

MINNESOTA

University of Minnesota Alumni Association

June 1983



Family Re'U'nion



MINNESOTA

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'U' PEOPLE make the difference



MINNESOTA ALUMNI
ASSOCIATION

15 'U' People Make the Difference

Members of the University community singled out for recognition by the Minnesota Alumni Association have included these people: archivist, policeman, secretary, drug counselor, and 21 others.

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Cover: Susan Mundale, left, and Carol Pine have written about other's success. Now Minnesota tells you about theirs. Photo by Rob Levine.

Inside Front Cover: The Hanson family claims to hold the most degrees from the University of Minnesota. Main family members at a recent reunion in Minneapolis include from left, front row: Helen Dresback, '46, St. Petersburg, Fla.; Dorothy Swanson, '43, St. Paul; Carleton M. Hanson, '39, Minneapolis; Lloyd C. Hanson, '39, Branson, Mo.; Dr. Kenneth Hanson, '48, '51, '52, Mountain Grove, Mo.; (back row) Donald Hanson, '40, Minneapolis, Dr. Lester Hanson, '36, St. Paul; Dr. Earle Hanson, '33, '39, '42, Madison, Wis.; and Dr. Melvin Hanson, '42, '50, Redwood City, Calif. With the second generation, the number of degrees exceeds 36. Photo by Rob Levine.

THE EDITOR

So Long, George

On a May Day, a sunny Sunday afternoon after church, cars with people in them on their way to a theater party and champagne reception for George Hage pulled into the lot near the Foley Theater on the campus of St. Thomas College.

"This is some way to celebrate George's departure from the School of Journalism after 37 years," one of the more than 250 guests said as he settled into his seat minutes before the 1:30 p.m. special performance of "Have You Anything to Declare?"

"I've never been to a performance in my life where the audience was all my friends," George later told one of his former students.

After the French farce there was some more good-natured horseplay, or "dogwatch," as that period before the paper rolls off the press is called.

Graduate students — Stacey Richardson, Jean Olson, Paul Lester — assumed the roles of professors Mitch Charnley, Cam Sim, and Robert Jones.

On a more serious note David Kwait, '73, who played the lead in the play and who once had George for a teacher, read excerpts from some of George's favorite writers including E. B. White, Joan Didion, and H. L. Mencken.

Jerry Kline, director of the school, announced that Hage would receive the College of Liberal Arts "Distinguished Teacher Award" in June.

In addition there was the proclamation from the governor and round-trip tickets to London for George and his wife Anne.

The guests went to nearby Murray Hall (not Murphy) for hors d'oeuvres, champagne, and conviviality.

The event was planned by Arnold Ismach and Jean Ward, journalism faculty members.

George Hage, a 1937 graduate of the school, was managing editor of the *Minnesota Daily*; a good student; a reporter and editor for the *Columbus Ohio Citizen*; Reader Representative (substitute) for the *Minneapolis Star and Tribune*; World War II army officer; author; amateur actor; and was once an editor with the *Saturday Evening Post*. He is



George Hage, left, visits with long time friends June Chucker, '40, and Harold Chucker.

6-foot-2 and now wears a moustache. When it came to grading papers his beautiful handwriting could make your hair curl.

"I don't mean to sound harsh," he once wrote on my Plan B paper, "but —" And I had to rewrite.

"He's probably the best teacher that journalism school has ever had," Mitch Charnley, journalism professor emeritus, and a friend of George's for 50 years, said.

"He was a student in the very first reporting class I taught at Minnesota," said Charnley, who lives only 200 yards from George and Anne in Prospect Park.

Charnley said George has hammered away at a couple of major areas for a long time:

1. The standards of good journalism;
2. Critical writing as it is applied to the arts.

"I still have something wonderful to declare," George said from the stage to his friends in the audience, including Garrison Keillor, who wrote the book

"Happy To Be Here," and to Otto Silha, chairman of the board of Cowles Media Co., and Minneapolis Mayor Donald Frazer.

"I learned a lot about writing and about living from my students," George said.

Then he ended it on an upbeat note: "I'm just happy to be here."

And for those of us who had George for a teacher, we're happy we were there when he was.

This is my last issue as editor of *Minnesota*, a publication I re-named and had redesigned in 1978.

My hope is that the magazine has been interesting to read and look at and that the readers may have learned something new.

I have formed my own communication firm and will start a second newspaper in Minneapolis this summer.

I am happy to have been here, too.

AT THE 'U'

Slight Enrollment Decline Continues

A one percent drop in enrollment was reported at the University of Minnesota spring quarter with enrollment at the University's five campuses totaling 52,415 — 566 fewer students than were enrolled last spring quarter.

The Twin Cities campus closely reflected the drop with a decline of slightly less than one percent. Enrollment on the system's largest campus totaled 42,451 for the spring quarter.

Two campuses — Waseca and Duluth — reported increases in enrollment.

The 851 students at Waseca represented a 1.5 percent increase over spring of 1982. At Duluth enrollment rose by less than a percent to 6,732 students.

Of the decreases, Crookston reported the largest: 10.4 percent. The student population on that campus fell to 947 from 1,058 last spring quarter. At Morris enrollment fell by 5.9 percent to 1,434.

On the Twin Cities campus, enrollment gains by the Institute of Technology continued, with 120 more students reported this spring than last spring for an increase of 2.2 percent. The number of women in the institute rose by 17 percent over the same period last year.

The School of Management reported an increase of 7.1 percent or 99 students. With enrollment of 15,300, the College of Liberal Arts remains the largest single unit at the university despite a decline of 2.9 percent from last spring.

Guggenheim Fellow Will Research Poetry

Pauline Ruth Yu, associate professor of humanities and East Asian studies at the University of Minnesota, has been awarded a Guggenheim Fellowship to write a book on Chinese poetry. She is the only Minnesotan to receive a 1983 Guggenheim award.

Yu will use her \$19,000 fellowship to supplement her sabbatical salary from July through the summer of 1984. She will spend the time doing the traveling

and research for a book on imagery in Chinese poetry. Her book will start with the first anthology of Chinese poetry, published in the sixth century B.C., and will examine poetry through the Tang Dynasty (A.D. 618 to 907).

Psychologist to Head Mental Health Group

University of Minnesota psychology professor Norman Garnezy is chairman of a mental health research network recently formed to examine what part environment plays in the development of major mental illness.

The network is the third established through funding by the John D. and Catherine T. MacArthur Foundation of Chicago. It will bring together internationally known investigators in psychiatry, psychology, biology, genetics, epidemiology and sociology. Each of the networks is funded for five years at about \$1 million per year.

The new network will examine risk and protective factors in patients with schizophrenia, antisocial personality disorders and affective disorders such as depression and manic-depressive illnesses.

Seven Faculty Members Get Morse-Amoco Awards

Seven University of Minnesota faculty members who received the 1983 Horace T. Morse-Amoco Foundation Award for their contributions to undergraduate education are:

- Russell S. Adams Jr., professor of soil science in the College of Agriculture, who is an expert in pesticide residue chemistry and an active supporter of undergraduate research.

- James L. Bowyer, professor of forest products in the College of Forestry, who is co-author of a highly praised textbook on wood products and creator of the unique products management specialization in the forest prod-

ucts curriculum.

- John M. Dolan, associate professor of philosophy in the College of Liberal Arts, who is recognized for his contributions to undergraduate curriculum development in philosophy and his co-editorship of *The Thoreau Quarterly*.

- Dennis R. Hower, professor of science, business and mathematics in the General College, who is the author of textbooks and curriculum material on law for undergraduates.

- Mark A. Luker, associate professor of mathematical sciences in the College of Letters and Science, Duluth, who is considered the computer science authority on the Duluth campus and is known nationally in the field of computer use in university education.

- Paul C. Rosenblatt, professor of family social science in the College of Home Economics, who is considered a pioneer in the study of grief and is the author of a textbook on that subject.

- James B. Van Alstine, assistant professor of geology in the Division of Science and Mathematics, Morris, who is the primary force behind the increase in quality and popularity of geology as a major on the Morris campus.

Dean N. L. Gault Jr. Returns to Teaching

Dr. N. L. Gault Jr., dean of the University of Minnesota Medical School since 1972, will return to teaching and patient care.

Following the appointment of a new dean, Gault said he plans to take a one-year sabbatical for retraining in geriatric medicine. He will then rejoin the Medical School faculty in the Department of Medicine.

Gault received his doctor of medicine degree from the University in 1951. He entered medical school in 1946 after serving for three years as an executive officer at a 1,000-bed United States Air Force Hospital in Fresno, Calif.

He joined the Medical School faculty in 1953, where he remained until 1967 when he became associate dean and professor of medicine at the University of Hawaii Medical School. He returned to Minnesota in 1972.

"While I have thoroughly enjoyed the experience, I believe that it is healthy for an institution to have a new dean

with new ideas," he said. "The most satisfying thing for me during my career as dean was to be associated with an extremely talented faculty of teachers and scientists."

Union Pacific Head Gets Top 'U' Honor

William S. Cook, president and chief executive officer of the Union Pacific Corp., has received an "Outstanding Achievement Award" from the University of Minnesota.

The award is the highest honor the University gives its alumni who have achieved distinction in their fields.

Cook, a native of Duluth and a 1948 graduate of the University, began his career with Union Pacific in 1969 as vice president for finance. He is a director of the Federal Reserve Bank of New York, the Stauffer Chemical Co., Boise Cascade Corp. and Royal Group Inc.

He was the 1980 crusade chairman of the New York division of the American Cancer Society and is a member of the Columbia University Business School Advisory Council and the Consolidated Corporate Fund Committee of the Lincoln Center.

He began his career in finance in 1948 with General Electric, where he worked 14 years. In 1962 he joined the Pennsylvania Railroads, which merged with New York Central Railroads into Penn Central in 1968. Cook was vice president and comptroller for Penn Central for a brief period before taking a similar position at Ebasco Industries, a diversified investment company.

Children, Adult Scholarships Offered at MacPhail Center

Scholarships for study at the University of Minnesota MacPhail Center for the Performing Arts in Minneapolis will be offered for the first time next year.

Part of the University since 1966, MacPhail is a community-based center devoted primarily to the study of music for approximately 3,000 students of all ages. Classes in dance and photography also are offered at the 75-year-old cen-



ter.

Joanna Cortright, acting director, said the center expects to provide 20 scholarships that will cover study during the winter and spring quarters of 1984. The approximate value of each scholarship is \$130. That amount covers about 50 percent of the tuition for two quarters of study.

Students interested in applying for a scholarship should contact the MacPhail Center office after Aug. 15. Auditions will be conducted in October.

The center is at 1128 LaSalle Ave., Minneapolis, MN 55403. Call (612) 373-1925 for more information.

Minnesota's Newest Vet Clinic Dedicated

The nation's newest and possibly most modern veterinary care clinic is open on the University of Minnesota's St. Paul campus.

The Animal Science/Veterinary Medicine three-story building houses clinics and other treatment facilities for large and small animals, as well as offices for faculty and staff. The new building provides more wards for large animals, operating space and laboratories.

The third floor will be named the Lewis Hospital for Companion Animals in tribute to Dr. B. Robert Lewis, a veterinarian and former state senator who died in 1979. Lewis, who operated small animal clinics in Golden Valley and St. Louis Park, was Minnesota's first black state senator.

Regents Endorse New Research Corporation

The formation of a for-profit corporation that will allow the University of Minnesota to have the benefits of expensive research equipment without the liabilities of ownership was approved recently by the Board of Regents.

The corporation, Research Equipment Inc., will be established as a subsidiary of the University of Minnesota Foundation and will purchase expensive research equipment to be used by the University and outside clients.

If the University were to own or lease such equipment and use it, in part, to provide services to private or government clients, any income from such arrangements could be considered taxable, requiring the filing of a federal income tax return.

Two other institutions, the University of Wisconsin and Colorado State University, have recently formed similar non-tax-exempt corporations through their research foundations.

REI — 90 percent of which will be owned by the University of Minnesota Foundation, the University's fundraising arm — will operate as a separate legal entity, but will exist for the benefit of the University. The University will own 10 percent of the shares in the corporation and will not be involved in the day-to-day working of the corporation.

In a letter to the regents, University President C. Peter Magrath outlined

the advantages of such corporations, saying they:

Provide equipment to University research faculty and graduate students on a fee basis, rather than by large capital outlays.

Permit the sharing of costs between research projects in several organizations.

Encourage more joint University-industry research projects.

Ownership of the Cray-1 computer, acquired last year by the University on a sale-leaseback agreement, will be assigned to REL.

'Brain Drain' Possible President Magrath Warns

If salary patterns and funding cuts in education continue, the nation's universities may be facing a severe brain drain in the next decade, President C. Peter Magrath of the University of Minnesota told the Minnesota House Appropriations Committee recently.

Universities have "never attracted and held good faculty because of salaries alone," Magrath said — people work at universities because they like the work and believe in it — but the growing difference between academic salaries and salaries in the private sector is driving some productive and promising faculty members into other employment.

Recent budget cuts have compounded the problem at the University of Minnesota by making work loads heavier and working conditions less attractive, he said. In his testimony in the opening round of budget discussions for 1983-1985, Magrath summarized the impact on the University of budget cuts of the last 20 months.

"Assuming no further budgetary disasters, the University will finish the 1981-1983 biennium with something like \$54 million less than we thought we had at the start of this biennium," he said.

One measure of the cuts has been the reduction in staff numbers. Magrath said a comparison of the payroll in November 1982 with the payroll a year earlier shows a loss of 1,145 positions — 914 civil service positions, 410 of which were actual layoffs, and 231 academic positions, mostly quarterly appointments that were not renewed. More positions will be lost by the end of the

biennium, he said.

Questions and comments from legislators reflected concern for the continued quality of the University and praise for the planning process that has enabled the University to survive retrenchment as well as it has. "The university has done a very admirable job of retrenching and putting its priorities in order," said Rep. Douglas Carlson, IR-Sandstone.

The University is proposing increased funding of \$92 million from the Legislature for 1983-1985. The request is presented in three segments: \$42.7 million for faculty salary increases, \$28.8 million in money needed to stay even with



C. Peter Magrath.

inflation and projected increases in fuel and utility costs, and \$20.8 million for program improvements or expansions.

The \$42.7 million for faculty salary increases would provide increases of eight percent in 1983-1984 and nine percent in 1984-1985. Faculty members suffered a 20 percent loss in purchasing power in the 1970s, Magrath said, and the request for salary increase money is the University's first priority.

The faculty salary problem is a national one, he said, citing an article in the January 1983 issue of *Harper's* that listed changes in real income for about 30 categories of personnel in the 1970s. Changes ranged from an increase of 29 percent to a decrease of 12.6 percent — "and then down at the very bottom of the list, college professors with a minus 21 percent," Magrath said. "College faculty are losing ground to other occupations."

Faculty members in engineering now earn about 60 percent of what they

could earn in the private sector, he said, and it is "small wonder that there are now something like 2,500 open teaching positions in American engineering schools."

Rep. Richard Cohen, DFL-St. Paul, asked if the increase the University was requesting would be large enough to address the problem. Magrath said a much larger request could be justified, but it would not be realistic in light of the state's financial problems. In response to a question from another legislator, Magrath said the starting salary of an assistant professor in the humanities is now about \$16,000.

