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University of Minnesota Alumni Association

Conservatives on Campus:
A New Wave or
the Few, the Proud



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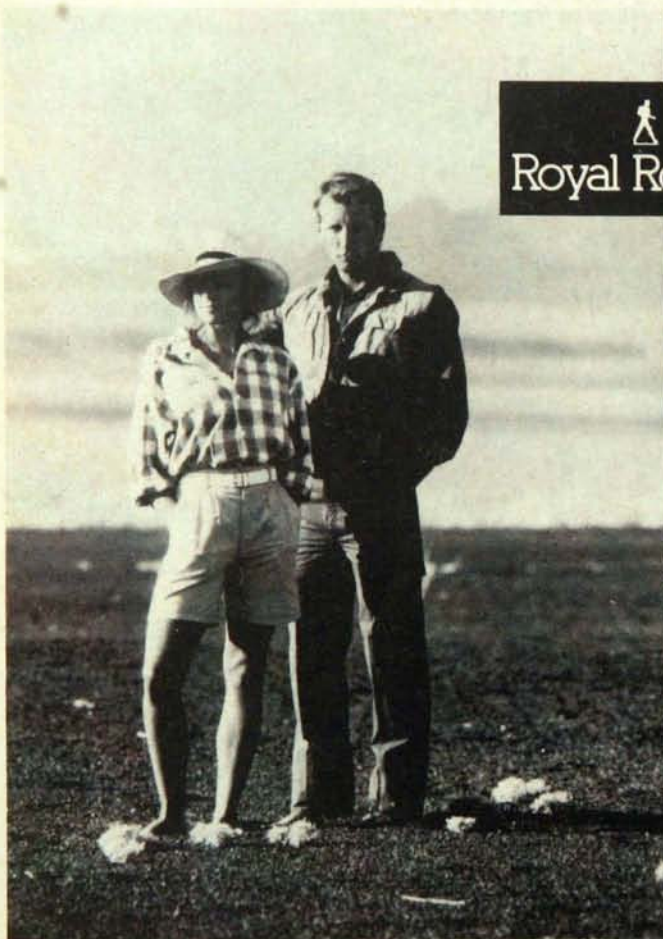
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E D I T O R

Jean Marie Hamilton

A dreamer, an artist, and a practical man passed through the office last week, and each left a lasting impression.

The dreamer came with a philosophy degree from Carleton College, a desire to be an environmental lawyer, and a short story in hand. He liked short-story writing, he said, he couldn't get it out of his psyche. The story was a delicate tale of love, a den, a hunting trip, a men's drinking bar, and a dog named Stripe. There was something about the story that wasn't quite right, he was told. But still he insisted that it made sense to him; in fact, his friends really liked the part in question. They could relate to it, he said. He thought over each suggestion for the improvement of his story, worrying outwardly that changes would ruin his hard work, face wrinkled with the look of the edited. A brilliant work understood only by those capable of recognizing great work? A short story with two messages needing a little work? When he left the office, he wasn't sure. Neither was I.

The artist showed up with a roomful of drawings, sketches, and paintings. He had been going to the College of St. Thomas, he said, but could no longer afford it. He worked part-time as a dishwasher at a restaurant just off campus and soon would be moving to a new apartment.

He couldn't stay long, he had to go to work.

He was so gentle he looked as if he would break. He took me through his short painting/drawing career, displaying intricate pencil drawings of dragons and slayers he had done in his youth; a pencil sketch of his girlfriend, whose picture he carried in his pocket; a self-portrait in oils he had painted in haunting reds by looking at himself in the mirror. He opened a sketchbook of torsos and buildings and faces he had done for a class.

He would work for little, though he needed more. He said he never charged enough for his work. He should charge more, I thought, he's very good.

The practical man stopped by the office to drop off an essay he had written. He was tall or he was short. It was hard to remember. It was hard to get past his face. He had the look I first remember seeing on Congressman Martin Sabo's face: open and honest with thoughts flickering in his eyes, unpretentious and practical. Mostly it was the look of a Minnesota farmer, which is

what this practical man was. Dressed in a perfectly tailored suit, he was quiet and thoughtful, and he chose his words so carefully they always made sense.

Things had changed a lot in farming, he said, and he was going back to learn more about them. It's hard to be a farmer these days, he added. Of course, he said, some farmers in trouble today had made their own problems. They had overspeculated.

He talked about his home and his family, his farm, farming in the Red River Valley, about the University and the selection of a new president. Then the phone rang, and he said he had to go. We shook hands and he left.

The country's in good hands, I thought, then wondered why. He was a farmer, after all, not a politician.

It's nice to have a University universe to choose from to fill the pages of a magazine. It's more rewarding than I imagined. In the end, it's what makes the magazine succeed or fail.

If you're passing by, stop in the office. You meet the nicest people working here. But then, someone already said that on page seven.

As I was saying



Jean Marie Hamilton joined the Minnesota Alumni Association staff as *Minnesota* editor in January. Formerly she was editor of *Northwest Orient* magazine.

James Day

Quality Control,
Minnesota Style

As a graduate of the University of Minnesota, you don't need to be convinced that learning and research enrich the real world, but you may be surprised to learn that real-world competition threatens this university and others, pitting them against each other in a high-stakes game. At risk is the loss of a university's hard-won national reputation, as wealthier schools lure away professors and sometimes entire departments in the academic equivalent of a corporate takeover.

Rather than develop their own all-star talent, universities across the country are raiding one another to compete for the services of the most outstanding scholars and teachers. This kind of competition for faculty creates immense pressure on universities such as Minnesota's, pressure that must be faced on two fronts, one public, the other private.

Faculty salaries are the first area of concern. A poorly paid faculty is a faculty susceptible to the lure of a better salary elsewhere—at another university or in industry. Measured in real dollars, faculty salaries at the University of Minnesota dropped 20 percent from 1973 to 1983. Although requests to significantly improve faculty salaries have been at the top of the University's legislative request for the last several sessions—and they are the number one priority again this year—almost no progress has been made because of the state's own economic problems.

On the second front is the quest to raise private funds to endow chairs, which would enable the University to hire professors and strengthen departments beyond what public funds can finance. An endowed chair is a type of permanent endowment, usually sizeable enough to generate annual interest to support part or all of a designated professor's salary and research expenses for the year. Endowed chairs are a powerful and prestigious way to attract internationally respected scholars and support their research programs. At the same time, they protect the quality of a university's faculty against the unpredictable ravages of time, inflation, and economic cycles.

Two years ago, the University of

Texas announced that it had raised \$32 million in private funds to establish 32 endowed chairs. This achievement made national news, but it was just the tip of the oil well. Since then, through a gusher of private support, Texas has established more than 600 endowed faculty positions.

As might be expected, other schools are fighting back, and they are using the methods of the business world.

The *Chronicle of Higher Education* reported March 13 that "the shoot-out for America's best professors has reached the pages of the alumni magazine of the University of California-Berkeley." The gunfire is an advertisement placed in the magazine by the University of California-Berkeley Foundation. The headline: "The Eyes of Texas Are Upon Us."

President Kenneth Keller has outlined a plan to focus the University of Minnesota that, if implemented, would put it among the top five research universities in the nation. One of the proposal's most important points is improving the quality of the faculty as well as its salaries. Minnesota's opportunity to meet this challenge, and blunt the threat of academic and corporate raiders, lies in the Permanent University Fund (PUF).

The Permanent University Fund, which totals about \$56 million, is the accumulated proceeds of the various land grants, sales of land and timber, letting of mineral permits, iron ore royalties, and occupational taxes that evolved from the creation of the University by the federal Land-Grant Act and by the state legislature in the mid-1800s. The state legislature administers the fund and, in the fund's modern history, has used the interest income to offset the state's appropriation to the University. About \$2.5 million of this interest income has been applied to the University appropriation, with the remainder returned to the state.

Under an exciting proposal now being considered by the legislature, the state would forego the interest income and release the fund to the University. The University is proposing to raise private gifts to match the fund total, thereby providing for the establishment of nearly 100 endowed chairs.

Such a fund-raising effort would surely be among the most ambitious ever attempted by a public university and, if successful, could create a forward surge so great that the University of Minnesota would clearly be one of a few world-class universities.

But privately endowed chairs and publicly supported faculty salaries must go hand in hand. Releasing the fund and matching it with private donations to create a program of endowed chairs is a plan alumni can understand and participate in. It would increase the stature of the University and the value of its degrees. At the same time strong public support for the fundamental components of the University would provide the base on which to build the special strengths supported by endowed chairs. It won't do to have the finest supercomputer program, for example, if basic programs in the liberal arts and sciences aren't equally strong.

Again, the University of Texas provides an instructive example. This year the state of Texas, because of falling revenues caused by the slumping oil economy, is proposing to cut support for its university. And Texas, the most highly endowed university in the country, is feeling the chilling effects. As *The New York Times* reported March 17, the major effect of the state cutbacks will be on faculty salaries. Already the change has affected recruitment and retention of promising associate and assistant professors, which have an impact on the University's ability to attract "stars" to the endowed chairs.

Public and private support must work together. When they do, Minnesota's march to the top will encounter fewer obstacles, and along the way alumni and citizens of the state will find the rewards of an energetic university working to enrich our lives on the forefronts of teaching, research, and service.

In the process, we'll avoid the longing gaze of the eyes of Texas and keep our faculty in stocking caps and out of cowboy hats. The lone star in Texas skies will be the North Star.



James Day has been the acting executive director of the Minnesota Alumni Association since September 1984.

Lauris Krenik

A Regent's Reflection

When I was a student at the University of Minnesota in the 1950s, I don't think I knew that it was governed by a Board of Regents. I knew that James Morrill was the president, that there were two vice presidents, William Middlebrook and Malcolm Wiley, and that there were deans, but that's about all I knew about the University administration.

Thirty years later, after having served twelve years on the Board of Regents, I retire from my position on the board with the feeling that I still have a lot to learn about the operation of the University.

One is intimidated by its sheer size and breadth of operation. In addition to the five campuses, the University reaches into every county in Minnesota. It includes experiment stations, research institutes, specialized laboratories, study centers, extension centers, and a host of other operations scattered throughout the state.

Serving on this board has for me been a sort of Jekyll and Hyde experience. For a day or two you are the director or chairman of the board of a \$2.5 billion corporation with an annual budget of nearly \$1 billion. The next day you may be back on the farm doing such mundane things as taking care of the hogs or planting corn.

One of the real dangers of this type of volunteer service is that you are easily caught up with the importance of hiring administrators and making policy decisions that directly affect the functioning of the University and may downplay the importance of your own business or profession. One of the reasons for my leaving the board is my desire to spend more time with my farming operation and to examine more carefully some of the advances that have been made in agriculture during the time when my attention was at least partially diverted by University business. Regardless of your profession, learning is a lifelong proposition.

Since 1973 when I came on the board, there have been many changes at the University. In 1973 student unrest was still evident on campus. The emphasis had shifted from the Vietnam War to things like lettuce boycotts in support of

Cesar Chavez's efforts to organize field workers in California. Dress on campus ranged from very casual to outrageous, although under those outrageous costumes were some pretty good kids.

I would characterize today's students as being more optimistic about the future than their counterparts in the early seventies, in spite of the economic difficulties of the past few years. The issues now have shifted to concern about South Africa, El Salvador, and nuclear weapons. Dress on campus is casual but neat, and even three-piece suits are in evidence.

The Board of Regents was itself in a transition period during my tenure. Charles Mayo, with 17 years of service, and Daniel Gainey, with 34 years on the board, had retired, and Lester Malkerson, who retired a few years after I started, served on the board for 26 years. The rate of turnover on the board is greater now than it has ever been. By the time I had eight years of service on the board, I was the senior member.

I would characterize this board as being more activist than its counterpart in the sixties. This activism has at times caused well-meaning board members to step across the line that divides what are properly board functions from what are normally chief executive and administrative functions. Lack of experience with board-chief executive relationships is responsible for some of this confusion. In general, the longer persons serve, the more aware they become of their proper roles.

The biggest responsibility the Board of Regents has is hiring the University president. I had the opportunity to participate in hiring two presidents during my twelve years on the board. The first, C. Peter Magrath, was hired in 1974 before the open meeting law was enacted. Presidential candidates then were able to meet with the board in private. Community and business leaders, faculty leaders, legislators, and others were also given a chance to meet candidates. I think it is fair to say that we were able to come to a decision based on personal contact and a great amount of information that had been compiled.

We have just completed another search process resulting in the naming of Kenneth Keller as the University's twelfth president. We were hampered in this search because under the law only a limited number of regents were able to



Lauris Krenik's term as University regent ended February 4. A Madison Lake farmer, Krenik served on the board for twelve years, six of them as chair. Krenik was elected from District 2, but reapportionment in 1981 placed him in District 1.

personally visit the candidates. If the full board wanted to visit with a candidate, the meeting had to be public and the candidate's name revealed. For many reasons that I can't detail in this article, most candidates, especially those who already held good jobs, did not want their names made public and therefore declined to be interviewed or withdrew as a candidate.

I am confident we made the right decision in naming Keller, but I think the board feels less informed about the candidates than has been the case in the past.

Serving on the governing board of one's alma mater is a privilege few people are afforded. It means a major commitment of time, and there is no pay, at least not in monetary terms. The pay is being able to meet so many truly fine people and become involved in some things few people get a chance to experience.

I've served with three University presidents, nearly thirty different regents, nearly twenty vice presidents, and five provosts. I continue to be amazed at the great number of excellent faculty we have. It has been my privilege to meet and know a fairly large number of these dedicated, interesting, and enthusiastic people. The support staff has also helped to make the University a place where I felt welcome and truly at home.

To all these people I say thanks for the many kindnesses shown me and for the pleasure of being associated with them. I hope to support the University in the future in any way I can. From my days as a student right up to the present, the University of Minnesota has always given me much more than I have given.



THE NEWEST CONSERVATIVES

The turbulent sixties seem like a world away as students compete for jobs and status in the wake of the baby boom generation

By Jay Walljasper

Photographs by Randall D. Eaton

The year 1972 marked the high point of student rebellion at the University of Minnesota. The sweet fragrance of marijuana spilled from campus restrooms and bus stops. Rock music blasted from dormitory windows, bearing messages like, "Give me a head with hair, long beautiful hair." The *Minnesota Daily* reported that 78 percent of students wanted U.S. troops out of Vietnam; only 11 percent supported the war.

On May 8, after President Nixon announced the blockade of North Vietnam's Haiphong harbor, the campus erupted in protest. Thousands rallied on Northrop Mall, then stormed an Air Force recruiting station in Dinkytown. Barricades went up on Washington Avenue in front of Coffman Memorial Union, and protes-

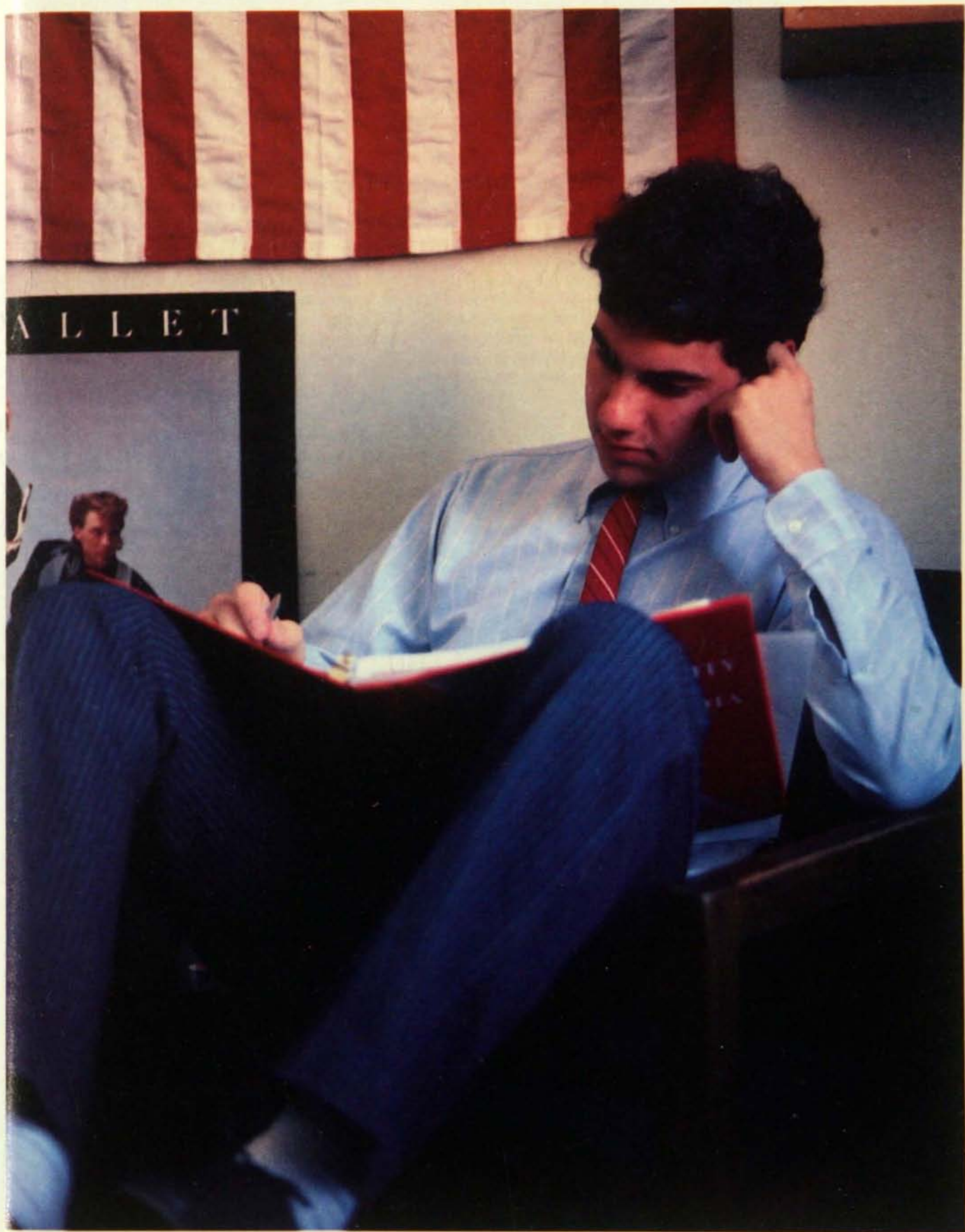
ters held the street for two days, fending off attacks by the Minneapolis police.

That autumn, 20,000 cheered as Democratic presidential candidate George McGovern spoke on campus. An anti-McGovern rally organized by Vin Weber (now a congressman from Minnesota's Second District) drew only six participants. McGovern carried the campus precincts by an overwhelming margin in November.

Now all that seems as distant as the second Ming dynasty.

It's a much different story on campus these days. Hair is safely above the earlobes on almost all college men; women arrive for class in dress-for-success business blazers and skirts.

Students *were* back in the streets after the invasion of Grenada—but this time they greeted





“Everyone loves Ronnie,” says Joe Weber, above, chair of the University College Republicans and brother of Congressman Vin Weber. “He has shaken the Nixon air. He does what he says. Students like that.”

U.S. military intervention with chants of approval. The *Minnesota Daily* passed up the chance to endorse liberal torchbearer George McGovern in last year’s presidential caucuses, preferring instead the moderate policies of Walter Mondale.

Although Mondale registered a modest victory margin in the campus precincts last November, the ranks of College Republicans swelled during the campaign—nearly 200 students joined the organization, compared to five in 1982.

The times, they are a-changin’ at the University of Minnesota.

Indeed, they’re changing at campuses across the country. The 1984 election returns showed that college students supported Ronald Reagan by a 3-2 margin. That statistic hit many political forecasters like a tornado. It meant that students, who had long been slotted as the liberal conscience of the electorate, voted more conservatively than the rest of the country.

Peter Eiden, a senior at the University,

explains, “Students were ready for a change. Our generation doesn’t remember things like antiwar protests. But Afghanistan really affected us. We also worry about getting a job when we get out of school. Reagan’s free market policies are creating new jobs for us to get.”

“There’s a new conservatism on campus, based on self-interest,” says Karen Reid, editorial page editor of the *Minnesota Daily*. “I hear people talking in bars about how they want to major in French but have to take business to get a good job. They say they don’t want their tax money to support someone on welfare.”

Self-interest is nothing new in campus politics, points out Bruce Berkowitz, assistant professor of political science and one of the few faculty members openly known as a conservative. Students of the 1960s and 1970s didn’t have to worry about jobs, he says, but they did have to worry about fighting in Southeast Asia. So they were antimilitaristic.

“Today’s students,” says Berkowitz, “don’t face the draft, so they don’t worry about war.”

But they were born on the wrong side of the baby boom bulge, so they face stiff competition for jobs. The free market economics of Ronald

“Students were ready for a change. Our generation doesn’t remember things like antiwar protests. We worry about getting a job when we get out of school.”
Peter Eiden,
University senior



Reagan plays perfectly to these students' hopes and fears. Predictions of an ever-expanding economy and tax breaks for upper-income earners seem to promise a secure future for graduating students.

Another reason for Reagan's surprising showing with student voters, even on usually liberal campuses like the University's Twin Cities campus, is Reagan himself. On TV news clips he comes across as decisive, vigorous, and assured—the same qualities that endeared John and Bobby Kennedy to an earlier generation of students.

"Everyone loves Ronnie," says Joe Weber, chair of the College Republicans on campus (and brother of Vin Weber, who headed the same group in the early seventies). "He has shaken the Nixon air. He does what he says. Students like that."

Even Joel Homme, vice president of the left-leaning Progressive Student Organization, admits, "Reagan is a good communicator. That's why a lot of first-time voters went out for him."

But does one election harden an entire generation of students into lifelong conservatives—especially in a state whose liberal traditions go all the way back to the populist farmers and radical workers of the 1930s, who supported the Farmer-Labor party?

As might be expected, Joe Burns of the University DFL chapter doesn't think so. And he furnishes some hard facts to back up his optimism. A study of 1984 Minnesota election data showed that Mondale polled 70 percent in precincts adjacent to the University. That's a far sight better than the razor-thin majority Minnesota as a whole gave its native son. (Some of Mondale's votes in the campus area, however, may have come from faculty members and nonstudents. An unofficial poll by the College Republicans found that 65 percent of students living in the dorms, fraternities, and sororities supported Reagan.)

"The only precinct the Republicans took was the one along fraternity row," says Burns.

The University DFL chapter stands steady at 200 members, with an active corps of 20 to 30. Burns believes that the DFL can score points before the next election by raising issues such as student-aid cuts, abortion, and Central America.

"It's not necessarily true that the student body is conservative," he says. "They just don't

know a lot on some issues. If you sit down with them and explain the difference between a Sandinista and a contra in Nicaragua, then they aren't conservative at all."

Republicans agree that students' votes are up for grabs in the next election. Says Chris Georgacas, University senior and state chair of the Minnesota College Republicans, "Students voted their pocket-books. But whether they stay in Republican ranks is hard to say. If the economy performs well, then they may be Republicans for life."

But for right now, University College Republicans chair Joe Weber concedes, "It's still a liberal campus." Weber, however, presides over a much healthier organization than his brother Vin did in the early seventies. The group now numbers 160, with ten to twenty active members.

The big change on campus, according to Joe Weber, is that conservatives no longer hide their political preferences. "It's now a case of both sides being heard on campus. Students a few years ago were afraid to speak out with conservative views."

One probable reason for conservatism's new acceptability is that the movement has shed some of its reactionary attitudes. Young conservatives today might defend civil rights legislation, question Pentagon spending, and support tougher environmental laws.

"I see no reason in having a healthy economy and a lake that you can't fish in," says Joe Weber, whose brother Vin is a leading proponent of this new-fashioned conservatism on Capitol Hill. Vin made headlines recently by denouncing South Africa's racist apartheid policies and gained more exposure as a charter member of the Conservative Opportunity Society—a delegation of young Republican congressmen who push a vision of the future in which high-tech industry, free market economics, and traditional social values bring unparalleled prosperity to America.

This vision of utopia lures some into the conservatives' ranks—the idealistic sort of student who, in the seventies, would have been a prospect for liberal or leftist causes. Says Georgacas, "Students tend to be idealistic, and some of the ideals of Jack Kemp, Vin Weber, and others appeal to that."

Georgacas theorizes that in the seventies, liberals took the student vote for granted and made few efforts to articulate or justify their positions. Conservatives, who were used to



"The excitement of the seventies is gone. The biggest debate on campus right now is probably between the pro-Ayatollah Iranian students and the anti-Ayatollah Iranians."
Donald Gillmor, journalism professor



“Central America is a Republican soft spot. It may be covert action in Central America that causes things to swing back to the liberal side.”
Joe Weber

defending themselves after two decades as a beleaguered minority on campus, took the offensive and made inroads into liberal support.

Georgacas himself is a convert to conservatism. Unlike Joe and Vin Weber, who learned Republican politics at their father's knee (the elder Weber publishes a conservative newspaper in Slayton, Minnesota), Georgacas grew up in a liberal household in Grand Forks, North Dakota.

“Both my parents are academics,” he says. “My father is an emigré from Greece. You might even call him a socialist....He's almost to the point of disowning me.”

In high school, Georgacas fancied himself a leftist and waded through thick volumes by Marx and Engels. Then he discovered Ayn Rand and anarchist philosophers and switched to a radical libertarian point of view. Under the influence of Republican thinkers like Vin Weber and Jack Kemp, he later moderated his views and adopted a more conventional brand of conservative politics.

Intellectual pilgrimages like Georgacas made are rare among the University's conservatives. Most joined the conservative camp because of pocketbook politics. These are the students you might call “yuppies in training”—they want a

high-paying job and believe that free market economics will provide such jobs. But there's a growing faction of conservatives on campus who emphasize Moral Majority-style social issues such as abortion, school prayers, and homosexuality.

Says Reid of the *Daily*, “The two biggest topics we get on the letters page now are about creationism and whether God loves homosexuals. That's a big change over the last two years.”

The group stirring up the most attention about conservative social issues is the Maranatha Christian Fellowship, an evangelical church located in an old fraternity near the Minneapolis campus. Maranatha pastor Bruce Harpel says, “When I came to this campus three years ago, Christians were in the closet. *Conservative* was a dirty word. Conservatives on this campus were complacent while the liberals were working hard. We saw that just sitting around and praying wasn't enough. We needed some confrontation. So we borrowed some tactics from marxist revolutionaries.”

Maranatha members began picketing abortion centers, rallying support for the Grenada invasion, challenging evolution theory, lobbying for school prayer, and forging alliances with pocketbook conservatives to help elect Republican candidates.



“Conservatives on this campus were complacent, while liberals were working hard,” says Maranatha Christian Fellowship pastor Bruce Harpel, right. **“We saw that just sitting around and praying wasn't enough.”**

But this emphasis on moral issues alarms some campus conservatives. "Conservatives could really lose ground with youth if they push the social issues," says conservative professor Berkowitz. "If they succeed in banning abortion, for instance, the Democrats could make real gains."

Although the mood of the Minnesota campus is tamer than in 1972, no one is going to mistake Middlebrook Hall for a church camp.

"Drug use is probably down on campus, but a lot of students smoke pot," says Berkowitz. "Per-capita beer consumption is probably about the same. Living together is commonplace, although out-and-out promiscuity is probably in decline."

These are the issues that really matter to most university students. "Sex and drugs and rock 'n' roll"—or at least dating and drinking and MTV—arouse far greater enthusiasm than discussions of abortion or the farm crisis. Apathy claims far more adherents at the University of Minnesota than the left and right combined.

As Burns of the DFL University Chapter notes, "You'll be out somewhere and start to talk about politics, and people will look at you funny. Politics is seen as boring. You're only supposed to talk about the next party."

Journalism professor Donald Gillmor adds, "The excitement of the seventies is gone. The biggest raging debate on campus right now is probably between the pro-Ayatollah Iranian students and the anti-Ayatollah Iranians."

But the times might be changing again at the University of Minnesota.

Just after the November election—as people were shocked to discover that young Minnesotans voted in surprising numbers for a 73-year-old president—something happened that may swing the political pendulum back in the other direction. The world watched with tension as the Reagan administration accused Nicaragua's Sandinista government of importing Soviet fighter planes. It turned out there were no planes aboard a Soviet freighter docked in a Nicaraguan harbor, and most people forgot about the matter. But it remains on the minds of many Minnesota students.

"Students are finding Central America as a rallying point," asserts Homme of the Progressive Student Organization. "The tide of conservatism, or apathy as I prefer to call it, is on the wane."

Homme's opinion could easily be dismissed



as wishful thinking by a group dedicated to the revival of protest politics on campus, except for the fact that most conservatives echo his words. Maranatha pastor Harpel, who vigorously opposes the Nicaraguan government, says, "It's becoming a big issue. There are a lot of naive students on this campus affected by Central America."

And Joe Weber of the University College Republicans adds, "Central America is a Republican soft spot. The PSO is recruiting around the Central America issue, and it's making a difference. I'm not sure I would want to take them on right now. It may be covert action in Central America that causes things to swing back to the liberal side."

Jay Walljasper is executive editor of the *Utne Reader*. He attended graduate school at the University from 1978 to 1981.

**"Students voted their pocketbooks. But whether they stay in Republican ranks is hard to say. If the economy performs well, then they may be Republicans for life."
Chris Georgacas,
Minnesota College
Republicans chair**

Remote Sensibilities

Work at the University's Remote Sensing Laboratory may enable farmers to analyze crops by viewing on a computer terminal pictures of their fields taken from an airplane or satellite

Efforts under way at the University to develop remote sensing techniques could lead to an efficient system for acquiring up-to-date information for crop management, says Remote Sensing Laboratory Director Marvin Bauer.

The crop information system, developed from Agricultural Experiment Station research at the University, would enable a farm manager or crop consultant to press a few keys at a computer terminal and view an image of farm fields taken within the past 24 hours from an airplane at high altitude or from a satellite. The imagery, together with crop growth models, would be used to detect problems in seeding, fertilization, or herbicide application; detect disease and insect infestations; evaluate uniformity of water application by irrigation systems; assess crop damage due to flooding, drought, hail, or wind; and study and map soil conditions such as drainage and erosion problems.

All of these factors affect how sunlight is reflected by crops and soils. The

amount of reflectance, measured in different wavelengths, provides a great deal of information about the Earth's resources, including crops, forests, and water.

Remote sensing involves measuring and analyzing the radiation reflected and emitted by these materials. One branch of remote sensing is aerial photography. A second and much newer branch involves multispectral scanners capable of sensing additional wavelengths and recording the data in digital formats for computer-aided analysis. These sensors have been placed on land and weather satellites.

Satellite remote sensing is now being used by the U.S. Department of Agriculture (USDA) to survey crop production. Knowledge of global agricultural conditions is of particular importance to the United States, the world's largest grain exporter. Lack of accurate, up-to-date information on world grain supplies means planting, buying-selling, storage-transportation, and export decisions are made with incomplete information.

