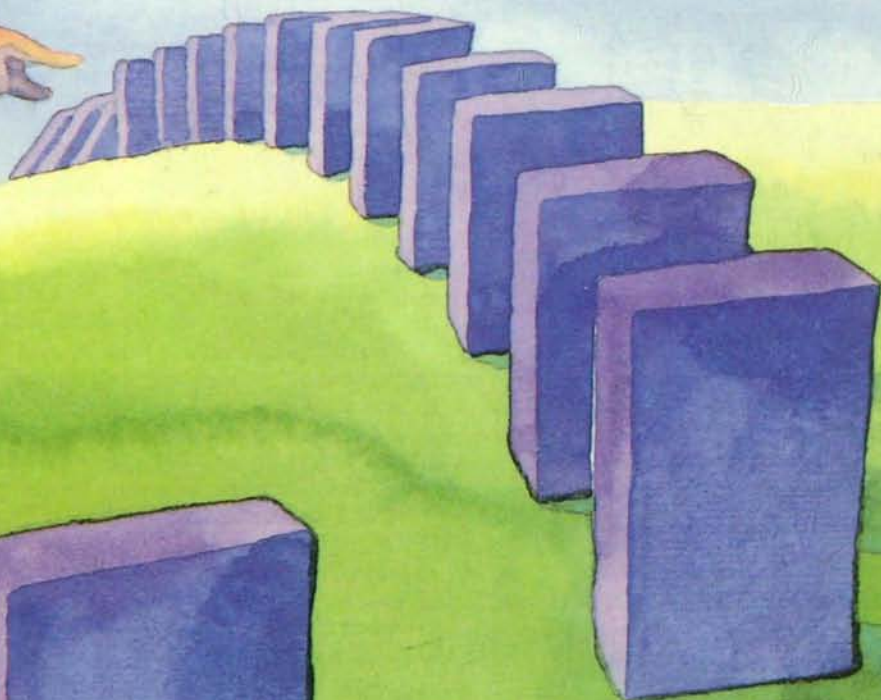
"I don't think we're going to see a clear-cut winner among the Democrats before the convention."

One thing Penniman would like changed about the current process is the time spent campaigning.

"It's too bad that we have to take as long as we take in this operation," Penniman says. "We know some people are going to be candidates the day after the last election is over. People get bored with it, and I think that drives voters away."

"But I don't think we'll change that. The people in control like it the way it is. Everybody wants to get a head start."

Chuck Benda is a free-lance writer and former editor of Minnesota.



THE LAW OF

“You Can Fool Some of the People Once”

ECONOMICS. THE “DISMAL science,” as it has been called since the days of Adam Smith. Models, time series, autoregressions. Panels of economists making blithe contrapuntal forecasts on Sunday morning interview programs while the charts behind them sag. So smart, so obscure, so contradictory.

When it comes to economics, members of the American public sometimes seem but puppets, dancing to the zigzag rhythms of income and outgo. In the past dozen years, however, a revolution has taken place in the field. That revolution created today's “new classical economics,” dethroning Keynesian economic theory and establishing in its place the “rational expectations” approach to forecasting and modeling. Minnesota played a dominant role in this transformation. And according to rational expectations, Americans are puppets no more.

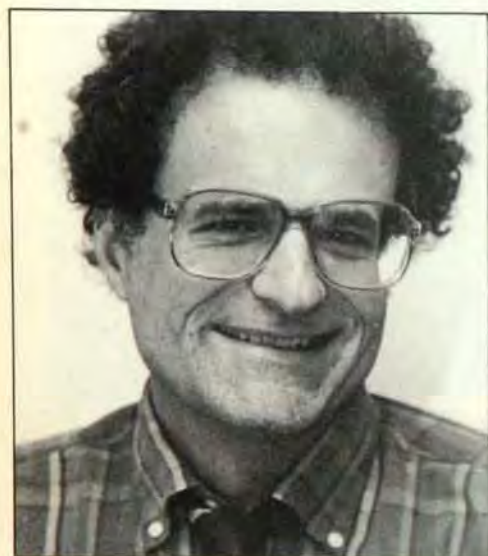
Until 1970, Keynesian theory, named for British monetarist John Maynard Keynes (1883-1946), was the lens through

Tinkering with the economy may work once, say the rational expectationists, but then the public wises up and adjusts accordingly. An update on the theory that set the economics profession on edge when it was championed by four University economists in the 1970s

BY
MICHAEL
FINLEY

which government economic forecasters viewed the gross patterns, or macroeconomics, of production nationwide. Simply put, Keynes advocated continuous governmental tinkering with the economy— incentives and disincentives, spending increases and spending reductions, tax cuts and tax hikes—to achieve short-term economic objectives. Economists making public policy were the puppeteers, and the dance was really their dance. “In the long run,” went a famous Keynes remark, “we are all dead.”

But in the 1970s, Keynesianism suddenly ran out of gas, as situations developed that resisted Keynesian manipulation. Stagflation, or the simultaneous coupling of slowed-down production and sped-up inflation, was impossible under Keynesian theory. Formal debunking of the linchpins of Keynesianism, which experienced its rise and fall during the Kennedy and Johnson administrations, came from the University of Minnesota, and a handful of pioneer exponents of rational expectations.



THOMAS
SARGENT



NEIL
WALLACE

The pioneers are Thomas Sargent, Neil Wallace, Edward Prescott, and Christopher Sims. All except Sargent are still with the University—Sargent recently moved on to the Hoover Institute in Palo Alto, California. Sargent, along with Robert Lucas of the University of Chicago, is considered the leader of the rational expectations theory. Sargent, who traces his interest in the field to the failure of both his grandfathers' businesses during the Depression, has led the way in the development of econometric models with equations that reflect the effect of changing behavior.

WALLACE, WHO HAS BEEN at the University since 1963, is the most libertarian, free-market of the four in his overall approach, and his studies concentrate on monetary issues.

Sims, the most sympathetic of the four to the idea of government intervention, is less a rational expectationist than an econometrician, and has developed the tools used by the other three. According to Sargent, he is their most sophisticated critic.

Prescott is the most recent addition to the core group (1980). He worked with Lucas on some of the earliest studies of rational expectations, and like the others, he has a co-appointment with the Minneapolis Federal Reserve research division.

The cumulative impact of Sargent, Wallace, Prescott, and Sims upon contemporary macroeconomic theory has been so great that at one point they were dubbed the "Four Horsemen" of rational expectations—a sobriquet they hate.

Briefly, rational expectations holds that Keynesian interventions were bound to fail because they failed to take into account that human beings, informed of government policy, tend to take measures in their own interest, which tends to thwart the intent of the given policy. People aren't puppets—they do what they need to do to survive.

A tax cut provides a good illustration. The public, knowing a tax cut is coming, wants a piece of the action. Labor, expecting demand to rise, pushes for higher wages. Business, with an eye to rising demand, is willing to pay them. When the tax cut finally arrives, its benefits are already discounted: its goals were increasing output and reducing unemployment, but the results are simply more inflation.

When people know that government will tolerate inflation, or energy conserving, or the depletion of savings, they will protect themselves in ways that are themselves inflationary, energy-wasting, or

depletory. Thus, reaction undercuts action, and economic policy backfires.

Sargent, by any account one of the two or three seminal living figures in economics, met Wallace while he (Sargent) was in the army. "For me it was a good match," says Sargent. "I think it because of what both of us knew and what both of us didn't know."

"Leon Hurwicz [now Regents' Professor of Economics] talked in 1949 about the need to model strategic behavior. He said that Keynesian models were ignoring the fact that individuals aren't just stupid players who responded passively to what the government did. They have the option to change their strategies as the government changes its strategies. That's rational expectations—and Hurwicz was ignored for twenty years."

Sargent and Wallace brought rational expectations to national attention in 1971 with an article titled "Rational Expectations: The Optimal Monetary Instrument and the Optimal Money Supply," which advanced the proposition that only unanticipated monetary shocks, surprise tax cuts, and the like can have real effects. The essay was controversial, and the vituperation the rational expectations crowd unleashed helps explain the rational expectationists' delight today in proclaiming that Keynesianism is forever vanquished.

Most rational expectationists tend toward the conclusion that the government should abstain from an active stabilization policy, since workers will protect themselves in anticipation of governmental strategy. Only when workers are surprised and make mistakes will a real change in output occur. Some take this as an encouragement to build surprises into economic policy. But even that is undesirable, say rational expectationists, because of the confusion generated by surprise.

THE FOUR MINNESOTA ECONOMISTS complained that Keynesian analysis is based on many assumptions about how the economy operates rather than on sound economic theory. And that analysis mistakenly assumes that people will behave as they have in the past, even when the economic rules of the game are changed. "People recognize the truth and stop making the same mistakes," Sargent says. "When they do, they eliminate the planned effects of the policy. The people in Washington aren't that much smarter than anybody else."

Edward Prescott says that the political process demands more straightforward, long-term planning and forecasting. "You

(Continued on page 28)

FOR A WHILE, THE ECONOMICS world talked about rational expectations as a "freshwater" biosphere, since all its top exponents taught at noncoastal institutions—the University of Minnesota, the University of Chicago, the University of Rochester, and Carnegie-Mellon University in Pittsburgh.

With the move of Thomas Sargent from Minnesota to the Hoover Institute in California (he continues to consult with the Federal Reserve in Minneapolis), rational expectations has finally found the sea. Sargent, who looks back fondly on his Minnesota days for its "supportive environment, a kind of sleepy, very unpretentious, truly dispassionate, and very professional" milieu, says that the change doesn't matter.

Part of the power of Sargent's message, and that of his colleagues', lies in the response it has elicited from a new generation of younger economists. When Sargent visited Harvard and MIT several years ago, some students' response to his approach was so positive that they transferred to Minnesota to complete their graduate work. As a result, Minnesota graduates with a rational expectations framework are peppering the faculties and staffs of universities, government bodies, and think tanks all over the world.

Each economist is widely published, as well as hailed within select circles as a brilliant leader in a changed field. N. J. Simler, chair of the economics department at the University of Minnesota, ticks off their names like a proud father:

Andrew Mas-Colell. A professor of economics at Harvard, Mas-Colell earned his Ph.D. at Minnesota in 1972. The University has trained numerous Spanish students, the foremost being Mas-Colell, with underwriting from the Andreas Foundation. "The Spanish students are a breed apart," Simler says, "and Mas-Colell is one of the top mathematical economists of his generation."

Robert Townsend. Townsend is "an economic theorist of the first rank," according to Simler. "He's not micro and he's not macro—he resists labeling." A professor of economics at the University of Chicago, he is published and quoted as widely as Sargent, with whom he was featured in *Conversations with Economists* (1983).

John Geweke. A professor of economics at Duke University, Geweke earned a Ph.D. at Minnesota in 1975. Geweke is a widely published econometrician and a protégé of Christopher Sims. He is, says Simler, "extraordinarily gifted with the kinds of complex models rational expectations espouses."

Rody Manuelli. An Argentine-born



JOHN KAREKEN



JOHN GEWEKE



JOHN ROBERTS



ROBERT TOWNSEND



RODY MANUELLI



N. J. SIMLER



ARTHUR ROLNICK

protégé of Sargent and Prescott, Manuelli earned a Ph.D. at Minnesota in 1986. He serves on the economics faculty at Stanford University. Says Simler, "For several years [Manuelli] ran Sargent's class as a recitation. The room was packed to overflowing. He is exceptionally able."

John Roberts. Roberts is the Jonathan B. Lovelace Professor of Economics at Stanford University. He earned his Ph.D. at Minnesota in 1972. "Stanford was very intent on getting one of the original four for their faculty," says Simler. "They were very lucky to get Roberts instead—he's an outstanding mathematical economist."

Lars Hanson. A student under Sargent, Hanson is a professor of economics at the University of Chicago. Before that he worked at Carnegie-Mellon University. Hanson earned his Ph.D. at Minnesota in 1973. "He became a full professor in the blink of an eye," says Simler.

Simler says that "by far, the most talented people are flocking to the rational expectations camp. And that is as it should be—rational expectations modeling is so hard and so demanding that it will have to draw upon the very best."

The attraction of the most gifted to the rational expectations field is a new wrinkle for a department that has historically been a leader in economics. Walter Heller, who for many years was the quintessential Keynesian in the United States, was a jewel in the University's crown until his death last year. At one recent time, four of the University's seventeen Regents' Professors were in some way connected to economics—Heller, Leo Hurwicz, John Chipman, and Vernon Ruttan.

Simler points out that rational expectations and the department are far from synonymous. At the same time, he says, the group is fortunate to be able to support one another's successes despite often vehement disagreement on principle. "It's a balancing act, but we seem to be pulling it off. Heller showed us the way."

Both Simler and Federal Reserve research director Arthur Rolnick, Ph.D., economics, 1973, himself a distinguished alumnus, credit Heller with the department's stature today: it was recently ranked among the top ten economics departments nationally, an astonishing achievement for a land-grant university.