In recognition of the state's fiscal troubles, Magrath said, the money requested for program expansion or improvement — \$20.8 million — is "the smallest increase requested in recent memory." Every item in the request is one that emerged from the University's planning process as very high priority, he said. "I can assure you that many more colleges and departments wanted to request increases, but we deliberately held the line in view of the fiscal problems of the state."

Even much of the money in this category would essentially be standstill money, he said. "Equipment replacement, facilities remodeling and library acquisitions, for example, are aimed more at repairing problems of the past than expanding something in the future."

Magrath said the University's requests are not demands but proposals. "We are saying to you and to the governor that these are things we can do that make sense in our planning and that make sense to Minnesota's current economic situation."

The University has always been vital to the health of the state, Magrath said, and "given the directions that we know economic development will have to take in this state, the University will be more important than ever before." For one thing, he said, "the University of Minnesota is one key reason we can even talk about a high technology future for this state."

Rep. James Rice, DFL-Minneapolis, chair of the Appropriations Committee, said he hopes that, with all the talk of high technology, the humanities will not be forgotten.

Magrath said that in a time when people are out of work it is easier to talk about programs with a clear economic payoff, but support for the humanities and the arts must also be maintained or Minnesotans will "sell ourselves short as a state."

SELF-MADE T

Two Minnesota Alumni, Carol Pine, '67, and Susan Mundale, '65, have written a book (Self-Made: The Stories of 12 Minnesota Entrepreneurs) about 12 of Minnesota's most successful entrepreneurs, three of whom are University of Minnesota alumni. The book has become a regional bestseller. Carol and Susan agreed to allow Minnesota to reprint excerpts from the book on the three University alumni. We've added a fourth success story — the story of Pine and Mundale, the research and writing firm that Carol and Susan started to satisfy their own entrepreneurial dreams.

A Minnesota Success Story

Earl Bakken

Sparks of Life

His basement workshop in a tidy, blue-collar neighborhood of north-east Minneapolis was quite possibly unique. Everywhere you looked there were dusty vacuum tubes, stray circuits, copper wire, electrician's tape, Erector Set parts, and scrap wood. Dog-eared copies of *Popular Mechanics* were piled in a corner. A bomb was cooking on a hotplate.

Some kids in the neighborhood considered the basement workshop Earl Bakken's chamber of horrors. But to the nine-year-old Bakken, it was the sanctuary where he built his "shock machine" and countless radios, the retreat where he designed a lighted scoreboard for a high school athletic field, and constructed a private telephone hooked up to a friend's home and complete with amplifier earphones borrowed from a gracious, near-deaf grandmother.

It was also the place where the youthful Bakken built his robot. A five-foot-tall robot whose skeleton was Erector Set pieces and "flesh" was plywood. A robot with blinking red eyes and a head that moved up and down, smoking a

Lucky Strike. The robot was a chain smoker, in fact, thanks to the ingenious connection Bakken made between a hot-water bottle that served as the robot's lungs and an electric motor seated in the robot's ample mid-section.

The robot was inevitable. Bakken spent his Saturday afternoons soaking up the minute details of every Frankenstein movie that came to town. The idea of using electricity to bring a creature to life fascinated him. And while his own creature was not the equal of that celluloid anti-hero, the idea took hold. Electricity and life. One impulse sparking another.

Bakken's experimentation knew few limits in those days. He was an only child for the first 18 years of his life, and his doting parents fed his curiosity. Florence Bakken scoured the basement at Dillman's hardware store for stray vacuum tubes, wires and switches. She lobbied the local radio repairman for first pick of his cast-off parts. An avid reader, Osva Bakken kept his son well-stocked with *Popular Mechanics* as well as with workshop tools.

The boy was given to solitude and experimentation. He had only a few close friends. Joe Colianni, who lived at the other end of that makeshift telephone Bakken created, was one friend. Harry Zook, with whom Bakken had a "pact," was another. Bakken and Zook cloistered themselves in the Bakken base-

ment most evenings and weekends. They needed little else in their youth but this.

"That kid is going to electrocute himself some day," Osva Bakken's brother shouted, spotting Earl absorbed in yet another experiment. This time the boy was in the Bakken attic, alone.

It had been a quiet day until the explosion. There was a sudden flash of light.

"For God's sake, Earl — what now?" Osva shouted.

The boy was exploding firecrackers, but not in the conventional manner. Rather than light them with common matches, Earl was setting off each fuse with a live electrical wire. Snap, sizzle, out the window — boom!

It was enough to turn Florence Bakken's hair prematurely gray. But Florence was a willing accomplice of her son. She poked around for spare parts, she lent him her spare hotplate so he could stir up a chemical bomb in the basement. She even submitted herself to Earl's scary "shock machine." Florence shakes her head today. "But what if we had stopped him?" she asks. It's a fair enough question.

If the Bakkens had stopped their mad-scientist son tinkering with electricity in the basement, there might not be a Medtronic, Inc., selling more than 90,000 implantable pacemakers annually for heart patients around the world.



ROW LEVINE

Earl Bakken and his brother-in-law, Palmer Hermundslie, founded the company in 1949. Today, Medtronic is a more than \$300-million-a-year enterprise manufacturing pacemakers in such far-flung locations as Canada, Puerto Rico, the Netherlands, France and Brazil, and selling them in 75 countries worldwide.

Medtronic's psychic center is still just a few miles away from the Bakkens' Northeast basement. Medtronic has always been close to Earl Bakken's boyhood home. In many respects, those early years were the best in Earl Bakken's life. Solitary, experimental, uncomplicated — quite different from the years that followed, years that turned Bakken from an engineer into a reluctant entrepreneur. Indeed, the events in the life of Medtronic seemed to shape Earl Bakken more than he shaped them.

Curt Carlson

Stamped in Gold

"A

ll I want," the 22-year-old Curt Carlson told his job-hungry classmates, "is the freedom that comes with a regular income." No commission sales job. No cash-poor company. No uncertainty.

Who could blame him? Like every-

Earl Bakken, '48.

body else in Depression-weary Minnesota, Carlson had to scrape to pay his college tuition. He delivered groceries, stacked cases of soda pop, hustled newspapers, worked every job he could find to finance four years at the University of Minnesota. Now he was ready to graduate, to begin earning a decent living and to marry the blonde he met in his political science class.

More than anything else, Carlson wanted stability, and Procter & Gamble made the best offer — \$110 a month to sell soap and shortening to grocery stores in south Minneapolis. He already knew the territory, since he'd grown up there. He also knew the grocery business, since his father had spent the better part of his life peddling goods to those same grocery stores. Selling, in fact, came naturally to a Carlson. So beginning in June 1937, Curt Carlson promoted Crisco, Oxydol, Camay, Ivory, Kirk's Castile, and Dreft with evangelistic fervor. He soon collided with archcompetitors Lever Brothers and Colgate, and discovered, to his surprise, that P&G was no favorite among South Side grocers. He learned that P&G sales people were urged to push hard.

"Aggressive exploitation," P&G called it. Push for more shelf-space in each store. Push for more inventory. Load grocers up with Oxydol and Dreft. Paper their windows with promotion

banners. Crowd their aisles with "shelf-talkers." Pack in 15 calls a day to 15 grocers. Don't waste your time with congenial small talk. When a grocer resists, go back at him again. And again. Don't let up. Don't lose heart. Don't take the rejections personally. This is guerilla warfare.

Carlson learned to stiffen his backbone. He learned to even threaten: "You don't buy from me? I'll take my Oxydol and my specials to your competition. . . ." Carlson's canny commander at P&G urged him on. "If you don't get thrown out of at least one grocery store a week," C. W. Mussett growled, "you're not selling hard enough."

Mussett's gritty pragmatism appealed to Carlson, who was raised on long work days and discipline. On his own, he had learned that there was more than one way to make a sale and that the successful peddler was the one who didn't give up too soon. And, at 23, Carlson sold more soap than any other P&G man in Minnesota, Iowa, Wisconsin, Montana, and the Dakotas. For his precocious success at "aggressive exploitation," the rookie salesman won a dress watch and \$330.

That was nice, Carlson decided, but not nice enough. The young man with a mind for minutiae — especially financial minutiae — started figuring. His efforts were worth more than a dress watch and \$330. "It would have meant thousands had I been working for myself," he scoffed. "Hundreds of thousands."



Curt Carlson, '37.



Dean Scheff, '57.

Curt Carlson's dissatisfaction with a steady, secure income working for somebody else began the day he won the watch. It was that dissatisfaction that made him start his own company just 12 months after he signed on with P&G. It was that dissatisfaction that empowered him to build a company that is today one of America's 14 largest privately held corporations, with annual sales approaching \$2 billion.

Dean Scheff

A Jury of One

As a boy he was sickly, given to night-long asthma attacks and perpetual skin rash. He seemed to play host to every germ traveling through rural southwestern Minnesota. He missed weeks of school in the first grade, so much in fact that he was slow to learn to read. His mother worried that young Dean would be, in her words, "backward."

But the puny kid who was plagued by illnesses and who learned to read late became the founder of a \$100-million company that makes its business in

words — word-processing, the high-technology answer to typing words on paper. It is a process enhanced by high-speed printers, display screens and micro-computers that not only store words and ideas but sort them, massage them and retrieve them — all at the touch of a typewriter key.

The company is CPT Corporation of Eden Prairie, Minn., and the adult Dean Scheff is no weakling. He has wrestled business from the likes of IBM and Xerox. He has fortified his corporation's bottom line during years when older and presumably wiser competitors sacrificed themselves to red ink. He has ruled CPT with managerial muscle.

Dean Scheff's singular style was developed early. The second child born to Fred and Malinda Scheff in August 1931 was a loner. His father ran a grain elevator in Wirock and, later, Lime Creek, Minn., but young Dean could have no part of that business because of his asthma. Dean had few friends his own age. All eight grades of school-age children in the country around Wirock and Lime Creek scarcely filled a single room.

Dean's answer to that childhood isolation was reading, even though he had a "lazy eye" that would not keep pace with the other. He missed a lot of school, but the kid was determined. Once he did learn how to read, he devoured histories and biographies, elec-

tronics texts, and science fiction. He also developed into a fair high school football player, small but nimble. And he understood the profit motive. At six years of age, he was selling garden seed, Christmas cards, and "magic" salve door to door. He sent in coupons cut out of comic books to put himself in business, but his market, alas, was limited. Even if the folks in Lime Creek and Wirock liked his pitch, he had, at best, only 30 potential customers.

As it happened, Scheff took two detours before he entered the business world. The man who later turned out to be a tough, autocratic corporate chairman first enrolled in a pre-seminary major at Concordia College. By his third year, however, he balked. "My mother and my minister ganged up on me and absolutely twisted my arm," he says. "They decided I should be a minister. I decided enough of this! I rebelled and joined the Air Force."

Scheff was assigned to a troop ship among 2,800 enlisted men and 200 officers. The experience strengthened an early resolve to rise above the pack. "The officers bunked in the top part of the boat, the enlisted men in the bottom," he explains. "We were so far below the water level we would have had to climb upstairs to jump ship if a torpedo hit. Then and there I decided: Never again would I ride in the bottom of the boat."

Carol Pine &
Susan Mundale

Their Business Is (a) Success

by Chuck Benda

“We really didn't think about how well the book (*Self-made*) would do,” Carol Pine said. “We knew it was good when we were writing it. We knew it was interesting. But we didn't know how many people would be interested in buying it.”

One of the first indications came before the book was even in print. In a last-minute galley-proofing session conducted on an airplane, Pine, who was on her way for a sailing vacation, asked some of her friends to help proof the galleys. She passed chapters of the book around to four of her friends, and before long, several other passengers were reading the book, a piece at a time.

“We had 12 to 15 people reading parts of chapters and responding really well,” Pine said. “These people were crowded into a Northwest Orient plane, reading galleys in agate type, fascinated and passing the chapters around.”

The interest shown by a random group of airline passengers proved to be a good indication of things to come. By April, 1983, some 6,000 copies of *Self-made* had been sold, an extremely good showing for a regional book.

But the book was really just another chapter in Pine and Mundale's own success story. Since they first teamed up in 1978, Pine and Mundale have made a business of writing about business, and have found the same sort of success, although on a smaller scale, as many of the companies and individuals they have written about.

“We found (in doing the research for their book and interviewing the entrepreneurs) an attitude about work that we realized we shared,” Susan Mundale said. “When it is your own business and you have created it and are responsible for it, you're willing to put in as much as it takes to make it grow and be successful.”

“Another part of the enjoyment of owning and running your own business is that it's a living and growing thing,” Pine added. “This is a child, this business of ours, and we're nurturing and building it. It's really exciting to see how it turns out.”

If their business is a child, then it was born of a rather unlikely marriage of

two women with different backgrounds coming together at a time in their lives when they were ready for a change.

Susan Mundale, 44, came to writing as a third career in 1977. She started at the University in 1957 as a home economics major with the intention of becoming an interior designer. After some initial course work, she decided she wasn't really cut out for design work and transferred into the humanities. Her college career was postponed for a time when she decided to get married and then had a baby, but she returned to school and got her bachelor's degree in humanities in 1965. Her first job was that of a fulltime homemaker. As her children began to grow up, (she has

Self-made

by CAROL PINE and SUSAN MUNDALE

The Stories of 12 Minnesota Entrepreneurs.

three children, 15, 19, and 22 years old) she returned to school, getting a master's degree in teaching and English from Mankato State University. She taught English in junior high school for five years before she and her husband moved to Minneapolis in 1977. Susan then began doing some free-lance writing.

Carol Pine, 37, began at the University in 1963 as a journalism student with a very clear idea of what she wanted to do. “I thought that Nirvana would be to be on the staff of the *Washington Post* or *The New York Times* someday,” she said. “I went through all the course work with Mitch Charnley, George Hage, and all those wonderful people.”

Pine graduated in four years and went to work as a public information writer for Hennepin County where she

wrote speeches, press releases, and other public relations copy. After a year, she went to work for the North Hennepin Post newspapers for five years as an editor.

“I cut my teeth doing everything from covering meetings to writing stories to taking pictures to processing film on weekends to writing headlines,” Pine said.

After three more years in the newspaper business, working for the Sun Newspapers, Pine decided it was time to move on. In 1974 she started her own writing business, writing magazine articles, and what ever other non-fiction copy she could.

When Pine and Mundale first began collaborating in 1978, they were both still working out of their homes. Pine, who is single, lived in Deephaven, a Minneapolis suburb, Mundale lived in south Minneapolis. They both felt frustrated by the isolation that comes with working at home and were ready to move on to bigger and better things so they rented a small office in 1979 and hired someone to do some of their typing. As their business grew, they outgrew their office space, and in 1981 they moved to a bigger office in St. Louis Park. They also hired Margaret Armstrong as an office administrator.

“She does all of the business kinds of things and frees us to do what we do best . . . write,” Pine said. “It's a real challenge to be both a professional writer and a business person. Neither one of us had formal business training at the University, but in the course of almost 10 years of business, I feel like I've earned an MBA, on the street.”

In addition to doing magazine articles on business, Pine and Mundale do a lot of work on business publications, such as annual reports, and company histories for internal publication. *Self-made* is their first book for popular consumption, but judging from its success, not their last. There is already some talk of a second book, perhaps aimed at a national market.

Thinking back on the round about pathway that led to becoming a businesswoman, Mundale, whose daughter is a student at the University, said of her education, “If I were to do this again, I would do exactly the same thing. I really appreciated the kind of learning and quality of teaching that I found at the University. The opportunities are so great.”

Presumably, Pine and Mundale would do the same thing over again in the business world, too. When opportunity knocks, the entrepreneur answers:

“Hello! This is Pine and Mundale.”

