

MAG  
FM 66m

# For Alumni & Friends

UNIVERSITY OF MINNESOTA

+ A REVIEW OF THE TENURE CODE has been highly controversial on campus and has attracted national attention. The Faculty Senate voted overwhelmingly in April to disband the joint faculty-administration Tenure Working Group and turn the review of tenure over to three faculty governance committees.

+ THE REGENTS AT THEIR APRIL MEETING directed the administration to withdraw a proposal aimed at closing General College (GC). Regent Tom Reagan, in introducing the resolution, said the board will not shrink from "an objective and uncompromising evaluation" of GC, but he said the process "has been flawed and is not productive" and "should be stopped."

+ FRANK CERRA, DEAN OF THE MEDICAL SCHOOL, was named provost of the Academic Health Center and took office April 15. William Brody has been named president of Johns Hopkins University. President Hasselmo said he was happy for Brody but sad to see him leave. "He has provided outstanding leadership at a very difficult time and has laid a foundation for major change," he said.

After evaluating the situation and consulting broadly, President Hasselmo decided to use a provision for making an extraordinary hire instead of going through a regular search. He has used this provision three times, he said, once to hire a white female, once to hire a white male, and once to hire an African American male. "I don't do this lightly." Regent Reagan said he was concerned enough to make a number of calls on his own; he found "not one negative response" and "just overwhelming support" for Cerra. A full national search will be conducted for a Medical School dean.

+ A TAX SETTLEMENT WAS ANNOUNCED BETWEEN THE U AND THE IRS concerning sale of the antirejection drug ALG. The U will pay \$1.5 million; the initial assessment was \$11 million. "Unfortunately, this settlement is just one more example of the cost to this University of the mismanagement of the ALG program," Regent William Peterson said in a statement read by Regent Patricia Spence, but "an aggressive negotiating posture has achieved the best results possible."

Costs of investigating the ALG program were evaluated by the Litigation Review Committee, chaired by Peterson, and a panel of three outside experts, who worked pro bono. A widely held but erroneous perception is that the U spent \$7 million to prosecute John Najarian; in fact, the U "neither indicted nor prosecuted Dr. Najarian," said Peterson. Although legal and accounting costs were high, those "costs pale in comparison to the enormous legal and tax exposure the University faced." The conclusion of the review was that the work was necessary and the fees were appropriate.

+ THE TIME LINE TO FINALIZE THE AGREEMENT to affiliate Fairview and the University of Minnesota Hospital and Clinic has been extended to this summer because of the technical complexities of the project. "The goal on both sides of the river is to make this affiliation work," said vice president Jo Anne Jackson.



Photo by Tom Foley

## U ought to be in pictures

### The University becomes a hot location for filmmakers

In a recent magazine article about campus moviemaking, directed at college public relations staffers, the writer advises, "Insist on reading the script in advance."

University of Minnesota administrators could confirm just how sound that advice is after an experience they had earlier this year.

In February, the University of Minnesota, long known for its cooperation with moviemakers and the increasingly influential Minnesota Film Board, was approached about having part of a film called *Overnight Delivery* shot on campus. Described as a college romantic comedy, *Delivery* was to be produced by the same people who had made *Feeling Minnesota* (a

forthcoming Keanu Reeves vehicle). Film board location coordinator Kelly Heikkila told University officials that the producers wanted to shoot near Williamson Hall, on Northop Mall, and outside Pioneer Hall, among other locations.

It all sounded fine, even fun, until it became clear that the rather *Animal House*-esque film was to take place specifically at the University of Minnesota rather than just on some unidentified campus.

That's when the meetings started. It soon became apparent that the producer, writer, and film board, though well-meaning, had underestimated the University's sensitivity about the use of its name; now filming was set to

begin in just six weeks.

While the film board's Heikkila conceded that the movie in question "had some aspects that don't reflect real well on the U of M," University officials felt rather more strongly about it than that.

"As a publicly supported institution, we want to support the economic development priorities of the film board, but we also have a responsibility to protect our name and reputation," says associate director of University Relations Scott Elton. "We're not script judges, except for when it comes to what the script says specifically about our school."

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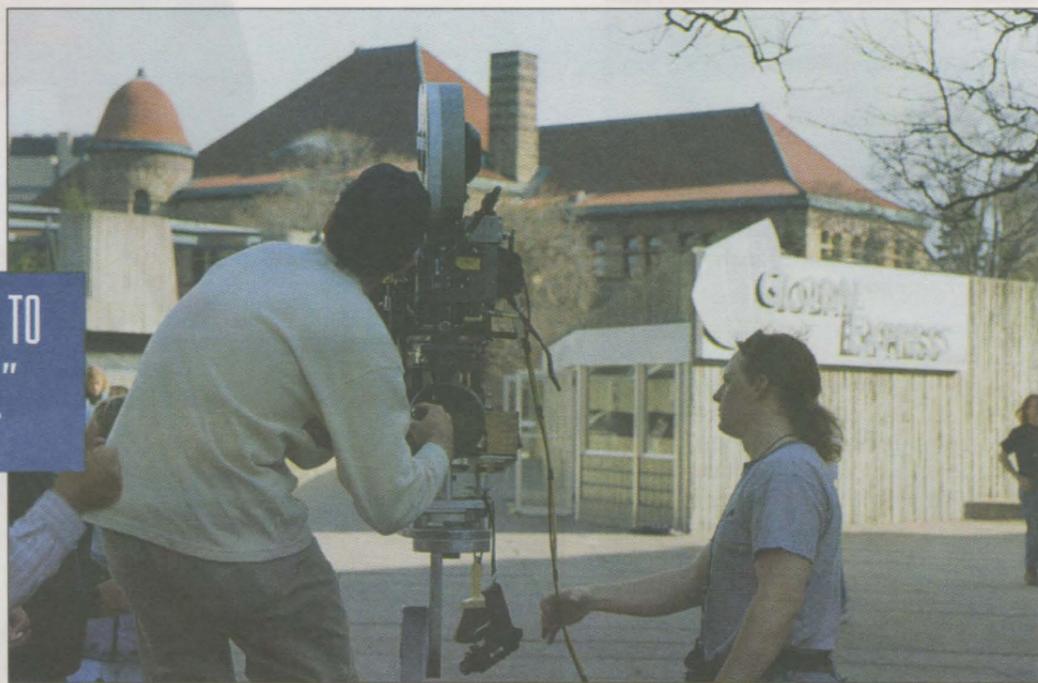
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After a flurry of meetings, faxes, and phone calls, the University of Minnesota agreed that *Overnight Delivery* could be shot on its Twin Cities campus, provided that the col-

staff did most of their filming at night, shot around Northrop Auditorium's cultural events, and worked closely with the disability services office to maintain access to that building when thick



In April, Hollywood filmmakers shooting at the U of M constructed a special structure—designed to look like a drop-off spot for an overnight package—that they attached to Williamson Hall. The set was used in filming the romantic comedy *Overnight Delivery*.

Photo by Tom Foley

**"WE'RE NOT SCRIPT JUDGES, EXCEPT FOR WHEN IT COMES TO WHAT THE SCRIPT SAYS SPECIFICALLY ABOUT OUR SCHOOL."**

lege in the film was not called the University of Minnesota and that the U wasn't otherwise identified through the use of its school colors or signage.

Administrators were also concerned about the visibility of distinctive structures, such as Northrop Auditorium or the pedestrian bridges spanning Washington Avenue.

The producers conceded to the University's requests, ultimately dubbing their cinematic institution of higher learning "Twin Cities College."

**M**ost filming that goes on at the University's Twin Cities campus, of course, is far less problematic than this case. For example, the Joe Pesci movie *With Honors*, which was shot partly at Northrop Auditorium (disguised as

cables and huge movie trucks threatened it.

And it's only right that they cooperated so fully, maintains Skule. For despite the glamour of a Hollywood production, students' interests must come first, both he and Elton insist. "We're more than willing to help the film board get movies made here," says Skule. "But this is an educational institution first, and nothing can interfere with classes and the operation of the University."

Of course any movie is going to mean some interference with life as usual at the University, which is why University departments often charge filmmakers fees to use their buildings. In addition, most production compa-

quency—roughly once a month, Shepherd estimates. Both she and Skule can rattle off a list of recent ones, including a Chevy truck commercial shot at the Weisman Art Museum, a boot commercial shot at the steam plant, and a bodybuilding commercial filmed at Scott Hall.

The Weisman, incidentally, is the most popular campus location of all, followed closely by Northrop Mall, which is especially in demand for back-to-school clothing ads.

"I've been doing this since 1992 and I'm getting more and more calls all the time," says Shepherd. She attributes the U's filmset popularity largely to its low cost (production companies that use no building interiors or staff pay only a \$250 filing fee), but the film board's Heikkila contends that its appeal is much broader than that.

"For one thing, the U has a number of different looks," he says. "It has an almost East Coast campus look on the mall, and then its newer parts look more Midwestern. It has a hometown, all-American school look and a newer urban look from '70s buildings like Williamson Hall."

To show Hollywood just how good Gopherland can look, the film board displays panorama shots of Northrop Mall and the Weisman Art Museum—along with other picturesque Minnesota locations such as the North Shore and Stillwater—during its annual Los Angeles marketing trip.

Photo by Tom Foley



Harvard's Widener Library) in 1993, went off with very few hitches. Facilities Management operations supervisor Marshall Skule, who served as campus liaison to the film crew, reports that the Sunset Productions/Warner Brothers staff were "tremendously professional and very gracious" to work with.

Although shooting that campus comedy (see accompanying review of *With Honors*) wasn't without its complications—which included first removing snow from in front of Northrop and then replacing it, trimming some bushes and then reinserting certain branches—overall it was a fairly smooth experience, according to Skule.

"They want to control everything—they're very detail oriented," he says admiringly. To keep interference to a minimum, the *With Honors* production

nies incur additional expenses, especially in hiring campus security and maintenance workers.

Warner Brothers, for example, which only spent three days at the University shooting *With Honors* (which, in turn, accounted for just 10 minutes of actual film time), was billed about \$12,000 for security, facilities, and the use of Northrop.

**O**f course, major feature films don't come along every day. Indeed, they only come along about once every two or three years, according to University News Service representative Nina Shepherd, who handles the initial inquiries from production companies.

Commercials, on the other hand, are shot at the U with much greater fre-

## Movies shot at the U of M: A filmography

- ▲ *The Heartbreak Kid*, 1972 (20th Century Fox, starring Cybill Shepherd and Charles Grodin)
- ▲ *Ice Castles*, 1978 (Columbia Pictures, starring Robby Benson and Colleen Dewhurst)
- ▲ *Foolin' Around*, 1978 (20th Century Fox, starring Gary Busey, Annette O'Toole, Tony Randall, and Cloris Leachman)
- ▲ *The Comeback*, 1988 (CBS Entertainment, starring Robert Urich and Chynna Phillips)
- ▲ *Old Explorers*, 1989 (River Road Productions, starring José Ferrar and James Whitmore)
- ▲ *Voices Within: The Lives of Truddi Chase*, 1990 (New World Television/ABC-TV, starring Shelley Long and Tom Conti)
- ▲ *Drop Dead Fred*, 1990 (Working Title Films/New Line Cinema, starring Phoebe Cates, Marsha Mason, and Carrie Fisher)
- ▲ *With Honors*, 1993 (Warner Brothers, starring Joe Pesci)

**COMMERCIALS, ON THE OTHER HAND, ARE SHOT AT THE U WITH MUCH GREATER FREQUENCY—A CHEVY TRUCK COMMERCIAL SHOT AT THE WEISMAN ART MUSEUM, A BOOT COMMERCIAL SHOT AT THE STEAM PLANT, AND A BODYBUILDING COMMERCIAL FILMED AT SCOTT HALL.**

**B**ut it is probably the U's location more than its beauty or versatility that finally sells moviemakers on the frequently frozen campus. The University of Minnesota has the distinction of being the only major university in the Twin Cities area, which has itself become a major regional film production center in recent years.

"We have a strong crew base here, which allows production companies to hire locals and save money," says Heikkila. "Once they decide to shoot here, they pick the U of M for the campus look it has." The University of St. Thomas in St. Paul has been fairly

popular with those filmmakers looking for a smaller campus with a more homogenous appearance, adds Heikkila. "The in-town campuses definitely have the advantage."

The University of Minnesota, naturally enough, makes up only a small part of the state's growing film industry. In 1995, moviemaking accounted for \$23 million in revenue to the state, according to the film board, a total that does not include \$2 million in state and local taxes and the equivalent of 187 full-time and 750 temporary jobs.

Add to that the fact that the film board's efforts are strongly supported by Governor Arne Carlson, and you've

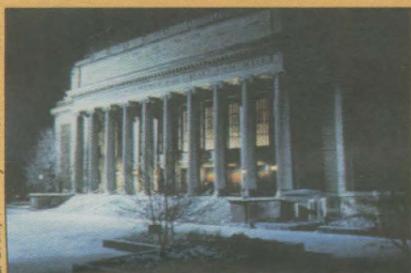
got a lot of pressure on the University of Minnesota to cooperate with filmmakers who come to call.

And from all accounts, the U has tried to be cooperative, though the somewhat ribald nature of *Overnight Delivery* understandably put its goodwill to the test. After the negotiations over that production, it's not certain that Heikkila would still say quite so emphatically today, as he did earlier this year, that "The U of M has been really great, fantastic in helping with productions."

But perhaps with time he could still say, "That's show biz."

—Lynette Lamb

## You'll laugh, you'll cry, you'll stand up and cheer!...M reviews movies made at the U



With Honors



With Honors

### With Honors

(Warner Brothers, 1993)

Despite the excitement that its three days of filming created on campus, this 1994 Joe Pesci vehicle gives the University of Minnesota only the smallest of walk-on parts.

Supposedly set at Harvard, where the production company wasn't allowed to film, and shot mostly in Chicago, *With Honors* used the University's most august building as a stand-in for Harvard's Widener Library.

Despite operating under a pseudonym, Northrop comes across nicely moody and majestic in its five minutes on screen, looking a bit better—as most aged veterans do—for having been shot largely at night. Northrop's finest angle—the long view down its front entrance—is lovingly lingered over at least twice, once with the movie's Gen X actors (Patrick Dempsey, Brendan Fraser, Moira Kelly, and Josh Hamilton) lounging thoughtfully against its dignified pillars.

Nothing else remotely Gopheresque is visible, leading the committed Big Tenner to fast forward through a lot of annoying ivy.

### The Comeback

(CBS Entertainment, 1988)

Weed-strewn, crumbling Memorial Stadium comes across far better in this laughable 1988 made-for-TV movie than does its running-to-fat star, Robert Urich. Urich portrays a former Gopher/Viking great who has returned to Minneapolis to make one more try with steady employment and with his estranged 22-year-old son.

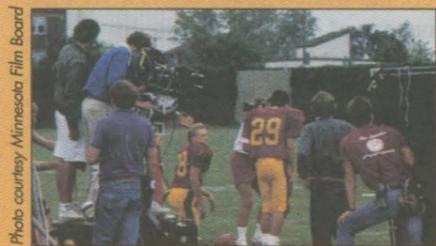
In one scene Urich returns to Memorial Stadium (in its final days as it happens, since the stadium was torn down not long after), site of his former glory, only to find it's as much of a has-been as is he (albeit a somewhat classier one).

Next we see Northrop Mall in the full blush of summer, its stateliness only somewhat tempered by the cheesy play Urich makes there for his son's girlfriend. The viewer also gets a nice shot of Morrill Hall and a long scene played on Northrop Terrace. Unfortunately, the avid alumnus is bound to be distracted from admiring the uncharacteristically empty terrace by watching the lamentable Chynna Phillips flirt with an over-the-hill TV star.

### The Heartbreak Kid

(20th Century Fox, 1972)

The most memorable thing about the University's appearance in this painfully dated 1972 flick is that the hero (played by a much younger and hairier Charles Grodin) is allowed to park all day on Northrop Mall. I



The Comeback

guess the usually vigilant campus cops felt he had a good reason for idling his engine on the exclusively pedestrian mall: after all, he was stalking '70s sex icon Cybill

Shepherd, whom he had followed all the way from Miami Beach.

Perhaps it was because I viewed this movie in late March, but I didn't feel that the mall came across nearly as well in winter, especially in the laughably fake winter of these scenes (scary-looking styrofoam snow and the carelessly open coats of the extras were the dead giveaways that filming actually took place in autumn or spring).

Two lame laughs are in store for those bored enough to screen this one: When Grodin discovers the home state of our sleepwalking heroine, he asks, "What do you want to live in a dumb place like Minnesota for?" (a question certainly on my mind in late March), and when Grodin asks Cybill where they can be alone, she suggests sneaking off to her family's "nearby" mountain cabin.

### Voices Within: The Lives of Truddi Chase

(New World Television/ABC-TV, 1990)

After 15 minutes of this endless TV movie, with no University of Minnesota in sight, I began giving my remote control's fast-forward button a real workout. This strategy provided instant relief from Shelley Long's twitching turn as a woman with multiple personalities, a truly excruciating performance when viewed in real time.

Those tolerant or bored enough to watch this entire mini-series will notice plenty of attractive Twin Cities shots—including one long scene played in front of the Walker Sculpture Garden's cherry and spoon—but will see very little of the University. Indeed, it wasn't until the last half hour, during one of tutti-frutti Truddi's interminable strolls with her shrink, that I actually spied the campus, as seen from the West Bank. It looked good, but definitely wasn't worth enduring four hours of a grimacing former sitcom star for.

—L.L.

## EDITOR'S NOTE

If you're like me, you probably get a little wary whenever a publication announces changes in its design and editorial content "to better serve" readers. Everything, including the tell-tale split infinitive, tends to put me on guard.

Which puts me in the funny spot of now telling you that we have made significant changes in *Update*, the University's alumni newspaper, and that those changes are designed "to better serve" you in a variety of ways.

In fact, we've made so many changes that we decided that, in all justice, the publication should have a new name as well as a new look. So...

Welcome to the inaugural issue of *M*, the brand-new alumni publication from the University of Minnesota.

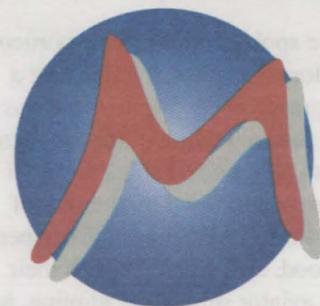
As the successor publication to *Update*, *M* will continue to provide you with in-depth feature articles about the University community. But with *M* we are significantly expanding the breadth of coverage you found in *Update*, adding several more features with each issue as well as rotating columns on health and medicine; children, youth, and families; University news; public policy; and arts and culture. We've incorporated a section of news and information from and about the University's Alumni Association and Foundation. And, as you can see, we've created a completely new design for *M* that features four-color graphics and easier-to-read typography.

Last but not least, *M* also has its own homepage on the World Wide Web, which you can access at <http://www.umn.edu/urelate/m/>

I'd like you to think of the *M* homepage as your personal window on the University community. There you can browse the on-line resources available through the University—the state's largest research institution. You will be able to participate, via the *M* bulletin board, in discussions about issues affecting the U. You'll find directions on how to find out more about topics covered by *M*. And you'll also find a calendar of University events we think will be of interest to our alumni.

Of course, we also welcome hearing from you by more traditional means—through the regular mail or by phone. I look forward to your comments, suggestions, and participation in our new venture.

—R.B.



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*M* welcomes ideas and letters from all readers. Write to *M*, 6 Morrill Hall, 100 Church Street S.E., Minneapolis, MN 55455-0110, or call 612/624-6868. Letters may also be sent via e-mail at [rbroderi@mailbox.mail.umn.edu](mailto:rbroderi@mailbox.mail.umn.edu). Letters selected for publication, which may be edited for length, in no way reflect the opinions of *M*'s publishers. Letters should be no longer than 150 words.

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Illustration by L.K. Hanson ©1996

## PLAYING WITH POLITICS

### Is the U.S. souring on government?

In 1972, George Wallace took his presidential campaign to Denver. I went to see him.

Not because I was a follower of the former Alabama governor. No, I was just drawn by curiosity, a desire to get a firsthand look at this political maverick.

Wallace spoke from the west portico of the Colorado capitol, overlooking a steep, grassy slope. While there was a certain festive feeling in the air, there was also an unmistakable current of menace, underscored by the ring of brown-shirted Alabama state troopers who stood, arms folded across their chests, aviator sunglasses glinting, just below the speaker.

Suddenly, out of the sea of American and Confederate flags surrounding me on the hillside, a group of Alabama troopers came storming through the crowd, dragging a hapless demonstrator by the elbows, the crowd jeering and striking at the young man as he went by. When things settled down again I remember thinking quite distinctly, "Yes, it *could* happen here."

A quarter-century later, in this season of our political discontent, I still find myself wondering if "it" might still happen here. Poll after poll turns up

growing discontent with the political system—and with politics in general. Poll after poll finds a voting age population so cynical and surly that perhaps a new name should be coined to describe it, something like the "surlectorate."

"On the broadest level the public thinks politics is an alien from outer space," observes Harry Boyte, a senior fellow at the Hubert H. Humphrey Institute of Public Affairs and co-director of the Center for Democracy and Citizenship. "Not only do people see government as distant," he says, "they see it as non-productive."

So what's going on here? Why in the United States, the richest and most privileged country in the world, are the public and the politicians elected to serve them so fed up with politics?

Nor is it just politics we dislike. Our disenchantment now covers organized religion, organized labor, big business, the media—you name it. If we once looked up to it, we now look down on it.

Obviously there is a relationship here. But for now, let's just look at politics and work our way back into other areas of public and civic life.

**1. POLITICS-AS-USUAL.** With rare exceptions these days, only about half of all registered voters—and there are millions of eligible Americans who don't even bother to register—actually turn out at the polls on election day.

It's important to keep in mind, though, that at least in this century, America has always had a low level of voter

turnout compared to other democracies in the industrial world.

"Americans participate in politics by joining community groups at a higher rate than in other countries," points out Steven Smith, a University professor of political science. Americans contact government officials, show up at town meetings, write letters to the editor on policy issues, and volunteer to participate in campaigns much more frequently than do their counterparts in Europe or Japan. They just don't vote as often.

"There are a number of causes for that," Smith continues. "First of all, voting is not required here by law—and it is in lots of other places. Beyond that, most states make voting more difficult than it needs to be. With 50 states, each with a different set of registration requirements, and a highly mobile population, a lot of people don't bother to register."

Too, the United States offers a veritable bonanza of elections to vote in. Presidential, senatorial, statewide, local, county, school board, off-year, on-year, spring and fall.

That frequency tends to dilute the perceived significance of any single election, as does our unique federalist system in which power is shared among different branches of the federal government, as well as by relatively powerful state and local entities. The federalist system "mostly protects the status quo," Smith observes. In contentious times such as these, it is a prescription for gridlock, which in turn fuels con-

tempt for government.

**2. THE RISE OF THE BOOMERS.** Wendy Rahn, a political scientist at the University who specializes in voter psychology, especially the motivation behind voting, says "generational turnover" is one of the single biggest causes of today's political disaffection.

"Older cohorts—those 60 and above—tend to be more civic-minded, tend to have a greater level of trust in fellow human beings, tend to turn out at higher rates to vote, and generally have more positive feelings about the country," than the generations succeeding them. "As these older people are replaced by Baby Boomers and Gen-Xers, who are not as civic-minded and not as positive about the country, it is affecting the conduct of campaigns and the behavior of journalists—most of whom are part of the younger cohorts anyway, and share their worldview."

Ironically, what at the time was hailed as an unmitigated triumph of American society—the collapse of the Soviet Union—has actually helped bring our country's underlying discord and discontent to light.

"The Cold War staved off many of the more local or strictly national problems we now see so many people obsessed by," she says. "In a sense the Cold War didn't end until the conclusion of the Gulf War. A lot of things that had been brewing for a long time came to the fore simply because we are more focused domestically now."

**3. RISE OF THE CONSUMER GOVERNMENT.** The passing of the torch from an older cohort to a younger, more cynical generation has coincided with a sea change in the attitudes and expectations Americans have about the very function of government.

"American democracy draws its fire and spirit from Lincoln's phrase 'of the people, by the people, and for the people,'" argues political scientist Harry Boyte. "Basically, we have lost sight of the first two parts of that. Government no longer sees itself as part of the citizenry. It copes with citizen needs and acts on them."

This attitude now afflicts every point of the political spectrum, he says. Liberals have become consumerist in their own way: for them, government is the means of distributing things. Meanwhile, the right's free market ideology is the same. It just argues that the market is a superior mechanism for distributing goods and services.

This shift in attitudes began much earlier than the sixties, Boyte contends. If we want to locate the origins of our discontent we must turn to the decade that many now nostalgically perceive as the high point of American life. "The key shift was in the fifties," he says. "A couple of things happened then that continue to have effects today."

First, we had the rise of the expert. Ordinary people no longer felt that as citizens they should be involved in addressing and solving public issues.

The fifties also saw the triumph of a mass market, and the shift of identity among Americans, who began defining themselves as consumers rather than producers. This change was reflected in a subtle but significant alteration of the meaning of "freedom," which came to mean the right to choose among consumer items rather than the right to exercise political power.

An indelible image of that shift occurred at the notorious 1959 "kitchen debate" between Nikita Khrushchev and Richard Nixon, held at a Moscow trade show. "Nixon said we were superior to the Soviets because we were better at producing material goods," Boyte says. "He pointed at this display of American-made toasters and said, 'This is freedom; to be able to buy whatever we want.'

"Even a decade earlier," says Boyte, "that would have sounded weird to Americans. But not by 1959."

**4. THE MEDIA.** As the attitudes of ordinary Americans have changed toward government, so has the coverage of politics, framed as it is by an increasingly nationalized mass media.

"Simply put, the way journalists cover politics—especially presidential politics—is destructive," says Wendy Rahn. Over the past three decades, journalists themselves, in particular television journalists, have increasingly become the focus of coverage themselves, as arbiters and mediums whose role is to tell the rest of us who's good and who's bad, who's winning and who's losing. Behind the coverage is a cynical theory

of politics that sees all politicians as engaged in little more than a self-aggrandizing game.

"In this case, the cynicism conveyed by the media is a substitute for being informed," says Rahn. "Cynicism says you don't need to learn anything."

And what, increasingly, does the media cover when it covers politics? Why, the polls, of course, which news organizations and politicians now commission on a bewildering scale—this past January, pollsters working the New Hampshire primary beat reported encountering voters who had been polled five, six, even seven times by different surveyors.

"Politicians are doing more polling today than ever before and so you would think they are slavishly following public opinion," says Larry Jacobs, who has written a paper on the subject for the Russell Sage Foundation. "Yet polls show that the public feels that politicians are listening even less to them than before."

And, Jacobs has discovered, the public is right. Opinion polls are not used to shape public policy according to the sentiments of the electorate, but to fashion highly targeted messages that will sell pre-determined policies. "Polls are being used not to design policies but to find arguments that can manipulate public support," says Jacobs.

"So we have crafted talk rather than honest talk and it's all driven by polls," Jacob says. "We have a vicious cycle in which the politicians craft their messages, the media picks it up and gives it its own crafted spin, and then the public is scrutinized by the politicians to see how it is responding to the crafted arguments."

**5. NEGATIVITY SELLS.** The enormous amounts of money that campaign finance laws allow politicians to pour into their campaigns have also helped fuel the rise of the negative campaign.

U.S. Representative Bill Luther survived such an operation in 1994, and went on to win his first term to Congress. He faces the same sort of campaign this fall and from the same source—Tad Jude, the man he defeated.

In the closing days of the campaign, Jude aired commercials that accused Luther, while serving in the Minnesota Legislature, of having supported a bill that allowed a convicted rapist to go free—and rape again. The ads played on the public's fear of crime as well as on an old Republican theme—that Democrats like Luther are "soft on crime."

Problem was that the bill in question passed after the rapist had been released. Jude himself ended up being charged with violating a Minnesota statute making it a crime to produce ads that knowingly make false accusations against an opponent. But the case was never heard—a judge threw it out of court on the grounds that the never-before tested statute was unconstitutionally vague.

"Things really have changed since I started out in politics in the 1970s," says Luther. "Back then there were more issue-oriented campaigns and a lot more positive advertising."

He points to the money that can now be earned in politics as one reason for the negative turn.

"There is an entire culture of political professionals that creates attack ads, and consultants who earn lots of money advising candidates to go negative," Luther says. "These are people with no loyalty to the system, who get paid for winning. It has contributed to the winner-take-all mentality that now pervades politics."

**6. SINGLE ISSUE ACRIMONY.** So does single issue politics, another phenomenon of our times. From the NRA to Operation Rescue, public discourse has become more and more the captive of fanatics and zealots.

"The special interest groups see every day in politics as a goal line drive," says Dean Johnson (R-Willmar), a Lutheran minister who is minority leader of the Minnesota Senate.

"Today the acrimony does not revolve around the usual issues of taxation and spending, public policy or education. We continue to agree and disagree on those issues. What has changed is that the social agenda has entered the political arena. For whatever reason, there are groups now who want us to be making decisions on the moral issues of private life."

That pressure, says Johnson, is the "rip cord" that drives politics into sometimes savage nastiness—and politicians out of the system.

"When there are upcoming votes on social, ethical, or moral issues, I look at my colleagues' faces and see this blank look," he says. "They're thinking, 'Oh, no—I'm going to be making some friends now, but also lots of enemies no matter what I do.'"