Another critical figure has been professor John Kareken. Kareken was responsible for approaching the Federal Reserve with the idea of "sharing" expertise. Combining the brainpower of the two institutions—one firmly founded in real problems and real action, the other in the most advanced outposts of theory—has put each at the top of its class.

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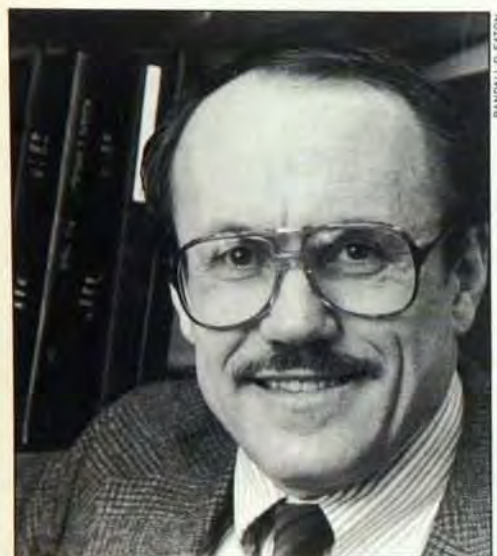
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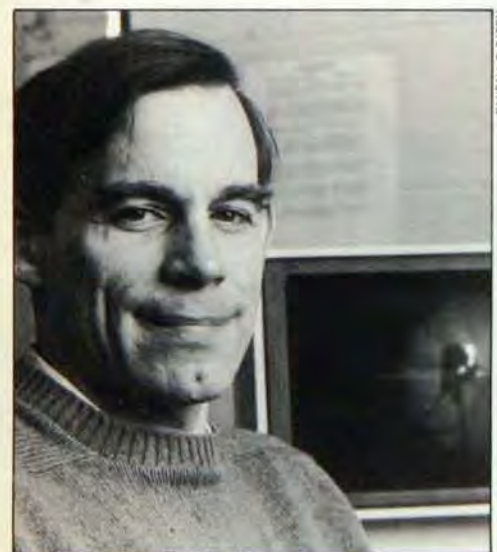
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can't, on average, be better than your average—you can't keep fooling people."

Neil Wallace sees rational expectations as a concept that spills over from economics into much of political life. "It's a tremendously obvious idea, in a way. When people get upset at Reagan for ransoming hostages from Lebanon, the concern is precisely that it's a shortsighted thing, a quick fix that will get us into longer-term trouble. Rational expectations is the same sort of thing—it arises in all sorts of situations in which the future is connected to the past."

Rational expectations has two problems that even its pioneers find difficult to resolve. One is that the built-in skepticism of rational expectations serves to discourage the very kind of crystal-ball meddling that occasionally makes economists famous. Quick fixes can be politically popular, Wallace says.

The other problem is that rational expectations makes economic forecasting extremely difficult. Simple equations no longer account for consumer behaviors. The models constructed by Sargent, Prescott, and the rest are Goliaths of complexity that put detailed economics outside the understanding of the interested amateur. Ironically, rational expectations—which is all about public understanding of economic events—is so arcane a discipline that the public in general can never hope to understand it.

Sargent has said that economics is misunderstood as being "apart" from everyday life, anyway. "I like it precisely because it is a mix of different subjects," he says. "It's about people, it relates to political issues, and it also uses technical things like math. It's a way of saying analytical things about nearly everything in politics."

Christopher Sims draws some distinctions between himself and the other three. For one thing, he thinks of himself as more of an econometrician than a macroeconomist. "And I am not really a rational expectationist, though I work with the concepts a lot, and I agree with some of their principles. I think it was a very important event when Sargent several years ago stated that fiscal policies then in effect were incoherent, that it was simply not possible to keep running large deficits without harmful effects."

At the same time, Sims suggests, rational expectations must bear some of the blame for what some call the "voodoo economics" of concurrent tax cut, unbalanced budget, and gross military buildup. "One reason the public accepted the sweepingly different way of approaching

the economy under Reagan," says Sims, "was that some politicians felt that rational expectations gave them an excuse. Rational expectations had debunked so many quantitative models that this time sensible quantitative warnings were ignored."

Wallace thinks that one of the positives of the rational expectations revolution will be an adherence to longer-term economic policy, as opposed to the short-term focus of Keynesianism. "I think it's right that we turn to the more permanent aspects of the way we do things. Is floating exchange rates really a good monetary system? Or should we have cooperation among countries on setting rates? Is deposit insurance good or bad? Should we let banks do their own thing, or do they need regulating? These are the questions we're just now getting a handle on."

AS FOR THE BUDGET DEFICIT, which looms as the issue of the day, rational expectationists have arrived at no consensus on when its effects will be felt, or whether the effects are already being felt. The issue is staggering in its enormity, they say, and even the most sophisticated tools of economists do not deliver definitive answers.

Sims says that the downfall of the Keynesians was in many ways inevitable. "At their peak, they were way overconfident," he says. "They truly believed that they were on the verge of making policy analysis scientific." But comparing the relatively simple models of Keynesian thinking to the monstrously complex models concocted by rational expectations illustrates just how little is known even now about economic behaviors, he says.

Sims's contention is that far from driving a stake in the heart of Keynesian economics, rational expectations has simply caused it to be temporarily "under-rated"—the pendulum, he says, will continue to swing.

Will rational expectations, like Keynesianism, be pushed aside someday for something new? Undoubtedly. But it won't be a matter of the theory being wrong. So little is known about the complex subject of human economic interaction, and rational expectations is most concerned about government policy—not free-market events such as the stock market crash in October.

Until then, says Prescott, "we're the only ball game in town."

Michael Finley is a Twin Cities free-lance writer and former editor of the University of Minnesota's tabloid, Update.

SCHOOL OF AGRICULTURE

'34 E. S. (Gandy) Gandrud of Owatonna, Minnesota, has retired as chief executive officer of Gandy Company. Gandrud, the company founder, is a recipient of the University of Minnesota's Alumnus of Distinction Award and has been inducted into the Minnesota Inventor's Congress Hall of Fame.

'43 Myron Brakke of Crete, Nebraska, has been inducted into the Agricultural Research Service's Science Hall of Fame. Brakke is a retired research chemist for the Wheat and Sorghum Research Unit of the U.S. Department of Agriculture.

'67 Barry B. Hunter of California, Pennsylvania, has received the C. B. Wilson Distinguished Faculty Award from the California University of Pennsylvania. Hunter is professor of biological sciences at the university.

COLLEGE OF EDUCATION

'28 York E. Langton of Minneapolis received WCCO-TV's Good Neighbor Award for his involvement in more than twenty humanitarian and civic groups concerned with human rights and political problems. In 1986, Langton received the Arnold Goodman Award, which recognizes leaders who make special contributions to the United Nations Association of the United States; Langton has served as president of the Minnesota chapter and is an honorary member of the group.

'65 James A. Bragg has been named vice president of institutional advancement for North Park College and Theological Seminary in Chicago. Bragg was previously vice president for public affairs at Bethel College and Seminary in Arden Hills, Minnesota.

'70 Michael Gimmetad of Greeley, Colorado, has been appointed interim dean of the University of Northern Colorado's College of Education. Gimmetad formerly served the university as professor of counseling psychology and as assistant and associate dean of the College of Education.

'70 Stephen C. Lundin of Maplewood, Minnesota, has been appointed associate professor in the graduate program of Metropolitan State University. Lundin, an independent business and management consultant who specializes in the development of human resources and human resource systems, is also chair of the Northwest Institute for Management Studies and an adjunct professor at the College of St. Thomas.

FORESTRY

'59 Clyde A. Shumway of Annandale, Virginia, has received the U.S. Department of Agriculture's Superior Service Award. Shumway is acting director of the Forest Service's computer science and telecommunications staff.

'63 Darrel Kenops has been appointed forest supervisor of the Black Hills National Forest at

Custer, South Dakota. Kenops was previously deputy forest supervisor of the Siuslaw National Forest at Corvallis, Oregon.

GENERAL COLLEGE

'77 M. Jean Laubach of Bloomfield Hills, Michigan, has been named vice president of business development for Morison Asset Management, a Minneapolis-based investment advisory firm. Laubach is responsible for marketing Morison Asset Management investment services in Michigan.

GRADUATE SCHOOL

'39 Norman Cromwell of Lincoln, Nebraska, has received an honorary doctor of science degree from the University of Nebraska. Cromwell, a regents' professor and administrator at the university, was cited for his contributions to the university's work in cancer research, academic chemistry, and graduate studies.

'55 John C. Kraft of Newark, Delaware, received the 1987 Francis Alison Award as an outstanding member of the University of Delaware's faculty. Kraft serves as the H. Fletcher Brown Professor of Geology at the university.

'56 Marshall Levin of Tucson, Arizona, retired in 1986 as director of the Carl Hayden Bee Research Center, U.S. Agricultural Research Service. Levin joined the center in 1950 as research entomologist, conducting research on the role of honey bees as pollinators of agricultural crops. He now represents the Organization of Professional Employees in the U.S. Department of Agriculture in the Southwest.

'60 William S. Caldwell of El Toro, California, received the Superior Service Award from the U.S. Navy for his teaching of college courses on board the guided-missile cruiser U.S.S. *Vincennes* during its deployment to the Arabian Sea. Caldwell, an adjunct professor of American Pacific University in Costa Mesa, California, teaches at Long Beach Naval Station and is a consultant on education. In addition, he serves as director of the Centre for Geopolitical Studies, a research institute he founded to study the power relationships of the major world nations.

'62 Allan M. Benton of Manhasset, New York, has been named managing director of the Energy Group, Prudential-Bache Capital Funding. Previously Benton served as vice president of the energy and natural resources group of Salomon Brothers.

'68 Michael F. Mee of Concord, Massachusetts, has been elected vice president of finance and chief financial officer of the manufacturing firm Norton Company.

'68 Donald Brod of St. Charles, Illinois, has been named journalism department chair at Northern Illinois University, a position he also held from 1976 to 1981. In addition to his position at the university, Brod serves as executive secretary and treasurer of the International Society of Weekly Newspaper Editors and as editor of that

organization's publication, *Grassroots Editor*.

'70 Stanley Hedeon of Cincinnati has been named dean of the College of Arts and Sciences at Xavier University.

'70 William Rewak has retired as president of Santa Clara University in Santa Clara, California, after serving as the university's president for nearly eleven years.

'71 Ashok Kothari has been appointed president of PPG Industries Europe in Paris, France. Kothari had previously served as managing director in Hong Kong for the Asia-Pacific operations of W. R. Grace Company.

'72 Francis Wang of Huntsville, Alabama, was named 1986 Aeronautical Engineer of the Year by the Alabama-Mississippi section of the American Institute of Aeronautics and Astronautics. Wang, an engineer with Lockheed Missiles and Space Company, was cited for his work in the area of contamination control for the Hubble Space Telescope Orbital Maintenance Program.

'76 David E. Youngquist of North Oaks, Minnesota, has joined the Minneapolis firm Campbell-Mithun Advertising as director of print services.

'77 Joseph Sahmaunt of Oklahoma City, Oklahoma, has been named permanent athletic director at Oklahoma City University. Sahmaunt had previously served as interim director and as dean of Hispanic, Asian, and native American services.

'77 Jon R. Campbell of Roseville, Minnesota, has been named chief lending officer for retail and business banking in Minnesota for Norwest Corporation. Campbell previously served as senior regional credit officer for Twin Cities retail banking.

'77 Mark Pulido has been named co-head of the national board of advisers of the University of Arizona College of Pharmacy in Tucson. Pulido is senior vice president for sales and marketing of FoxMeyer Corporation in Carrollton, Texas.

'80 Randy L. Pederson has been named recipient of the Shirley Olofson Memorial Award by the Junior Members Round Table of the American Library Association. Pederson is public services librarian at the Chester Fritz Library, University of North Dakota, Grand Forks.

'81 Sharon E. Hoffman of Mount Pleasant, South Carolina, has been named professor and dean of the College of Nursing at the Medical University of South Carolina in Charleston.

'82 Carol Fairbanks of Eau Claire, Wisconsin, received the 1987 Excellence in Scholarship Award from the University of Wisconsin-Eau Claire. Fairbanks serves as professor of English at the university.

'82 Richard B. Jensen of Saratoga Springs, New York, has been awarded a Fulbright Scholar grant to conduct research into political terrorism in turn-of-the-century Western Europe.

UNIVERSITY COLLEGE

'70 Robert E. Cook of Largo, Florida, has received the Distinguished Service Award from the American Society of Heating, Refrigerating, and Air-Conditioning Engineers. Cook, a consultant, is retired director of engineering and retired director international of A. O. Smith Corporation in Kankakee, Illinois.

VETERINARY MEDICINE

'56 Stanley Diesch of Roseville, Minnesota, has received the American Veterinary Medical Association Public Service Award. Diesch is professor of food hygiene and public health in the division of veterinary epidemiology in the department of large animal clinical sciences at the University of Minnesota.