Not For Children Only

by Chuck Benda

Suspend for a moment, all your notions of what it means to be an adult — maturity, responsibility, economy of time, and, heaven forbid, seriousness — and play a game with us. A silly game, at that. We have a riddle for you.

I am bigger than a breadbox and smaller than a mountain. But I hold parts of all the world and worlds that never were.

I am singular, for none in all the world is like me, but I am plural for my numbers are astounding.

There are those who turn their nose and shun such juvenile scribbings, and hastily slip along the path and heed my older siblings. But truly, the wisest aren't fooled by disguises, and page through my volumes intently. For the secrets of mankind, they know they will find. The child is father of the man.

Okay, so you think you know the answer. It has something to do with the library, obviously. A special part of the library, we'll tell you that much. But before we spill all the beans, let us give you a few more clues.

In this "anonymous" special collection of the University of Minnesota libraries, there are approximately 125,000 items, including 3,000 sets of original illustrations, and 2,000 original manuscripts.

The collection is considered so valuable that most of it is kept in special rooms in which the temperature and humidity is constantly controlled. The materials may be used only in the read-

ing room and only the staff may remove items from the shelves. They bring them to you. Some of the most valuable items are kept in a vault.

This special collection has been the primary research source for more than 100 master of arts "Plan B" papers and a dozen doctoral theses, along with dozens of research articles, and special studies. These studies have focused on American history, sociology, racism, sexism, morality, art, education, violence, mental illness, and Shakespeare.

Enough of the riddles. We're talking about the University's Children's Literature Collection, which includes the Kerlan Collection, the Hess Collection, and several other smaller collections. It is one of the largest children's literature collections in the world, and perhaps one of the most misunderstood collections at the University.

Open to the public, the Children's Literature Collection is often toured by groups of children. Recently, a group of 30 fourth graders from Scandia, Minn., spent more than an hour QUIETLY touring the collection, paying attention, asking questions. Several of them agreed it was the best field trip they had ever been on. Before coming, they studied four children's books. Once at the library, they were able to see the authors' original manuscripts and illustrations, including notes, manuscripts and the original watercolors for Tomie dePaola's *Cloud Book* and *A Christmas Pageant*.

But it is the big people, the adults, who put the collection to its greatest use. Within the collection is a history of ideas, a chronolog of changing attitudes and values; attitudes about morality, women's roles, family structure, and racial stereotypes.

The dime novels contained in the Hess Collection (some 70,000 of them) may have contributed more to the formation of romantic notions about the old west, the American adventurer spirit, and the rags-to-riches American dream, than any other single phenomenon.

Dime novels were a series of quickly, and usually, poorly written short novels that were published in soft-covered books about the size of *The Reader's Digest*. The covers were salmon colored and generally featured an action-packed illustration on the cover, along with the title, and a brief excerpt designed to pique the potential reader's curiosity.

A publishing success story (from a business man's point of view) in the late 1800s and early 1900s, dime novels, and half-dime novels, were churned out by the thousands. The writing was generally considered trashy and unfit for a young reader, but was often the only thing available to the masses.

George Hess Jr., an accountant who lived in St. Paul from 1916 until he died in 1954, read many dime novels as a boy. In 1928, he began collecting dime novels, partly motivated by the hope that he would find copies he had read as a boy and inscribed. As his collection grew, he began to add other types of publications, including series books such as the Rover Boys, the Bobbsey Twins, and the Hardy Boys. Although he never found a book inscribed with his name, by the time of his death his collection, which he bequeathed to the University, numbered nearly 80,000 volumes.

Despite their tainted reputation, dime novels had a great influence on American life. Writers such as Theodore Dreiser and Upton Sinclair wrote



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Karen Hoyle, curator of the Children's Literature Collection, is surrounded by foreign language editions of *Millions of Cats* by Wanda Gag, one of the most popular children's books of all time.

dime novels early in their careers. Other writers, most notably James Thurber, read them with delight as children.

The American success story, in which any child, no matter how poor or afflicted, can grow up to be president, has become synonymous with the name of one of the most famous authors of dime novels.

Horatio Alger Jr., whose own life was somewhat of a tragedy, captured the imaginations of thousands of young Americans with his simple tales of success. Although Alger never achieved the success he dreamed of for himself — he failed in love and money — he convinced his readers that if they worked hard enough and long enough, and led good lives, their dreams would come true.

But it is the Kerlan Collection that is the pride and joy of Karen Hoyle, curator of the Children's Literature Collection. The Kerlan Collection contains about 28,000 volumes and includes original illustrations for some 3,000 of those volumes and original manuscripts for some 2,000. According to Hoyle, *Millions of Cats* by Wanda Gag, and the accompanying sketches, notes, illustrations, and manuscripts, constitute one of the most valuable items in the Kerlan Collection. Published in 1929, *Millions of Cats* has been one of the most popu-

lar children's books of all time. It has never been out of print since it was published.

Dr. Irvin Kerlan enrolled at the University of Minnesota at the age of 14 and although he had earned his MD by the time he was 20, he had to wait until he was 21 before the degree could be conferred in 1934. Kerlan, who eventually became chief of medical research for the United States Food and Drug Administration, began collecting children's books as a hobby.

Unable to afford the collecting of many of the old, rare, children's books, Kerlan began supplementing his collection with current editions. In order also to record the way these books came into being, Kerlan began collecting manuscripts and illustrations and any other pertinent materials the authors would part with. He also began to send his materials to libraries and art galleries around the world for display purposes.

Eventually the work became too great, and Kerlan transferred control of the collection to the University in 1949. Kerlan died in 1963.

The Children's Literature Collection has continued Kerlan's pursuit, acquiring the best of current children's literature and whatever supporting materials they can. Each year, first editions of books by winners of the John Newbery Medal (for "the author of the most dis-

tinguished contribution to American literature for children") and the Randolph Caldecott Medal (for "the artist of the most distinguished American picture book for children") are purchased for the collection, along with copies of the runners-up in each category. Hoyle said that they also accept donations of children's books, although potential donors should write first to find out whether the particular book or books they wish to contribute are already contained in the collection.

Children's books are more than happy little stories with pretty pictures. They constitute a living history of our times, and reflect the artistic, literary, and social values of our society. Children's books are for children, but they're for you, too — even if you're not interested in serious research about children's literature. When was the last time you read a good riddle?

Editor's note: The Children's Literature Collection is located in Room 109 Walter Library on the east bank of the Minneapolis campus. It is open from 8 a.m. to 4:30 p.m. on weekdays. Address all inquiries to Children's Literature Research Collection, 109 Walter Library, 117 Pleasant Street SE, Minneapolis, Minn. 55455.

PHOTOGRAPHY BY ROB LEVINE

below
Lawrence Anderson — Policeman
Maxine Clapp — University Archivist
William D. Wras — Drug Program Director

“U”

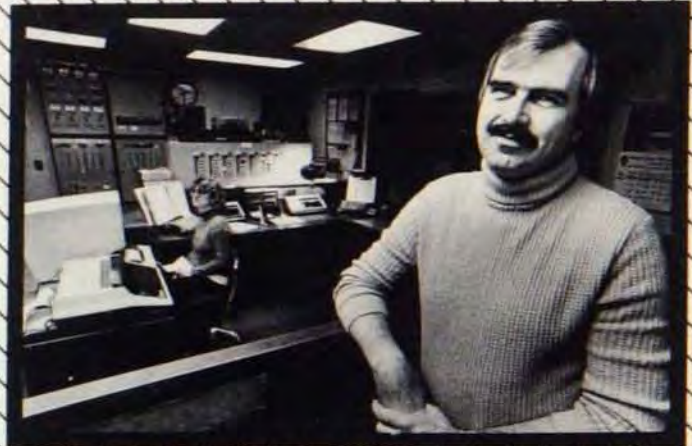
niversities are more than bricks and mortar, universities are people and ideas. Last September, the MAA board of directors began a campaign to recognize the people of the University who make a difference, the people who humanize a large powerful University by being warm, friendly, and nice to people.

Through funds provided by MAA, an ad appeared in each Friday edition of the *Minnesota Daily* featuring the “U Person of the Week.”

The idea, according to Steve Roszell, executive director of the Minnesota Alumni Association, “was to pay tribute to those people who give their lives to the institution, people who have touched students or touched alumni.”

A secondary goal was to give the MAA more visibility on campus.

Each recipient received a bouquet of balloons, an enlarged version of the ad, an invitation to the annual dinner, and lots of handshakes, phone calls, and smiles. Here, then, for the readers, are our “U” people.



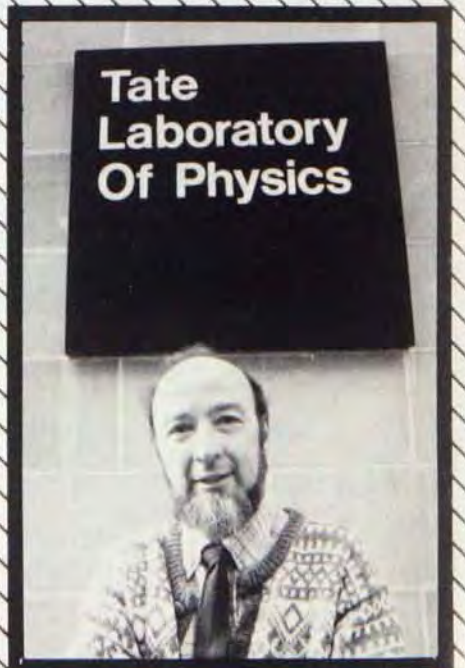
PEOPLE MAKE THE DIFFERENCE



at left from top
Scott Dacko — Mechanical Engineer Junior

Ruth Wirt — Food Manager
Ralph Rickgarn — Centennial Hall Director

below
Margaret Alkanson — Principal Secretary
Gerrit Balter — Senior Secretary
Benjamin Bayman — Physics Professor





below
Gail Hill — Personnel Documents Analyst
Jim Bristol — Dispatcher
Camille Carpenter — Lost & Found Supervisor

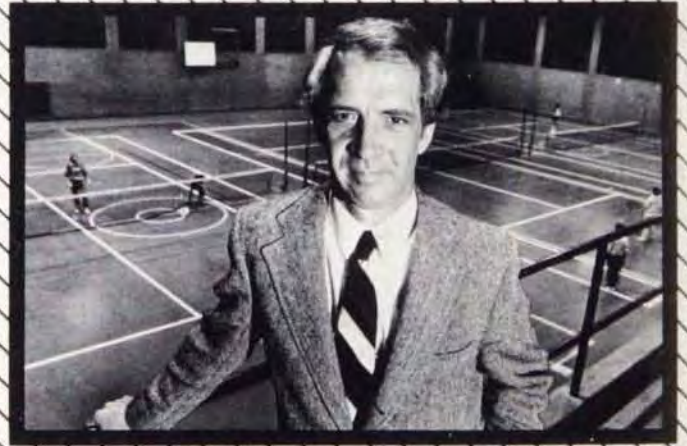


above
Henry Bowers — Building & Grounds Worker
Carol Ostrow — Coordinator of Information Services





below
 Roy Tull — Coordinator of Intramural Sports
 Barbara Hoyer — Administrative Secretary
 Cliff Smith — Parking Lot Attendant



above
 Carol Gobar — Principal Secretary
 Lee Meyer — Graphics Coordinator
 Curt Oliver — Music Director of KUOM-AM





upper left

above
Patricia Lundquist — Senior Secretary

lower left

William F. Healy, Jr. — Former Horticultural Lab Technician
Richard Phillips — Professor of Animal Science



right
Ralph Heussner — University News Service Writer
Sister Marion Goetzke — Office Assistant

Travel in Good Company

Travel with MAA—'U' People Make the Difference

June 26-July 9 — **LANDMARKS AND ART TREASURES OF WESTERN EUROPE**
A voyage from Portugal to England, with a visit to Bordeaux, center of the famous French wine country.

June 29-July 13 — **FJORD PASSAGE**
A two-week tour of the fjords of Norway. There will be a visit to Bergen and four nights in Copenhagen.

August 7-19 — **ROMANTIC PASSAGE**
Six days on the Neckar River through the heartland of Germany. There will be three nights in Baden-Baden and two in Basel, Switzerland.

~~September 4-24~~ — **1983 ORIENT ESCAPADE**
This 21-day program includes Tokyo, Shanghai, Wuxi, Beijing, Xi'an, Hong Kong, and a cruise on the Grand Canal.

This is the final listing of the 1983 travel program in MINNESOTA. Alumni are signed up and ready to depart for the fjords of Norway and for the wine country of France, and alumni will go to Germany in August on the ROMANTIC PASSAGE. There are still a few spaces for this trip and still enough time to reserve for this relaxing cruise through the heart of Germany, at the most beautiful time of the year. If you need a reservation form, contact your Alumni Association travel director; we need to know soon if you can be with us in August.

The next issue of MINNESOTA will present our travel plans for 1984. Not only will alumni travel in the traditional ways to new destinations, alumni will share study/travel trips with the University of Minnesota College of Continuing Education and Extension. And alumni will have special opportunities for adventure travel with ECHO, The Wilderness Company. From whitewater rafting in the American west, to birdwatching in Scotland, Minnesota alumni will be there, and we hope you'll be with us.

These are exciting prospects for 1984 so be sure to look to the travel pages, in the September/October issue of MINNESOTA, for the details.

The Minnesota Alumni Association Travel Program
100 Morrill Hall, 100 Church Street SE
Minneapolis, Minnesota 55455



MINNESOTA ALUMNI ASSOCIATION



The Minnesota Alumni Association has received a gift of a Data Card System 2000 from Data Card Corp., a system that will be used to issue plastic membership cards. From left Tom Lindquist, Data Card; Willis

Drake, chairman of Data Card; John Mooty, MAA president, and Steve Roszell, MAA executive director.

University's Private Support Ranks Seventh in the Nation

The University of Minnesota ranked seventh among the nation's higher education institutions in the amount of private support given by alumni, corporations, and other sources in 1981-82.

Donors gave the University \$54.9 million in 1981-82, an increase of \$5 million over 1980-81.

The ranking of the 20 institutions in the United States receiving the highest total of voluntary support is part of an annual survey conducted by the Council for Financial Aid to Education and was released recently.

Of the top 10 universities ranked, the University of Minnesota is one of only two public institutions included. The University of California at Los Angeles was fourth in the rankings.

The University of Minnesota has

been included in the top 10 each year since 1973-74 and in the top 20 for the past 12 years.

"Setting an institutional record for private gifts is cause for great joy — especially after the university suffered a record cutback in state appropriations last year," said university President C. Peter Magrath. "Naturally, the regents, faculty and I are grateful for such generosity. We are also honored by the continuing confidence that our many benefactors place in this outstanding institution."

Overall, the survey of 1,101 private and public colleges and universities found support for those institutions increased by almost 15 percent in 1981-82, to reach an estimated \$4.86 billion.

Part of the increase in overall support nationally was due to \$77 million in bequests to Harvard University and \$38 million to Washington University in St. Louis from the estate of Edward Mallinckrodt Jr., an alumnus of both schools.

Voluntary support overall increased in every category, including 23.9 percent among alumni. Support from corporations was up 23.4 percent.

For the University of Minnesota, support from corporations, non-alumni and other sources in 1981-82 increased over the previous year. Corporate donations increased from \$7 million to \$9.2 million and non-alumni donations increased from \$10.18 million to \$13.14 million.