Social issues have entered politics, Johnson believes, in part because we no longer provide a satisfactory forum for them elsewhere. "As a minister, I feel that the church or synagogue is the right place for these discussions. Instead, they are spurning them. These are important issues. It's just that Congress or the state legislature are the wrong arenas to try to resolve them in."

**7. THINGS FALL APART.** The politics of discontent do not exist in a vacuum. In fact, they are just one symptom of many larger woes facing American society, chief among them the economic and psychological dislocation caused by the globalization of the world market.

And that doesn't just mean it's "the economy, stupid." The market economy is—and for the past 200 years has been—a great cultural wrecking ball, uprooting old values and traditions, dispersing populations, lifting one group up and casting another down.

This is where things get tricky because there are concrete steps we could take to redress some of the purely political problems vexing the system. We could

enact campaign finance reform and elicit pledges by candidates to refrain from negative campaigning. But globalization and its fallout are, to a large degree, beyond the power of any one nation to control.

"The internationalization of the economy is creating divisions in our society that we have not seen since the 19th century, when issues of economic policy were the core of politics," says political scientist Smith. "The fact is, we are going to have displaced workers. We are going to continue to live in a world where a product can be made anywhere and shipped to anyplace, regardless of national borders."

Meanwhile, just at a time when the best way to redress those problems is long-term strategic investment in education and training, the political system—like the corporate world—has been overtaken by what can kindly be called short-term thinking.

"We are moving toward a kind of plebiscitary politics in which officials seek to determine what public opinion is in order both to justify and to shape policy decisions," says Smith. "This breeds an even shorter perspective than before and reduces the incentive for politicians to make the decisions that will help society in the long haul. Right now, nobody is looking past the next election."

Gridlock, short-term thinking, the abuse of polling, the cynicism encouraged by the mass media—all fuel the politics of resentment.

On the other hand, all is not lost. At least since the Oklahoma City bombing, the country has been engaged in a wide-ranging discussion about the state of American political discourse. And even before that, an interesting band of conservatives and liberals calling themselves "communitarians" began urging us to move beyond partisan bickering and find ways to place community needs above selfish individual interests.

Talk is cheap, of course, but it is also undeniably true that until we as a society begin to discuss—and take seriously—the problems facing our democracy, nothing is going to change, except for the worse. America has faced political crises before—let's not forget the Civil War—though nothing quite like the crisis today. But it is the great virtue of our political system that it remains within the power of the people to take control and fix things any time the political will reaches a critical mass. And we may be approaching that point more quickly than we think.

"It's an encouraging sign that people are beginning at least to talk about the need for a greater sense of community and involvement in civic affairs, even about the need for greater civility in our public discourse," says political science professor Rahn.

"Now whether or not it penetrates down to the point where it makes a difference..."

—Richard Broderick

# Age of enlightenment

## The Elderlearning Institute proves that education never ends

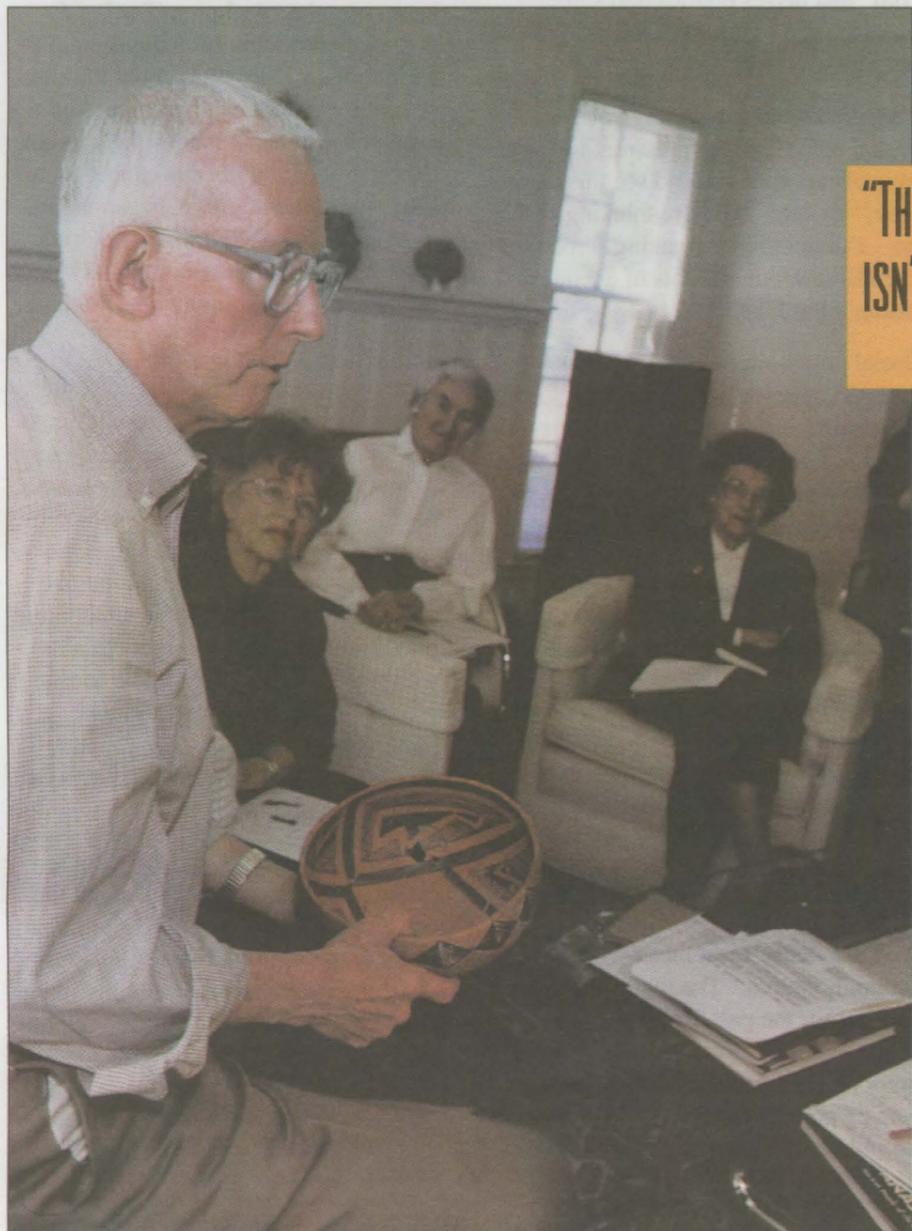
**T**he setting: A crowded, stuffy, characterless conference room on the sixth floor of Coffman Union.

The characters: Twenty intelligent, spirited women in their sixties and

seventies.

The dialogue: "It never occurred to me until I was 35 years old that I had the right to my own life."

"Whatever happened to destiny? I think it controlled my life."



Political science professor Frank Sorauf taught a spring Elderlearning course about his passionate avocation—American Indian pottery. The class was held in Sorauf's Minneapolis home.

"Scholarship has emphasized the famous people, not the ordinary ones. We want to look at what has influenced us and what's important to us. What does it mean to be in this age group and have come through the changes we have?"

Although it may sound like an interesting new play with a small budget for sets, the above scenario is actually a brief sketch of "Women's Changing Stories: 1950–2000," one of 18 classes offered this spring by the University of Minnesota Elderlearning Institute.

Started just last fall by a board of directors and one paid staff member—and helped along by former Vice President Mel George and CEE/University College, under whose auspices it still runs—the Elderlearning Institute is a kind of permanent, hometown Elderhostel. Like Elderhostel, it is part of the Elderhostel Institutional Network, and is thus committed to the ongoing education of retirement-age people

But unlike its better-known cousin, Elderlearning Institute—whose local chapter already boasts nearly 200 members—offers older people a chance for some continuity of study, and perhaps more importantly, for the development of community.

"I liked the fact that when I saw some of the same students winter quarter



**"THEY'RE BRIGHT AND THEY COMMENT FREELY. THERE ISN'T A SHY ONE IN THE GROUP."**

whom I'd taught fall quarter, they were beginning to form connections with one another," says Elderlearning student, instructor, and board president Miriam Seltzer. "A community of interest like that can only be enriching to people, and it's something you don't see much in the everyday comings and goings of most college classes."

That friendships have been established is obvious through the constant joshing and numerous conversations swirling about at the start and end of each class—and indeed lacing throughout most of them, as well.

As one man brought in water pitchers and glasses for a group, he joked loudly, "I'm doing this for extra credit." Another confided to me in a mock conspiratorial whisper, "The chairs are much better here than they are in Extension classes."

In an architecture course, one student inquired about the illumination in a room, pointing out with a laugh, "As

you get older you need more light." Together the same class poked fun at the strange positioning of a new home's fireplace, heaping on additional scorn when the guest speaker admitted it was operated via remote control.

Sharing the floor with students is a standard feature of Elderlearning classes, and it's one that most teachers enjoy. Says former Minnesota Historical Society assistant director Donn Coddington, who has taught a course (or "topic area," as the preferred Elderlearning diction would have it) each of the three sessions since Elderlearning began, "These people are loyal, active, and involved—and they have no hesitation to correct me when I'm wrong!"

During Coddington's lecture on nineteenth-century Minnesota politicians Alexander Ramsey and Ignatius Donnelly, for example, he was questioned repeatedly about this or that date, person, or place. At one point the conversation veered off into a lengthy sidebar on the Alexander Ramsey House historical site in St. Paul, and of one classmate's knowledge of the limousine habits of Ramsey's elderly

granddaughters during the 1950s.

Later, during a discussion of Donnelly's would-be capital city, now a ghost town near Hastings, the men in the class all clamored for directions, arguing among themselves as to the best way to drive to the ruins. Many students clutched

biographies of Donnelly, quite a few of them library copies, which Coddington had suggested that they read.

Indeed despite the lack of exams, papers, or other standard pedagogical incentives, conscientiousness and an intense desire to learn appear to be hallmarks of program members. Says Coddington, "They really read the stuff I suggest, they know it, they're prepared, and they ask good questions." Seconded Seltzer, "They're bright and they comment freely. There isn't a shy one in the group."

Elderlearning members' easy participation is natural given the structure of the organization. Although nominally led by director Steve Benson, formerly of the University's KUOM radio, the group is actually self-governing and is nearly self-supporting. One of about 185 Elderlearning programs in the country, the Twin Cities group is governed by a 32-member board, plus a curriculum committee made up of both board and non-board members.



Together they set the costs, decide on the classes, recruit the instructors (or "leaders," in Elderlearning-speak), and publicize the program. Not surprisingly, given the experiences and acquaintanceships among the board, the Elderlearning lineup has enjoyed quite an impressive array of courses and discussion leaders, some of whom are teaching rather unexpected subjects.

Classes have included "Born in America: Nineteenth-Century Religious Movements," "Maps and Mapmakers: Antiquity to Space Age," "Queen Anne's Legs (or What My Mother Didn't Tell Me But My Furniture Did)," and "Isak Dinesen: Storyteller Supreme"; topic leaders have included theater professor Charles Nolte on film and political science professor Frank Sorauf on Indian pottery, as well as the

and Shakespeare festivals in Canada.

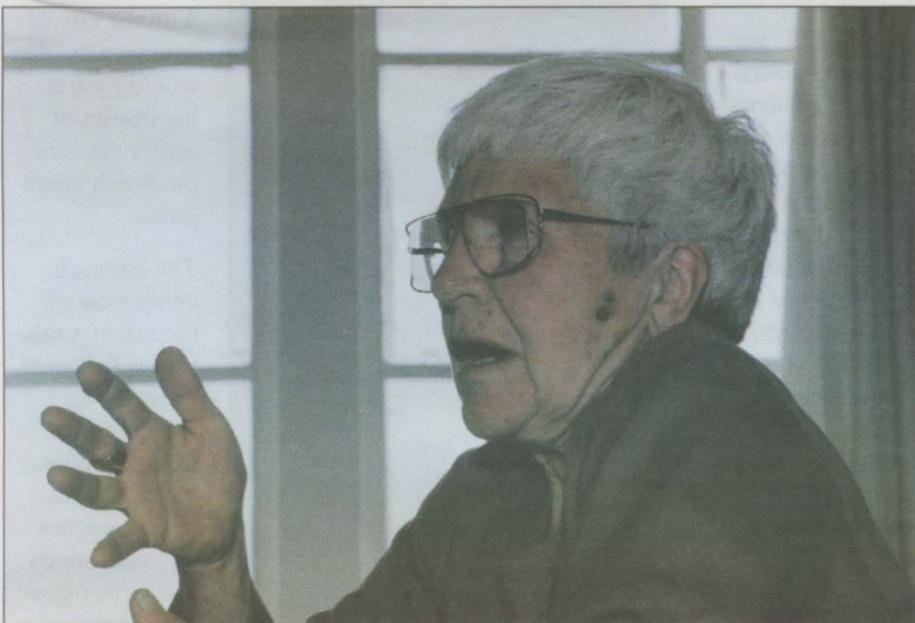
All of this educational richness is met with great enthusiasm by Elderlearning members, whose love of learning is palpable. Student Charlie Turpin, a former Pillsbury packaging scientist, signs up for "anything unusual—my interests are broad." So far he has studied libraries, maps, architecture, and Minnesota ecology, and he's eager for more.

Turpin is quick to emphasize the keen minds among his classmates, something he contends the younger generation doesn't always give the older one credit for. "Society tends to judge intelligence by speed rather than by overall content," he says. "And older people often become invisible in our society. But the people in these classes have exceptionally good minds and lots of experience—and their intelligence make the classes really interesting.

"Besides," he adds pointedly. "Where is it written that educational facilities are only for the young?"

—Lynette Lamb

*Editor's note: For \$175 a year, Elderlearning members can enroll in two topics per eight-week session (three sessions plus a modified sum-*



**Arvonne Fraser (shown here), former director of the Humphrey Institute's Center for Women and Public Policy, led a spring course called "Women's Changing Stories: 1950-2000" along with equal opportunity pioneer Anne Truax.**

Humphrey Institute's Arvonne Fraser and women's studies/affirmative action pioneer Anne Truax on women's changing stories.

Early this summer a tour group called "Ireland's Cultural Landscape" will "trace the footsteps of Jonathan Swift, G. B. Shaw, W. B. Yeats, Brendan Behan, and James Joyce"—this following a spring-session class of the same name. Board president Seltzer hopes the program will offer further study/travel options next year, including possible journeys to San Miguel Allende, Mexico, and to Shaw

*mer session are held each year), and can sign up for additional classes if space is available. Most classes are held on the sixth floor of Coffman Memorial Union on the University's east bank. For more information, call the Elderlearning Institute at 612/924-7195.*

## CHILDREN + YOUTH + FAMILY

**H**igh school educators Pete Holden, Bob Vaadeland, and Jim Turchi weren't surprised by the Legislative Auditor's recently released report on the Post-Secondary Options Law, which, after an eight-month study, concluded, "Overall, we found that the program is working well."

The Post-Secondary Enrollment Options (PSEO) program allows high school students to take free college courses, with tuition paid by state funds that otherwise would have gone to local school districts.

"Overall, it was a very positive evaluation," says Deputy Legislative Auditor Roger Brooks. Seventy-three percent of participating students reported they were "very satisfied" with their experience, and 24 percent were "somewhat satisfied." Ninety-five percent of parents whose students participated would encourage their kids to do it again. The Legislative Auditor's report urges that more information about the PSEO program be distributed to all students, including those from under-represented low-income families.

**L**ike many schools, St. Paul's Highland Park High School developed cooperative courses with the University of Minnesota after the law passed in 1985. Pete Holden, a guidance counselor at Highland Park, thinks his school's International Baccalaureate and College in the Schools programs attract many students who might otherwise choose to attend college classes.

With those students who do use the program, Holden says his experience has been "generally positive." He adds that most students who enroll in it are "way ahead" academically, and are seeking more challenge, or "somehow don't fit in" at high school. "They're much more comfortable at college."

Bob Vaadeland, who "likes the Post-Secondary Options program real well," is the superintendent of Yellow Medicine East School District in the Granite Falls area, and the father of 17-year-old Traci, who has taken Post-Secondary Options courses at Southwest State University. He believes that the program pushed his daughter to "work harder and learn more."

Yellow Medicine has created cooperative courses with Southwest State University and Southwest Technical College that give students both high school and post-secondary credit. Vaadeland believes "this has been a real plus."

Duluth Central High School also has cooperative courses, in its case with

the University of Minnesota, Duluth. Jim Turchi, a counselor at Central, agrees that the program works well for students who have run out of high school courses to take, or who can't fit a certain class into their schedule. However, Turchi is aware that some parents pressure their kids to enroll in the program to save money on college tuition, and he warns those parents that "college is different. Students are on their own. Young people who are not ready for college can have real problems."

Turchi's legitimate concerns aside, the post-secondary report found that students enrolled in the program have higher grade point averages than freshmen at any post-secondary institutions except technical colleges.

Behind all these statistics are the more than 60,000 youngsters who have taken advantage of the program in the last decade. Following are quotes from just two of those young people, both of whom have attended University of Minnesota classes while still enrolled in high school.

"If I hadn't had the opportunity (to enroll in Post-Secondary Enrollment Options), I would certainly not have become an honors student, much less a college student...High school was just holding me back. I was into trouble in grade school; my junior high and high school performance was poor. But when I found out about this program, I decided to go for it...Here at the U I have yet to get a C. All my grades are A's and B's; I never used to get an A or B. This program was a saving grace for me and changed my life around."

"I was very unsatisfied with my educational experiences in high school and university courses were a perfect alternative...In one course at the University I profited more than I did in a whole year at my high school. The difference was not influenced by any difference in my own efforts...What I mostly appreciate about the Post-Secondary Enrollment Options program is that I felt that my last years of high school were not a total waste. It also had a psychological advantage for me. High school felt very oppressive. Besides the institution being overbearing, the quality of education often was pathetic. PSEO was a relief and spared me from feeling exasperated with education in general."

—Joe Nathan

*Joe Nathan is the director of the Center for School Change at the Hubert H. Humphrey Institute of Public Affairs. For a free copy of the Legislative Auditor's report on the Post-Secondary Enrollment Options program, call 612/296-4708.*

*Thanks to Darryl Sedio, coordinator of programs for high school students at the University of Minnesota's Minneapolis campus, for his assistance with this article.*

# Sports of another gender

## U boasts pioneering research center on girls and women in sport

**W**hen University of Minnesota alumna Dorothy McNeill Tucker asked if in funding research on women in sport she'd be a pioneer, Mary Jo Kane told her that to be a pioneer in that area all she needed was to give the University more than \$50.

Tucker ended up giving slightly more—\$1 million to be exact—which in 1993 funded the Dorothy McNeill and Elbridge Ashcraft Tucker Chair for Women and Girls in Sports, Exercise Science, and Recreation, the cornerstone upon which the Center for Research on Girls and Women in Sport was built.

Kane, an associate professor of kinesiology who is now director of the center, calls Tucker's gift "a miracle," a miracle that—thanks to additional support from the Graduate School, the School of Kinesiology and Leisure Studies, the College of Education and Human Development, and others—has continued to grow since the center's founding in 1994.

Tucker, a retired professor of counseling psychology, graduated from the University in 1945 with a degree in recreational leadership. Although she minored in physical education at the University and later earned a master's degree in the subject from Illinois State University, she remembers somewhat ruefully how limited college women's athletic options were in those postwar days.

An avid golfer, bowler, dancer, and basketball and volleyball player, Tucker recalls that her athletic pursuits were confined to sorority competitions in the 1940s. Later, when she taught high-school phys ed, "girls' teams usually got the old volleyballs and the gyms when the boys didn't want them." She contends, however, that "we didn't know enough to be upset about it."

Today, of course, women do know enough, and the center that she has helped start—the first and so far the only one of its kind in the country—is aimed at addressing issues of inequity that remain in women's sports.

Kane describes the center's efforts as focused on three main areas: sponsoring and promoting collaborative research, pursuing research that makes

a difference in girls' and women's lives, and educating people through outreach and public service.

"We want to identify what works about sports for girls and women and build structures that will pass that information on, but we also want to identify problems for females in sports and to intervene and develop prevention strategies," says Kane.

She cites the question of whether female athletes are more likely to suffer from eating disorders. Many people believe this to be true, says Kane, but is it accurate? And if so, are girls and women in certain sports—such as gymnastics—more vulnerable? The data are mixed thus far, and much more needs to be known.

"We know sports give girls positive things, such as self-respect and power," says Kane, "but we also know that in some sports, success as an athlete leads to pursuing qualities—strength, large size, competitiveness—that are the antithesis of this culture's definition of being female. This can set up a schizophrenic environment for girls."

Another focus area for the center is

**WOMEN ATHLETES ARE OFTEN TRIVIALIZED OR SEXUALIZED IN MEDIA COVERAGE THAT FOCUSES "ON SPORTWOMEN'S OFF-THE-COURT CHARACTERISTICS AND BEHAVIORS SUCH AS THEIR FEMININITY AND PERSONAL LIVES RATHER THAN THEIR HARD WORK, DISCIPLINE, AND CONTRIBUTIONS AS GIFTED ATHLETES."**

the media's portrayal of female athletes. Kane, herself a respected sports sociologist, has written extensively on this topic, calling attention to it most recently in an article for the *Duke Journal of Gender Law & Policy*.

She points out that despite the dramatic increase in the number of females participating in interscholastic sports—more than two million today versus just 300,000 a quarter century ago—the amount of coverage of women's athletics has not increased commensurately. For example, a 1991 study of *Sports Illustrated* found that women's sports lives and accomplishments accounted for just 9 percent of total coverage.

Also, the media is more likely to pay attention to those women's sports that are more consistent with traditional notions of femininity, such as figure skating and gymnastics, rather than to sports that emphasize physical force, such as shot put or football.

Women athletes are often trivialized or sexualized in media coverage, as well, writes Kane, who says this is accomplished through focusing "on sportwomen's off-the-court characteristics and behaviors such as their femininity and personal lives rather than their hard work, discipline, and contributions as gifted athletes." Sexualizing, says Kane, includes overtly portraying women as sexual objects (most frequently through photographs) or stressing their physical attractiveness.

Denial of power and homophobia are other techniques the media use to undercut female athletes' athletic accomplishments, and thus, as Kane puts it, to "deny recognition, respect, and status in sport" to female athletes.

Issues like these are best studied through interdisciplinary research, says Kane, for they "are complicated and need a team approach to solve them." To that end, she has put together a network of affiliated scholars throughout the University—in the Colleges of Liberal Arts, Education and Human Development, and Human Ecology as well as in the Medical School.

One topic the center hopes to soon tackle in an interdisciplinary fashion is that of injury rates among female military personnel. Sports sociologist Kane, sports psychology graduate student Shelly Shaffer, and associate professor of orthopedic surgery Liza Arendt recently submitted a grant proposal to the Department of Defense for a research project on that subject.

Another of the center's interdisciplinary efforts is a report on the fitness and athletic activity of girls 18 and under—jointly sponsored by the President's Council for Sports and Physical Fitness—which will be

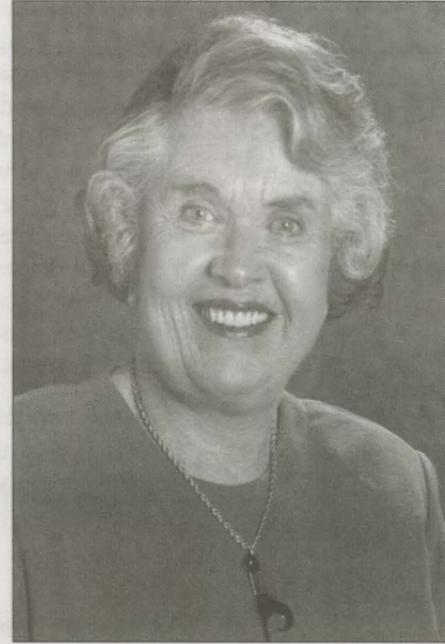
released in Washington this summer. The report, compiled by sports sociologists and psychologists and exercise scientists, will address "what we know about girls' fitness and athletic activity, what we need to know, and where we should go from here," says Kane, pointing out that research on this topic is still in its infancy.

The center is also in the early stages of pursuing a partnership with the city of Minneapolis that would look at the impact of sports mentors on at-risk urban girls.

The outreach component of the center's mission is furthered by its Distinguished Lecture Series, which has featured speeches on youth sports and girls, osteoporosis and women, and women in the outdoors. The

most recent lecture was presented last March by Mariah Burton Nelson, author of the controversial book *The Stronger Women Get, the More Men Love Football*. "We try to bring in scholars who can speak to broader issues and on cutting-edge topics," says Kane.

Behind all the effort, research, and lectures lies the guiding principle of this new center, which springs readily to Mary Jo Kane's lips. "I want women's involvement in sports to be limited only by their own interests, abilities, and dedication, not by labels and gender stereotypes," she says. "It should be about them and not about



Dorothy McNeill Tucker



Mary Jo Kane

Photo by Tom Foley

the social constructs of being both female and an athlete in this culture—constructs that limit women and ultimately their contributions to society.”

Benefactor Dorothy McNeill Tucker, a lifelong athlete who graduated from the University when women were still

excluded from intercollegiate competition, couldn't agree more. "Women have a lot to offer," she says. "I think it's about time they had the opportunity."

—Lynette Lamb

**"I WANT WOMEN'S INVOLVEMENT IN SPORTS TO BE LIMITED ONLY BY THEIR OWN INTERESTS, ABILITIES, AND DEDICATION, NOT BY LABELS AND GENDER STEREOTYPES."**

## Face-off: The University adds women's hockey to its roster of intercollegiate sports

Gone are the days when University of Minnesota women were confined to informal athletics. In the past several decades the University has added intercollegiate teams for women in most of the same sports men enjoy, and beginning in fall 1997 yet another sport will be added to the lineup—hockey.

Women's athletic director Chris Voelz plans to hire a coach this fall who will spend the year recruiting players, putting together a schedule, and selling tickets to this newest Gopher sport.

"We want to jump-start this sport so it can become an audience-driven one immediately," says Voelz. "And we want to start keeping the best Minnesota girls at home—after all, we're the hotbed of hockey here."

Women's hockey—which is slightly different from the men's game, since its different rules allow no checking—is growing rapidly in Minnesota, Voelz reports. Now in its second year, the state's high school league has 52 teams, and organizers predict there will be more than 100 teams a few years from now. Minnesota held the first state high

school girls' hockey tournament in February 1995; last fall the University of Minnesota hosted the Third Annual All American Women's Ice Hockey Tournament, in which 70 teams from all over the United States participated.

"It's a literal explosion, which we're happy to be a part of," says Voelz. "If ever there was a reason to add a sport, it's this one: Hockey is so integrated into Minnesota culture."

The institution of a women's hockey team also helps resolve the relative lack of opportunity for women in U of M sports, a discrepancy that led the U.S. Department of Education's Office of Civil Rights to file a complaint against the University in September 1994. The complaint claimed that the University had not complied with Title IX of the Higher Education Act of 1972 because it had failed to provide equal opportunity and resources for female athletes. The hockey team will add 30 more places for women in 1997, and another 6 places will be created on existing varsity teams this fall, thus addressing the funding discrimination issues.

"Anytime we can add opportunities that have been long sought after by women, I celebrate it," says Voelz. "I celebrate knowing we're doing our fair share to support both genders within the educational system."

—L.L.

## HEALTH & MEDICINE

**T**he University has for many years been on the cutting edge of medical research, a leader in breakthrough discoveries and innovative, life-saving procedures. This past year has been no different. Following are just a few of the more exciting recent medical developments at the U.

▲ **Butterflies in the chest**—When open-heart surgery was first developed in the 1950s, it was a godsend for patients otherwise doomed to an untimely death or a lifetime of congenital heart disease.

Unfortunately, open-heart surgery has always been highly invasive and costly, involving a lengthy recuperative period that can include more than a week of hospital care.

Now many patients with a hole in their heart valves—in a part of the heart called the atrial septum—could be spared corrective open-heart surgery, thanks to the "Angel Wings" patch created by Gladwin Das, an assistant professor in the University's cardiovascular division.

The Angel Wings is a double "butterfly" patch that can be inserted within the leaking valve (although the size of the hole must be under 20 millimeters—about three-quarters of an inch), where it unfolds like a parachute when positioned over the hole. Within a week, the patch is integrated into the heart wall. The procedure costs about half what conventional open-heart surgery costs, and Das believes that patients undergoing it could eventually be released as early as the day of the operation.

So far, the Angel Wings procedure has been used on about three dozen patients—none of whom has died or suffered a stroke—and has proven successful in 95 percent of those cases. In instances where the procedure fails, patients still have the option of undergoing open-heart surgery to repair their damaged hearts.

The FDA gave the University permission to conduct the first round of clinical trials on the Angel Wings at Duke University, New England Medical Center, and the University of Cincinnati, as well as at the University's Academic Health Center.

Das has assigned the procedure's patent rights to the University, which in turn has entered into an agreement with a White Bear Lake, Minnesota, company that will manufacture the device.

Each year 40,000 to 50,000 Americans suffer strokes because of faulty heart valves. For many of them, Angel Wings could prove to be the angel of life.

▲ **Hunting for a killer**—Last summer, the University became the first medical center to win FDA approval for experimental clinical trials of gene

therapy on adults with Hunter Syndrome.

This rare hereditary disorder is caused by a lack of the enzyme the body needs to recycle complex carbohydrates from cells. About 30 Americans are diagnosed with it each year; in its most severe forms it can cause mental retardation, dementia, and respiratory and heart disease. Most patients afflicted with this form of Hunter Syndrome die before they are 15. In adults, the milder form of the disease can cause severe heart disease, joint stiffness, and breathing difficulties, and usually leads to death by age 40.