Large-area crop surveys are now possible with the synoptic view of agricultural landscapes provided by multispectral sensors on satellites, combined with computer-aided analysis techniques. Landsat, the fifth satellite to orbit the earth since 1972, passes over each area of the globe once every sixteen days, its multispectrum scanner sensing data in digital format. The feasibility of utilizing Landsat data to identify and estimate wheat acreage was first demonstrated in the 1970s. Today the USDA uses satellite remote sensing to monitor changes in acreage and yield of major crops in several

foreign countries as well as in the United States.

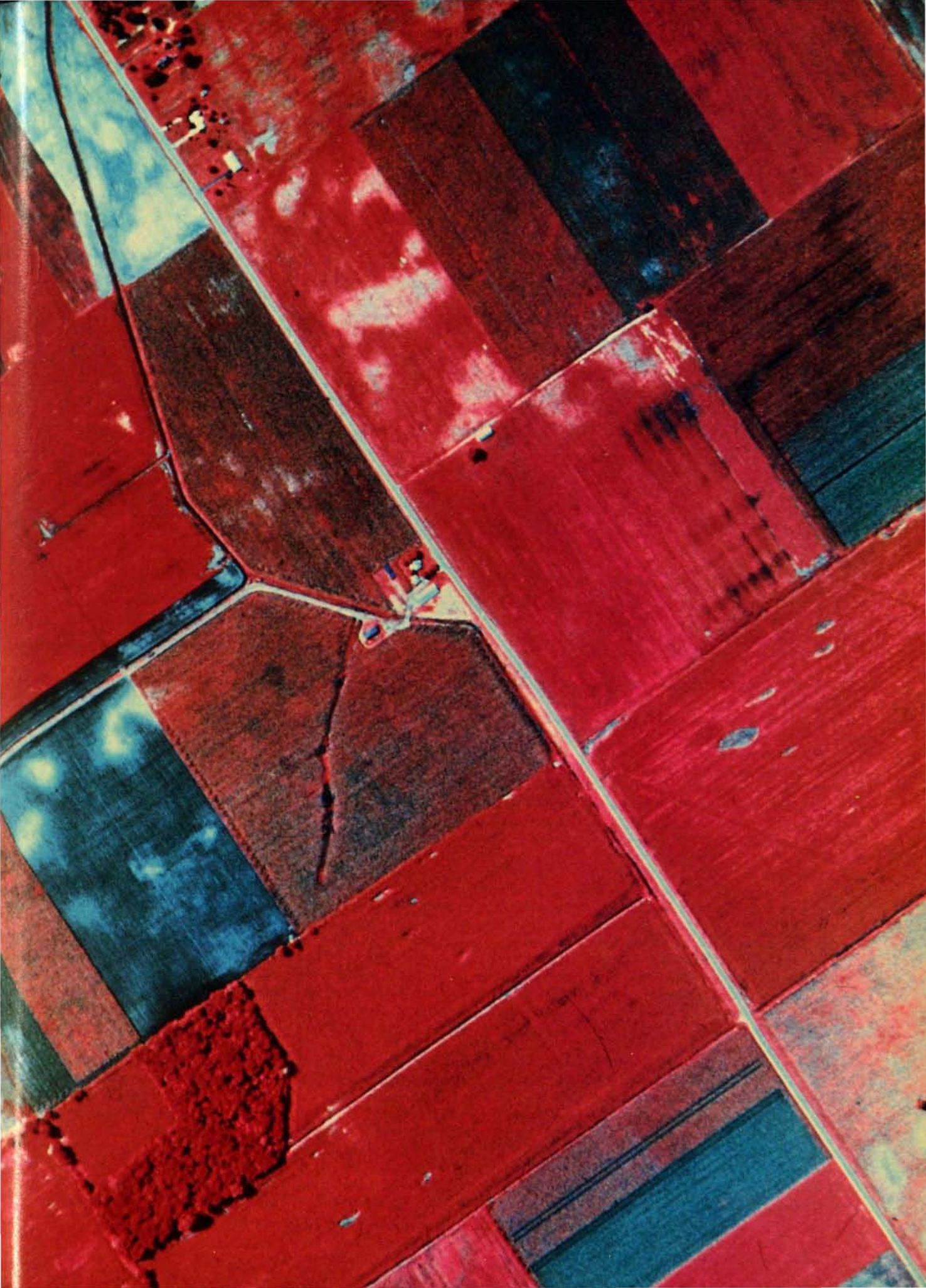
Remote sensing could potentially be developed to provide information on crop condition to individual farm managers. Similar information on forest species and conditions could be provided to forest managers.

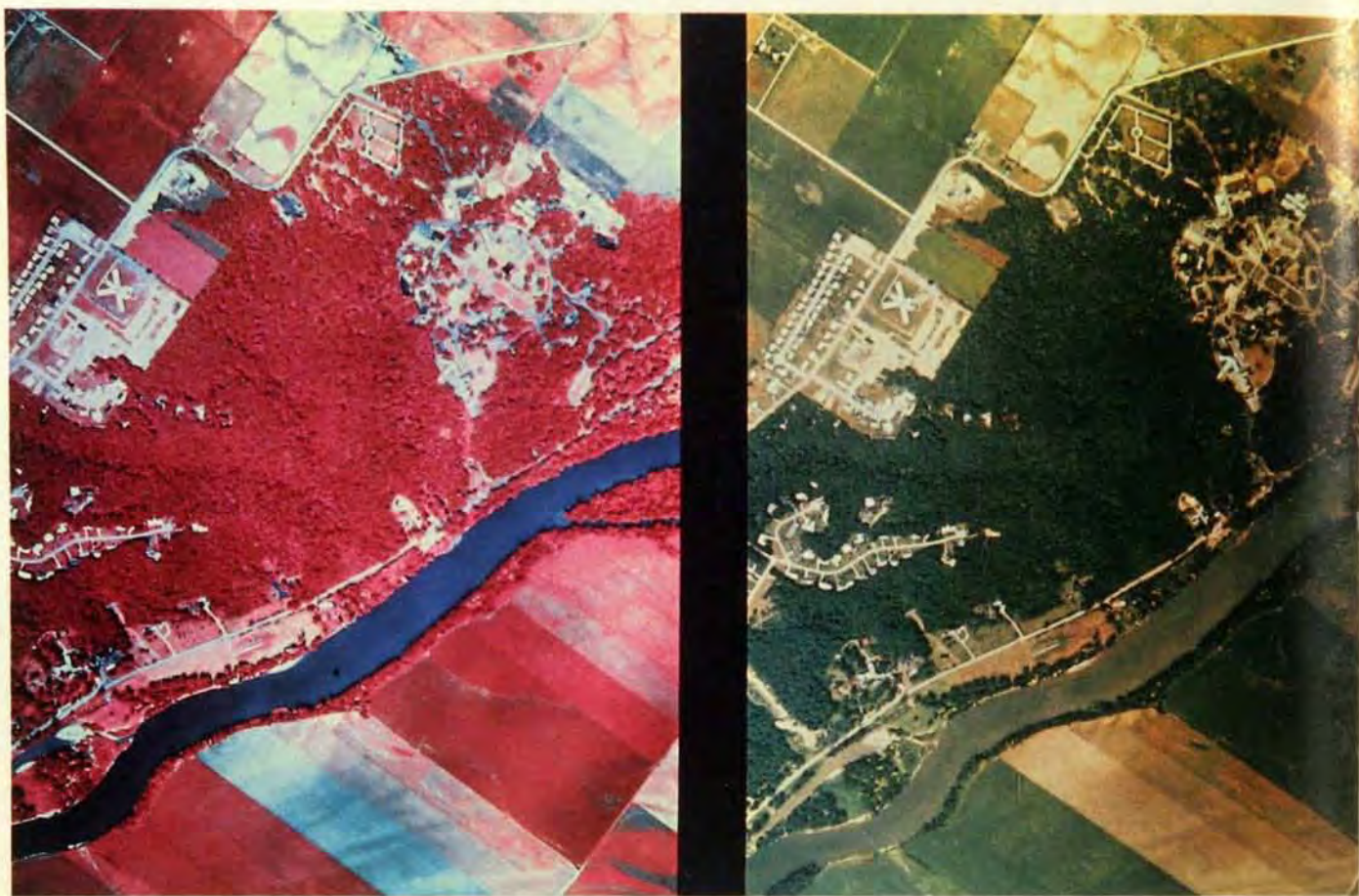
Development of improved ways to acquire and process remotely sensed data has literally exploded in the past few years, but relatively little of this new technology has been directed at meeting the information needs of agriculture and forestry at the producer level. The University's Remote Sensing Laboratory is most involved with this important but often overlooked application of remote sensing.

Bauer, an agronomist, was responsible for crop inventory research at Purdue University's Laboratory for Applications of Remote Sensing, before moving to the University last year. He believes that much of the capability already developed for using satellite data to inventory crop production over large areas can now be adapted to provide useful information for crop and forest management.

He sees two challenges in reaching this goal. The first is to conduct the needed basic research on the spectral-biophysical relationships of crops and forests. The second is to develop analysis techniques, computer models, and data delivery methods that will enable farm, forest, and

The University's Remote Sensing Laboratory is developing information for crop management. This color infrared photograph of agricultural areas show the variations produced by different crops, crop conditions, and effects.





agribusiness managers to effectively use remotely sensed data.

As a first step toward using remote sensing techniques for crop management, a growing number of crop consultants are using color infrared aerial photography to detect crop problems. Aerial photography is already an integral part of forest survey and management.

Aerial photography gives a bird's-eye view of fields, easily revealing conditions and problems that would be difficult to assess from on-the-ground observation. Unlike the human eye, photographs give a stop-action view of rapidly changing phenomena such as floods or forest fires. Aerial photographs also provide permanent records that may be examined any time. A series of photographs taken at different times can be invaluable for studying changes during the crop year and for comparing different years. And, since infrared film is sensitive over a wavelength range about twice as broad as that of the human eye, such film can detect and record many phenomena that the unaided eye cannot.

The colors produced by color infrared film are strikingly different from those seen in nature. Healthy, green vegetation, which is highly reflective in the infrared

spectrum, appears in tones of red, while old or severely stressed vegetation appears green. Soil tones range from light blue or green to dark blue, green, or even black, depending on soil color, texture, and moisture. Clear, unpolluted water looks black or dark blue on color infrared film, but if the water has a lot of sediment and appears brown or tan to the eyes, color infrared film will portray it in tones of blue.

Recently, Douglas Meisner of the Remote Sensing Laboratory has developed an aerial video system that acquires color infrared imagery on standard video cassettes. This approach has several advantages over photography. The imagery is immediately available for viewing; unlike film, video does not require processing. And although the initial cost of a video camera is more than the cost of a 35mm camera, the cost of acquiring imagery is very low. A standard videotape costing about \$10 is less than the price of film and processing for a 36-exposure roll of 35mm film. The videotape can cover two hours of imagery versus one or two minutes for the film. The primary disadvantage of video compared to photography is its lower resolution, meaning that less detail is

A comparison of color infrared, left, and color aerial, right, photographs shows agricultural fields, lower right, a forest, river, and housing. In the color infrared photo, healthy green vegetation appears red; stressed vegetation appears green; and soil ranges from light blue or green to dark blue, green, even black depending on soil color, texture, and moisture. Clear water is bright blue.

apparent in the imagery.

On the other hand, the electronic format of the video data makes it amenable to computer-aided analysis—an advantage and approach Bauer believes has major potential for developing into a useful management tool for farmers, crop consultants, agriculture extension agents, and natural resource managers.

Future remote sensing systems will sense additional wavelengths and will transmit digital data directly to computer systems located on farms and offices of crop consultants and extension agents.

Although it will probably be ten years or more before all the components of an operational system are available, research is now going on at the University to develop the analysis techniques and models that will enable farm and forest managers in Minnesota to effectively use remote sensing technology.

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RITES OF FEE SPEECH

Life on the speaker's circuit isn't easy, especially if you are a newcomer. But if you graduate to the big time, it pays—up to \$20,000 if you're Harry Reasoner—to be eloquent

Whoever said talk is cheap never had to ante up the \$20,000 to \$25,000 speaker's fee for former Secretary of State Henry Kissinger. Or the estimated \$20,000 it takes to hear Ted Koppel, host of ABC's *Nightline*.

Of course, there are bargains to be had. For a mere \$12,000 you can find out what's on the mind of Mark McCormack, author of *What They Don't Teach You at Harvard Business School*. But if Peter Drucker or Kenneth Blanchard are more to your liking, you'll have to sweeten the pot a little. The fee for their repartee is \$15,000.

Speaking is big business these days, and several University of Minnesota alumni and faculty members are getting in on the action. The hot topics on the speaker's circuit are business, economics, and self-improvement; the hot speakers are authors and athletes and TV personalities—and the University has turned out several alumni who fit the bill.

Harry Reasoner, '41, and Eric Sevareid, '35, for example, each earn a reported \$20,000 for their speaking engagements. Popular but less well paid are Dave

By Vicki Stavig

Winfield, '73, outfielder for the Yankees, who earns between \$2,500 and \$5,000 per speech, and Kevin McHale, '80, of the Boston Celtics, who pulls in between \$1,500 and \$2,000 each time he speaks to a group.

Then, of course, there's Garrison Keillor, '66, of *A Prairie Home Companion* fame, who—according to Al Porte, owner of Speakers USA, a Minneapolis-based speakers bureau—is in such demand that he is often booked six months to a year in advance. Says Karen Tofte, who handles Keillor's booking, "His popularity has grown since the show went national in 1980. That's when the invitations started coming in from national organizations."

According to Tofte, the down-home philosopher has no set topics for his presentations, preferring instead to give readings of his works or to write a speech geared specifically to the event at which he is appearing. Colleges are finding Keillor to be an able commencement

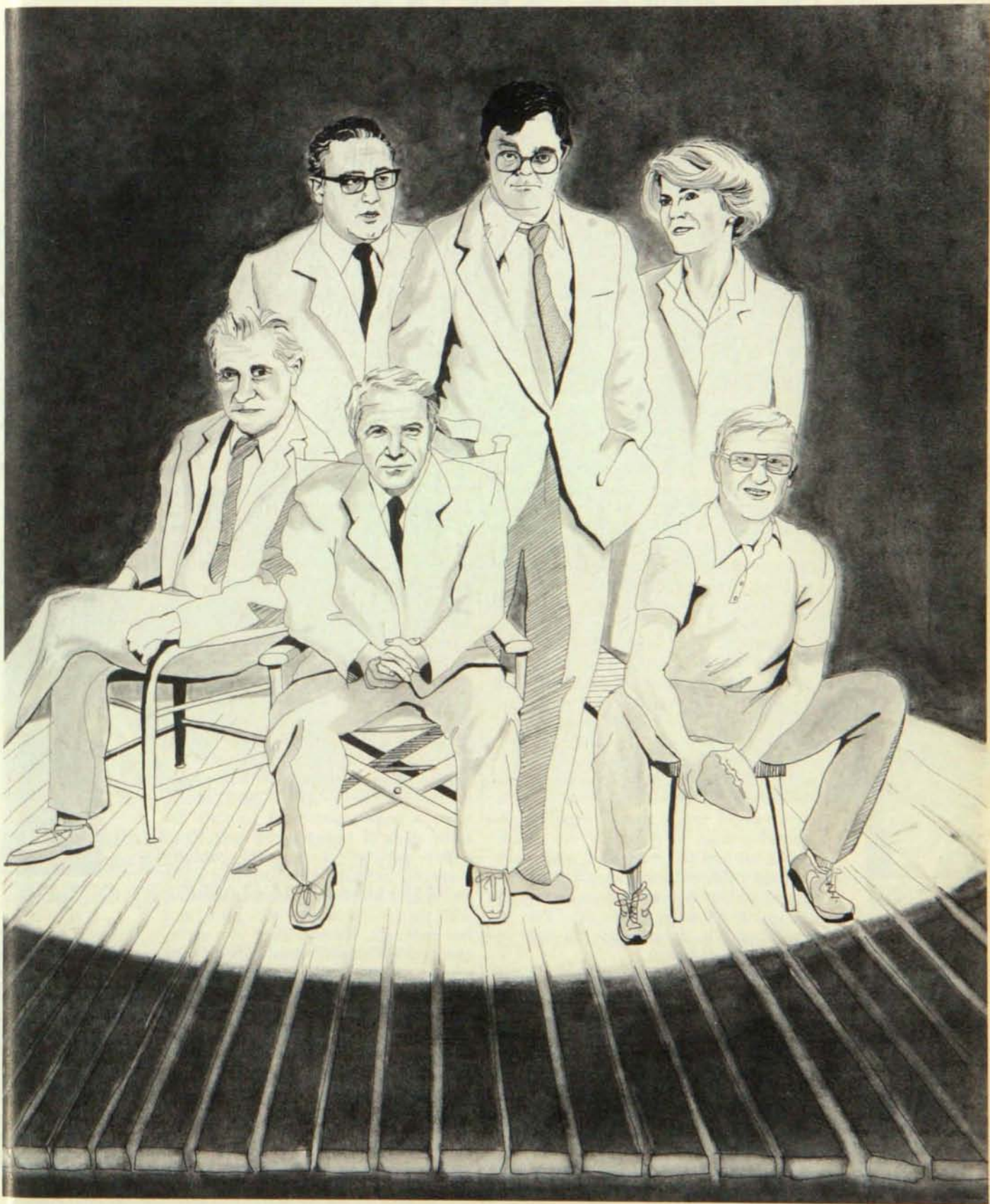
speaker. Last year, he sent the graduating students of St. John's University in Collegeville, Minnesota, out to face the real world, and he will soon do the same for students at Luther College in Decorah, Iowa.

What's the price tag for Keillor's speeches? His booking agent wasn't talking.

In Minnesota, says Porte, Gopher football coach Lou Holtz is one of the most popular speakers. His fee is reported to be between \$1,500 and \$6,000. WCCO radio announcer Ray Christensen, '49, who does the play-by-play reporting of Gopher football and basketball games, is another popular speaker.

Nationally, Geraldine Ferraro is one of the most popular female speakers—if you can catch her between commercials. Ferraro received \$15,000—the going rate for former president Gerald Ford—to speak in the Carlson Lecture Series, sponsored by the Humphrey Institute of Public Affairs.

Janet Hagberg, '68 and '72, author of *Real Power*, is fast becoming one of the busiest speakers on the circuit. She's been



speaking on power and career renewal for several years, yet facing an audience doesn't come easy for Hagberg. "Although I really enjoy interacting with people," she says, "I'm basically an introvert, so after I'm finished with an engagement, whether it be an hour or a day, I'm really tired. I need to be alone, to recoup. If I didn't feel so strongly about what I'm saying and what I'm writing, I might not even be on the speaker's circuit."

Her motivation, however, "is seeing the audience responding reflectively and thoughtfully to something I've said. I'm not an entertainer. I'm more of a provocative speaker. My main purpose is to provoke and make people think about what they're doing and why."

Hagberg has a minimum of two speaking engagements each week throughout the country. While she wouldn't disclose her fee, she did say she gives a certain number of speeches free of charge each year for groups "I feel strongly about," and that she charges less than her normal fee for nonprofit groups.

Despite the handsome fees, the first-class air travel and hotel accommodations, and the interesting cities to visit, life isn't easy on the speaker's circuit. "It's not all glamorous," says Hagberg, who finds the traveling tiring.

Tom Faranda, who has been speaking professionally for about nine years and also teaches management courses at the University, agrees that life on the circuit isn't all it's thought to be. "The stress and the long hours are awesome," he says, "and the travel can be wearying."

It can be more than wearying, it can be downright unpredictable, as Faranda discovered while on a three-month speaking tour in Australia. An airline strike left him 500 miles from Melbourne the night before he was to give a speech there. He finally got someone to fly him to within 150 miles of the city; then he had to rent a car and drive all night to make the engagement.

His love of speaking, however, more than makes up for any problems he might encounter. "I love the freedom, the challenge—to be able to create, write, and perform," says Faranda. Meanwhile, he doesn't expect to be stranded at an airport again, at least not while traveling to give a speech in the United States. After receiving his pilot's license a year ago, he bought a Turbo Mooney 231, a four-seat cabin monoplane, "and now I fly to my engagements in the country," he says.

Faranda, who has shared the podium with the likes of Thomas Peters, coauthor of *In Search of Excellence* and one of the most popular speakers in the United States today, speaks extensively outside the country—Australia, Japan, Europe, Canada, and Mexico.

He has also been known to practice his trade while en route from one city to another. "I've held seminars on trains from Minneapolis to Chicago for a management group," Faranda says. "And I've been asked to hold a seminar for a group of corporate executives on their way to Japan in a 747 to educate them on Japanese versus American management techniques."

When Faranda began speaking professionally, he found breaking into the business difficult. "I had trouble with marketing," he says, "trying to find out where is the market and how do you reach people that do the hiring of speakers for the big conventions. That's always the toughest part of the job, even today when I have a full-time director of marketing."

Faranda now earns about \$5,000 per speech but says it takes years of hard work to reach that level. "A lot of people are charging \$50 or \$100," he says, "and they start in places that we all had to start, giving free speeches in church basements and speeches for very low money."

Booking agent Porte (who is also taking graduate courses in speech communication at the University) adds: "Most people who think that they would like to become a professional speaker don't realize that it takes a lot of time and money." Would-be speakers must choose a topic in which they are well versed, write a presentation, and "commit the entire thing to memory," he says. Then there's the cost of preparing publicity materials, including brochures and audio and video cassettes, and sending them out with the hope that they will bring in a few bookings. Many speakers also participate in "showcases," says Porte, during which each speaker has a fifteen-minute "audition." Finally, he says, a speaker must keep at it for five to ten years.

Anyone can claim to be a professional speaker and charge whatever seems desirable, but if there are no bookings, it's academic. Says Porte: "I get half a million dollars for my speeches, but no one has called on me yet. I'm speechless."

Vicki Stavig is associate editor of *Corporate Report*.



Harry Reasoner
\$20,000



Eric Sevareid
\$20,000



Janet Hagberg
Figures unavailable



Henry Kissinger
\$20,000 to \$25,000



Lou Holtz
\$1,500 to \$6,000



Dave Winfield
\$2,500 to \$5,000



Geraldine Ferraro
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Kevin McHale
\$1,500 to \$2,000



Tom Faranda
\$5,000



Garrison Keillor
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T H E A S S O C I A T I O N ' S

MONEY MANAGERS

BY DAVID LEVY

At the Alumni Club on the 50th floor of the IDS Tower, the Minnesota Alumni Association's Finance Committee practices the fine art of high finance, managing two funds

"Winning by not losing describes our investment philosophy," says Minnesota Alumni Association Finance Committee member Richard Tschudy. "We are trying to protect the account against down markets, but on the other hand, we want to get our share in an up market—we don't necessarily want to be on the top of the heap." That's not a unique philosophy, since most investors seek to minimize risk and produce a reasonable profit. Yet few do it as well as the alumni association's all-volunteer committee of investment advisers.

Every year the alumni association sells about 200 life memberships at \$300 apiece. The receipts go directly to the Finance Committee, which puts them into the "obligated fund." When association members participate in the group insurance program, a portion of their dividend

is designated (in a sense rebated) to the association. That insurance income is deposited into a separate "general endowment fund."

Income from the two funds comprises about 25 percent of the association's operating budget. (The remainder comes from membership dues and University contributions.)

To manage the two funds, the association has gathered an impressive roster of investment and financial management talent from the Twin Cities to serve on the Finance Committee, all of them alumni: Fred Friswold, president at Dain Bosworth (committee chair); Ronald Everson, managing director at Piper Jaffray & Hopwood; John Kofski, partner at McMichael & Kofski; LeRoy Piché, senior vice president at Norwest Corp.; and Richard Tschudy, president of Investment Advisers. By any measure, it's a group of professionals long on market savvy that would match the best of Wall Street.

Once a month members of the Finance Committee assemble at the Alumni Club on the 50th floor of the IDS Center. There they plot a course for both the general endowment and the obligated funds, now totaling about \$3 million. For each fund they have well-defined objectives and an operating strategy.

The purpose of the obligated fund is to maintain enough dollars to serve the life members for life. That goal means keeping the fund at a level that allows the association to withdraw enough annually to

serve each member and to support association activities.

The association's acting executive director, James Day, explains: "It's a balanced approach to investing. We structure the portfolio so that debt (bonds) and equity (stocks) can never be out of balance—the highest proportion we can have of either is 60 percent. Then we look at what kinds of debt and equity investments we want. They have to be secure, represent opportunities for growth, and generate enough current income to take care of cash transfers. Beyond that, we want to be fairly aggressive while being secure."

The endowment fund, while similar to the obligated fund, is managed more aggressively for growth. Because about \$200,000 is drawn from the endowment fund every year to subsidize the association's operating budget, the committee tries to build the fund's purchasing power to maintain its ability to support future operations. Recently the committee has made investments in perceived growth areas such as electronics and health-oriented companies to help achieve this goal.

How have the funds performed? Return on the two funds compares favorably in the long run against Standard & Poor's, Dow Jones, and other more esoteric financial indices. In the down markets of late 1983 and 1984, the committee won by not losing, by avoiding the steep declines many funds experienced. Recent total return in the general

endowment is approximately 15 percent; the obligated fund generates a similar return.

A successful return, according to committee member Piché, is a measure of how well investors determine their objectives and whether the portfolio is properly structured to meet those objectives. In other words, the committee's relative success reflects not luck or shooting-from-the-hip investment strategies but rather strong-willed commitment to a set of objectives.

Reviewing individual investments made by the Finance Committee shows some big winners, many good performers, and few outright failures. "The most prescient thing we did was buy Digital Equipment Corp.," says Day. "We bought it when it was down at about \$69, and it popped up to around \$120." Other good picks have been First Bank System, Exxon Corp., and Dayton Hudson Corp. Investment results recorded in red ink are few and follow no discernible pattern.

A committee meeting typically begins with an economic overview by Tschudy, which amounts to his analysis and conclusions about what's going to happen in the economy and the market. He cites a broad range of economic indicators. Then follows a discussion during which each committee member offers thoughts from his base of expertise—stocks, bonds, economic insights. From that exchange, investment decisions begin to flow.

"In their January meeting they made a number of purchases and reaffirmed some buying decisions made earlier," says Day.

"The relative value of stocks in the market made them extremely attractive," says chair Friswold. "We made a strategic decision to increase the proportion of stocks in the funds."

The committee had concluded that interest rates would drop a bit, economic activity would pick up, and the economy would continue strong. To increase its equity position, the committee favored interest-sensitive and cyclical stocks. Two stocks they bought in January were Burlington Northern Railroad and Cong-Agra. Earlier they had invested in building companies and banks.

"They wanted fundamental value,



Managing two funds totalling around \$3 million for the association are John Kofski, not pictured, and, clockwise from back, Fred Friswold, Richard Tschudy, Leroy Piché, and Ron Everson.

security, and dividend protection, but they were also looking at what the market was going to value, given some economic assumptions," says Day. "They did their homework."

"In February they did some very profitable selling," says Day.

"We were correct a lot sooner than we had anticipated," says Friswold. "We took profits to bring the portfolios back into balance."

The committee will favor a locally based investment if it meets the objectives of the funds. That willingness has been an association tradition, following the rationale that it's good for the community, which the University also serves.

In the bond market, the Finance Committee has gravitated toward investments with short and intermediate maturities. "We stay on the shorter-maturity horizon with the debt," says Piché. "The short end of the bond portfolio has given us good income and liquidity, and the ability to move from debt to equity if we so decide."

To an extent, the committee is self-perpetuating. As one member steps down, another of the fraternity is recommended, a practice that gives the group continuity

and has ensured top-quality membership.

Each person brings a different set of skills to the monthly meeting. Day explains the group's dynamics: "Fred Friswold is very analytical, and often after Dick Tschudy's economic overview, he will focus on key points of the overview, testing it. Ron Everson's background is that of a stockbroker. In his research, he looks at which company is right for now. LeRoy Piché will talk about interest rates, what the Federal Reserve Board is going to do, money supply indicators, and the bond market generally. As a CPA, John Kofski brings a good general overview on economic and investment decisions. He's in a good position to help sort out various proposals. When the committee discusses the broader issues of association budgeting, accounting, and finances, he provides a good transition. They're all very complementary."

Do they have any fun? "We're a pretty serious bunch," says Tschudy. Piché agrees, adding, "but it's not all serious browbeaten work. It's done with a liveliness to it. The meetings are enjoyable . . . We are quick to recognize the embarrassing things like picking a wrong stock."

Questions about the success of the funds committee members manage for the association yield only modest responses. They obviously leave their egos in the safety deposit box before moving around the big chips.

Busy as members are with other business and civic activities, they still manage to make time for the association. "I have a debt to the University—that's where I was educated," says Piché. "Now I can do something of service in my time." Tschudy echoes these words and the sentiment of the entire committee: "Well, gee, I guess I like the University, and I feel I owe them something."

What's the association's return on the committee's investment? "It's priceless," says Day. "The committee represents alumni volunteerism at its best."

David Levy, '72, is the director of public affairs at Medtronic. For several years he wrote an internationally distributed column on personal finance.

By Jeanne Hoene

PUBLIC AFFAIRS

Of Skyways, Streets, and Tunnel Vision

When planning city space, few city planners stop to consider their plans in terms of skyways, streets, or tunnels.

That issue was the focus of "Pedestrian Systems," a two-day conference April 13-14, promoting interdisciplinary and comparative perspectives of elevated and subterranean pedestrian systems. The conference explored the social, economic, architectural, and public policy aspects of both existing and planned systems in major U.S. and Canadian cities. Conference cosponsors were the Walker Art Center and the University of Minnesota's Humphrey Institute of Public Affairs, School of Architecture, and Center for Urban and Regional Affairs.

Group presentations, professional workshops, and discussion panels were held at both the Walker Art Center and

the University's architecture school, along with tours of the Minneapolis skyways.

Topics presented included the anthropology and sociology of pedestrian systems; the need to maintain intent and integrity of architectural form in the urban setting; the social fabric of the street; economic and social segregation in cities; personal safety, density, and diversity of populations; the use of skyways as building blocks in the development of megastructures (the introverted city, the self-contained city, the shopping center); skyways or tunnel systems as planning elements; public facility planning; and the building as road—the road as building.

Featured speakers were Mildred Friedman, Walker Art Center design curator; Colin Rowe, Cornell University architecture professor; Sam Bass Warner, history professor at Boston University; Galen Crazz, architecture professor at the University of California, Berkeley; David Dillon, *Dallas Morning News* architecture critic; Bernard Jacob, Minneapolis architect and critic; and Jacqueline Robertson, University of Virginia dean of architecture.