Donations from foundations and from alumni both declined in 1981-82, although the actual number of persons making annual gifts increased. In the past three years, the number of individual donors has grown from 16,500 to nearly 25,000.

About 14.5 percent of the university's alumni made donations during 1981-82, compared to about 13.5 percent nationally.

Gifts to the university last year included \$5 million for a new Crop Management Center and other agricultural programs from the estate of Redwood Falls farmer Parker Sanders and a \$2.9 million gift from the estate of Eldon Siehl to establish a chair in nursing honoring his wife, Cora. Gifts also established chairs in the colleges of Law, Education and Agriculture.

There was continued corporate sup-

port to the Center for Microelectronic and Information Sciences with gifts from 3M and Calma.

Among foundation gifts were \$1 million from the McKnight Foundation to the School of Management to foster faculty development and \$400,000 from the Exxon Educational Foundation for faculty and graduate student assistance in the Institute of Technology.

According to the *Chronicle of Higher Education*, the following institutions had the highest totals of voluntary support:

1. Harvard U.	\$181,018,507
2. Yale U.	82,162,299
3. Stanford U.	76,966,527
4. U. of Cal. at Los Angeles	63,032,616
5. Washington U.	57,219,874
6. U. of Southern California	56,555,220
7. U. of Minnesota	54,871,621
8. Cornell U.	50,929,223
9. Columbia U.	50,583,039
10. Princeton U.	47,352,359
11. Mass. Inst. of Technology	46,590,872
12. U. of Michigan	45,579,115
13. U. of Illinois	44,699,065
14. U. of Chicago	43,313,424
15. U. of Pennsylvania	42,317,010
16. Texas A&M U.	40,797,795
17. U. of Wisconsin at Madison	40,172,696
18. Northwestern U.	38,440,242
19. Johns Hopkins U.	36,670,952
20. New York U.	35,377,612
Multiple-unit systems not included above:	
U. of California	\$130,928,127
U. of Texas	91,471,283

Delmore New President

Daniel Delmore has been elected president of the Mortuary Science Alumni Society.

More than 200 persons attended a reception for society alumni at the Radisson South Hotel in May.

"Alumnus of the Year" awards were presented to Robert Bonnerup, Albert Lea, Minn.; and Robert Caturia, Hastings, Minn.

Other officers include Raymond Gorski, vice president; and Kay Sperry, secretary-treasurer.

Dues Increase Begins July 1

Minnesota Alumni Association membership dues will increase July 1 as the association strives to serve a growing membership, associate director Jim Day, said.

Increases in annual rates are incremental, but annual members may find the current life membership rate as

a way to maintain membership and avoid future dues increases.

To lock in a life membership at current rates, call the membership services department at (612) 373-2466 before July 1.

Discount rates still will apply to those alumni who graduated less than three years ago, or more than 40 years ago.

Here are the old and new rates:

	1982-1983	1983-1984
Single annual	\$18	\$20
Husband/Wife	\$23	\$25
Discount single annual	\$10	\$15
Single life	\$250	\$300
Husband/Wife life	\$300	\$350
Single installment life	10 annual payments of \$30	\$100 (plus 10 annual payments of \$30)
Husband/wife installment life	10 annual payments of \$36	\$100 (plus 10 annual payments of \$36)

Membership Benefit Tip of the Month

The "Lifestyle Assessment Questionnaire" and the "Fitness Assessment" program together make up the Wellness-Awareness program offered to MAA members in cooperation with the University Recreational Sports Department.

The "Lifestyle Assessment Questionnaire" includes a self-scored nutrition assessment and a computerized lifestyle assessment. As a participant you will receive an individualized computerized health profile. The fee for this program is \$19.95, the same as for University faculty and staff.

In the "Fitness Assessment" program you will receive through the mail a lifestyle assessment, a nutrition assessment, a health history questionnaire, a liability release form, and a "Fitness Assessment" booklet.

After you complete these questionnaires, you will schedule a personal appointment with one of the rec sports technicians.

You will be given height, weight, blood pressure, resting heart rate, body fat, flexibility, strength and cardiovascular efficiency tests. Upon completion of the entire program, you will receive an individualized exercise program, rec sports information, a nutrition assessment booklet, and an evaluation form. MAA members receive the program at a discounted rate of \$45.

The program takes about six weeks to process and requires pre-payment. Please call the Recreational Sports Office at (612) 373-4200 for additional information and registration forms.

Bohen Leaves for Brown

University of Minnesota Vice President for Finance Frederick M. Bohlen, whose responsibility included the Office of Associate Vice President for Development and Alumni Relations, has been named senior vice president for finance and administration at Brown University, Providence, R.I.

Bohlen has been vice president at Minnesota since October 1980 and has had responsibility for an annual budget of \$850 million, construction and design of University buildings, purchasing, data processing, and other auxiliary services.

Before coming to the University, he was assistant secretary for management and budget in the Department of Health, Education, and Welfare.

Big Ten Alumni Meeting Set

Dr. John Perry, '44, is co-chairman of the Big Ten Club's 50th anniversary "Golden Weekend" June 16-18 in Los Angeles.

Perry, who is team physician for the Los Angeles Rams, also has a private medical practice in Hollywood. He is vice president of the Big Ten Club.

Run Set for October

In an effort to bring students and alumni together to celebrate Homecoming '83, the Minnesota Alumni Association Student Board will be hosting a 10-kilometer run October 15.

"We hope our 10K Homecoming run will become a tradition. We want to unite alumni, students, and the community at Homecoming and think this will be a great way to accomplish that purpose," Jeff Ramsey, student board coordinator of the race, said.



BOB LEVINE

An April reunion of the Class of 1944, ROTC, included, back row and subsequent rows, from left: Kimball Cummings, Bill Hickey, Bernard Haxby, Tom Wilson, Ray Lindquist Jr., Keith Davidson, Norman Podas, Charles Kelly, Bob Fillmore, Earl Fairbanks, Bob Walton, Keith Krier, Jim Sherrick, Miles McNally, Don MoBerg, Burt Harris,

Larry Fadner, Bob Schumacher, Jack Berggren, Howard Guthmann, Bill Heaser, Porter Wiggins Jr., Clyde Blinn, Don Smith, Dick Schmidt, Bob Metcalf, Layton Hoysler, Burton Elvig, Don Freeman, Jim Roehl, Howard Swanson, and Peter Pafolis.

At 9 a.m. runners will start from Memorial Stadium, go down to the Mississippi River — following East River Road, and then return to Memorial Stadium for refreshments and awards.

For registration materials and race information read upcoming issues of *Minnesota* and call the Minnesota Alumni Association at (612) 373-2466.

Public Health Meeting June 24th at Campus Club

The University of Minnesota's School of Public Health Alumni Society is sponsoring its first annual meeting of alumni and friends on June 24.

The event will be held in the University of Minnesota Campus Club and

will begin at 6 p.m. with a social hour, followed by dinner at 7 p.m. All School of Public Health alumni and friends are invited to attend. (From 5 to 6 p.m. a special reception for MAA members only will take place.)

The evening program will feature Dr. Leonard M. Schuman, who will be retiring as director of the School of Public Health's Department of Epidemiology after 30 years' service. Dr. Schuman was recently named a Mayo Professor by the University of Minnesota Board of Regents. He is only the second person to hold this honor, which was established in 1946 by a grant from the Mayo Properties Association.

The School of Public Health Alumni Society was formed in 1982 for the purpose of responding to the needs of the School of Public Health through a program of alumni involvement. Membership is available to all School of Public Health alumni and friends. For additional information, contact Pam Burkley at the Minnesota Alumni Association,

100 Morrill Hall, 100 Church Street SE, Minneapolis, Minnesota 55455, (612) 373-2466.

Presidential Network Volunteers Named

The Minnesota Alumni Association's Presidential Network is a new organization that represents the University of Minnesota in state communities.

Members of the network are alumni and friends of the University who are community leaders. Acting as advocates for the University, Network members are informed about current activities and issues, assist with projects, and report local observations to the University.

The Presidential Network has members residing in 16 areas.

There are four primary projects for

Network members:

1. *Legislative Support:* Communication with state senators and representatives about key issues affecting the University is important. Members will work with the Vice President of Institutional Relations as the need exists throughout the legislative session.
2. *Recruitment of High Ability Students:* The University is one of many institutions across the state and nation that wants the top students and offers them many programs, including Merit Scholarships and the Honors Program. Network members will be asked to phone or visit with students and encourage them to attend prospective student programs.
3. *Community Information:* Some Network members are in a position to help promote the University in their area. Members will be asked to work with area media and local service organizations to generate additional interest in campus speakers and news releases.
4. *Identification of Prospective Financial Support:* The University has an outstanding professional staff in the Minnesota Foundation, trained to work with people interested in financially supporting the University. The Presidential Network was not established to raise money, but some members are in a position to know people who could be contacted by the Foundation staff. Sharing the names of potential donors with the University will be an activity of some Network members.

Volunteers are:

Redwood Falls

James and Mary Flinn, Elmer Kaardahl, Robert Palmer, Mark Parker, Laurel A. Swanson, Bob B. Ebbesen, Mary Walz, Barbara Ross.

Willmar

E. Scott Pierce, Donald E. Bruce, Don D. Elmquist, Fern Soderholm, Michael T. Cullen, Earl B. Olson, Rolf Peterson.

Red Wing

Richard Johnson, Arnold Vogel, Jean Jackish, James W. Pumarlo, Rolf I. Skyberg, Harriet Lee.

Pipestone

Mary Malecha, Norma Shaffer, Bob Fritz, Evan Wahl.

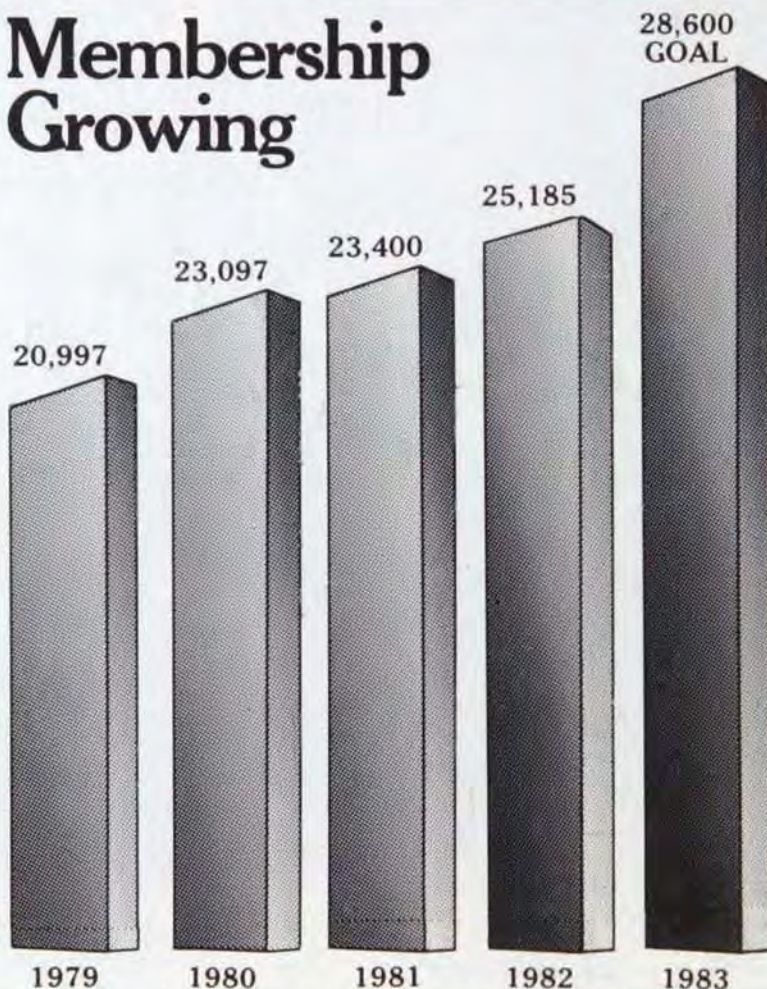
New Ulm

Charlene Danuheim, Timothy Olcott, Donald Palmer, Kim Shaffer.

Marshall

Roy and Mary Enquist, Al Blitstein, Thomas J. Osterberg, Helen Schultz, Paul Rehkamp.

Membership Growing



Alumni membership in the Minnesota Alumni Association has increased 35 percent since April 1979. This high rate of growth in tenuous economic times is made possible by the association's high membership renewal rate — about 80 percent. While not all members renew every year, as their individual circumstances change, MAA membership growth demonstrates how strong alumni commitment is to the University of Minnesota.

Corrections

Two new members of the Minnesota Alumni Association Student Board were not listed in the April issue of the magazine. They are Jeff Ramsey of St. Louis Park, Minn., and Jana L. Clevenger of Mound, Minn.

Also, weekday reservations for the University Golf Course may be made one week in advance by calling (612) 373-1645. Weekend reservations must be made for foursome play and can be made starting on the preceding Wednesday.

Fairmont

G. Barry Anderson, Casper and Mary Hegdal, Judy Moen, Gary Wollschlager, Mark Hamre, Elton Kuderer, Robert and Mary Arneson, Floyd Bellin, Jr.

Elk River

David Gilgenbach, Murray M. McNair, Jane Houlton.

Buffalo

Harold Dahl, Thore Meyer, Michael Peter Quady, Gayle Whitesell, Warren Krause, Colette C. Platsted, Glen Zebarth, Kenneth Yager.

Austin

Mary Frances Jones, James Flannery, Burton Plehal, Robert Radloff, Warren F. Plunkett.

Wadena

Kenneth Muckala, Kurt Wied.

Princeton

Douglas Fraser, David Lingle, Clarence Paulson.

COLLEGES AND SCHOOLS by Bev Bachel

AGRICULTURE

DIAL U Is Up and Ringing

How can I keep squirrels away from my crocuses? Can I still prune my apple trees? What can I do to prevent Dutch Elm Disease? These are a sample of questions received by insect and plant experts at the University's DIAL U, a telephone system launched this year to help answer the public's questions.

DIAL U is partially financed through user fees and replaces the information services previously offered by each of three departments — entomology, horticulture, and plant pathology. "We faced a choice of closing the clinics or finding a new way to help pay for them," said Norman Brown, director of the Agricultural Extension Service. "The volume of calls last year convinced us that people want a fast, dependable source of information based on University expertise in research and teaching."

Brown assigned overall supervision of DIAL U to Gail McClure, head of Communication Resources. She said the program, although it started out slow, has received exceptional support and "we've had very nice comments from people who tried the system and felt they got their money's worth."

The DIAL U Insect and Plant Information Clinic operates out of Alderman Hall. Jane McKinnon, extension horticulturist, coordinates a team of experts from entomology, horticulture, and plant pathology. "With people from three disciplines working together in a central telephone answering service we can serve people much more efficiently," said McKinnon. "We have more phone lines and the capacity of switching calls to whoever is best qualified to respond to the question."

To reach this service, dial 1-975-0200. A \$2 fee a call automatically registers on the caller's monthly telephone bill. The big question, of course, is whether people are willing to pay for the personalized information. "We think many consider it a bargain," McKinnon said. "People have a lot of money invested in their homes, trees, lawns, and gardens.

The right advice can save them hundreds or even thousands of dollars."