Led by Chester Whitley, an associate professor of pediatrics-human genetics, the U's research team began treating two patients by removing white blood cells, inserting the missing gene for the needed enzyme, and then re-injecting the white blood cells back into the patients.

Until now, gene therapy for the syndrome has required bone marrow transplants, which in this group of patients have been especially problematic.

▲ **Down on the farm**—Farming is one of the most dangerous occupations in the country. And for workers who apply pesticides on farmland, one of those dangers may include a higher risk of acquiring non-Hodgkin's lymphoma, an often fatal form of cancer.

Research conducted by Vincent Garry, a professor of laboratory medicine and pathology, has led to the discovery of breaks in human chromosomes that are believed to be linked to non-Hodgkin's lymphoma among the 61 workers studied in the project. None of the 30 control subjects—people with no pesticide exposure—showed similar signs of chromosomal breakage.

▲ **Ticked off**—First it was Rocky Mountain Spotted Fever. Then Lyme Disease. Now it's human granulocytic ehrlichiosis (HGE), the newest, sometimes fatal disease carried by our good friend the tick.

This winter a University research team led by Jesse Goodman succeeded in isolating the organism—a kind of bacteria—that causes HGE. The disease was first discovered in 1994 in patients from Minnesota and Wisconsin. Since then several dozen cases have been reported from other parts of the country.

Researchers suspect that the true incidence of the disease may be quite high, but because the symptoms are similar to both the flu and Lyme Disease, the actual number of cases is as yet unknown.

Patients with HGE suffer fever, chills, headaches, muscle aches, nausea, and vomiting; a smaller percentage also experience more severe symptoms such as kidney failure and meningitis. Experts suspect that HGE's fatality rate may be as high as 5 percent.

The U's research breakthrough paves the way for better diagnosis and treatment of the illness, which, if treated promptly, can be successfully combated with antibiotics.

—Richard Broderick



Photo by Scott Cohen, ©1995 Minnesota Daily. Used with permission.

# Give us your voice, your dance

## Immigration History Research Center celebrates an anniversary with music, theater, and dance

**W**hen I was growing up in New Ulm, Minnesota, we lived next door to George's Ballroom. Old-time dance bands, polka bands as I called them, played there night after night.

But I never went to a dance at George's. I didn't like the music, and in my teenage snobbishness I didn't like it that my town was so German. Even though my own ancestry is more German than Irish or English, I always embraced my Irishness and disdained the German I heard spoken in New Ulm.

All of that came back to me, along with a love for everything that reminded me of my hometown, when I spent a day in late March at the Immigration History Research Center's 30th anniversary celebration.

The celebration's highlight was an evening variety show, "Echoes from the Immigrant Stage," featuring stage personalities from past decades, scenes from plays never performed outside ethnic halls or theaters, and stirring ethnic songs. Manuscripts, sheet music, and memoirs from the center's archives were brought to life on stage.

The liveliness of the performing arts among immigrant groups may help to dispel one stereotype, says Immigration History Research Center (IHRC) director Rudolph Vecoli. "We've usually thought of immigrants as the huddled masses, inarticulate, beaten down people," he says, but that picture is far from true.

"Most immigrants were young, in their twenties or even their teens," he says. "They were full of life." They may have worked in the mines or factories 10 to 12 hours a day, but they still had energy for rehearsing and performing, singing and dancing, celebrating their ethnic heritage and protesting oppression.

When the center was founded at the University in the 1960s, libraries and archives weren't very interested in immigrants' memorabilia. "They did not consider this material part of American history. It wasn't in English, for one thing," Vecoli says.

Now that attitude has changed, and Minnesota's IHRC has become nationally known as the place to seek records from the second great wave of immigrants, who came mostly from eastern and southern Europe. (The first wave were from Great Britain, Ireland, Germany, and Scandinavia.)

The strongest collections at the IHRC, therefore, are the Finnish,

Ukrainian, Polish, Italian, and South Slavic (Slovenes and Croats) ones, although Greeks, Czechs, Slovaks, eastern European Jews, and others are also represented.

Vecoli, who became the center's director in 1967, recalls those early years. "We discovered that an amaz-

works to keep their memories alive. The anniversary variety show, produced by Great American History Theatre, came straight from materials in the IHRC archives

"If I had put them all in tonight's performance, we would be here for days. My job was to pick the best of the

The musical traditions of turn-of-the-century immigrants were reproduced by ethnic musicians such as Prairie Heym Klezmer (a traditional Jewish klezmer ensemble made up of University faculty); a group playing the *kantele*, the Finnish national instrument, with stories from Cloquet's Finn Hall; the Finnish American brass septet Amerikan Poijat (Boys of America); the Balkan Women's Choir, with its songs from former Yugoslav states; Ukrainian American Peter Ostroushko playing the mandolin and fiddle; accordionist Idillio Del Col performing Italian tunes; and Kip Peltoniemi, playing Finnish songs on the buttonbox accordion.

The anniversary celebration also included an academic conference, with papers delivered on such diverse topics as old-time dance bands of southern Minnesota, turn-of-the-century Yiddish theater in New York's Lower East Side, and the cultural politics of Enrico Caruso.

My New Ulm loyalties were roused when Lavern Rippley from St. Olaf College's German department presented a paper on

"Minnesota Dutchmen." The Dutchmen of the old-time dance bands were not actually Dutch but German (Deutsch), with an overlay of Bohemian. Their bands were centered in southern Minnesota, especially around New Ulm.

One well-known New Ulm band called the Six Fat Dutchmen, which in truth had nine or ten members, was popular beyond Minnesota, playing weeklong gigs 17 years in a row at the Nebraska State Fair.

The original "Dutch band" of New Ulm was led by "Whoopie John" Wilfahrt, who performed on WCCO radio for many years, beginning in 1924. "Fezz" Fritsche and his Goosetown Band and the Babe Wagner band were also from New Ulm. I loved hearing those names again, and as Rippley showed slides of publicity posters I watched in vain for George's Ballroom.

Other Minnesotan natives may enjoy remembering other bands: the Seven Jolly Dutchmen, the Skinny Dutchmen, the Jolly Brewers, the Jolly Millers, and the Jolly Lumberjacks.

In their heyday, which continued into



Photo courtesy Immigration History Research Center

**Immigrant vaudeville star Eduardo Migliaccio, known as Farfariello**

ing amount of material had survived in people's attics and garages and basements, and in lodge halls and churches," he says. "Our job was to find this material and persuade people to give it up."

Initially that wasn't easy, since Minnesota wasn't exactly the first place that came to mind when people considered donating mementoes from Ukrainian or Italian immigrants. "Over time we've established ourselves as the institution people turn to. We've done it by winning the confidence of the different ethnic communities." Because the center has no funds with which to purchase materials, building the archives has depended on gifts.

The center not only preserves the records of immigrants, it also actively

best," director Sue Scott wrote in the program notes. "We haven't rewritten any of the texts, corrected any of the grammar, or imposed a '90s take on any of the materials. Our goal was to recreate, with as much honesty and commitment as possible, the early immigrant stage."

Some of the entertainers portrayed in the show achieved true celebrity in their time: Eduardo Migliaccio, the Italian American vaudeville star known as Farfariello; St. Paul's Blanche Yurka, a Czech American star of stage and screen; and Helmi Matson, a Finnish American poet and activist.

Equally powerful were the poignant and humorous stories of ordinary people, whose decades-old memoirs truly came alive on stage.

**"MOST IMMIGRANTS WERE YOUNG, IN THEIR TWENTIES OR EVEN THEIR TEENS," SAYS THE IHRC'S DIRECTOR. "THEY WERE FULL OF LIFE."**

the '60s, these bands played at dance halls 364 nights a year—every night but Christmas Eve. “Every town that was proud of its name had a dance hall,” Rippley said, and some places that can’t even be found on a map had nothing but a dance hall.

These old-time bands were clearly a form of low culture, which had great immigrant appeal. Tensions between high and low culture were addressed in several of the conference’s talks, especially “Singing High, Singing Low: The Cultural Politics of Enrico Caruso,” presented by Esther Romeyn, a doctoral student in American studies at the University.

The appeal of Caruso, one of the century’s great tenors, was “not restricted to the upper crust,” she said. “Italian immigrant audiences became his most ardent fans.” Not everyone was happy when those immigrants also came to hear Caruso sing at the Metropolitan Opera, however. At stake was the very definition of the Met: Was it “a public space or a shrine to high culture”?

Caruso himself, despite the “supreme beauty of his voice,” offended genteel audiences with his excess, sensationalism, and “deplorable errors of taste.” Even his body was wrong. “He was undeniably fat,” Romeyn said, and he looked lower class.

Immigrant-filled audiences, ignoring standard opera etiquette, threw their hats into the air and shouted “Bravo!” with unusual gusto. Caruso, of course, was partly to blame because he played shamelessly to the crowd. The dignity of the opera house was being defiled, yet the Met needed him because “only he could bolster attendance.”

The great tenor celebrated what genteel people deplored: sensuality, sexuality, the “sociability and spaghetti of Naples.” For example, Caruso was once charged with sexual molestation for pinching a woman at the Bronx Zoo. His defenders said it was a cultural misunderstanding—“He imagined himself in Buenos Aires, the pinchers’ paradise”—and blamed the over-reaction on American puritanism. (Ultimately he paid a \$10 fine.)

In her talk about turn-of-century Yiddish theater, Columbia University’s Nina Warnke told another story of conflict between low and high culture. Uneducated audiences on the Lower East Side, many of whom worked in sweatshops, attended the theater for its heart-wrenching melodramas, spectacular stage effects, and the chance to hiss at the villains. The immigrant intellectuals who wrote for their newspapers tried to educate or shame their fellow newcomers into seeking what they considered superior fare—realistic drama with literary qualities.

Part of the conflict lay in the fact that the intellectuals were typically socialists highly critical of traditional Jewish society. Their goal was “to

open immigrant eyes to their stifling past in order for them to embrace socialism,” Warnke said. Ironically, many of these socialists, who saw

spectacle remained the more predictable money-makers.

Hundred-year-old immigrant experiences like these are instructive, argues Vecoli. Americans tend to idealize previous groups of newcomers to our shores, he says, drawing false con-

onto their language was also true of the Germans, the Poles, and the Greeks, Vecoli says. “There was a lot of bilingualism in the schools. People were often here temporarily. At the same time, if they stayed, they usually did become American citizens and learn English.”

THE CENTER NOT ONLY PRESERVES THE RECORDS OF IMMIGRANTS, IT ALSO ACTIVELY WORKS TO KEEP THEIR MEMORIES ALIVE.



The Quincy, Massachusetts, Finnish Workers' Theater Group in a production of the musical *Laatokan Kalastajat (The Fishermen of Ladoga)*, 1929.



Dziesmu Vairogs participating in the traditional march of performers at the 1958 Latvian Song Festival in New York.

themselves as the workers’ champions, actually “despised the people they supposedly wanted to educate.”

The realistic plays the intellectuals favored did enjoy some success in Yiddish theater’s golden era, but the shows filled with sentimentality and

trasts with today’s immigrants. “There is the notion that the immigrants of the past were eager to become Americans and learn English. This building is full of material that disproves that.”

Indeed, the desire of our era’s Spanish-speaking immigrants to hang

Knowing the true stories of earlier U.S. immigrants can only inform the often explosive debate today, Vecoli points out. “We’re trying to combat amnesia, loss of memory.”

—Maureen Smith

# A long-term relationship

## One family's 83-year commitment to the U

In 1913, George Edgar Vincent was president of the University, tuition for Minnesotans was \$30 for the academic year, and Donald N. Ferguson, a talented young musician who had been studying in London, began teaching at the University of Minnesota.

During almost four decades as a professor in the School of Music, Ferguson—"Fergy" to his friends and students—wrote 10 books about music, founded the Minnesota Bach Society, was the program annotator for the Minneapolis Symphony Orchestra, and, of course, taught music to thousands of students. And thanks to his family's generosity in endowing music scholarships in their father's name, Ferguson's influence is still being felt at the University today.

The study of music was in its infancy at the University of Minnesota when Ferguson joined the staff in 1913. U of M bands were directed by the Military Department until 1919, when they were transferred to the Department of Music. The music department itself was something of a lost child, moving from building to building until it finally came to rest in Scott Hall in 1922.

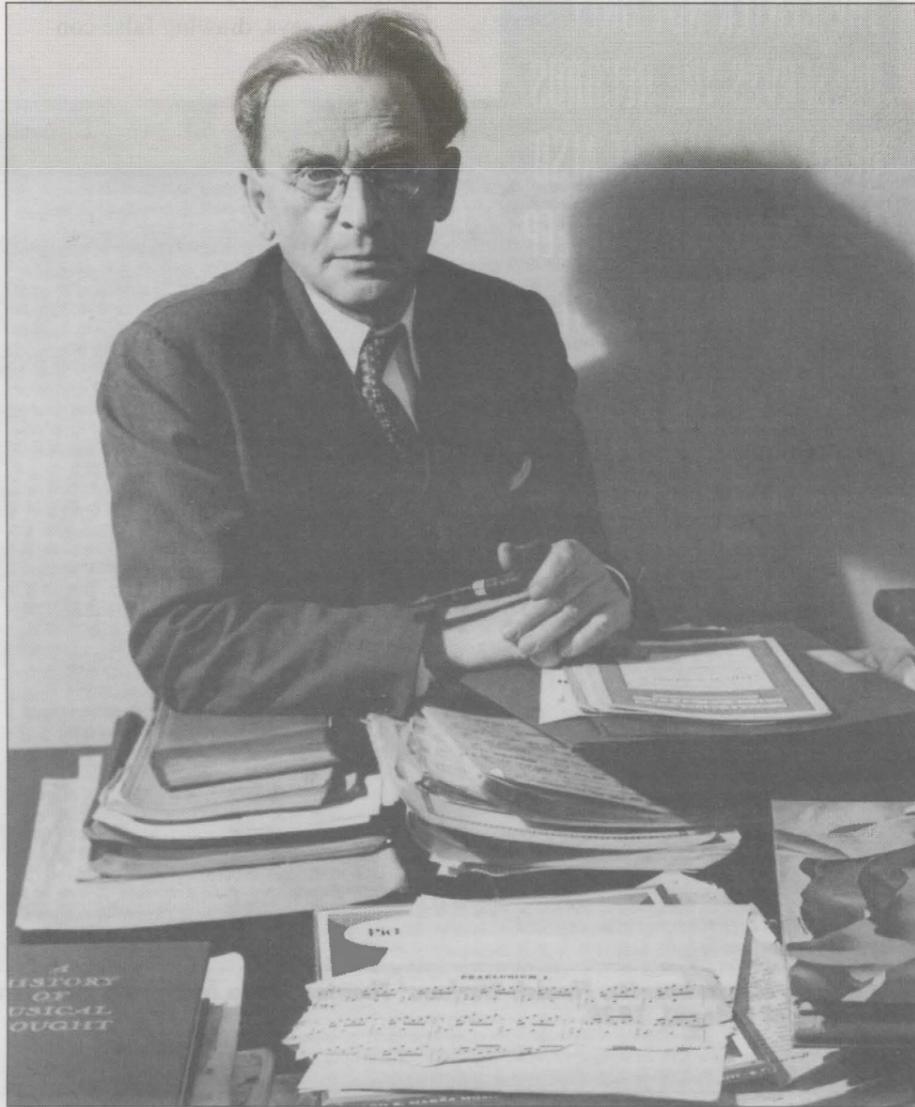
After organizing the first University Symphony Orchestra, Ferguson had trouble finding rehearsal space, and at one point was forced to practice in a mechanical engineering laboratory. But none of the difficulties he encountered in those early years discouraged Ferguson, and his efforts eventually helped lead to the formation of a highly respected music school at the University.

"Donald was brilliant. A true renaissance man," recalls Vern Sutton, director of the School of Music. While a graduate student studying music at the U of M in the early sixties, Sutton came to know Ferguson. "He could play any instrument. He was superb at everything having to do with music."

Composing was of one Ferguson's many musical talents. He wrote a number of pieces for vocal groups, organ, and chamber music groups, as well as a symphonic waltz played under his direction several times by the Minneapolis Symphony Orchestra.

Although Ferguson was widely recognized for his musical talent, it was his passion for music that most impressed those who knew him. On the eve of his retirement from the U of M faculty in 1950, music critic John K. Sherman of the *Minneapolis Star* described Ferguson the conductor this way:

*Regard him on the platform, as he waves a furious stick over the 90 members of the University Bach*



**The legacy of musician, scholar, teacher, and author Donald N. Ferguson, shown here in 1950, continues at the University.**

*Society. The man is obviously obsessed. Slightly unpressed, he crouches and lunges and swings madly.... His eyes under the beetling brows shoot fire, the unruly hair flops this way and that, and the whole procedure, to the audience, takes on the aspect of an act of mesmerism. What comes out from the stage is the proof of Ferguson's efficacy and devotion—Bach made vibrant, brought alive, resurrected in living tone and color from the musty page.*

Ferguson's passion was also manifest in his writing. His book *History of Musical Thought* has been studied by generations of music students since its publication in 1935. *Music as Metaphor*—his most significant work—explored the theory of music as expression. "Because music is a means of expression," wrote Ferguson, "it can, like poetry, literature and philosophy, portray that which is best in man and a Democracy needs these qualities to endure."

*The Meaning of Music*, a Ferguson book widely read by aspiring musicians, was Sutton's introduction to the man. "When I came to the U as a graduate student, I was amazed to be able to meet and get to know the person who wrote that book."

As a modern renaissance man, Ferguson's interests extended well beyond music to also embrace philo-

sophy, aesthetics, literature, languages, art, and dance. His U of M master's degree was in French, and he taught a course on aesthetics in the philosophy department. In addition to his teaching and scholarly responsibilities, he presented papers, sat on panels at conferences, and was actively involved in professional organizations—serving at one point as president of the Minnesota Teachers Association and vice president of the National College Music Association—somehow managing all of this before the invention of personal day planners and electronic organizers.

But it was his dedication as a music teacher that has placed Ferguson among the University's most revered faculty. Music critic Sherman wrote that Ferguson was "The most brilliant musicologist and most inspiring music teacher the University of Minnesota ever nurtured."

Sutton confirms Ferguson's prominence as a pedagogue. "I never had the opportunity to take a class from him, but I've talked to so many alumni who say he was a phenomenal teacher." Through his courses in music history, composition, harmony, piano, and other topics, scores of students graduated with a newfound appreciation of, and passion for, the world's great music.

Retiring from the University in 1950 didn't diminish Ferguson's enthusi-

asm for the things he loved—music, teaching and writing. He went on to head Macalester College's music department for 10 years, and taught classes at Boston University and the University of Montana. He also continued to teach piano, to write, and to speak all over the country well into the 1970s. "He was working on a book up to the day he died," in 1985 at age 102, Sutton says.

**F**erguson passed on his love for both music and the University of Minnesota to his four children, Donald J., Mary, David, and Griselda.

All of them grew up with a strong appreciation of music; all of them attended the University. David, a retired vice president for IDS, played cello for many years in the Minneapolis Civic Orchestra and continues to play in the Florida West Coast Symphony.

Finding a suitable way to honor a man who gave so much to his family and the University of Minnesota wasn't easy for his children. "With the completion of the building in 1985, the School of Music had an excellent facility," says David. "And they've had an outstanding faculty for many years. The one thing left was to attract highly talented music students to the school. The way we chose to help accomplish this was through a scholarship in our father's name."

Thus the Ferguson family established the Donald N. Ferguson Scholarship in 1991, which has already helped 12 talented young musicians study at the U. Members of the Ferguson family contribute annually to the fund to ensure that many more aspiring artists will also have this opportunity.

"My father was very attached to the University and the School of Music," says David. "This scholarship is a way of honoring his legacy and assuring the continued quality of the school."

The School of Music building on the West Bank was named for Donald Ferguson shortly after his death in 1985. Although the family found this honor gratifying, they also firmly believe, as David Ferguson put it, that "People, not buildings, make a University."

The scholarship that he and the rest of the Ferguson family established will assure that people—young, deserving people—will benefit, and that their father's dedication to music, students, and the University of Minnesota will continue to live on long after the man himself is forgotten.

—John Andreini

scholarly use, contains music commissioned by film companies at the time of a movie's release as well as scores and cheat sheets composed by Kleiner himself. Among the 400 scores are works for movies both famous and obscure, from *Greed* and *The Cabinet of Dr. Caligari* to *New York Hat* and *Last Laugh*.

▲ **Artifacts of everyday life.** The Goldstein Gallery on the St. Paul campus expands the meaning of the word *art* to include the everyday

ings of Canadian Mounties donated to the University by the Northwest Paper Division of the Potlatch Corporation. The company began commissioning the paintings in 1931 as part of an advertising campaign that stressed the strength and dependability of Potlatch's products—paper, you might say, that always gets its man. Over the next 40 years, 16 artists created the works now on display at the Tweed. For those of you raised on Nelson Eddy and Jeanette



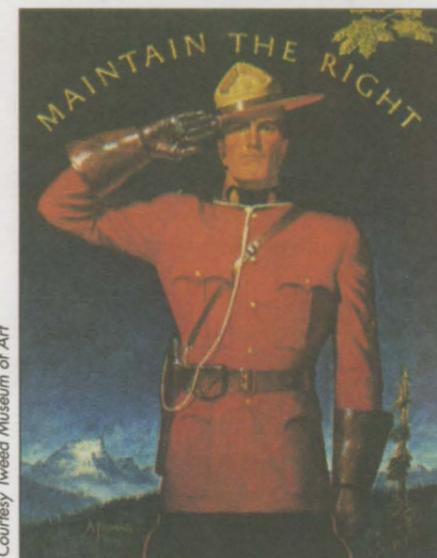
Courtesy Goldstein Gallery costume collection

Wedding dress, circa 1827, gift of Mattie Marvin (belonged to Philip Stringer family)



Courtesy Goldstein Gallery decorative arts collection

Rockwood Pottery vase, 1888, estate of Harriet and Vetta Goldstein



Courtesy Tweed Museum of Art

"Maintain the Right" by Arnold Friberg, 1963. Tweed Museum of Art, University of Minnesota, Duluth. Gift of Potlatch Corporation, 1981



Photo courtesy Wilson Library Special Collections

clothes, textiles, furniture, jewelry, ceramics, and other functional and decorative items that humans have always surrounded themselves with. The range of the materials is astonishing, from pre-historic Chinese funerary pottery to a 1984 men's fall clothing ensemble by Alexander Julian. Pieces from the collection are regularly displayed in the gallery, located in McNeal Hall.

▲ **The Medical Arts.**

"Erickson's Antiseptic All-Purpose Ointment," "Armour Liver Extract," "DeWitt's Baby Cough Syrup"—you won't find any of these at your local drugstore. But these patent medicines—or at least the bottles, vials, and tins that once contained them—are among the more eccentric items included in collections at the Owen H. Wangensteen Historical Library of Biology and Medicine. In addition to pharmaceutical containers, the library also houses collections of medical instruments from the past two centuries, the archives of the Ramsey County Medical Society (including some truly heartrending photos of a turn-of-the-century St. Paul small-pox clinic), and—the

library's centerpiece—29,000 rare and historical medical texts dating back to the 15th century. Scholars only.

**Duluth campus**

▲ **Mounties on parade.** Our favorite collection among the many outstanding ones at UMD's Tweed Museum of Art is the group of paint-

MacDonald movies—or *Sergeant Preston of the Yukon*—the Potlatch collection is a must-see.

**Morris campus**

▲ **The big "little" collection.**

Question: What do Ernest Hemingway, T.S. Eliot, John Crowe Ransom, and Robert Frost have in common besides being among America's best-known literary figures from the first half of the 20th century? Answer: Each of them wrote for or edited what were known as "little magazines"—independent publications produced in limited print runs and distributed to small audiences of literati.

The Dick Grant Little Magazine collection at the Rodney Briggs Library contains about 4,500 issues of little magazines published between 1914 and today. Of the 103 titles represented, 79 are complete print runs; all the magazines are available for use by Morris students.

The collection includes some of the best known small magazines, such as *Dial*, *Transatlantic Review* (which published Hemingway's earliest work), *Little Review*, and *Partisan Review*, as well as *Southern Review* and *Poetry*—both of which are still being published. It also contains many publications, including *Blast* (1914-15) and *Tyro* (1921-22), that, though they survived for just a few months, nonetheless played a critical role in introducing the modernist movement to American literature.

—Richard Broderick

University, as we all know, is supposed to be a repository of wisdom and knowledge. The University of Minnesota is that—and more. For it is also a repository of hundreds of collections, some of them highly unusual. Several of those listed below are available only for scholarly use; we've noted when that's the case.

**Twin Cities campus**

▲ **The games afoot.** Sherlock Holmes may be one of the most familiar literary figures in western culture. And the University of Minnesota is home to the largest collection of Holmesiana in the world—more than 15,000 thousand separate items, in fact, ranging from original manuscript pages written by Arthur Conan Doyle to first editions of Holmes mysteries—and the magazines in which they were serialized—to board games, stuffed toys, radio scripts from the thirties and forties, and much, much more. The collection also contains translations and non-Doyle authored pastiches of the Holmes persona—including *Sherlock Holmes in Dallas*, a mystery novel in which Holmes and Dr. Watson attempt to solve the Kennedy assassination. The collection, housed in Wilson library, is for scholarly use only.



Art Kleiner, silent film accompanist and University benefactor

▲ **Sounds of silents.** Wilson Library is also the home of the Arthur Kleiner Collection—400 scores of silent films collected by Kleiner, a former curator of silent films at New York's Museum of Modern Art and, between 1939 until shortly before his death in 1980, the world's only full-time silent film accompanist. The Kleiner collection, another one available strictly for

# Alumni Activists

## Volunteer networks key to legislative success

**W**hen a conference committee of the Minnesota Legislature began debating money for the University of Minnesota's Academic Health Center (AHC), things did not look good.

Intending to jump-start work on reengineering the AHC, the University had asked for \$15 million in supplemental appropriations, money above and beyond the operating expenses approved last year. The Minnesota House of Representatives had voted to give \$4.6 million, while the senate had passed just \$3.7 million.

"It was an extraordinary request to begin with," says Rep. Becky Kelso (DFL-Shakopee), chair of the house subcommittee on the University and a member of the conference committee that debated the AHC funding. "You just don't request special appropriations in a non-budget year unless it is a real crisis. Then, to have the Najarian trial and the news that [Provost for Health Sciences William] Brody would probably be leaving, this became a very tough sell."

Carla Maxwell, coordinator of the University of Minnesota Alumni Association's Legislative Network, was told that once the bill had gone to the conference committee the opportunity was past. "Legislators' offices were telling us it was too late to make any difference," she says. "But we got the message out anyway."

Faxes, letters, and e-mail messages went out to the network's 2,300 volunteers, urging them to contact legislators in support of more funding. The effort succeeded, and the AHC received a supplemental appropriation of \$8.6 million, more than the two initial figures combined. "That was a phenomenal result," Kelso says. "A conference committee almost always agrees on a figure somewhere in between the two it has going in."

The Legislative Network, an advocacy program of the University of Minnesota Alumni Association (UMAA), is a coalition of volunteers who share a commitment to higher education and the University. "The network helps alumni and friends speak what is already in their hearts," Maxwell says. "We have briefings and mailings that offer tips on how to express their feelings and support for the U, we send out alerts to our members when an important vote is coming up, and we bring legislators to campus to help them learn about what they are voting on."

The network emerged almost a decade ago as an alumni association effort "to let people—both alumni and legislators—know about the good things the University is doing," according to former coordinator Molly Grove. Initially, the network concentrated strictly on active alumni association volunteers, but three years ago they also began recruiting other volunteers willing to state their support for the University. Since then the group's ranks have swelled from 630 to 2,300.

The phenomenal impact of the volunteer network proved itself again with the University's \$132.7 million capital request. Going into the conference committee, the house had recommended \$43.9 million and the senate \$84.5 million. The conference committee again exceeded the initial recommendations, giving the University \$93.7 million, plus another \$7 million for hockey and tennis facilities supported by the governor that were not part of the U's request.

"Alumni were an important piece in getting what we did," says Donna Peterson, the University's director of state relations. "Together with the governor and business leaders, we had enough voices. Private support is key in requests like this because then legislators are hearing from a variety of different sources."

Legislator Kelso agrees that the network's efforts were an essential ingredient in the U's successful session. "Alumni have done the University a great favor this session," she says. "You just don't succeed at any of these things without a show of public support and interest. I heard from colleagues that they heard from many, many people in support of the University this year."

"The University didn't get everything it wanted, but nobody gets everything they ask for," she adds. "Very few people fully understand how intensely competitive it is."

Sen. Dean Johnson (R-Willmar), the senate minority leader, puts the financial competition into concrete terms. "For every dollar requested, about 25 cents will be allocated," he told the audience at a network-sponsored briefing in January. The University, by comparison, received almost 60 percent of its AHC special request and more than 70 percent of its capital request.

Competition for funds is not limited to Minnesota, and has spurred the creation of alumni legislative networks nationwide.

"The competition for state dollars is probably the worst it has ever been," says Ed Crawford, director of public and state relations for the Council for the Advancement and Support of Education. "There has been significant growth of legislative networks supporting higher education in the last five years. They're popping up everywhere. At least half of the Big Ten is aggres-

sively moving in this direction."