MANAGEMENT

Competition for IBM Grant Narrows

The School of Management is among 30 graduate schools competing for one of twelve \$2 million grants to be awarded by IBM for research and instruction in management information systems.

As the first step to winning a \$2 million grant, the school received an initial \$12,000 planning grant to prepare its proposal. Proposals were submitted in January, and IBM is expected to announce the grant winners this spring.

According to Fred Beier, associate dean in the School of Management, if the school receives the award, the monies could be used by all departments in the school and also by other units within the University. Receiving the planning grant "reflects the high quality of the [information systems] program," Beier says.

Other graduate schools receiving planning grants were Harvard, MIT, Stanford, Wharton, and UCLA.



DENTISTRY

Putting a Smile into Dental Education

Although dentistry is moving ahead quickly in developing techniques to prevent and treat dental problems, many people—as many as 50 percent in parts of the country—rarely or never see a dentist for check-ups. A 1983 report on the future of dentistry cited fear, behavioral factors, and cost as reasons that continue to keep people away from necessary dental care.

To reduce those concerns, dentists of the future will need to serve also as health educators of patients and the public, according to Richard G. Oliver, dean of the School of Dentistry and chair of the American Dental Association's Special Committee on the Future of Dentistry. He believes that behavioral, managerial, and communication skills will become as important to the dentist as technical clinical skills.

Oliver says that people are assuming more responsibility for their health in general and want to participate more actively in decisions about their health care. The dental school is responding to this trend by training future dentists in communication skills, which will help them interact well with their patients, ultimately to achieve the best dental care possible.

Specific curriculum additions include a course on ethics and professional responsibility, which uses vignettes to help students learn to listen and sensitize themselves to patients' concerns that might not be readily apparent, such as child abuse. Students watch videotapes of themselves in treatment situations and have an opportunity to receive feedback and reactions. A series of lectures on fear of pain and anxiety is presented also.

As the relationship between anxiety and the patient's perceived level of pain becomes better understood, behavioral solutions may replace the more usual treatments such as painkilling drugs. Some of the behavioral methods already being tried include relaxation to decrease muscle tension, monitoring blood pressure and heart rate, and distracting a patient's attention from the dental work

to radio, television, or video games. Showing young children without previous dental experience videotapes of other children in a dentist's care seems to reduce anxiety and improve cooperation.

At the University, dental students spend more time now than in the past learning strategies to reduce the stress a visit to the dentist often involves. Even their vocabulary is changing to eliminate dentistry terms with negative connotations. "I'm going to drill your tooth" has become "Now, I'm going to *prepare* your tooth."

Oliver says that all the curriculum changes and research reflect a broadening of the dental profession. Today, a dentist is being prepared as an educator, communicator, technician, and behaviorist.

EDUCATION

An Apple for the Teacher

Within the next three years, every one of the roughly 185 full-time faculty members in the College of Education will have access to a microcomputer. As part of its commitment to leadership in the research and development of computer-based learning, the college is planning to provide its faculty with unlimited access to microcomputers by 1987.

According to Dean William Gardner, the school now offers faculty only limited opportunities to develop skills in computer education technology. He says it is critical and increasingly necessary for education faculty to develop proficiency with microcomputers for their instructional, organizational, and scholarly activities. And becoming adept on the computers means having easy access to them.

The college's cost-sharing plan includes a \$150,000 investment by the college, which represents about two-thirds of the start-up expense, over the next three years. Individual departments will provide the remaining one-third from their operating budgets. To ensure that by 1987 every faculty member will have access to microcomputers, the college will need an additional 75 to 100 computer workstations, says Gardner.

The college also plans to provide extra funding to help faculty become familiar and proficient with this new technology through lab demonstrations, instructional workshops, and courses.

INSTITUTE OF TECHNOLOGY

Advancing Materials Science

Success in technology means developing a better understanding of materials science, or the chemistry of substances used in making circuits, input/output devices, and storage media. As materials are developed or improved, new technologies are created, manufacturing depends less on the use of scarce elements, size and time dimensions for microcomputer circuits are reduced, quality control improves, and products cost less.

The continued advancement of materials science study requires close collaboration between physicists, chemists, and engineers. The Microelectronic and Information Sciences Center (MEIS), established in 1981, helps fund just such research, education, and technology transfer programs at the University.

The center, originally funded by seed grants from 3M, Sperry, Honeywell, and Control Data, receives additional support from the state of Minnesota, federal sources, and other associate sponsor companies, including Cray Research. In February, 3M contributed \$400,000 to help sustain the center's programs.

"We are now completing the start-up phase of the center and the programs that began with the seed funds," says Martha Russell, associate director of the center. "We're moving into the next phase, a pattern of sustained membership and contributions to further develop the projects we've begun."

The center funds individual and team research projects. Four team projects that currently receive major support from the center include the study of intelligent systems, III-V compounds and high-speed devices, high-performance integrated circuits, and artificially structured materials for microelectronics. These projects combine the efforts of university faculty, graduate students, scientists, engineers, and technical experts from participating companies.

The first round of project reviews for all four major research studies was completed this spring. Each project review included participation by faculty from other universities, national technical experts, and selected external reviewers. A status report, tours, and demonstrations also were presented.

AGRICULTURE

Getting to the Heart of the Farm Problem

The plight of Minnesota farmers, especially those with medium-sized family farms, has reached crisis proportions. According to statistics compiled by the Minnesota Department of Agriculture, approximately 25 percent of all farmers in the state are in financial trouble, and over the next two years, as many as 14,000 farm families may face foreclosure, bankruptcy, and loss of the family business.

To help farm families deal with the financial crisis, the Agricultural Extension Service created Project Support. It offers financial planning, stress management, and community networking support.

Extension agents in each county coordinate the program, which began last December. All the state's extension agents have been reassigned to work on Project Support and have received special training.

One of the program's goals is to help families who have recently left farming make the transition to nonfarming careers. The program also gives short- and long-range financial counseling to those who choose to remain in farming. Extension agents also refer families to appropriate outside resources such as mental health clinics or credit agencies.



Helping farm families deal with financial crisis is the goal of the Agricultural Extension Service's Project Support. Financial planning, stress management, and community networking support are being offered.

The county agents work with families one-to-one or in seminars, workshops, and support groups. In Grand Rapids, Minnesota, a daylong workshop on how to manage stress recently was presented. In Winona County, 46 people formed a farm couple support group, which meets regularly to discuss mutual concerns, including topics such as communication between husband and wife.

Patrick Borich, dean and director of the University's Agricultural Extension Service, says that special programs such as a financial package are available to

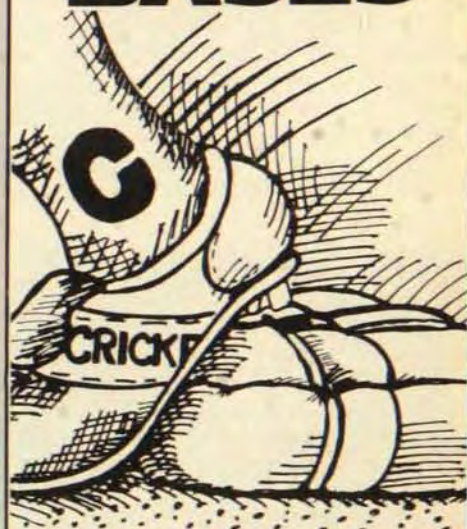
farmers and can help ensure that they stay in farming.

Project Support takes a family systems approach to coping with the stress created by financial crisis, according to extension specialist Ronald Pitzer. Communication about what's happening with the family's situation is important so that all family members can help support each other, says Pitzer.

Project Support workshops and seminars present ways that family members can reduce stress, encourage family strengths, and activate support networks.



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The University's dance program is now part of the theatre arts department in the College of Liberal Arts. The program's continued existence depends on raising a \$1 million endowment.

LIBERAL ARTS

Dance Program Reaches Turning Point

The University dance program will move to the beat of a different drummer in September, when the program changes its academic address to the College of Liberal Arts (CLA). The dance program, which had been part of the College of Education, was to be discontinued for budget reasons. But public support from the University and outside community led to the agreement that transfers dance to the theatre arts department in CLA.

"We're delighted about it," says Nadine Jette, dance program director. "We think the move has really worked out for the best."

Strong support for the program from the theatre department and from students is the reason CLA agreed to run the program, according to CLA dean Fred Lukermann.

Program costs, roughly \$100,000 yearly, will be shared by CLA and the

University's central administration over the next four years. The continued existence of the program, however, depends on raising a \$1 million endowment over the next five years. The initial goal is \$250,000 to be raised by the end of this year. A pledge of \$55,000 has already been made by a group of St. Paul citizens, and Anthony Nicolini, a caterer, who read in the newspaper about the demise of the dance program and wanted to do something to help keep it at the University.

The University of Minnesota Foundation has organized a "Save the University Dance Program" fund, to which contributions may be sent. Inquiries about the fund can be sent to Nadine Jette at 101 Norris Hall, 172 Pillsbury Drive S.E., Minneapolis MN 55455.

For the past several years, CLA has offered only a minor in dance, but Jette hopes to have a dance major added. The program, which enrolled more than 280 students during winter quarter 1985, will continue to offer its existing curriculum, including ballet, modern dance, anatomy, and kinesthesiology.

Four Elected to Board of Regents

Wendell Anderson, Stanley Sahlstrom, Mary Schertler, and Charles Casey were elected University regents March 19. Anderson, former Minnesota governor and U.S. senator, and Sahlstrom, retiring provost of the University's Crookston campus, are new to the twelve-member board; Casey and Schertler are incumbents.

"The University is a very, very good university today and can be even better in the future," says Anderson, who earned a B.A. at the University in 1954 and a law degree in 1960. "I'm concerned about access for young people who are academically and financially disadvantaged. I think that tuition is at the point where it's barring many young people from the University.

"I support University President Ken Keller and his plan to make the University one of the top five in the country. My only caveat is for accessibility. I think the new president will do an outstanding job, and I intend to cooperate and help him."

Anderson is an attorney with Larkin Hoffman Daly & Lindgren in the Twin Cities. During his tenure as governor, he presided over changes in how education was financed in Minnesota. "We raised taxes and put revenue to work in the area of education," says Anderson, "which is just the opposite of some legislative proposals debated in the legislature today. In some areas we do need tax relief, but we must be careful not to provide so much tax relief that it cuts into the core and muscle of our institutions like the University."

He intends to lobby hard for the University, he says.

A native Minnesotan, Sahlstrom received B.S. (with distinction), M.S., and Ph.D. degrees from the University. He was assistant to the president and director of field services at St. Cloud State College before joining the University in 1965 as director of what was then a technical institute. The founding provost at Crookston, he retires June 30 after twenty years there.

Sahlstrom, too, wants the University to be accessible. "I want students to have the same opportunities I had as a farm boy during the Depression of the thirties," says Sahlstrom. "I'm deeply



Stanley Sahlstrom

concerned that the University maintain its commitment to the land-grant philosophy, providing support to rural Minnesota's homes, businesses, farms, and forests, to help maintain a viable economy. We have an obligation as a land-grant institution to serve all the people of the state."

Sahlstrom says he supports President Keller's plan for the University, with a number of provisos. Funding changes must be made by the state if the plan is to work, and the plan must be properly implemented and understood. "It must recognize the uniqueness of other campuses in the University system in meeting the goals," says Sahlstrom, "and it requires cooperation from other systems."

He's fully supportive of the Crookston campus's role, as envisioned by Keller, to serve the mission of the Institute of Agriculture, Forestry, and Home Economics, which includes support for tourism and hospitality as well as agriculture.

"My experience as head of the Crookston campus for twenty years and as a professor on the St. Paul campus gives me a depth of understanding of the University," says Sahlstrom, "but I come here as an inexperienced board member who has a great deal to learn. I approach the board with humbleness and eagerness."

Casey of West Concord was elected to the Board of Regents in 1979. He earned



Wendell Anderson

a B.S. (with high distinction) from the University in 1961 and a doctorate of veterinary medicine in 1963.

Schertler of St. Paul was elected to the board in 1977. She graduated magna cum laude from Loyola University in Chicago with a B.S. in humanities in 1960 and is administrative assistant to Fourth District Congressman Bruce Vento.

Regents are elected to six-year terms. Eight regents represent each of the state's congressional districts; four regents hold "at-large" positions.

Selection of the new regents began March 4 when regent candidates were nominated from each congressional district by a bipartisan caucus of all legislators representing the district.

Casey in District 1 and Schertler in District 4 were unopposed. Anderson of Wayzata and Elizabeth Ebbot of White Bear Lake were nominated in District 6. Incumbent regent William Dosland, Moorhead State University faculty member Yvonne Condell, and Sahlstrom were nominated in District 7.

Names of the candidates chosen by these caucuses were submitted to a joint gathering of the Senate and House education committees, which narrowed the lists to one candidate from each district and presented the slate to a joint convention of the House and Senate for a vote. After nominations were made from the floor, regents were elected.

Five Receive NSF Awards

Five University faculty members were among 200 researchers nationally who received the Presidential Young Investigators Award from the National Science Foundation. Each will receive up to \$100,000 per year for five years to finance research.

University recipients and their research subjects are Catherine French, assistant professor of civil engineering, seismic analysis of structures; Christine A. Hastorf, assistant professor of anthropology, archaeology and anthropology; Pramod P. Khargonekar, associate professor of electrical engineering, linear control; Robert L. Lysak, assistant professor of physics and astronomy, aural zone dynamics; and Kim A. Stelson, assistant professor of mechanical engineering, automated manufacturing systems.

Team Wins National Business Competition

A case-study team from the University's School of Management defeated four other teams to win the McIntire Commerce Invitational, a national undergraduate business competition sponsored by the University of Virginia.

Team members Lisa Risser of Owatonna, Ruth Bakken of Robbinsdale, Bruce Polikowsky of Byron, and Paul Springer of Rochester defeated teams from Texas A & M and the universities of Illinois, Florida, and Notre Dame, last year's winner.

Teams were challenged to solve the question of whether the thermometer manufacturing subsidiary of the Figgie International Holding Co. should accept the offer of a financially troubled competitor to sell out to Figgie for \$1.5 million. Each team studied the problem and submitted its solution in written and oral presentations to a panel of senior executives. The University team's winning solution recommended that Figgie offer one-third less than the competitor was asking.

The team and the contest, dubbed the Super Bowl of undergraduate business education, were the subject of a column in *The Wall Street Journal*. The University, which made its first appearance in the tournament this year, will return to Virginia next year to defend the title.

Now Showing: The Law and Irving Younger

By Annette M. Larson

Here's a man who combines his hobby with his profession. His hobby: films. His profession: law. Irving Younger derives pleasure from both by finding aspects of law in the films he sees and sharing them with students.

Younger, a visiting professor holding the Marvin J. Sonosky Professorship in the Law School, has always been fascinated by movies and theater and sees what goes on in the courtroom as drama, too.

"I have interests beyond practicing law and sitting around writing law review articles," says Younger. "In a courtroom the jury is the audience. If the jury senses that you're performing . . . you've lost."

When he became a lawyer, Younger says, his interest in theater and movies was a natural carry-over. While teaching at Cornell he hosted a law-on-film series for the University Film Society there. At the University of Minnesota, he has hosted a similar series sponsored by the Law Forum. Some of the films he's selected include *On the Waterfront*, *Henry V*, *Anatomy of a Murder*, and *Casablanca*.

Younger introduces each film pointing out the legal issues of the movie and other interesting facts.

Other "informal hobbies" Younger has include thinking, reading, and writing. "I was a writer who accidentally became a lawyer," he says.

Although he doesn't claim to be prolific, he is more than a closet writer. He has written technical pieces for law reviews, articles for general readers ("What Good is Freedom of Speech?" published in the January 1985 issue of *Commentary*) and things for "fun and games," such as music criticism and legal stories designed to entertain rather than instruct.

Younger is enjoying his stay in Minnesota. Having grown up in upstate New York, Younger says Minnesota's weather held no terrors for him. "Minneapolis is one of America's great but secret cities," he says, adding that the Law School compares favorably in quality to law schools ranked in the top ten nationally.

University students are bright and enthusiastic, says Younger, and not too

different from other law students he has known in his twenty-seven years of teaching. But in that time, he has seen some changes.

Law students were older and more experienced when Younger graduated from New York University with a law degree in 1958. "They had been drafted between college and law school, so they came back with a wider experience of the world," says Younger. "Today we have full-time law students who have been



Visiting law professor Irving Younger, combining his interests in law and film, hopes that students will grasp the finer points of law by watching *Anatomy of a Murder* and other courtroom dramas.

going to school since kindergarten with no break. Their experience of the world is the experience of school."

Such lack of life experience inhibits understanding of law, says Younger. "Law is one of the branches of humanities," he says. "Language is what a lawyer works with. Human nature is what you work on. A better grasp of human nature is gained with more experience."

One replacement for experience is literature, but Younger also believes today's students are not very well read. He thinks reading, writing, and arithmetic are the basics of an undergraduate education, yet most undergraduates don't have those skills. He tries to balance the lack of knowledge by being a good teacher. "I use bits and pieces of teaching styles," he says, but he knows they've worked only when students have learned what he is teaching.

And, he says, he doesn't do it the way it's done in *Paper Chase*.

1945: A Letter Home from Iwo Jima

The year was 1945. James Morrill, former president of the University of Wyoming, had just assumed the presidency of the University of Minnesota, then the nation's fourth largest university. His salary was \$15,000 a year. The twelve-story Mayo Memorial building was scheduled to be erected, and the regents had just requested an annual increase of \$1,529,000 in the University budget.

On campus, about 400 students belonged to cooperative eating clubs, paying \$4.75 for 20 meals a week. Cigarettes were sold three for three cents in Coffman Memorial Union. The student Progressive Party was demanding an investigation of living conditions and rates in student rooming houses and was calling for a long-range building program for dormitories and cooperative housing. Dorothy McNeill, '45, was president of



the Senior Cabinet. Rod McQuary was editor of the *Minnesota Daily*, and Barbara Robertson, '46, was homecoming chair. It was estimated that 9,000 farmers attended short courses at University Farm each year, and 350 veterans were attending the University under the G.I. Bill.

There was a shortage of faculty and staff, with more than 600 members serving in the armed forces or in other war activities. Pages of the alumni magazine were filled with the names of University students who were serving in World War II, had died in action, or were hospitalized.

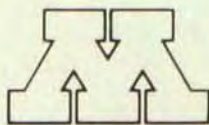
Jackson C. "Jack" Turnacliffe of the class of '41 was one of those listed. He found himself on Iwo Jima, fighting the battle that marked the beginning of the end of the war with the Japanese. Midway through the battle, the 26-year-old marine sat down in his foxhole and penned a letter. The letter was reprinted by the *Waseca Journal* April 4, 1945. Here is his story as he wrote it then to his friend R. E.

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The censor's ban was lifted somewhat the other day, and now I can relate some exciting experiences.

To begin, December brought the news that an operation was in the offing. Orders, maps, photographs, and more orders presented themselves, and day by day plans for the stupendous task unfolded.

It was a strange excitement that gripped us in those days for the target was to be Iwo Jima—that pork-chop-shaped fortress in the Volcano Chain, a mere 650 miles from Tokyo.

Iwo Jima was only a speck in the vast Pacific—but what a speck. Only five miles long and two miles wide at its widest point—it had been in Jap hands for many, many years, and was literally bristling with Japs and guns. Volcanic in origin, this island would be a tough nut to crack. Two dormant volcanoes formed the ends of the island, and the connecting strip of land between held the two airfields, which were our primary goal. The enemy had the advantage in every respect, and the observation provided by the high ground on either end of the island was menacing to contemplate.

All this we knew as we boarded the ship for the final journey.

I was to be part of the reconnaissance party for the artillery and was to land shortly after the infantry and select the position.

On D-Day eve we gathered our gear together, checked the straps on our packs, worked the bolt on our rifles a few times, and, satisfied that all was OK, dropped off to sleep wondering when we would again sleep in a comfortable bed.

February 19th dawned bright and clear, and, after [our] breakfast of steak and potatoes, the ship reached its anchoring point.

Out on deck, the creak of the cranes could be heard as the landing craft were lowered. Next over the side clambered group after group of helmeted marines. Finally it came our turn to go over the side. With a final hitch of our equipment, a drink of water, and a bon voyage to those remaining, we climbed over the side, down the net, and into the bouncing craft below.

As we drew nearer to shore, the island took shape with more clarity, and we could see the treacherous Mt. Surabachi glowing down at us from above. At this time we felt very, very small. All around us was noise and confusion. Landing

craft were everywhere; battleships were thundering on all sides; and Iwo Jima was taking a terrific pasting.

We paused at the line of departure for a brief moment and then, with a surge, broke for the beach. At this point we ceased to feel small and felt very much like a large bull's-eye with every gun trained on us.

From below the gunwales, we could distinctly make out the scores of caves in



Jackson C. "Jack" Turnacliiff died March 31 while his article was being prepared for publication. A 1941 graduate of the University, Turnacliiff was a veteran of Guadalcanal and Bougainville and was awarded the Bronze Star for heroic achievement on Iwo Jima. Turnacliiff, 67, retired in 1980 to St. Paul after 31 years as an advertising executive with Ford Motor Co. in Detroit.

the precipitous sides of Mt. Surabachi. Red tracers were spitting from all these caves and splattering in dusty puffs on the beach ahead. Geysers of water were spouting on all sides of us as the enemy gradually recovered from the effects of the bombardment and got mortars and artillery into action. The noise was deafening, and it all seemed unreal.

All of a sudden, with a lurch and a scraping sound, the boat beached; the ramp fell down, and we dashed off onto the black sands of Iwo Jima.

The beach was lined with marines with rifles spitting. Mortar shells were bursting to the sides and in the water, and ahead the constant stream of machine-gun bullets churned the sand. Our only thought was to get inland and away from the mortar fire. I struggled through the knee-deep sand and, upon reaching a crest just above the water line, dashed inland and dove for a shell hole.

I looked around and found I was between a dead marine and another with blood all over his face. He looked at me and said, "I guess I lost my fingers." He spoke as if he thought it couldn't have happened to him. But there he was bleeding and dirty. I told him to go back to the beach and a corpsman would take care of him.

I scrambled to my feet and dashed inland. There was not a tree or bush for cover, only the pockmarked, black-sand dunes. Every once in a while a mine would detonate with a tremendous roar and send debris 50 feet into the air.

I had lost the rest of the reconnaissance party but knew from our planning where to head. I stumbled and crawled and flopped from shell hole to shell hole, past wrecked trucks and steam rollers, through a cane field and into a small grove of trees. And there I could see the ocean. I was on the other side of the island!

A group of marines was crouched in a trench, and I asked them, "What outfit is this?" "The 28th Marines," they said. "Why, you're the assault wave!" I said. "That's right," they said.

Well—that floored me. I was in the right place but a little too soon. I crawled back to the beach again and after a while located the commanding officer. He had the position selected and had called for the guns.

It was growing dark so we dug in and prepared our defense for the night. One by one our guns arrived, and we put them in position ready to fire. The night was filled with noise and tracers streaming through the sky, and we slept little.

At dawn, the battle increased in ferocity and our guns joined in to add to the noise. Enemy artillery was active, too, but slowly our lines consolidated and pushed forward.

Day after day the infantry inched forward. The artillery (ours) was blasting continually, aircraft were zooming, and rifles were spitting. For 26 days, we fought them, but at least the island was declared secure. We paid a high price, but the island was ours. We had captured a prize airfield close to Tokyo.

This concludes my narrative, R. E. Hope it makes up for my months of silence.

Jackson C. Turnacliiff

BOOKS BY ALUMNI

Reviewed by Ralph Huessner

Pictures from a Trip, by Tim Rumsey, '74. *William Morrow, New York, 1985. \$15.95.*

Two weeks after his brother Mark's death in 1979, Tim Rumsey began recording his thoughts and feelings in a three-by-five-inch notebook that he kept stuffed in his shirt pocket.

"Initially, it was a collection of memoirs and the writing a catharsis—part of the grieving process," Rumsey says. "But then it became a mission to tell the world about my brother and me."

Today, that mission has been fulfilled with the publication of *Pictures from a Trip*, a novel about two brothers and a blind friend on a trip to the South Dakota Badlands to find dinosaur bones.

Rumsey emphasizes that he is not a "dinosaur freak," and the story is not simply a travelogue. Actually a composite of several journeys the Rumsey brothers made in their battered old Bronco, the novel is primarily a story about family, filled with anecdotes and facts about 1970s' rock 'n' roll, photography, and paleontology.

"The book is really about the love of two brothers for each other," Rumsey says. "My interest in paleontology is just a device, used symbolically to dig up the past."

Although some of the towns and a few characters are fictitious, and dinosaur bones have not been found in the area of South Dakota where the Rumsey boys camp, the "spirit of the book is real," says Rumsey.

Tim and his younger brother, Mark, grew up in St. Paul, but their intense kinship didn't develop until Tim was in medical school at the University and Mark was in film school in Chicago. Then began a series of late-night telephone calls and summer trips west.

"We filled a role for each other," says Tim. "I was the straight and narrow, and he was the creative one."

Rumsey's interest in writing grew from a love of reading—especially fiction—and learning. As a chemistry major at the College of St. Thomas, he began "hanging around with some journalists" and served as the photo editor for the college newspaper and yearbook. He didn't begin writing until 1970.

"I was in medical school and started a notebook, writing down observations,



Digging up the past is the literal and symbolic subject of St. Paul physician Tim Rumsey's novel about two brothers' trip to the South Dakota Badlands to find dinosaur bones.

phrases, and descriptions of people. I collected maybe 100 notebooks over the years," Rumsey says. "I didn't start formal writing until I was done with my internship in 1975."

That year Rumsey began his medical career as a family doctor at the Helping Hand Health Center, a free clinic in St. Paul, where he remained until 1982. He also wrote a monthly health column for a community newspaper. In addition to his journalistic endeavors, which included two how-to medical books, Tim tried his hand at fiction—poetry and short stories—but had little success.

After Mark's death in an automobile crash in Utah, Tim concentrated on writing about their relationship and successfully produced his novel—four years and five rewrites later.

Rumsey's sensitivity to people is reflected in his writing. He has a talent for conveying through words often-unexpressed feelings. *Pictures* will trigger memories for all who have experienced the joy of sharing in another's life; it may bring tears to those who have lost a close friend or family member.

The young writer makes you feel that you are seated in the back seat of the Bronco, listening to the brothers' friendly banter and teasing. You share with them the wonder of discovery as they pry dinosaur bones from their resting place of 70 million years.

Rumsey's next novel, *Modern Medicine*, will deal with ten years in the life of a young, idealistic doctor who works in a free clinic and who must deal with radical changes taking place in health care. But the central theme will be "a doctor and his look at humanity," he says.

How did a young physician, with a medical practice and family, produce a novel?

After early morning rounds at United Hospitals of St. Paul, he would spend three or four hours in the hospital library, writing in longhand. He spent the afternoons and some evenings in the clinic.

"I'm a writer and a doctor," Rumsey says of himself. "William Carlos Williams, who was a practicing pediatrician and a poet, is one of my role models. He said there should be no difference between being a poet and a doctor. I like that answer. I'm not a neurosurgeon or heart transplant surgeon, performing medical miracles. I'm a patient advocate, teacher, and partner in a person's health."

"I chose medicine because, for me, it combined a love of nature and science with a love of people."

Both are certainly reflected in Tim Rumsey's writing.

Ralph Huessner is a science writer in the University's Office of Health Sciences Public Relations.

More Memorable Americans, 1750-1950, by Robert B. Downs, Harold W. Scott, and John T. Flanagan, '35. *Libraries Unlimited, Littleton, Colorado, 1985. \$30.*

Flanagan, emeritus professor of English at the University of Illinois, and his colleagues have written a reference book that includes biographies of 150 Americans, including Kit Carson, Walt Disney, Oliver Wendell Holmes, Jack London, Emily Post, Tecumseh, and Cole Porter. Brief bibliographies accompany all sketches, and the appendices include a chronological list by birthdate and a classified list by principal career.

The Expeditions of John Charles Frémont, Volume 3: Travels from 1848 to 1854, edited by Mary Lee Spence, '57. *University of Illinois Press, Champaign, Illinois, 1985. \$49.85.*

In this book, the third in a series, Spence covers the travels of John Charles Frémont, soldier, explorer, politician, financier, land speculator, and amateur scientist. Spence chronicles Frémont's disastrous fourth expedition across the Rockies in midwinter, which claimed the lives of ten men and left lingering suspicions of cannibalism. Frémont served as a U.S. senator and traveled to Europe before setting out on his fifth and last expedition. Spence, a member of the history faculty at the University of Illinois, is a former president of the Western History Association.

The Foundations of Philosophical Semantics, by John L. Pollock, '61, *Princeton University Press, Princeton, New Jersey, 1985, \$22.50.*

Pollock, a professor of philosophy at the University of Arizona in Tucson, discusses the issues of philosophical semantics in the hopes of providing a unified account of the field. He discusses his theory of language in terms of propositions, concepts, statements, and attributes, and analyzes issues including the nature of possible worlds, modalities, counterfactuals, and causation. He distinguishes between realistic and formal semantics, arguing that claims for

formal semantics can be defended only if they are incorporated into realistic semantics.

Peasants, Subsistence Ecology, and Development in the Highlands of Papua, New Guinea, by Laurence S. Grossman, '74. *Princeton University Press, Princeton, New Jersey, 1985. \$35.*

Grossman explores the conflicts between subsistence and commodity production in developing countries, using for his analysis the peasants of the eastern highlands

of Papua, New Guinea. He contrasts their enthusiastic involvement in cattle raising and coffee production during the mid 1970s with the subsequent decline in village commercial activity in the early 1980s. Using a cultural-ecological perspective, he theorizes that commodity production undermines subsistence production, degrades the environment, and adds to economic inequality. He discusses the harm done to Third World peasants by policies that promote national development through agricultural commodity production. Grossman is assistant professor of geography at Virginia Polytechnic Institute and State University, Blacksburg.

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INTERNATIONAL/ NATIONAL TOURS

Prices are based on double occupancy and are approximate at this time. For more information about any of our national or international tours, write to: Travel Director, Minnesota Alumni Association, 100 Morrill Hall, 100 Church Street S.E., Minneapolis MN 55455.

Dutch Waterways Adventure. May 4-17. Six nights aboard the *Amcitia*, starting in Amsterdam and ending there. Fly to Paris for three



Courtesy of Northwest Orient Airlines

nights, then take the TGV "bullet train" to Montreux for another three nights. \$2,499-\$2,699 from New York City.

British Isles Adventure. June 28-July 11. To Killarney, Dublin, Edinburgh, and London, with excursions to

Ring of Kerry, the Trossach Mountains, Stratford-on-Avon. \$2,699 from New York City.