Last year, when a similar service was free but unadvertised, the insect and plant experts handled 135,000 inquiries. Many other callers could not get through because the phone lines were busy. This spring, an advertising and publicity campaign informed Twin Citians of the service and a counterpart, DIAL U Teletip, a prerecorded tape service providing answers to fairly standard questions dealing with insects, plants, and home care. The number is 1-975-0100 and each call costs \$1.

DIAL U Teletip has tapes on home economics as well as lawn and garden topics. Specialists have prepared tapes on more than 50 subjects and expect to have 200 by the end of the year. A published list of available tapes may be obtained by writing DIAL U, 490 Coffey Hall, University of Minnesota, St. Paul, Minn. 55108.

Both DIAL U services operate from 11 a.m. to 7 p.m. weekdays, and from 9 a.m. to 1 p.m. on Saturdays from April 1 to October 31.

Alumni To Participate In Mentoring Program

Agronomy student Mary Carlson is interested in a career in commercial seed production but isn't sure what it would entail. Under a new mentoring program, jointly sponsored by the College of Agriculture and the Agricultural Alumni Society, Carlson will have the opportunity to visit with a recent graduate currently working in commercial seed production with a local agribusiness firm.

The mentoring program is designed to provide student contact with professionals working in areas of agriculture of interest to them, thereby broadening their perceptions of what those professionals do. The program is geared toward freshmen and sophomores enrolled in the College of Agriculture. (The Professional Experience Program which provides on-the-job training is geared for juniors and seniors.)

Initial meetings between students and their mentors should include a dis-

cussion of the following regarding the professional's current position: overview of the organization, job description, necessary skills, knowledge and training, equipment and tools, working conditions, examples of actual work performed, career opportunities and paths, and personal rewards and negative aspects associated with the profession.

If the initial conversation goes well and both the student and the mentor agree, they should develop an ongoing relationship that will allow the student to interact with the professional in his or her daily activities. In addition, the students meet with their academic advisers to discuss their experiences with the mentoring program.

Alumni interested in participating in this fall's pilot project should contact Vernon Cardwell, professor of agronomy and coordinator of the program, at (612) 373-0875.

Computers: A Future Farmer's Best Friend?

Aself-propelled planter glides on an elevated trafficway through the wheat stubble, spewing soybean seeds in angled rows. Inside, the planter's dashboard is a computer screen flashing neon-colored operating instructions, field considerations, weather data, and the latest commodity reports. The planter operator is not driving but monitoring all systems involved in the procedure and, via remote control, keeping informed of other on-farm developments.

This scene is set in the not-too-distant future, perhaps in the late 1990s. By then, agricultural visionaries predict, farming will have incorporated many of the technological advances in the experimental stages today — remote sensing systems, automatic guidance, controlled-field traffic, and central computerization. Today, however, growers and agricultural suppliers are already utilizing computers for budgeting, crop production planning, and advisory services.

A university-sponsored seminar will present information on how computer-related products can help Midwestern farmers. The seminar will be held August 26-28, during the Minnesota State

Fair, at the Earle Brown Continuing Education Center, next to the state fairgrounds.

In one area of the center, University specialists and experienced farmer computer-users will lead seminars covering the basics: how to choose software and hardware; what to look for in a computer service; current and future computer uses; and more. Concurrently, in another area of the center, farmers will see computer-related product displays and participate in free seminars designed to help them understand the benefits of computers.

Alumni interested in more information should contact the Office of Special Programs, University of Minnesota, 1420 Eckles Avenue, St. Paul, Minn., 55108.

BIOLOGICAL SCIENCES

Biotechnology Center Focuses on Fermentation Biology

The College of Biological Sciences is requesting funding from the state for a Fermentation Biotechnology Center that would be a multi-disciplinary effort drawing on the resources of Biological Sciences, Health Sciences, Agriculture, and the Institute of Technology. The new program would be an important addition to several other program clusters, which now comprise the University-wide Biotechnology Center.

"There are many people at the University who are experts in the applications of microbiology and biochemistry to processes that have or might have industrial importance," said Victor Bloomfield, director of the Biotechnology Center and head of the Biochemistry Department. The new program would be a catalyst for biomolecular and cellular engineering at the University, providing essential new technologies and encouraging new collaborations among faculty members in twenty different University departments. Fermentation biology has been identified as a prime focus here because it brings this expertise together.

What the University lacks, and what the Fermentation Biotechnology Center hopes to develop, is an academic emphasis on scale-up production. "We want to explore how test-tube methods can be adapted to production condi-

tions, as chemical engineers do with chemical reactions. To do this, we need techniques, specially equipped space, and some new faculty members with expertise in production microbiology and the biology of commercially useful microbes and cells," Bloomfield said. The facilities would be available to all University personnel.

"It is important to understand that our efforts to develop the fermentation center represent a first step in developing biotechnology in Minnesota," Bloomfield continued. "We are also attempting to create networks of communication and cooperation among several existing programs. These include biomedical engineering, food processing technology, the molecular biology of economically important plants, pharmaceutical and immunological applications of biotechnology, clinical diagnostics, biomass conversion, animal reproductive biology, and environmental technologies. The present proposal is a critical step in leveraging our existing strengths and expanding our efforts to secure support from the private sector for biotechnology programs."

Some existing research activities in biotechnology include using cattails and other biomass for energy and chemical feedstocks, isolating drugs from plants, improving the nutritional and disease-resistant properties of corn through new genetic engineering techniques, modifying microbial metabolism to cope with hydrocarbon compounds in the environment, and devising new biomedical devices such as implantable pumps for drug infusion.

INSTITUTE OF TECHNOLOGY

Minnesota Alliance For Science Established

The Institute of Technology and the College of Education have received funding for the Minnesota Alliance for Science, a long-term program to improve pre-college science and mathematics education in Minnesota.

"During the past several years, there has been growing national concern about the deterioration of science and

mathematics education in kindergarten through 12th grade schools," said Von Valletta, executive director of the Alliance.

Science and mathematics education is particularly important to Minnesota where technology-oriented industry dominates the state's economy. "Unlike companies located in the sunbelt states," Valletta said, "Minnesota industry relies primarily on local sources for employees. We can't rely on importing our professionals. We have to grow our own. And we have to begin now." A recent study by the Minnesota High Technology Council, formerly the Institute of Technology advisory committee, indicated that unless more engineering graduates are produced, Minnesota industry will, by 1991, have a choice of curtailing production or attempting to bring in 80 percent of its employees from other states. "This is highly unlikely," Valletta said, "because of the nationwide demand for personnel in scientific areas."

The proposed approach of the MAS is to form a consortium of elementary and secondary school districts and public and private-sector organizations particularly concerned with technical education. Specific project goals include significantly increasing enrollment throughout Minnesota in kindergarten through 12th grade science and mathematics courses at all grades and abilities; insuring an adequate number of qualified science and mathematics teachers who will be kept current and committed through locally available professional development opportunities; improving instructional resources; and bringing about changes in public policy conducive to expanded and improved science and mathematics education.

Four working groups have been formed to make recommendations concerning specific aspects of the project. These include student careers groups, a professional development group, an instructional resources group, and a public policy and information group.

Alumni interested in assisting any of the work groups should contact Von Valletta at (612) 376-2582.

TMJ And Craniofacial Pain Clinic

For months, Patti Cagwin had severe headaches, frequent earaches, and suffered from stiffness and soreness

in her neck. Then closing her mouth became uncomfortable. After seeing specialist after specialist, Patti was referred to the TMJ and Craniofacial Pain Clinic in the School of Dentistry's Department of Oral and Maxillofacial Surgery. TMJ refers to the temporomandibular joint where the jaw meets the skull.

The clinic works with any head or neck problem associated with the maxillary system including muscles, nerves, facial pain, teeth pain, and jaw pain. "We work with chronic pain patients," said Jim Fricton, director of the clinic. "They have a physical problem but it's been complicated by having it for a long time or by behavioral, psychological, or social aspects of the problem. Often, their entire lives have been disrupted by the pain."

The clinic is based upon a new evaluation and management system which relies upon a team of professionals from dentistry, medicine, psychology, and physical therapy. The focus is on education, long-term change, and self-care. "I believe," Fricton said, "that self-care, even for a serious illness, is more effective. It reverses the whole philosophy of traditional health care. If you have a headache you go to the doctor, get a pill. That's the traditional way. With chronic illness or chronic pain, it's much more complicated because so many life style factors play a role in the perpetuation of the problem. And that's true of other illnesses too — hypertension, ulcers, heart disease, and sometimes cancer."

Things that people do, whether they know it or not, influence the perpetuation of the problem. Therefore, patients at the clinic are asked about sleep habits, use of medication and drugs, caffeine intake, clenching of teeth, and general stress levels.

After a thorough evaluation, an individualized management program is planned. Some patients may need surgery, as when there is an internal derangement of the temporomandibular joint. This surgery may be followed by physical therapy and stress management instruction. Other patients' programs involve behavioral therapies such as biofeedback and stress management combined with traditional medical care and physical therapy. Frequently, patients require plastic splints to protect the teeth, readjust the bite, and relieve pressure on the jaw muscles and joints. "All programs emphasize that patients must be responsible for changing their own lifestyles," Fricton said.

The TMJ and Craniofacial Pain clinic

represents the broadening of dentistry into an important new field which offers alternatives to traditional treatment methods. In addition to serving patients, the clinic teaches dental and medical students about head and facial pain.

JOURNALISM

WCCO Minority Scholarship Program Celebrates 10th Year

The WCCO Scholarship for Minorities in Broadcasting is celebrating its 10th anniversary.

Established in 1973, the program provides education and training for minority persons seeking careers in broadcasting — reporting, directing, editing, and producing.

The program provides up to two years of financial support for undergraduate junior and senior bachelor of arts degree candidates and graduate students pursuing master's degrees. The program includes a halftime internship for one quarter at one of the three WCCO (TV/AM/FM) stations.

"Special events and activities, among them regular contacts with staffs of the three stations, short-term internships at stations outside the Twin Cities, and guest speakers from various broadcast affiliates, make the program especially attractive to qualified applicants," Linda Viemeister, coordinator for the School of Journalism and Mass Communication, said.

Four to five students are selected each year on the basis of a formal application, written, photographic, or broadcast portfolios, and academic performance. Students also are required to prepare a 500-1,000-word autobiography, which indicates how and why they developed an interest in broadcasting. Criteria for selection include academic achievement, professional promise, financial need, and commitment to broadcasting as a career.

This year's winners, announced at the Journalism Alumni Society spring banquet, are Roxane Battle, Michele Morris, Marc Watts, and Brenda Clardy. Last year's recipients who are completing their final year are Lorelei Lussier, Sharon Jones, Barbara Jacobson, and Daryl Bible. All, except for Watts, are undergraduates in journalism or speech

communication. Watts is a graduate student in political science.

Previous winners include Laura Aka, reporter, WCCO-AM Radio, Minneapolis; Sam Ford, correspondent, CBS Washington D.C. News Bureau; and Robert Hernandez, senior photographer, PM Magazine, Minneapolis.

To date, scholarship recipients have represented many diverse ethnic backgrounds: Black, Black/Asian, Chicano/Latino/Hispanic, Chicano/American Indian, Cuban American, American Indian, Asian American, and East Indian.

CLA

Scandinavia Today — The Liberal Arts Way

In 1883, the Minnesota state legislature passed a bill requiring the University to teach Scandinavian languages. Why Scandinavian languages?

According to Matt Dion, assistant to the director of the College of Liberal Arts Honors Program, who is completing a doctoral dissertation on Ole Rolvaag, it is estimated that 50 percent of Minnesota's population is of Scandinavian descent.

"Between 1825 and 1925, about one third of all people born in Norway and about one fourth of all people born in Sweden eventually ended up in North America," Dion said. "Many settled in the Midwest, particularly Minnesota. This isn't because Minnesota looked like the old country, but because when the immigrants arrived, land in the Midwest was available." It helped that this land was good for farming.

According to Dion, the typical Scandinavian immigrants were relatively well-to-do farmers. "The poor people had nothing to gamble with and the wealthy had no reason to go," Dion said. The immigrants were primarily motivated by economic needs created by rising population.

Often, immigrants were motivated by promotional literature sent from American railroad lines (they were interested in attracting workers), and steamship companies (they were interested in attracting passengers). Others were motivated by Scandinavians already in America. Ole Rynning, for example, wrote *The True Account of America*, a guidebook for potential immigrants. It was a series of questions and answers

addressing people's concerns about life in the United States.

When the immigrants arrived, they settled where their friends and relatives had already settled. "When enough people were in one area," Dion said, "they started a church and a school. Most were interested in sending their children to public schools to learn English so they could do business and get involved in politics." A few, however, such as Rolvaag, were concerned about maintaining a bilingual community and preserving ethnic identities.

Dion recently led a trip to Decorah, Iowa, which included a series of slide-illustrated lectures and a tour of Vesterheim Museum, a Norwegian-American folk museum. He also teaches a course titled "Scandinavian Immigrant Culture."

An International Affair

The College of Liberal Arts' emerging Institute for International Studies, located in the Quigley Center for International Studies, 1246 Social Sciences, West Bank, is an expanded structure that will coordinate the Quigley Center, work with other colleges within the University, and develop future programs.

The Institute, approved last spring, will incorporate the current international relations and development curricular programs and provide a central support office for international faculty and student exchange, research, travel, and conferences.

Frank Miller, a professor in anthropology and acting director of the Institute, said the reorganization is intended to increase the visibility of international programs both in and outside the college to reflect Minnesota as "very much connected to the rest of the world."

"Better coordination of international programs within the college and with other colleges is an outgrowth of the widespread recognition that United States education needs revitalization of international studies and a stronger global perspective," Miller said.

A goal for the Institute, he said, is to help focus efforts to obtain research funding. "Everybody knows how scarce money is these days." Grants are likely to be small compared to earlier times, he noted, but obtaining grants will provide additional incentive to faculty

members. One grant proposal, "North-South Relations: A Model for Interdisciplinary Undergraduate Education," was recently submitted to the United States Department of Education.

Miller thinks the reorganized Institute will promote the College's goal of encouraging more interaction between the social sciences and the humanities which he feels will help "restore some coherence to liberal education."

SCHOOL OF MANAGEMENT

Business Day A Success

"The 1980's have been characterized as a period of adaptation in response to a changing Minnesota business environment. The recession, unemployment, inflation, and government deregulation have had a major impact on our lives. We are all striving for success and the key to surviving is the ability to adapt to our dynamic surroundings."

Taken from the "Business Day 1983" program, this excerpt presents the theme, "Success: Survival Through Adaptation," as described by School of Management students Mark Boeyink, Laurie Roe, and Mary Ure.

Business Day is the School of Management's annual event to bring alumni, students, faculty members, and local business leaders together to exchange ideas, address management topics, and converse on an informal basis. Ed Foster, acting dean of the school, described Business Day as "a very special exciting day for us in the School of Management. It is the annual occasion that highlights the School's commitment to the organizations and people it serves. It demonstrates, through the participation of corporations, alumni, friends of the School, that we in Minnesota are in the middle of a strong and diverse management community."

The day included panel and roundtable discussions of such topics as career planning, decision making, international business, mentors, personal computers, personal financial management, small business, and stress management.

Evening festivities included a banquet and a keynote address by William Andres, chairman and chief executive

officer, Dayton Hudson Corporation. He discussed "How Business Meets the Challenge of Change."

William S. Cook, president and chief executive officer of Union Pacific Corporation and a 1948 School of Management graduate, received an "Outstanding Achievement Award," the highest alumni honor, in recognition of his noted professional achievement. Alumni who receive the award are carefully selected by the Board of Regents on the basis of recommendations from the University Honors Committee. Foster described Cook as "one of the most accomplished and distinguished alumni and an example of high achievement in the corporate world and his community."