Crawford gave two examples of networks typical in how they were created and organized:

▲ The University of California created a system-wide network, which now numbers 5,000 members, at the urging of Governor Pete Wilson. "The governor and state assembly had been very generous with their support for three years," Crawford says. "But going into the fourth year, the governor told the University system that he was going to need help to keep up the pressure for increased funding. He said he wanted people to start speaking up for the University of California."

▲ In Virginia, a group of about 50 business owners formed an alliance to lobby on behalf of increased funding for higher education. "These people understood that higher education is the key to the state's economic future," Crawford says.

**"IT WAS IMPORTANT TO SEE HOW WELL THE UNIVERSITY CAN ORGANIZE AND THAT PEOPLE WILL RESPOND."**

A small-group network like Virginia's, made up of major donors and business leaders, is actually most common throughout the country, according to Crawford. "That way they have more control over the message that is getting out, can get the message out faster, keep publicity to a minimum, and can put a more immediate pressure on legislators and the governor," he says.

Indiana University runs one of the country's most successful programs, Hoosiers for Higher Education. Like the University of Minnesota's, Indiana's program works to help all alumni and friends of the school speak out. "We chose to involve as many citizens as we could because we think it gives them a sense of ownership and loyalty to the institution," says Sue Talbot, director of alumni education programs. "We grew from 115 in 1991 to about 9,000 this year. Alumni see that this is a way they can do something for Indiana University even if they can't contribute money."

Hoosiers for Higher Education started in a manner similar to the way the University of California's effort began. "Funding levels had not been maintained for ten years," Talbot says. "With inflation, that was really nicking away at programs—not just buildings and maintenance, but causing real cuts in educational programs." When then-President Thomas Ehrlich (now president emeritus) began lobbying legislators in 1990, they told him that they never heard from constituents on the need for funding for higher education.

That has really changed, thanks to Indiana's network. "This past summer we did a survey, talking to 80 of our 150 legislators," Talbot says. "The research affirmed that they hear from us

and that they like us. They think anything that brings up citizen's awareness of their role in public affairs is very important and effective."

The University of Minnesota's network helps keep the U in the minds of legislators, contends state relations director Peterson. "When legislators hear from a constituent in their district, it has significant impact on their awareness, especially because the University is not physically in most of their districts," she says. "If a legislator door knocks in their district, they will hear about local concerns—the need for resources for K through 12 schools, for criminal justice, for property tax relief. But they won't hear very much about higher education.

"For the University to be successful, we need to get our story out in as many ways as we can," she adds. "The alumni volunteer doesn't have any vested interest—they speak directly from the heart or from experience, so their stories carry considerable weight."

Rep. Kelso agrees. "The calls and letters from constituents are just very effective," she says. "If people knew that they have as much clout as they do, they would speak up for what they care about."

A network can make a tremendous difference. "The interests that succeed are those that are organized," Kelso goes on. "They help people say what they feel. The University, from what I could see, had not been particularly well organized in the past. In terms of rallying public support for the University, the past couple of years have been an incredible change."

"My colleagues were especially impressed that there was a network that could get the information out and generate timely phone calls," she adds. "It was important to see how well the University can organize and that people will respond."

In addition to its lobbying efforts, the Legislative Network also brings legislators and volunteers to campus for tours and information briefings. Joe Tennyson, an at-large member of the UMAA's National Board of Directors, brought his legislator, Rep. Barb Sykora (R-Excelsior), to a February tour of the AHC.

"The idea of inviting your legislator to campus to personalize it was a great one," Tennyson says. "She told me she really appreciated the chance to get more information about the subject."

Meeting his legislator face-to-face was also important, Tennyson believes. "Now when I call or write, she'll be able to put a person with my name, and that makes a big difference because there are so many paid lobbyists out there. When the session starts to get busy, she'll notice my name and my message."

—Chris Coughlan-Smith

For information on how to get involved in the Legislative Network, call the UMAA at 612/624-2323 or 800-UM-ALUMS (862-5867).

# Alumni hope to build a 'front door' to Twin Cities campus

For decades, the University of Minnesota has lacked a place that feels like a front door—a visitor's center, a place where alumni, prospective students, donors, and friends are welcomed to the University.

But that will change in the next few years. Last month, the Board of Regents endorsed a plan to build a University Gateway/Alumni Center on Oak Street between University and Washington Avenues. The Gateway/Alumni Center is intended to establish a symbolic point of entry to the Twin Cities campus and will be a gift to the University from its alumni and friends.

To be constructed entirely with private donations, the proposed center will be located on the site of the old Memorial Stadium. The regents

established a requirement that either the design or the landscaping surrounding the building incorporate the Memorial Stadium processional arch, which was preserved when the stadium

was demolished in 1992.

The University Gateway/Alumni Center will house the University of Minnesota Alumni Association (UMAA), the University of Minnesota Foundation, and the Minnesota Medical Foundation, which are the groups cooperating to build the building.

Larry Laukka, the UMAA's immediate past president and head of the development company Laukka-Jarvis, Inc., is serving as chair of the volunteer committee that will help make the building a reality. Other key committee leaders are Fred Frisvold, Dale Olseth, and Linda Mona.

The structure will be more than just an office building, since it will include campus tour and services information; meeting and conference space; a great hall for academic ceremonies and important gatherings; and a heritage gallery that will tell the University's story, salute its past and present achieve-

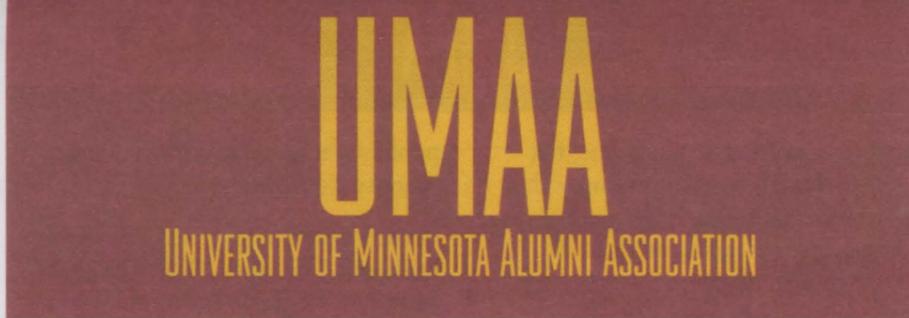
ments, and honor its students and faculty.

The proposal endorsed by the regents includes space in the center for University offices and related University functions. The entire project calls for a building of more than 200,000 square feet, which will cost about \$27 million, a portion of which will be raised through private donations in order to begin construction. Additional financing and maintenance funds will come from rents received from the building's occupants. No state money, tuition, or student fees will be used. The facility will be constructed on University property, but will be owned by the UMAA and the two foundations.

The former Memorial Stadium site was chosen for the Gateway Center because it is a recognized, well-traveled point of entry to the University of Minnesota and is adjacent to the Radisson Hotel Metrodome, University athletic and recreation facilities, and parking. The Gateway will also include an additional 170 underground parking spaces for use by building tenants and visitors to the center.

Under the timeline presented to the regents, the project could be completed as early as fall 1998.

The University Gateway/Alumni Center project has been endorsed by the University's master planning committee, which has recommended mixed development and redevelopment of the Oak Street and Washington Avenue area.



**A concept drawing of the University Gateway/Alumni Center shows one way the Memorial Stadium processional arch might be incorporated into the building. The Gateway, meant to serve as a front door to the University, will be a gift from alumni and friends to the University. Its actual appearance will be determined next fall after an architect is selected and regents vote on schematic plans.**

# Alumni raise profile of Morse-Alumni winners

The Horace T. Morse-University of Minnesota Alumni Association Awards for Outstanding Contributions to

Undergraduate Education, have, since their inception in 1965, been one of the University's most prestigious teaching awards.

But for all those years, very few people outside the University knew of the awards and the winners.

That changed this year through the combined efforts of the University of Minnesota Alumni Association (UMAA), the Department of University Relations, the Senate Committee on Educational Policy, and the Office of the Senior Vice President for Academic Affairs.

A high-profile awards ceremony, held April 22, included recognition of current and past winners. In recent years the event was held at Eastcliff, but this year's ceremony was moved to the Ted Mann Concert Hall in order to bring it back to campus and allow for more guests.

"President Nils Hasselmo asked the UMAA to get more involved this year

to help raise the awareness of these awards and to really make it a celebration of great teachers," says UMAA Executive Director Margaret Sughrue Carlson. "For years we have provided funding for the awards, but this year we wanted to help make sure the great contribution these faculty members are making to the University is recognized by as many people as possible."

The awards ceremony honored the 10 current recipients and 71 past winners, many of whom still teach at the University, and included more than 300 guests from on and off campus.

Winners receive \$1,500 a year for as long as they remain at the University, and their departments receive \$2,500 a year for use by the recipients. The UMAA provides \$25,000 a year to pay for the awards, with the balance coming from the University itself.

Winners also received a sculpture and a commemorative plaque. A lapel pin was designed and awarded to current and past winners, helping identify and create a community of outstanding educators formally known as Distinguished Teaching Professors.

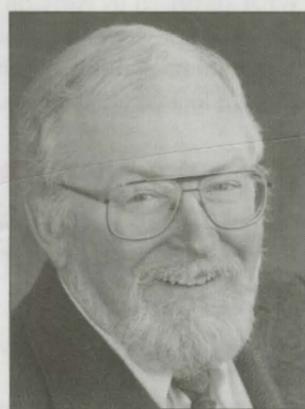
"The Morse-Alumni awards, and the higher profile of this event, directly tie in with the U2000 goal of improving the undergraduate experience by recognizing those who are making a



**Katz**



**Reyes**



**Starr**

difference," Carlson says.

Candidates for the Morse-Alumni awards are nominated by students and colleagues through the colleges and campuses of the University and are selected by the Senate Committee on Educational Policy.

The 1995-96 winners are:

- ▼ Terence H. Cooper, professor of soil, water, and climate in the College of Agricultural, Food, and Environmental Sciences
- ▼ Gary R. Gray, professor of chemistry in the Institute of Technology
- ▼ Alan G. Hunter, professor of animal science in the College of Agricultural, Food, and Environmental Sciences
- ▼ Virginia T. Katz, associate professor of communications in the College of Liberal Arts, University of

Minnesota, Duluth

- ▼ Willard L. Koukkari, professor of plant biology in the College of Biological Sciences
- ▼ Judith A. Martin, associate professor of geography and director of the Urban Studies Program in the College of Liberal Arts
- ▼ Jennifred G. Nellis, professor of studio arts in the Division of Humanities, University of Minnesota, Morris
- ▼ Angelita D. Reyes, associate professor of women's studies in the College of Liberal Arts
- ▼ Steven S. Smith, professor of political science in the College of Liberal Arts
- ▼ Patrick J. Starr, professor of mechanical engineering in the Institute of Technology

## Researcher who studies twins shares work with alums

For one of the University's best-known researchers, devoting time to speak to alumni meetings is just something he considers part of his duty to the University.

"I feel it is one of a faculty member's responsibilities," says psychology professor Thomas J. Bouchard, Jr., director of the Minnesota Center for Twin and Adoption Research. "It is something you do for the University and for the community. Professors have a lot of flexibility built into their jobs, and one of the reasons is so that you can do outreach work."

Bouchard speaks to alumni groups across the country about the results of his center's studies on twins, including several groundbreaking looks at identical twins separated at birth. He and his research were featured in a recent issue of *The New Yorker*, as well as on *Good Morning America*, *The Today Show*, *Donahue*, *60 Minutes*, and *NOVA*.

Specific examples of separated twins who grow up to share remarkable similarities—such as having spouses with the same first names or owning the same breed of dog—tend to get the most media attention. But Bouchard actually finds the general trends more interesting and significant.

"What surprised us early on in these studies is that we found genetic influences in almost all the psychological traits we looked at," he says. "We

went in expecting to find some, but we also thought we would find that environmental influences would play a large role in shaping an individual's psychological makeup. But what we seem to see, over and over, is a pervasive genetic influence. It's really quite striking."

One example Bouchard uses is a trait he calls "religiosity"—a person's general attraction to and participation in organized religion—a quality that would logically seem to be deeply influenced by the way that person is raised. "Again we found a quite significant genetic influence, contrary to what you would expect."

The twins studies came about almost by accident, Bouchard claims. He had been teaching at the University for a number of years, including a course called "Human Individual Differences," which looked, in part, at twins. Students and colleagues gave him articles about twin studies and began urging him to try one. "I asked the Graduate School and got a small grant, studied some twins, and found it fascinating," he says. "The department chair at the time helped me get a larger grant, and the

publicity helped us find more and more sets of twins.

"I can't claim any great originality or brilliance," he adds. "These kinds of studies could never have been done

Bouchard feels. "This kind of research could only be done at a large, integrated University of this sort." The studies depended on access to facilities and cooperation with other units, especially the Medical School, where much of the physical information on the twins was gathered.

Despite having made his mark as a researcher, Bouchard remains dedicated to the other two missions of the University—teaching and outreach. He even teaches introductory psychology, as he is doing this spring, and then, of course, he regularly takes time to speak to alumni gatherings. In April he spoke at the Red Wing Chapter's annual meeting.

"Several years ago I told the alumni association I would be happy to do a small number of talks every year," he says. "The talk is very well received. I usually get a few twins in the audience, and that gives me a chance to talk about some of the more personal aspects of the studies. You also get to meet people who have a real affection for the University and who want to tell stories back and forth. I could see myself being in the audience some day for that very reason."

Bouchard is just one of the hundreds of University faculty and staff available to speak to alumni groups. For

information about bringing a University speaker or performer to your community, call Lori Winters at 800-UM-ALUMS (862-5867).



Identical twins Jim and John Thornton volunteered to be studied by Thomas J. Bouchard, Jr., and the Center for Twin and Adoption Research in 1991. Although Bouchard's research is world famous, he still takes the time to speak to alumni gatherings.

Photo by Per Breitehagen

without talented and dedicated colleagues and students."

He was also in exactly the right place,

## Video updates bring U scenes to distant grads

An effort to bring more and better information to U alumni outside the Twin Cities has led to the production of a series of UMAA video updates this year.

"Our chapters around the country have been asking for more ways to get the University message," says Lori Winters, the UMAA's director of geographic outreach. "Last year members of our Sun Cities, Arizona, alumni chapter suggested we offer a video update. These are people who really want to hear all they can about what is happening at the U and who also want to see what the place looks like. In talking about it with other volunteers, a video was an idea everyone liked."

The first UMAA video update, featuring fall events like Homecoming, was sent to leaders of geographic chapters in December. The second, featuring

highlights of the University-produced video that accompanied President Nils Hasselmo's State of the University speech, was distributed in March.

"We've gotten very, very good response," Winters says. "We also have extra copies that we can lend to alumni groups for their informal gatherings."

The third video update, including scenes from the UMAA Annual Meeting celebration and from graduation ceremonies, will be ready in late June. If you are having a gathering of U of M alumni outside the Twin Cities for which you would like to borrow a copy of the next UMAA video update, call Lori Winters at 800-UM-ALUMS (862-5867).

## Alumni help students start careers

Making the switch from studying to beginning a career is one of the most trying and confusing times a young person faces.

Helping make that switch easier is one of the missions of several University of Minnesota Alumni Association collegiate societies.

One of their biggest and most successful projects is the annual Career Action Day, held jointly by the career services departments of the School of Public Health and the Hubert H. Humphrey Institute of Public Affairs. The alumni societies of both units actively participate in the event.

Joan Pasiuk, director of the public health career center, and Humphrey Institute Career Services Director Lynne Schuman both happened to be planning job fairs at the same time. "The connection with Humphrey isn't a perfect fit in all of our areas and all of their areas, but the overlap is great

enough that the joint career day made sense," says Pasiuk.

The fourth Career Action Day, held April 18, attracted more than 50 companies and organizations and more than 200 students and recent graduates. For the first time, the School of Social Work also participated.

The alumni societies—groups that form to support the individual colleges under the alumni association umbrella—are involved at the career fair by running a free resumé critique service and promoting their other activities. Several of the exhibitors use University alums to staff their tables.

Most of the UMAA's 17 societies offer career help to students in some form. Many societies match alumni and students in mentorship programs, the College of Education and Human Development Alumni Society holds a day of practice job interviews, and the College of Pharmacy Alumni Society sponsors free review sessions before the state licensing examinations.

For information on getting involved with your collegiate alumni society, call the UMAA at 624-2323 (Twin Cities) or 800-UM-ALUMS (862-5867).

# New frosh program lets alums get involved

Helping first-year students adjust to University life is the goal of a pilot program that will allow alumni to help today's students more than ever before.

The First-Year Experience Program will link incoming students with upper-division students and alumni mentors beginning next fall.

UMAA Student Relations Coordinator Tara Parker explained that the program will designate Territorial and Frontier Halls as exclusively first-year residence halls. Then, in cooperation with the U's Office of Housing and Residential Life, 29 upper division students, known as community advisors, will be paired with 29 alumni, preferably ones who lived in dormitories as undergraduates. Together they will then be assigned a group of about 30 first-year students.

"The goal of the project is to help first-year students become successful academically, socially, and personally," Parker says. She explains that alumni volunteers will meet with the community advisors, attend programs with the students, and set up times to meet their students and answer questions. They can arrange discussion groups on any topic, or focus their time on activities such as career workshops.

Parker is searching for alumni from all backgrounds and careers who are dedicated enough to help first-year college students. "We're looking for alumni who were involved on campus themselves," she says. "We want people who are enthusiastic, energetic, and able to help students get plugged in to campus life."

"This project will offer alums a chance to really make a difference in the lives of students," she says, adding that volunteers will be expected to devote at least four hours a month to the program, and more if they assist with tutoring, computer training, or programs and workshops.

Despite the time commitment, Parker believes alumni will rise to the challenge. "Judging from the response we get to our mentor programs, alumni are eager to work directly with students," she says. "Many alums tell me they wish they had had more direction and interaction when they first got to campus. This will go a long way toward doing that."

Alums interested in the First-Year Experience Program should contact Parker before August 1 at 626-0425 (Twin Cities) or 800-UM-ALUMS (862-5867), 501 Coffman Memorial Union, 300 Washington Avenue SE, Minneapolis, 55455, parke046@gold.tc.umn.edu.

## UMAA

### Student Leadership winners seek to make a friendlier U

A desire to make the University a friendlier place is one reason many of the eight 1995-96 University of Minnesota Alumni Association Student Leadership Award winners gave for their campus involvement.

"I met a lot of people at the American Indian Cultural Center who asked me to get involved," explains Runninghorse Livingston, now a sophomore majoring in pre-architecture. "I did it because it helped me get to know people and make the University feel like a smaller and friendlier place—everywhere I went I would see people I knew."

Livingston's campus involvement began right away. As a freshman he was president of the American Indian Student Association, co-chair of the President's Twin Cities American Indian Advisory Committee, a member of the Minnesota Student Association (MSA) Executive Committee, and was involved in the American-Indian Learning Resource Center's mentor program.

A member of the Red Lake Band of Chippewa, Livingston had additional motivation to get involved. "I'm trying to set an example and look out for the next generation, to make

things better for American Indians who will come to the U in the future," he says.

Livingston takes his advisory committee role especially seriously because of his commitment to his culture. "I was raised in an extremely traditional American Indian family and I have learned the values and beliefs of my people very well," he wrote in his application for the award. "I didn't come to the U to learn how to make good money. . . I devote extra time and energy to this institution because I feel I am making a difference."

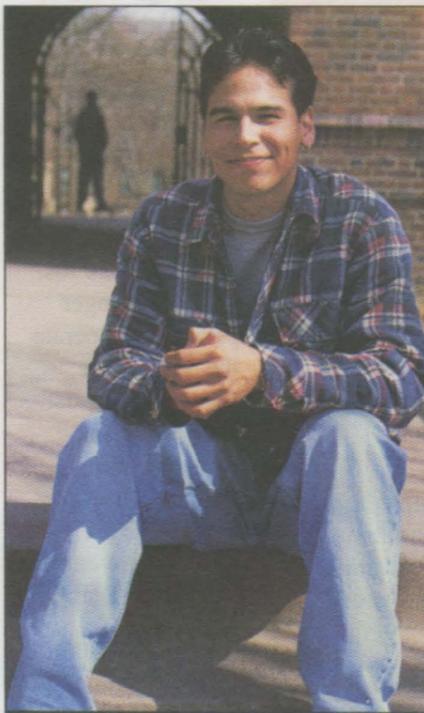


Photo by Melissa Cooperman

**Runninghorse Livingston is one of eight winners of the 1995-96 University of Minnesota Alumni Association (UMAA) Student Leadership Awards. The awards recognize students for their leadership activities on campus.**

Livingston wants to continue his involvement with the University after he graduates. "I view alumni as guides because they have experienced basic downfalls and uplifts," he says. "Like elders of a tribe, alumni should be there to suggest ideas and have those ideas respected and utilized."

Like Livingston, Latin and English major Ellen Sassenberg wanted a more intimate University connection. She had enjoyed that feeling at her first college, Gustavus Adolphus. "At Gustavus we had a very small classics department with a strong feeling of camaraderie. When I arrived at Minnesota, the department was bigger and full of better opportunities, and I was convinced there was no reason why we could not have the same feeling here at the U."

To that end, Sassenberg, a Mankato native, helped create the U of M Classics Club and chartered a chapter of Eta Sigma Phi, the national classics honor fraternity. "Now everybody knows everybody in the department, if not names, at least faces," she says. "That's largely because of the extracurricular activities the club has been able to offer."

Sassenberg was recently named vice president of Eta Sigma Phi, and successfully bid to have the organization's national conference held in Minnesota in 1997. She is also a teaching assistant in the Department of Classical and Near East Studies.

The UMAA Student Leadership Awards are given annually to eight outstanding student leaders. Winners are chosen by an alumni committee and receive \$500.

### Other 1995-96 winners

▲ **Tanya Battista**, a senior in the College of Liberal Arts (CLA) majoring in Spanish and international relations. Her main leadership roles came in working as an English as a Second Language (ESL) tutor with Chicanos y Latinos Unidos En Servicio, and in developing an ESL program through Bailey's Tree Nursery for migrant workers.

Being involved helps her feel "connected to the University and builds a sense a community," she states in her award application. She believes volunteer work is a vital part of her education, allowing her to apply what she has learned.

▲ **Edward Beckmann**, a senior in political science through CLA. As chair of the Minneapolis Student Union Board of Governors, he has been heavily involved in the decision to renovate Coffman Memorial Union (CMU) and in creating a process to ensure that it happens.

"I very much enjoy preserving the sense of history surrounding Coffman Memorial Union, and take great pride in being a part of the restoration of CMU to the center of a vibrant cam-

pus community," he writes.

▲ **Mark Carlson**, a senior majoring in economics in CLA. Carlson was president of the CLA Student Board, and in that role organized a class photo to mark the college's 125th anniversary, reopened the student art gallery, created the Council of College Boards, and awarded the group's first Professor Teaching Award.

"Serving as president of the student board has helped me learn how to motivate people and provide a direction for their energy," he writes. "Unless you are enjoying yourself, it is hard for the people around you and working with you to enjoy themselves."

▲ **James Delker**, a fourth-year student in the College of Veterinary Medicine. He is president of the college's student council and is working to increase faculty-student contact. He also helped organize a letter and postcard campaign last year to oppose cuts in federal financial aid.

"It is easy to devote time to these organizations if you feel your purpose is of benefit to those you serve," he writes. In return for the time, you learn "the skills necessary for functioning in everyday life; working with others,

learning to compromise, taking leadership roles, and putting others' needs in front of your own at times."

▲ **Denise May**, a senior in the College of Education and Human Development majoring in agricultural education. She was professional development chair for Ag Ambassadors, a group that promotes the University and careers in agriculture; president of the Alpha Tau Alpha agriculture honors fraternity; and vice president of the Agricultural Education Club.

"You build a community by getting to know others and showing you care," she writes. "You must have a balanced and diverse experience in college. I do it now so I won't regret it later."

▲ **Todd Nemoir**, a senior in computer science in the Institute of Technology (IT). He has been the student representative to the IT Alumni Society board, working with their mentor program and to increase the availability of alumni society-sponsored scholarships.

"Many students who attend the University feel like a number," he writes. "What they don't realize is that with a little work and involvement, they will be seen as caretakers of the University."

## Get gardening info through Dial U discounts

**W**ith spring comes the start of one of the great passions of Minnesota life: gardening. But along with that popular pastime come a lot of questions.

What kind of perennial is best for that dry spot under the eaves? What's the matter with my ash tree? What the heck is eating my asters?

Now University of Minnesota Alumni Association (UMAA) members will have easy access to answers, thanks to the discounts they receive to Dial U, the comprehensive plant and insect information service run as part of the Minnesota Extension Service.

Dial U discounts are just one of the many new benefits that come with membership in the UMAA. Others include hotel and car rental discounts, career services discounts, low-cost Internet access, and more.

The new benefits are part of the UMAA's effort to grow to 50,000 members by the year 2000. "We realize that people join for many different reasons," says Al Anderson, UMAA's membership director. "Some join to support and get involved in our efforts to enhance the student experience and others to keep up with what's going on at the U. But for many people, the benefits need to justify their dues, so we're always adding more and better benefits."

Dial U, one of the University's most popular outreach efforts, can answer callers' questions across a wide range of topics. "We have master-level experts in insects, plant diseases, horticulture, and wildlife," says Mark Ascerno, head of the University's entomology department. "We can give advice on appropriate plant varieties, indoor plant care, options for treating diseases and insects, and information on everything from bats to snakes to mice."

Dial U's answers come from the

experts, Ascerno confirms. "We're proud of the fact that this is research-based information," he says. "We use the expertise that is here at the University. Also, as part of the Minnesota Extension Service, we have access to experts statewide who can help us identify local conditions."

Dial U grew from the demand created by Minnesota gardeners. "In the 1960s the University realized that there were quite a number of people calling the various departments for information," Ascerno says. "Through word of mouth, the volume really increased, and separate clinics were created to give out this information."

As budgets tightened in the 1970s, it was no longer possible to operate the clinics free. The small per-call charge did not stem the tide of inquiries, however, so in 1982 the clinics were combined into Dial U.

The single clinic gives experts in all disciplines the ability to interact. "We were finding that what at first appeared to be a plant disease problem often ended up being a pest problem or something that could be solved by choosing different plant varieties," Ascerno says.

"The information actually goes both ways," he adds. "We are able to glean valuable information from callers about what is going on. There are sort of early-warning people out there who are more observant and notice unusual occurrences. They call us and we get to work on the problem."

Dial U also issues a fact sheet series called *Brief*, which is based on common gardening and pest control issues. These fact sheets are sent to callers to provide them with a written backup to information they've received over the phone.

Dial U offers information statewide and year-round. The current charge is \$2.99 per call, with unrelated questions counted as separate calls. UMAA members can get five calls for \$10—a 33 percent discount—when purchased in advance. Call 612/624-5353 for more information.

For information on other UMAA benefits, call 624-2323 (Twin Cities) or 800-UM-ALUMS (862-5867).

# UMAA

## Minnesota magazine is top alumni benefit

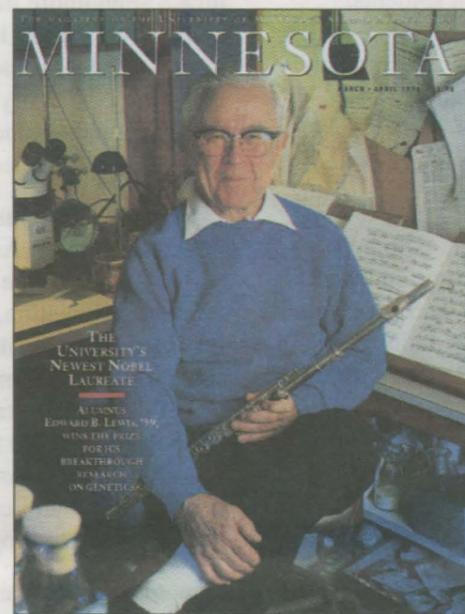
**T**he UMAA's most popular benefit? That's easy! It's *Minnesota* magazine, the award-winning publication that brings you news of the University six times a year.

Member surveys consistently rank *Minnesota* as a valuable source of information about the U and its alumni. A subscription is included with each membership.

*Minnesota* has a long history, even longer than the alumni association itself. *Minnesota Alumni Weekly* began publishing on September 14, 1901, three years before there was an all-University alumni association. According to founding editor E.B. Johnson, alumni had long been interested in having a single source they could rely on for news of their University.

For years the publication was distributed weekly during the academic year, its articles devoted to updates on athletics, academics, and alumni events and initiatives.

In April 1943, *Minnesota Alumni Weekly* became



**Minnesota magazine, featuring news of the University and profiles of alumni like Nobel Prize winner Edward B. Lewis (above), is consistently rated the number one benefit of alumni association membership.**

*Minnesota Alumni*, switching to monthly publication because of the shortage of paper and other materials during World War II.

In 1983 the publication, which had shortened its name to *Minnesota*, became a bimonthly magazine. Then-editor Chuck Benda explained in a note to readers that the switch would allow the magazine to concentrate on quality and offer "more good features, profiles, and news of the University."

Under editor Jean Marie Hamilton, *Minnesota* was in 1993 named one of the top 11 university magazines in the nation by the Council for the Advancement and Support of Education.

Current editor Tom Garrison said he hopes to build on *Minnesota's* success by listening to readers. "I want to engage our readers in a dialogue and listen to what they want out of *Minnesota*," he says. "I want to be able to respond to readers and give them more ways to connect."