Alaska, The Wilderness Route. July 17-28. The last true American frontier. The itinerary takes you to Anchorage, Denali National Park, Fairbanks, Whitehorse, Skagway, Glacier Bay, and Sitka. Top off the trip with a cruise on the *Sun Princess*, from Skagway to Vancouver. Starting at \$2,075 from Minneapolis.

Passage of the Masters. August 5-18. A long-awaited opportunity to visit both West and East Berlin, as well as Potsdam, Wittenberg, Leipzig, Erfurt, Eisenach, Meissen, Dresden, and Prague. Approximately \$2,695 from Minneapolis.

STUDY AND TRAVEL ADVENTURES

Alumni association members continue to have access to the study/travel offerings of the University's Continuing Education and Extension Division. Each tour is conducted by a University of Minnesota instructor who is an expert in the field. Prices listed are approximate at this time. For information, call 612/376-5000 or write: Study and Travel Adventures, 180 Wesbrook Hall, 77 Pleasant Street S.E., Minneapolis MN 55455.

Gardens of the Delaware Valley. May 4-11. Explore the "Cradle of American Horticulture." Rhododendrons, azaleas, dogwoods, and spring-flowering bulbs, with emphasis on garden style from a historic as well as an aesthetic point of view. \$775.



Courtesy of Northwest Orient Airlines

Rocky Mountain Wildflower Photography Workshop. June 9-16. A week at Lone Mountain Ranch, amid the spectacular scenery of the Spanish Peaks Wilderness Area and the Gallatin River Valley. Open to photographers of all skill levels. There will be seminars and discussions on outdoor photography technique and ample activities for family members not participating in the workshop. \$675.

A Historical Sampler of Britain. June 15-30. Discover the real King Arthur behind the legend; visit the thirteenth-century castle built by Edward I in north Wales; see Hadrian's Wall in Scotland, along with



Edinburgh and Walter Scott country. \$2,300.

The Wildlife and Wildlands of Alaska. July 6-15. The word *Alaska* is almost synonymous with wilderness. This ten-day tour will study the natural history of Alaskan fish, birds, and mammals, and the vegetation of the major biomes. \$1,690.

The Birds and Natural History of Coastal Maine. July 7-13. An exciting opportunity to see many seabird species that are breeding at this time of year. Emphasis will be on identification and natural history of seabirds; a boat trip to seek out pelagic species will be included. \$870.

Music Festivals of Austria. July 13-27. A trip to charm the ear, dazzle the eye, warm the heart, and delight the palate in the world that inspired Mozart, Haydn, Beethoven, Schubert, Strauss, Brahms, Bruckner, and Mahler. In addition to cultural pursuits, fine Rhine wines and great German cooking will round out the experience. \$2,400.

ADVENTURE TRAVEL

MAA members can travel with ECHO: The Wilderness Company on any of the trips listed at ten percent discount; groups of 10 or more receive an additional 5 percent discount. Prices listed are projected prices for 1985; ask about youth rates. Proof of MAA membership is required. Direct all inquiries to: ECHO: The Wilderness Company, 6259 Telegraph Ave., Oakland CA 94609. 415/642-1600.

IDAHO

The Main Salmon. The "River of No Return." Big water, quiet water, wilderness, and beauty. \$729. MAA members: \$657.

Middle Fork. The classic mountain whitewater run in America. The canyon is spectacular. \$813. MAA members: \$731.

Lower Salmon. Fun rapids, huge sandy beaches, great weather. \$696. MAA members: \$627.

Snake/Hell's Canyon. Cuts the deepest gorge in North America. A dramatic experience. \$509. MAA members: \$458.

Snake/Birds of Prey. Offered in springtime where the density of nesting raptors is the highest in North America. \$524. MAA members: \$472.

OREGON

Rogue. Three-, four-, and five-day camping trips; three-day lodge trips. \$299-\$458. MAA members: \$269-\$412.

Owyhee. Runnable only during high water in late spring. Swift and heady. \$524. MAA members: \$472.

Upper Klamath. Some of the finest whitewater in Oregon, with salt caves, deserted ranches, and badlands. \$215. MAA members: \$194.



CALIFORNIA

American. One- and two-day trips. The perfect river for a quick vacation and a great place for a first taste of whitewater. \$65-\$149. MAA members: \$59-\$134.

American North Fork. \$78. MAA members: \$71.

California Salmon. \$304. MAA members: \$274.

East Carson. \$156. MAA members: \$141.

Lower Klamath. Two- and three-day trips. \$166-\$255. MAA members: \$149-\$230.

Merced. Whitewater here and also one of the best rivers in California for paddle-boating. \$192. MAA members: \$173.

Tuolumne. Mile for mile, no river in America can claim a better rapids or better river experience than can the Tuolumne. \$101-\$334. MAA members: \$91-\$301.

ALASKA

Kobuk. Through the heart of the Brooks Range, this river combines the best of wilderness exploration with the relaxation of a vacation. \$1,560. MAA members: \$1,404.

Noatak. The very heart of wilderness Alaska. \$1,560. MAA members: \$1,404.



Moving? Dial M for Minnesota

You've just been promoted and your new job is in Texas. Or perhaps you just graduated and your new job will take you to another part of the country. After the initial euphoria wears off you suddenly realize that you don't know a thing about the area you are moving to. You realize that you have no friends, relatives, or contacts there, either.



Over the last year, the Minnesota Alumni Association (MAA) has worked to develop Dial M for Minnesota, a growing network of alumni who serve as contacts in various parts of the country.

"More than 150 alumni are currently involved with the network," says Chris Mayr, assistant director for alumni chapter programs.

"Dial M for Minnesota is not an occupational assistance program, but rather a Welcome Wagon of sorts," he says.

The program is not only designed for younger alumni, but for those who are planning to retire in another part of the country as well.

To get the program started, alumni contacts are mailed resource sheets. "The alumni briefly describe the topics listed, such as area recreation, banking, restaurants, mass transportation, and the like," Mayr says. "Then they complete a second page called the In Touch Directory, which is a compilation of important area telephone numbers.

"When alumni complete the forms, they retain a copy for their folder and send the other copy to the association," says Mayr. "When an association member calls our office for information about a particular area, we ask for name, address, phone number, and membership number to verify membership. Next, we write the member a letter containing the

contact's name, address, and phone number—encouraging them to call the contact."

Questions as vague as what the town, business climate, or weather is like are appropriate and encouraged.

One recent alumna who used Dial M for Minnesota was Joan Engebretson, medical technology, '83.

"Having recently moved to Texas, I thought it would be a good way to meet people," Engebretson says. "Mr. Charleson (her alumni contact) encouraged my fiance and me to come to the annual banquet. I found it a lot of fun to reminisce about Minnesota. Because of my contact with Mr. Charleson and others, I'll probably become more active in alumni functions."

"I basically coaxed her to come to our annual meeting down here—she was really interested in meeting people," says Cliff Charleson, business, '49.

He became involved with MAA after moving to Arlington, Texas, about two years ago. "My niece and her husband were members of the constituent group, and they invited me to attend the annual Big Ten Ball," Charleson says. "I've been involved ever since."

Using the Dial M for Minnesota program is easy: Just call the MAA at 612/373-2466 and say that you want to use the service. Association staff and alumni contacts take care of the rest.

Alumni interested in becoming contact people should write or call Chris Mayr, assistant director for alumni chapter programs, at the Minnesota Alumni Association, 100 Morrill Hall, 100 Church Street S.E., Minneapolis MN 55455, 612/373-2466.

USAA Elects Board, Officers

Mary Breidenstein, a junior majoring in business, was elected president of the 1985-86 board of governors of the University Student Alumni Association (USAA).

"The goal of the board is to provide a more personal and positive experience to students who are the future alumni of the University," says Breidenstein.

Other officers elected include Natalie Brobin, vice president of personnel; Michael Casey, vice president of events; Teresa Wulf, communication coordinator; Nancy Hajlo, treasurer; and Chris-

topher Pryce, budget committee chair.

Others selected to the board of governors are Bridget Brennan, Kathleen Burg, Sue Chrysler, Caroline Cochrane, Chris Curry, Sue Graupman, Ben Etkorn, Christopher Green, Ellen Harris, Mark Jones, Robert Martin, Rani Murdoch, Lisa Pawlak, Paul Saunders, and Shane Schmidt.

Alumni Club Number Corrections

Telephone numbers for the Alumni Club on the 50th floor of the IDS Center were incorrectly reported in the March/April issue of *Minnesota*. The correct numbers are:

349-6262 Luncheon and dinner reservations

349-6265 Room rental and catering

349-6255 Restaurant billing.

New Membership Benefit Added

Members of the alumni association are entitled to a 21 percent discount on all University Press publications. The discount is being offered until September when it will be evaluated. If successful, it will be continued.

To order books or to determine if a book is published by University Press, call Elaine Hughes at 376-8503. Orders must be prepaid.

Faculty Honored for Contributions to Student Activities

Thirty-six University faculty were recognized and honored for their contributions to improving the student experience by the Minnesota Student Alumni Association at a reception at the Campus Club February 20. Faculty members were nominated by campus student organizations.

Among those honored were:

College of Agriculture: Warren Gore, Deon Stuthman, J. Michael Bennett

College of Biological Sciences: Gary Nelsestuen, Robert McKinnell

College of Education: Jack Merwin, Shirley Clark, Barbara Pillinger

College of Forestry: James Bowyer
College of Liberal Arts: Mary

Corcoran, Frank Sorauf, Joseph Galas-kiewicz, Betsy Barnes, Russell Hamilton, Paul Murphy, George Green, Michael Dennis Browne, Stephen Wilbers, Donald Gillmor, Toni McNaron, Gwen Barnes
General College: Jerome Gates, David Giese

Institute of Technology: Matthew Tirrell, Phyllis Freier, John Clausen
Medical School: Gregg Hickey
Office of Vice President for Academic Affairs: John Wallace, Marjorie Cowmeadow
Office of Vice President for Student Affairs: Samuel Lewis, Flo Wiger, Guillermo Rojas
Orientation Office: Gerald Igelsrud
School of Management: Arthur Williams, Brian Job
School of Nursing: Jean Andrews

CONSTITUENT SOCIETY EVENTS

MAY

2 **Forestry Spring Banquet**
 6 p.m., Minneapolis Hilton, 1330 Industrial Blvd and 35W.
 Sponsored by the Forestry Alumni Society.

4 **Pharmacy Annual Meeting and Banquet**
 Social hour at 6 p.m., banquet at 7 p.m., program at 8 p.m. Radisson University Hotel, 615 Washington

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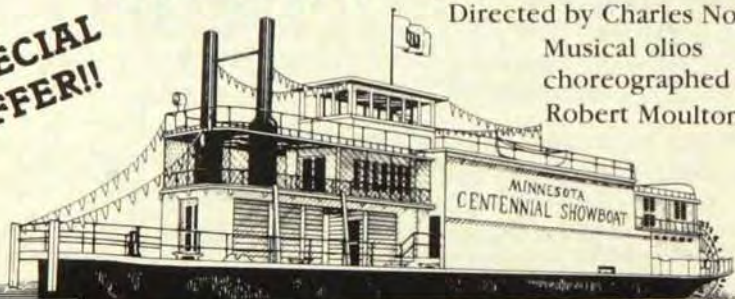
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*The University of Minnesota Alumni Association
For membership information, call 612/373-2466.*

Ave. S.E., Minneapolis. Cost is \$15, \$10 for students.

- 13 College of Biological Sciences Board Meeting
6 p.m. to 8 p.m., Snyder Hall, Minneapolis campus.
- Emeriti Reunion Luncheon
Speaker: Vern Sutton from the School of Music. 11:30 a.m. to 2:30 p.m., Town and Country Club, St. Paul.
- 17 Education Alumni Society Annual Meeting and Banquet
Award ceremony and dance at St. Paul Student Center.
- 21 Band Alumni Annual Meeting and Senior Reception
6 p.m. to 9 p.m., Campus Club, east wing, Coffman Memorial Union, Minneapolis campus. Sponsored by the Band Alumni.
- 30 Medical Technology Senior Reception
4 p.m. to 6 p.m., Eastcliff, 176 East Mississippi River Blvd., St. Paul. Sponsored by the Department of Medical Technology.

JUNE

- 7 Medical Alumni Society Reception/Class Reunions
6 p.m. to 8 p.m., Minnesota Alumni Club, 50th floor, IDS Tower, Minneapolis. Sponsored by the Medical Alumni Society.
- 8 New Horizons in Minnesota Medicine Annual Seminar/Meeting
8:30 a.m. to 1 p.m., luncheon following the seminar, Classroom Auditorium 2-690, Malcolm Moos Center, Minneapolis campus. Cost is \$40 for Medical Alumni Society members (includes luncheon), \$58 for nonmembers (includes luncheon and cost of membership), \$10 for luncheon only (alumni, spouses, guests). Sponsored by the Medical Alumni Society.
- 14 Veterinary Medicine Senior Alumni Reception
4 p.m., Lewis Small Animal Hospital, St. Paul campus. Sponsored by the Veterinary Medicine Alumni Society.

CHAPTER EVENTS

MAY

- 3 **Detroit Area Women's Club Meeting**
Hawaiian Holiday luncheon. For information call Betty Blenman, 313/626-2336.

JUNE

- 2 **Big Ten Alumni Picnic**
Sacramento, California. For information call Faye Wolfe, 916/489-1785.
- 7 **Detroit Area Women's Club**
Officer installation, meeting, and noon luncheon. For information call Peggy Geraduzzi, 313/644-2190.
- 14 **North Texas Alumni Chapter Pregame Tailgate Party and Twins' Game**
Arlington Stadium. For information call Dick Kampa, 214/888-6700 or 214/245-4669.
- 23 **Denver Alumni Chapter Annual Big Ten Alumni Picnic**, Morse Park, 1-5 p.m. For information call Ward Horton, 303/987-7676 or 303/288-0487.
- 29 **Detroit Area Women's Club Summertime Picnic**
For information call John or Mary Strang, 313/647-1781.

OTHER EVENTS

MAY

- 2 **Springtime in Paris**
Alumni Club member event. 6:30 p.m., Alumni Club, 50th floor, IDS Center, Minneapolis.

JUNE

- 17 **Minnesota Alumni Association Annual Meeting**
6 p.m. to 10 p.m., Radisson University Hotel, 615 Washington Ave., S.E., Minneapolis.

FOR MORE INFORMATION ABOUT CALENDAR EVENTS, CALL THE MINNESOTA ALUMNI ASSOCIATION, 612/373-2466.



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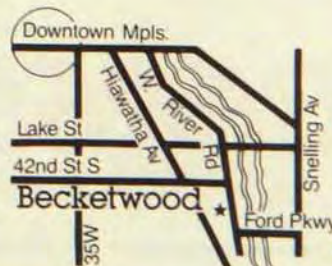
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Hockey

Minnesota's hockey Gophers ranked second in the 1984-85 WCHA final standings. First were the Bulldogs of the University of Minnesota-Duluth (UMD). The Gophers, representing the University's Twin Cities campus, finished the season with 31 wins, 12 losses, and 3 ties.

In WCHA most-goals playoff games the Gophers lost to Northern Michigan 3-4 in the first game and won the second game 6-4. In round two, they beat University of Wisconsin-Madison both games, 6-0 and 8-7. In the WCHA championship series, the Gophers split the two games with UMD, 6-4 and 2-6.

Basketball

Gopher men's basketball finished with a 13-15 overall record and 6-11 Big Ten record, ranking eighth in the Big Ten. Leading the league were Michigan in first and Illinois in second. With an 11-5 record, Minnesota had been doing well until the end of January. In the final half of the season, they were beaten by Northwestern 51-56, Ohio State 62-76, Indiana 66-89, Iowa 65-70, Michigan 64-66, Wisconsin 61-65, Indiana 68-79, Ohio State 77-78, Purdue 67-79, and Illinois 56-82. The two wins in this period were over Michigan State 73-64 and Northwestern 74-48.

Other Men's Intercollegiate Sports

Men's gymnastics stood at 9-1 overall at the end of March, 3-1 in the Big Ten.

Men's swimming stands 3-1 overall, 1-4 in the Big Ten. In the Big Ten championships, first and second places were won by Indiana (641) and Michigan (566). Minnesota finished ninth with 121 points.

In the Big Ten Relays the University finished third. Other scores: UM 96-Northwestern 15, Hawaii 55-UM 40, UM 79-Bemidji State 34, UM 81-St. Olaf 31, Iowa State 65-UM 41, Iowa 93-UM 40, Purdue 80-UM 49, and Illinois 96-UM 33. Qualifying for the NCAA nationals is Robert Barrett, a senior majoring in theater with a 3.0 GPA. Barrett will be swimming the 200-yard butterfly with a qualifying time of 1:48.26. He is also under consideration for the 100-yard butterfly with a time of 49.4.

The men's wrestling team finished eighth in the Big Ten with 34 3/4 points.

Men's indoor track finished in seventh place in the Big Ten indoor championships with 19 points. (Final results of other winning teams were unavailable at press time.)

Women's Basketball

The Gopher women's basketball team finished in third place in the Big Ten with a 13-5 win-loss record. The final games of the season were against Purdue 97-83 and Illinois 74-67. The Gopher's only losses this year were to first-place Ohio State at home, 58-64, and away, 72-85, and to second-place Iowa away, 38-60, and home, 58-66. The turning point of the season was a loss to Northwestern 74-80. After that the Gophers lost to Ohio State and Iowa but finished off with a five-game winning streak, winning a total of seven of their eight final games.

This year senior Laura Coenen was named to the First Team All-Big Ten and sophomore Molly Tadich was named to the Second Team All-Big Ten. Carol Peterka received an honorable mention.

Other Women's Intercollegiate Sports

The Minnesota women's swimming and diving team finished second in the Big Ten Championships behind Ohio State. The Gophers scored 535 points to Ohio State's 698 points. The Iowa Hawkeyes came in third place with 418 points.

The Gopher season ended with an overall record of eight wins and five losses.

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Minnesota Secretary of State Joan Grove lost her bid for the Senate, but says she won many victories that will pave the way for women who run for public office in the future.

Against All Odds

By Annette M. Larson

"Are you tough enough to withstand the rigors of a campaign for high political office?"

Joan Anderson Grove asked herself this question repeatedly after she decided to run for U.S. Senate from Minnesota. Her self-determined answer was "yes—not only for my candidacy but for all women who are running for political office."

This challenge motivated Grove during her race against Republican incumbent Senator Rudy Boschwitz, and kept her going when she was defeated. On the night she conceded, she told the crowds in the St. Paul Civic Center, "Our time has come. Not this day, to be sure, but we have arrived."

Grove has spent a lifetime

struggling to overcome obstacles many women face. She left an abusive, alcoholic husband in 1964, taking her three children (aged 3, 4, and 5) to St. Paul, where she worked for \$300 a month teaching in a parochial school. She needed to prove to herself that she was "tough enough." And she did.

In 1968 Grove earned a special education certificate from the University through extension. She worked as an elementary school teacher in the Bloomington and the St. Anthony school systems and as a special education teacher at Christ Child School for Exceptional Children in St. Paul.

Why did Grove get involved in politics? She explains by saying that she has dedicated her life to three things: family, education, and service. Having taken

care of two out of three, she says, she became involved in the DFL party and the League of Women Voters.

In 1972 Grove ran successfully for state representative from the Minnetonka and Eden Prairie district. The first woman to serve from that district, she was one of only six women then in the state legislature.

A headline that appeared at that time in one of the Twin Cities' daily newspapers amused her. "It said, 'The women are taking over,' and there were only 6 out of 201 legislators," Grove says.

In the House of Representatives, she was the first woman to be elected to the DFL caucus steering committee. While on that committee, she was chief author of Minnesota's open meeting law.

In 1974 she was elected secretary of state, despite the prophecy of friends and colleagues that she would never make it. "That taught me a lesson—don't listen to what people tell you *not* to do," Grove says.

As secretary of state, Grove's goals have been to make an impact and effect change. "The secretary of state is the state election official," she says. "We work with the League of Women Voters to get people involved in voting." Grove has worked on state and national "get out the vote" campaigns and on Minnesota's law allowing registration at the polls. She has also encouraged greater emphasis on election-judge training.

Grove plans to run for reelection again when her term is up in 1986. Until then she will be writing and rewriting election laws, making budget requests, and working to computerize office projects and improve the training of election judges. Grove favors a proposed bill to eliminate the offices of

state treasurer and state auditor by consolidating their duties with those of the secretary of state. Grove says the change would be mainly a cost-saving measure.

Despite her loss in the Senate race, Grove is not discouraged. In fact, she is hopeful that women's political involvement will increase. She says that even though she lost, her candidacy will make the way less difficult for women coming after her.

The campaign taught her several lessons, she says. First, it is very difficult to beat an incumbent; second, it costs a lot of money to run for Senate; and third, having a woman on the ticket doesn't mean women will



Grove and vice presidential candidate Geraldine Ferraro share a moment during the campaign. Both found it difficult to beat an incumbent and discovered that having a woman on the ticket doesn't mean women will automatically vote for her.

automatically vote for her. "Women are making gains," Grove says, "but it's very slow."

Grove's analysis of her defeat was published in the November/December issue of *Women's Political Times*, in which she wrote: "We may not have won in November, but we won too many victories in this campaign to label it a defeat. I have no regrets, and many lessons and proud moments to draw on in the next race."

COLLEGE OF AGRICULTURE

'28 Ernest G. Booth of Boca Raton, Florida, received the University of Minnesota's 1984 Outstanding Achievement Award. Booth has served as manager of the Minneapolis field office of the Domestic Trade Section of the U.S. Department of Commerce, director of the state price stabilization programs of the U.S. Department of Agriculture, and assistant secretary and member of the executive committee of the Federal Land Bank of St. Paul.

'60 Jerry L. Malone of Pleasanton, California, has been named export division and national account sales manager for the Maytag Co. at the company's headquarters in Newton, Iowa.

'62 Karl Schurr of Portage, Ohio, has been appointed to the Ohio Water Advisory Council, which advises the governor of Ohio. Schurr is a professor of biology at Bowling Green State University.

'78 George W. Hudler of Ithaca, New York, has been given the 1985 Award of Merit by the New York State Arborists' Association. Hudler is a faculty member of Cornell University.

COLLEGE OF BIOLOGICAL SCIENCES

'76 Bruce Werness of Hopkins, Minnesota, recently graduated with honors from the Colorado School of Medicine. He was

elected to the Alpha Omega Alpha Honor Society and received the Upjohn Achievement Award for outstanding academic attainment. He also received the 1982-83 Edward G. Stoiber Award and the 1983-84 Lange Award.

'77 Mark Bowers of Excelsior, Minnesota, is an account manager for U.S. Communications in Minneapolis.

COLLEGE OF EDUCATION

'51 Hoover T. Grimsby of Edina, Minnesota, senior pastor at Central Lutheran Church in Minneapolis, was honored by his congregation and friends at a celebration of the 40th anniversary of his ordination.

'57 Gretchen Russell of Clearwater, Florida, has joined the staff of Levy King & White Advertising as copywriter.

'61 Daniel D. Danielson of Wayzata, Minnesota, received the 1984 Presidential Award for Excellence in Science and Mathematics Teaching.

'69 Kathy Flesher of Brooklyn Center, Minnesota, program supervisor of Brooklyn Center's parks and recreation department, has been given the 1984 Helen I. Pontius Award by the Women's National Professional Leisure Services Organization, Chi Kappa Rho.

'74 Wesley Fausch of Grimes, Iowa, has been named regional sales manager for Pioneer Hi-Bred International.

COLLEGE OF LIBERAL ARTS

'38 Oil paintings by Naomi Alice (Smith) Bernick of Safod, Israel, were exhibited in Tel Aviv and Jerusalem. Bernick recently retired from her position as curator of the Safod Municipal Museum.

'67 Lynne Hansen of Brooklyn Park, Minnesota, has been named vice president in trust administration and investment services for Norwest Bank Minneapolis.

'71 John Grimley of Walker, Minnesota, has been named permanent chief administrator at Ah-Gwah-Ching Nursing Home in Walker.

'73 Robert L. Mikulay of Brooklyn, New York, has been appointed executive assistant to the executive vice president of marketing at Philip Morris U.S.A.

'76 Nancy Altman of Minneapolis has been named advertising director of Donaldsons Stores in Minneapolis.

'76 Robert J. Murphy of St. Paul has been awarded a Jerome Foundation Fellowship in the visual arts to pursue his work in photography.

'77 Steven F. Brandwein of Wilkes-Barre, Pennsylvania, has been named vice president and controller for Armour Handcrafts.

'79 Robert J. Ethen of St. Paul has been named assistant sales manager of Oscar Mayer Food Corp.'s Chicago sales center.

'82 John T. Barber of Hunting-

ton Beach, California, has been promoted to unit sales manager for Procter & Gamble.

GRADUATE SCHOOL

'60 Roger Wheeler of Bloomington, Minnesota, has been elected president and chief executive officer of SHARE Health Plan.

'68 Michael F. Mee of Chesterfield, Missouri, has been elected financial vice president of Norton Co. in Worcester, Massachusetts.

'74 Judy Stringer of Fergus Falls, Minnesota, is museum curator of the Otter Tail County Historical Society.

'81 Willarene Beasley of Roseville, Minnesota, has been selected to participate in the 1984-85 Education Policy Fellowship Program. Beasley is assistant principal of North Community High School in Minneapolis.

'79 John J. Gariano of West Lafayette, Indiana, has been promoted to plant manager of the Pillsbury Co.'s Green Giant facility in Lafayette.

'83 Lindsay Shorter of Rochester, Minnesota, has been promoted to operations manager of the Rochester Area Chamber of Commerce.

'84 Beverly J. Carlson of Minneapolis is legislative assistant to Republican Senator David Durenberger of Minnesota.

Lurline Marsh of Jefferson City, Missouri, has joined the



Geri M. Joseph, '46, of Minneapolis was the recipient of the University Journalism Society's Award for Excellence. Joseph, a free-lance journalist and former U.S. Ambassador to the Netherlands, is director of international program development at the Hubert H. Humphrey Institute of Public Affairs.

cooperative research staff at Lincoln University to conduct crop science and natural resources research in stress physiology and crop production.

INSTITUTE OF TECHNOLOGY

'39 Harold S. Kemp of Talleyville, Delaware, has been elected vice president of the American Institute of Chemical Engineers.

'50 James E. Thornton of St. Paul has been selected Entrepreneur of the Year by *Minnesota Business Journal*. He is cofounder, chairman, and chief executive officer of Network Systems Corp.

'57 Gregory C. Woessner of Clearwater, Florida, has been named vice president of Florida operations at Honeywell's Military Avionics Division in Clearwater.

'60 Realto Cherne of Rochester, New York, has been awarded the 1985 ASHRAE-Alco Medal for Distinguished Public Service by the American Society of Heating, Refrigeration, and Air-Conditioning Engineers. The award is presented annually in recognition of outstanding participation in public affairs by an engineer.

'67 Bruce A. Brock of Hopkins, Minnesota, has been promoted to vice president of test systems and logistics operations for Honeywell's Military Avionics Divisions in Minneapolis.

'69 Clifford L. Olson of St. Louis, Missouri, has been named Midwest regional director of management consulting for interna-

tional accounting for Peat Marwick. He is a partner in charge of the management consulting department of the firm.

David Webb of Minneapolis, cofounder of Webb Enterprises, has opened Rupert's, a restaurant and nightclub in Golden Valley, Minnesota.

'71 Robert O. Straughn of St. Paul has joined the law firm of O'Connor & Hannan in Minneapolis as partner.

'72 Bruce D. Morem of Madison, Wisconsin, has been promoted to the position of district sales manager at the Milwaukee office of Square D Company.

'77 James E. Rollings of Worcester, Massachusetts, has received the 1985 Presidential Young Investigator Award. The award will provide funding for his research in biochemical engineering.

LAW SCHOOL

'21 Lewis "Scoop" Lohmann of Minneapolis celebrated his 90th birthday in April. Lohmann, recently retired from his law practice, served fourteen years as Hennepin County public defender. He has been a member of the University's Board of Regents, and state commander of the American Legion.

'38 Richard Moore of St. Paul has been awarded the Great Living Saint Paulite Award by the St. Paul Area Chamber of Commerce. He has headed the board of the St. Paul Foundation since 1974. His

former law partner, U.S. Supreme Court Chief Justice Warren Burger, came to St. Paul to present the award.

'66 Richard W. Towey of Rochester, Minnesota, has formed a law partnership with fellow alumnus John W. De Young, '77, of St. Charles, Minnesota. The new law firm has offices in Rochester and St. Charles.

Franklin J. Knoll and Ann D. Montgomery, '77, of Minneapolis, have been appointed Hennepin County district court judges. Judge Knoll, formerly a state legislator, has served as assistant public defender and as Hennepin County municipal court judge. Judge Montgomery is a former assistant U.S. attorney and Hennepin County municipal court judge.

SCHOOL OF MANAGEMENT

'59 Douglas C. Snure has been named director of marketing for Honeywell's Commercial Aviation Operations in Minneapolis.

'63 Bruce A. Richard of Roseville, Minnesota, has been elected president and chief executive officer of Northern States Power Co.

'80 Mark W. Ekmark of Anoka, Minnesota, has been named executive vice president of the Minnesota Arrowhead Association, the tourist-travel-vacation promotion organization covering the eleven-county area of northeastern Minnesota.

MEDICAL SCHOOL

'43 Frank J. Dixon of La Jolla, California, received the Outstanding Achievement Award from the University of Minnesota in February 1985. Dixon, an adjunct professor of pathology at the University of California, San Diego, pioneered studies in immunities in kidney diseases.

'51 Calvin Elrod of Glendale, California, has been named chief of staff at St. Joseph Medical Center in Burbank.

'57 Solomon J. Zak of Minneapolis has been elected medical director of the board of directors of SHARE Health Plan.

'66 Richard E. Carlson of Willmar, Minnesota, has joined the Willmar Medical Center as a specialist in otolaryngology.

SCHOOL OF NURSING

'50 June Bjerke of Mantorville, Minnesota, retired from her position as nursing instructor at Rochester Community College, where she had specialized in psychiatric nursing.

SCHOOL OF PUBLIC HEALTH

'84 Susan Rockwood of Minneapolis has become regional administrator of Park Nicollet Medical Center.



Russell K. Anderson, '48, of San Luis Obispo, California, has received the Distinguished Service Award from the California Pork Producers Association. A faculty member at California Polytechnic State University, he has been active in the state's livestock industry programs and has served in several professional organizations.

DEATHS

Lawrence Biever, '42, Rochester, Minnesota, on June 6, 1984. He pioneered the Chicago 4-H Club organization in 1957 when he and his wife were named 4-H specialists at the University of Illinois. Biever had served as president of the Rochester Chapter of the National Association of Retired Federal Employees and president of the Minnesota State Federation of the same group. He was also chairman of the 1984 American Cancer Crusade in his county.