W. Bruce Erickson, professor in the Department of Strategic Management and Operations, was selected as "Teacher of the Year" by School of Management students. The honor included a plaque and a monetary award presented by School of Management alumni.

The 24th annual Business Day is planned for April 1984.

On The Road Again

St. Cloud, Eveleth, Bemidji, Fari-bault, Winona, Duluth, and Mankato. These are a few cities where workshops such as "Mother-Baby Blood Banking," "A State of the Art Look at Peripheral Blood Smears," and "Morphology of Body Fluids" have been presented by the Coalition for Continuing Education of Laboratorians in Minnesota.

The coalition, supported by the University and the Minnesota Society for Medical Technology, provides workshops, primarily in outstate areas. Medical technologists are required to complete 20 hours of continuing education each year, according to Karen Karni, director of continuing education for the coalition. "The credits are required for recertification, yet people outside large metropolitan areas don't always have easy access to them. I feel the University owes more to people than just a four-year education. We have an obligation to the people of Minnesota, whether they graduated from the University or another institution."

The courses, presented by recognized professionals, cover four major areas: microbiology, hematology, clinical chemistry, and immunohematology/im-

munology. In addition, seminars such as "Bargain Basement Visuals: Not Cheap Slides, But Good Slides, Cheap," and "Basic Management for Clinical Laboratories," cover management and education.

Alumni interested in a brochure outlining upcoming programs should phone Karen Karni in the afternoons at (612) 373-9679.

MANAGEMENT

Marlene Johnson Commencement Speaker

Marlene Johnson, Minnesota's first woman Lieutenant Governor, will address School of Management undergraduates during their June 12 commencement exercises.

In addition to holding elected office and owning a St. Paul business, Johnson is a member of the Minnesota Women in Management Board. The Board advises Julie Ann Carson, director, undergraduate studies, School of Management, on programs and opportunities that could benefit School of Management undergraduates.

MEDICAL TECHNOLOGY

Karni Edits, Writes Book

Karen Karni, assistant professor of medical technology; Karen Viskochil, former University faculty member; and Patricia Amos, from the University of Alabama, Birmingham, pooled resources and compiled *Clinical Laboratory Management: A Guide for Clinical Laboratory Scientists*. The book was published by Little, Brown and Company last fall.

The book is geared toward the clinical laboratorian and, according to Karni, is one of few works with such an orientation. It has two primary audiences: the senior medical technologist who's had some experience, and the section supervisor who needs management experience. Chapters include "Managing Change," "Governmental Regulations," "Budgets," and "Clinical Laboratory

Organization."

In addition to her editing duties, Karni contributed several chapters. Other contributors include alumni Donovan E. Peterson, Frances Anderson, and Barbara Tucker.

Hovde to Receive Honorary Degree

Ruth Hovde, professor and director, division of Medical Technology in the Department of Laboratory Medicine and Pathology, will receive an honorary Doctor of Science degree from Thomas Jefferson University in Philadelphia. The award will be presented on June 10 during the commencement exercises of the University's College of Allied Health Sciences.

Hovde will be the first medical technologist educator in the United States to receive an honorary degree which is in recognition of her outstanding leadership in the field of medical technology. She has been with the University since 1945 and is a past president of the American Society of Medical Technologists. She has also represented medical technology on national review committees and has served as a consultant, both for undergraduate and graduate programs, at universities throughout the country.

Hovde said the award is "not only an honor for me, but for the University and the profession."

PHARMACY

Lohr Pursues Doctor of Pharmacy Degree

Bruce C. Lohr, Pharmacy Alumni Society president and a 1973 bachelor's degree recipient, is completing his first year in the advanced standing Doctor of Pharmacy program.

Since his graduation, Lohr has practiced in St. Paul and served as a clinical instructor in the College's Externship Program. In 1979, he was elected to the board of directors of the Society and served as secretary-treasurer from 1980-82 before being elected president. Lohr also serves on the college board, its student governing body.

Lohr cites several factors that in-

fluenced his decision to pursue a Doctor of Pharmacy, including his continued contact with the College through the Society and the externship program. Lohr says that supervising a student in the externship program was an excellent means of maintaining and increasing his pharmacy-related knowledge, and he enthusiastically recommends this type of involvement to other pharmacists. He also recommends the excitement of being in the advanced degree program.

In spite of this enthusiasm, becoming a student again was not easy for Lohr. Great self-discipline has been required as well as some financial strain, and he has had to exchange his teaching role for that of a student.

By continuing as a consulting pharmacist in St. Paul, Lohr is already using knowledge gained through the program. In addition, Lohr's double role has helped put the Pharmacy Alumni Society board of directors in a good position to interact with students: the president of the college board — a student — traditionally serves on the Society board, but never before has the Society's president served on the College of Pharmacy student governing body.

Boogren Receives Distinguished Pharmacist Award

Russell A. Boogren Jr. recently received the College of Pharmacy Alumni Society's "Distinguished Pharmacist Award," presented annually to an alumnus who has exhibited civic, professional, and University leadership.

Boogren, who received his bachelor of science in pharmacy in 1954, has been active in several St. Paul community organizations and has been involved with many professional organizations. He has been a member of the College of Pharmacy Alumni Society since his graduation, and served on the board of directors from 1962-72, as secretary-treasurer from 1964-65, and as president from 1965-66. He was a member of the College's advisory board in 1969 and served on the planning council from 1978-82.

In 1971, he became a member of the Century Mortar Club serving as vice president from 1980-82. He is currently president and a council member. Boogren has also been active in the Minneso-

ta State Pharmaceutical Association. He served as secretary-treasurer from 1965-70, and rose through the ranks of vice president, president, and chairman of the board of directors. Nationally, he served on the nominating committee of the American Pharmaceutical Association in 1973-74, and he is a member of the Academy of Pharmacy Practice.

He is an adjunct faculty member of the College and serves as a clinical instructor in the externship program, which he helped establish through his involvement with the Minnesota State Board of Pharmacy.

BIOLOGICAL SCIENCES

Alumni Society Scholarship Fund Established

Last spring the College of Biological Sciences Alumni Society initiated a merit scholarship program and this spring the Society formally established the Biological Sciences Alumni Society Merit Scholarship Fund.

"The purpose of the fund," said Mitzi Welna, secretary-treasurer of the Society, "is primarily to provide scholarships to undergraduate students in recognition of their academic excellence and involvement in Biological Sciences."

Students with at least 135 credits and a 3.2 grade point average are eligible. In addition, qualified applicants should demonstrate enthusiasm for the biological sciences or leadership potential in student activities or community involvement.

Awards, based on the funds available and the merit of the scholarship nominees, will be presented each year during commencement exercises for the college.

"Our alumni society has only been in existence four years and we're pleased we've already been able to establish a scholarship fund," said Terri Riehm, president of the college's alumni society. "This is an area where we can really make a contribution to student education."

Alumni interested in contributing should contact the Biological Sciences Alumni Society Merit Scholarship Fund, Minnesota Foundation, 120 Morrill Hall, 100 Church St. S.E., Minneapolis, Minn 55455.

INDUSTRIAL RELATIONS

Students Compete in Business Understanding Program

Four Industrial Relations graduate students recently competed in the 1983 General Motors Business Understanding Program. This year's theme was "The Impact of Technology on the Roles and Responsibilities of Labor and Management."

The students — Lawrence Anderson, Sandra Rexeisen, Bruce Lundgren, and Ann Carey — chose to focus on the steel industry because of its initial position in the United States and world economy, the severity of its present decline, and its uncertain future.

Their report, titled "United States Steel Industry in Transition," considered the impact of technology on the roles and responsibilities of labor and management in the steel industry, inducements to encourage technological change in the industry, and changes in corporate structure and managerial style needed to accommodate technological change.

EDUCATION

Education Receives High Grade

The College of Education is ranked seventh among the top 25 higher education institutions on two combined dimensions of educational research productivity: total productivity and faculty productivity. The rankings were published in a recent issue of the *American Educational Research Journal* (Vol. 20, No. 1), in an article by University of Illinois professor Maurice Eash.

Eash compiled and analyzed data on contributions to the American Educational Research Association's annual meetings and to 14 leading educational research journals from 1975 through 1981; in these two categories, the college ranked eighth and second respectively. He next divided the number of

American Educational Research Association articles published by the number of each institution's full-time-equivalent faculty to obtain a faculty productivity index in each category of contribution. The resulting indexes were then ranked, and the college was ranked 22nd and 17th respectively. Finally, Eash totaled the four separate rankings for each institution and ranked the sums to produce a list of the top 25 highest producing institutions, in which the college was seventh.

In the same table, he also showed that the college is ranked seventh in a National Science Foundation summary of research and development expenditures of the 50 universities that receive the most federal funds — indicating that most colleges productive in educational research are linked with universities that are major recipients of federal research support.

HOME ECONOMICS

To Salt Or Not To Salt

Despite the widespread interest in sodium in our diet, few consumers are knowledgeable about how sodium functions in the body, about sources of dietary sodium, or about the relationship between salt and sodium.

A computer program designed by Joanne Slavin, assistant professor of Food Science and Nutrition and extension specialist, and Melody Mattson, a graduate student in Food Science and Nutrition, uses graphics, music, and color to help users answer these and other questions.

"It's a new way to distribute information," Slavin said. "People love to use the computer." After the information is presented on the screen, users are quizzed to evaluate their understanding of such concepts as salt versus sodium, the effects of sodium on health, and dietary sources of sodium. The program also helps determine the sodium content of a user's 24-hour food intake. Finally, a bibliography of sources for additional information is presented.

The program will be used at various health fairs and is available through county extension agents. Slavin hopes to one day have the program, and other similar programs, available at libraries and public schools.

CLASS NOTES by Sandy Stai

'10 *Dr. Albert Wentworth* is living in Mankato. He would like to hear from any other members of the class of 1910.

'15 *Mrs. Gladys B. Wetterlin* is 92, living in St. Paul.

'23 *Ted Moyle* of Dallas, Texas, is active with tournament bridge, bingo, and league bowling.

'24 *Stanley Haas* of Pomona, Calif., retired from the Los Angeles City Schools in 1966.

Edwin W. Krafft of Bloomington, Minn., is now living at Friendship Village and spending summers near Two Harbors on Lake Superior.

Hayner N. Larson of Eden Prairie, Minn., has retired.

'25 *Dr. Laurence Carlson* has been practicing medicine for 53 years.

'26 *Warren L. Thompson* and his wife, of Tulsa, Okla., celebrated their 55th wedding anniversary with a trip to Vancouver, B.C., and Glacier Bay, Alaska.

'28 *Marshall Crowley* of Carlsbad, Calif., is playing golf five times a week and waiting to see the University of Minnesota in the Rose Bowl.

Robert O. Paulson of Torrance, Calif., is living in the Huntington Retirement Hotel in Torrance.

'30 *Margherita Farrell* of Watsonville, Calif., is studying Spanish and teaching English to a Spanish-speaking student.

Kelly Kohler of Hopkins, Minn., recently celebrated his 75th birthday. He retired in 1981.

'32 *Leonard Freeman* of Edina, Minn., is a winter resident of Sun City, Ariz., and a member of the reunion committee for the class of 1932.

Alan Laidlaw of Grand Rapids, Minn., traveled through the West this winter.

Ray Mickolajak of Duluth retired as coach and athletic director at Duluth Denfield High School. He spends summers on the Gunflint Trail, West Bearskin Lake.

George Murray of Preston, Minn., is a retired county court judge.

Dr. Thomas Walker and his wife, of Riceville, Iowa, celebrated their 50th wedding anniversary in Redding Beach, Fl.

'33 *Caroline Brede* of Minneapolis retired from the law library at the University of Minnesota after 47 years of service. She is working part-time as a special assistant to Dean Stein in the Law School.

Henry Stoehr of Comer, Ga., visited farms in five countries in Europe this spring. He is still raising pine trees and beef cattle in Georgia.

'34 *Frances M. Ford* moved to Venice, Fla., to live with her sister, *Florence Ford Dart*, '34. They lived with their uncle, Guy Stanton Ford while attending the University of Minnesota.

Agnes Landis of New York City is retired and living across the street from Lincoln Center.

Ruth Wirt of St. Paul retires in June after 17 years with the University of Minnesota Food Service. For 13 of those years she was in charge of the St. Paul Campus food service.

'35 *Allan Adams* of Edina, Minn., will retire in

July. He is spending six months in Rio Verde, Arizona.

Janet Ross of Boulder, Colo., is the author and co-author of four textbooks used in teaching English as a foreign language. She retired from the English department of Ball State University in Indianapolis and is living in Colorado doing textbook revision and consulting in the teaching of English as a foreign language.

Lucian Vorpahl of Minneapolis is president of the Engineers Club of Minneapolis which is celebrating its centennial year.

'36 *Richard Poucher* of Santa Ana, Calif., is an associate Broker with Real Estate Marketing/Management of Santa Ana. He was awarded "Honorary Membership for Life" by the East Orange County Board of Realtors. *Marian (Bergstrom) Poucher*, '36, is active in numerous Orange County volunteer organizations.

'37 *Mary Brittingham* of St. Petersburg, Fla., is a lieutenant colonel in the auxiliary U.S. Air Force. She is an emergency services training director for the Florida Wing Civil Air Patrol and a retired federal employee.

Dale Smith of Waconia, Minn., is county fuel coordinator in Carver County. The Carver County Farm Bureau's board of directors recently granted him an "Honorary Life Membership."

Dr. Robert Tenner of Minneapolis was awarded a 50-year pin from the University of Minnesota M Club.

'38 *Wallace Jackson* of Madison, Minn., retired as county attorney of Lac qui Parle County in January after serving in that position for 32 years. He is still engaged in the private practice of law.

Curtis Kellar of New York City

retired as an associate general counsel with the Mobil Oil Corporation.

'39 *Morris Olson* of Alexandria, Va., has retired. He keeps busy gardening, doing church and volunteer work and traveling.

Margaret Vance of Western Springs, Ill., retired in April as director of the Thomas Ford Memorial Library in Western Springs.

Keith White of Manteca, Calif., retired from the retail lumber industry in 1978.

'40 *Dr. Foster Bens* of La Mirada, Calif., is chairman of the Pierre Fauchard Academy for southern California, chairman of the Cerritos College Foundation, trustee of Biola University and former trustee for the southern California section of the American College of Dentists.

Forest Gustafson of Silver Spring, Md., is retired after serving as director of the department of recreation, Montgomery County, Maryland for 20 years. He is a volunteer for Common Cause in its Washington, D.C. office.

Clifford Hammerberg of Isle, Minn., is retired as president and director of the Lakeside State Bank in Isle.

William Kaess of Evansville, Minn., is retired. He was a science teacher, coach, and principal in the Evansville High School.

June Kjome of La Crosse, Wis., is a nurse educator and director of the department of education at La Crosse Lutheran Hospital. She was a missionary nurse-midwife in South Africa for 20 years.

Carroll Martenson of Bellevue, Wash., is chairman of the board of the Criton Corp.

Tyne (Tantila) Mike of Grand Rapids, Minn., is an art instructor at Arrowhead Community College,

Story to be Published

Maria B. Murad, '79, '82, Golden Valley, Minn., received word that her story (fiction) will be published in the August issue of *Sing Heavenly Muse!*, founded in 1977 to foster the work of women poets, fiction writers, and artists.