*Minnesota* is vital to the association's mission, insists UMAA executive director Margaret Sughrue Carlson. "Having a magazine of the quality of *Minnesota* brings so much to our organization," she says. "It connects alumni with their University and helps us continue the tradition of inspiring alumni to get involved and make a difference. It also gives us a written

record of the life of the University and its alumni."

## East Asia alums to organize chapters

**F**ollowing up on an October 1995 trip to East Asia by President Nils Hasselmo and a delegation of University and alumni representatives, the University of Minnesota Alumni Association (UMAA) is working to formally organize international alumni chapters.

The first efforts are focused on the countries Hasselmo's delegation visited—the People's Republic of China, South Korea, Japan, and Taiwan.

"We knew in advance that our alumni in East Asia held fond memories of the U," says Bob Burgett, the UMAA's outreach director. "But we were all surprised at the depth of their feeling and by how well organized they are already."

"At every stop we were hosted by between 100 and 250 alums," says UMAA National President Linda Mona, who was part of the official del-

egation. "And in each instance the alums were so hungry for news of the University and for the opportunity to increase their contact and commitment that providing some support for them just makes sense."

More than 15,000 University of Minnesota alumni live in those four nations, including many high-ranking government officials, business owners, educators, and scientists.

Currently, the UMAA has more than 40 active chapters in Minnesota and around the United States. The East Asia chapters have met on their own for many years, but are poised to become the association's first official international chapters.

Although details of how to help the East Asian chapters are still being developed, says Burgett, UMAA assistance will certainly include locating fellow alums, providing more consistent news of University happenings, and suggesting programming ideas such as linking alums with students preparing to attend the U, scholarship fund raising, and social and professional networking events.

# Join us!

The University of Minnesota Alumni Association is an independent membership organization that provides programs and services to support the University of Minnesota, enhance the student experience, and build pride and community.

Want more information about our initiatives and benefits? The UMAA has a comprehensive membership brochure we can send you.

▲ Phone us at 624-2323 (Twin Cities) or 800-UM-ALUMS (862-5867)

▲ Reach us by mail at 501 Coffman Memorial Union, 300 Washington Avenue SE, Minneapolis, MN 55455

▲ Send us an e-mail at: [umalumni@maroon.tc.umn.edu](mailto:umalumni@maroon.tc.umn.edu)



# Reaching alumni and friends

## 1995-96 Annual Fund update

**A**lta Peterson talks to about 100 University of Minnesota alumni a week, September through May. That boils down to more than 1,200 a quarter for the CLA senior who is assisting, for her fourth year, with the University's Annual Fund drive to raise alumni support for scholarships and academic and research programs.

The efforts of Peterson and others involved in the annual University fund-raising drive are paying off this year, with giving through the end of March at more than \$1 million, up 28 percent compared with the previous year. In addition, the average gift is about \$54, compared with \$45 two years ago.

"Our goal in this campaign was to re-establish a relationship with alumni who care about their University," says Jim Campbell, '64, chairman of Norwest Bank Minnesota and chairperson of this year's drive. "We wanted to reach lots of people who feel strongly about the U, but for some reason hadn't been contacted yet."

The Annual Fund drive involves reaching alumni and friends of University colleges through direct mail or telemarketing. Those colleges with the largest increases in donors this year are Education and Human Development, Biological Sciences, IT, Dentistry, and Liberal Arts.

About 39 students work for the telemarketing program on behalf of the colleges and departments involved in the campaign. "Surprisingly, most alumni don't look at us as telemarketers," says Peterson, who's majoring in mass communications in the School of Journalism and Mass Communication. "They appreciate

being called by students and some have questions we try to answer about the U."

One of the most frequently asked questions, however, has nothing to do with the U, says Peterson. "Almost every alumnus we talk to, particularly those from out of state, wants to know about the weather here."

### Answering the call Being a student caller for the foundation has its rewards

It isn't often that a University student caller makes the news, but it happened to Julie Troyer, '97, when she dialed up Catherine Johnson, a columnist with the *Hudson Star Observer*



Julie Troyer, '97, is one of 39 student callers at the foundation who contact alumni on behalf of the Annual Fund.

(Hudson, Wisconsin) and a University of Minnesota alumna. Johnson wrote about the conversation in her column "On Petticoat Lane":

*My phone rang early in the evening Thursday of last week—one of those irritating please-can-we-have-a-donation calls, I thought. My instinct is to hang up but I always listen long enough to find out what the cause is, and if it seems to me worthy, I usually do contribute.*

*This time the voice was so pleasant that I couldn't have hung up anyway, not wanting to offend this nice person. It was someone from the University of Minnesota asking for my contribution to the Excellence in Education Fund.*

*That's one I do contribute to because the U of M is my alma mater. Thank my lucky stars I didn't hang up. Once the business was completed, the pleasant voice went on to say, "You live in Hudson, don't you? I just have to tell you that I'm from Hudson, too."*

*Of course, I asked who she was and found out it was Julie Troyer.*

*"Do you know my parents?" was the next question, and, of course, I know Ron and Jean Troyer and also Julie's brother, John, because he has done so much work in theater at The Phipps.*

*Julie, too, was in children's theater, she told me, and, on Monday morning, her mother told me*

*something else. When she graduated from Hudson High School not too long ago, Julie was the recipient of my scholarship, which is for excellence in English.*

*My goodness, I'm glad I didn't hang up that phone.*

Reprinted by permission from Catherine Johnson's column "On Petticoat Lane," which is published in the *Hudson Star Observer* (February 15, 1996).

## The more things change...

**P**ivate giving has played a role since the U's earliest days. When people sit over coffee cups lamenting budget cuts, salary freezes, and inadequate funds, one usual point of agreement is that these fiscal afflictions are a relatively new phenomenon. Things were better, most agree, in the good old days.

Truth is, things weren't all that much different in the good old days, certainly not in 1889 at the University of Minnesota. Then, as today, financial needs were great and state funds limited. The crisis faced by the young University in that year was truly grave: the legislature was considering splitting the University into two separate institutions—the University of Minnesota and the Agricultural College of Minnesota.

To the financial rescue came entrepreneur and former governor John Sargent Pillsbury. His donation of \$150,000 to complete the science hall (later renamed Pillsbury Hall) helped assure that one strong University would survive instead of what he believed would be two weak ones.

Pillsbury's donation, the first major private gift to the University, was applauded by students. In the April 27, 1889, edition of *Ariel*, the student paper of the day, the editor penned this thankful prose:

*To those who for years have worked for building up the University, struggling with financial embarrassment and often with the most bitter opposition—who saw their fondest hopes, almost realized, shattered by the impoverished condition of the state treasury, to them it [Pillsbury's gift] means complete and permanent success. This will place it on a footing which will make it the pride of every citizen of the state, and when assistance is again needed, we may rest assured that the representatives of the people will not refuse any just claims.*

*Who has wrought this magic?*

*It is due to the unselfish act of one great-hearted man—JOHN S. PILLSBURY, the FRIEND and PROTECTOR of the University.*

The more things change, the more they stay the same. Private giving remains an essential part of the University's success. In 1995, gifts received for the University reached \$72.5 million, with alumni contributing \$25.4 million of that amount.

### Increases in Total Giving Through March

Education & Human Development . . . . .	+60%
Biological Sciences . . . . .	+46%
IT . . . . .	+44%
Dentistry . . . . .	+42%
Liberal Arts . . . . .	+39%
Agriculture . . . . .	+32%
Libraries . . . . .	+23%
Women's Athletics . . . . .	+20%
Management . . . . .	+18%
Nursing . . . . .	+13%
Human Ecology . . . . .	+13%

# New projects update

## Two important University initiatives are benefiting from public/private partnerships

### Biomedical Engineering Institute endowment

The University of Minnesota has launched a campaign to raise \$12 million for an endowment that will help continue its role as a world leader in biomedical engineering research and education. Nearly \$6 million has been raised to date with support from the local biomedical industry.

To maintain its leadership role, the U of M Medical School and Institute of Technology joined forces to create the Biomedical Engineering Institute (BMEI). Programs at BMEI bring together researchers from the Medical School, the Institute of Technology, and other academic units in a technology transfer partnership with Minnesota's biomedical business community.

The BMEI, along with the funds generated by the endowment, will attract top students from around the world and help generate the new ideas, research breakthroughs, and technology that will drive the growth of state and national businesses like those in Minnesota's Medical Alley.

"Some of the most powerful corporate leaders in biomedical engineering in the country are on our campaign committee," says Andrea Nelson, development director for the campaign. "In addition to helping us raise the

money, committee members are helping us develop important interactions with industry."

One of those corporate leaders is Art Kydd, a 1960 graduate of IT. Kydd is president of St. Croix Management Limited and a member of the Steering Committee for the BMEI Endowment Campaign. "The impact of the University on the economic climate of this state is tremendous. The Biomedical Engineering Institute is going to further enhance the transfer of technology to industry, bring in outstanding faculty and students, and serve as the focal point for interaction between the University and the state's biotechnology and medical businesses."

### Mechanical engineering building capital campaign

A successful public/private partnership is the driving force behind the current campaign to build a much-needed new facility for the Department of Mechanical Engineering.

The University of Minnesota Foundation, working with the Department of Mechanical Engineering, the Institute of Technology Development Office, and a volunteer steering committee, has initiated a capital campaign to raise the necessary \$9 million in private funding for the building, which will augment the \$13 million the state legislature appropriated in 1994.

"The campaign is fortunate to have a strong, active group of volunteers. They are doing a tremendous amount of work during this quiet phase of the campaign," says Bob Hanle, vice president for development at the foundation.

Lee Johnson, '57, is co-chair of the volunteer steering committee. "My education in mechanical engineering at the U has been the most critical factor in my career and in my life. It's time to give something back," he says. Johnson, along with two other U of M graduates, founded Reell Precision Manufacturing, which employs 120 people—a number of whom are also U graduates. "The new mechanical engineering building will significantly advance the respected reputation of the Department of Mechanical Engineering."

Regents' Professor Richard J. Goldstein, head of the Department of Mechanical Engineering, is also enthusiastic about the new facilities. "The new building is going to take mechanical engineering at the University into the 21st century."

and bequests are taking on a new importance as the number of people approaching retirement increases.

The Bowerses are among those who have discovered the value of a tax-exempt trust. Trusts are particularly appealing when assets—such as securities, land, real estate, etc.—are worth much more today than when they were first purchased.

The Bowerses met as graduate students at the University. In the course of earning their graduate degrees in education and psychology, they fell in love and married. Since then they have had children and careers; now they are retired. But as the Bowerses, former Northwestern University professors, contemplated retirement, their large family home, designed by Architect Stanley Tigerman, began to feel too big.

Therein came the dilemma. Their unique home had skyrocketed in value thanks to its location, size, and design by its now highly respected architect. If they sold their house, the Bowerses would face a capital gains tax assessment that took their breath away.

Their solution was to set up a unitrust, which is a form of trust that pays the donor or his or her beneficiaries a percentage of the trust's assets for a specified length of time. When the term has expired, the assets go to the specified charity. The Bowerses set up their unitrust to benefit the College of Education and Human Development, as well as their church, children and grandchildren.

"A lot of people are sitting with highly appreciated property," says Chuck Wolsky, director of estate and gift planning at the University of Minnesota Foundation. "They may be in a quandary, wondering what to do with it, wishing there were better options. There are."

## The benefits of planned giving

When Norman D. and Mary Watkins Bowers were struggling graduate students at the University of Minnesota, they never dreamed they would be able to aid the University as they are now.

What helped make the Bowerses' recent gift to the University possible are U.S. tax laws that provide ways for people to make charitable contributions while still meeting their own financial needs. Gift annuities, trusts,

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## EDITOR'S NOTE

**P**roducing a new publication is a little like launching a ship. The months of planning. The last minute changes. The frantic effort to meet deadlines.

Of course a new publication is not exactly like a new ship. For one thing, there is no champagne christening—alas. For another, any problems with a ship's design soon become apparent: the hull springs a leak or the whole vessel keels over in a heavy sea.

Nothing quite that dramatic occurs after the first issue of a magazine sails off into the dark. So in order to find out whether *M*'s spring issue—first of its kind—fulfilled the objectives we set for it, we decided to do some research.

Over the summer, we conducted focus groups with U of M alumni. We wanted to determine whether they found *M* a useful, inviting, interactive point of entry into the University of Minnesota community.

What we discovered was that we'd done a reasonably good job of meeting our objectives, but that there were a few midcourse corrections that would enhance *M*'s effectiveness. Those changes you will find reflected in this, our second issue.

What are they? Among other things, we have increased our use of the University's trademark maroon-and-gold color scheme, the better to identify *M* as a U of M publication. We are also including more phone numbers, e-mail addresses, schedules, and other information to help you connect with us and the subjects of our stories. And since this is the age of the Internet, we are enhancing *M*'s home page, which you can reach at <http://www.umn.edu/urelate/m/>

More changes will undoubtedly come in the future. What's most important to keep in mind, however, is that we are actively inviting your questions, comments, feedback, and participation in *M*—and in the University community as a whole.

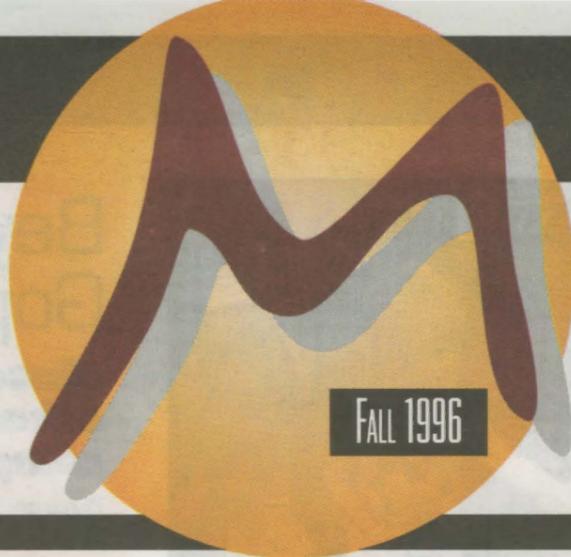
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Photo by Tom Foley

## ON BECOMING GOLDY

**I** was Goldy Gopher. For 20 minutes on a mid-August morning, I put on the gopher suit and the personality of Goldy: cuddly and cute and cocky, gregarious and golden and goofy.

At 5'3" I was a small Goldy, but still taller than your average rodent. Inside the suit I was uncomfortably warm, and uneasy walking down Northrop Mall with impaired vision. At first I felt shy, but I waved wildly at everybody anyway, and most people waved back. Before long, I was transformed—no longer Maureen, but a mascot.

Guided by University Relations staffer Mike Tracy, who often wears the Goldy costume himself, I entered Williamson Bookstore. A young woman greeted me-as-Goldy with a "Give me a five!" Even though nobody could see me inside the suit, I had a big grin on my face the whole time.

My sweetest experiences as Goldy, though, were with two little boys, both about age three. "Goldy! Goldy!" the first boy shouted from across the bookstore. As Mike had instructed, I got down on one knee to be at his three-year-old level, and held out my arms to him as he ran toward me for a

### The history, metamorphosis, and culture of a mascot

hug. He's in the Goldy fan club, his dad told me.

I then approached the other little boy and again got down on one knee. I don't know if he recognized me as Goldy or just saw a warm and furry animal, but he, too, wanted a hug. After a front-to-front hug, he leaned back against me and I rocked him back and forth. Those two little boys made my day, and I hope Goldy made theirs.

Back in the University Relations offices, I overheard Mike pay me the highest compliment. "I would hire that Goldy," he told a colleague. It's part of his job to audition people, usually students, to play the campus mascot.

"Goldy is an ambassador," he says. "I hate to say the symbol humanizes, because it's a gopher, but Goldy always has to be a positive image."

More and more, Goldy is making public appearances and mingling with Minnesotans—and not just at athletic

events. For a reasonable fee, Goldy will also accept invitations to birthday parties, wedding receptions, and other private celebrations.

"The most amazing thing is that when you take Goldy out in public, it immediately breaks down the barriers," says Tom de Ranitz, marketing director in University Relations. "We'll take our Polaroid, and people will line up to get their pictures

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Photo by Tom Foley

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taken with Goldy. We hope they're lining up to reaffirm their association with the U."

Goldy is an icon people feel comfortable with, says de Ranitz, and anyway, "Goldy is what we have, and I think we're really maximizing and making our trademark more accessible."

Any mascot can be magic, he says, but "Goldy Gopher, just that term, tends to take it up another notch. It's like Mickey Mouse. Even though you know it's someone in a costume, when you're at Disneyland and Mickey comes up to you, it's Mickey Mouse."

**T**he Gopher mascot is a tradition as old as the state. The legislature in 1854-55 debated the choice, with the gopher winning out over the more heavily favored beaver. In 1857, by legislative action, Minnesota was named the Gopher State.

Later the University picked up the nickname. Clarence Spears, the U of M's football coach in 1926, started calling his team the Gophers. In the 1930s, the Gophers' glory years under coach Bernie Bierman, the team began wearing golden-colored jerseys, and legendary sportscaster Halsey Hall coined the term Golden Gophers. The name stuck, and has been used ever since for all athletic teams on the Twin

Cities campus.

Gophers are unusual mascots for a school, but not unique. The only other Gophers are at Goucher College in Maryland.

In 1940, George Grooms, an artist working for a small Iowa company that produced novelty merchandise for colleges, was commissioned to design an identity for the U's mascot. A few years later he discovered that his model had been not a gopher but a chipmunk. Another version of the gopher has been identified as a 13-lined ground squirrel.

Talk about a rodent with a confused identity. Over the years Goldy has been portrayed sometimes more like a badger, sometimes more like a bulldog. In 1985 Goldy was redesigned to look stronger and more aggressive, more like a winner on the football field, though many people protested that the new look was too mean and ferocious.

The image was therefore toned down—eyebrows softened, toenails cut, pounds subtracted. This compromise Goldy, the new and improved Goldy, is confident but not fierce.

"From the first realistic representations in early yearbooks, to the 'Rambo Goldy,' we've seen it all," says Ross Bernstein, who gained notoriety as the hockey Gopher in the early 1990s and tells the tales in his book *Gopher Hockey by the Hockey Gopher*.

"The Golden Gopher has gone through facelifts, tummy tucks, plastic surgery, steroid rehabilitation, and other metamorphoses that would make the average herbivore extinct." The current rodent, he suggests, is just right: "The new Goldy was a calmer, mellower version of the Rambo, but a bigger stronger version of the Wimp."

Goldy is the mascot for both men's and women's ath-

## Beyond the Gopher

### Mascots at the other U of M campuses

Three questions, sports fans. You know who Goldy Gopher is, but can you name the mascots at the Duluth, Morris, and Crookston campuses?

The most popular mascot names across the country, in order, are eagles, tigers, cougars, bulldogs, and lions. The University's campuses have three of them: Eagles at Crookston (a new name, replacing Trojans), Cougars at Morris, and Bulldogs at Duluth.

The Bulldog at Duluth goes back to 1933, when the athletes themselves picked the name. The school was then known as Duluth State Teachers College, and the original nickname was the Pedagogues, Peds for short.

"With all due respect, they're [bulldogs] not very handsome beasts," says photographer Ken Moran, who recently put together a book in celebration of UMD's 100th birthday. But people in Duluth love their Bulldog. The athletic people "have been toying with the bulldog a little bit, trying a warmer and friendlier bulldog, but people didn't like it. They liked the old grouchy guy. We're staying with the grouchy, or the guy who looks a little more fierce."

The Morris campus has not played up its mascot as much as the other U of M campuses have. Even choosing the name for their mascot was a rather offhand process.

"When UMM was opened in the late '50s, they just got a group of people together and decided we were going to be the Cougars," athletic director

Mark Fohl says. The Cougar is at all the games but doesn't venture out much beyond that.

"In 1987 for homecoming we had a sky diver in the Cougar costume who landed on the field with the game ball. That's about as big a deal as we've ever done."

Crookston, on the other hand, has made a pretty big deal out of choosing a new mascot name, the Golden Eagles, after it became a four-year campus in 1993. The new image was introduced in late 1995.

Like Goldy, the Crookston Eagle has a first name, Regal, which was selected from among 66 names entered by UMC students.

Although some UMC staff like to tell anecdotes about unfortunate associations with the school's former nickname, the Trojans, they always emphasize the positive when discussing the reasons for changing mascots.

With a new era for Crookston, they say, it was appropriate to have a new mascot. "The eagle connotes respect, dignity, and gracefulness," according to a list of reasons given for the name change. The link to the Golden Gophers was also seen as a plus.

How is the new mascot doing? "Regal is just wonderful," says Barb Weiler, assistant director of University Relations at Crookston. "We've had three important changes at the same time," she says. "We've changed from a two-year campus to a four-year campus, from no computers to notebook computers, from the Trojans to the Eagles. Changes are tough at first, but you move on through them. It's a pretty exciting time to be at UMC. People are just really happy about it."

—M.S.

## For the true Goldy fan

▲ Do you want Goldy to show up at your kid's birthday party, or your best friend's wedding reception? Within a reasonable distance and for a reasonable price, Goldy accepts invitations to private celebrations. The cost has been \$50 an hour and might have to go up to \$100. The maximum time Goldy can appear is two hours. Call Beth Knutson at 612/625-0197 for more information.

▲ Kids up to age 13 can join Goldy's Gang, at a cost of \$10 a year. Benefits include a Goldy's Gang T-shirt, a quarterly newsletter, pocket schedules of athletic events, discounts on games, notification of special events, special deals from Hardee's, and a birthday card from Goldy. Call 612/625-4559 for more information.

▲ If you'd like to learn more about Gopher sportswear, caps, and gifts, check out the U of M Bookstores' home page at <http://www.bookstore.umn.edu>

letics. For a while there was an alternate Goldy—a female "Goldie" complete with long eyelashes—but now Goldy is always Goldy, sans lashes. Partly to ensure that Goldy remains unisex, Goldy never speaks (and you won't find a gender pronoun for Goldy in this article). When I was Goldy, like everyone else who wears the suit, I was friendly but silent.

**M**en's and women's athletics, alumni relations, and University Relations all own Gopher suits and book engagements for Goldy. At the suggestion of Jeff Sturkey, events manager in University Relations, the four units now hold regular Goldy summit meetings to help the U project a consistent image of its mascot.

"If a five-year-old sees Goldy at the State Fair and then two months later on campus, we want that child to feel that it's the same Goldy Gopher," he says. True, an astute child might note a vari-

ation in height. Goldy ideally is 5'10" to 5'11", but has been as short as 5'3" and as tall as 6'2".

More serious than such height variations would be appearances by more than one Goldy at a single event. "There's only supposed to be one Goldy," says Mike Tracy.

"The goldy summits have been fun," Sturkey says. "It's both a serious issue and a fun issue."

The men's athletic department coordinates the requests for Goldy to show up at private parties. "We get two or three requests every day. We get tons of requests for Goldy," says Beth Knutson, head coach of the spirit groups (today's name for cheerleaders). Kids who want to be friends of Goldy can also join Goldy's Gang (see box at left).

Whatever the venue, Goldy's rules of behavior remain consistent, the do's and don'ts based on plenty of mascot experience. Goldy never talks, even

when the person inside the suit sees a friend. Goldy tries to make contact with all the people in an area, singling no one out. At the same time, says Tracy, "You're going to find a little kid. . . ." Goldy is not only allowed but encouraged to pay special attention to any child in a group of adults.

Approaching children cautiously, and getting down on their level, are strategies Goldy uses to keep from sending kids "screaming to the nearest parental unit," Sturkey says.

For the protection of the person inside the suit, Goldy always has an escort. For one thing, it's hard to see inside the Gopher head. Sometimes, too, older kids want to be dangerously rowdy with Goldy. Another rule is to take a break when the suit gets too warm because "fainting gophers are no fun."

The dominant directive is this one: "Goldy is fun and friendly at all times, whatever your personal mood happens to be."

Usually the person inside the suit remains anonymous, but at least one Gopher has become a legend. Ross Bernstein found fame for his zany antics as the hockey Gopher perched high above the Mariucci Arena ice. "The Ross Bernstein Goldy was, in a word, awesome," *Star Tribune* writer John Gilbert says in a foreword to Bernstein's book.

"I'll never forget crying after my last home game, and knowing that I'd have to hang up those paws forever," Bernstein says. "It was the last time I would be able to 'legally' punch anyone, slander someone, or make them laugh at some childish prank on someone else's behalf. It was a chance to live vicariously, and not have a care in the world."

Goldy is usually more restrained than Bernstein was, although always playful, and not seen exclusively at athletic events.

"Goldy has conducted orchestras out on the mall. Goldy goes to hospitals, particularly children's wards," Tracy says. And if Tracy can find the right student for the job, Goldy will soon visit grade schools as part of a University outreach program.

The idea is that Goldy could be at the school to do whatever the school officials wanted, perhaps presenting reading awards or endorsing good causes like fire safety.

Tracy's own favorite memories as Goldy are his visits to children's hospitals. "I will never turn the hospitals down," he says. "This may be the last good thing that happens to a kid."

He clearly remembers one little boy, perhaps not even two, who couldn't have visitors in his room. "He wanted Goldy so badly, and we could only touch our hands against a window."

At times like these, says Tracy, he's grateful that Goldy never speaks.

—Maureen Smith

The dust is only now beginning to settle around two construction sites on the University of Minnesota's Twin Cities campus, where the first campus residence halls to be built in a quarter century now stand.

In the once-empty lot next to University Avenue's Sanford Hall, workers were in early September frantically applying the finishing touches to Wilkins Hall, a residence hall for upper class and graduate students. Across campus near Stadium Village, Argyle House, a residence hall for freshmen and sophomores, was also filled with the noisy, dusty bustle of last-minute preparations.

Scheduled to hold their first 300 students this fall, these two new buildings are both furnished, apartment-style residence halls, containing units ranging from studios to three-bedrooms, all with kitchens and baths.

Wilkins Hall and Argyle House represent a new approach to student housing. Wilkins is the first University owned and operated apartment-style building available for undergraduates; Argyle represents a unique new partnership between the University and Dinnaken Properties, Inc., a private management firm.

"Housing can play a really critical role in the level of satisfaction students have with their university experience," says Mary Ann Ryan, director of housing and residential life. "We've made a commitment to providing a community feeling [on this campus], a feeling of affiliation and network for our students. We feel that residence halls can help create that atmosphere."

Last year's decision to guarantee rooms to all first-year students who completed housing applications by May 1 resulted in an increased demand for on-campus accommodations, according to Laurie McLaughlin, assistant director of housing services. Almost 70 percent of last year's freshman class lived on campus, and for the first few weeks, 40 of those students had to be housed in campus-area motels.

The media attention those motel dwellers attracted—along with the very real demand for on-campus housing and the University's new-found commitment to providing it—explains why two new dorms were suddenly built in one year when it had been 26 years since the last one was built. McLaughlin says the new residence halls would have been built anyway, but concedes that "the media attention sped the process up."

Planners were right about the need for more residence hall space: By midsummer, both halls were filled to capacity.

Wilkins, the first University-owned residence hall to be built on the Twin Cities campus since Middlebrook was

constructed in 1970, is also the University's first apartment-style facility for unmarried students. The idea for an unconventional residence hall came out of student preferences elicited from focus groups. Group members expressed a strong interest in apartment-style living, according to McLaughlin.

"What we learned was that as students advance through their academic careers, privacy becomes of far greater concern," she says. "Apartment life can offer a little more of that autonomy."

Wilkins apartments are bright and airy, with some offering spectacular views of the downtown Minneapolis skyline. Each is equipped with a small galley-style kitchen, roomy living quarters, and fully appointed bathrooms. Storage space has been designed into the units, while extra storage is available elsewhere in the building.

"It's just like you'd find in any new rental unit," explained housing services project support supervisor Sam Jurkovic during a recent tour of the facility. "We're proud of the quality we're able to offer students."

Although Wilkins looks quite different from traditional residence halls, it will still offer some of the same social and academic programming for its students. Ryan is quick to add, however, that the programming at Wilkins won't be nearly as extensive as that offered in traditional residence halls, since most students living in Wilkins will be upperclass and graduate students who are less likely to be interested in those activities.

Rent for Wilkins apartments will range between \$400 and \$850 per month, which includes all utilities and free laundry facilities on each floor.

Bright and colorful Argyle House, on the other hand, will be home to approximately 170 Residential College students, all of whom are freshmen and sophomores. In this new facility, the University will continue to provide the extensive academic and social programming that Residential College has become known for.

The Residential College program, in which students share classes as well as residence hall space, is based on the principal that students perform better when their academic and social lives are combined, says Marvin Marshak, Residential College founder and faculty mentor. "This is not a new idea," he says, "it is a shameless copy of the colleges at Oxford."

Dinnaken Properties, which also developed and owns the Stadium Village-area student apartment buildings Dinnaken House and Tarrie House, built Argyle House on land purchased from the University. University Housing Services will coordinate student placement in the

new residence hall, and students will have the option of purchasing a University dining contract there (as they also may in Wilkins Hall). Dinnaken will provide building maintenance and administration services. Rents will range from \$320 to \$425 a month per student

Yvonne Grosulak, Dinnaken Properties vice president, says this groundbreaking model of cooperation between the University and a private development company will soon be duplicated by other colleges and universities throughout the country. "This is the wave of the future for college housing," she says.

—Andy Steiner

Andy Steiner is a public relations representative in University News Service.