Edward H. Coe, '19, Evanston, Illinois, date unknown.

John E. Connell, '17, Superior, Wisconsin, on January 24, 1985. He served in the U.S. Army Dental Corps after World War I and later established his own dental practice in Superior. He was a member of the Northern Wisconsin, Wisconsin, and American Dental Associations, the University Alumni and "M" Clubs, the Minnesota Williams Foundation, and the Disabled American Veterans Commanders Club.

John A. Durrenberger, '42, Arlington, Virginia, on September 29, 1984. He served in active duty in the Navy during World War II and later joined the Air Force, where he held posts at the Air Force tactical warfare center, the Air Force headquarters in Europe, and at Elgin Air Force Base in Florida, where he retired in 1975. He came out of retirement to work as a senior staff member at the Institute for Defense Analysis in Washington, D. C. He was there for nine years before retiring a second time in 1984.

Elmer W. Engstrom, '23, Hightstown, New Jersey, on October 30, 1984. He had been president, director of research, consultant, and board member of RCA, and

had conducted research for the company in radar, radio, and airborne electronics during World War II.

Richard G. Gray, '40, Bloomington, Indiana, on November 20, 1984. He was dean of the Indiana University School of Journalism and had taught at Northwestern University. He served as president of the American Council for Education in Journalism and was a member of the Freedom of Information Committee of the Associate Press Managing Editors Association.

Ralph E. Hansen, '81, Staten Island, New York, on January 23, 1985. A former Eagle Scout, Hansen also won the National Exploration Award of the Explorers Club in 1972, which allowed him to do archaeological exploration in the Aleutian Islands. He was a member of the Explorers Club and Polar Society and the American Forestry Association.

Walter Douglas James, '24, Sun City, Arizona, on February 13, 1985. James established a dental practice in Winona, Minnesota, and practiced there until his retirement in 1967. He was active in many professional and community organizations.

Collette (Weyer) McCurdy, '48, Northridge, California, on December 21, 1984. She had been a nurse in the Los Angeles school system for several years.

Gordon B. Moore, '27, St. Paul, on December 18, 1984. He helped found the consulting engineering firm of Gausman and Moore and served as a consulting engineer for schools, churches, and hospitals throughout the area. He was president of the Consulting Engineer Council of Minnesota in 1963-64 and had been active in the leadership of his church for more than 40 years.

Leonard T. Nelson, '39, St. James, Minnesota, on November 1, 1984. He had been manager of the St. James Airport for eleven years and had worked with the Farm-Home Administration and the First National Bank of St. James. He was active in many civic and fraternal organizations in the area, and in 1983 was named outstanding citizen of Watonwan County.

Chester A. Ronning, '22, Camrose, Alberta, Canada, on December 31, 1984. Ambassador Ronning entered Canada's diplomatic corps in 1942, serving first in China, and later in India as high commissioner. He was considered most responsible for establishing diplomatic relations between Canada and China in 1970 and had acted as intermediary between Washington and Hanoi during the early years of the Vietnam War.

Martin M. Rosen, '47, Alexandria, Virginia, on November 23, 1984. He founded the First Washington Bank and held various posts there. He also had served as senior vice president and director of Bache Halsey Stuart Shields. He had been operations director of World Bank and was executive vice president of the International Finance Corp. of World Bank. During his career, he served as a governor of the Foreign Policy Association in Washington and received awards from the governments of several countries for his service. In Alexandria, he helped establish and was financial adviser to the Hartwood Foundation, a nonprofit organization dealing with the handicapped.

Harry Trelogan, '38, Arlington, Virginia, on February 8, 1985. He was the first administrator of the Statistical Reporting Service of the Department of Agriculture and founded that Department's Washington Data Processing Center. He had taught for 27 years at the Department of Agriculture Gradu-

ate School and served for seven years as a member of its general administration board. He coauthored *Agriculture Market Prices* in 1951 and contributed to other books and journals. He had been involved in several professional associations.

Philip H. Whitbeck, '47, Houston, Texas, date unknown.

FACULTY DEATHS

Robert G. Cerny, '32, Minneapolis, on January 31, 1985. He founded the University of Minnesota's architecture department, where he taught for 42 years. His architectural accomplishments include St. Olaf Lutheran Church and the Sheraton-Ritz Hotel in Minneapolis, and the St. Paul Civic Center.

F. F. Oppenheimer, Sausalito, California, on February 4, 1985. He served as research associate in the radiation laboratory at the University of California, and during World War II he worked on the Manhattan Project, which developed the atomic bomb. He had been an associate professor of physics at the University of Minnesota in the late 1940s and later founded the Exploratorium, a "hands-on" science museum designed to allow visitors to touch and participate in scientific experiments and exhibitions.

William Kleinhenz, Golden Valley, Minnesota, on March 5, 1985. Professor Kleinhenz had taught at the University of Minnesota since 1946 and had served 22 years as associate head of the mechanical engineering department. Among his awards were the University's George Taylor Service Award and the Centennial Medallion from the American Society of Mechanical Engineers.



Ronald R. Christensen, '79, of Poolesville, Maryland, director of science and education of the Society of American Foresters, has been named executive vice president of that organization. Christensen brings an interesting background to the society; in addition to having bachelor's and master's degrees in forestry, he also has eight years of experience in the U.S. Navy's submarine program and a degree in law.

Daydream Believer

By Jeanne Hoene

Laurie Shepherd says she has always been a dreamer. And whether her fantasies are of rock climbing, writing plays, or building her own log cabin, she hasn't been one to let them go unheeded.

A TV show about her personal hero, Davy Crockett, inspired Shepherd's earliest dreams: pretending to be either a pioneer or an Indian scout.

When she was a young girl, Shepherd and her family moved to the edge of a Minneapolis suburb, alongside a seemingly wild woods (which she called Sherwood Forest), where she developed a love for outdoor play. Later camping and canoe trips increased her appreciation for wilderness. When Shepherd was in high school, Outward Bound opened its program to young women; she immediately signed on. The seven-teen-day wilderness canoe



Shepherd's cabin was built with the help of friends.

trip made a deep impact and drew her strongly away from an urban lifestyle.

During the next few years, Shepherd vacillated between her real world and her dream life. In real life, she attended the University, drove a school bus to earn tuition, completed her degree in 1972, and moved to Wabasha, a small town in southern Minnesota, to teach art. During the summer, she taught a six-week rock-climbing course

and led groups of students through northern Minnesota's Boundary Waters Canoe Area.

But in her daydreams, Shepherd envisioned herself in northern Minnesota building a log cabin.

"I tried to create a log-cabin lifestyle of sorts where I was living in Wabasha," says Shepherd, 35. "My house had a fireplace and a loft and looked rustic, but it wasn't the real thing.

"Building and living in my own log cabin seemed like a vague fantasy until one particular backpacking trip in 1976. It just hit me that I was in the city living a hectic life, instead of living in the woods where I wanted to be. I decided then to switch that around so I could live that way, in the woods, all the time."

To make her dream a reality, Shepherd resigned from teaching, sold her house, and worked around the clock. Her jobs read like an alphabet of occupations: Army Reservist, bus driver, chimney sweep, dishwasher, insurance agent, piano tuner. She needed to accumulate enough cash to buy materials and cover her living expenses during the construction of the cabin. "I felt like a fish out of water, but I was beginning to see the lake," she says of those days. "There wasn't much time to dream anymore!"

In October 1978, she found the land she wanted—eight acres of high, wooded land near Grand Rapids, Minnesota, with 400 feet of frontage on the Mississippi River not far from its source.

By April 1979, Shepherd had quit all her jobs and was living in a tent on her land. With the help of a few faithful friends, she sawed and notched trees, peeled bark, hauled cement, installed doors and windows and two



McGregor, Minnesota, teacher Laurie Shepherd built her own log cabin, then wrote a book about it. Her pioneering lifestyle brought her to the attention of *Esquire*, which named to her its 1984 directory of men and women under 40 who are changing America.

skylights until, six months later, her pine-log cabin was built. She lives there still, without the conveniences of plumbing or electricity.

"Some people in this area have been incredibly supportive—they could have written me off as a weirdo when I first came," says Shepherd. "They were great, though, asking me to join them for dinner just when I needed a well-cooked meal."

Shepherd has chronicled her experiences in a book, *A Dreamer's Log Cabin*, (Dembner Books, 1981). In December 1984 *Esquire* magazine honored her for her contributions to arts and letters in its 1984 register of men and women under 40 who are changing America.

"The cabin has changed," says Shepherd. "I've added head room in my loft area, the sink is in a different spot."

So, too, have other aspects of this dreamer's life. She got married a little over a year ago. "With the two of us

here, we decided to build a small extra room this summer with a stone fireplace." She's gone back to teaching full-time, at McGregor School, where she is in charge of the school's production of *Fiddler on the Roof*. She completed a master's degree in educational psychology from the University last summer, and her children's Christmas play will be published this fall. She is also in the process of getting a pilot's license. "I was afraid of flying until I took my first lesson," she says. "Now, I like to land the plane in the field across from the cabin."

Shepherd says she would like to slow down a bit, but new dreams continue to drive her life. There's still the canoe trip down the Hudson River that she would like to take before she's 40, travels to Europe and other parts of the world with her husband, another hike in the Grand Tetons. If past performance is any indication, Laurie Shepherd will continue to make these dreams come true.

Perquisites of the Presidency

By Pat Kaszuba

Whether University President Kenneth Keller is halfway across the country meeting with the heads of other universities, in St. Paul lobbying the legislature for increased funding for the University, or sitting behind his desk, things get done in the President's Office. Phones are answered, letters read, meetings scheduled, reports produced, problems solved.

In the five-office suite at the head of the stairs on the second floor of Morrill Hall, Keller's staff of seven takes care of the daily tasks of running the University's most powerful office.

Less than two miles away, another presidential enclave also gets full-time attention. At Eastcliff, the official residence of the president's family, two caretakers spend their days running the twenty-room Georgian colonial mansion and maintaining the grounds along the Mississippi River. Keller, his wife, Bonita Sindelir, and their 2-year-old son, Jesse, don't plan to move into Eastcliff until July, but the couple has entertained there frequently since Keller took over the presidential duties in November.

The presidential office and residence are quite different in appearance and function, yet each serves the same basic purposes: to make it easier for the president to run one of the largest public higher education systems in the nation and to symbolize to the academic community and the public the University's power centers. The University spends about \$375,000 a year to operate the two.

The week in the President's Office begins with a spate of phone calls coming in on eight telephone lines (a call every 45 seconds by one estimate) and large bundles of mail being dropped off by a campus mail employee. Lately many of the calls and letters have been to congratulate Keller on his election, but usually they come from people who have a question or problem involving the University, people who have decided to go to the top.

The phones are answered by Pat Noer and Karen Benson, who screen calls for other staff members and direct callers to other University offices where someone can answer their questions or solve their problems. Just listening to callers' complaints is often enough.

Callers seeking Keller's time and atten-

tion—other than those who call and ask for "Kenny" or otherwise pretend to know him well—are put through to Marsha Riebe, the newest addition to the staff. Riebe, Keller's executive assistant, has worked with him since the early 1970s when they were in the chemical engineering department.

Riebe, whom Keller has called his "troubleshooter," is basically responsible for deciding who gets a piece of the president's time. Riebe takes every opportunity to draw out Keller's opinions on issues that callers and visitors are apt to ask about.

Dianna Gardner, the office administrator, supervises support staff, makes travel arrangements, drafts replies to letters, and administers the \$300,000 budget that pays for salaries, operating expenses, and supplies.

Mary Ryan, whose office is in the basement of Morrill Hall, takes care of filing for the office.

Jim Borgestad, special assistant to the president, and Carol Pazandak, assistant to the president, divide their time

between the President's Office and other parts of the University. Borgestad, who earned a law degree while working for former president C. Peter Magrath, now works in the University attorney's office as well as writes and does research for Keller. Pazandak, who is University grievance officer, now spends most of her time as acting director of the Office of International Programs.

Eastcliff, built in 1922, became the University president's residence in 1960 when the family of the original owner, lumber executive Edward Brooks, donated the house and grounds to the University. O. Meredith Wilson's was the first presidential family to live in Eastcliff.

To say that a twenty-room residence that gets 4,500 visitors each year needs more attention than most houses is more than a small understatement. Cheryl Anderson, interior caretaker, and Neil Dylla, exterior caretaker, spend their days on the upkeep of the 13,451 square feet of interior space and the two acres—complete with swimming pool, tennis court, and flower and vegetable gardens—that surround it.

Juggling Eastcliff's dual roles as private residence and site of University social functions, Marilee Ward acts as liaison between the University community and the president's family to schedule use of the house. After the president's family, University-affiliated groups have priority on using the facilities at Eastcliff.

Ward meets weekly with Sindelir to work out scheduling; they meet once a month with food service representatives to plan menus and discuss coming functions. Sindelir, who is a staff attorney at the University, plans to leave the details of day-to-day operations to the household staff.

Sindelir hopes moving to Eastcliff will make life simpler for her family by getting rid of the complications of living in one place, entertaining in another, and having to arrange for babysitters. She plans to have live-in help with child care at Eastcliff.

The presidential family will wait until summer to move to Eastcliff partly because the mansion needs to be remodeled—the kitchen and dining room facilities will be enlarged and upgraded—and partly because, "neither Ken nor I has had time to sit down long enough to plan the move," says Sindelir.

Pat Kaszuba is the managing editor of the University News Service.

Official Title: Chancellor of the University and ex-officio president of the Board of Regents

Salary: Being negotiated

Number of employees: 18,067 (5,694 academic, 12,373 civil service)

Employees reporting directly: Five vice presidents, four coordinate campus provosts, University general counsel, equal opportunity and affirmative action officer, two assistants

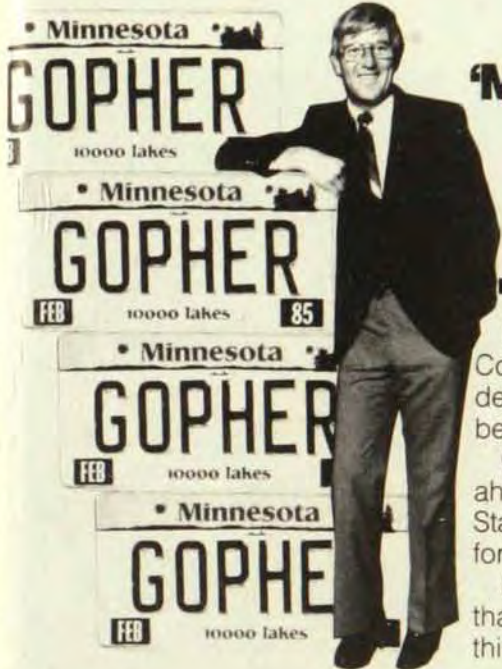
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For everybody who puts
'Minnesota' on their license plates,
we're their team."**

Lou Holtz, Nov. 20, 1984



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Sept. 14 WICHITA STATE
 Sept. 21 MONTANA
 Sept. 28 OKLAHOMA
 Oct. 5 PURDUE
 Oct. 12 at Northwestern
 Oct. 19 at Indiana
 Oct. 26 OHIO STATE (Homecoming)
 Nov. 2 at Michigan State
 Nov. 9 WISCONSIN
 Nov. 16 MICHIGAN
 Nov. 23 at Iowa

GOLDEN GOPHERS

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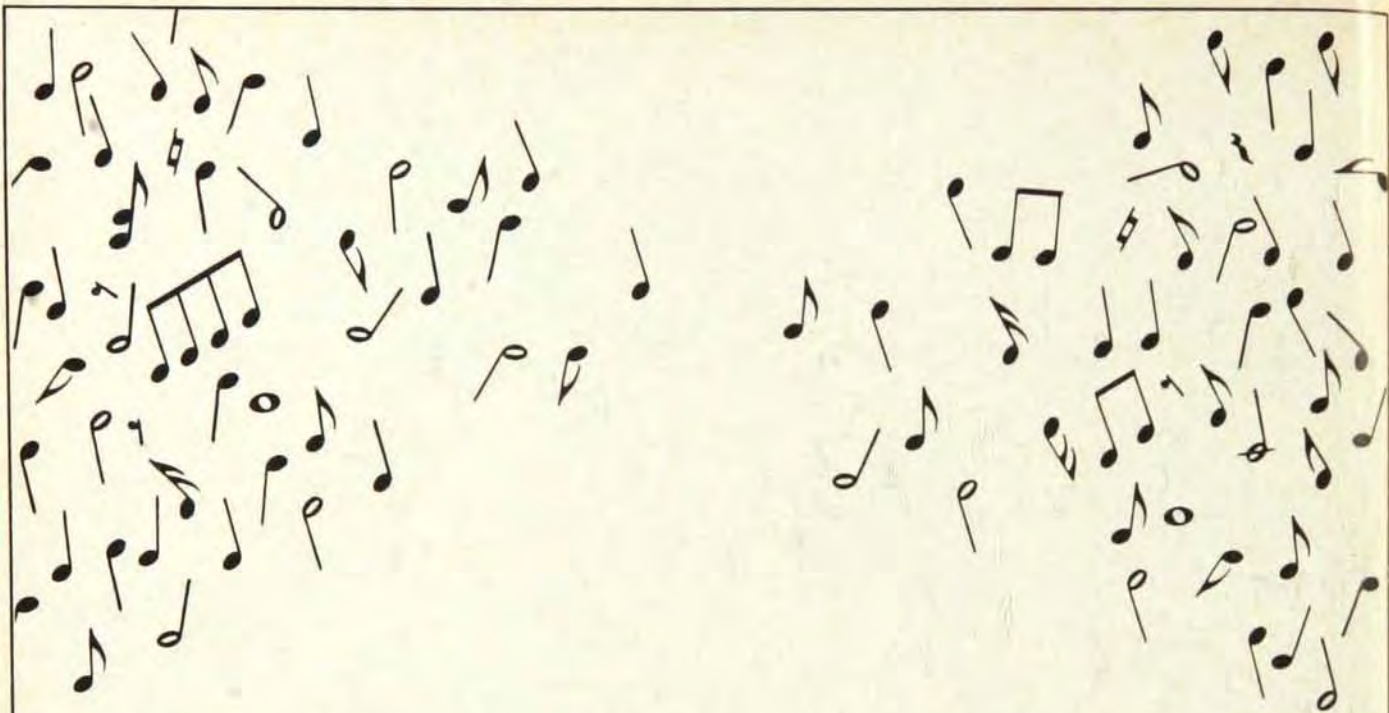
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A Japanese Garden
Grows in Minnesota



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Watercolor rendering of the new Japanese Garden at the Minnesota Landscape Arboretum.

Cover watercolor by
Koichi Kawana

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Sept. 28 OKLAHOMA	No:		
Oct. 5 PURDUE	No:		
Oct. 26 OHIO STATE	No:		
Nov. 9 WISCONSIN	No:		
Nov. 16 MICHIGAN	No:		
Service & Handling			\$1.00
Williams Fund			
TOTAL Payable to U. of Minn.			

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E D I T O R

Jean Marie Hamilton

There are apartheid protesters outside our Morrill Hall doors. Their drum beats have replaced the chants of students heckling Brother Jim, a modern-day Elmer Gantry who usually shares the mall with Sister Cindy and preaches against fornication.

The noise of the demonstrations—of Brother Jim, for that matter—easily distracts those hoping to be distracted. Distracted, I'm interrupted by editorial assistant Kim Yaman.

Do you know, she asks sardonically, the meaning of *Ski-U-Mah*, those mysterious words in the *Minnesota Rouser* pep song?

No, I answer. I know, I say, that *Minnesota* means "land of sky blue waters," or so the story goes.

In the realm of great things to ponder, *Ski-U-Mah* barely rates, but I must admit that I wonder what it means every time I hear the song and the cheer, which is quite often around here.

Yaman had thoroughly researched the subject at the behest of alumnus Oren Steinfeldt, B.A. '42, M.B.A. '54, Ph.D. '83, of Hopkins. Steinfeldt wrote that he had recently visited nationally syndicated columnist George F. Will, who was scheduled to deliver the Carlson Lecture at Northrop Auditorium June 24. Will wondered about the chant, and Steinfeldt told him he thought he had read an article on *Ski-U-Mah* in *Minnesota*. Steinfeldt took responsibility for enlightening Will.

Yaman, who eventually ended up with the assignment, took on the project as a personal challenge. She scoured recent issues of *Minnesota*, but could not find the answer. She didn't stop, however, and eventually uncovered the history of the phrase in a book published by the Minnesota Alumni Association in 1928. (Steinfeldt is just a youngster when it comes to the Minnesota Alumni Association, and we're sure he wasn't perusing a 1928 book when he thought he had read about the origins of *Ski-U-Mah*.)

Here, then, for all who have pondered the *Ski-U-Mah* enigma, is the origin of the phrase, according to that article.

The origin of the yell was "practically simultaneous with the organization of the first real University rugby team in 1884." The new Minnesota team was divided into two squads during practice, and it seems that one squad was led by a Princeton graduate. Whenever that team would beat the other, it would push over and

yell "Sis-Boom-Ah, Princeton."

A retaliation was definitely in order.

John Adams and his roommate "Win" Sargent determined to devise a "yell with a characteristic Minnesota flavor." *Rah-rah-rah* was a given. *Minnesota* was another given, but had one too many syllables. The fellows solved that problem by renaming the state Minn-so-ta. While composing the rest of the cheer, Adams was stymied in his attempt to find a rousing three-syllable phrase that would rhyme with *Minn-so-ta* and *rah-rah-rah*.

Cudgeling his brain, he remembered a canoe race between four Indian boys that he had witnessed. He recalled that upon winning the race one boy had raised his arms and shouted in exultation, "Ski-oo!" Using poetic license, Adams added the syllable *mah* to rhyme with *rah* and finished his yell. The result: Rah, rah, rah. *Ski-Oo-Mah*. *Minn-so-ta*!

The yell was printed for the first time in 1885. But about six or seven years later, "the original yell was pronounced deficient in noise-making qualities or in some way had become passé." A committee headed by Byron Timberlake was appointed to revise the yell. The yell became: Rah, rah, rah. *Ski-U-Mah*. *Hoo-rah*, *hoo-rah*. *Varsity*, *varsity*. *Minn-so-ta*!

Yaman relayed this historical information to Steinfeldt, who presumably relayed it to Will. And there you have it. We're always happy to provide columnists with the facts. If Will is interested in another rousing cheer, this one from 1905, he might turn to Jennie Hiscock's story on page 42.

We get letters from the nicest people here at the Minnesota Alumni Association, and we're usually happy to oblige inquiries. But please don't ask us about the origins of *Dinkytown*.



Uncommon Garden Varieties

There are landscape gardens and herb gardens, perennials and rose beds, and collections of plants from around the world. There are gardens of every sort at the University of Minnesota Landscape Arboretum, as well as marshlands and stands of maple, linden, ash, oak, and hornbeam—675 acres in all.

The arboretum, affiliated with the Department of Horticultural Science and Landscape Architecture of the University, was established in 1958, primarily to test plants for landscape use in Minnesota.

Over the years, the arboretum has added many services for the general public, including classes and tours of the grounds for adults and children. The Leon C. Snyder Education and Research Building is the focal point of arboretum activities. It contains a tea room serving lunch and light refreshments Tuesday through Sunday, a shop featuring plant-related gifts, an auditorium, classrooms, and a noncirculating horticultural library

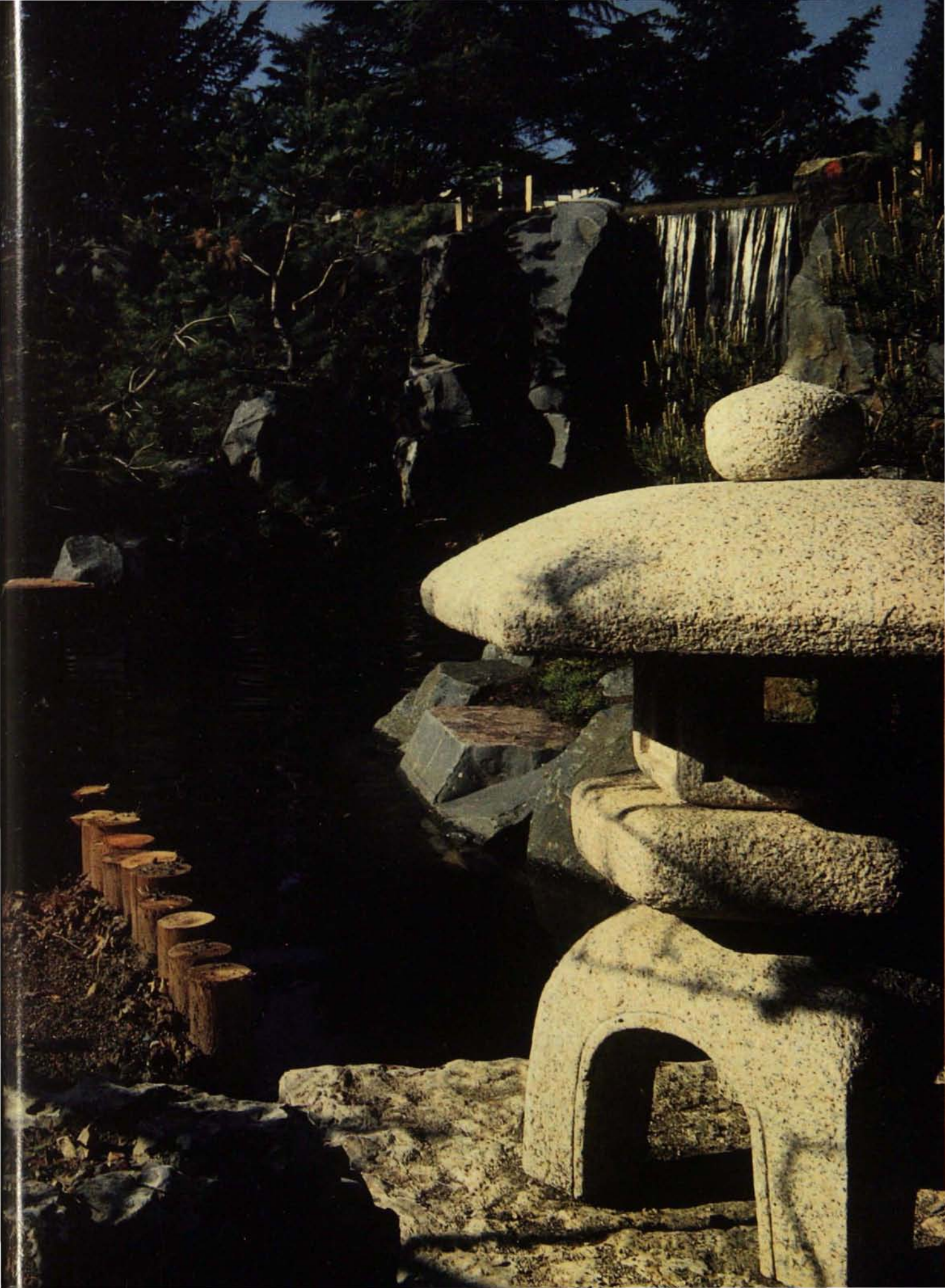
with a collection of 8,000 volumes. Attached to the Snyder Building is a conservatory that displays plants commonly grown in homes and indoor public places.

Last fall the arboretum added new gardens in which the garden's form is as important as the plants growing there. The newest additions are a Japanese Garden, and the Knot and Cloister Gardens—types of gardens popular in the Middle Ages. All three are as different from the other gardens at the arboretum—and from each other—as a rose is from a rock. Their uniquenesses are explored on the following pages.

Arboretum grounds are open 8 a.m. to sunset all year, and the Snyder Building is open 8 a.m. to 4:30 p.m., Monday through Friday, and 10 a.m. to 4:30 p.m. Saturday and Sunday. Gate fees are \$2 for adults and \$1 for children twelve and under; there is no fee for arboretum members. The arboretum is located west of Chanhassen on Highway 5 just south of the junction of Highway 41.

Designed for seasons, the anese Garden the Minne Landscape A etum featur snow-viewing tern, foreground

By Susan Newman 🌿 Photography by Bonnie Rutten



A Garden for All Seasons



Koichi Kawana carries his watercolor renderings to a muddy hill at the University of Minnesota Landscape Arboretum. He rests the watercolors, protected from the dirty surroundings by plastic, on a boulder. Using them for reference, he carefully places stones and pine trees in the spare earth.

Kawana, one of the leading Japanese landscape architects in the United States and principal architectural associate at the University of California, Los Angeles, is creating a Japanese garden for the arboretum.

The renderings, his master plan for the garden, are a surprise. Lightly brushed in black ink, with a few splotches of purple as the only color, they look unlike any picture of a Western garden.

To experience a Japanese garden is not to rave over the beauty and color of the flowers. The Japanese have a vastly different idea of what a garden should be.

"With Western gardens, what you see is what you get," says Kawana. "But in a Japanese garden, you get more than what you see. It's a much more profound and sophisticated type of aesthetic, quite different from Western aesthetics."

Basic values held commonly by the Japanese people, Kawana explains, influence garden design: closeness to nature, use of a suggestive mode of communication, a preference for asymmetry in design, and a preference for simplicity.

A feeling of closeness to nature is the basic concept of the Japanese garden, says Kawana.

The country's beautiful islands and moderate climate have influenced Japanese concepts of what is beautiful. In Japan there are no boundless deserts, broad plains, or gigantic rocky mountains like those of the North American continent, says Kawana. Instead, smaller but varied natural surroundings create a preference for the graceful and refined rather than the grand and imposing.

Japanese people prefer the suggestive mode of expression to the descriptive. "If everything is expressed," says Kawana, "nothing is left for the imagination of the

viewer, which is not so interesting. So, intentionally, the Japanese garden designer tries to create suggestive things rather than descriptive things.

"If you are an American, when you select stones, you select only the beautiful stones, like the red or green. But that will limit the suggestive mode of artistic expression. We select stones that have a rather profound and mysterious quality. Particularly, we like larger dark stones. We place a tremendous emphasis on profundity, on an organic feeling."

The suggestive mode also affects the choice of plants. Green, in all its tints and shades, dominates the Japanese garden designer's palette. Flowers and bright colors are used only for accent, contrary to the design of Western gardens, where colors often become the main scheme of the garden.

"The use of color limits the suggestive range," says Kawana. "Red is red, and yellow is yellow. But the monochromes of the Japanese garden can be likened to black and white *sumi* painting, which suggests an endless variation of colors according to one's imagination. Japanese believe that if the whole is expressed, it is uninteresting."

The Japanese preference for asymmetric composition, shown clearly in Japanese painting styles, is also expressed in garden design. Irregularly shaped stones and plants are selected, then carefully arranged in odd numbers rather than even. The Japanese reject symmetry, says Kawana, perhaps because they fear it will limit or destroy suggestive and implicit expression. "The viewer's imagination must be allowed full reign to pursue its own path to perfection."