DEATHS

Edward H. Adams, '21, Bonita, California, April 23, 1987.

Raymond B. Allen, '27, Arlington, Virginia, March 15, 1987. Allen retired in the late 1960s as director of research and population dynamics for the Pan American Health Organization in Washington, D.C., a post he had held since 1961. He had previously practiced medicine in North Dakota and was a fellow at the Mayo Clinic in Rochester, Minnesota. He later served as dean or associate dean at the medical schools of Columbia University, Wayne State University, and the Chicago campus of the University of Illinois. In 1946, he was named president of the University of Washington. In 1949 he took a leave from that university to join the newly unified army, navy, and air force medical department and later became director of a White House agency consisting of the secretaries of the state and defense departments and the director of the central intelligence, which was set up by the president to improve the focus of U.S. propaganda. In the 1950s, Allen served as chancellor at the University of California at Los Angeles until joining the Pan American Health Organization.

Benjamin Ogilvie Brown, '24, Midnapore, Alberta, Canada. Brown farmed near Midnapore for more than 30 years before retiring. After his retirement, he became a partner in the Hallman Turkey Hatchery, Langdon Turkey Farm, and Brown Pullet farms until retiring again in 1978. In recognition of his work in agriculture and community involvement, Brown and his family were presented the Master Farm Family Award in 1955 by the Province of Alberta. Brown was active in several civic and agricultural organizations.

Charles E. Eckles, '22, Washington, D.C., March 18, 1987. Eckles had worked for the U.S. Department of Agriculture and for Heurich Brewing Company, where he served as vice president until the company's closing in 1956. He then founded the real estate firm C. E. Eckles and Company and headed it until his retirement in 1977. Eckles was active in several civic and professional organizations.

George Chester (Chet) Furlong, '42, Tullahoma, Tennessee, July 4, 1987.

Eileen Fuste, '44, San Francisco, California, June 22, 1987.

Michael George, '31, Clinton, Wisconsin, date unknown.

Byron J. Gibbs, '50, Corvallis, Oregon, December 13, 1986. Gibbs had held academic positions at

the College of St. Thomas in St. Paul, Arizona State University, Phoenix College, and Arkansas State University.

Victor Holmsten, '22, Clarendon Heights, Illinois, May 18, 1987.

Ruby Knutson, '20, Port Angeles, Washington, date unknown.

Gertrude Law, '23, '49, Hastings, Minnesota, March 7, 1987.

William Leebens, Sr., '38, Memphis, Tennessee, June 26, 1987. Leebens retired in 1985 as associate professor of dentistry in the prosthetics department of the University of Tennessee's College of Dentistry. During his tenure, he received seven teaching awards. Prior to his appointment at the university, he was chair and supervisor of the Dental Laboratory Technology Program at Southern Illinois University in Carbondale. A World War II veteran, Leebens earned seven battle stars while serving as a ship's dental officer in the South Pacific and the Aleutian Islands. He was active in several professional, fraternal, and civic organizations.

Mark E. Lueben, '75, Morgan, Minnesota, June 15, 1986.

Harald Hans Lund, '20, Higganum, Connecticut, February 8, 1987.

Mary B. MacDonald, '30, Austin, Texas, date unknown.

Kenneth R. McIntire, '31, Lorton, Virginia, June 6, 1987. McIntire retired from his position as inspector in the Training Division of the Federal Bureau of Investigation in 1952 and then served with the State Department's inspector general's office and became a training official with now-defunct Capital Airlines. He later joined the Agriculture Department in the mid-1960s and served in its inspector general's office until retiring again in 1971.

E. J. Messner, '28, Sun City, Arizona, May 28, 1987.

Arthur X. Nelson, '28, Edina, Minnesota, May 10, 1987.

Everett P. Nelson, '34, Lake Oswego, Oregon, May 22, 1987. Nelson, a pediatrician, retired from private practice in 1968 and later helped launch a campaign to build Mary Bridge Children's Medical Center.

Leon S. Nergaard, '27, Princeton, New Jersey, April 25, 1987. Nergaard retired from his position as director of the Microwave Research Laboratory at RCA in 1970. He was a holder of many patents and awards, including the David Sarnoff and Mervin J. Kelly awards for his contributions to communications technology. An interest in music led him to become a jazz pianist in the 1920s and a classical oboist in the 1940s and 1950s. He was active in several community music organizations and scientific societies.

Harriett Johnson Norville, '30, La Jolla, California, June 26, 1987. As Harriett Johnson, she served as the *New York Post's* music critic for more than 40 years. After receiving her Ph.D. in music from the Juilliard School, Johnson Norville received intensive specialized training from Olga Samaroff Stokowski in teaching and lecturing about music to adult laypersons and later gave hundreds of lectures on music throughout the United States. From 1939 to 1942, she was the official lecturer at the Philharmonic Symphony League and in the early 1940s had her own radio series. As a composer, Johnson Norville wrote children's works, many chamber scores, hymns, piano music, and songs. Before her death, she was preparing a work of music theater set in the era of the painter Toulouse-Lautrec.

John C. Obert, '48, Arlington, Virginia, April 13, 1987. A free-lance writer and editor, Obert worked in the 1960s as press secretary and chief speech writer for the U.S. Secretary of Agriculture and later as press secretary to Senator Thomas J. McIntyre, with whom Obert wrote *The Fear Brokers*, a book about New Right politics that was published in 1979. Obert retired from federal service in 1985 after serving as senior writer for the U.S. secretary of agriculture and as press secretary to Senator John Melcher. As a free-lance writer and editor, Obert served clients that included a number of past and present members of Congress and such organizations as the Wilderness Society, the Roosevelt Center for American Policy Studies, and Democrats for the Eighties.

Herman Pederson, '48, Virginia, Minnesota, April 12, 1987.

Bertha F. Peik, '19, Minneapolis, May 24, 1987. A former member of the Russell Sage College faculty, Peik once served on the editorial staff of *Dry Goods Economist* magazine in New York and had worked in many leading retail store training departments.

Victor H. Prehn, '27, Denver, Colorado, June 9, 1987.

Donald Raney, '29, Comfrey, Minnesota, June 25, 1986.

Louise Rudebeck, '33, Des Moines, Iowa, January 28, 1987.

Paul A. Thuet, '39, St. Paul, April 9, 1987.

L. C. (Cap) Timm, '31, Ames, Iowa, August 7, 1987. A former University of Minnesota baseball coach in the early 1930s, Timm became professor of education at Iowa State University and in 1979 was named professor emeritus. Throughout his career at Iowa State, Timm coached various athletic activities, including football, basketball, and baseball, and he was a charter member of the U.S. Baseball Federation. Among his honors were a faculty citation from the Iowa State University Alumni Association; the Lefty Gomez Award, presented by the National Collegiate Baseball Writers Association; NCAA's 1957 Baseball Coach of the Year; and induction into the National Baseball Coaches Association Hall of Fame. Timm served as a member of the U.S. Olympic Committee and coached the U.S. championship baseball team in the 1967 Pan-American Games.

Alan Welty, '68, '69, Roswell, Georgia, April 25, 1987. Welty, who headed the Welty Corporation, was an active Minnesota Alumni Association volunteer.

Edwin H. Ziegfeld, '46, Claremont, California, September 12, 1987. A former University of Minnesota faculty member, Ziegfeld served as resident director of the Owatonna Art Education Project in the 1930s and in 1939 was appointed assistant professor of fine arts at Teachers College, Columbia University. During World War II, Ziegfeld served as officer in charge of the U.S. Navy's educational services section. After the war, he returned to Teachers College as professor of fine arts and chair of the department of fine and industrial arts, a post he held until his retirement in 1970. Ziegfeld was founding president of both the National Arts Education Association and the International Society for Education Through Arts, and authored and edited numerous publications in art education. Ziegfeld was the recipient of the University of Minnesota's Outstanding Achievement Award, the highest honor the University bestows on its alumni. He was also honored through the establishment of the U.S. Society for Education Through Arts Edwin Ziegfeld Scholarship for outstanding contributions to international art education.

MARCH

- 10 College of Biological Sciences Alumni Society Board Meeting
7:00 p.m., 127 Snyder Hall, St. Paul campus.
- 15 Band Alumni Society Board Meeting
4:30 p.m., call MAA for location:
612-624-2323.

APRIL

- 5 Nursing Alumni Society Board Meeting
5:00 p.m., Campus Club, Coffman Memorial Union, Minneapolis campus.
- 8 Sun City Alumni Chapter End-of-Year Event
Sun City, Arizona.
- 9 Kerlan Collection Symposium: "International Literature"
Cosponsored by the Education Alumni Society and the Kerlan Collection. 8:30 a.m., Coffman Memorial Union Theater, Minneapolis campus.
- 13 Institute of Technology Alumni Society Board Meeting
6:00 p.m., call for location:
612-624-2323.
- 14 Public Health Alumni Society Annual Meeting
Rochester, Minnesota. Call MAA for details: 612-624-2323.

- 16 Suncoast Alumni Chapter Meeting
Tampa/St. Petersburg, Florida.
- "Work and Family: The Dual Roles of Women"
A seminar discussion cosponsored by the University Women Alumni Society, Education Alumni Society, Gold Club, Home Economics Alumni Society, and the Carlson School of Management. 8:00 a.m., Earle Brown Center, St. Paul campus.

Journalism Annual Meeting
Speaker: Harry Reasoner, CBS News, Radisson University Hotel,

615 Washington Avenue SE, Minneapolis.

- 18 M Club Board Meeting
11:45 a.m., Radisson University Hotel, 615 Washington Avenue SE, Minneapolis.
- 19 St. Cloud Alumni Chapter Event
6:30 p.m., Heritage Center/Stearns County Historical Society, St. Cloud, Minnesota.

Black Alumni Society Board Meeting
Call MAA for details: 612-624-2323.



This Kerlan Collection original lithograph is from *The Terrible Troll Bird* by Ingri and Edgar Parin d'Aulaire. Doubleday, 1976. Used with permission.

- 21 Medical Technology Alumni Society Annual Meeting
6:00 p.m., Women's Club of Minneapolis, 410 Oak Grove Street, Minneapolis.

College of Home Economics Alumni Society Board Meeting
6:00 p.m., 46 McNeal Hall, St. Paul campus.

- 23 Nursing Alumni Society/College of Biological Sciences Annual Meeting
8:00 a.m., Earle Brown Center, St. Paul campus.

St. Paul Campus Centennial Alumni Celebration
Celebrate the 100th anniversary of the founding of the School of Agriculture. The day will feature campus tours, department displays, a milking contest, and a historical slide

show of the development of the St. Paul campus. Meet with past and current faculty, and attend a dinner and street dance. Registration begins at 11:00 a.m. at the St. Paul Student Union. For information, call the MAA: 612-624-2323.

- 24 College of Home Economics Open House
1:00 p.m., McNeal Hall, St. Paul campus.

College of Veterinary Medicine Open House
1:00 p.m., Veterinary Medicine Building, St. Paul campus.

- 29 Dayton, Ohio, Alumni Chapter Annual Meeting
Call MAA for details: 612-624-2323.

- 30 School of Agriculture 100th Anniversary Reunion
9:00 a.m., St. Paul campus. Call MAA for details: 612-624-2323.

Pharmacy Alumni Society Annual Meeting
6:00 p.m., Hotel Sofitel, 5601 West 78th Street, Bloomington, Minnesota.

MAY

- 5 University of Minnesota Alumni Club Open House
3:30-6:00 p.m., University of Minnesota Alumni Club, 50th Floor, IDS Tower, downtown Minneapolis.
- 6 Nurse Anesthetist Alumni Society Graduation Reception
5:00 p.m., University of Minnesota Alumni Club, 50th Floor, IDS Tower, downtown Minneapolis.
- 12-13 Third Annual Health Care Public Policy Conference
"Issues in Health Care Policy: Access, Reimbursement, and New Technology." Hubert H. Humphrey Center, West Bank campus. Call MAA for details: 612-624-2323.
- 16 M Club Board Meeting
11:45 a.m., Radisson University Hotel, 615 Washington Avenue SE, Minneapolis.

The MacWrite Stuff

BY KARAL ANN MARLING

Maybe I was ruined by the comics. By one comic book in particular. *Putrescent Slime*, it was called, and a single dog-eared copy made the rounds in my neighborhood all one summer, working its way down from the tougher and stronger to the smaller but no less bloodthirsty with the help of substantial bribes. It came into my possession, I remember, at the tail end of August, after a staggering outlay of treasure on my part, including whole stacks of vintage *War Brides* and *Archies* (to say nothing of a pair of perfectly good silver-flecked yo-yos).