## EDITOR'S NOTE

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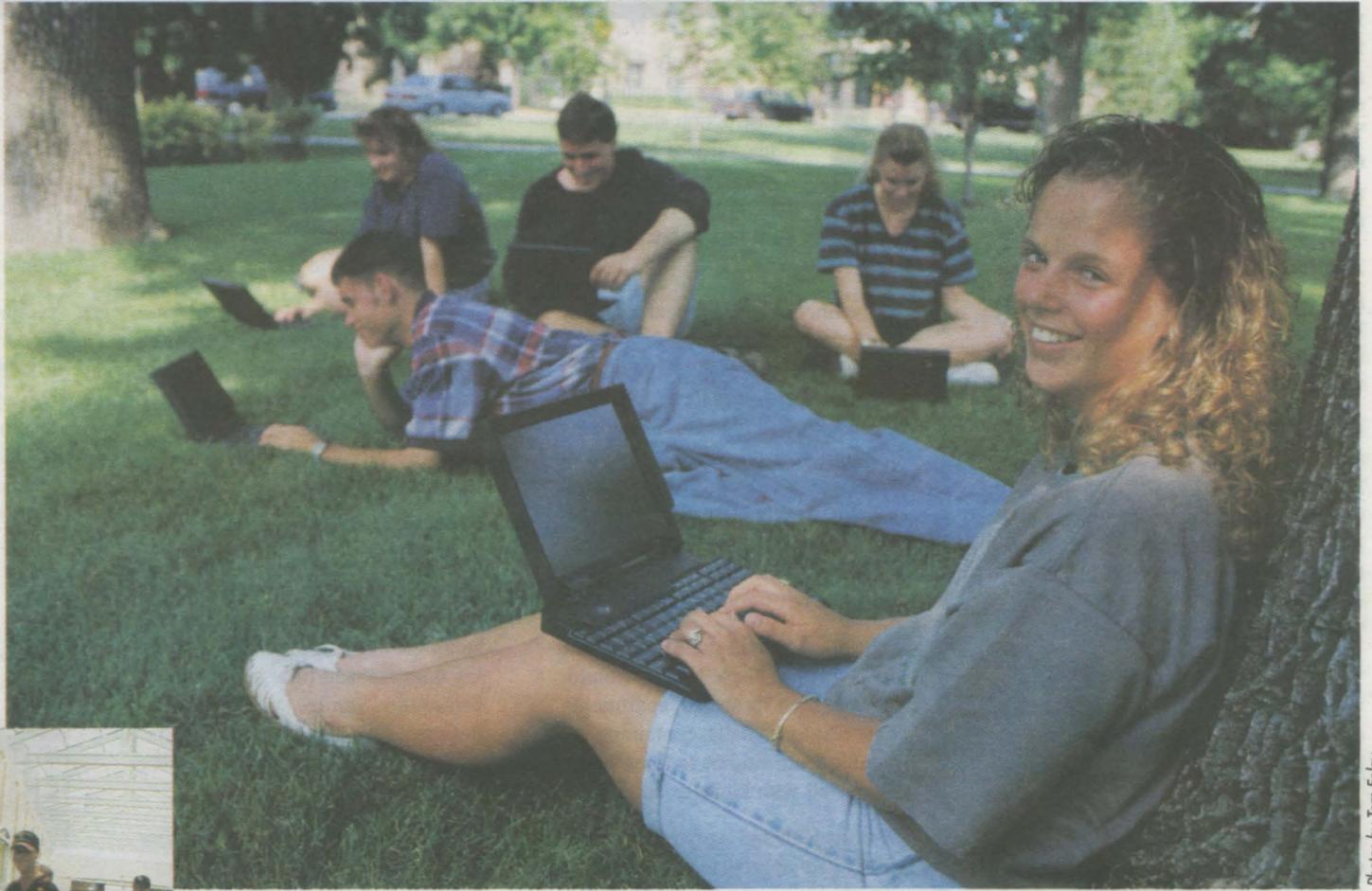
October is, of course, homecoming month, the time when we celebrate the beginning of a new academic season. Since coming to the University, I've developed a special appreciation for this time of year. I like the charge of energy, the youthful vitality that returning and incoming students bring with them each fall. More than anything, this buzz of energy and vitality reminds us of the University's most important mission—helping students become knowledgeable, inquisitive, and, above all, active citizens of the world.

As it so happens, this year's homecoming carries with it more than an ordinary degree of significance. Not only does it mark the arrival of the class of 2000—the last graduating class of this millennium—it is also the beginning of the final academic year of Nils Hasselmo's tenure as University president.

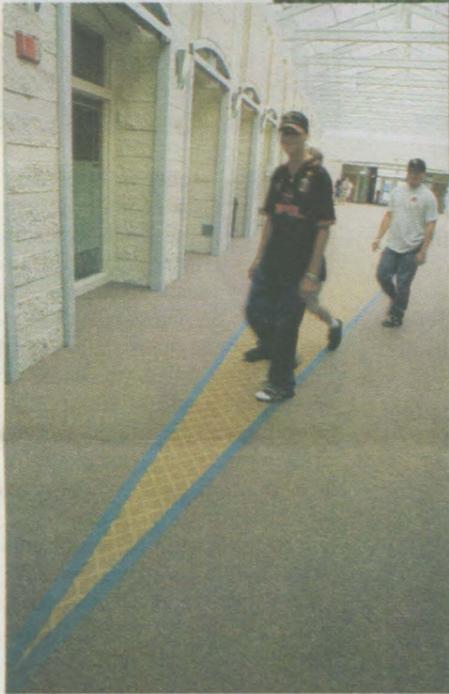
In this issue, you will find articles and information touching on this dual homecoming theme. There is Maureen Smith's feature on the evolution of Goldy Gopher, the U's furry mascot; calendars of homecoming events; and a handsome photo essay by Tom Foley depicting just a few of the changes that have occurred at the U over the past 10 years. There is also a schedule of appearances President Hasselmo is making over the coming months as he visits communities around the state to say good-bye and thank you.

Let us know what you think of this issue—or about anything else concerning the University. You can call us at 612/624-6868, e-mail us at [rbroderi@mailbox.mail.umn.edu](mailto:rbroderi@mailbox.mail.umn.edu), visit our *M* home page at <http://www.umn.edu/urelate/m/>, or write us a letter care of *M*, 6 Morrill Hall, University of Minnesota, 100 Church St. S.E., Minneapolis, MN 55455-0110.

Counterclockwise: Top: Students on the Crookston campus work alfresco on the laptop computers each is assigned by UMC. Upper left: The Wedge in the new student union on the Duluth campus. Bottom left: Ted Mann Concert Hall on the West Bank Twin Cities campus. Bottom right: Ecology building on the St. Paul campus.



Photos by Tom Foley



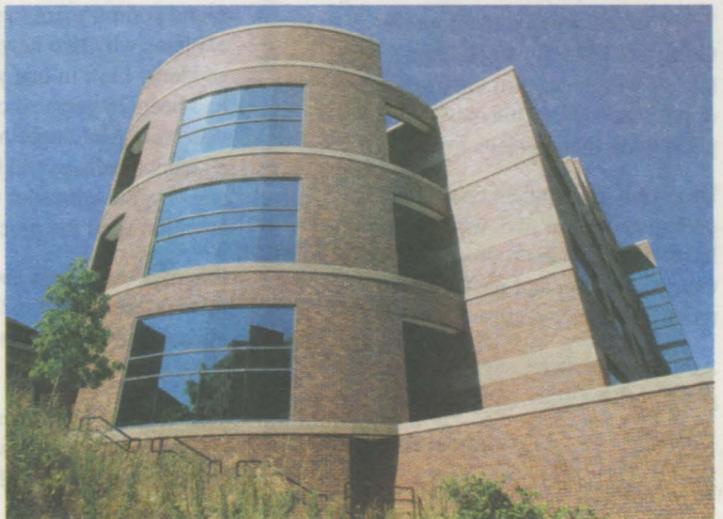
**Ten years of change at the U**

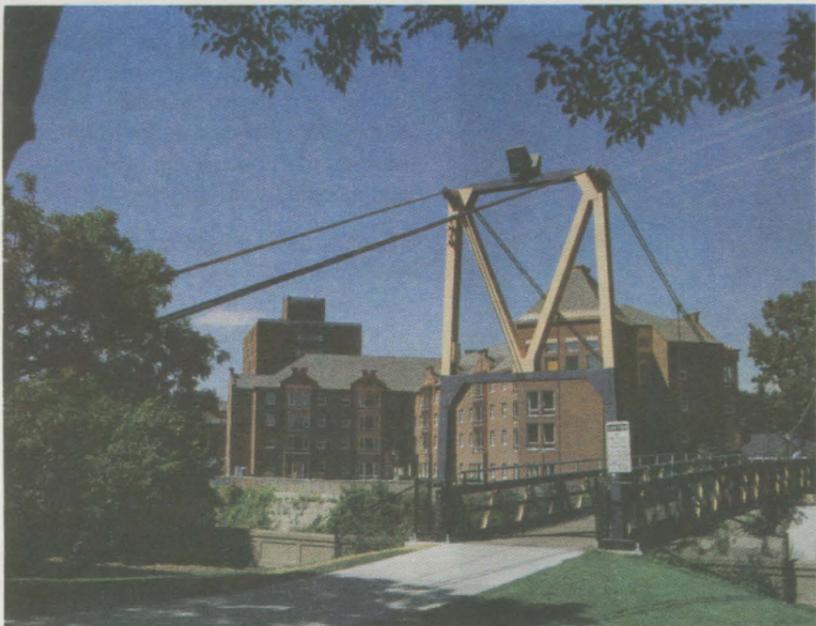
# BUILDING ON TRADITION



**T**he University is a repository of learning and history, a place where the accumulated store of scholarly knowledge coincides with an institutional memory that dates back beyond the U's 150 years of existence to traditions and practices inherited from the first universities in the Middle Ages.

But the University is also a dynamic place, one that is always changing—and no more so than in the past decade. Millions have been spent on upgrading undergraduate education, the University has planned and begun to implement President Hasselmo's U2000 program, units have been expanded, merged, or





A welcoming "M" greets pedestrians on the footbridge between the East Bank campus and Dinkytown. Middle: Basic Sciences building, Twin Cities campus. Bottom: Doorway leading into lounge of newly remodeled Schooner Hall at the University of Minnesota, Morris.

changed, and a concerted—and highly successful—attempt has been undertaken to get more students to live on campus.

Much of this change can be described but not depicted. But along with these evolving programs and processes, there also has been a continuous alteration of the physical landscape of the University, as well as changes brought about by the computer revolution.

This series of pictures by M's staff photographer, Tom Foley, portrays a number of the more remarkable campus transformations of the last decade.



University of Minnesota Alumni

+ SIGNIFICANT IMPROVEMENTS IN UNDERGRADUATE EDUCATION on the Twin Cities campus are reported in the 1996 accreditation self-study, *A Land-Grant University for the 21st Century*. Regent Tom Reagan recently said that this transformation of undergraduate education, more than any other achievement, will be President Nils Hasselmo's legacy.

+ CLASSES ARE SMALLER. The average section size in all courses for first- and second-year students on the Twin Cities campus dropped from 35.9 in 1986 to 27.1 in 1993, a decrease of 25 percent. The size of lecture sections in the 40 largest courses also decreased. The largest section was 1,069 in fall 1986, 657 in fall 1993—a 39 percent decrease. The average size dropped from 378 to 275, down 27 percent.

+ ONE GREAT ADVANTAGE FOR STUDENTS at a major research university is to be taught by professors engaged in exciting research. More introductory classes are now taught by full professors. Among the 40 largest classes in fall quarter 1995, 29 were taught by full professors and 4 more by associate professors.

+ THE TWIN CITIES CAMPUS HAS CHANGED from the least selective institution in the Big Ten to the third most selective in only nine years. What this statistic reflects, most of all, is an increase in the number of students applying for admission to the Twin Cities campus. Students are voting with their feet.

+ IN 1989, AMBITIOUS FIVE-YEAR DIVERSITY GOALS WERE SET. By 1994 those goals had been met or exceeded. Minority student enrollment went up 35 percent between 1989 and 1994, and another 14 percent in 1995. By fall 1995, 5,309 students of color were enrolled at the University's four campuses, accounting for slightly more than 10 percent of the total student population.

+ GUARANTEED ON-CAMPUS HOUSING FOR ALL INCOMING FRESHMEN resulted in 70 percent of incoming freshmen living in residence halls in fall 1995. This figure shatters one of the most persistent myths about the Twin Cities campus, which is that it's a commuter campus.

+ GRADUATION RATES HAVE ALREADY IMPROVED, in line with a pledge made by Nils Hasselmo at the beginning of his presidency, and in July 1996 the administration unveiled a plan for a four-year graduation guarantee. The idea is not to force students into a four-year mold but to remove barriers for those students who do seek to graduate quickly.

+ LONG REGISTRATION LINES AND IRKSOME RED TAPE USED TO BE PART OF THE U OF M STUDENT EXPERIENCE. But by fall quarter 1995 more than half of Twin Cities campus students bypassed the hassles using computer self-registration.

+ FACULTY TENURE A DIVISIVE ISSUE AT THE UNIVERSITY FOR THE PAST YEAR.

became even more divisive at a dramatic September regents' meeting in Morris. Now, with a maintenance of status quo order, any action or discussion has been halted.

The regents presented a set of proposed revisions to the faculty tenure code, including provision for layoffs due to programmatic change. President Hasselmo had asked them not to consider the proposed draft but instead to endorse a set of faculty-approved revisions. The regents' proposed revisions "will harm the University" and "rupture cooperative relationships with the faculty for the foreseeable future," he said.

Under the regents' proposal, faculty would be reassigned and retrained when possible were their program to be eliminated, but if that was not practicable, they could be laid off. Consultant Richard Chait, who participated by telephone, said the proposed language is "right in the center of the fairway" of other institutions, although it is rarely used. Regent Jean Keffeler asked why, if it is so rarely used, the board would want it, "especially if it creates a flash point." Consultant Marty Michaelson, who presented the proposal, said it would avoid "years of litigation, hellish problems that could take years to solve." Hasselmo asked how faculty can enter into the change process if the outcome for them is termination.

The Faculty Consultative Committee (FCC) unanimously passed a statement saying that the proposed revisions "will destroy the University as a major research institution" because it "undermines the commonly accepted principles of academic freedom," and if adopted "will quickly and inevitably destroy our reputation, our competitive position, and our ability to serve the citizens of Minnesota."

In addition to the layoff provision, the FCC especially objected to language on disciplinary action, which says faculty must maintain "a proper attitude of industry and cooperation," and disciplinary action up to and including termination can be taken "when commonly held standards of conduct are violated." Political science professor Ed Fogelman called this "the Chairman Mao provision."

The regents had scheduled a vote for October, but faculty unionizing efforts on the Twin Cities campus resulted in a cease and desist order September 13. A union election might be held in January or February.

M is published three times a year for alumni, friends, faculty, and staff of the University of Minnesota. M welcomes ideas and letters from all readers. Write to M, 6 Morrill Hall, 100 Church Street S.E., Minneapolis, MN 55455-0110, or call 612/624-6868. Letters may also be sent via e-mail to [rbroderi@mailbox.mail.umn.edu](mailto:rbroderi@mailbox.mail.umn.edu). Letters selected for publication, which may be edited for length, in no way reflect the opinions of M's publishers. Letters should be no longer than 150 words.

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Volume 1, Number 2 Fall 1996

**F**or Mary S., casino gambling cost her most of her life's savings. In the end, it almost cost her her life.

She'd been a widow for 15 years and her children had all finally left home when the problems began. For years, she'd looked forward to living on her own. When living on her own finally became a reality, she found it wasn't all she'd hoped for. She was lonely and depressed and had no one to talk to about her feelings. Gambling was her escape.

"Nothing bothered me when I was gambling," she recalls. "Nothing could hurt me or make me sad. It was almost as if my body shut off."

Indeed. When the trouble started she was waitressing at a casino near the Twin Cities, one of 17 now located within the state on Indian land. Two weeks before the casino eased its rule prohibiting employees from gambling on site, Mary won \$5,000 at another casino. Now she wanted to impress her colleagues. At first, she "limited" her gambling to four or five nights a week—slot machines were her favorite—but soon was gambling virtually every waking hour she was not working.

"There were days I wouldn't go to bed," she says. "I'd work from four in the afternoon to midnight and then go gamble all night and the next day until I ran out of money."

"I can't believe how your body can function. If someone told me that I had to sit in one place for 36 hours without going to the bathroom more than two or three times and without eating or drinking anything but coffee or Coke, I would have told them they were crazy."

For her, as for all compulsive gamblers, the losses kept mounting—although Mary would only talk about the rare occasions when she won a big jackpot. Time and again she would vow to give up gambling, only to find herself craving the action so fervently that she'd forget all her good intentions.

"To this day I don't know how much I lost," she says. "All I know is that if I went on losing much longer I would commit suicide. I was losing a home I hadn't missed a payment on in 18 years. My life had completely changed. I didn't care about anything except gambling. It was my new best friend, and finally it was my only friend."

But Mary was more fortunate than many compulsive gamblers. By her own admission, she was in no position to steal or to max out credit cards because she didn't carry any—otherwise she would have done one or both. She didn't kill herself or even attempt suicide. And she sought help before losing her house, checking into an outpatient treatment program in January 1994.

"By the time I got there, I knew I had two choices," she says. "Never gamble



## CHANCES ARE

### Do the social costs outweigh the benefits of legalized gambling?

again—or die.

"If it weren't for treatment and Gamblers Anonymous, I wouldn't be here today."

**W**hile her behavior might seem extreme, even bizarre, Mary S.'s tailspin into pathological gambling—since 1980, a recognized psychological disorder—is not all that unusual.

The *Diagnostic & Statistical Manual of Mental Disorders* offers 10 diagnostic criteria for pathological gambling, of which a patient need demonstrate only five to qualify as a pathological gambler. Pathological gamblers are preoccupied with gambling; need to gamble with increasing amounts of money to get the same "kick"; gamble to escape from problems or relieve depression, guilt, anxiety, or other low moods; return as quickly as possible to gaming as a way of "recouping" losses; and lie to family members and others about the extent of their involvement in gambling.

Surveys of adult Minnesotans conducted by the Center for Addiction Studies

at the University of Minnesota, Duluth indicate that there may be as many as 30,000 pathological gamblers in the state, and an additional quarter million adult residents who are predisposed toward serious problem gambling.

Although they make up less than 5 percent of the state's total population, pathological and problem gamblers nonetheless have an outsized impact on its social and legal systems.

People attending the growing number of Gamblers Anonymous (GA) groups and treatment programs in Minnesota report an all-too-familiar litany of gambling-related woes—divorces, bankruptcies, neglected and abandoned children, attempted suicides.

And crime. Surveys done in other states show that as many as 66 percent of GA program participants admit to having committed crimes ranging from writing bad checks to armed robbery in order to feed their gambling monkey. Among GA members currently in prison, the figure is 95 percent, and the crimes of those gamblers are more likely to include violent, as opposed to white collar, violations.

"Frankly, I'm surprised there is not

more violence directed toward compulsive gamblers—by others and by themselves," says Roger Svendsen, director of gambling programs at the Minnesota Institute of Public Health, which operates a compulsive gambling hotline.

"Look at the call I got from a retired woman not long ago who had just discovered that her husband had gambled away their retirement money," he says. "She wanted to know what she could do. In situations like that, the potential for suicide—either hers or her husband's—is very high."

**T**he percentage of people predisposed toward pathological gambling is relatively small, as little as 1 percent of the general population in areas where there is no legalized gambling. That percentage doubles in places like Minnesota, where most citizens are no more than an hour away from a casino or a 15-minute drive away from a lottery-ticket-selling convenience store. Sheila Specker, a psychiatry professor who is acting director of the University's Substance Use Disorder Treatment Program, estimates that up to 10 percent of regular gamblers will eventually develop some sort of gambling problem.

Those gambling problems often breed in the combination of life situations and personal characteristics that got Mary S. into trouble. Her story is a familiar one among compulsive gamblers, especially women. For many, compulsive gambling is a way of "self-medicating" depression.

"Problem gamblers tend to be emotionally isolated," says Mike Marcotte, executive director of Minneapolis-based Intervention Institute and a coauthor with Specker of a recent paper on other psychological disorders that often accompany pathological gambling. "They may be social butterflies, but nobody knows what they really feel or believe."

Generally, Marcotte says, pathological gamblers come from dysfunctional families and have experienced, or believe they have experienced, abuse, neglect, or emotional abandonment.

In this pathological gamblers tend to resemble people afflicted with other "impulse control disorders," including substance abuse. Indeed, there is a high percentage of overlap between pathological gamblers and drug and alcohol abusers.

"The criteria for diagnosing a problem gambler look like those for substance abuse," Specker notes. "There is a high level of tolerance, a loss of control, a progression from social and recreational use toward abuse, and a similar progression of ever more serious financial, family, career, and legal problems."

But there is one big difference between the typical course of a pathological gambler and that of a substance abuser: the speed at which the addiction takes hold.

"When you compare gambling with chemical dependency, there's a big dif-

ference in how quickly gamblers get into trouble," says Marcotte. "With chemical dependency it may take five or six years for a problem to manifest itself. The average gambler who comes to us for help has been gambling for about a year."

Equally troubling is another fact revealed by recent University research: Teenagers—especially males—are at an even higher risk than adults for becoming compulsive gamblers.

Psychiatry professor Ken Winters has discovered that of the 1,700 University students he surveyed, nearly 3 percent scored high on a scale that measures potential gambling problems. And some 8 percent of those he surveyed gambled weekly.

Male students were more likely than females to have gambling problems or the potential for developing them, which replicates the general demographics of pathological gamblers, most of whom are men. Other predictors of problem gambling among teenagers: regular use of drugs or alcohol and parents who gamble.

**L**egalized gambling has to rank as one of the fastest growing industries in the United States.

In the past 20 years, the amount of money legally wagered in the United States has grown by almost 3,000 percent—to \$482 billion in 1994. More Americans go to casinos than attend baseball games and they spend more money on legal gambling than on most other forms of entertainment combined.

In this race, Minnesota is no slacker. At least \$4 billion is wagered annually in this state on all forms of legal gambling. Casino wagering (at in-state Indian casinos) tops all categories with \$2.5 billion, followed by charitable gambling—pulltabs and bingo—at \$1.3 billion, the Minnesota lottery (\$332 million), and parimutuel racing (\$70 million.) On a per capita basis, Minnesota ranks near the top of the heap, trailing only states like Nevada and New Jersey with their longer histories of big-time legal gambling.

The Governor's Advisory Council on Gambling reported earlier this year that up to 90 percent of Minnesotans have gambled and that 65 percent have gambled in the past year. Furthermore, other studies show that while the percentage of people who gamble has not risen in the years since the lottery was introduced in 1990, the frequency with which gamblers gamble has gone up—nearly doubling in that time.

"Why are Minnesotans such devoted gamblers?" asks the Minnesota Institute of Public Health's Svendsen. "Nobody knows for sure. There's a lot of gambling in Scandinavia and Germany, so maybe it's a cultural thing. Or maybe it's the long winters."

As legalized gambling's popularity has grown, so has its importance as a source of government income. With the exception of Hawaii and Utah,

state governments now derive growing percentages of their revenues from legalized gambling. In Minnesota, the state annually takes in about \$200 million from gambling. Meanwhile, charities in Minnesota get about \$80 million a year from gaming.

In a time of budget constraints and taxpayer revolts—not to mention cuts in social spending that put an ever greater burden on charitable organizations—such figures make gambling, well, a pretty addictive source of revenues. Even so, the growing problem of pathological gambling, which has followed in the wake of legalization, has triggered resistance to the further spread of gambling opportunities.

It would be something of an exaggeration to characterize this new resistance as an actual movement toward prohibition. Nevertheless, there's no question that throughout the country, a growing chorus of voices is asking whether the social costs of gambling are beginning to outweigh its financial benefits.

To anyone familiar with the history of gaming in the United States, such a backlash comes as no surprise. Americans' ambivalent attitudes have, on several occasions in the past 200 years, led to outright bans or severe limitations on legalized gambling.

Lotteries helped build the young United States, with lottery money going toward constructing both Harvard and the University of Virginia. By 1831, 420 lotteries operating in eight states were raising five times the amount of money then in the federal budget.

A number of scandals, plus the Christian revival movement of the 1820s and 1830s, put an end to that, and by the Civil War, only three lotteries remained in operation. After the war, however, lotteries cropped up again in the South as a means of raising money to help pay for Reconstruction.

More scandals in the 1890s, along with another wave of religious and reform sentiment, led to a ban on almost every form of legalized gambling until the 1950s. Even Nevada prohibited casinos for a time, before legalizing them again in 1931.

Then in the 1960s, New Hampshire opened the way for state lotteries. Minnesota legalized some forms of charitable gambling in the mid-'80s. But it wasn't until the late '80s, when state after state instituted lotteries and casino gambling, that the third and biggest wave of legalization occurred in the United States.

In some states, such as Iowa and Mississippi, legislators got around remaining restrictions by permitting casino gambling on riverboats. Elsewhere, as here in Minnesota, casinos have cropped up on Indian reservations following a 1988 Supreme Court decision that said states that allowed

any kind of legal gambling within their borders could not restrict any form of gaming on reservations.

Less than a decade later, however, the latest American backlash against gambling is definitely gaining ground. These new critics cite research showing that lotteries are ultimately a

**"IT'S NOT THE INDIVIDUAL WHO SPENDS \$20 OR \$30 A MONTH ON GAMBLING WHO REPRESENTS THE BIGGEST SOURCE OF REVENUES. IT'S THE PEOPLE WHO GET IN WAY OVER THEIR HEADS."**

regressive form of taxation and that—contrary to the claims of industry promoters—gambling in most states does not attract income from other places so much as redistribute the existing income within a state.

In addition, though the gaming industry hotly denies this as well, many therapists and researchers believe that legal gambling preys upon pathological gamblers. "They are the backbone of the industry," flatly declares the Intervention Institute's Marcotte. "It's not the individual who spends \$20 or \$30 a month on gambling who represents the biggest source of revenues. It's the people who get in way over their heads."

That makes things even more problematic, given evidence that legalized gambling actually causes an increase in compulsive gambling. A recent study in Iowa, for example, found that the percentage of state residents with gambling problems had tripled since casino gambling was legalized in 1991.

The boom in treatment programs and GA groups provides further evidence of gambling's toll. In the past four years, 1,300 Minnesotans have entered treatment programs for compulsive gambling. And as for GA: "When I started this work in 1973, there was one Gamblers Anonymous group in the Twin Cities that met on an occasional basis," says Marcotte. "Now there are 54 around the state, with about 14 within the metropolitan area alone. And the number is growing."

Given these human and financial costs, it's not surprising that the backlash against gambling is taking hold. Indeed, throughout the country referenda and legislative initiatives to expand gambling are being defeated with increasing regularity. Here in Minnesota, proposals to allow video lottery machines in bars and restaurants are backed by less than a third of the public, despite the support of several powerful legislators and the state's bar and restaurant industry. And in 1994, a constitutional amendment that would have legalized off-track betting went down to defeat.

"Frankly, I think the public is fed up with gambling," says Rep. Dee Long. "In my district I find more and more

people who would just like to abolish it altogether. Since polls show an overwhelming number of Minnesotans oppose expansion of gambling, it's a mystery to me why these proposals keep popping up each session."

Long and some of her fellow opponents of expanded gambling base their arguments on moral as well as economic grounds. "It leads people to believe that you can get something for nothing and that there are easy ways to get rich," says Sen. Allan Spear. "I have felt particularly strongly about this in respect to the lottery because it is

operated and promoted by the state. I just think it's bad public policy to tell our citizens that they can get rich quick and should dream about winning Powerball rather than working hard and being persistent."

In fairness, it should be noted that the state lottery gets high marks from therapists like Marcotte for its support and development of education and treatment programs. Still, he and many others worry about the effects on teenagers and children of growing up in a society in which gambling is not only legal, but actually promoted by the government.

In its final report to the governor and legislature, the Advisory Council on Gambling reflects prevailing public sentiment, recommending that the legislature "not authorize any new forms of gambling at this time."

One of the primary reasons for that suggestion is that no one really has a clear conception of gambling's total social costs. Asked to come up with a socioeconomic model that might accurately measure those costs, the council queried numerous researchers and research organizations, many of whom said that such a model is simply not feasible because of the huge number of variables and unknowns.

No one really expects an imminent rollback of legal gambling in Minnesota, which means that for the foreseeable future we will all be dealing with the fallout of compulsive gambling.

And that in turn means that every day, a certain percentage of Minnesotans will, like Mary S., discover that gambling is really not such a good friend after all.

—Richard Broderick

**If you or someone you know is experiencing trouble with gambling, call the Minnesota Compulsive Gambling Hotline at 800-437-3641.**

## University dance program steps back to life

In 1986, the dance program at the University of Minnesota was barely clinging to life. The plug was about to be pulled when department head Nadine Jette performed lifesaving measures by bringing dance and theater together into one department.

The collaboration saved dance at the U, but didn't end the program's problems. Dancers continued practicing on Norris Hall's unyielding, injury-inducing floors and in cramped and drafty environs. And to add insult to injury, there were days in the late '80s when the stench of sewer gas was so overpowering that classes had to be postponed.

Barbara Barker, former program director and an instructor/historian, remembers being so dis-

tressed with the unforgiving wood-on-cement studio floors that she traded in her car for a van so she could haul students to a downtown Minneapolis venue with springier—and safer—surfaces. "The floors were so hard they were destroying bodies, creating situations where at 35 you might become arthritic and need to have your knees and hips replaced," Barker says.