The most famous gardens of the Western world, those at Versailles for example, are places of elaborate and massive grandeur. But in the Japanese garden, simplicity, especially in the use of natural materials, is valued. "The rock arrangement, which is the backbone of all styles of Japanese gardens, is used in its natural color, form, and texture, without any artificial treatment," says Kawana. Weathered and moss-covered objects, because they express age, are highly praised.

Simplicity is not the product of limited resources, Kawana emphasizes. "To spend a large amount of money to achieve an appearance of simplicity is considered by Japanese to be a characteristic uniquely their own."

Besides these aesthetic preferences, the religions of Japan have fostered respect for nature and have deeply influenced Japanese garden styles as well.

The oldest formal religion in Japan is Shintoism. In Shinto belief, spiritual beings called *kami* dwell in natural objects and places like stones and ponds. Rocks arranged in groups are regarded as divine manifestations. Carp are sometimes released as an offering to the *kami* of a pond. The first style of Japanese garden, reflecting Shintoism's influence, as noted in *The Chronicles of Japan*, written by Nihon Shoki in 720, is the *chisen* style garden, in which the pond is the garden's focus. It has become the classical Japanese garden.

Several symbolic elements were added to Japanese gardens when Buddhism came to Japan in the sixth century. The beliefs of Jodo, the early form of Buddhism, include a beautiful island paradise whose occupants are eternally young and happy. Many Japanese nobles tried to design their gardens to look like this paradise. This *shinden*-style garden had large ponds with islands and was meant for activity: Noble lords and ladies strolled about and launched boating parties around the islands. A mound of earth symbolic of Mt. Shumisen, the highest mountain in the Jodo paradise, was a popular garden element.

Zen Buddhism, which became dominant in the thirteenth and fourteenth centuries, had an even more powerful impact on Japanese garden design. The four aesthetic values of the Japanese garden, which characterize its unique essence, also coincide with Zen philosophy and are tenets of Zen Buddhism, says Kawana. Zen followers seek enlightenment through meditation, and see the garden as an environment to be gazed upon as an aid in meditation. They sit completely erect for long hours, with a calm mind like "a pool of water mirroring the world."

Many Zen priests were master garden designers, and the *karesansui*, or dry garden style, was developed by them. These gardens were frequently connected to their living quarters and were likely to be smaller and simpler than the *shinden*-style gardens.

One of the most famous gardens of this type in all of Japan has no trees, shrubs, flowers, or water. The *Ryoanji* garden consists only of fifteen stones with moss on them. They are divided into a 5-2-3-2-

3 pattern and placed with exquisite care in a symbolic sea of sand. Gardeners rake the sand into flowing patterns. *Ryoanji* is only for viewing, yet wherever the viewer stands, one of the stones is hidden from sight. The garden designer uses this hiddenness, called *miegakure*, to create a sense of mystery and profundity.

"Japanese garden design is a centuries old art," says Kawana. "The Japanese believe that gardens are art, like painting or sculpture, not just functional things or design." The essential elements of this art form are stones, water, and plants.

"Stone arrangement is like the skeleton of the garden," says Kawana. "When I am setting the stone, I am creating a sculpture. In a Western type of landscape design, I would have given them to contractors, and according to the drawings, they would have put in the stones and trees. But you see, in a Japanese garden you have to guide the stone into sculpture, your own sculpture, so that the garden will be a genuinely authentic garden, whether done by a professional or amateur."

The Japanese place a tremendous spiritual importance on stone. Japanese emperors required feudal underlords to

donate their best stones as tribute. These stones were considered jewels, and each had a pedigree showing the lineage of its ownership. Stones are classified into five basic shapes and their arrangement is a highly developed art.

The use of water in a Japanese garden is also complex. Waterfalls are categorized and named by the way the water looks as it falls, or by how many little falls it breaks into, or by how the stream splits as it falls. Ponds are frequently created in the shape of the Chinese character for the mind, a desirable shape because the pond's irregular shoreline then provides different views from different parts of the pond. In the garden style *karesansui*, all forms of water are depicted symbolically by flowing arrangements of stone, pebbles, or raked sand.

Plants, too, are chosen for their symbolic meaning as well as their aesthetic qualities. "Pine," says Kawana, "is the basic sculpture." An evergreen, it symbolizes longevity. He believes the predominantly monochromatic green shrubs, ground cover, and a few choice specimen trees contrast favorably with the busyness of mass planting common to Western landscapes.

For the arboretum, Kawana has created what he calls a wet garden with a promenade style. It has a path, a waterfall, and a small pond with one tiny island. Kawana had to decide whether to make the island look like a turtle or a crane, both auspicious symbols for longevity. According to Japanese and Chinese mythology, turtles live 10,000 years and cranes 1,000 years. He chose the turtle image.

"It is a very small garden" says Kawana, "but it will have all the basic elements. Usually I like to have an element of water and a dry garden. But this is small, like a home demonstration garden. I wanted to give, even though it is small, the essence of a Japanese garden."

A pagoda and a snow-viewing lantern have been imported for the garden. Care was taken to find a lantern and pagoda made of carved granite, a natural and simple material, not of cement. "It's called a snow-viewing lantern," explains Kawana, "because the best time to see the lantern is in the wintertime when the snow is piled on the big umbrella of the lantern and the light is flickering in the water. A Japanese garden is designed for the four seasons. Each time you come here in a different season, you enjoy different things."

Although most Americans don't go to botanic gardens in the wintertime, the Japanese do, he says. "In the garden, snow is looked upon often as a flower and called *sekka* or *toka*. The way the snow falls on bare branches or garden accessories is a very important point in garden viewing.

"The essence of a Japanese garden," says Kawana, "is this: You study and observe nature and you try to capture the essence of nature and express it in your creative fashion. Not a copy. Because of the scalelines it is impossible to get a copy."

Kawana has another reason for creating Japanese gardens: "I feel that it is so important for the American public to really view Japanese architecture and gardens. When you are involved with this type of project, you create tremendous goodwill between the United States and Japan. You know, seeing is better than hearing. If you try to talk about how beautiful or how important Japanese things are, well, many people think it is propaganda. If you see it, you feel it. Art is the ambassador. Art has no national boundaries."



In the Japanese garden, snow is looked upon as a flower and called *sekka* or *toka*. The way the snow falls on bare branches or garden accessories is very important to Japanese garden viewing. In keeping with Japanese tradition, the arboretum's Japanese Garden, above, is as beautiful in winter as it is in summer.



Old English Gardenscapes

A short stroll from the Japanese Garden, over a small hill and past the rose bushes, are two more new additions to the Minnesota Landscape Arboretum. Almost nothing could be further from the Japanese aesthetic than the Knot and Cloister Gardens, styles that developed during the Middle Ages in Europe and England.

So named because early ones looked like knots when viewed from above, the Knot Garden is laid out as a large square. Its perfect orderliness is in complete contrast to the asymmetry of the Japanese Garden. Within the square, fragrant herbs are planted and trimmed into geometric patterns. The color of the herbs is carefully considered, and for the arboretum three ornamental herbs were chosen: germander provides a dark green, santolina a lighter green, and lavender a gray-green.

Knots clearly demonstrate medieval concepts of what a garden should be. In the medieval garden, the hand—and the cleverness—of the gardener was celebrated, as opposed to the essence of nature celebrated in the Japanese garden.

The account books of the Duke of Buckingham show payment for "making Knots in the Duke's Garden" in 1502, and a comprehensive description of knot gardens was recorded by Gervase Markham in *The English Husbandman* (London, 1613). Knots are of two kinds, open and closed, he wrote. Open knots had "colored earths" carefully filled in between the lines of the design. Yellow was obtained from clay or yellow sand, white from powdered chalk, black from ground coal dust, red from broken bricks that were beaten to dust, blue from mixing white chalk and black coal, and green from camomile plants.

Markham cautioned that the design of closed knots must be kept simple because flowers are planted between the clipped

herbs. He recommended planting gillyflowers (carnations) and hyacinths. "So soone as these flowers shall put forth their beauties," he wrote, "if you stand a little remote from the knot, and anything above it, you shall see it appear like a knot made of diverse coloured ribands most pleasing and most rare."

Unlike Japanese garden designers, who prefer a monochromatic palette, Markham emphasized and enjoyed planting the bright colors and patterns of his knots. His book includes a good selection of knot designs, which is fortunate for today's planners, because almost no gardens from the Middle Ages remain. Most of what is known about them comes from literature and art.

Knots were just one part of a medieval garden. A common type of medieval garden included raised rectangular beds in which plants were sparsely placed, with straight paths running between the beds. This type of garden was frequently walled in and sometimes had smaller walls and fences within the larger walls. A fountain, a bench with turf planted on top, and a few trees completed the scene.

Besides complex, carefully balanced designs, gardeners of the European Middle Ages were also concerned about food production. In Japanese garden history there is no mention of rice or vegetables in a garden. But medieval gardens were frequently practical affairs with herbs, flowers, and vegetables—and even an apple tree or two—all planted together. This began to change, however, in the early 1500s, and gardens eventually became divided into kitchen, physic (medicinal herbs), herb, nosegae (flower), and orchard gardens.

One type of nosegae garden peculiar to

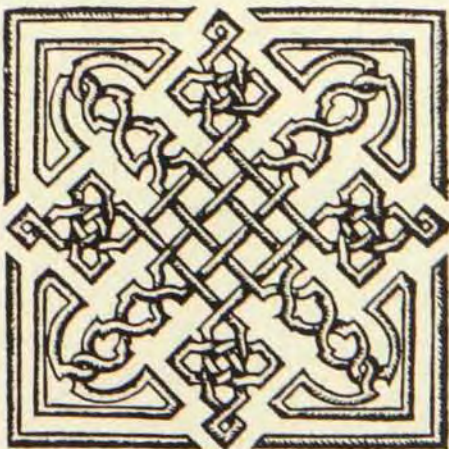
the Middle Ages was the cloister garden. The arboretum's Cloister Garden, says landscape gardener Mike Heger, is not meant to be an authentic replica, but a representative sample of the type. (To be authentic, a monastery, or at a minimum four high walls, would have to be built.) A cloister is a covered walkway around an open courtyard. A building's walls support one side of the cloister; the other side is a row of columns, or colonnade, open to the courtyard. These interior spaces were made into gardens for exercise and enjoyment of nature in monasteries and convents.

Medieval religious orders provide an interesting contrast to the Japanese Zen priests. Both cultures believed that close living with nature was proper activity for persons dedicated to religious life. The Zen priest, believing that observing nature was the best course for seeking enlightenment, used the garden as a meditation aid. The medieval monk was expected to read religious texts and pray alone and in groups for enlightenment, and to work in the garden to procure food. In the art of the period, Adam is sometimes pictured with a spade signifying that he has been thrown out of the Garden of Eden and must now labor for his food.

The arboretum's Cloister Garden features an arbor, a vine-shaded place for relief from the sun's heat. Arbors were found in the larger gardens of the Middle Ages with square tops or, as is the case at the arboretum, "in arch manner winded." Vines that are known to survive Minnesota winters were planted: bittersweet and hops (the plant used as an additive in beer). Around the arbor, Heger says, are "Biblical herbs," such as rosemary and the madonna lily, which are mentioned in the Bible and frequently symbolize Biblical persons or events.

The Knot and Cloister Gardens provide a glimpse of gardening in the Middle Ages; they also present an interesting historical and aesthetic contrast to the Japanese Garden. As dissimilar as the three gardens may be, they have one thing in common: It takes time for them to grow to completeness—fifteen years in the case of Kawana's Japanese garden. For however long it takes, watching them grow is a simple pleasure—and one of the oldest.

Susan Newman is a public relations representative at the University and a free-lance writer.



The arboretum's Cloister Garden, a garden style from the Middle Ages, features an arbor like the one at left. (Illustration by Beatrice Parsons from *Gardens of England*, A. & C. Black, London © 1908.) At right is a pattern for a knot garden from 1617.

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CORRIDOR OF

MEGADREAMS & MICROCHIPS

BY MATHEWS HOLLINSHEAD

If all goes according to plan, the Minnesota Technology Corridor will give the state a burgeoning technology-transfer industry and the University a new outreach mission for the twenty-first century

"Minnesota Technology Corridor." It's a tantalizing phrase.

To some, it's a bold leap into the future. To others, it's an overdue acknowledgement of the present. To still others, it's a political deal.

To most people, it's nothing—yet.

What state, University, and Minneapolis city officials hope will become the Minnesota Technology Corridor is now a 113-acre strip of largely underutilized land along Washington Avenue, midway between the west bank of the Minneapolis campus and the downtown business

district. If all goes well, the windblown parking lots and abandoned railroad rights-of-way will sprout a complex of high-technology research laboratories to rival the best that any state or, for that matter, foreign country has to offer.

Some corridor tenants will be corporate research departments. Some will be fledgling independent businesses, seeded by advanced research of University faculty and venture capital from downtown. Some will be spin-offs of local companies. In their midst will be the University's new Supercomputer Institute/Computer Service Center, where the biggest, fastest computers ever built will be able to simulate molecular or subatomic reactions, analyze the performance of a new semiconducting interface, or chart the patterns of underground moisture movement for a civil or mineral engineering project.

If it works—that is, if research labs and University-industry research relationships do spring up in the Minnesota Technology Corridor—then the University will have embarked on a new kind of outreach, one that may parallel its century-old tradition of agricultural outreach through the Agricultural Extension Service, or the decades-old tradition of continuing education outreach through evening classes and adult special credits.

The purpose and the payoff of the corridor, backers say, will be a new thrust in community outreach, this time in the form of technology transfer.

What exactly is technology transfer,

and how will the Minnesota Technology Corridor expand and enrich the University's outreach mission?

It could work like this: An engineering graduate fellow, using the University's Cray 1 supercomputer, puts together a set of calculations that show that a certain microcircuit design will permit the development of a new generation of software in a particular subdiscipline. The graduate fellow, who is also working for a local microelectronics firm, at a rented research office in the technology corridor, elicits interest in the design from the firm's principals. The firm then becomes a co-applicant, with the University, for patents covering the technology and becomes a University licensee to make one of the products.

"Over and over again," says Institute of Technology Dean Ettore Infante, "if you look at the history of technology and of innovation, [development] is highly dependent on what you could call the infrastructure. Look, for example, at what the existence of Control Data here has done—Seymour Cray, Zycad Corp., all of those came here because there was a critical mass of people, and the infrastructure of Control Data had spun off these ideas."

Infante and others point to California's Silicon Valley and Boston's Route 128 as examples of the entrepreneurial culture they envision spinning off from the corridor. But the Minnesota Technology Corridor itself will differ from those high-tech Klondikes of laissez-faire capitalism

in one important respect. Limited area and the built-up nature of its surroundings will define the corridor as a research and development center, not a site of mass-production manufacturing facilities.

Current plans envision a tightly knit, carefully composed complex of buildings connected to each other by common areas and skyways. The area's main products would be ideas and prototypes of "hard" (machines and devices) or "soft" (computer software or patented laboratory discoveries) technologies. Such technologies would have one characteristic mass-produced goods don't: no shipping overhead. The corridor could literally export ideas, which have royalty and licensing value.

Associate Vice President Richard B. Heydinger is the University's administrator in charge of following and facilitating corridor matters. Heydinger says the University has traditionally been ahead of other universities in its direct involvement with the society in which it operates. Now, according to Heydinger, the University is becoming more integrated with its society than it has been for two or three decades. "What the University does is much more in the public eye than what most of its peers do," he says, partly because it's an urban university, partly because it is located in the same metropolitan area as the state capital, and partly because of many other factors.

Given the University's own activism and the fertility of the local high-technology and venture capital sectors, the corridor is a natural bridge—physically, organizationally, and psychologically—between them.

Technology transfer is not new at the University. The taconite mining process was developed by University mineralogists. Rosemount Inc. (since 1977 a subsidiary of Emerson Electric), with over 1,000 employees and \$50 million in sales, was a direct spin-off of Rosemount Aeronautical Laboratories of the University. Similarly, medical breakthroughs developed at University Hospitals, such as the pace-maker, have become important tools at hospitals and clinics around the world.

However, the need to justify technology transfer academically, rather than economically, meant that it was seldom an overriding priority of the University administration. That is changing now, for a number of reasons.

Both the University and local business find the 1980s a decade of intense compe-

tion for resources, in which increased collaboration could benefit both.

Local and national research-intensive corporations such as 3M, Honeywell, Control Data, IBM, General Electric, Digital Equipment, and Cray Research have linked up with the University to sponsor such interdisciplinary efforts as the Microelectronic and Information Science Center (MEIS) and the Productivity Center, both in the Institute of Technology. The 1980 restructuring of the School of Business Administration into the present School of Management began a process of growth and development in organizational studies, resulting in such efforts as the Strategic Management Research Center, which studies the sources and prerequisites for corporate and industrial innovation. The College of Biological Sciences has established a strong emphasis on biotechnology through its Institute for Advanced Studies in Bioprocess Technology.

There have previously been occasional suggestions for developing technology transfer. But little actual progress was made until early 1984, when the University requested legislative funding for the Supercomputer Institute.

As far back as 1978, according to Peter Patton, recently appointed Supercomputer Institute director, it was obvious that the University's administrative and research computing needs were too fast-growing and complex to be met by continuing to improvise new systems on top of old ones.

It was equally obvious that one of Minnesota's truly unique technology assets was its supercomputer industry. University alumnus Seymour Cray had nurtured his theories on supercomputers at Control Data and implemented them at Cray Research. The companies are the only two in the country, dedicated to supercomputers.

The University's fast-growing computing needs and Minnesota's supercomputer industry were bound to connect, and it happened in September 1981, when the University purchased a Cray 1 supercomputer and installed it in the University Computer Center (UCC) at Lauderdale, just west of the St. Paul campus. According to John Sell, vice president of Research Equipment Incorporated, a University subsidiary and procurement and management agency, the supercomputer offered cost-performance advantages, but required a huge investment "up-front."

Over the next three years, both the very high cost and the even higher potential of supercomputing became more and more obvious. Like other new technologies, supercomputers were (and are) evolving very fast. If the University was going to provide supercomputing research services to its faculty, then it could not stand still with the single machine purchased in 1981.

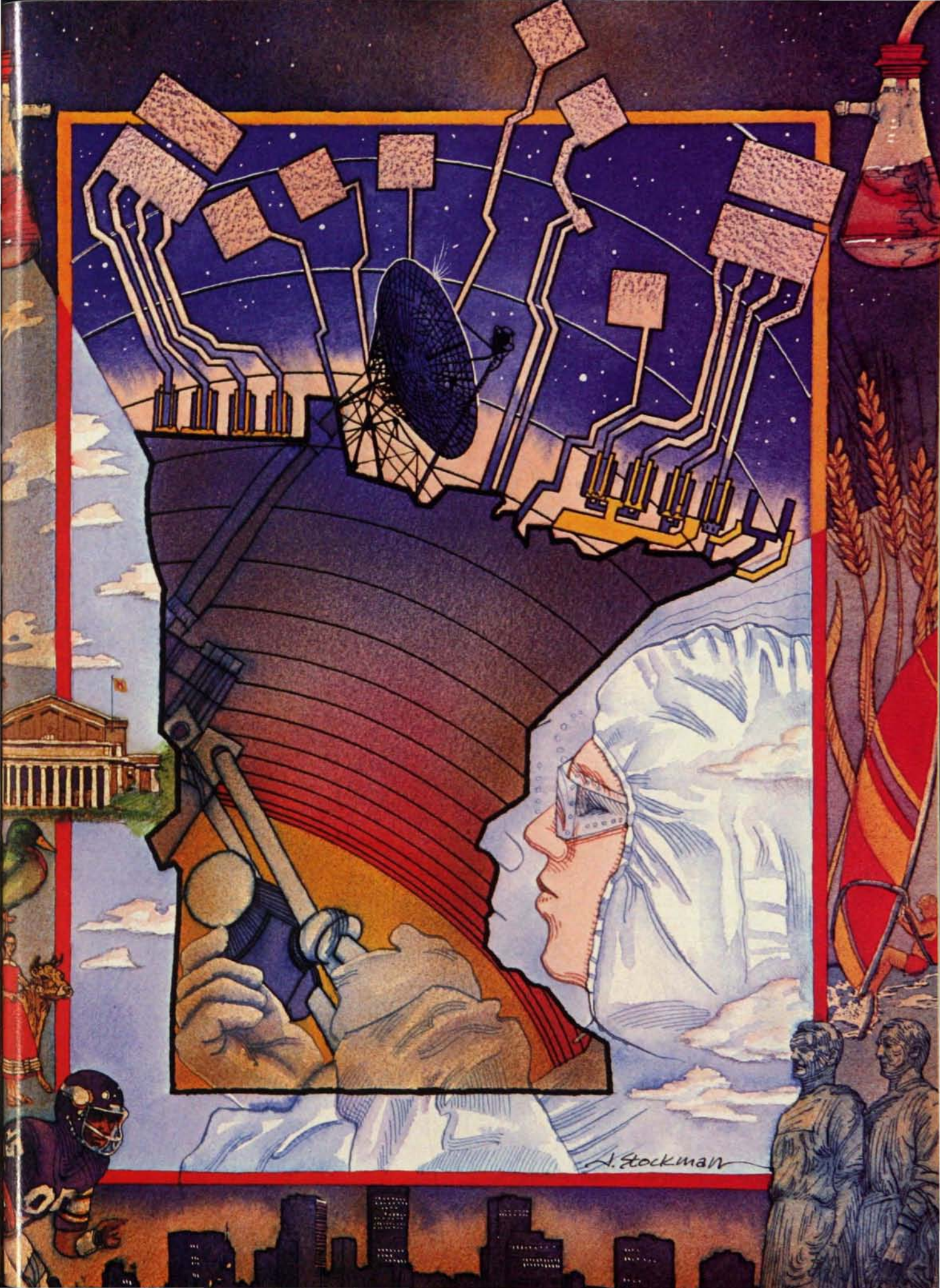
According to Sell, UCC had the computing capacity, personnel, and expertise to run faculty research projects on its equipment, but there were no consistent procedures for faculty involvement in the computing process. In addition there was a danger that, as supercomputing occupied more and more of UCC's resources and attention, its charter duties to provide for the University's overall computing needs, including microcomputing for instruction and professional programming for other uses, might get sidetracked.

Supercomputing clearly deserved a home of its own, both physically and organizationally. UCC administrators developed a proposal to establish a supercomputer institute somewhere near the Minneapolis/St. Paul campuses.

At the same time that interest in a supercomputer institute was developing, then University President C. Peter Magrath appointed a 22-member University task force on higher education and the state economy, chaired by David Lilly, then acting vice president for finance and operations. In July 1983 the task force produced a report suggesting, among other things, that the University develop a new strategy for contributing to the state's economy in the areas of technology and management, explore the feasibility of entering into cooperative arrangements with business and industry, and "facilitate the transfer of knowledge and skills." The report specifically recommended increasing faculty research and development incentives, streamlining University patent policy, organizing a permanent "technology transfer council," selecting "one or two technological ideas" to develop for commercial application, and working closely with the city of Minneapolis to "determine the feasibility and desirability of establishing a research park near campus."

Establishing a "research park," was not just an internal University initiative. Momentum had been growing within the Minneapolis city government to do the same.

In January 1982 Minneapolis city planner Phil Meininger released a report



called "Minneapolis: Its Present and Future Prosperity."

"It was a rather upbeat and optimistic view—I mean it was appropriately optimistic, I don't mean it was phony—of the city's economy and how it looked for the next several years—[written] in the middle of a recession," says Meininger. In examining the state's agribusiness and service sectors, and the above-average number of \$1-billion companies in Minneapolis, it concluded that Minneapolis could afford to pursue a slow and deliberate, long-term economic policy "designed to keep and nurture what we have."

Discussions of the report among the mayor's staff, city council members, and selected University leaders increasingly focused on high technology as a key to Minneapolis's economic security.

Meininger was asked to program a retreat on economic futures. "In the course of the discussion I talked about the impact of technology, and at the end of my presentation I said, 'I can even envision a special development area that would be devoted to high-tech kinds of things.' That kind of piqued their interest."

Realizing that Minneapolis should take positive action to nurture high-technology research and development, Mayor Donald Fraser incorporated a "high-technology initiative" in his 1983 state-of-the-city report and appointed a Research and Technology Task Force, which ultimately made a formal recommendation for the corridor.

From the start, the University was an important element in both the process and the product.

Thomas Holloran, then chair of the board of Inter-Regional Finance and president and board member of the University of Minnesota Alumni Association, chaired the task force. Members included five senior officials of the University, CEOs or senior executives of several major high-technology companies, chief executives or partners of several consulting and service firms, and Minnesota's Commissioner of Energy and Economic Development Mark Dayton.

The group did some case studies of companies that had formed and grown in Minneapolis, and what had caused them to grow. Because of good representation from the University, says Holloran, "the more we talked, the more it became apparent that there could be an important

relationship between the city and the University. The most sensible strategy seemed to be to get the city and the University to join in some kind of relationship to foster a technology corridor."

The task force felt secure in recommending the idea of the corridor, on two conditions: that the University demonstrate its commitment early on by symbolically sharing with the city the cost of recruiting a director of high caliber and high profile; and that extensive private-sector contributions be sought to support the corridor.

At a preliminary meeting of President Magrath, Mayor Fraser, and City Council President Alice Rainville, it was immediately agreed the University and the city would each contribute \$50,000 to the venture for one year's expenses, including hiring a director.

The new director's primary function was to "get into the boardrooms" and corporate CEO offices to find out what private sector support and interest existed. In early 1984, Charles Arnason was appointed director of the Minnesota Technology Corridor. Just a few months later, the University's proposal for the Supercomputer Institute/Computer Service Center and the Minneapolis city proposal for the Minnesota Technology Corridor came together. The institute would provide computer services to outside as well as University researchers; the corridor would provide a setting for both the institute and outside research activities, which would allow the closest contact between the two. The two sides teamed up and, with backing from Governor Rudy Perpich, went to the Minnesota Legislature for funding.

In the end the legislature decided to make the appropriation for the supercomputer institute/technology corridor conditional. It directed the Minnesota Department of Energy and Economic Development to do a study to determine whether the corridor was indeed the best place to put state dollars to stimulate Minnesota's high-technology sector. The study found exactly that. So, in the spring 1985 legislative session, the University applied for full funding to go ahead with construction on the Supercomputer Institute. Final approval of money for the institute and the corridor was granted during the special legislative session.

Corridor director Charles Arnason says the corridor has three goals: to help

the city of Minneapolis with its economic development; to give the University an opportunity to play a greater role in the economic vitality of the state; and to give the state's entrepreneurs and technology-intensive industries a place specifically designed for advanced research and technology transfer. "The chance to help focus technology-oriented businesses here and to get some synergism going can have a definite spin-off benefit for the whole state," he says.

Herb Johnson, chair of DataMyte Corp. and chair of the Minnesota High-Technology Council, is a leading spokesman on technology-related educational and development issues. "It's starting to dawn on people that high technology is really a big part of our economy," Johnson says, "Minnesota's real key to prosperity."

Next year, the area designated as the Minnesota Technology Corridor will begin to show signs of fulfilling the vision described in the various studies and proposals completed by University, city, and state planners. Washington Avenue is to be reconstructed with a divider median and landscaping, ground will be broken to transform a former printing plant/warehouse building into the new Supercomputer Institute; Chicago-based FMC Corp. is negotiating to proceed with plans to establish the corridor's first new corporate research facility.

In teaming up with the state and the city of Minneapolis to develop the Minnesota Technology Corridor, the University is granting technology a priority status it has never had before. Once, technology transfer occurred at random, depending on the aspirations, temperaments, and contacts of individual faculty and students. Now, the technology corridor will act as a "technology hothouse," a kind of human reactor, where industry and University personnel will work together in close association.

Within a decade, if all goes well, the University will have a leading high-technology research park in its own backyard.

And technology will have achieved the status, and joined the tradition, of University outreach activities in agriculture, medicine, natural resources, and extension.

Mathews Hollinshead is editor of the Cornerstone, a quarterly publication of the University of Minnesota Foundation.

BUILDING A BETTER

PATENT OFFICE

BY AMY WARD

A reorganized patent office offers some inventive new ways to promote University patents before the novelty and the nonobviousness wears off

Chris Macosko, professor of chemical engineering and materials science, had problems with a machine he invented to mix reactive polymeric liquids to form plastic parts. Macosko obtained a patent, and two companies were licensed to produce his machine, but the project faltered when neither company could successfully market the invention.

"You know, maybe it wasn't that great. An inventor doesn't usually say that about his own work, but it has to be

considered," says Macosko. But he thinks at least part of the reason the project went sour was that the University's former patent office exercised poor judgment. Since the potential market was known to be small, it probably would have been better not to have gotten a patent at all, says Macosko, but to have contracted with a small company to build a few machines.

Getting a patent for his invention "certainly wasn't worth it financially to the University," says Macosko, who estimates that the patent office may lose \$20,000 on patent costs if it cannot recoup those fees from the licensed companies.

Like other University employees who are obliged to file for a patent through the University, Macosko sought a patent primarily to transfer knowledge, to make his idea available for use in science and industry, not to make money. In the end, he wasn't able to do much of either.

But Macosko still supports the patent process, especially since he thinks that reorganizing the patent office last summer upgraded its performance. The new office, "would have done a better job in handling the license," he says, perhaps by insisting on a strong performance clause that would have required a licensed company

to put more effort into producing and marketing his invention.

Macosko's story is typical of what used to be patent holders' experiences at the University. Frustrated with the inefficiency of the patent office in recent years, they have welcomed its recent reorganization, which combined the research administration and patent offices to form the Office of Research and Technology Transfer Administration. Since the merger, patent office personnel work closely with those in research administration to transfer new technology from academia to industry and to set up cooperative research projects between the two sectors.

John Thuente directs the new patents and licensing office. An experienced patent attorney, he came on board last year, a few months before the merger.

Patent law is Thuente's second career. When his ten-month duty tours on an aircraft carrier in the Pacific Ocean became too much of a strain on his family, Navy pilot Thuente enrolled at William Mitchell College of Law. Now, instead of cruising in an F-14 jet at 5,000 feet, the bearded and blue-eyed Thuente listens to classical music as he pores over legal briefs in his windowless office on the

fifth floor of the Administrative Services Center.

It is easy to believe that his quiet yet intense demeanor is that of a productive administrator and that he is the main reason why the patent office is gaining a reputation for efficiency. Pushing aside his afternoon's work, Thuente leans across his desk to explain the patent process.