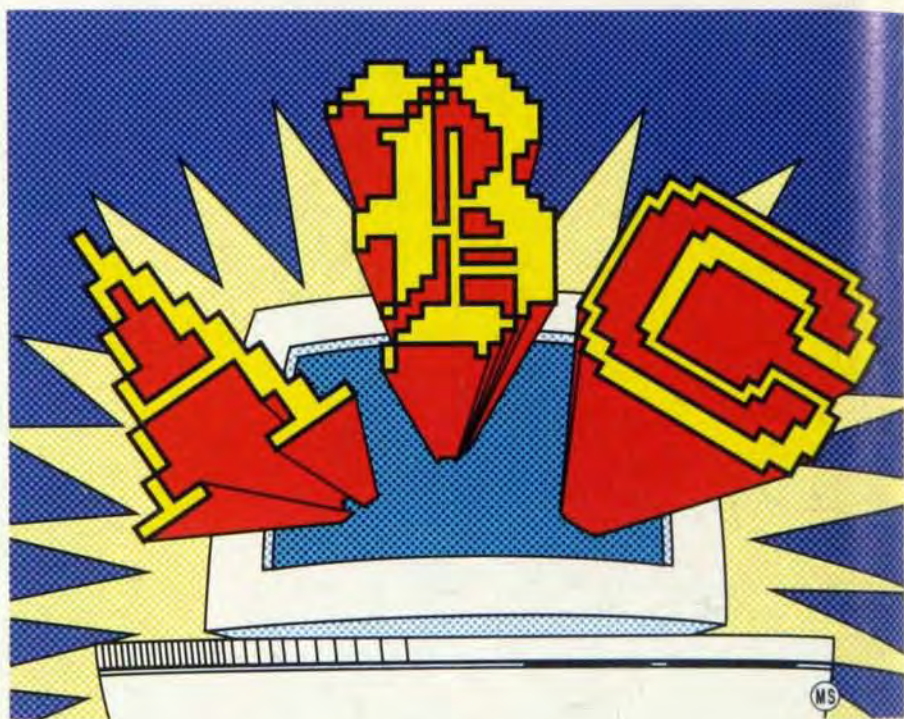
It was worth the wait. The pictures were wonderful: partially decomposed monsters stalked every page, going about their disgusting errands in full, lurid color. But what I liked best were the stories—the words, I mean. *Gore* was always red and kind of oozy, especially around the vowels. *Flesh* was the color of underdone liver with a certain severed-limblike quality in the taller consonants. And then there was *slime*, the *pièce de résistance*, green and dripping with great, snotty dollops of the stuff.

Talk about colorful prose!

I loved that book, every last nauseating word of it.

The opening of school that year coincided with two other events of equal significance. First, Frederick Werthan, senior psychiatrist for the New York Department of Hospitals, launched a nationwide crusade against comic books, warning the parents of America that the consumption of such literature by their offspring would result in juvenile delinquency, mental disorders, and worse. And second, my mother found *Putrescent Slime* in the bottom of a shoe box, inside a hat box, at the very back of my closet, where I had prudently concealed it. The furnace had just been stoked against the first cool night of autumn, and in went my comic, consumed by the flames of social reform and mother-love—the hottest kind. But ever since, I've lusted in my secret heart of hearts after eccentric, preferably onomatopoeic, typography.

Naturally, then, I love a good 1988-vintage newsletter, the computer-generated kind, awash in headlines of Helvetica Modern or Franklin Gothic or Eurostyle Bold or—gasp!—all of the preceding, after the manner of the old *Pogo* strip in the Sunday paper, in which Phineas Bridgeport, a bear who served as advance man



for Walt Kelly's menagerie, always spoke in three-sheet poster type, while his associates, depending on character and situation, talked in italics, Old English script, or tiny sans serifs. "Desktop publishing" is the formal term that covers posters, "please post" notices, and communiqués of all sorts that come bedecked with the kinds of lettering that used to be found mainly in the comics. According to the conventions of the genre, words signifying forward motion—"Zippy's Pizza," "Come to Europe"—tip forward at a rakish angle and aspire to rush off the page. Events of a traditional cast, ranging from a Thanksgiving dinner to an evening of chamber music, promote themselves with those squiggly, curlicued, hard-to-read letters that signify times past and cultures hallowed. Matters of urgency are called to attention in big block capitals containing more points than a newspaper headline on D-Day. And every available centimeter of space not enlivened by such graphic prose is adorned with complementary pictures.

As with any avant-garde movement, the MacWrite phenomenon has its critics. A dubious bunch for the most part (what kind of person has time to scrutinize junk mail for offenses to good taste, much less get an ulcer over it?), those fastidious

aesthetes who dismiss the exuberantly embellished messages of their acquaintances, co-workers, and strangers as so much visual garbage reveal their ignorance of the history of modern pictorial communication.

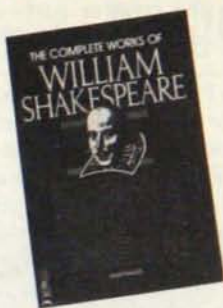
They forget Toulouse-Lautrec's lettering, writhing as if in time to the beat of an unseen dance-hall orchestra. They forget *Life* and the *Saturday Evening Post*, with picture jostling picture on every thrilling page.

The poster is a phenomenon of the late nineteenth century and the birth of urban mass culture.

In Paris, Toulouse-Lautrec pioneered an art form that, unlike traditional drawing and painting, would be un-unique, easily replicated in the thousands of copies, attention-grabbing even amid the visual distractions of city life, and an efficient bearer of information. He created, in short, something not unlike the modern magazine—or the quarterly, computerized newsletter of my condominium, which performs all those functions too, with an amiable economy.

And what's more, it didn't require expensive French talent or the backing of Time-Life, Inc., to get the thing out. All the editor needed was a trusty Apple, an imagination, and twenty minutes at Kin-

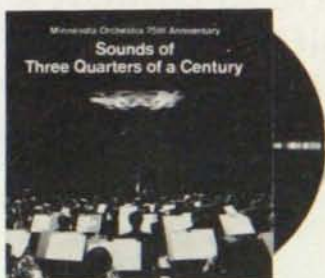
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UNIVERSITY OF MINNESOTA
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ko's Copies.

Back in the old days, ca. 1965 P.C. (pre-computer), I was the editor of my college newspaper. "Newspaper" is, perhaps, too exalted a title to describe a product assembled by the staff out of India ink, rub-off letters, blocks of prose typed within narrow penciled margins, scissors, and rubber cement—lots of rubber cement. The editor of such a publication had little time to waste on editing copy or crusading in print against the latest folly of the faculty: all the news that fit, we pasted down and printed (thereby anticipating the modus operandi of USA

Today), and the lion's share of the effort went into playing around with the layout and making the headlines.

That was the creative part—and lots more fun than worrying about spelling and syntax.

So, when I was asked to put together a newsletter for my condo a couple of years ago, I jumped at the chance and went in search of a drum of rubber cement. The technology of do-it-yourself publishing had improved vastly, I discovered.

Rub-off letters no longer stuck to anything except the page, for instance. And whole books of cute black-and-white

drawings were for sale—Easter bunnies, Santas, stars, hands with pointing fingers, cars that zipped off toward the right margin—books designed to be cut up and pasted into a publication that rapidly assumed baroque convolutions of form and line.

The old methods were fine. But the new ones let the imaginative artiste run riot with all manner of fancy typefaces and an endless supply of prefabricated I-love-you-Valentine hearts and flowers.

I was recently ousted from the editorship by a woman with an Apple and a program that cranks out bunnies, hearts, and headlines of elaborate design with truly prodigal abandon. Her work, as a result, can only be described as awesome in its richness, texture, and complexity. And this kind of desktop publishing does have important new social and aesthetic dimensions. It is a democratic form of communication that turns anybody with access to a computer into the neighborhood Henry Luce. But the computer is also generating a new artistic style at odds with the stripped-down, R2-D2 look of the machine itself. The software has encouraged the proliferation of decorative motifs among the vest-pocket Hearsts and Norman Rockwells of modern-day America. A certain wild-eyed too-muchness threatens every blank sheet of paper with the specter of obliteration under the sheer weight of **BOLDFACE**, #%(*!@, and bunnies.

For my own part, I enjoy this new manner, what I call the "Newsletter Techno-Folk Style." Its lushness seems to sum up the overdecorated consumerism to which American culture has long aspired.

Perhaps it is the ultimate yuppie art, appealing to those whose homes are crammed to overflowing with the stuff of material success. Miami's Fontainebleau Hotel, alas, has recently been stripped of its plush and gilt; our cars have lost their tail fins. But the latest bulletin from the office next door, tricked out in every furbelow and fillip known to the typographer's art, almost compensates for the austerity of the postindustrial environment.

Professor and former chair of the department of art history, Karal Ann Marling teaches courses in American popular culture, including a well-attended undergraduate course on the "Art of Walt Disney." She is the author of *Wall-to-Wall America* (1982), *The Colossus of Roads* (1984), and *Tom Benton and His Drawings* (1985), and her latest book—*George Washington Slept Here, Colonial Revivals and American Culture, 1876-1986*—will be published in September by Harvard University Press. At present, Marling is writing a history of the Minnesota State Fair.

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The MFRB (Minnesota Faculty Review of Books)

BY KENT BALES

What the faculty reads is remarkably various, though similarities exist in the reading done to help escape the daily round of teach, read (professionally), and write. Those burdened by administrative duties or racing for publishing deadlines read little beyond the immediately useful—much like the superbusy everywhere. "Mainly I read memos," reports Craig Swan, professor of economics and associate dean and executive officer of the College of Liberal Arts.

That's what I read mostly as well, for that's what covers the desk of a department chair in a daily avalanche. And if I'm not reading others' memos, I'm proof-reading my own. So when Swan talks about the half-dozen half-read books, nonacademic, I sympathize. The superbusy more or less cope with numerous projects, all moving more or less forward, all seemingly half to two-thirds done, until the end seems near enough for one of them to make racing to it a good idea.

It's even true of bedtime reading. Many faculty have a stack of professional articles at hand to read in the late hours, and often right next to it a stack of mysteries or crime novels. Swan is partial to Rex Stout, John MacDonald, and Georges Simenon. A year's supply of the *New Yorker* makes a third pile to be browsed.

I don't know where Morris Eaton, professor of theoretical statistics, keeps his *Newsweeks*, but when he's not hard at work preparing for publication his recent lectures on the applications of group theory in statistics, he is either taking his weekly dose of mediated reality or reading recent collections of articles on inductive inference. This taste for the philosophy of science, natural enough in a statistician, seems nearly inevitable when you consider that he and Marcia Eaton, professor and chair of philosophy, share a home library as well as the other usual kinds of community property. Like many of us, Marcia doesn't know how many books she has bookmarks in, but the nearest in memory are Beryl Markham's *West with the Night*, Richard Rhodes's *The Making of the Atomic Bomb*, Naomi Schor's *Reading in Detail: Aesthetics and the Feminine*, Pat Conroy's *The Prince of Tides*, and a Ruth Rendell mystery, *Live Flesh*. (Eaton also likes Martha Grimes's mysteries—and many others.)

Another academic couple shares reading matter—and a taste for mysteries.



Hillel Gershenson, associate professor of mathematics and director of undergraduate studies, and Celia Wolk Gershenson, research associate in psychology and associate director of the Institute for Disabilities Studies, exchange whodunits and poetry, among other things. She has just finished Amanda Cross's *No Word from Winifred*, he P. D. James's *A Taste for Death*. Rilke's early poems fascinate both of them. Celia's current work with Alzheimer's disease makes even popular articles on the subject obligatory reading, but she is taking time off to read the newly corrected *Ulysses* and has just finished Joyce Johnson's *Minor Characters*, a memoir set at her alma mater, Barnard College, concerning Johnson's relationship with Jack Kerouac. Because of their interest in the forties, fifties, and sixties, and their New York childhoods, both Gershensons find E. L. Doctorow's books fascinating, especially *The Book of Daniel* and the recent *World's Fair*. Both are set in places pictured bright in Hillel's memory: across from his school, and in a neighborhood for which he could "draw a map." Celia's current enthusiasm is for something quite different: Primo Levi's *The Periodic Table*, the memoir of an Italian Jewish chemist, each chapter of which has as its title the name of a chemical element that organizes Levi's experiences during the Holocaust and after. She found it to have the most

"extraordinary impact" of anything she has read of late. A recurring enthusiasm is the *New Yorker*.