Itaska campus.

Robert E. Mueller of Cedar Rapids, Iowa, is president and corporate executive of Mueller Sales Corp.

Don O'Hare of Rockford, Ill., is vice chairman of Sundstrand Corp.

Dr. Samuel Oltmans of Minneapolis retired in January. He has two associates, one of them is his son David.

'41 **Howard Christenson** has settled in Sun City West, Ariz., after traveling in the south for four years since his retirement.

Dr. Earl Howard Wood of Rochester, Minn., was honored with the John Phillips Memorial Award for distinguished contributions in internal medicine from the American College of Physicians. He is a professor of physiology and medicine at the Mayo Medical School.

'42 **James Haire** and his wife, of Minneapolis, celebrated their 40th wedding anniversary with a Mexican-Riviera cruise.

Jean McIntosh of Minneapolis retired as principal secretary in the Botany Department at the University of Minnesota, St. Paul Campus.

Thomas Stahler of Morris was honored by a day officially proclaimed in his honor "recognizing many years of service as lawyer and district judge."

Kenneth Tyler of Northridge, Calif., was elected vice chairman of the board of directors for Farmers Group, Inc. He will also serve as general counsel for corporate affairs.

'43 **Barton Brown** of Albuquerque, N.M., is the owner and tax consultant of Brown Income Tax Service in Albuquerque.

Clarence "Casey" Dowling of St. Peter, Minn., is a semi-retired owner, real estate broker, and appraiser at Dowling Realty. His three daughters are all graduates

from the University of Minnesota.

Allan Eggleton and **Dorothy (Anderson) Eggleton** live in Houston, Texas where Allan is semi-retired and self employed in a manufacturer's representative business. Dorothy is retired as a special education teacher with the Naperville, Ill., school district.

Kathryn Fritz of Dallas, Texas, retired after 25 years with the U.S. Public Health Service.

James Pulford and **Edith (Craswell) Pulford**, '43, live in Salinas, Calif. He is a retired urologist.

Marion Thorson and **Loren Thorson**, '51, live in Madison, Wis., where she works as a nurse part-time at the Mendota Mental Health Institute.

Robert Zumcinkle of Lexington, Ky., is vice chancellor for student affairs at the University of Kentucky, Lexington campus.

'44 **Alyce Caudle** of Napa, Calif., retired last June after 21 years of teaching in junior high.

Alfhons Kraus is retired and living in West Sedona, Ariz.

Leland Tangen and his wife of Taylors Falls, Minn., spent the winter at the Ilikai Marina in Honolulu.

'45 **Arlene Skjeveland Baia** of Mason City, Iowa, is the recipient of the Edith Ruppert Award presented by the Iowa Nurses Association, was designated Iowa's "Nurse of the Year", and is chairman of the health related division of North Iowa Area Community College.

Dr. Frederick Brodt of Punta Gorda, Fla., is semi-retired, working on a medical/surgical nursing textbook.

Margaret (Rivkin) Hunegs of Golden Valley has started E-Quality Tax Service, an income tax preparation business. She has been accepted as a member of the National Association of Income Tax Practitioners. (It was incorrectly stated that her husband, James, '49, was with the business. That account in the May issue was in

error.)

'46 **Lorna (Rude) Bean** of Sturgeon Lake, Minn., started a travel agency under the name of Don Bean Travel Agency at Moose Lake, Minn.

David Day of Iowa City, Iowa, has been a visiting professor of business policy at the University of Iowa since last June.

Harry Johnson of Fergus Falls, Minn., is retired as senior vice president and chief of the finance office for Otter Tail Power Co. He's also a retired stock broker.

Helen Winderman of Bayport, Minn., completed her master's degree in education at the University of Wisconsin and is working on a doctorate. She is employed at Abbott Northwestern Hospital in Minneapolis.

'47 **Dr. William Buggy** of Wauwatosa, Wis., is president of the medical staff at St. Joseph's Hospital in Milwaukee and president elect of the Milwaukee Gynecological Society.

La Rue (Fink) Nies of Minneapolis retired from the Visiting Nurse Service of Minneapolis in August.

'48 **Marvin Dunnette** of St. Paul is a professor of psychology at the University of Minnesota. He founded two psychological firms, Personnel Decisions, Inc., and Personnel Decisions Research Institute. He also established the Dunnette Research Group.

Robert G. Hansen of St. Paul was recently promoted to regional manager, Chicago Region for Columbus McKinnon Corp., Chair Division.

James McGovern of Bloomington, Minn., is a managing director of Marsh and McLennan, Inc., international insurance brokers.

Robert Riesgraf of Eden Prairie, Minn., joined three other University of Minnesota graduates to form a professional association called E-M, P.A.

Margaret Sherman of Wadena, Minn., received a community serv-

ice award from the Wadena Chamber of Commerce. She is a former county senior public health nurse who remains active in a study club, the Minnesota Alumni Association, her church, Meals from Wheels, the American Cancer Society and the city park board. She also travels extensively.

'49 **Earl Dresser** of Eden Prairie, Minn., is chairman of the American College of Hospital Administrations.

Marjory Immer of Washington, D.C., is director of administration and finance of Zero Population Growth, Inc.

Dick Lecersee of Marietta, Ga., has formed a new sales agency in the furniture business and organized a University of Minnesota Alumni Club in Atlanta.

'50 **A. Robert Langemo** of Albert Lea, Minn., is chairman of the board of directors of the Good Samaritan Society, owners and operators of more than 200 nursing facilities.

Norman Lueck of Thousand Oaks, Calif., is the vice president of development at California Lutheran College in Thousand Oaks.

'51 **Thomas Stember** of Tempe, Ariz., has been a pharmacist at Markgraf Pharmacy in Scottsdale, Ariz., for 19 years. He is a grand knight of the Tempe Council 6627 of the Knights of Columbus.

'52 **Burt Erickson Nelson** of Hamburg, N.Y., is a swing editor on the *Buffalo News*. He received his master's degree in German literature from the University of Buffalo. His thesis was on "Sturm and Drang Echoes in the United States."

Mario Rosatti of Hibbing, Minn., closed Rosatti Pharmacy after 25 years of retail pharmacy. He is now pharmacist in charge at the Leisure Hills Pharmacy in Hibbing.

Dr. Robert Silhu of Fairport.

Lois Lund Elected to Board

Lois A. Lund, '66, of Jackson, Mich., has been elected to the board of directors for the Consumers Power Co. She is dean of the college of human ecology at Michigan State University. In 1977, she received the Minnesota Alumni Association's "Outstanding Achievement Award."



N.Y., retired after 20 years as editor of "Dental Radiography and Photography" for the Eastman Kodak Co.

Eugene Staples of Lenexa, Kansas, is the director of the University of Kansas Bell Memorial Hospital.

'53 Rowe Million of Lake City, Minn., received the "School Bell" award from the Minnesota Education Association for the best series of education programs on commercial radio. This was his third successive year for an award.

Gary Omodt of Brookings, S.D., was selected as Teacher of the Year from the College of Pharmacy at South Dakota State University in Brookings.

Robert Slaby of Oklahoma City, Okla., is the regional operations superintendent, central region, of the Monsanto Oil Co., in Oklahoma City.

'54 Dr. Jean Carlen of Oklahoma City, Okla., is the director of residency education in psychiatry at the University of Oklahoma in Oklahoma City.

Harold Knudson of Tracy, Minn., was elected president of Northwestern State Bank of Tracy. He is a member of the advisory committee of the University of Minnesota-Waseca.

Dr. Stanley Sollie of Tacoma, Wash., retired from the Army after 21 years. He is in the private practice of ophthalmology in Tacoma.

'55 H.M. Jeanne Coyne of Edina, Minn., was appointed an associate justice on the Minnesota Supreme Court.

Donald Hagg of Minneapolis was elected chairman of the board for Martin-William Advertising.

Dr. Raymond Peterson of Mobile, Ala., is a professor of pathology at the University of South Alabama.

Eugene Warlich of St. Paul has become a fellow of the American College of Trial Lawyers whose purpose is to improve the standards of trial practice, the adminis-

tration of justice, and the ethics of the trial branch of the profession.

'56 Dr. Stanley Goldberg of Minneapolis was invited to be a guest lecturer at Guys Hospital in London by the Royal College of Surgeons of England. He is president of the American Society of Colon and Rectal Surgeons.

'58 Dr. Barbara (Burden) Gysels of San Francisco, Calif., is executive director of S.H.A.R.E., Self-Help-Alcoholic-Recovery-Experience, at French Hospital in San Francisco.

'59 Dr. Thomas Hagerty of St. Michael, Minn., was named president of the Minnesota Veterinary Medicine Association. He is part of a six-member small animal clinic in St. Michael.

Vernon Hoium of Columbia Heights, Minn., is a member of the Council on Hospital Governance of the National Council of Hospital Governing Boards. He is a member of Unity Medical Center's board of governors.

Mary Klaurens of Minneapolis is vice president of the marketing education division of the American Vocational Association. She is also a professor at the University of Minnesota College of Education, department of vocational technical education.

Robert Thimmesh of Minneapolis is working with organizing real estate tax shelter limited partnerships with Northstar Real Estate Partners, Minneapolis.

'60 Howard Wold of West St. Paul is the distribution analysis manager of United States distribution for the 3M Co.

'64 Rolf Bjelland of Minneapolis is a vice president of Lutheran Brotherhood, a fraternal benefit society.

'65 Dr. William Keye Jr. of Park City, Utah, is part of an in vitro fertilization program at the University of Utah Medical

Center.

Donald Mottl of Burke, Va., is in charge of corporate marketing and product development for the systems education and integration division of the Computer Sciences Corporation of Falls Church, Va.

'66 Nannette Stanka of Minneapolis is a secretary in marketing for General Mills, Inc.

'67 Anthony Minnichsoffer of Chisago City, Minn., has received accreditation by the Public Relations Society of America. He is the executive director of the consulting services division of Media Information Systems Corporation of New Brighton.

Carol Jean Wolf of Port Jefferson, N.Y., received her doctorate in English from the State University of New York at Stony Brook in December.

'68 John Hutchinson of Eden Prairie, Minn., has formed a company that is putting business centers in major airports. The center contains telephone service, photocopy, facsimile, telex and word processing services.

'69 Alice Bostrom of Crystal, Minn., is the Minnesota state president of the National League of American Pen Women.

Craig Fabel and Carol (Swendra) Fabel, '68, are living in Jamestown, N.D.

Clifford Johnson of Minneapolis is a vice president of Peterson-Morris Advertising. Wanda Johnson, '69, is a registered representative in financial sales and services of the Minneapolis division of IDS.

'70 John Burke of White Bear Lake, Minn., and William Hawkins, '72, of Coon Rapids, Minn., are partners in the general practice of law. Their office is in Blaine.

Dennis Goldenson of Pittsburgh, Penn., is a lecturer in the comput-

er science department of Carnegie-Mellon University.

Roger Hubley of Anoka, Minn., received a master's of science in financial services from the American College in Bryn Mawr, Penn. He also received his designation as a chartered financial consultant from the American Society of Chartered Life Underwriters.

Lawrence Soltis of Madison, Wis., was selected to head the United States Department of Agriculture's Forest Products Laboratory's research on the criteria for engineering design.

Dr. Mary Tanghe of Minneapolis is a physician at the health service department of the College of St. Catherine in St. Paul.

Dr. Victor Yu of Pittsburgh was promoted to associate professor of medicine at the University of Pittsburgh School of Medicine.

'71 Harold Finn and Kimball Mattson, '76, of Walker, Minn., have formed a partnership for the general practice of law. Their office is in Walker.

James Gerharter of St. Paul graduated from Hamline University School of Law in May.

Marjorie Haugen of Winona, Minn., is retiring in June as government documents librarian and professor emeritus at Winona State University. She will be moving to Michigan to write, do lay reader work at the Episcopal church, and be involved in chaplaincy service in the area hospitals and nursing homes.

Joan Janusz of Northfield, Minn., is the director of public health nursing for the Rice County Nursing Service of Faribault, Minn.

Mark Rosen of Beverly Hills, Calif., recently sold a screenplay "Shutter" to a Hollywood production company. He is currently writing a contemporary comedy called "Calories."

Lon Spande of Apple Valley, Minn., is district sales manager of the Minneapolis area for McCormick and Company, Inc., Hunt Valley, Md.

Mausel Gets Outstanding Award

Paul W. Mausel, '58, professor of geography at Indiana State University, has received an award from the school for outstanding research and creativity. He is involved in research relating to the environment.



'72 Marilyn Mason of St. Paul was honored as a distinguished alumni by Vulver-Stockton College of Canton, Mo. She is a family and sex therapist and counselor, co-founder of the Family Therapy Institute, Inc., and director and founder of the Wilderness Learning Institute, Inc.

'73 Phyllis Johnson of Edina, Minn., is a practical business management instructor of the Minneapolis Tech Institute. Thomas Knutson of Duluth is the new sports information director at the University of Minnesota-Duluth.

'74 Michael Brodie of St. Paul is working at the Kiel Clinic in St. Paul. Daniel Browning of Lake Zurich, Ill., is the national credit manager for American Scientific Products, a division of American Hospital Supply Corp., Evanston, Ill. Parviz Moin of Palo Alto, Calif., is a research scientist at NASA's Ames Research Center, Moffett Field, Calif.

Matthew Boules of Minneapolis received the Charter Life Underwriter Award from the American College in Bryn Mawr, Penn., and was appointed development manager with Prudential Life Insurance Co. in 1982.

Dr. Mark Simmons of Edina, Minn., is director of the general practice residency program at the University of Minnesota School of Dentistry. He is an assistant professor in the department of health ecology and has a private practice in Wayzata.

'75 Vickie Dirks of Blaine, Minn., is the manager of financial reporting in the commodity marketing division of the Grain Terminal Association, an agricultural cooperative.

Jamie Henderson of Ontario, Calif., is a senior research manager for product development for Avery Label in Azusa, Calif.

Dr. Terry Klemek of Duluth is moving to Parkers Prairie and joining the Parkers Prairie Clinic when he finishes his family practice residency in Duluth this summer.

Michael Mason of Marshalltown, Iowa, is general manager of the Fisher Controls International, Inc., facility in Columbia, S.C., where he and his family will be relocating.

Gary North of Aitkin, Minn., became editor of the Aitkin Independent Age, a weekly newspaper, in January.

Thomas Swedberg of Stillwater, Minn., is director of personnel for UFE Inc., manufacturers of molded plastic parts.

'76 Robert Black of Austin, Minn., is an assistant professor of accounting at the University of Texas at Austin and a tax policy specialist. He was selected by Ernst & Whinney, one of the big eight public accounting firms, to spend a year in their tax department in Washington, D.C.

Dr. Bruce Bohnsack of Cokato, Minn., was promoted to clinical assistant professor in the University of Minnesota School of Dentistry. He has a private practice in Cokato.

Dr. Patti Kile of Sioux Falls, S.D., is serving her residency and will be moving to Granite Falls, Minn., and joining the Granite Falls Medical Clinic this summer.

Perry Ketchum of Washington, D.C., is executive director of and a partner in The Transnational Group, a Washington, D.C., communications services company.

William Mays is director of the Black Hawk County Health Department, Waterloo, Iowa.

Richard MacNally of New Berlin, Wis., completed a master's degree in social welfare at the University of Wisconsin-Milwaukee in May 1982.