That was then. This is now: Thanks to a variety of factors, dance at the U is in top form. Private donations, a steady improvement in instruction, an increased number of talented students, an involved Twin Cities dance community, and an appreciative local audience have all helped rebuild a program widely recognized today as one of the nation's elite.

And deservedly so. University dancers for the third consecutive year were featured in the prestigious National Gala Concert of the American College Dance Festival held at the Kennedy Center in Washington, D.C. And one University student, Amy Behm, was selected the gala's outstanding female performer.

"The only reason I was selected [outstanding female performer] was because of the teaching in the dance program," says Behm, a senior. "They helped me take my dancing to a new level and that's made all the difference."

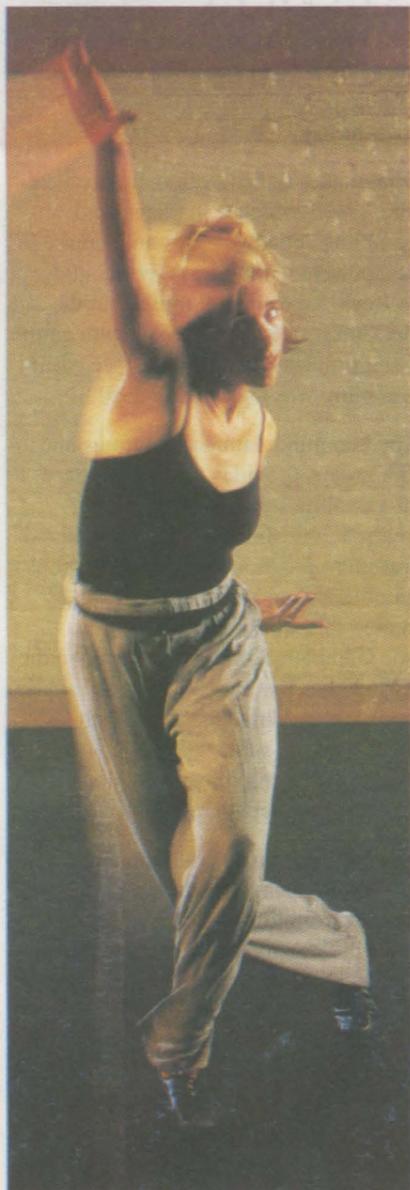
Danny Buraczeski, creator of the renowned Danny Buraczeski JAZZ-DANCE, and an adjunct faculty member, says that the U's program rivals any in the country. "It's as good or better than any university dance school I'm aware of."

High praise for a program that's still maturing. The current challenge is to get the program moved into a new home, says Maria Cheng, U of M alumna and current director of dance.

University regents have approved funds for a new dance center composed of faculty and staff offices, lockers, and three professional-sized studios, one of which will double as a performance venue. It's uncertain at this time whether the center will be housed in a new building or in a renovated West Bank Church. In either case, the center, partially funded with private support, will be located on the site of the church, a half block from the University theater complex. The new location for the dance program "unites us with the rest of the University's arts constituency," Cheng said.

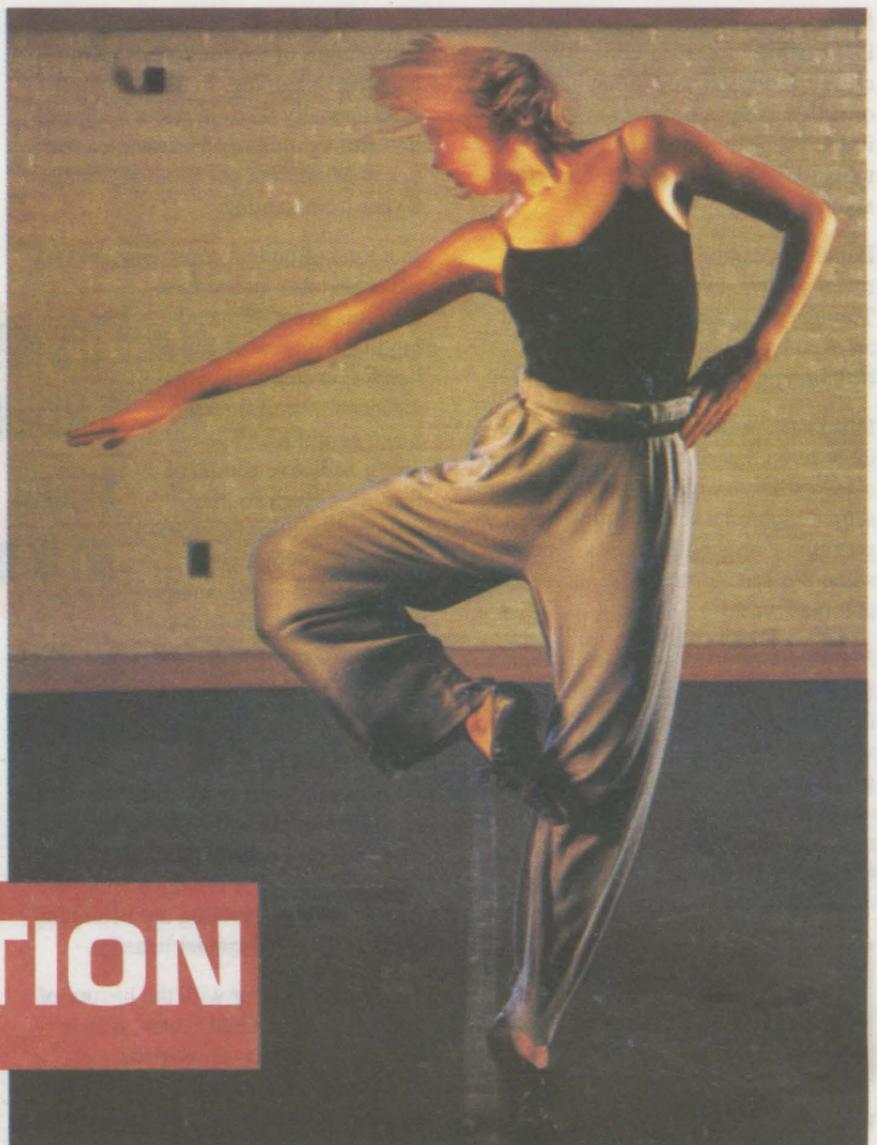
Other dance program goals also include finding more venues in which students can showcase their performances and choreography, and creating a graduate program in choreography. Then there is the continuing challenge

## RESURRECTION



Photos by Doug Knutson

The photos in this article capture senior dance major Tami Christopherson rehearsing for a November dance program.



of offering an exceptional curriculum.

Says Cheng: "The bottom line for us is, are we constantly delivering a high-quality curriculum that promotes intellectual rigor, professional-level technique, performance and creativity?"

**B**ecause the program introduces students to myriad dance styles, techniques, and interpretations, U of M dancers have earned a reputation for adaptability.

"The hallmark of the [University] dancers is definitely their versatility," says Buraczeski. "They are exposed to professional choreographers from all sorts of aesthetics and points of view on theater and movement."

The students' proficiency also stems from the program's Bachelor of Fine Arts (BFA) in dance. The BFA degree, first offered in 1992, requires students to complete 117 of their 180 college credits in dance. That compares to the previous BA in dance degree, which mandated just 70 credits in dance.

The results of the students' new immersion in dance is obvious to faculty who have been part of both eras. Joanie Smith, current holder of the Barbara Barker Professorship in Dance, four years ago served as a guest artist with her husband Danny Shapiro. Smith and Shapiro, along with Buraczeski, believe the skill level of even the most advanced students in 1992 is only comparable to that of

beginning/intermediate students today.

"The training was very good when I arrived here [in 1989], but the students' skill level has increased dramatically in a very short period," says Buraczeski.

Much of the students' progress is attributable to what Cheng calls an "incredible" faculty. Many of the 16 adjunct and four full-time faculty have won prestigious national grants and awards as either performers or choreographers. Many also are, or have been, artistic directors or founders of dance troupes.

"What is so extraordinary is that almost all faculty are recognized major artists with national and international credentials," Cheng said. "We strongly believe you can't purport to prepare students to be artists unless you have dedicated artists who are also fine teachers."

**A**lthough the dance program's resuscitation is due primarily to the efforts of Jette, its 10-year climb to excellence is largely the result of private giving. In 1986, dance enthusiast Sage Cowles stepped forward with a generous gift that established the Sage Cowles Land Grant Chair in Dance. The chair enables the dance program to annually host five to seven internationally acclaimed artists in residencies ranging from one to five weeks.

## 1996-97 Dance Program highlights

### November 16

**Evening with Ellington**—A collaborative performance between Jazz Ensemble I, directed by Dr. Ron McCurdy of the School of Music, and dance program students, choreographed by Zoe Sealy. Admission is free. 8 p.m., Ted Mann Concert Hall

### December 6

**End of Quarter Showing**—An informal showing of student-performed works by choreographers Scott Rink, Danial Shapiro, Joanie Smith, and Lar Lubovich. Admission is free. 3:30 p.m., Norris Hall, Room 153

### April 10-13, 1997

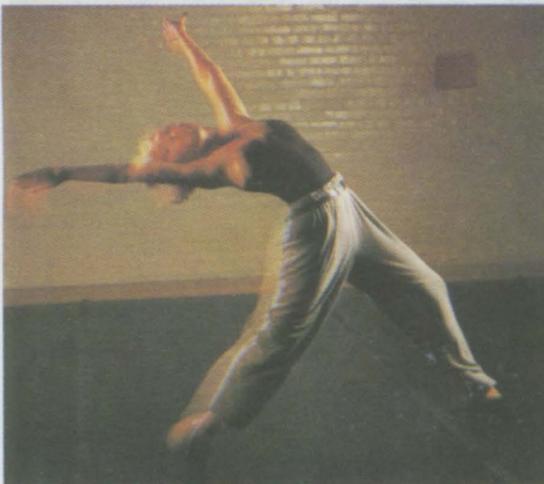
**The University Dance Theatre Performances**—Annual student performances choreographed by Lar Lubovich, Danial Shapiro, Joanie Smith, David Parsons, Joe Chvala, and Doug Varone. All performances are at Ted Mann Concert Hall.

■ Preview Night—April 10, 8 p.m.

■ Opening Night—April 11, 8 p.m.

■ Performances—April 12, 8 p.m.; April 13, 3 p.m.

For more information about these events or the Dance Program, please call 612/624-5060.



Since then, two other endowed chairs—the Nadine Jette-Sween Professorship (named after the head of the dance program from 1971 to 1986) and the Barbara Barker Professorship in Dance—have helped attract top faculty to the program. The two faculty chairs, mostly funded by anonymous donors, are supplemented with CLA money.

Another private fund was established by 1935 CLA alumna Gertrude Lippincott. The Gertrude Lippincott Fund is used for special dance program needs. And Dr. Robert and Kathryn Goodale have contributed generously toward the new dance studio, as has the McKnight Foundation.

Soon after establishment of the Cowles fund—which allows visiting artists to teach, choreograph, and lec-

ture in the dance program, as well as in the community—the program started gaining national stature. Many of the guest artists offered local performances in which students also exhibited their talents—a situation Barker calls “an almost perfect” learning experience.

Local dance patrons have shown their appreciation of the improved program by attending performances in record numbers. Last year an average of 200 people attended two dozen informal on-campus performances. That contrasts with as few as 30 just three years ago.

The program’s success has had other positive repercussions as well. For one, it has gained the attention of an increasing number of transfer students. Once a rarity, that group now makes up nearly 15 percent of students.

“The transfer students tell me they like the incredibly warm support students and faculty give to one another,” says Cheng. “It’s not cutthroat, me over you, but instead it’s a personal commitment to excellence and authenticity to artistry.”

The dramatic rise in the total number of enrollees is also a sign the program is doing something right. This fall, 70 BFA and BA dance majors are expected to enroll, compared to 26 just four years ago. At the same time, the program is becoming increasingly selective in admitting students, all of whom must audition.

For graduating students, a key sign of the program’s reputation is they’re landing jobs—and not just any jobs. U of M grads dance with powerhouse national troupes such as the Jose Limon Dance Company, the Ralph Lemon Company, and Creach and Koester, all of New York

City; and Buraczkeski’s JAZZDANCE and Joe Chvala’s Flying Foot Forum both, of the Twin Cities.

The future for the dance program? Not surprisingly, Cheng is upbeat about its prognosis.

“I’m absolutely convinced of the dedication of this faculty,” Cheng said. “When you combine that with the University’s commitment to excellence and the arts, our history of cost efficiency, and the vibrancy of the Twin Cities dance community, we should continue attracting high quality students to this program.”

—Harvey Meyer

## HEALTH & MEDICINE

### U Hospital closes in on a partnership with Fairview

It’s been nearly a year now since University officials announced plans to negotiate merging their health system with Fairview Hospital and Healthcare Services. Since then, the two organizations have held virtually nonstop discussions about how to become one.

Although the final papers haven’t been signed, both sides remain hopeful that they can meet a January 1, 1997, deadline for closing the deal. Anticipating that, the Board of Regents last month voted to dissolve the health system’s Board of Governors once the transaction is final. And Fairview, anticipating October’s open enrollment period, began running a series of television ads lauding the affiliation as a good fit.

Not that it’s all been smooth sailing, however. The affiliation has been assailed by unions from both sides, and negotiations have revealed pronounced cultural and political differences between the University and Fairview. Still, most now believe the affiliation will take place, and that it will ultimately be a good fit for all Minnesotans, as well as for the health care partners.

What’s on the table, in fact, is the largest sale in the University’s history. When it’s over, Fairview will have purchased 20 percent of the University’s assets, including the 10-year-old hospital building and its parking ramp. The result will be a new division of the Fairview system called Fairview-University Medical Center, composed of the former U hospital and its neighbor hospital across the river, Fairview Riverside, which now includes seven hospitals and a number of clinics and home health services.

The goal for the University is to shore up its patient base for medical education and research via Fairview’s far-flung system. Fairview, on the other hand, hopes to add a much-needed specialty care arm, thus allowing it to provide its patients with the full range of health care services.

The University isn’t alone in considering an option like this one. Academic health centers and teaching hospitals all over the country are in crisis as they watch their patients and revenues slip away to managed care and cost-cutting by reimbursement organizations. This summer, for example, the New York University (NYU) Medical Center signed a letter of intent to negotiate creating a partnership with the Mount Sinai Medical Center and the North Shore Health System to provide health care, medical education,

and scientific research throughout the greater New York metropolitan region. Other teaching hospitals are looking at similar proposals. Still, Minnesota seems to be the place to watch, since the advanced state of the managed care market here makes the need for hospital affiliation that much more pressing.

“As the classrooms for students and the centers for experimental services, teaching hospitals treat sicker patients, ensure the transition of new services and technologies into the mainstream of American health care delivery, and provide highly specialized care,” says Peter Rapp, general director of the University of Minnesota Hospital and Clinic. “But that kind of service isn’t consistent with the direction of health care delivery today. As managed care plans aggressively seek discounted services for their customers, they generally have no commitment to supporting the education and research missions of teaching hospitals.”

Teaching hospitals are, indeed, expensive. Their costs include classroom space; salaries and fringe benefits for medical residents and the faculty who supervise them; salaries and benefits for administrative and clerical staff; and allocated institutional overhead costs, such as electricity and maintenance. Academic health centers simply cannot compete in a world in which price is the determining factor. So how can these institutions possibly preserve their patient volume, maintain their integrity of medical education, advance scientific research, and provide highly specialized care in a world of cost-cutting?

For the University of Minnesota, at least, a partial answer seems to be joining a system whose business is business, a system that can compete for patients and manage the operation while leaving the teaching and research responsibilities to the University. The University is assured of maintaining some control because it has negotiated to have a majority representation on Fairview-University Medical Center’s board of trustees. In addition, plans are in the works for a massive cost-accounting project designed to actually separate research/teaching from clinical care costs, a separation which hasn’t been achieved anywhere else in the country.

In the meantime, negotiators are hammering out the final details of a plan that may well be the model for the rest of the nation.

—Mary Shafer

For more information on the University-Fairview partnership, turn to the Web page at <http://www.umn.edu/ure-late/merger.html>



## SEEING PAST MOUNTAINS

### Educational travel opens eyes, minds of U of M alumni

**T**wenty nine bleary-eyed Americans wearing matching name tags, myself among them, deplaned in Zurich early one morning last summer to begin what had been billed as "Alumni College in the Swiss Alps." I had no real concept of what that would mean. But when the University of Minnesota Alumni Association, which offers a number of such trips through Alumni Holidays International, offered to send me to Switzerland free, as a tour host, I decided it was time to experience educational travel for myself.

In Zurich, we were greeted by a tour guide, herded onto a bus, and driven for two hours through the Swiss countryside. The guide's monologue included the names of towns, mountains, and churches. The views were of tidy villages, pristine countryside, and spectacular vistas. In short, pretty standard European tour stuff.

But all that changed a few hours later, after lunch and a brief stroll through Meiringen, the small valley town that would be our home for the week. We were directed into a hotel conference room, where education director Larry Matson—an American who had attended high school in Switzerland and later returned to teach at his alma mater—snapped on an overhead projector and quickly divided the illuminated square into four sections. "Now," said Larry, "we're going to do a quick exercise in cultural stereotyping."

The jet-lagged faces of my classmates, some of whom had graduated from the University of Minnesota more than 50 years earlier, reflected my thoughts: Oh no, he's serious about this.

"Who can tell me the first things that pop into your mind about Switzerland? Quickly now."

For a moment we just looked at each other. The novelty of educational travel had so quickly worn off.

"Um," someone ventured. "Mountains?"

He wrote it down. "Good. What else?"

"Clean."

"Yes. More please."

"Lederhosen . . . Edelweiss . . . Safe streets . . ." We were getting good at this. "Heidi . . . Chalets . . ." In less than a minute we had listed two dozen associations.

"Excellent," Larry said. "Now let's do the same thing for the United States. Quickly."

This was easier. "Crime. Drugs. Poverty. Failing schools. Republican politics. Democratic politics." I could hear a few people around the room begin to despair as the list of social ills grew. "Wait a minute," said Lydia Engebretson. "This is terrible."

"How about opportunity?" called her husband, Don.

Larry wrote them all down. In 30 seconds we had filled that list. It was horrible to compare, even with the word *opportunity* thrown in.

"Would you like to see what the Swiss think of the USA?" asked Larry.

"It couldn't be any worse," offered Pat Brunton, who, along with her husband, Jim, would become the class clowns.

Larry took a sheet of paper from his folder, which he then copied onto the overhead projector: "Statue of Liberty. Chicago Bulls. Opportunity. Golden Gate Bridge. Grand Canyon . . ." And so it went, easy and positive stereotypes of the United States, images you would get from watching television and movies. We shook our heads at



**The town of Brienz, a wood-carving center on the shore of Lake Brienz, is just a short trip from Meiringen and offers excellent examples of local art and architecture.**

the naiveté of the Swiss, even while understanding how clichéd our Swiss list would undoubtedly look to them.

"Now let's see what the Swiss say when I ask them to describe Switzerland," he said. He began to copy again: "Crime. Drug abuse. Homelessness. Immigration. AIDS . . ."

We were incredulous. This was not the Switzerland we had seen through our bus windows or in our guidebooks. The squares on the projector were a perceptual mirror image. And that was the point.

"I want you to be able to see your-

selves in a different way through this," said Larry. "Through travel you can gain a new perspective on your own culture, but only if you see beneath the surface."

**M**ore lectures followed—one a day, each lasting about an hour—covering Swiss architecture, history, culture, the town of Meiringen, and other topics. The rest of our days were filled with excursions, though these, too, were consistently punctuated with insights into the Swiss way of life as seen through their architecture, historic preservation, surprisingly numerous defense installations, and farming methods.

We saw more deeply into some of the immediate attractions of Swiss life. Switzerland is a safe and stable country, quite wealthy (although highly taxed), with a social safety net that is part of the community fabric, and a populace that takes great pride in the appearance of their homes and cities.

But those appearances, however charming, are enforced by a pressure to conform that can be almost suffocating. Larry said that even his Swiss wife sometimes talks of moving to the United States to escape the close

observation of neighbors and the unrelenting need to not stand out.

Switzerland also is home to an astonishing grass-roots democracy, in which a relatively weak group of seven cabinet ministers runs the country at the direction of the citizens. Virtually every decision, national or local, is put to a referendum. Although that sounds ideal, Larry pointed out that placing so much power in the hands of the people can at times mean failing to resolve important issues. Instead, voting goes on and on until one side finally gives up.

Together, the referendum system and the Swiss people's natural conser-

## Other U of M educational travel options

**U OF M ALUMNI CAMPUS ABROAD** programs next year will travel to Switzerland, Italy, Ireland, Great Britain, and Germany. Each program is a week long and focuses on a single region of the country, although broader social and political overviews are also given. Educational components are coupled with lengthy excursions. For information call Jane Hladky at 612/625-9146 or 800/UM-ALUMS or send an e-mail to [umalumni@tc.umn.edu](mailto:umalumni@tc.umn.edu)

**GLOBAL CAMPUS**, an arm of the University's Institute for International Study and Travel, offers a number of serious educational programs open to students, alumni, and the general public. Many of the programs last two months or more, roughly conforming to academic quarters or semesters. For a catalog, call 612/625-3379.

**THE INTERNATIONAL STUDY AND TRAVEL CENTER** is a resource center with numerous publications available for review by students and alumni interested in traveling and studying abroad. It is located in 102 Nicholson Hall on the Twin Cities campus.

**MINNESOTA ELDERHOSTEL**, a branch of the national and international Elderhostel program, is part of University College, formerly known as Continuing Education and Extension. Minnesota Elderhostel offers dozens of programs across the state, and can link to hundreds of offerings from Alaska to Zaire. Programs in the United States and Canada are usually about a week long and generally cost between \$300 and \$400 not including airfare, although costs do vary. International programs are usually two to three weeks long and move between two or more locations. International program costs include airfare and range from under \$1,000 to more than \$5,000. Accommodations are "comfortable, but simple," their catalog warns, usually in college dormitories. For information, call 612/624-7004.

**ELDERLEARNING INSTITUTE**, sort of a permanent hometown Elderhostel, offers several educational travel opportunities each year as part of its regular Twin Cities campus programming. A November 9 and 10 trip to Chicago to view the Degas exhibit is in the works, as is a February 22 to March 8 visit to San Miguel Allende, Mexico, for an in-depth exploration of Mexican life, history, and culture. For more information, call 612/924-7195.

vatism mean that things are slow to change in that country, even when change is clearly needed. Switzerland, for example, is the staunchest opponent to the European Union, and as a result has seen its economy suffer as businesses have moved away. And, even more incredibly, women were not granted the right to vote in Switzerland until 1970. Too, the current challenges of drug abuse, immigration, and disaffected youth are no closer to being resolved in

Switzerland than they are in the United States.

But there is also an incredible sense of community in this landlocked nation. Neighbors watch out for each other and are glad to help those in need. Although the ages of people in our tour group ranged from 30 to 80, we soon began to share that feeling as well. We found mutual interests in what we were learning and seeing—offering insights to each other, helping each other recall specific facts, even discussing the University of Minnesota, both the good and the bad.

**A**lumni Holidays International (AHI) is a commercial leader in the field of educational travel. In 1993 AHI identified several trends—the most significant of which was the desire of college graduates to combine travel and education—and created the Alumni Campus Abroad program and its first destination: Meiringen, Switzerland.

AHI vice president Joseph Small soon identified several program features he believed would be desirable. And indeed, the popularity of almost all those ideas—a single hotel, a week's stay, a set cost, a daily seminar—was confirmed by our group. Larry's seminars were praised immediately. We enjoyed settling into a single hotel rather than moving to a new place every day. And as the week went on and we began to gauge the cost of living in Switzerland (\$4 for a cup of coffee, \$140 for a Swiss-made umbrella), we were amazed that the entire package—airfare, hotel, all meals, and side trips—had cost us only about \$2,200 apiece.

In fact, AHI's 1993 Swiss program was so well received right from the start that in the second year trips to New Zealand and England were added, and were joined by tours to Italy, Germany, and Ireland last year. Still more programs are in the works for 1997.

"It seems to be a good formula," said Small, "especially for alumni, with their educational background and love of learning. This program can really be like an extension of the mission of a University."

Travelers have typically rated the alumni college abroad programs at 9 to 9.5 on a 10-point scale, said Small, who added that "between the monetary value and the added educational value, people

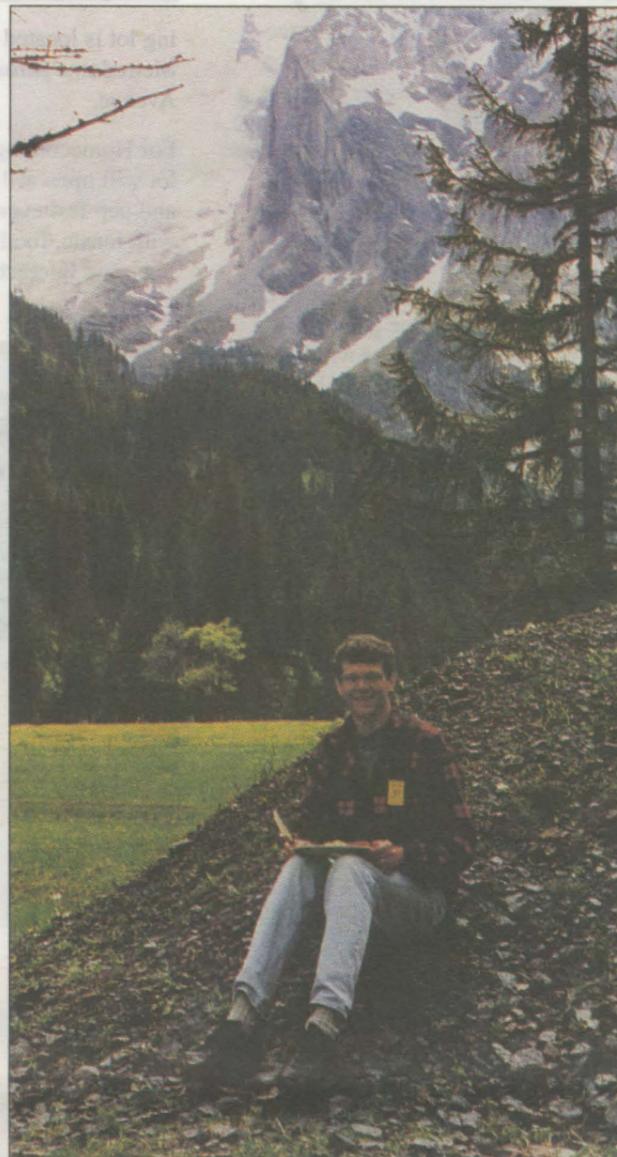
are getting more than they expected."

All of Small's assumptions about putting together the perfect program were correct except for one—the trip's length. By week's end, most study program participants were wishing they had a few more days in Switzerland. Elaine Everts of Battle Lake, Minnesota, was typical in her response. She approached me as we boarded the bus for our return to Zurich airport. "Well, I know Tom liked this trip," she said of her husband. "He usually can't wait to go home, but this morning he told me he wished we could stay longer. I don't know if I've ever heard him say that before."

Everywhere we went, city or cow pasture, we had looked on Switzerland not just as tourists but as educated travelers who understood how much more lay beneath its picturesque surface. Our education had also inspired us to consider how our own country appears to outsiders. Are there riches here at home that we're too close to see, too preoccupied to appreciate?

Since returning to Minnesota, I've traded photographs, letters, and even a few phone calls with some of my fellow student-travelers. During one of our conversations, Don Engbretson summed up his feelings

with an unusual but fitting metaphor. "Sometimes when I travel it's like eating half a cookie," he said. "I'm walking around unsatisfied, looking for that other half. I always try to study a country before I go there, but our Swiss tour was the most productive European trip we've ever made. We



Although educational seminars added an important element to Alumni College in the Swiss Alps, it was hard to argue with a picnic lunch beneath the spectacular Grosse Scheidegg.

learned so much about the people and the culture. On our own, we never could have matched the price or the education we received."

—Chris Coughlan-Smith

Chris Coughlan-Smith is an editor for Alumni Relations.



Although not a typical chalet, this home demonstrates the Swiss pride in their architectural heritage.

**The University of Minnesota Alumni Association is offering five Alumni Campus Abroad programs next year, in Switzerland, Italy (Tuscany), Ireland, Great Britain, and Germany (Bavaria). These programs are generally slightly longer than a week and focus on a single region of the country they visit, although broader social and political overviews are also given. Educational components are coupled with lengthy excursions. Programs feature both a professional tour guide and a campus director. For information call Jane Hladky at 612/625-9146 in the Twin Cities or 800-UM-ALUMS or send an e-mail to [umalumni@tc.umn.edu](mailto:umalumni@tc.umn.edu)**

# Bigger, better pep fest will get Homecoming crowd ready

**W**ith more attractions outside, a bigger pep fest, a nearby tailgating lot, and a dramatic marching band entrance into the Metrodome, this year's Homecoming celebration promises to be lively.

Indeed, the atmosphere will be lively at *all* the Gopher home games this year because these events will happen not just at Homecoming, but before every home game.

"We did focus group research around the state that told us people want a return to college nostalgia and tradition," says Carin Anderson, marketing manager for the U's Department of Men's Intercollegiate Athletics. "We want to make a big impression and get people in the spirit. The focus will be on college football, the University, and maroon and gold."

The events, cosponsored by the University of Minnesota Alumni Association (UMAA), will center around the new plaza on the Metrodome's west side. The tailgat-

ing lot is located north of the Metrodome across Washington Avenue.