The *New Yorker* and the *New York Review of Books* (NYRB) are the most frequently mentioned periodicals read by faculty I interviewed. Marcia Eaton reads her NYRB as she rides her stationary bicycle; Stephen Gudeman, professor and chair of anthropology, must read his in lots of places, for he finds it the most useful single kind of reading he does. On leave this year, so really reading, Gudeman is studying medieval and economic historians and the classic economic theorists, Marx and Adam Smith (the original, not our best-selling copycat). His purpose is anthropological: the classical economists observed the commonplace, especially the rural domestic economy of everyday life, and in drawing their inferences and conclusions they worked much as anthropologists do. A specialist in Latin America, Gudeman is trying out the idea that the rural economies of places such as Colombia have roots in the Roman agricultural economy—and for that reason he is reading medieval historians such as Georges Duby. His writing tasks provide a fascinating glimpse into how the intellectual life can branch frequently and feed the roots and trunk all the better. Although he works with Latin American peasants and their interactions with Europeans, he has been asked to give the

summary lecture at a conference at the Newberry Library on the fur trade in North America during the seventeenth and eighteenth centuries. So, while his theoretical apparatus is thought to be well fitted to the task, he must master a whole new literature for the lecture and for his own betterment. Not ordinarily a novel reader, Gudeman keeps Samuel Pepys's *Diary* by the bed (perhaps along with the *NYRB* and the *London Review of Books*, another favorite)—and also Colombian novels. Spanish readers wanting suggestions can drop him a line.

Susan McClary, associate professor of music, gets to read books before they become books, for she regularly has manuscripts sent her way as a member of the advisory committee of the University of Minnesota Press and editor of its new series in music criticism. As a scholar, she is concerned with performance styles, and as a critic, she tries to understand how those styles partake of the larger culture. She consequently reads the "newer criticisms," especially critical theories concerned with the postmodern, such as Hal Foster's *The Anti-Aesthetic: Essays on Post-Modern Culture*. Cultural studies such as Robert Allen's *Channels of Discourse* (on MTV) yield material on such phenomena as Madonna's popularity, while Umberto Eco's *Travels in Hyper-Reality* (which she reads "off and on") considers such matters as what Disney-

land and museums have in common or the question of why European intellectuals feel it their responsibility to write for the popular press while American intellectuals typically find it irresponsible to do so. She loves novels as well, though reading them is usually by some plan. The current one is to acquaint herself better with writings by and about American minorities: John Okada's *No-No Boy* (about a Japanese-American who wouldn't fight in World War II—and went from internment camp to prison for his refusal), Leslie Silko's *Ceremony*, Louise Erdrich's *Love Medicine*, and a local best-seller, Will Weaver's *Red Earth, White Earth*.

I spent nearly two happy days this summer reading that book—happy because it evoked so many memories for me, happy too because they were uninterrupted days of reading. (My own pile of to-be-read *NYRBs* waiting in the corner made them even happier.) But what has intrigued me of late has been a revival of narrative poetry as a novel or in novels. Vikram Seth's *The Golden Gate* is "a novel in verse"—Pushkin's *Eugene Onegin* in verse, to be fairly precise. It makes ordinary life in California interestingly ordinary, largely by the power that wit can exercise through verse. Narrative poetry in novels figures prominently in D. M. Thomas's *Ararat* series. Here the idea of recurring international contests among improvisatori welds together romantic

notions of poetic inspiration, the force of traditional subjects, the necessity for writers to develop a bag of tricks, and the importance of social and political fact to all life, including the life of art.

I can't close without giving some plugs. The *New York Review of Books* and the *New Yorker* aren't the only estimable periodicals. *Cultural Critique* and *Harricane Alice: A Feminist Review* would be mentioned by many of my colleagues in English as frequently read. They are locally produced in Minnesota's English groves of academe. And colleagues throughout the University (as well as around the country) would praise the renaissance of the University Press, which has become one of the leading publishers of critical theory and cultural criticism. Write or call for a catalog—and see for yourself.

If you like pictures and words in conjunction, you might want to get Bill Watterson's *Calvin and Hobbes*. I do. I did. So have many others, to judge by its high position on lists of "what they're reading on college campuses." And if you like lyrically reflective books, beautifully printed, read *Spillville*, text by my colleague Patricia Hampl and engravings by Steven Sorman.

Happy reading!

Kent Bales is chair of the English department.

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Over the Top

BY MARCY SHERRIFF



STEVE INDRINIS

As of January 15, the Minnesota Campaign raised \$305,739,250, surpassing its \$300 million goal.

"We are very grateful to all those who are contributing their time, expertise, and money to the University," says University President Kenneth H. Keller. "The real benefits of the campaign will become more and more visible in future years as we watch these gifts at work, improving teaching, learning, and research methods and applications."

"When we announced the ambitious campaign in April 1986, I believed we could achieve our goal," says Curtis L. Carlson, chair of the board of Carlson Companies and University alumnus who serves as national campaign chair, "because the irreplaceable value of a strong and excellent University of Minnesota is so readily recognized by people, companies, and organizations that benefit from its teaching, research, and service accomplishments. It is their unprecedented generosity that is making this campaign a success."

Campaign efforts will continue until June 30 to seek contributions for unmet needs in biological sciences, humanities, and other collegiate programs. Personal solicitations by more than 250 volunteers currently are in progress, and a phone program—the final phase of the campaign—offering more than 90,000 alumni the opportunity to participate in the campaign was launched in January.

"We have many volunteers in the community and around the state actively seeking and promoting support for programs that will make the University even better," says Russell M. Bennett, Minneapolis attorney and chair of the campaign executive committee. "It is rewarding to have met our dollar goal, but the success of the campaign certainly won't be measured in dollars alone. We want to help the University achieve its goal of being one of the top five public universities in the nation. That has been a priority from the beginning, and our work is not yet finished."

Fueled by matching dollars from the Permanent University Fund released by the legislature in June 1985, the campaign exceeded its goal of creating 100 endowed chairs in October 1987. With 110 new endowed faculty positions, the University ranks among the top five public institutions in total number of appointments. Efforts to attract gifts from University

faculty and staff members concluded in December 1987 and raised more than \$7.9 million.

Recent contributions to the campaign include gifts from Deluxe Check Printers, Margaret and John G. Ordway, Jr., the family of the late Royal D. Alworth, Jr., Raymond and Doris Mithun, and Karen and Stanley S. Hubbard.

Deluxe Check Printers has made a \$1 million pledge to support a new College of Liberal Arts (CLA) program called Writing Across the Curriculum, aimed at improving the writing skills of students in a variety of academic disciplines. The gift will be used for the research portion of the multifaceted program and will be matched with other funds from the University.

"The ability to write clearly and effectively is essential for success in all walks of life," says Harold Haverly, president and chief executive officer of Deluxe Check Printers. "We are pleased to support the University of Minnesota in this unique program, which will help students of all disciplines develop the writing skills necessary for their chosen fields."

The program intends to make writing a fundamental part of a student's entire educational experience, not just an isolated requirement to be completed in one or two courses.

The University first will establish a Center for Interdisciplinary Studies of

Writing. Early stages will involve a comprehensive assessment of writing and writing instruction at all levels, from writing in secondary schools and universities to writing in sophisticated contexts in business and the culture at large. Those findings will be used to develop and pilot test curricula that eventually will change the way writing is taught and used in elementary school through graduate school.

Eventually, Writing Across the Curriculum is expected to have the most direct impact on 17,000 CLA students. Starting in the fall of 1991, all students applying for CLA admission will be required to submit a portfolio of writing samples from their high school years to be used for placement purposes. All upper-division students will be required to develop a portfolio of college writing samples that will be evaluated at several points during their undergraduate years.

Margaret and John G. Ordway, Jr., have pledged \$1 million to endow a chair in developmental biology on the Twin Cities campus.

Developmental biology, housed within the department of genetics and cell biology, is administered jointly with the Medical School's department of cell biology and neuroanatomy. "Developmental biology explores the mysteries of how a multicellular organism develops from a single precursor cell," says Paul Magee, dean of the College of Biological Sciences. "It's not only a very

important area, but it is also a good example of collaborative interaction between scientists across the University." The program, he adds, includes faculty from biological sciences, medicine, dentistry, veterinary medicine, agriculture, home economics, and forestry.

A \$500,000 endowed professorship in international studies, created with a \$250,000 gift from the family of the late Duluth philanthropist Royal D. Alworth, Jr., and an equal match from the University of Minnesota's Permanent University Fund, has been established at the University of Minnesota, Duluth (UMD).

The Royal D. Alworth, Jr., Professorship in Northern Circle Studies is intended to promote and build an awareness of the culture, geography, and politics of countries that lie basically north of Duluth, including the Soviet Union, the Scandinavian nations, Japan, and Canada.

"Northern Circle studies are relevant both to the heritage of Minnesotans and to a better understanding of the economic and political future of Minnesota," says UMD Chancellor Lawrence A. Ianni. UMD is the third university in the country engaged in a major focus on Northern Circle studies. "Through the endowment we hope to have visiting professors from other Northern Circle universities at UMD by next winter or spring," says Judith Gillespie, dean of the UMD College of Liberal Arts.

Raymond and Doris Mithun have pledged \$500,000 to endow a chair in advertising at the School of Journalism and Mass Communication. The pledge will be matched with \$500,000 from the Permanent University Fund.

"My hope, my dream," says Mithun, cofounder of the Campbell-Mithun advertising agency in 1933, "is that the University of Minnesota's School of Journalism and Mass Communication will become the number-one school for advertising in America—because it takes the extra step, it goes beyond tradition, it creates a great reputation for the school, and it takes students up on the mountain where they can see beyond the ends of their noses. That will make the Twin Cities a true mecca in advertising that transcends the temporary glory of any one advertising person or any one advertising agency."

Before the Raymond O. Mithun Land-Grant Chair is filled, says Dan Wackman, executive director of the College of Liberal Arts campaign and a faculty member in the School of Journalism and Mass Communication, the school will hold a series of lectures within the coming year, bringing in national experts to talk about advertising as it currently exists in the United States and the world. "These are the kinds of people that we would be particularly interested in talking to about filling that position," he says.

Stanley S. and Karen Hubbard have

donated a music collection, valued at more than \$400,000, to the University's School of Music. The Stanley E. Hubbard Music Library, which includes 18,000 titles from the early part of the century through the mid-1950s, was collected by Hubbard's father, Stanley E. Hubbard, during the early days of radio.

When Stanley E. Hubbard built his first radio station—WAMD—he provided his listeners with live music by broadcasting the orchestras at the Marigold Ballroom. The station's call letters, in fact, stood for "Where All Minneapolis Dances." Later, when the station had grown and become KSTP, Hubbard engaged a full-time music director and orchestra. The Stanley E. Hubbard Music Library represents the library that KSTP developed for its own orchestra during that time.

Some of the cover illustrations of the popular sheet music collection are significant works of art that, in many cases, document prevailing social or political concerns of the time. The library, which is currently housed in Ferguson Hall, also contains several first editions, including "Der Rosenkavalier Suite" and "Der Rosenkavalier Waltzes" written by Richard Strauss and published in 1911 and 1912.

Marcy Sherriff is director of alumni/development communications.

Liberty's Legacy

A Celebration of The Northwest Ordinance and The United States Constitution

On exhibit from May 11 – Minnesota Statehood Day – through July 4 – Independence Day – at the Minnesota Historical Society, 690 Cedar St., next to the State Capitol.

- Part of the Big Ten Universities' national bicentennial celebration.
- Sponsored locally by the University of Minnesota Alumni Association, Department of History, and the Minnesota Historical Society.

For more information call (612) 296-6126

Events

May 10, 1988

Exhibit preview, 7:30 p.m., 690 Cedar St., featuring Charlene Bickford, editor, and Kenneth R. Bowling, associate editor, *Documentary History of First General Congress*.

May 20, 21

"The Old Northwest," a symposium featuring leading history and geography professors Paul Murphy, Kathleen Conzen, Jon Gjerde, Robert Ostergren, William Gienapp, and Robert Swierenga.

July 4

"A Taste of Liberty," a living history event at the Minnesota Historical Society.

Bowling for Scholars

BY KIMBERLY YAMAN



Members of the University's College Bowl championship team are, from left, Mark Erdahl, Bob Maranto, Matt Marta, and Bruce Simmons. The team defeated Georgia Tech.

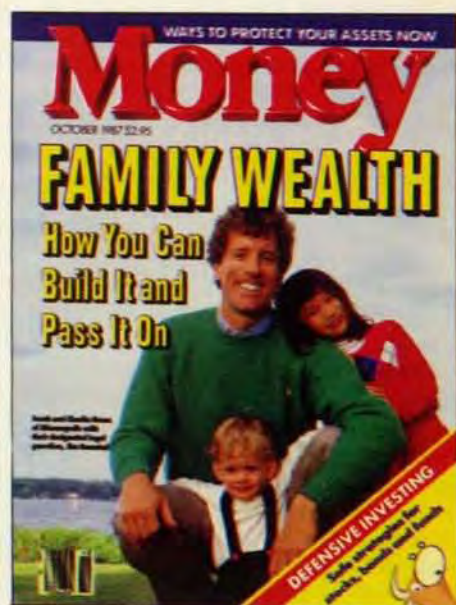
The University of Minnesota defeated Georgia Tech to win the 1987 national "College Bowl" championship in a match televised December 20 on the Disney Channel. The championship netted the Minnesota team \$10,000 in scholarships. Team members were theater student Mark Erdahl; Bob Maranto, who recently earned a Ph.D. in political science; team captain and the tournament's most valuable player Matt Marta, economics and English senior; and Bruce Simmons, recent recipient of a bachelor's degree in mathematics. To win the 1987 title, the Minnesota team defeated Cornell, Georgetown, and Western Connecticut State universities as they advanced to the top spot among sixteen teams in the single-elimination tournament.