A patent is a bargain an inventor makes with the federal government, he says. The Patent and Trademark Office of the U.S. Department of Commerce grants an inventor exclusive right to make, use, and sell an invention. In exchange, the inventor must totally reveal how to make the invention. Thus, public knowledge is increased, and the inventor's rights to the invention are protected. Anyone wanting to make or use the invention must pay to license the patent from the inventor. Since a patent limits production and marketing only to license holders, securing a patent can increase an invention's value in the marketplace. License fees are usually calculated as a percentage of net sales.

To file a patent, Thuente explains, a University employee contacts him or one of his assistants, attorneys Anthony Strauss and Kathleen Terry, both of whom he credits as tremendous assets to the new office because their professional experience is not limited to law. Strauss has a physics degree and has worked in the electronics field. Terry was a biochemistry researcher for more than fifteen years before earning her law degree. The two can talk shop with many University inventors.

To completely disclose the invention as required by patent law, attorney and inventor sit down and hammer out the intricacies of the discovery. It may be a wonder drug, a new fabric, or a chemical method to make dye. Both a process and a product can be patented.

The biggest obstacles to getting a patent, most of which last seventeen years, are meeting the requirements for novelty and nonobviousness. The invention must be new and "so different from the prior art that it would not have been obvious to a person having ordinary skill in the art to which it pertains at the time the invention was made," according to Thuente's literature for potential patent holders. A new light bulb, for example, can't be patented if its design is obvious from combining designs of two existing light bulbs.

Although most inventors seek patents primarily to increase knowledge in their field, not to make money, applying for a patent can—temporarily—inhibit the spread of knowledge. The United States gives inventors one year from a public disclosure of their discovery to file a patent. Japan and many European countries, however, require absolute novelty when a patent is applied for. This requirement rules out presentations at conferences and publication in professional journals. Since many companies that would license a patent from the University

An invention must be new and "so different from the prior art that it would not have been obvious to a person having ordinary skill in the art to which it pertains at the time the invention was made."

plan to sell the invention worldwide, Thuente encourages inventors to delay publication for the two months it takes to file an application, so as not to jeopardize securing patents on the invention outside this country.

It takes two to three years to get a patent issued in the official booklet with a gold seal and a red ribbon on the cover, and even then there is no assurance that industry will snap up the invention and make the inventor rich.

After patent costs, which range from \$2,500 to \$35,000, are subtracted from the royalties paid by the licensed company, the inventor and the University split the rest of the money on a sliding scale. "If it's an invention that doesn't produce a great deal of royalties, the inventor gets the bulk of it," says Thuente. On the

other hand, if royalties are high, "the University gets the bulk of it. Of the first \$10,000, the inventor gets 75 percent. If royalties are over \$50,000, the inventor gets only 25 percent."

The University funnels its portion of the royalties back into the inventor's collegiate unit to stimulate further research and back into the patent office for the patent development fund. Thuente can give money from this fund to an inventor whose work shows commercial potential.

Thuente doesn't leave the marketing of the patents to chance. When he thinks he has a likely invention, he gets on the phone to interest companies in buying a license. He also makes the rounds of seminars, short courses, and organizational meetings, such as those of the Licensing Executive Society, where he talks to industry representatives about patents.

And Thuente has the opportunity to peddle just about every kind of patent imaginable. The University holds patents on electronic and prosthetic devices, chemicals, a method of treating cardiac arrhythmias, a red maple tree, a poultry vaccine, a solar heat collector, pollution control filters, a herpes drug, monoclonal antibodies, a safety seat belt, and a method of preserving animal semen, to name just a few.

But not every invention is a good candidate for a patent, says Thuente, who admits he is wary of going to the expense of patenting living organisms that have been humanly engineered, since those patents depend not on a law but on a Supreme Court decision handed down in 1980. Because the decision is relatively new, few patents of this kind have been challenged in court. Law requires that, to be valid, all patents must fully disclose their subject.

"But how do you describe a living organism in words?" asks Thuente, offering a challenge to poets as well as patent lawyers.

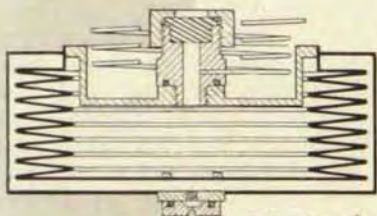
He is skeptical that frozen samples of living organisms kept in a national depository are adequate evidence to safeguard a patent. "Presumably, if someone challenged a patent, they could thaw out a sample, get it to grow again, and determine if it is different from somebody else's. I think that's pretty tenuous."

Instead of patenting, Thuente suggests that engineered organisms be marketed to industry on a contract basis.

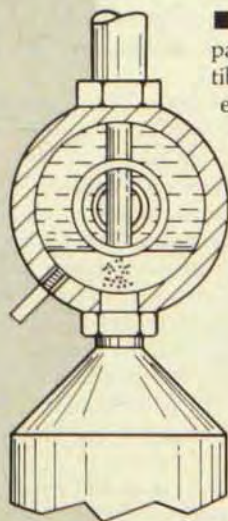
PATENTLY MINNESOTA

A selection of University contributions

■ The artificial heart valve, patented by Robert Kaster, allows a more consistent one-way flow of blood through the valve. Its unique design eliminates problems common with artificial valves: high resistance levels, breakdown of the valve in areas of wear and fatigue, and irregular blood flow through the valve.



■ Used by diabetics, this implantable pump infuses chemicals or solutions into the body at a steady rate. It can be implanted with a chamber that can be refilled periodically by injection through the skin. It was patented by Perry L. Blackshear, professor of mechanical engineering; Frank Dorman, mechanical engineering scientist; Perry J. Blackshear; Henry Buchwald, professor of surgery; and Richard Varco, professor emeritus of surgery.

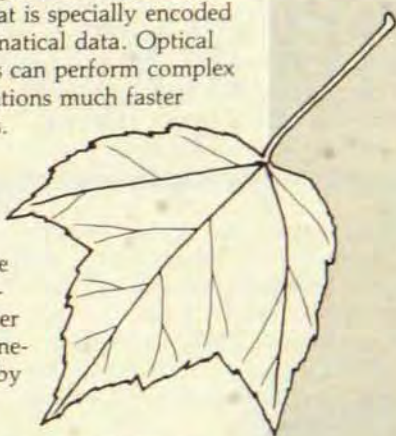


■ This method for controlling particle emissions from combustible engines (such as diesel engines) uses an electrically conductive collector to trap electrically charged exhaust particles. Depending on the form of the device used (the patented method lists six forms), the particles can then be oxidized, recycled into the fuel, or collected in a cartridge, which can later be cleaned or discarded. It was patented by Daniel Dolan, mechanical engineering professors Benjamin Liu and David Kittelson, and associate professor David Pui.

■ Patented by Steven Case, associate professor of electrical engineering, the data-processing system uses a holographic

optical element to split and redistribute light into energy that is specially encoded to represent mathematical data. Optical systems such as this can perform complex mathematical operations much faster than digital systems.

■ Northwood, a new variety of red maple tree, was produced at the University Horticultural Research Center near Excelsior, Minnesota, and patented by Harold Pellet, professor of horticultural science and landscape architecture, and Leon Snyder, professor of general and cell biology. Characteristics of the tree include rapid growth; a well-rounded, full-spreading, well-branched oval crown; early autumn maturity; excellent winter hardiness; and absence of seeds. Its fall red color is better than average for the species.



■ Patented by former University students John Berger and David Emmons, this page-turning device can be activated by touch or refitted to be activated by blowing on a switch activator.



■ The taconite process, a method of processing iron ore, was developed, but never patented, in 1913 by Edward Davis of the University Mines Experiment Station. Taconite, a native Minnesota rock, contains 22 to 28 percent iron. The rock is ground into a fine powder, liberating the iron oxide mineral magnetite from the other minerals. The magnetite is magnetically separated from the other rock materials in fluid suspension. Since such a fine powder would easily blow away in a blast furnace, it is tumbled into the form of a ball while it is wet and then hardened by intense heat. The cooled pellets are then as hard as the rocks they came from. Through this means, lower and lower grades of ore can be processed to recover the iron they contain.

"An interesting idea that wasn't patented but that was developed at the University is the taconite process," says Thuente. "That whole business up in the northern part of the state owes its existence to what people did here at Mineral Resources Research Center. That technology was made available at no cost to mining companies in the forties and fifties."

That may have been a good decision at the time, says Thuente, but if the process had been patented and the license fee were only a penny a ton, the technology "would have brought in millions." (The taconite industry in Minnesota has the capacity to produce up to 65 million tons per year.)

While he's busy marketing patents, Thuente also stays in touch with new and established inventors at the University to encourage them to patent their work.

One such person is chemistry professor Paul Gassman, a prolific inventor who holds 26 patents on chemicals and chemical methods through two universities. "When one patents, one is gambling," says Gassman, and a patent attorney should help you figure out the odds. "You need people who will, in a relatively short amount of time, assess whether that invention has any potential for making money."

Only if it has that potential should the university pay for patent costs and the inventor invest time and energy in the patent process, says Gassman.

Before the merger, the patent office itself may have acted as an obstacle to getting a patent, says Gassman. It was not uncommon for inventors to spend a great deal of time here and at other universities educating patent office personnel to prove to them that they had an invention worth patenting. Since the merger, it's another story.

"There's a very different attitude, and there are very different people," says Gassman. "I've been working with Tony Strauss, and I find him easy to work with and very understanding." Strauss doesn't throw up roadblocks in the patent process, says Gassman, who estimates he spends 25 to 50 percent less time on a patent now. Before the merger, Gassman put in 60 to 80 hours on the patent process for each invention.

The merger resulted from recommendations by the 1983 Task Force on Higher Education and the Economy of the State,

which was concerned with what the University could do to boost the state's economy.

"We didn't have a real active, aggressive technology transfer program before the merger," says Anton Potami, assistant vice president for research and technology transfer administration.

Although some valuable inventions, including heart valves, heart drugs, and an implantable drug pump were patented before the merger, the patent office "was not viewed as being very effective" in patenting and licensing new technology

"When one patents, one is gambling. You need a patent attorney who will, in a relatively short amount of time, assess whether that invention has any potential for making money."

developed by University staff.

"We have been able to hire competent people," Potami says of Thuente, Strauss, and Terry, "and we are just starting. John Thuente's only been here for a year."

When the fiscal year ends in June, Potami estimates that there will have been 100 invention disclosures. A disclosure is made when an inventor contacts the office about seeking a patent. Last year there were 45 disclosures. The increased activity, Potami says, "is one sign of the faculty recognizing that we are a service organization ready and willing to help."

Potami works closely with industries such as Honeywell, Medtronic, and 3M to establish research agreements. A company may subsidize a research project at the University and then license the resulting invention.

One of his goals is to change some misconceptions about the research agreements prevalent in industry and among some faculty members. "For example," says Thuente, "there's some notion that the University is unwilling to give exclusive licenses to companies that are sponsoring research at the University . . . The fact is that we do most of our licensing on an exclusive basis."

Employing a liaison in the Governor's Office of Science and Technology also facilitates a good working relationship between academia and industry. Says Potami of the transfer of technology from the University to industry, "We're trying to build this thing in a way that's very effective for the University, the faculty, and the state."

Not all inventors who hold patents through the University are on staff. Some are students, like John Berger and David Emmons (both now graduated), who developed a page turner for quadriplegics as an engineering class assignment. Their invention is unique in that the signal to turn the pages can be activated either by touch or by a puff of air, depending upon the handicapped user's capabilities, says Thuente, who has read lots of descriptions of page-turning devices, none of which held much promise. He thinks this is a good one, and even though the inventors don't stand to make a lot of money from it, its "being patented might induce someone to produce the darn thing," and thus benefit handicapped readers, says Thuente.

Thuente hopes that presentations he makes to faculty and word-of-mouth advertising by satisfied clients will bring more inventors to his door. By assessing the commercial potential of each invention, streamlining the paperwork, and hustling private companies to license the patents, Thuente and staff hope to make the patent process an appealing proposition for University inventors.

But that's all they can do. According to policy set by the Board of Regents, the inventor alone must make the initial decision to seek a patent.

If you're on staff and have just built a better mousetrap, John Thuente's phone number is 373-2012.

Amy Ward is a free-lance writer from Lakeland, Minnesota. Her work has appeared in Twin Cities, Northwest Orient, and other magazines.

A Summer's Sojourn



John Barnier, photographer and graduate student in studio arts, is a summer sojourner to New England. "There's something very familiar about it, even though I'm not from the area," he says. "It feels like I'm going home." ■ Being near the ocean, Barnier says, there's a different quality of light, and it changes drastically. "You get very blue sky and very blue water, and they merge on the horizon line. If it's a hazy day, it looks just like one sheet of blue. You don't know where the water ends and the sky begins. The light is very seductive. There's an ambience. You feel it more than you can intellectualize it. It's more of a sensation." ■ To photograph New England, Barnier chose a \$3.50 toy camera with a plastic lens, which he bought at a Maine camera store. The camera, a Diana made in Hong Kong, sold originally for 90 cents as a carnival prize. He used 120mm film selected according to available light conditions because the camera isn't capable of adjusting to changing light. No special processing techniques were used. ■ "The reason I photograph in this part of the country with this camera is because my feelings are ambient feelings, and the images you get from this camera are like that, too. They are not sharp. They're more like a sensation than an actual literal description. This just seems like the right way to express my feelings."



The friends I stayed with live across Portsmouth Harbor from Strawberry Bank. We would drive over there late in the day when the fishermen were just pulling lobster off the boat and ask if we could buy the lobster—for \$2.50 a pound. I like the contrast the wake of our boat makes. I don't know what the posts are for, but that's a blue heron sitting on one.



It was just a circular road around the island that was deserted all afternoon. The sun was in back, above the church, and it struck the plastic lens itself and just kind of flared out. It was one of the quietest days of my life. It was very, very still.



We were just boating by, and I saw these lobster boats tied up together. The reflections in the water changed as we moved. I was attracted to the white water line and the reflection of the dark boat—the lights and darks. I like this because it looks like the Loch Ness monster. Of course, I didn't see that at the time.



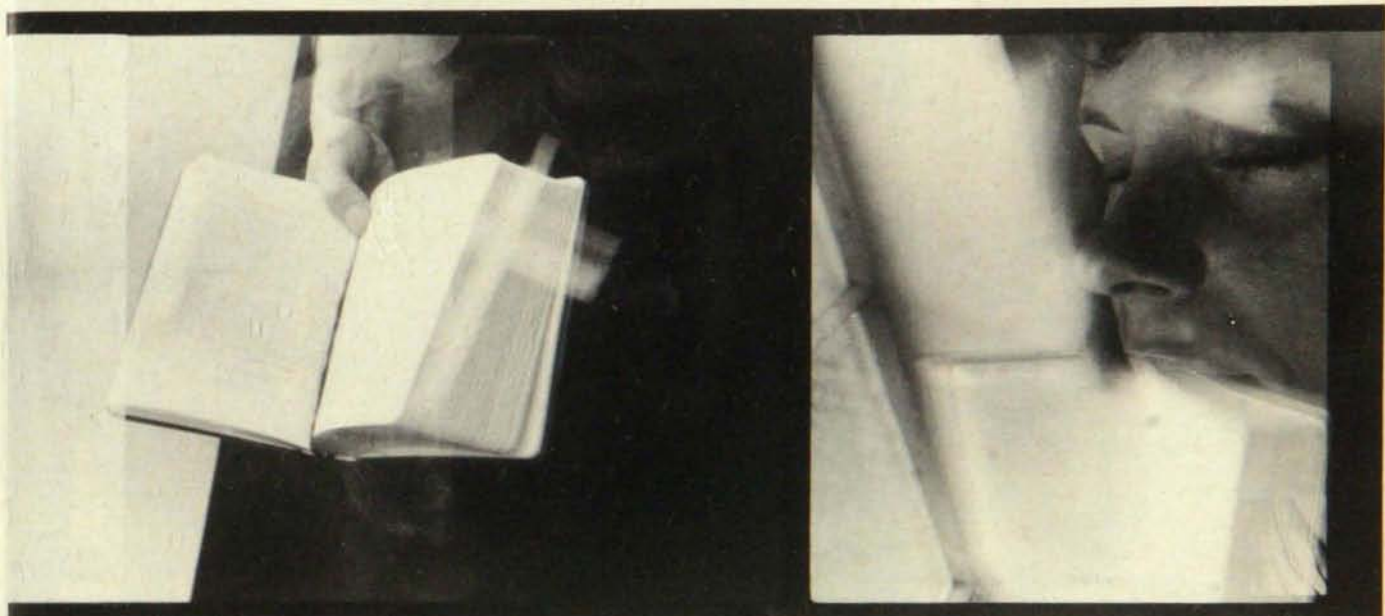
This is a small island off the coast of Maine, the same island that Bar Harbor is on, called Mountain Desert Island. It's an odd mix of bustling tourist spots and very quiet, out-of-the-way, sleepy little sections. The graveyard was for seafaring people, and almost all the gravestones had ships carved on them. I like the surrealist quality of the slashes against the hill in relation to the headstones. I don't know what they mean, but they seemed so odd.



Part of Portsmouth, New Hampshire, called Strawberry Bank, is being reconstructed, rejuvenated. Some of the buildings are 250 years old. I love history, and there's something about the history of New England that I feel very close to. There's something about a fence, too, something thematic. Maybe it's just a design thing that I like and feel comfortable with. It's kind of secure—the idea that a fence holds things in.



I was standing on an old sailing barge in Portsmouth Harbor. The boom for the sail was lowered so it was moving horizontally at an angle, and I photographed through it down to the modern lobster boats. The lobstermen figured the barge was 150 years old.



Epilogue

John Barnier placed fourth in the 1985 *Photographer's Forum* Best of College Photography competition, which drew 17,000 entries from the United States and Canada. The winning photograph depicts what Barnier calls one of his more political themes, the manipulation of people by others, and was photographed using a technique similar to that used to produce the above photograph. ■ To shoot a series of subjects in this manner, Barnier uses a Nikon or Leica camera and one roll of 35mm film, which he rewinds and shoots over again, "all the while keeping in mind what sort of images I'm overlapping." Sometimes he doesn't rewind and shoot again, but instead takes singly exposed negatives and sandwiches two or three on top of one another, then processes them. ■ Barnier has been invited to exhibit his photographs in the 1985 North American Invitational, a juried show held at the Florida Institute of Technology (FIT) this summer. His works are in the permanent collections of the University of Minnesota Art Museum and the FIT Photography Collection. ■ Barnier earned a B.A. in speech communication from the University in 1983 and has been an announcer on the campus radio station, KUOM, for seven years.

Divestiture Protest: Something Old, Something New

The crowds were smaller, the protesters politer, the speakers less skilled, and the music had changed to African drum beats, but for nine days a social issue was pushed to the front of the University stage just as similar issues had been in the 1960s and 1970s.

It started Wednesday, May 8, when about 30 antiapartheid demonstrators gathered on the steps of Morrill Hall to protest University investments in companies doing business in South Africa. It escalated into a media event the next day when nine protesters staged what became a five-day sit-in in President Kenneth Keller's outer office in Morrill Hall. Demonstrators blocked the doors of Morrill Hall and refused to let anyone come in the above-ground entrances, demanding "no more business as usual." It climaxed May 15 when 400 supporters of divestiture gathered at a special meeting of the Board of Regents, negotiated by the sit-in demonstrators and acting Vice President for Academic Affairs V. Rama Murthy.

At issue was the University's investments, valued at \$34.5 million, in 35 companies doing business in South Africa. The largest investments are in IBM (\$4.7 million), Mobil (\$4.1 million), General Motors (\$3.1 million), and General Electric (\$1.9 million). The investments represent 7 percent of the University's portfolio.

The antiapartheid protesters believe that the presence of and profits from those corporations directly support the South African government, allowing it to continue the apartheid system of racial segregation and discrimination.

Also at issue were questions of whether divestiture would have a significant or merely symbolic impact on apartheid, how such action would affect University finances, and how far the University should go to effect change in South Africa.

Actions the University might take, suggested President Keller, include attempting to bring more black South Africans to the United States, supporting federal legislation on economic sanctions against the South African government, and forming a consortium of universities to push for change.

When the protest began, demonstra-



Protesters supporting divestiture of University investments in companies doing business in South Africa demonstrated outside of Morrill Hall in May. Nine protesters staged a sit-in in President Kenneth Keller's outer office.

tors were demanding that divestiture be placed on the agenda for the May 10 regents meeting at the Morris campus instead of for the June 13 meeting on the Twin Cities campus as scheduled, which conflicted with the end of the quarter and finals. About 75 demonstrators confronted regents at the Morris meeting. When divestiture was not placed on the agenda, protesters in the Twin Cities demanded that a special session be held.

That meeting, conducted as an open forum in Coffman Union Theatre on the Minneapolis campus, was attended by five regents, with three regents listening by telephone. Without a quorum of seven present, no action was taken, although regents Mary Schertler, Wenda Moore, David Lebedoff, and Wally Hilke said they would vote for divestiture. Regent Wendell Anderson and the three regents participating by phone—Verne Long, Charles Casey, and Erwin Goldfine—did not say how they would vote.

University policy, adopted in 1980, prohibits investments in companies that have operations in South Africa and that do not subscribe to the Sullivan principles. These are a set of guidelines established by Rev. Leon Sullivan that hold corporate subscribers to equal treatment and advancement of black and minority workers. Since 1980, the University has divested holdings, with a market value of

\$8.7 million, in twenty companies.

The Sullivan principles were rejected by protesters, who said that they merely lend legitimacy to the presence of U.S. companies in South Africa without changing the apartheid system.

Two weeks before the protests, President Keller appointed a six-member faculty advisory committee to reexamine the University's policy on South African investments and come up with alternative actions for the regents to consider at the June 13 meeting. Regents at the special meeting promised to vote on divestiture then.

Commitment to Organize

Plans to make the University's administrative structure better reflect the University's size and budget were presented to the Board of Regents May 10 by President Kenneth Keller.

Under Keller's plan, central administration would be restructured to give coordinate campus provosts, to be called chancellors, more autonomy to develop budget plans and policies. The plan also calls for creating two vice presidencies—one for agriculture, forestry, and home economics; the other, for general counsel—and expanding the job of vice

president for academic affairs to provost of the University, coordinating the activities of other vice presidents as the president's deputy.

In addition, a president's cabinet, composed of the president, seven vice presidents, and appropriate staff, would be created to discuss major policy issues. Day-to-day operating decisions would be delegated to the vice presidents.

The budget executive group would be dissolved, its functions transferred to a management committee composed of the president, vice president for academic affairs, and vice president for finance and operation.

Endowment Sponsors Nobel Laureate

Nobel laureate Isaac Bashevis Singer presented a public reading of his works as part of the English department's Edelstein-Keller Visiting Writer program, made possible by the David E. Edelstein-Thomas A. Keller, Jr., Endowment for Creative Writing. The endowment provides for a writer of international distinction to appear annually at the University, for several local writers-in-residence, and for student fellowships in writing, presented annually to promising students planning to study creative writing in the English department.

Singer read two of his unpublished short stories, "The Day I Got Lost," a children's story about an absentminded professor, and "The Missing Line," about a crew of newsprinters who work on a Yiddish paper.

The \$500,000 endowment was donated by family and friends of Edelstein and Keller, who met while University students and became lifetime friends. The endowment will be matched by the University.

In Brief

Richard Edwards, Metropolitan Life Insurance senior vice president, has been selected to fill the M. Kappel endowed chair in the School of Management. Edwards, a Harvard Law School graduate with a doctorate from Columbia University, has been on the faculty of Lafayette College, Rutgers University, and Columbia Law School. He succeeds Blaine Cooke, the chair's initial holder.

Spring quarter enrollment at the University's five campuses declined 1.9

percent to a total of 49,864 students. Enrollment at the Twin Cities campus dropped 2.1 percent to 40,023; Duluth's enrollment dropped 2.1 percent to 6,561; and Crookston's fell 5.5 percent to 859. Enrollment at Morris increased 5.5 percent to 1,553, and Waseca's enrollment increased 0.8 percent to 868.

The University of Minnesota-Duluth production of *Modern Love* was selected as one of the top eight college theatrical productions in the nation during the American College Theatre Festival, held at the Kennedy Center for the Performing Arts in Washington, D.C. The play was one of 567 national entries. *Modern Love* was directed by Nancy Loitz of the UMD theater faculty. Cast members, all from Minnesota, were Thom Haggerty, Little Falls; Todd Wright, Plymouth; and Erin O'Brien, Shakopee.

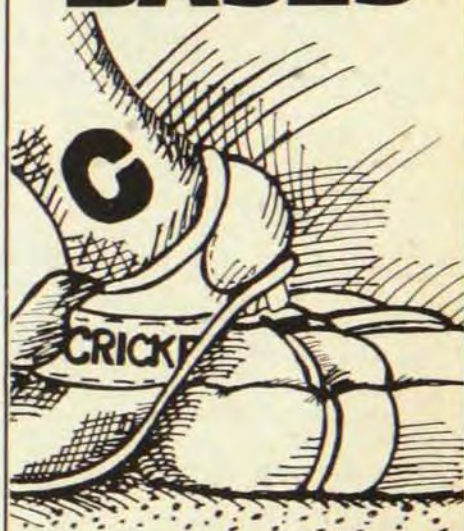
A new advertising agency run by students and serving the University opened for business in May. Ad Club Advertising Agency is one of only six such student-run agencies in the country, according to Mary Lou Smeaton, president of both the Ad Club and the agency. Clients, who pay a \$25 flat fee, have included the School of Public Health student senate, the women's athletics department, and the Art Students' Coop.

History professor Stanford Lehmborg was one of 270 scholars, scientists, and artists awarded a John Simon Guggenheim Memorial Foundation fellowship. Lehmborg will study cathedrals in sixteenth-century English society.

Former vice president Walter Mondale delivered the commencement address at the University Law School. Mondale warned against an anticipated return to Nixon-era secrecy in government and charged the graduates to uphold openness in government as the indispensable foundation for all other freedoms.

Gerald O'Neill, pioneer planner in space settlements, and former astronauts Alan B. Shepard, Russell Schweickart, and University alumnus Donald "Deke" Slayton were featured speakers at the "Living and Working in Outer Space" conference, presented by the Charles A. Lindbergh Fund and the Hubert H. Humphrey Institute of Public Affairs, in cooperation with Minnesota Meeting.

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LIBERAL ARTS

The Odyssey of the Greek Studies Program

In 1966 University history professor Theofanis Stavrou accompanied a group of SPAN (Student Project for Amity Among Nations) students to Greece, where they met Basil Laourdas, a scholar of Greek culture and, at that time, director of the Institute for Balkan Studies in Greece. Stavrou and Laourdas were drawn into a fierce debate on points of modern Greek literature. Neither conceded his viewpoint, but Laourdas so respected the strength of Stavrou's argument that from the time of their first encounter, he became interested in and followed closely Stavrou's research in modern Greek studies and Slavic relations.

Because of this scholarly friendship, after Laourdas's death in 1972 his widow donated her husband's collection of modern Greek works to the University.

Housed on the fourth floor of Wilson Library in the Special Collections Gallery, Laourdas's unique collection of 4,000 books and related material by celebrated modern Greek writers has grown to 11,000 items and is considered the most complete collection of its kind in the world.

As an example of the scope of the University's collection, Professor Stavrou cites the occasion in 1984 when he and a group of students were in Crete visiting the museum of Nikos Kazantzakis, author of *Zorba the Greek*. The museum curator lamented that so few editions of Kazantzakis's epic *The Odyssey: A Modern Sequel* existed and that only one set could be found for the museum—not even a first edition. The curator was astonished when Stavrou said that the University of Minnesota had not one but two sets of the first edition, one inscribed by the author himself to the famous Greek poet Angelos Sikelianos.

Stavrou's interest in modern Greek literature grew from his research in Greek-Slavic cultural relations. He began teaching courses on the subject through the University's extension program, lecturing in homes and public libraries to small classes in an effort to disseminate knowledge of Greek literature and culture.

SPAN expanded on Stavrou's efforts,



This year's annual Celebration of Greek Letters featured an exhibition of books, manuscripts and other materials of Gregorios Xenopoulos, often called the Chekov of Greece. Cover illustrations, above, are from last year's Alexandros Papadiamantis exhibit.

bringing students to Greece to study different aspects of present-day Greek culture, including the works of modern writers. In 1972, the history department began developing courses on the subject, and the Greek studies program was born. In 1978, a fellowship was created—the only one of its kind—for students pursuing doctorate degrees in modern Greek studies and Greek-Slavic relations. So far, twenty students have completed their Ph.D.s, and Professor Stavrou proudly points out that not a single one is unemployed.

In 1979, when the Laourdas gift came to the University, the Greek studies program initiated the annual Celebration of Modern Greek Letters, a day-long occasion that each year features a renowned writer of modern Greek literature. Books, illustrations, photographs, and other items relating to the featured writer are gathered for an exhibit in Wilson Library. An authority on the featured writer is engaged to speak at the event. A summary booklet of the writer's life and works as well as a schedule of the event's proceedings is published and distributed on the day of the celebration. Approximately 400 people—from the Twin Cities as well as other areas of the United States, Greece, and Cyprus—attend the celebration each year.

This year's event, held in May, featured writer Gregorios Xenopoulos,



who died in 1951. For 50 years, Xenopoulos edited the monthly journal *I Diaplasia ton Pedon* (The Education of Youth). A prolific writer, he authored more than 100 volumes of novels, short stories, and plays. Often called the Chekov of Greece because of the social impact of his works, Xenopoulos has been described as the father of modern Greek theater.

The Xenopoulos exhibit was difficult to arrange. In 1944 a bomb fell on Xenopoulos's home, destroying most of his work. The exhibit thus had to rely heavily on materials donated or lent by family members and personal acquaintances.

But the search was successful. More than 1,200 items, including theater programs, posters, personal correspondence, and manuscripts, were gathered. According to Professor Stavrou, 90 percent of the material displayed at the exhibit will become a permanent part of the library collection, and Wilson Library is now the only library in the United States to possess a complete set of the journal *The Education of Youth*.

Patrons, comprising individual, educational, and government sponsors from the United States, Greece, and Cyprus, passionately support the annual event and the Greek studies program, making not only monetary contributions but also donations, permanent entrustments, or

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loans of rare and sometimes very personal items. With such openhanded patronage, many materials never before publicly shown turn up on display at the annual exhibits.

Enthusiasm for this relatively new area of study—modern Greek culture—has had repercussions beyond the University's annual celebration. *The Nostos Books in Modern Greek History and Culture*, an ongoing series of translations of modern Greek poetry, literature, and scholarly studies that Stavrou edits, now number fourteen volumes. And efforts to secure funding for an endowed chair in Greek studies to systematize the work of the program are under way.

The Writer, the Reader, and the Real

The practice and criticism of social art was the subject of a three-day seminar, "On the Social Edge: The Writer, the Reader, and the Real," sponsored by the College of Liberal Arts in April.