For Homecoming on October 19, the lot will open at 11 a.m., with plaza and pep fest events beginning at noon with music, food, and a family area featuring interactive displays.

The pep fest will include appearances by famous alumni, the alumni band, cheerleaders, Homecoming royalty, as well as the U of M Marching Band's entrance into the stadium. The UMAA will run the pep fest and get the crowd ready for the game.

Adjacent to the pep fest stage will be a family area with interactive games



like football skills tests and booths in which University academic departments will demonstrate things like the aerodynamics of a football in flight.

At 1:45 p.m., the University marching band will march from the tailgating lot to the plaza, where it will participate in the pep fest before continuing into the Metrodome about 30 minutes before kickoff.

"This Homecoming will be a huge spirit-booster," says Bob Burgett, UMAA outreach director. "We want as much excitement and University participation as possible. We want to appeal to everybody's sense of pride in the U."

A similar spirit-raising event will occur before each home game, he adds, with the tailgating lot typically opening four hours before kickoff and the plaza three hours before. Pre-game festivities will always culminate with a UMAA pep fest and the band's grand march.

Home games following Homecoming are October 26 against Michigan, November 16 against Illinois, and November 23 against Iowa. All games are scheduled to begin at 6 p.m.

**For information on the pep fests, call the UMAA at 612/624-2323, 800-UM-ALUMS, or [umalumni@tc.umn.edu](mailto:umalumni@tc.umn.edu)**

## "The Golden Season"—Homecoming 1996

### Thursday, October 17

#### Public events

➤ 12:15 p.m., Silha Center for the Study of Media Ethics and Law Lecture, Cowles Auditorium, Humphrey Center. Everett E. Dennis will be featured. Call Kathleen Paul at 612/625-3421.

### Friday, October 18

#### Alumni events

➤ School of Journalism and Mass Communications open house and alumni program, 9 a.m.-4 p.m., 111 Murphy Hall. Call Linda Wilson at 612/625-8095.

➤ University of Minnesota Alumni Association (UMAA) Golden Reunion Luncheon, 11:30 a.m.-1:30 p.m., Radisson Hotel Metrodome, featuring Marilyn Belgum, Queen Mother of Comedy. Call Mark Banker at 612/625-9180 or 800/UM-ALUMS.

➤ General College Open House, 1 p.m.-4 p.m., Appleby Hall. Call Barbara Foster at 612/625-6885.

➤ College of Liberal Arts (CLA) 3rd Annual Homecoming Symposia, "Downsizing: The End of the American Dream or the Beginning of Global Realization?" 1 p.m.-8:30 p.m. Call Clay Tenquist at 612/625-4324.

➤ UMAA Volunteer Appreciation and Recognition Reception, 5 p.m.-7 p.m., Radisson Hotel Metrodome. Call Mark Banker at 612/625-9180 or 800/UM-ALUMS.

➤ College of Architecture and Landscape Architecture Reunion Lecture Series. Call Sue Danielson at 612/624-1386.

➤ Law School reunions. Call Terri Mische at 612/625-1000.

➤ Program in Physical Therapy 50th Anniversary Celebration Reception, Ted Mann Concert Hall. Call James Carey at 612/626-5303.

#### Public events

➤ 10 a.m.-7 p.m., Beta of Clovia Bazaar, North Star Ballroom, St. Paul Student Center

➤ 3 p.m., Women's soccer vs. Indiana, St. Paul campus soccer field. Call 624-8080 for tickets.

➤ 5:30 p.m., St. Paul campus barbecue, St. Paul Student Center

➤ 7 p.m., Men's hockey vs. Colorado College, Mariucci Arena. Sold out.

➤ Women's volleyball vs. Indiana, 7 p.m., Sport Pavilion. Call 612/624-8080 for tickets.

➤ 7 p.m., Bonfire and Pepfest, athletic field in front of the St. Paul campus gymnasium

➤ 9 p.m., Homecoming skits by St. Paul Campus Greek alumni, St. Paul campus

➤ 10 p.m., St. Paul campus street dance, Buford Avenue, St. Paul

### Saturday, October 19

#### Alumni events

➤ College of Human Ecology All-Class Reunion and Luncheon, 10:30 a.m., featuring photographer Judy Olausen, '67, and her mother, Vivian. Call Jeanne Exline at 612/624-2742.

➤ College of Biological Sciences dedication ceremony of the Albert Frenkel

Reading Room, Room 406, Bio Sci Center, 11 a.m. Call Doris Rubenstein at 612/624-4716.

➤ Law School Continuing Legal Education Seminar and pre-game reception. Call Terri Mische at 612/625-1000.

➤ Program in Physical Therapy 50th Anniversary Celebration Banquet, Radisson Hotel Metrodome. Call James Carey at 612/626-5303.

➤ The College of Education and Human Development Reunion Celebration and Breakfast Programs. Call Betty Jo Johnson at 612/625-1310.

#### Public events

➤ 8:30 a.m.-10 a.m., Harvest Bowl Farmer's Share Breakfast, St. Paul Student Center. Call Wanda Kanwischer at 612/625-7772.

➤ 8:30 a.m., St. Paul campus events include a family fun fair and displays by departments and student groups, St. Paul Student Center.

➤ 9:30 a.m., Meet the deans of the St. Paul campus colleges

➤ 10 a.m., 5-K Run and Roll. Call the Homecoming Executive Committee at 612/624-2674 for information.

➤ 10 a.m.-2 p.m., Bell Museum of Natural History, "Live Falcons!" Call 612/624-7083.

➤ 11 a.m., Little Red Oil Can Awards, outside the St. Paul Student Center. Call Doris Mold at (612) 626-1277.

➤ 11 a.m., Homecoming Parade, Dinkytown, 13th Avenue and 4th Street S.E.

➤ 11 a.m., Tailgating lot opens, Washington Avenue north of the Metrodome

➤ 1 p.m., Swimming Hall of Fame Induction Ceremony and Alumni Swimming and Diving Meet, Aquatic Center. Call Beth Asfahl at 612/624-7525.

➤ 1:45 p.m., University of Minnesota Alumni Association Pep Fest, Metrodome Plaza west of the Metrodome (plaza open at noon)

➤ 3 p.m., Homecoming football game against Michigan State, Hubert H. Humphrey Metrodome. For tickets, call 612/624-8080.

➤ 8 p.m., Men's hockey vs. Colorado College, Mariucci Arena. Sold out.

### Sunday, October 20

#### Public event

➤ 7 p.m., The CLA School of Music Alumni Piano Concert Celebration, Ted Mann Concert Hall, honoring the 80th birthday of Professor Emeritus Bernhard Weiser. Free. For a list of performers and repertoire, call Marie Sathrum at 612/626-7642.

**For athletic ticket information, call 612/624-8080. For more Homecoming information and late-added events, call the UMAA at 612/626-2323 or 800-UM-ALUMS, or the Homecoming Executive Committee at 612/624-2674, or visit the Homecoming Web site at <http://www.computerstore.umn.edu/homecoming>.**

# Alumni Legislative Network looks to build on '96 successes

**A**fter a successful 1996 legislative season, the University of Minnesota Alumni Association (UMAA) Legislative Network wants both to continue growing and to play a key role in supporting the University's upcoming two-year budget request.

Plans include a briefing set for the evening of January 22, 1997, during which participants will discuss details of the U's budget proposal in light of the most current state budget figures and the November election results. University President Nils Hasselmo will speak and legislators and state officials have been invited to participate.

In 1996, network volunteers played a major role in convincing legislative conference committee members to exceed house and senate recommendations for University funding. Conference committees nearly always compromise on a final amount that lies somewhere between the figures forwarded by the two bodies. Following a last-minute, alumni phone-calling campaign last session, however, the committees gave the University more money than either side had suggested, for both capital bonding and a special project to revamp the U's Academic Health Center (AHC).

The house had recommended \$43.9 million and the senate \$84.5 million for the University's capital funding. The conference committee gave the University \$93.7 million, plus another \$7 million for hockey and tennis facilities that had not been part of the U's initial request. For the AHC request, the house had voted to give \$4.6 million, while the senate had passed just \$3.7 million; the AHC received a supplemental appropriation of \$8.6 million, more than the two original figures combined.

"That was a phenomenal result," Rep. Becky Kelso (DFL-Shakopee) told the UMAA following the session. "[Alumni did] the University a great favor."

As President Hasselmo later told the 1,200 people attending the UMAA's annual meeting, "The result, I believe, was substantially influenced by hundreds of persuasive calls, letters, and personal contacts by the University of Minnesota Alumni Association Legislative Network."

For Les Heen, the UMAA's new public policy and legislative coordinator, the increased appropriations showed "the power of this network and the voices of volunteers."

Before coming to the U, Heen worked for several years as administrator of the state senate's Higher Education Division under the direction of Sen. LeRoy Stumpf (DFL-Thief River Falls). "In my years working at the legislature, I saw two things that give a



message impact," Heen said. "First is a real commitment to what you're supporting. The second is being knowledgeable about the subject and having the ability to express that clearly. Alumni and friends of the University have both."

Alumni volunteers' support will be especially vital in the 1997 legislative session, according to Heen. "This year the legislature will set the University's general operating budget for the following two years," he points out. "This is a vital time for people to express their support because this is the budget that will carry the University to the edge of the next century."

**"THIS YEAR THE LEGISLATURE WILL SET THE UNIVERSITY'S GENERAL OPERATING BUDGET FOR THE FOLLOWING TWO YEARS. THIS IS A VITAL TIME FOR PEOPLE TO EXPRESS THEIR SUPPORT."**

Heen adds that the general trend in the past decade has been toward decreasing state funds for higher education. Although the University has done relatively better than most during the last few years—in part to help U2000 initiatives get under way—support is still below historical levels.

"When you look at the University's national rankings and at the improvements in undergraduate education, you can see that the state's investments of the last few years and the U's own internal reallocations are really beginning to pay off," he says. "But sometimes the bad news sticks in people's minds more than the good news. Alumni need to remind their elected officials of the positive things happening here—that the University is on the right track."

The network's role, as always, is to help alumni express their already heartfelt support, Heen said. To do that, the network sends newsletters and alerts to inform volunteers about the latest legislative happenings, give some details about proposals, and offer tips on how to effectively contact legislators. "We try to make it as easy as possible to say what you already feel," says Heen. "A lot of people think they can't make a difference, but I have seen a few well-placed, articulate phone calls or visits really sway the direction of legislation."

The alumni network is in a position to make a big difference, Heen believes. "Carla Maxwell, my predecessor, did a great job expanding the network and putting ideas into place like volunteer captains for legislative districts, the annual briefings, and the Legislator of the Year awards," he said. "I'm going to keep working to expand our base of

volunteers and help more of our alumni get to know their legislators personally, so that their calls can have special impact."

The UMAA will continue to salute those legislators whose vision and support make a crucial difference in legislation affecting the U. The network's 1996 legislators of the year were Sen. LeRoy Stumpf (DFL-Thief River Falls), Sen. Cal Larson (R-Fergus Falls), Rep. Steve Kelley (DFL-Hopkins), and Rep. Dave Bishop (R-Rochester).

The Legislative Network is still looking for volunteers at many levels of

## World-renowned architect leads Gateway team

**T**here are few architects who can boast of having been answers on the television game show *Jeopardy*, but in 1992 Antoine Predock was one of them.

Predock is a high-profile member of the architectural team assembled by the Twin Cities firm Short Elliot Hendrickson, Inc. (SEH) to design the University Gateway, an alumni-visitor

commitment. "You can help organize volunteers throughout your legislative district, or simply make a phone call or two during the upcoming session," Heen says.

**If you're interested in joining the network, attending the briefing, or obtaining more information, contact Les Heen at 612/626-0913, 800-UM-ALUMS, heenx002@tc.umn.edu, or 501 Coffman Memorial Union, 300 Washington Ave. S.E., Minneapolis, MN 55455.**

His philosophy, Predock has written, is to go beyond functional designs that simply fulfill the program needs of building occupants. He reports drawing inspiration from the local environment, incorporating it into his form, materials, and designs to create a particular essence for a building.

As Paul Goldberger wrote of his work in the *New York Times* in 1990: "He designs buildings deeply ingrained in the traditions and spirit of a place—yet unlike anything we have seen before." Predock's designs have also been praised by *Time*, *The Wall Street Journal*, *Vanity Fair*, and numerous architectural publications.

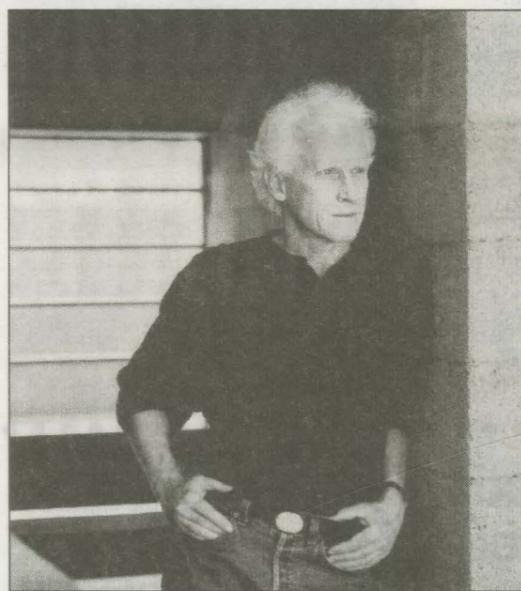
SEH has earned architecture and engineering awards in recent years for several of its Minnesota projects. The firm has designed and built the St. Cloud Civic Center and numerous academic buildings and additions.

Architectural schematics for the University Gateway may be presented to the Board of Regents as early as November.

If the design is approved, groundbreaking is scheduled to take place in the spring.

The University Gateway is a joint project of the UMAA, the University of Minnesota Foundation, and the Minnesota Medical Foundation. It is intended to serve as a place where alumni, friends, and prospective students can begin their visits to the U and experience its heritage. The gateway will be built near the former site of Memorial Stadium and will incorporate that structure's preserved ceremonial arch.

No public money will be used to build the gateway; it will be a gift to the University from its alumni. Completion is expected in the fall of 1998.



center to be built on Oak Street between Washington and University Avenues. Several of SEH's principals, including chairman Donald E. Lund and director of architecture Lew Moran, are University of Minnesota graduates.

But it is Predock, based in Albuquerque, New Mexico, and Venice, California, who is the team's lead designer. He is famous for buildings that reflect the surrounding environment. He has designed numerous college buildings, including the Nelson Fine Arts Center at Arizona State University in Tempe, the Mandel Weiss Forum at the University of California-San Diego, and the Stanford University Center for Integrated Systems Extension. His other buildings include the Museum of Science and Industry in Tampa; the Institute of American Indian Arts in Santa Fe; and the Thousand Oaks Government Center and Civic Auditorium in Thousand Oaks, California.

**For more information on the University Gateway, contact the UMAA at 612/624-2323, 800-UM-ALUMS, or umalumni@tc.umn.edu.**

## Get involved! Ways alums can help students

**L**ooking for ways to get involved, give something back, and make a difference? The University of Minnesota Alumni Association (UMAA) sponsors numerous initiatives that need your help.

■ **First-Year Experience**—Alumni mentors are assigned to a group of first-year students, through their residence halls, to assist them in becoming successful academically, socially, and personally. The standard time commitment is for one academic year, though alumni are also needed to help with one-time workshops and programs.

■ **Alumni-student mentor programs**—The UMAA sponsors or collaborates with 14 mentorship programs through collegiate units, cultural learning resource centers, other University programs, and community groups. Most programs are one-to-one matches that last for two quarters (five to six months). Mentors and students are matched according to common career interests, cultures, or other concerns.

■ **Scholarship and awards committees**—The UMAA offers 20 scholarships to qualified high school seniors each year and sponsors the UMAA Student Leadership Awards for outstanding current students. Scholarship winners are selected with the input of alumni committees.

■ **Parent orientation**—Alumni and friends help welcome parents to the University community by greeting them and sharing their own college

experiences at the U of M.

■ **Student orientation**—UMAA staff, alumni, and friends meet with new students to share information on how to succeed at the University of Minnesota.

■ **Campus Kick-off Days and Homecoming**—We always encourage alumni and friends to participate in these student-related events that help raise campus spirit and create a feeling of community early in the school year.

■ **Alumni societies**—The UMAA's 17 college-based alumni societies not only link alumni to the University, they also serve and support their units by lending expertise, sponsoring events, giving scholarships and awards, and more.

■ **Geographic chapters**—If you live outside the Twin Cities, you can still help U of M students by joining one of the more than 40 alumni chapters around the country. Chapters raise money for scholarships, help inform local students interested in the University, and sponsor events that bring the U to the community.

**Now it's up to you. Please call the UMAA at 624-2323 or 800-UM-ALUMS (outside the Twin Cities), or send an e-mail to [umalumni@tc.umn.edu](mailto:umalumni@tc.umn.edu) You really can make a difference.**

# UMAA

## Long distance service, U checks now offered

**D**iscounted long-distance service and checks with University scenes have been added as benefits offered by the University of Minnesota Alumni Association (UMAA).

"Our members have asked for checks with University scenes for a long time," says Al Anderson, UMAA director of marketing and membership.

The checks come with scenes of four recognizable University buildings: Northrop Auditorium, Coffey Hall, Williams Arena, and Folwell Hall. "Now members will be able to remember campus every time they write a check," Anderson says.

The long-distance service offers a guaranteed discount over a caller's current plan, Anderson adds, plus providing UMAA with a small amount of money for its programs and initiatives.

It guarantees alums at least a 10 percent savings over their current plan, charges in six-second increments, and gives alums Affinity Travel Card that saves them money when making calls away from home.

Continually adding new benefits is one way the UMAA is attacking its goal of reaching 40,000 members by June 1997. It currently has over 35,000 members, a figure that has increased by more than 10,000 in the past several years.

"Alumni and friends join for many rea-

sons," Anderson explains. "While our initiatives to maintain the quality of the University and helping today's students are very important to most members—especially because they help maintain the value of a University degree—our benefits and our social and networking programs are an important bonus to many people."

Other top benefits include a free subscription to *Minnesota* magazine, library privileges, and discounts on products, services, and events both on and off campus.

**For information on either of the new benefits, call the UMAA at 612/624-2323, 800-UM-ALUMS, or [umalumni@tc.umn.edu](mailto:umalumni@tc.umn.edu).**

## Hats off to GLBT alumni

**T**he University of Minnesota Alumni Association (UMAA) is renewing its efforts to create groups that link alumni who share common interests, cultures, or activities that cross collegiate and geographic affiliations.

The UMAA recognizes one such gathering of alums, the Gay, Lesbian, Bisexual, Transgender (GLBT) Alumni, for becoming the first alumni interest group to reach 50 members.

Alumni interest group membership is free with a paid membership in the UMAA.

**If you are interested in joining the UMAA or in finding out the criteria for creating a special interest alumni group, contact Bob Burgett, UMAA director of outreach, at 612/624-2323, 800-UM-ALUMS, or [umalumni@tc.umn.edu](mailto:umalumni@tc.umn.edu)**

## Charles Osgood inspires annual meeting guests

**L**ively exhibits, good food, a fast-moving program, an entertaining speech from Charles Osgood, and the fellowship of 1,200 alumni and friends made the University of Minnesota Alumni Association's 1996 Annual Meeting one of the best.

During his speech, Osgood played his banjo, told stories about his many years in broadcasting, and repeated an inspirational story in his trademark rhyming style.

"I believe that the major obstacle that stops us from reaching our full potential is our own underestimation of what is possible for us to achieve," he said.

"A man once found an eagle's egg, and put it in the nest of a barnyard hen.

The eagle hatched and grew up with a brood of chicks, and though he didn't look at all the same,

he scratched the earth for worms and bugs, and played the chicken's game.

The eagle clucked and cackled; he made a chicken sound.

He thrashed his wings, but only flew some two feet off the ground.

That's as high as chickens fly, the eagle had been told.

The years passed, and one day, when the eagle was old,

he saw something flying very high and making great majestic circles in the sky.

He'd never seen the likes of it. "What's that?" he asked in awe,

while he watched in wonder at the grace and power that he saw.

"Why, that's an eagle," someone said. "He belongs up there, it's clear,

just as we as chickens belong earthbound, down here."

The old eagle just accepted that; most everybody does.

And he lived and died as a chicken, for that's what he thought he was.

"I say that to you because you encounter so many people in the work that you do, not only in relationship with this university, but in the world at large, and you can be tremendously influential. Just be there to remind people that they are eagles, and to try to encourage, particularly young people, to achieve their dreams."

**The keynote for next year's annual meeting will be decided soon. To be placed on the mailing list for an invitation, contact the UMAA at 612/624-2323, 800-UM-ALUMS, or [umalumni@tc.umn.edu](mailto:umalumni@tc.umn.edu)**



Charles Osgood picks his way through a song.

## “Voice” of the Annual Fund

**R**aised on radio, Ray Christensen has always loved broadcasting. He started working on his announcing skills as a kid playing dice baseball with friend Don Riley, and as a spectator in the bleachers at Minneapolis Millers' baseball games. He knew even at that early age where he wanted his life to go. As a student at the U in 1946, his goal to become an on-air announcer was realized at the University's radio station, KUOM. A half century later, Ray Christensen is still involved with the University, and still calling play-by-plays.

“I'll never forget the Radio Guild and the Minnesota School of the Air at KUOM in Eddy Hall. It was live radio and very exciting—anything could happen,” Ray reminisces with a smile. “I remember one embarrassing introduction that went like this: ‘It is now my pleasure to prevent the Chancellor of the University of



Photos by Dan Vogel

**Ramona '52 and Ray Christensen '49, cochairs of this year's Annual Fund.**

Nebraska.’ There were more, many more, positives than negatives, though, and it was through the Radio Guild that I met my wife, Ramona.”

With his resonant, rich, and genuine voice, Ray Christensen is now in his 46th year of doing play-by-play for U of M football and will begin his 41st year of Gopher basketball in November. In 1991 he was honored

for broadcasting his thousandth Gopher basketball game.

“I have no immediate plans to end my play-by-play,” notes the semi-retired Ray, whose voice is still clear and commanding at 72.

Just as Ray Christensen's interests in life aren't restricted to athletics (he's also a devotee of classical and Dixieland music), neither is his interest in the University. This is also true of Ramona, who received her degree in education from the U in 1952 and taught high school speech and English.

As this year's co-chairs of the Annual Fund, Ray and Ramona have come full circle, giving back time and energy to the University that so profoundly shaped their lives and the lives of two of their three children, also U of M graduates.

“Ray and I have always appreciated the high caliber of the University and its programs,” says Ramona. “We truly feel a sense of debt to the U for all that it's given us.”

## High-tech tour of the Weisman

**W**hat happens when Maurer meets multimedia? For the Weisman Art Museum, it means a whole new perspective, thanks to a collaborative project with Yamamoto Moss, one of the Twin Cities' leading design firms.

The project, *The Frederick R. Weisman Art Museum: Not Just Another Brick Lump*, is an exciting interactive CD-ROM that offers a compelling history of the museum, highlighting the way in which the building's bold design was conceived and brought to life. By simply touching the screen, viewers can tour the museum electronically, visiting three-dimensional museum galleries and the building's unique architectural spaces.

The estimated \$310,000 in production expenses for the CD-ROM were donated by the design firm.

“Without Yamamoto Moss's incredible philanthropy and generous spirit, it would have been impossible for the museum to even consider a project of this magnitude,” says museum director Lyndel King. “Working together, we have created a product that is both educational and entertaining—something of which we can both be proud.”

**Copies of the new CD-ROM are available through the Weisman Art Museum Store for \$24.95. For more information, contact the museum at 612/625-9494.**



## Annual Fund facts

**Money raised by the Annual Fund is used for many critical needs, including student scholarships, academic programs, and research activities. In fiscal year 1996, the UMF Annual Fund saw excellent results, thanks to the increased participation of alumni and friends. The number of gifts rose by 6 percent and the dollars by 12 percent over fiscal year 1995. The average gift has grown by 25 percent since fiscal year 1993, from \$41.22 to \$51.65. Through direct mail and**

**telephone calls from students, the Annual Fund makes it easy for alumni to participate. If you would like more information on the Annual Fund, call 612/624-3333 or 800/775-2187.**

The **U&you**

## With charitable gift annuities, you can give while you live

**M**any people approaching retirement age are apprehensive about their financial future. But they don't have to be, according to the University Foundation's director of trusts and estates Chuck Wolsky.

“A charitable gift annuity may be the answer,” says Wolsky. “The charitable gift annuity is one of the oldest forms of income-producing gifts, yet because of its benefits, it continues to be a desirable way to make a gift and secure a life income.” It was also one of the most popular ways of giving among alumni and friends for making a deferred gift to the U this past year..

Simply put, a charitable gift annuity is a legal agreement between an individual and a charitable organization in which the individual gives a sum of money or property and in return, the charitable organization agrees to pay the donor a fixed income for life (see accompanying chart for sample rates).

When the gift annuity is created, the donor can receive a charitable income tax

deduction. If the gift is made with appreciated property, such as stock, there is the added benefit of being able to reduce capital gains taxes.

### \$10,000 Gift Annuity

One Life (yourself)			Two Lives (yourself and another)		
Age	Rate	Annual Annuity	Age	Rate	Annual Annuity
50	5.7%	\$570			
55	5.9%	\$590			
60	6.1%	\$610	60/65	5.8%	\$580
65	6.5%	\$650	65/70	6.1%	\$610
70	6.9%	\$690	70/75	6.5%	\$650
75	7.7%	\$770	75/80	7.0%	\$700
80	8.8%	\$880	80/85	7.9%	\$790

*\*The University of Minnesota can offer general information about tax benefits, but you should seek advice from your own counsel.*

*To discuss your specific needs and the advantages of a gift annuity, or any other planned giving opportunities, please call Chuck Wolsky at 612/624-1397.*



**For  
Alumni &  
Friends**

**Special  
Homecoming  
Issue**

**1996 TWIN CITIES  
HOMECOMING CALENDAR**

**Friday, October 18**

➤ 7 p.m., Bonfire, St. Paul campus, behind the St. Paul Student Center

**Saturday, October 19**

➤ 8:30 a.m., "Farmers Share" breakfast, St. Paul campus, along Buford Avenue

➤ 9:30 a.m., Continental brunch for U of M parents at the U Rec Center. Parents' event also includes reserved parade seating and tickets in a special section of the Metrodome

➤ 11 a.m., Homecoming parade down University Avenue. Parade starts at 13th Avenue and 4th Street S.E. in Dinkytown, turns right on 15th Avenue S.E., then left on University Avenue, continuing down fraternity row.

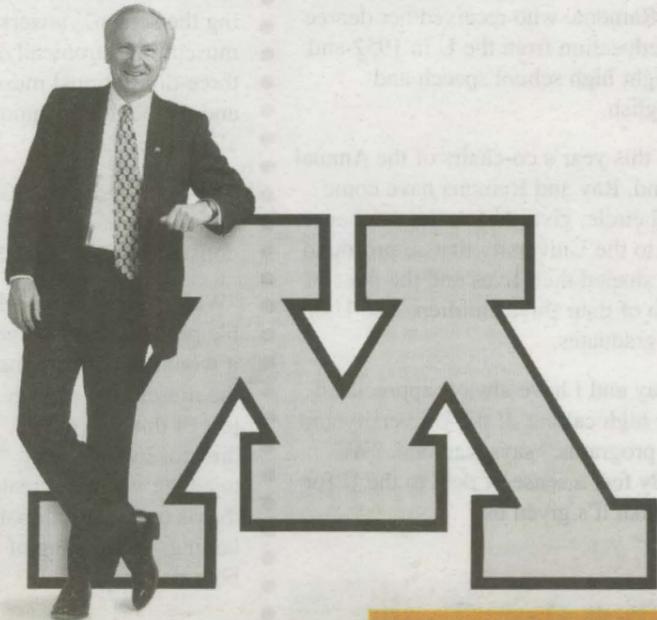
➤ 1 p.m., Bring-your-own-grill tailgating at lots north of the Metrodome

➤ 3 p.m., Homecoming football game against Michigan State, Metrodome

*For complete information on Homecoming events, call the Homecoming hotline at 612/624-2674; for the parents program, call 612/626-9291; for tailgating call 612/624-6868; for tickets to the game call 612/624-8080 or 1-800/U-GOPHER.*

**Complete Homecoming Calendar on page 12**

**Come celebrate...**



**The past,  
the president,  
and the future**

**A**s Nils Hasselmo prepares to step down as president next year, we invite alumni and friends from around the country to join us in extending our gratitude to Nils and Pat Hasselmo for their years of dedicated service to the University of Minnesota. The Hasselmos will, in 1997, be taking a farewell tour (see adjacent box) to visit alumni and friends. Watch your mail for details, or contact Nancy Vitoff at 612/626-8533 or 800/775-2187.

- |             |                           |
|-------------|---------------------------|
| January 18  | Naples, Florida           |
| February 6  | Portland, Oregon          |
| February 7  | Seattle, Washington       |
| February 27 | San Francisco, California |
| February 28 | Los Angeles, California   |
| March 2     | Palm Springs, California  |
| March 19    | Dallas, Texas             |
| March 20    | Houston, Texas            |
| March 22    | Phoenix, Arizona          |
| April 15    | Washington, D.C.          |

*Jointly sponsored by the University of Minnesota Foundation and the University of Minnesota Alumni Association.*



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**To own "UM" series plates, simply call 612/624-6868.**

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. This publication is available in alternative formats upon request.

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