Western Kentucky University has established the Center for Robert Penn Warren Studies to coordinate academic activities honoring Robert Penn Warren, former University of Minnesota English professor and the nation's first poet laureate. The university will also award its highest undergraduate scholarship and graduate fellowship to students interested in pursuing Warren studies. The center, which will be dedicated April 24 to coincide with Warren's 83rd birthday, evolved amid a

bit of controversy that began when Western Kentucky attempted to purchase Warren's boyhood home in Guthrie, Kentucky, and relocate it to the Bowling Green campus. The university planned to use the house as a center for Warren's writings or possibly as quarters for a writer in residence. The relocation plan was scrapped, however, after meeting with resistance from many Guthrie residents and a cryptic response from Warren himself, who currently resides in Connecticut. When asked about his reaction to relocation of the house, Warren said he was "surprised, and not entirely pleased" about the plan but refused to elaborate on the statement. Western Kentucky's Warren center will be located in an existing campus building, which will house Warren books, papers, and memorabilia and will provide a setting for lectures on Warren and his writing.

How does the reputation of the University of Minnesota fare among the nation's college and university presidents? In the published results of a survey of 1,329 U.S. college and university presidents conducted by *U.S. News & World Report* and published in the October 26 and November 2, 1987, issues, the University was absent from most of the top-twenty

and top-ten lists. The survey, which did not distinguish between private and public schools, asked participants to assess the academic mood of the country and choose the nation's best and most innovative campuses. More than 60 percent, or 760, of the presidents responded; a small number of others declined to participate in the survey and wrote that they believed that neither they nor their peers were in a position to judge the academic quality of institutions other than their own. The University was not mentioned by any of the presidents as one of the top ten national undergraduate universities in the country; twenty schools were listed. However, in rankings of professional schools, the University fared a little better: the Law School was mentioned as a top-ten school by 6.3 percent of the participants, earning a rating of nineteen of twenty; and the University's collective engineering programs on the Twin Cities campuses were named to the top ten by 20.3 percent, earning a rating of fifteen. The University did not make the top-ten medical school or business school lists.



Jim Ramstad, '68, of Minnetonka, Minnesota, made the cover of the October 1987 issue of *Money* magazine with his niece and nephew. The photo illustrates part of a cover story on family wealth that deals with designated guardians. Ramstad, a Republican state senator, is the designated legal guardian of the children of his sister and brother-in-law.

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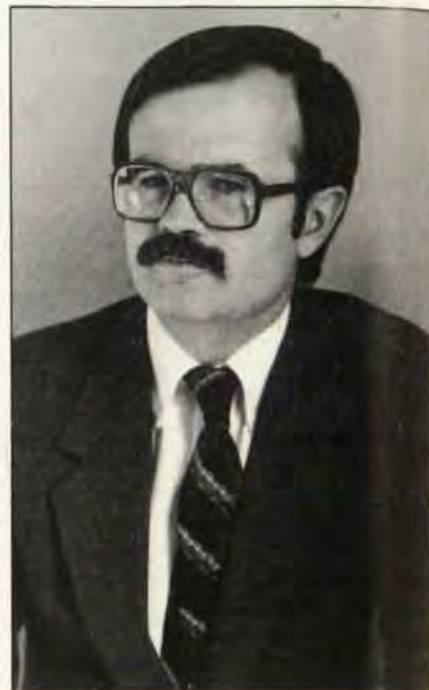
Eight University alumni were listed in *Business Week's* October 23, 1987, review "The Business Week CEO 1000," a directory of the chief executives of the 1,000 most valuable publicly held U.S. companies. Among them: Michael W. Wright, '63, of Super Valu Stores; Hugh Alton Barker, '49, of Public Service Company of Indiana; Jack Field Rowe, '50, of Minnesota Power and Light; Winston R. Wal-lin, '48, of Medtronic; Pierson M. Grieve, '56, of Ecolab; David A. Norman, '63, of Businessland; A. W. Clausen, '49, of BankAmerica; and Hicks B. Waldron, '44, of Avon Products.

Paul Jeffrey Hess, '77, struck it rich as part owner of a silver mine in northern Idaho and is now an "unemployed millionaire," he says. "Thanks to all at the 'U of M'. . . . You made me a different person." Hess entered into the mining enterprise in 1985 after working for the Toro Company and 3M in Washington State.

Larry Kutner, '78, of Minneapolis has been named psychology columnist for the *New York Times*. The former health and science reporter for local CBS affiliate WCCO-TV writes a weekly column on psychology and child rearing called "Parent & Child." His first column appeared in November 1987. Kutner writes his column from Minneapolis, where he runs a video and film production company, Health and Science Communications.

Curtis L. Carlson, '37, received the Generous American Award from *Town & Country*, the magazine announced in its December 1987 issue. The award was created in 1986 to "salute the achievement of the country's most outstanding philanthropist." In a ceremony at the University of Minnesota Alumni Club December 9, *Town & Country* presented a Harvey Littleton sculpture to Carlson, who was cited as "the man who has inspired the new philosophy of corporate giving" and for his challenge to business leaders to use company earnings to solve community problems. In 1976, the founder and sole stockholder of Carlson Companies became a founding member of the Minnesota 5 Percent Club, now known as the Minnesota Keystone Awards. The members of the club, one of the nation's most successful business-philanthropy organizations, pledge to distribute from 2 to 5 percent—or more—of their annual pretax profits to philanthropies of their choosing. In addition to Carlson's generous private gifts, such as his \$25 million donation to the University, Carlson Companies has donated \$30 million of profits to charity since 1959.

Steven J. Keillor, '74, of Askov, Minnesota, has published *Hjalmar Petersen of Minnesota: The Politics of Provincial Independence*, a biography of the small-town editor and politician who served for a brief time as governor of Minnesota after the death in office of Floyd B. Olson. Keillor says he was inspired to write the biography when he moved to Askov, Petersen's hometown. The small-town milieu works well for the Keillor family. Keillor is the brother of fellow author Garrison Keillor, '66, who writes of the fictional small town Lake Wobegon, Minnesota.



Steven J. Keillor

M. G. Trend, '68, '70, '76, received a J. S. Guggenheim Memorial Foundation Fellowship for his ethnographic and photographic study of a group of black farmers in western Alabama and their urban descendants who were among the first black landowners in their county. Their progression from sharecropping was the result of an experimental project undertaken by the Farm Security Administration in 1937. Because of their independence from the tenant farming system, the group subsequently became active in the civil rights movement during the 1960s. Trend's photography and interviewing (10,000 frames of 35mm film and more than 300 interviews) will culminate in a book, *From Fields of Promise*, and possibly a documentary film. Trend, a researcher with Auburn University's Auburn Technical Assistance Center in Alabama at the time of his award, is pursuing his research across the country.

Kimberly Yaman is editorial assistant for Minnesota.

The Alumni Factor

BY KIMBERLY YAMAN

A brain drain in Minnesota? According to a *Star Tribune* study published in July 1987, two-thirds of a select group of Minnesota's brightest high school students of the 1970s left the state to obtain their college degrees. And once they left, most didn't come back but instead continued to live and work outside of Minnesota, often near the colleges and graduate schools they attended.

In response to concerns that Minnesota may be losing a key factor in its quest to become a brainpower state, the University has made high-ability student recruitment one of its top priorities. And the University admissions office is utilizing the alumni resources of the Minnesota Alumni Association (MAA) to make the University of Minnesota the college of choice for those who graduated in the top 5 to 10 percent of their high school class.

Just why are high-ability students so vital to the state and the University?

John Printz, associate director of the University's Office of Admissions, says that high-ability students are invaluable because of the multilevel contributions they make—both as students and, later, as alumni. "As students, they stimulate discussions and raise the level of interaction in the classrooms," says Printz. "High-ability students often get involved in student organizations, student government, and the University community and make an impact on the University in that way. High-ability students are also important as alumni because people who are keenly interested in learning, as they are, contribute to the community by getting involved in pure research or by becoming teachers themselves. They tend to be leaders and often achieve positions of distinction. . . ."

High-ability students "reflect well on the state and on their alma mater," says Printz. "A Seymour Cray who graduates from the University and then founds a leading computer research firm, makes a degree from the University of Minnesota even more valuable and makes Minnesota the place where things happen."

As admissions associate director, Printz bears the onus of the University's charge to attract more high-ability students. It's a difficult responsibility, because competition among universities for high-ability students has become fierce. "Some schools call the potential students, invite them and their families to campus, take them and their families out to dinner, offer them



Having his questions answered by alumni at an association event helped persuade Mike Hattery, a National Merit Scholar from Rochester, Minnesota, to attend the University.

scholarships," says Printz. "Maybe that isn't the way for the University of Minnesota to recruit, but we need to let students know that we really want them."

It takes a lot of contact with potential students to let them know how much they're wanted. "One college admissions officer," says Printz, "reports that a student who enrolls at his college has seventeen college contacts before the student enrolls—of course, that comprises a lot of elements: direct mail, applications, phone calls, visits to campus, financial-aid queries," he adds. "But the University doesn't have the personnel it takes to make a lot of personal contact with potential students—and that's the kind of contact that really matters."

And that's where the MAA comes in.

MAA chapter program director Peg Peterson has been coordinating the MAA's involvement with the admissions office in the high-ability student recruitment program, which works hand in hand with the MAA's various alumni chapters. Peterson expects that the chapters' recruitment events may touch as many as 500 students this year.

"Our broad objectives for this year are to have each of the ten chapters in the state hold a recruitment event," says Peterson. "Even outside of Minnesota, some chapters are using student recruitment as a peg for their alumni gatherings."

The chapters invite the top 5 percent of the area's high school students and their parents to talk about the University with alumni and current students. "It's a very realistic approach to recruiting," says Peterson. "The potential students we're talking about already have invested a lot of time looking at college choices. They have very specific questions they want to ask, and we bring along with us just the people to answer those questions."

"When students talk with students and parents talk with parents," she says, "that's where you see success. Hearing about the University from a peer makes it much more credible."

Mike Hattery readily attests to that. A student who graduated in the top 10 percent of his high school class, Hattery was undecided between attending the University of Minnesota or the University of Notre Dame in the fall of 1986. An MAA-sponsored recruitment event held in his hometown of Rochester, Minnesota, helped him make his decision, he says.

"I knew that the University has a strong curriculum and a good academic reputation," says Hattery, a National Merit Scholar. "But I was a little concerned about the University's size. I talked about that with one of the students who came who was involved in the greek system," he says, "and he told me that he saw the University's size as an advan-

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tage—that with a school so big, there are
bound to be others with the same interests
that I have. He said that it's easy to
overturn the fear of the University's size
by thinking of it in terms of a big city
composed of neighborhoods of people
with similar interests.

"Talking to people about my specific
questions and getting the answers I needed
relieved me of a lot of anguish about my
choice of college," says Hattery. "A
recruitment event like this, where high-
schoolers can discuss interests and con-
cerns with real students and people in the
community who are University alumni
and have already gone through the experi-
ence, is a real advantage over the usual
brochures and letters that you get."

Hattery is now a sophomore at the
University of Minnesota. He is entering
premed but is also pursuing a liberal arts
degree, possibly in physiology. He is the
scholarship chair of the Kappa Sigma
fraternity and, as a peer mentor in the
honors program, helps high-ability fresh-
men get adjusted to University life.

It's difficult to gauge how many other
high-ability students have enrolled as a
result of the joint effort between the admis-
sions office and the MAA. But admissions
associate director Printz says that the Uni-
versity has seen "rather dramatic increases
in the numbers of applicants to the Uni-
versity in the areas where the MAA has gone
out and held recruitment receptions."

Despite the apparent success of the
MAA's recruitment efforts, Printz says
that alumni are still a relatively untapped
resource. "If given the funds and the direct
mandate, we could, when coupled with
the MAA, attract many more high-ability
students—even those from outside of our
immediate region." Right now, he says,
the University is "spending more of its
resources developing the product—and
education is a very precious product."

Still, he says, "even this product goes
hand in hand with marketing, and no one
can market the University as enthusiastically
as its alumni can.