Robert Maxwell of Monticello, Minn., is manager of the Security Federal Savings and Loan in Elk River.

Marvin Matt Olson of Grand Coulee, Wash., is participating in a

program called "Continuing Education in Forest Ecology and Silviculture". The sessions are held at three different universities, each session is one month long.

'77 Levon (Booth) Anderson of Blackduck, Minn., has been working as a registered nurse at the Bemidji Community Hospital. She and her husband have started a custom-made drapery business in Blackduck.

Kenneth Bielski of Burnsville, Minn., is an area quality assurance manager for Seven-Up USA, Inc.

Dr. David Bruzek of New Prague, Minn., is an associate at the Dental Health Care Center in New Prague and a dental consultant with Delta Dental Plan of Minnesota.

Daniel Chartelon of Irving, Texas, is moving to Los Angeles as divisional marketing manager with Denny's restaurants.

Angela Diedring of Boulder, Colo., is a dental hygienist in Boulder and Louisville.

Patrick Dorin of Superior, Wis., is an elementary principal of the Blaine and Lincoln Schools with the Superior Public Schools. He also teaches part time at the University of Minnesota-Duluth.

Robert Engelhardt of Minneapolis is the national sales manager for Ace Label System, Inc., Hopkins, Minn.

Jay Grytdahl of Omaha, Neb., is employed as an associate with the law firm of Robert E. O'Connor and Associates in Omaha.

Martin J. Hanson of Park Falls, Wis., is working for the United States Forest Service, Chequamegon National Forest. He has published a road design program for the HP 41 programmable calculator.

Linda Leonard of Olympia, Wash., is a French teacher in high school, coordinator of the school's Crop Walk for world hunger and working on her doctorate during the summers.

Kristi McNamara of Eden Prairie, Minn., will receive her master's in business administration from the University of Minnesota's graduate school of management in June.

Francis McQuillan of St. Paul is assistant manager of accounting services at Group Health.

James Milnor Jr. of Richfield, Minn., is the operations supervisor of the special services center in Minneapolis for AT&T.

Steven Morland of Minneapolis has started a computer service bureau for dentists and small businesses.

Dr. Peter Probasco of Palmer, Alaska, retired as an associate director of cooperative extension service at the University of Alaska and is now a loan examiner for the

Alaska Division of Agriculture.

Theresa Reardon of Minneapolis is on the Minnesota Council of the Teachers of Mathematics Board and is the newsletter co-editor. She is also enrolled in the University of Minnesota graduate school in mathematics.

Annette Shireman of St. Louis Park, Minn., is an instructor at The Sawyer School in Minneapolis.

Daniel Spector of St. Paul is practicing law in St. Paul and Golden Valley.

Keith Strege of Garwood, N.J., is a member of the technical staff of Bell Laboratories, Murray Hill, N.J.

Steven Truchinski of Brooklyn Center, Minn., is an assistant vice president and trust officer at Midland National Bank.

'78 Stanford Baratz of Minnetonka, Minn., was recently promoted to vice president of the commercial division of Northland Mortgage Co.

Gail Girard of St. Louis Park, Minn., is teaching developmental-adapted physical education to trainable mentally retarded students for special school district 916 in Roseville.

Kathleen Kerr of Louisville, Ky., is a consulting landscape architect. She is moving her office to Minneapolis from Louisville. The fourth edition of her book, Cost

Data for Landscape Construction has just been published.

Guy Shields was promoted to captain and is now serving in Garland, West Germany.

Leigh Taylor of Minneapolis is a Mille Lacs County assistant attorney.

Dennis Trudeau of Minneapolis is a sales representative for the Eaton Corp., Yale Industrial Truck division.

Sara Wood of Euterprise, Ala., is the chief of the service branch, U.S. Army Aeromedical Center in Ft. Rucker. She was awarded the Army Achievement Medal in 1982 for her work with the veterinary service detachment in Seoul, Korea.

'79 Dwight Delbert Anderson of Moisenee, Wis., is a plant engineer at the Wisconsin Public Service Corporation Weston Power Plant in Wausau, Wis. He has passed his tests for professional engineering accreditation which he will receive after one more year of work experience.

Michael Berreau of Le Sueur, Minn., is a building official for the cities of Le Sueur and St. Peter. He will be taking the International Conference Building Official examination this summer.

Joanne Briesse of Billings, Mont., is practicing law in Billings. She is a member of the Montana Bar Association.

Patricia Farley of St. Paul is an academic instructor at the Phoenix Residence. She received her master's degree in special education from St. Thomas College in 1982.

Donna Gray of Bloomington, Minn., is a six-state director for the Miss Teen of America Scholarship and Recognition Pageant. She teaches baton, gives modeling instruction, and also directs the Pride of Minnesota Pageant for children.

Charles Hamilton Jr., of Washington, D.C., administers training and career development programs around the country on behalf of public radio and television personnel for the Corporation for Public Broadcasting.

Jeffrey L. Johnson of Ft. Lewis, Wash., is a captain and the commander of headquarters and headquarters company of the 2nd battalion, 1st infantry which is the first light attack battalion in the army and is equipped with a military version of a dunebuggy.

John Keller of St. Paul transferred into the advanced systems development department of Control Data.

Marcia Michalik of Minneapolis is a supervisor for Target Stores in the property accounting department and is working for a master's in business administration at the College of St. Thomas.

Barbara Radanke of St. Paul is

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taking classes through the School of Public Health in long term care administration.

Mary Scarbrough of Silver Spring, Md., is working for the Department of Defense in the Washington, D.C. area.

Thomas Swanson of Minneapolis is a leasing representative with Lupient Leasing, Inc. of Minneapolis.

Scott Setzepfandt of Mankato, Minn., completed a five-month training program and was named a professional medical representative for Syntex, makers of pharmaceutical products.

'80 *Richard Bragg* of Ham Lake, Minn., teaches chemistry at Centennial Senior High School in Circle Pines, Minn.

Robert Frame III of St. Paul was appointed senior editor of *IA: The Journal of the Society for Industrial Archeology*. He was also program chairman for the society's 12th annual conference.

Paul Gerver of North Augusta, S.C., has been transferred within DuPont Corp. from Texas to South Carolina.

Mark J. Hanson of Edina, Minn., will receive his law degree from William Mitchell in June.

Mary Stetson of St. Paul is a fifth grade teacher at St. Bernard's grade school in St. Paul.

Hien Tong of Torrance, Calif., is a system engineer at Northrop Aircraft Division. He is pursuing a master's degree in electrical engineering from California State at Long Beach.

Mark Ugowski of Minneapolis is with Korsunsky Krank Erickson Architects in Minneapolis.

Maribeth Wahlberg of Corpus Christi, Texas, is working for Celanese Engineering Resins in Bishop, Texas.

'81 *Katherine Carlson* of Minneapolis is a house manager for the Bridge for Run-Away Youths in South Minneapolis.

Jeanne Crandall is a peace corp volunteer in Suva, Fiji. She is working at the University of the South Pacific in extension services. This is her third assignment with the peace corps, she and her husband were previously in Sierra Leone, West Africa, and in the Kingdom of Tonga.

Steven Dove of Minneapolis is the head basketball coach at Golden Valley Lutheran College in

Minneapolis.

Mark Meyer of St. Paul is an employee benefits consultant with William M. Mercer, Inc. and he has completed requirements for becoming a fellow of the Society of Actuaries. He would like to know if he is the only law school graduate who is also a F.S.A.

Robin Roland of Roseville, Minn., is a tax accountant with the Grain Terminal Association in St. Paul.

Deaths

Arthur Barlow, '23, Cedar Rapids, Iowa, on Feb. 11, 1983. He served as a creditor representative of Builders Material Co. and Shores-Mueller Co. He received the University of Minnesota's Outstanding Achievement Award in 1963.

Stuard D. Fink, '27, De Kalb, Ill., on March 11, 1983. He was an educator who for more than 30 years directed the Northern Illinois University laboratory schools.

Florence E. Armstrong, '27, Minneapolis.

Francis Boddy, '30, Minneapo-

lis, on March 20, 1983. He was professor emeritus of economics at the University of Minnesota and a state-government adviser.

Norman W. Anderson, '37, St. Paul, on March 7, 1983.

William R. Lloyd, '41, San Antonio, Texas, on Jan. 30, 1983. He was chief of production for the Texas Pharmacal Company until his retirement in 1977.

Edward Scheffler, '46, Shakopee, Minn., on December 6, 1982.

Allyn R. Skelton, '47, Mobile, Ala., on December 11, 1982. He had been a division sales manager for American Cyanamid Co. until his retirement in 1973.

Dr. William E. Anderson, '54, Cumberland, Md., on April 4, 1983. He had been a member of the Braddock Medical Group and was a former professor of medicine at West Virginia University.

Peter G. Haines, '55, Okemos, Mich., on March 14, 1983. He was a professor of administration and curriculum at Michigan State University.

Diane (Widsten) Kelsey, '64, St. Paul, on Jan. 15, 1983.

Ruth (Anderson) Goddard, '72, Roseville, Minn., on March 14, 1983.



Wants to Start a Group

Donald Siniff, professor in the Department of Ecology and Behavioral Biology at the University of Minnesota, was in Washington, D.C. recently where he met with Minnesota Congressman Gerry Sikorski to discuss the formation of the Congressman's Environmental Task Force.

Escape the Downtown Hassle



Schedule your group's next meeting at the St. Paul Student Center. We offer facilities and services for meetings, conferences, and social gatherings. Recently remodelled and fully air conditioned, the Student Center is conveniently accessible by major metropolitan highways.

For information and reservations call 373-1046.



A Virologist Has His Virtues

It is the unglamorous sort of profession that one might be inclined to whisper about when confronted with that perennial ice-breaking, cocktail-party cliché, "What do you do?"

"I'm a virologist."

"A what?"

"A virologist!"

"But what do you do?"

"Research on foot and mouth disease."

"Foot and mouth disease? Wasn't that eliminated along with the bubonic plague?"

If you were the one being interrogated in this hypothetical conversation, by now you probably would have excused yourself to refill your vest pockets with peanuts and examine at length the stunning design of the radiator up against the wall behind the hors d'oeuvres.

It is not the sort of profession which garners knowing nods of the head and thoughtful queries into the meaning of life, but it is the sort of profession that has kept Howard Bachrach, '42, '49, fascinated for more than 25 years, and won him a hatful of awards, including the 1982 Kenneth A. Spencer Award, from the American Chemical Society, the United States Department of Agriculture's Distinguished Service Award, membership in the National Academy of Sciences, and a presidential citation from Lyndon Johnson.

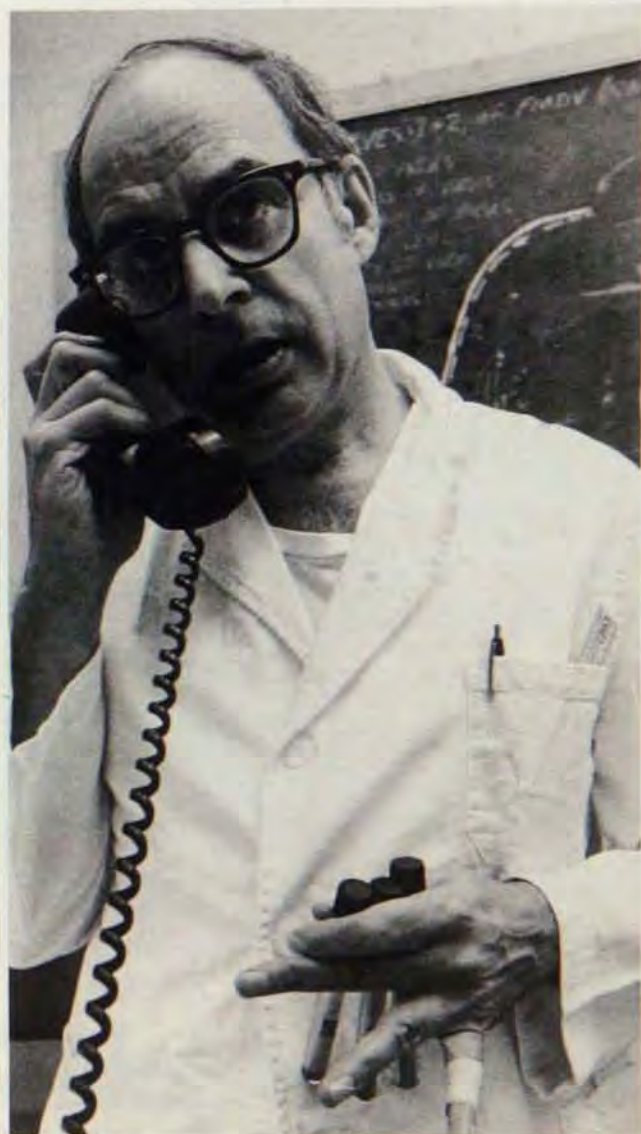
More precisely, Bachrach is a USDA biochemist whose research on viruses has made it possible to biologically synthesize vaccine to control foot and mouth disease.

Although there has not been an outbreak of foot and mouth disease in North America since 1929, it still presents a serious threat to American agriculture since the disease is highly contagious and still causes great losses in other countries, particularly in Africa, Asia, and South America. Should the disease be reintroduced to North America, the economic losses could be staggering.

"If one animal in a herd becomes infected," Bachrach said, "all the animals will become infected." The only recourse is to destroy the animals and prohibit the raising of livestock on that particular farm until the area is completely decontaminated. Bachrach pointed out that in addition to the loss of livestock, other countries might also put an embargo on all American animals, animal products, and even grains since they wouldn't want to run the risk of importing infected produce.

face protein, isolated from the foot and mouth disease virus, would immunize swine against the disease without infecting them. Often vaccines developed from viruses are infectious and serve to perpetuate the disease. In 1980, through gene-splicing, they developed a technique to produce a synthetic vaccine. This was the first time anyone had used gene-splicing to produce an effective vaccine against any disease, of animals or humans, according to John R. Block, Secretary of Agriculture.

The technique used in developing the foot and mouth vaccine has been successfully applied in laboratory tests to de-



Howard Bachrach.

velop vaccines against certain human diseases such as hepatitis-B and rabies.

Bachrach, who is 62, was born in Faribault, Minn. He received his bachelor's degree in chemistry and his doctorate in biochemistry from the University. He went to work for the United States Department of Agriculture in Denmark in 1949, conducting research on the molecular nature of the foot and mouth disease virus. Bachrach returned to the United States in 1950 and began doing postdoctoral research in the virus laboratory at the University of California, Berkeley. In 1953, Bachrach returned to work for the USDA in their newly established Plum Island Animal Disease Center, where he has worked ever since. Plum Island is located off the east end of Long Island, N.Y. Bachrach lives in Southold, a small community on Long Island. The government provides ferry service between Long Island and Plum Island.

Bachrach's wife is president of the North Fork of Long Island League of Women Voters. He has a daughter who is a lawyer in Washington, D.C., and a son who is a doctor in Pittsburgh.

ONCE OVER LIGHTLY



BOB LEVINE

La Crosse-eyed!

Whack! A smash in the back. Although the "crosse" used in the oldest organized sport in American is made out of bent hickory wood, it is supposed to be used to catch, carry, or throw the ball in a game of lacrosse.

Remzi Kiratli, a University student from the Twin Cities lacrosse club, however, saw stars, got a back ache when he got clubbed by Nick Lanser from the University of Wisconsin.

Was it worth the pain?

The Twin Cities team won the game 14-6.

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