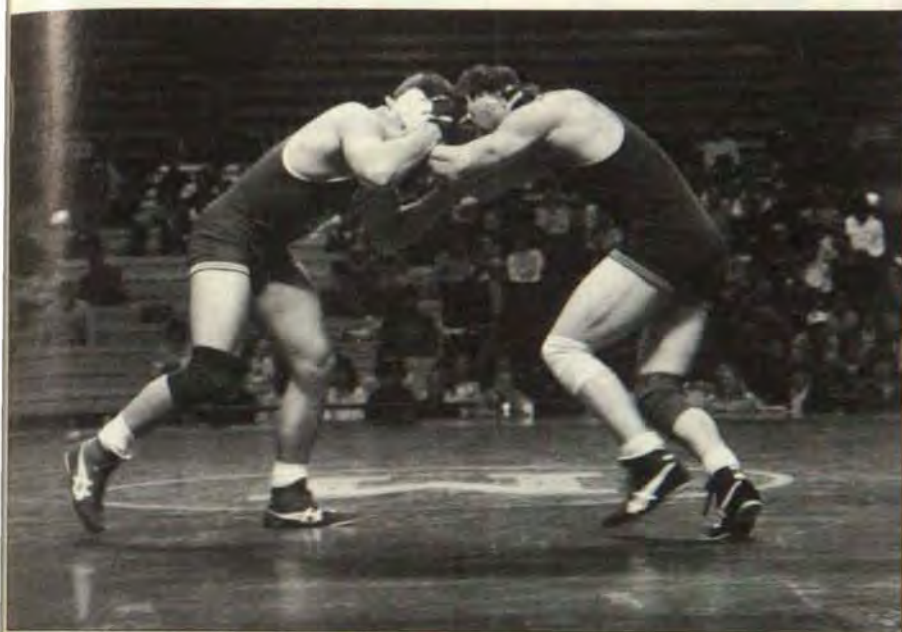
"A well-known aphorism says that if
you build a better mousetrap, the world
will beat a path to your door," says
Printz. "Well, that's not so. People make
decisions based on perceptions as much as
on data and assessment. And they might
know that the University provides the
best education for the best price, but
unless we make them feel it, we're going
to continue to see Minnesota's high-ability
students leave.

"But with a program such as the one
we're working on now, I don't think that
is going to be a problem. When you use
the human factor in an equation like this,
the opportunities are limitless."

Kimberly Yaman is editorial assistant for
Minnesota.

Grappling with Success

BY BRIAN OSBERG



Wrestling coach J Robinson's team was ranked among the top teams in the country this season. He hopes to make Minnesota a powerhouse in wrestling.

The Gopher wrestling program has always been respectable, but never in the league of Iowa, Oklahoma, and Iowa State. That may change if second-year head coach J Robinson has his way. Robinson, who was the top assistant coach at Iowa during a period in which Iowa won nine straight National Collegiate Athletic Association (NCAA) titles, wants to bring that same success to Minnesota and help make the state one of the top wrestling states in the country. "It's a great opportunity to be located in a state that is looking to do something in the sport of wrestling," says Robinson. "It's a challenge."

Robinson inherited some talented wrestlers from head coach Wally Johnson who retired in 1986—the team ranked in the top ten in the nation this season. The team had a good year despite injuries to key wrestlers, including defending Big Ten champion Dave Dean, a senior all-American who finished second in the 1987 NCAA meet, wrestling at 190 pounds. Because of a bad knee, Dean has been medically redshirted and will be eligible for another year of competition. Other veteran starters include senior Rod Sande, juniors Jim Hamel, Chuck Heise, Gordy Morgan, and Jim Caughey, and sophomore Jeff Balcom.

Perhaps the greatest reason for optimism is this year's freshman class and the

assembly of a top-notch coaching staff. The Gopher freshman class has been rated number one in the country by *Amateur Wrestling News*. The class is led by Keith Nix (118 pounds), Chris Short (177 pounds), and Jeff Ziebol (190 pounds). Nix was 30-3 after a decisive victory against his Iowa opponent in January, and Ziebol has won a starting job. Short was expected to step into the lineup, but he broke his foot playing basketball and was medically redshirted. In all, six of the recruits were ranked nationally in the top ten within their weight classes. Freshman T. J. Campbell won four state titles, each at a different weight. The Gophers also had three good transfer wrestlers, including sophomore Marty Morgan who transferred from North Dakota State University, where he won the national Division II final at 167 pounds.

Robinson counts on and is proud of his coaching staff. "I truly believe there is nowhere in the country that has a better coaching staff than our staff here at the University of Minnesota," says Robinson. His staff includes assistant head coach Gary Keck, former head coach at Phoenix College and assistant at wrestling powers Oklahoma State and Iowa; three-time national champion Jim Zalesky (Iowa); two-time champ Melvin Douglas (Oklahoma); and all-Americans Dave Grant, Johnny Johnson, and Ed Giese. Giese is

the all-time winningest Gopher wrestler with a record of 154-30-1.

"With a strong coaching staff, we have something concrete to show our recruits that our dream of a national championship is realistic," says Robinson.

The Gophers are recruiting throughout the country, but Robinson expects to get half of his wrestlers from Minnesota. He is concentrating on the 126, 150, and 190 weight classes. "We hope never to have a rebuilding year," says Robinson, who will be an assistant coach for the U.S. Olympic team for the fourth consecutive time.

The "Pearl" Retires

The voice of the Minnesota Gophers retired this year after 60 years as the University's public address announcer. Julius (Julie) Perl began announcing football games in 1927 and did not miss a game until this fall when he missed two games because of illness. He started announcing basketball games in 1934, and his distinctive voice became a Gopher sports institution.

When asked to name the most memorable moment during his 60-year career, Perl answers, "I'll always remember how receptive the Minnesota fans were and the excellent play of the athletes, both the Gophers and the visitors." Perl, a 1925 alumnus of the University, was employed for nearly 40 years by the convention



Julius (Julie) Perl, '25, retired this fall after 60 years as the official voice of the Golden Gophers. Perl missed only two games.

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bureaus of the St. Paul and Minneapolis chambers of commerce.

Though Perlt has some "pretty good memories" at Memorial Stadium, such as the great Bierman teams, he thinks the move to the Metrodome was necessary. However, his fans miss hearing Perlt belt out the starting lineup at the Brickhouse.

"I was unhappy to miss the last two games," says Perlt. "Paul Giel [University athletic director] says I owe him two games."

Julie's fans wish him a happy retirement and say thanks for the memories.

Wrestling Notes

A big surprise for me while researching the wrestling story was the discovery that Verne Gagne, 1944, 1947-49, local professional wrestling hero, was a two-time NCAA national champion for the University. A golf tournament honoring Gagne will be held on June 27 at the Rolling Green Country Club. The tournament is sponsored by the University of Minnesota Wrestling Alumni Committee.

Gopher Notes

Tragedy struck the women's alpine ski club in January when two team members were killed in an automobile accident. Senior Michelle Tibbets and her sister, Renee, a freshman, died on their way to a club meet at Welch Ski Village. A memorial fund in their honor has been established to benefit alpine skiing. Donations can be sent to the Lakeland Branch of the First National Bank of Stillwater, Lakeland, Minnesota. The accident occurred only a week after the team captured the Michigan Governor's Cup in competition that starred both Michelle and Renee.

- Julius Perlt and quarterback Rickey Foggie were honored at the Seventh Annual Sports Award Dinner for the March of Dimes.
- The opening home game for the women's softball team is April 15 against Indiana.

Alumni News

Randy Rasmussen, 1980-83, former Gopher football center, played with the Minnesota Vikings this past season. Another former center, Ray Hitchcock, 1983-86, made the Washington Redskins team.

- Former Gopher basketball star Jim Brewer, 1971-73, is now an assistant coach for Northwestern University.
- Paul Holmgren, 1975, former Gopher hockey player and member of the 1980 U.S. Olympic team, is an assistant coach for the Philadelphia Flyers of the National Hockey League.

Brian Osberg, '73, '86, is Minnesota's sports columnist.

A Brief Case for Cartooning

BY KEVIN QUINN

Behind every successful woman stands a pile of dirty laundry.

At least that's what cartoon character Sally Forth says. She should know. She appears daily in more than 200 newspapers in the United States—significantly more than your average cartoon character. With her schedule as a middle-level manager, wife, and mother, she may not have a lot of time to do her laundry. But that's up to her creator, University of Minnesota graduate Greg Howard. He has a lot of empathy for her.

"There's more of me in Sally than anyone else in the strip," says Howard, 43, who began work toward development of his present cartoon strip approximately nine years ago.

Take the strip's name. "Sally" means salty witticism, which fits the lead character in Howard's comic as much as it does Howard. Howard, Sally Forth, and the other characters express themselves and act with wit, shrewdness, and boldness.

Apparently, some of what Howard is like may have leaked out through his pen. Less than ten years ago, he was a partner in the Minneapolis law firm of Faegre and Benson, holding a secure, high-income job. Yet he says he decided to leave the job because he was dissatisfied with the lengthy litigation time of some cases and with some of the situations he had to face as a lawyer. His decision created a stir, says Howard, who earned both a B.A. in psychology and a J.D. in law at the University in 1969. "Some of my law colleagues and friends thought that I was crazy or that I would come crawling back on down the road."

Howard faced a formidable challenge as he attempted to gain attention in the world of cartooning—he couldn't draw. "I had read somewhere that in a comic strip, the writing was 80 to 90 percent [of the humorous effect] and that the drawing was 10 to 20 percent," says Howard. "I naively took that at face value. That formula presupposes that you can draw."

Developing a marketable drawing style took him two years, he says. He then faced another major hurdle: his writing. Howard had been trained to write as a lawyer, not as a cartoonist. As a lawyer accustomed to writing serious 50-page briefs, he was forced to condense the dialogue in each strip to 60 words or less and to make it humorous.

Howard's success as a cartoonist can be gauged by the growth of his strip.



Greg Howard gave up a successful career as a lawyer to be a cartoonist. Then he learned to draw.

When it was first syndicated in early 1982, it appeared in approximately 50 newspapers. Today that figure is 200. Accompanying growth in syndication has come a growth in licensing and requests to use Howard's strip for fund-raisers, calendars, theater plays, and even a proposed TV sitcom. "A producer in Hollywood would like to turn *Sally Forth* into a situation comedy and has made a preliminary agreement with the Disney people," says Howard, who has been hired as a consultant by the producer.

Unlike some cartoonists, Howard strives to maintain a typical office-job schedule. "I keep fairly regular hours," he says. "Barring interruptions, I work eight-to-nine-hour days. I have to work to build up vacation time because I don't get any. . . . I am two to three months ahead of publication but only about two to three weeks ahead of deadline. My first year, I worked seven days a week, fourteen hours a day—but I've gotten faster. Some cartoonists are right on the edge—they're notorious for this. They will get a long way behind and then get this tremendous burst of creative energy. That would drive me crazy."

Howard generates his ideas in a similarly businesslike manner. Some ideas come from personal experiences and from

his wife and family, but most come from researching magazines such as *Ms.*, *Working Woman*, *Working Mother*, and *Newsweek*. From these publications, he gathers ideas that will help fuel Sally's activities and that his audience, a majority of whom are female, will enjoy, he says.

Howard had experimented with two earlier strips before beginning *Sally Forth*. The first one, about a judge, was not pursued because Howard thought the subject might not have a broad enough appeal. "The second strip was about a crazy family. It was not one of my prouder moments," he says. Then Howard got a break by showing the strip to a colleague. Sally was one of the characters in the strip, and Howard's colleague suggested that Sally be plucked out of the ill-conceived strip and made the focus of a second strip. Howard agreed, and that was the genesis of Sally in *Sally Forth*.

The comic strip *Sally Forth* may continue for a long time, Howard says. Then again, he may sally forth in another direction. "I don't know if I will do *Sally Forth* for the rest of my life. I will do something related to it, though. I like the life-style it permits me to lead. On the stress meter, it's relatively low."

Kevin Quinn is a free-lance writer.

Triage

BY BJØRN SLETTØ

The helicopter sweeps over the dense forest in the damp tropical night, its probing searchlights filling bomb craters with harsh shadows and bathing the landing platform in a flood of yellow light. The medical team rushes through the swirling dust toward the wounded soldiers strapped to the helicopter runners. In the deafening roar of engines, the staff makes decisions that can spell life or death for the victims of war. Which soldier can wait for his operation? Which soldier is dying and needs immediate attention?

A whole generation of Americans grew up watching scenes like this in the television series "M*A*S*H." The triage, or sorting process, that took place when war casualties arrived at the field hospital was often an important part of the story line. But according to Sheila Corcoran, associate professor in the School of Nursing, most viewers didn't seem to notice that both doctors and nurses made the all-important triage decisions—that in this series, nurses were not just the stereotypical doctors' aides so well known from "General Hospital."

The triage process is a major part of nurses' responsibilities, Corcoran says, one that has great potential impact on patients' health—even on their lives. But in real life the general public often overlooks the importance of hospital nurses, even if they often have to make triage decisions that demand different and greater skills than those of "M*A*S*H's" Margaret Hoolihan and her nursing staff. Because unlike the M*A*S*H nurses, who could examine their patients in person, nurses in a clinic often have to make a life-or-death decision based only on a telephone interview with the patient.

Ever since finishing her doctorate in educational psychology and philosophy at the University in 1983, Corcoran has studied how nurses make triage decisions. She specifically has focused on the difficulties nurses experience arriving at the right decision in telephone triages. When all the information about a patient has to be gathered over the phone instead of in person, symptoms and background information have to be described explicitly, she says. But when nurses can see the patient, they can make their triage decision based on how the person looks or acts.

"In telephone triage, you have to be very good at eliciting the information," Corcoran says. "You have to be able to



Associate nursing professor Sheila Corcoran traveled to Scotland last summer to present her research on nursing triage decision making at the international Nursing Honor Society's research congress.

ask questions clearly so people understand them. You have to be able to interpret what people say, to probe a little further to get a little more description, to know whether people are describing their situations accurately.

"More and more nurses are doing this kind of sorting in clinics and in health maintenance organizations," Corcoran continues, "and there's a lot of difficult decision making that goes along with it. There's a lot of pressure from institutions to save money and not bring in people who don't need to be brought in. And there's a lot of litigation—people who are suing because they should have been brought in, and later something happened, and they weren't brought in. The decision whether to bring someone in is difficult and an interesting one to study."

To be able to accurately research the way nurses gather information over the telephone and arrive at triage decisions, Corcoran had to take a step backward and establish a new unit of analysis—a way of depicting the decision-making process. The units that have been used in the past have not been very useful, she says, because they were either too general or too specific.

In a recent pilot study, Corcoran tested lines of reasoning, or sequences of arguments people use to arrive at their

decisions.

In her study, Corcoran used four nurses who worked at a large metropolitan hospital. She confronted them with different hypothetical situations in which people would call the hospital saying they needed medical attention. In one example, an elderly woman complained about chest pain. Faced with this problem, two of the nurses in Corcoran's study used two different lines of reasoning. Both nurses initially assumed the woman was having a heart attack and proceeded to collect information to confirm their theory.

But Corcoran had included a piece of data that didn't fit the usual heart-attack condition. In her example, the woman said she had felt the chest pain for two days. This is unusual for most people, but not as uncommon in the elderly. One of the nurses, who had worked with elderly people in the past, recognized the symptom. She included this seemingly disparate piece of information in her reasoning and decided the woman was having a heart attack and needed to be brought into the hospital immediately.

The other nurse, however, concluded the woman wasn't experiencing a heart attack because of the long duration of her chest pain and decided she could come to the clinic the next day. Unfortunately, that decision was the wrong one.

The apparently divergent data that stumped the nurse was part of Corcoran's attempt in her pilot study to define complexity as a variable and to use it in her studies of decision making. "We often talk about complex decisions and decisions made under conditions of complexity," she says, "but not many people have really operationalized it. We still don't know what complexity means or what happens when a task is more or less complex. In some of my earlier studies, I looked at complexity as a variable, and I am continuing to try to define that and manipulate it to see what happens in the decision-making process."

Last summer Corcoran presented her research at the annual international Nursing Honor Society's research congress in Edinburgh, Scotland. Although she won that honor after intense competition with nurses from all over the world, it was not the most important outcome of her research. Her studies can bring substantial benefits to nursing staff development and recruitment in the future and can have an impact on the very foundation of nursing.

"Very often there's not enough time given to help nurses grow further in their positions," Corcoran explains. "They are oriented to the setting, but not much more. So I've proposed using my data collection methods for instruction. By thinking through their decision making, becoming aware of it, and looking at what works and what doesn't, nurses will grow in the decision-making process. This will help increase the speed with which they develop their expertise.

"There's also a big shortage of nurses now," she continues, "and a lot of bright high school students don't consider nursing as a major because they don't think it's scholarly or that it requires much intelligence. There's a public image coming from TV that all nurses do is follow doctors' orders. People don't think nurses make independent decisions. If we can explicate and codify the decision-making process nurses follow, we can represent nursing in a more scholarly way."

In Corcoran's future studies of decisions made by cardiovascular nurses, she says she will build on the results of the pilot study and on her earlier studies of telephone triage and complexity and continue her quest to make nursing a respected vocation. Because, as Corcoran points out, nursing is a demanding profession that is not at all like the image perpetuated in soap operas and popular literature. Even the gritty portrayal of nurses in "M*A*S*H" cannot measure up to reality. For in real life, a nurse's decision often does mean the difference between life and death.

Bjorn Sletto is a free-lance writer and former Minnesota intern.

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Improving the Student Experience

Fred Friswold

My overall educational experience at the University of Minnesota might be described in the course catalog as Coping Skills 101 (Advanced—see prerequisites). I still remember standing in registration line for an hour, only to find that the key class I had to take that quarter was filled. Searching for a parking place within a half-hour's walking distance was an adventure. It was a shock to learn that Political Science 1021 derived its numerical designation from the number of students taking the class. Finding the status of a student loan in process before the school year was over was a worthy task for the CIA, and trying to locate a key book in the library system was good training for search and destroy missions.

For some, these problems were insurmountable obstacles. For others of us, they were minor inconveniences in an otherwise stimulating and rewarding personal experience. The successful students became graduates and then underwent metamorphosis. Ultimately, from the student body came alumni.

After evolving from student to alumnus, I became involved with the Minnesota Alumni Association (MAA). One of the earliest things I learned at the MAA had to do with membership development: graduates who had had a poor student experience rarely became active and involved alumni. Recognition of this important relationship between student experience and alumni attitudes has led us at the MAA to focus on the quality of the student experience.

Obviously, the MAA's "job description" does not include hiring the faculty or developing curricula. On the other hand, anything we can do as alumni to improve the student experience will strengthen the University, attract quality students to the institution, and help create supportive alumni of the future.

With this in mind, the public policy committee of the MAA focused its attention on a study of the student experience last year. This blue-ribbon group of concerned alumni examined a variety of written materials, interviewed University administrators, and met with a broad cross section of students. Based on information gathered from the study, the committee came up with a number of observations and recommendations.

The student experience was found to

have many positive aspects. The broad range of the curriculum, the numerous outstanding extracurricular activities, and the opportunities to encounter and learn from distinguished scholars are recognized and appreciated by students. The committee also endorsed Commitment to Focus because it holds promise of enriching the education and lives of students. Although the committee found that many of the problems I vividly remember from my experience of many years ago have been dramatically reduced through improved organization, upgraded systems, and computerization, some problems—such as increased study space and improved financial aid—persist and need further attention.

Most important, however, the committee concluded that no other single feature of the student experience can contribute more to true satisfaction than *superior teaching and advising*. The committee's primary recommendation was that the University should establish incentives and rewards for superior teaching performance and that more resources should be devoted to the advising functions.

As this study was ending, the MAA was appalled to learn that the only University-wide award program for excellence in undergraduate teaching and advising was being threatened with extinction. The Horace T. Morse-Amoco Award was started by a gift from the Standard Oil Foundation (now the Amoco Foundation) and granted every year since 1965.

During the 23-year history of the award, the number and monetary value of awards have varied. But those who have received the prestigious awards were always nominated and selected by faculty and students, and were judged on the basis of their outstanding contributions to undergraduate education in the areas of teaching and advising, innovation and academic program development, and educational leadership.

Last year, nine faculty members were honored for excellence and received \$1,500 and a bronze limited-edition commemorative sculpture created in 1981 by the late Katherine E. Nash, University professor of studio arts and herself a Morse-Amoco Award winner.

In 1968, the success of the awards program at the University of Minnesota prompted Standard Oil to extend its pro-



Fred Friswold, national president of the Minnesota Alumni Association, is president of Dain Bosworth. He has been an alumni association member for eight years and has served on the board of directors.

gram to 30 and eventually 39 other universities. The foundation's executive director at the time wrote that the program was one of the most outstanding programs in the aid to education and lauded the impressive way the program was handled at the University. It continues to be an outstanding program. However, because of the financial uncertainties of the oil industry, Amoco was forced last year to discontinue its support of this award.

The MAA was able to look at Amoco's decision as both a problem and an opportunity. If we truly believed what we had said about the importance of teaching and advising in creating a good student experience, could we just stand by and watch this valued recognition program proceed to extinction? It was time to decide if we would "walk or talk" — and walk we did.

At our last board meeting, the MAA committed to underwrite the program and \$13,500 was appropriated for the 1987-88 awards, which will be presented in April. It will be renamed the Horace T. Morse-Minnesota Alumni Association Award, but will probably become better known as the Morse-Alumni Award.

We hope that our support of this award will provide continued focus and visibility to the importance of excellence in undergraduate teaching and advising. We also hope that it will serve as a constant reminder that there must be a conscious desire, embedded in policy and actively implemented, to assure that Commitment to Focus carries with it an enhanced and enriched experience for undergraduate students at the University.

The MAA believes that the University must also make a conscious, deliberate, and serious commitment to caring.

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When Dreams Count

Margaret Sughrue Carlson

It had been one of those hectic weeks when I had a breakfast meeting every morning and a meeting every night. What I really wanted to do on that hot August evening was to head home, turn up the air conditioner, and tune in an old movie on television. But the modest gray invitation to a reception for the Health Sciences Minority Summer Program made me curious.

I was unfamiliar with the program, but my intention was only to make an appearance, then leave. By the time I arrived, the auditorium was packed with nearly 300 students, teachers, parents, and friends. I had taken one of the few open seats, nearly in the front row, so departing early was out of the question. But minutes after the program began, you couldn't have paid me to leave.

Student after student came to the podium and shared their personal stories about their experiences as participants in the minority summer program.

I was later to learn from program director Bill Hodapp that the program was started in 1968 when a group of Medical School faculty concerned about the lack of minority programs here, dug into their own pockets to provide scholarships for minority students going to Medical School. Federal funds were sought in 1972, but funding was unreliable. "By the fall of 1983, we were out of federal funds and had very little support," says Hodapp. "I went to the vice president and deans and said, 'Gentlemen and ladies, we either have to paint or get off the ladder.' We needed to have some core support for our program that would continue whether or not we had federal support. To their great credit these people sat, listened, and decided that indeed they would paint. They agreed to fund a core program and gave me a fifteen-year commitment to the project."

With a decade and a half to make a difference, Hodapp wondered where to begin.

"Most of our minority children come from families where probably no one has ever gone to college before," says Hodapp. "They don't have a father or a mother or an acquaintance who is a health professional, so they have to dream an entirely new dream. Part of our job is to place that dream in front of them in

visible form."

Hodapp says that according to educational psychologists, students make decisions about career choices and education at two points in their lives. The first is at the fourth-grade level when they decide whether school as a whole has anything for them or whether they're just going to be in residence until they find a job. The second is at the eighth-grade level when they decide whether higher education has anything in store for them.

There weren't enough resources to start at the fourth-grade level, so a career pathway program that begins in the eighth grade and continues through college and professional school was created.

In 1987, of 159 eighth-grade applicants who expressed an interest in a health career, 36 were chosen for a thirteen-day summer program designed to excite them about math and science and expose them to a wide variety of health careers. While most of the eighth graders initially expressed an interest in a career in medicine, the challenge was to introduce them to other medical careers.

The eighth graders are introduced to hands-on experiences in the health professions. In the medical technology course, they look through microscopes; in nursing, they lift each other onto beds with a harness device; in pharmacy, they make an ointment; in dentistry they work with dental models. At the ninth- and tenth-grade levels, career internships are developed. Students volunteer their time or work for a minimum wage in positions in which they have intimate contact with practicing professionals at sites such as the University Heart Hospital, veterinary clinics, or neighborhood health clinics. At the junior and senior levels, students have the opportunity to spend eight weeks working on campus in a research laboratory under the guidance of a volunteer faculty member.

At the posthigh school level in 1987, seventeen graduated high school seniors spent an intensive five-week program on campus getting a head start on courses they will take in their freshman year of college. Thirteen students completed a postfreshman program; fifteen students completed a postsophomore program; five undergraduate students completed undergraduate internships; and twenty seniors



Margaret Sughrue Carlson is executive director of the Minnesota Alumni Association.

graduated from the University's health profession's schools.

Statistics on the first three years of this program show that 37 of the 38 students who had a summer research opportunity are in college.

"We think that this is a fabulous record," says Hodapp. "We can't take credit for all that, but we are joining a set of forces that is helping to produce a cadre of students who are academically prepared and motivated for college."

"We believe in a hard-love approach to all students. We don't think we're doing minority students any favors if we try to convince them they can succeed when they really haven't done the hard work that's necessary to prepare themselves for success. Our job is to give them the opportunities for that hard work and to try to find ways they can motivate themselves in order to succeed."

"We provide significant support for them so that they can build a cohesiveness as a group of minority students who are working in an essentially white atmosphere, so that they can support each other. We spend a lot of time doing self-awareness, self-concept sorts of things so that they will build a sense of positive self-awareness. We want them to be proud of being minority students who are succeeding."

On that hot August evening, as the students spoke, I watched them as well as their parents, who had been introduced. I'm not overly emotional, but I had to fight to keep the tears from my eyes as I saw the pride and determination on their faces. No one seemed to worry about the twelve years it takes to become a doctor, or the eight years to be a dentist. Parents and students alike had dreamed a new dream. And they were successfully turning it into reality.


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