Stimulated by the centenary of author Sinclair Lewis, widely noted for the social urgency of his writings, the conference focused on the social and political forces that justify and evade much of traditional and contemporary art. Readings, lectures, and presentations by local and national writers also covered the concepts of responsibility and relevance, terms conventionally used to express the relationship between art and social reality.

In conjunction with the conference, Robert Pinsky presented the 27th Joseph Warren Beach Memorial Lecture on the topic "Responsibilities of the Poet."

Conference presenters included writers Carol Bly, Michael Dennis Browne, Patricia Hampl, Linda Hogan, David Mura, and Nellie Wong. Documentary filmmaker Michelle Citron and critics Scott Donaldson, Gerhard Joseph, Derek Lonhurst, Jane Tompkins, and Annette Van Dyke also participated.

"The response on the part of the public was very good," says Kent Bales, professor and chair of the English department. "Many out-of-town participants stayed through the entire three days, and attendance at some sessions was as high as 150 people."

Organizers hope to make the conference an annual event, Bales says. Next year the conference will feature a debate on the state of the art of performance versus text in contemporary poetry.

Themes from a Summer Course

College came early to the Minnesota high school students attending the University's exceptional student study programs on the Twin Cities, Duluth, and Morris campuses this summer.

The largest of the programs is the Summer Honors College on the Twin Cities campus, designed to give exceptional high school sophomores and juniors an in-depth introduction to challenging new subjects. For two weeks in June, students attended one or two courses in disciplines such as mathematics, English, Russian, studio arts, psychology, political science, statistics, history, physics, humanities, film studies, and speech communication.

Upon completing the Summer Honors College courses, students received college credits that they can apply toward a University of Minnesota degree. The credits are also recognized at most other colleges and universities throughout the country.

Other summer study programs for gifted students have included a Summer Musicians Honor Program on the Twin Cities campus and the Math/Computers/Science Institute and College for Youth programs on the Duluth campus. Upcoming programs are the Honors Institute in Theatre, July 22-August 16 on the Twin Cities campus, and the Summer Scholars Program in Biology, focusing on genetic alteration, July 15-26 on the Morris campus.

AGRICULTURE

Drive-Time Study Time

With the help of a grant from Minnesota's Agricultural Extension Service, Isanti county residents can now check out from the library audio and video guides on improving the quality of their family lives.

Isanti county extension agent Jean Anderson developed the "Keep in Touch" audio and video cassettes last September as a way to reach busy young families unable to attend family education meetings. Because many of these families commute by car to work, Anderson thought putting the information on cassettes that could be listened to during the daily drive might be helpful.

Six video cassettes and 22 audio cassettes are available on such topics as infant learning, discipline, day-care selection, single parenting, and communicating with adolescents. The cassettes, which can be checked out from the local East Central Regional Library in Cambridge, are located in a special display. Users are asked to participate in a follow-up telephone survey. The Isanti county home economics group and the Isanti-Mille Lacs Community Health Services have also cooperated in getting the project under way.

PHARMACY

The Computer Prescription

Computers are moving into every aspect of modern life, and the pharmacy profession is no exception. As the pharmacist's role changes in the computer age, the College of Pharmacy is responding by initiating classes that prepare students to use computers in their professional lives.

In the fall of 1983 the College of Pharmacy began a one-credit three-part course exploring the impact of computers on hospital and community practice and patient information and education.

This year, students can enroll in a course called Dispensing and Dosage Form Design, in which they learn to use computers to fill out prescriptions, prepare labels, and check for drug interactions. And in a laboratory course called Therapeutic Agents, students are using computers to write a research paper that will demonstrate their mastery of basic word processing and information retrieval using on-line data bases.

Students are also being encouraged to use computers as just another study method. John Staba, a professor of pharmacognosy, has placed several lectures from his course, Medical Agents—Antimicrobials, in the computer system, so students can review lectures and answer study questions about them.

Computers provide a more interactive approach to learning than what has traditionally been presented, says Staba. As a result, says Staba, students can monitor their progress continually.

One disadvantage is that the computer's location and availability restrict its use. "We're still adjusting to the computer," he says. "It's not adjusted to us yet."

Four IBM computers are available in the College of Pharmacy for use in education and teaching; the college also has access to the University Computer Center and to 30 IBM microcomputers in the Health Sciences Learning Resources Center.

Plans to improve computer access are being made by the pharmacy alumni and friends group, the Century Mortar Club. The group hopes to establish a computer laboratory that will provide computer equipment and classes for pharmacy students, faculty, alumni, and other pharmacy professionals. They have received a commitment from the University to provide matching funds.

MANAGEMENT

Industrial Relations Center Celebrates 40th Anniversary

The Industrial Relations Center in the School of Management will celebrate its 40th anniversary this year with a fall conference recognizing its leadership and contributions to the industrial relations and human resource management professions.

The Center was established in 1945 as an offspring of the University's Employment Stabilization Research Institute, founded in the early 1930s by Dale Yoder, professor of industrial relations, and Donald G. Paterson, professor of psychology.

Industrial relations has been broadly defined by the center to include group, interpersonal, and individual behavior within organizations, as well as the study of organizations, collective bargaining institutions, and international comparisons of labor market operations. Within these limits, the center promotes the study of personnel policies, human resource management, employment laws, labor relations, and interpersonal and individual behavior within organizations.

Because of the range of problems studied by the center, its focus has become interdisciplinary and includes some of the practices, methodologies, and tests found in psychology, economics, history, law, and engineering, among other fields.

The 40th anniversary conference, October 28 and 29, will focus on the history and future of industrial relations and human resource management.

LAW

Boorstin Delivers John Dewey Lecture

Daniel J. Boorstin, librarian of Congress, was the speaker for the 1985 John Dewey Lecture in the Philosophy of Law in April on the Minneapolis campus.

Internationally known as a historian, author, and educator, Boorstin spoke on

the topic "From Law Finding to Law Making." The recipient of a Pulitzer Prize, he has received numerous honors and awards for his historical literary works. Boorstin graduated with highest honors from Harvard and received his doctorate from Yale. He was a Rhodes scholar at Balliol College in Oxford, England, and is a member of the Massachusetts State Bar. He has been a visiting professor at universities in Rome, Geneva, Paris, and Japan.

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Reviewed by Jean Schwind

Main Street, by Sinclair Lewis, *Harcourt Brace Jovanovich, New York*, © 1920, © 1948 Sinclair Lewis, © 1980 NAL/Signet, \$3.95 (paper).

The novels of Sinclair Lewis define modern American life with an accuracy and vividness that have made his best fiction as much a part of our everyday language as it is a part of our national literature.

George F. Babbitt of Zenith, Ohio—the title character of Lewis's *Babbitt* (1922)—is such an acute portrait of the American solid citizen devoted to the "religion of business" that the words *babbitt* and *babbitt* are commonly used to designate narrowly materialistic middle-class values and those who pursue them.

In much the same way, Gopher Prairie—the small Midwestern town of Lewis's *Main Street* (1920)—has acquired a significance outside the novel where it serves as a fictional setting. As a popular idiom, "Main Street" refers to a smug, provincial, and drab small-town culture. Even though the book is no longer widely read or studied, we continue to allude to it when we speak of the "Main Street mentality" of Jerry Falwell's Moral Majority and when we use "Main Street" as a generic name for the one- and two-street towns of rural America.

A recent conference sponsored by the University's English department in honor of the centennial of Lewis's birth inspired me to read *Main Street* for the first time in over a decade. The book is surprising—and worth reconsidering—because it undercuts much of what we assume we know about it when we use the term *Main Street* to describe the perceived dullness and intolerance of small-town life.

While Lewis memorably delineates the petty rivalries, unimaginative stolidity, gossip mongering, and physical ugliness of his archetypal American town, his criticism of Gopher Prairie is mixed with curious accolades. When he introduces Main Street as the "climax of civilization" in his preface to the novel, Lewis is as serious as he is sardonic. The novel itself emphatically points to the irony of Lewis's introduction by suggesting that Gopher Prairie is not a cultural climax but is instead an abysmal anticlimax in the history of Western civilization (producing advertising jingles rather than



Whether it's in Sauk Center, Minnesota, above, or Sinclair Lewis's fictional Gopher Prairie, Main Street has come to symbolize the promise and problems of average or Middle American life.

poetry, worshipping new Fords as previous races worshipped almighty gods, and fostering fine art in the form of movies like *Fatty in Love*).

Beneath the irony of his paeans to Gopher Prairie's high culture, however, Lewis subtly defends and explains the literal truth in his claim that a small town in rural Minnesota represents the climax of civilization. When Carol Kennicott—the main character of the novel, an idealistic young woman who comes to Gopher Prairie as the bride of the town doctor—walks down Main Street for the first time, Lewis notes that she "was within ten minutes of beholding not only the heart of a place called Gopher Prairie, but 10,000 towns from Albany to San Diego."

As another character later observes, Carol's new home town is inestimably important because "the newest empire of the world" is made up of thousands of Gopher Prairies against a mere handful of Chicagos. Gopher Prairie is thus not simply an insignificant wheat-producing town of 3,000 but a microcosm of our nation:

This is America—a town of a few thousand, in a region of wheat and corn and dairies and little groves.

The town is, in our tale, called "Gopher Prairie, Minnesota." But its Main Street is the continuation of

Main Streets everywhere.

The story would be the same in Ohio or Montana, in Kansas or Kentucky or Illinois, and not very differently would it be told Up York State or in the Carolina hills.

Main Street is the climax of civilization. That this Ford car might stand in front of the Bon Ton Store, Hannibal invaded Rome and Erasmus wrote in Oxford cloisters. What Ole Jensen the grocer says to Ezra Stowbody the banker is the new law for London, Prague, and the unprofitable isles of the sea.

In short, Lewis exalts Gopher Prairie and describes every aspect of its life—from the dusty displays in its drugstore windows to the sugar-laden menus of its ladies' club luncheons—in lovingly attentive detail for the same reason that he damns the town: Gopher Prairie simultaneously attracts and repulses him because it is a thoroughly undistinctive, standardized American town.

Lewis most sharply defines his vision of small-town America in a crucial central chapter of *Main Street* in which he places his novel in the context of two traditions that have dominated previous depictions of Gopher Prairies in American literature. The first stereotype of the Midwestern small town that Lewis

describes is still popular; it is the vision that informs such classic movies as *Mr. Smith Goes to Washington* (in which a virtuous junior senator from Wisconsin declares war on the corrupt politicians ensconced on Capitol Hill) and the more current fiction of Garrison Keillor's *Lake Wobegon* ("where all the women are strong, all the men are good-looking, and all the children are above average").

According to this tradition, Lewis notes, "the American village remains the one sure abode of friendship, honesty, and clean sweet marriageable girls. Therefore all men who succeed in painting in Paris or in finance in New York at last become weary of smart women, return to their native towns . . . marry their childhood sweethearts and, presumably, joyously abide in those towns until death."

Objecting to the romanticization of this pastoral vision of America's heartland, Lewis dismisses a second popular conception of Gopher Prairie as an anachronism. Although New York stage-plays and syndicated cartoons continue to represent the American Midwest as a vast wasteland populated by illiterate, checker-playing hicks, the rustics of *Main Street* have been dead for 40 years. Modern Gopher Prairie "thinks not in hoss-swapping but in cheap motor cars, telephones, and ready-made clothes."

Both stereotypes are inadequate, Lewis concludes, because the essence of *Main Street* is neither wholesome clean living nor "whiskered rusticity": Gopher Prairie's distinguishing feature is its "glossy mediocrity." In large part, *Main Street* is devoted to examining Gopher Prairie's mediocrity as a shaping force in the life of Carol Kennicott and in the life of the nation.

It is Lewis's oddly ambiguous attitude toward Gopher Prairie's status as the "chief mediocrity of the world" that makes *Main Street* more than the scathing indictment of small-town small mindedness that we recall when we use *Main Street* as a term of derision. For if on one hand Lewis presents *Main Street*'s mediocrity as an oppressive "ruling of the spirit by the desire to appear respectable," an oppression that reduces individual differences in thought, speech, and dress to one dead level of uniformity and conformity, on the other hand he celebrates the dull averageness of Gopher Prairie with genuine enthusiasm.

However much Lewis lambasts the

uniform standards that annihilate all that is individual, excellent, or exceptional on *Main Street*, his accounts of the gray conformity bred by the town's respect for respectability are not unrelentingly grim. The mediocrity of Gopher Prairie delights Lewis as much as it dismays him because he sees it as a crude form of American democracy. Insofar as a nonelitist rule of average citizens is the cornerstone of the American way, Gopher Prairie's exaltation of the ordinary or mediocre fulfills our egalitarian ideals.

While Carol Kennicott disdains the low- to middle-brow tastes of the town and zealously tries to elevate them (by way of reforms ranging from reading Yeats to her husband after dinner to teaching the townspeople "the difference between looking at the comic page and looking at Manet"), Lewis celebrates the vitality of Gopher Prairie's popular culture. Although Carol regards herself as the "sociological Messiah" ordained to bring classical ballet and avant-garde drama to *Main Street*, even she feels the democratic appeal of the "art" favored by Gopher Prairie and featured at the Rosebud Movie Palace:

. . . the fact is that at the motion-pictures she discovered herself laughing as heartily as (her husband) at the humor of an actor who stuffed spaghetti down a woman's evening frock. For a second she loathed her laughter . . . But the celebrated cinema jester's conceit of dropping toads into a soup-plate flung her into unwilling tittering.

Main Street is at least as critical of Carol Kennicott as it is of Gopher Prairie, and it is this often-forgotten criticism of *Main Street*'s chief critic that makes revisiting Gopher Prairie interesting and worthwhile. Missing from the *Main Street* we've preserved in our language, which evokes only the negative features of small-town life, is a consideration of the novel's point of view. For most of *Main Street*, we see the town through the eyes of Carol Kennicott, an "aloof and critical" outsider who never stops feeling superior to Gopher Prairie and its inhabitants. When we are shown the "intellectual squalor" and WASP prejudices of the town, it is essential to remember that we're looking through the eyes of a woman whose "opinions of

people are rotten" and who makes no effort to understand or appreciate her new home.

Behind the "casually cruel" and "proudly dull" Gopher Prairie that Carol describes in the foreground of the novel is another, more likable and promising Gopher Prairie that she refuses to see. If, for example, the town is divided by a class consciousness that makes a mockery of Will Kennicott's claims that it is a "Perfect Democracy," the requirements for becoming a member of the "aristocracy of Gopher Prairie" (one must be engaged in a profession, earn more than \$2,500 a year, or descend from grandparents born in the United States) make these class lines extremely flexible. And if Will Kennicott and other citizens of Gopher Prairie are unimaginative and dull, their Midwestern "stolidity" also seems to provide a necessary ballast of no-nonsense conservatism and respect for tradition to stabilize a nation increasingly directed by fads sponsored by Madison Avenue and Hollywood.

The *Main Street* of our literature is richer and more complex than the *Main Street* defined in our dictionaries. Lewis's *Main Street* "is America" because it presents both the promises and the problems of our commitment to an ideal of average or middle American life.

Jean Schwind is a visiting professor in the University's Department of English. She graduated *summa cum laude* from St. Olaf College and received M.A. and Ph.D. degrees from the University.

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Malcolm Myers in Relief

By Holly Hoffman

By many measures, art professor Malcolm Myers is a success. Twice recipient of the prestigious Guggenheim Fellowship, first chair of the University studio arts department, and internationally exhibited artist, Myers is a recognized leader in the arts in Minnesota. He doesn't, however, fit the stereotype of the tormented, driven artiste. Myers is a modest, soft-spoken person who pursues his art with quiet determination.

With many gestures and pauses to light a cigar, Myers talks about his life and work. His drawl and easy-to-please manner come from childhood years he spent in small towns in Missouri and west Texas. Except for a stint in the merchant marines and work in oil fields, Myers has been painting since he was six or seven years old. Now, at 68, he is still producing art with the freshness and enthusiasm of a young man.

Recently returned from a trip to New York, Myers is "pepped up"—as he always is after visits to the Big Apple—and has completed almost eight paintings

in the few weeks since his return. Currently he is working on a series of oil paintings he is considering titling "The Artist in His Studio." Most of them are self-portraits, a move away from his more familiar paintings of animals, such as "City Mouse," "Walking the Dog," and "Animalen." These pieces, too, are a series of vibrant oil paintings. "City Mouse" was created while Myers was on sabbatical in New York, when he shared his Soho loft with a mouse; "Walking the Dog" comes from another New York stay, this time with his shaggy pet poodle, Punky; and "Animalen" was commissioned by the Minnesota Opera Company for its production of "Animalen," a Swedish opera that had its American premiere at the Ordway Music Theatre in St. Paul.

Besides painting, Myers has produced numerous intaglio prints done on copper plates. Although many of these prints are of animals, much of his early work was on a religious theme, the pieces often dark and sombre. Myers has since moved to lighter subjects, such as animals, and a lighter palette, incorporating pastels and brighter colors.

Myers has a profound respect for animals, and his concern for wildlife and



ANIMALLEN

the environment goes beyond using them as subject matter for his art. He deplors the killing of species, whether for profit or pleasure, because he believes that "animals are a beautiful and interesting part of our whole lives."

He sees an intimate connection between humans and nature, and often his animals end up looking more like humans than animals. Probably his best known work is "Fox in Costume," an intaglio print of a fox standing upright, attired in seventeenth-century baroque costume. Another is "Minnesota Rabbit," which brings to mind images of a lifelike Peter Rabbit. One of his recent works is the painting, made popular by the "Animalen" poster, which depicts an otter in top hat and tuxedo and a stork in a flapper dress dancing. There are eighteen other paintings in the series.

Works such as these lead art critics to see whimsy and humor in Myers's art, as Myers himself sees it. "I like to think I'm looking at things from a little distance," he says. "I see a lot of humor in things, all the foibles."

"I certainly don't have much interest in what you would call realism. I'd like to think I'm working in a modern framework. I love that freedom it gives you. I like to paint qualities you get by not being so cautious. I use what you might call a humanistic approach."

Perhaps humanistic is the best way to



Art professor Malcolm Myers's paintings reflect his perception of an intimate connection between humans and nature. Among his works is "Animalen," above, commissioned by the Minnesota Opera Company for its production of the Swedish opera of the same name.

describe Myers and his work. For him, life and art are one. He is an artist, an environmentalist, an art teacher, and a decent human being—all of which his art reflects.

The creative process behind his work is fluid, like improvisational, progressive jazz. Myers doesn't plan out in advance a print or a painting, but lets the work develop of its own accord. In his studio he listens to jazz performers who have a similar attitude toward their art—Art Blakey, Art Farmer, John Coltrane, and Miles Davis. Myers is now beginning to experiment with glitter and other techniques he hasn't used before and is working on some large (six-by-seven-foot) paintings.

Although he makes Minneapolis his home, Myers enjoys living and working in New York. "I consider myself a small-town boy, but I do like the big cities. I love New York in spite of all its drawbacks. It's got something that excites me. Every time I go there I get keyed up."

Aside from a personal preference for urban life, Myers in fact needs New York for his art. It inspires him in his own work and boosts his ambition to compete with the best artists around, most of whom he believes live in New York. "If you want to do something important with your work," Myers says, "you have to go to New York." He plans to establish himself there within the next few years, quite an undertaking for a man of retirement age.

Yet Myers doesn't regret the time he has spent in Minnesota. He came to the University in 1948 after receiving a bachelor of fine arts degree from Wichita State in 1939, a master of arts degree from the University of Iowa in 1941, and a master of fine arts degree, also from Iowa, in 1946. Minnesota is a good place to work on art, Myers believes, if not necessarily a good place to show or sell art (for that one must go to New York). He likes the quiet atmosphere and few interruptions he finds here, which allow

him to concentrate on his art.

Myers is currently teaching intaglio printmaking and watercolor, but, he says, "I've taught everything." During his tenure as chair of the studio arts department, he established the graduate program, which made the University the only school in Minnesota to offer the master of fine arts degree.

Myers's hard work and dedication to his art have apparently paid off. He and his wife of 40 years, Roberta, lead a quiet, but happy life in Minneapolis, with occasional art trips to New York and fishing trips to Montana and Wyoming. Along the way, Myers collects things—antique toys, miniature soldiers, clay pots, any form of art, really—and adds them to an already extensive collection.

Says Myers of his art, "It's my life. There's not much excitement in it, I suppose. But I enjoy it."

Holly Hoffman is a St. Paul free-lance writer.

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COLLEGE OF AGRICULTURE

'42 Lloyd H. Peterson of Paynesville, Minnesota, has received the Outstanding Achievement Award from the Board of Regents. Peterson, himself a former regent, has been director, officer, and president of the Minnesota Turkey Growers Association. He has been instrumental in obtaining legislative support for University building requests and recently began a fund drive for an endowed chair in avian health in the College of Veterinary Medicine—the first such chair in the United States.

'79 Greg Butler of Chanhassen, Minnesota, has received the Olympian Award, presented annually by the Dow Agricultural Products Department in recognition of achievement.

COLLEGE OF EDUCATION

'40 *Dream of Sor Juana*, a play by Lois Hobart of El Paso, Texas, has been produced and staged in El Paso.

'48 Paul Jorgensen of Northfield, Minnesota, former associate dean of chemistry at Carleton College, returns to teaching mathematics and mathematics education at Carleton following a one-year sabbatical.

'59 Jane Swanson of Waukesha, Wisconsin, former women's volleyball coach at Carroll College, has become women's tennis coach there.

'78 Lynda Fagely of St. Paul has been appointed assistant director of financial aid for Wright State University.

GENERAL COLLEGE

'64 Roger H. Olson of Chicago has been named to the board of directors and the committee on standards of the National Association of Contract Textiles. Olson is national textile sales/marketing manager for Stow/Davis Furniture.

'80 David Simmons Haugen has been hired as a pilot by Continental Airlines. He is currently stationed in Guam.

GRADUATE SCHOOL

'47 John L. Imhoff of Fayetteville, Arkansas, has contributed toward an endowed chair in his name in industrial engineering at the University of Arkansas. Imhoff, distinguished professor of industrial engineering at the university, founded its industrial engineering department and served as chair for 28 years.

'48 Jack H. Wernick of Millburn, New Jersey, manager of the materials science research division at Bell Communications Research, served on review panels instrumental in state legislation creating four advanced technology centers in New Jersey. Wernick chaired the governor's Commission on Science and Technology that recommended formation of an academic-industrial research center in fiber optics, based at the Rutgers University engineering campus.

Mary Vivian White of Ithaca, New York, was named 1985 recipient of the Award of Merit by the American Society for Testing and Materials.

'50 Homer D. Hagstrum of

Summit, New Jersey, retired from the technical staff of AT&T Bell Laboratories. Hagstrum's research led to the development of ion neutralization spectroscopy; he has published more than 100 papers based on his research results.

'60 Glenn Nelson of Decorah, Iowa, has been named director of the American Lutheran Church Division for College and University Services. Nelson, professor of sociology at Luther College, has served as vice president for student affairs and as vice president and dean of the college.

'61 Helen A. Manfull of University Park, Pennsylvania, associate professor of theater arts at Pennsylvania State University, has received the 1985 Christian R. and Mary F. Lindback Award for Distinguished Teaching.

'63 Wanda Blockhus of Los Altos Hills, California, has received the 1984 George Washington Honor Medal from the Freedoms Foundation for excellence in economic education. Blockhus is a business professor at San Jose State University.

'68 Natarajan Viswanath of Midland, Michigan, has become special projects manager in the corporate insurance department of Dow Chemical.

'74 Paul Kintner of Ithaca, New York, has been named associate professor with tenure in the School of Electrical Engineering at Cornell University.

Don McAuley of Clarendon Hills, Illinois, has joined the chemical division of Morton Thiokol as industrial relations manager.

'76 Candace G. Pratt of Palmyra, New Jersey, has been appointed marketing manager of

the food service business unit of Campbell Soup.

'82 Boyd Kitchen of Cedar Rapids, Iowa, has been appointed research station manager of the Molecular Genetics corn breeding station in Lisbon, Iowa.

'83 Ronald Albrecht of Indianola, Iowa, assistant professor of music at Simpson College, was recognized by the Music Teachers National Association and the Iowa Music Teachers Association as a nationally certified teacher of piano.

Mark McKone of Minneapolis has been appointed instructor in biology at Carleton College.

'84 Choon K. Kim of Schenectady, New York, was hired as electrical engineer at General Electric Research and Development Center.

Robert E. Rosen of Horsham, Pennsylvania, has joined Rohm and Haas Company as senior chemist.

COLLEGE OF HOME ECONOMICS

'74 Priscilla Kamrath of Indianapolis has become vice president and group manager of telephone operations for Walker Research.

LAW SCHOOL

'72 Roger D. Young of Rochester, Michigan, has been named vice chair of the Michigan Transportation Commission, which sets policy for the state's transportation programs.

'74 Gerald P. Halbach of St.



Arlene Stansfield, '48, of Golden Valley, Minnesota, has been named Minnesota Business Home Economist of the Year by the Twin Cities Chapter of Home Economists in Business. Stansfield, director of consumer affairs for Land O'Lakes, organized the first permanent consumer advisory committee for a food company and was a founding member of the Minnesota chapter of Society of Consumer Affairs Professionals in Business.

Paul, accountant at 3M, has been elected treasurer of the Minnesota Society of Certified Public Accountants.

'79 **Mitchell Kiffe** of Minneapolis has been named senior vice president and head of the income loan division of Norwest Mortgage unit.

COLLEGE OF LIBERAL ARTS

'25 **Marshall E. Barton** of St. Petersburg, Florida, was recognized by the St. Petersburg Woman's Service League for his involvement in the organization's annual benefit program.

'36 **Armando M. DeYoannes** of Virginia, Minnesota, has become president of the Virginia Public Utilities Commission.

'42 **Leonard Roberts** of Dayton, Ohio, who died in 1984, has been honored by the United Way in Dayton by the institution of an award in his name, to be given annually to a volunteer for "quiet and consistent commitment" to charitable organizations and community programs.

'61 **Harold R. "Tuck" Langland** of Granger, Indiana, was awarded certified membership in the American Portrait Society. An exhibition of his sculptures was held in Michigan City, Indiana.

John Maney of Spring Valley, New York, won the 1984 Cyanamid Scientific Achievement Award. Maney is a senior research biologist at the David & Geck Division of America Cyanamid.

'65 **Hans L. Olsen** of Stillwater, Minnesota, has been elected assistant vice president of systems at

Northwestern National Life Insurance.

'68 **Elizabeth Schleich** of Minneapolis has become a registered representative of Piper, Jaffray & Hopwood at the firm's Minneapolis corporate headquarters sales office.

'70 **Patricia L. Sierzant** of Newton Square, Pennsylvania, office manager for the law firm of Lentz, Cantor, Kilgore & Massey, has been involved in developing a series of seminars for lawyers and law office administrators on managing law firm income.

Joel S. Strangis of Lexington, Kentucky, has been appointed vice president for real estate development for Wilkinson Enterprises.

'75 **Leslie Robinson Heise** of St. Paul has been named sales promotion manager for Feinberg Distributing, Reuben Meats, and Morey's Fish, parts of the U.S. consumer products division of International Multifoods.

'78 **Katie McKee** of Boston has been employed in advertising specialty sales for *New England Business Magazine*.

SCHOOL OF MANAGEMENT

'58 **Robert S. Vathing** of Minnetonka, Minnesota, accountant at Larson, Allen, Weishair & Co., was elected director of the Minnesota Society of Certified Public Accountants.

'64 **Brian J. Heidtke** of Wyckoff, New Jersey, has been elected vice president and treasurer of RCA Corp.

Lucy L. Larson of St. Joseph, Minnesota, received the

Elijah Watt Sells Award with High Distinction and the President's Award from the Minnesota Society of Certified Public Accountants in recognition of her high scores on the recent national certified public accountant exam. Larson, employed at St. John's University, received the highest score in Minnesota on the national exam.

'65 **George Sonnichsen** of Golden Valley, Minnesota, has earned a certificate in management accounting from the Institute of Management Accounting.

'66 **Lowell W. Johnson** of Oak Brook, Illinois, has been named senior vice president of the Illinois Hospital Association. Johnson has been vice president of the organization.

'75 **Steve B. Yager** of Brooklyn Park, Minnesota, has become corporate internal audit officer at The Saint Paul Companies.

'81 **John Mahoney** of Jeffersonville, Pennsylvania, has been awarded membership in Honeywell's Top Hat Club, which recognizes sales achievement in the Building Services Division.

'82 **M. Diane Hietikko** of Apple Valley, Minnesota, has been hired as accountant at Farm Credit Services.

SCHOOL OF PUBLIC HEALTH

'72 **Eugene Loubier** of Greenfield, Massachusetts, has been named president of Winchester Hospital. Loubier served as 1984 president of the New England Hospital Assembly and has traveled to China, Russia, and Finland on an American College of Hospital Administrators goodwill mission.

INSTITUTE OF TECHNOLOGY

'53 **James P. Penn** of Warner Robins Air Force Base, Georgia, has received the Legion of Merit award. Penn, air force research director of services and reserve resources and deputy chief of staff for engineering and services, received the award during a ceremony recognizing his retirement from the Air Force Reserve.

'58 **Robert F. Motter** of Greece, New York, has been appointed manager of product development in the health sciences division of Eastman Kodak.

'59 **Clarence Williams** of Mahomet, Minnesota, has been named manager of research and product development for Whirlpool.

George W. Wooldridge of Brookfield, Wisconsin, has become vice president of RTE Corporation and continues as director of the national sales division.

'63 **C. Donald Casey** has been appointed division vice president for the Danville, Kentucky, division of Whirlpool.

'75 **Kenneth Cheng** of Memphis, Tennessee, has been promoted to vice president of interior design for the hotel management company Servico.

Mark W. Little of Berkeley, California, has joined the San Francisco office of the interior architecture firm Goldhammer Associates as project manager.

'77 **Jack Rink** of Onalaska, Wisconsin, has been promoted to manager of manufacturing technology and operation services for the commercial systems division of The Trane Company.



Orville Freeman, '46, former U.S. secretary of agriculture, has joined the law firm of Popham, Haik, Schnobrich, Kaufman & Doty as chair of the firm's international law department in Washington, D.C. Freeman specializes in negotiating client opportunities for foreign investment, particularly in the area of agribusiness in the developing world. Freeman continues his position as chair emeritus of Business International Corporation, a research, consulting, and publishing company.

Graham Hovey, After the Facts

By Sara Saetre

During World War II, he covered the German surrender in Africa and the liberation of Rome. Traveling by night over mountainous backways with the French underground, he reported the massacre of the French village of Oradour-Sur-Glane. Indeed, for most of his half-century as a journalist, Graham Hovey has reported the world's flights between peace and war, always with a hawk's eye on the facts.

Hovey was a war correspondent for the International News Service (INS) in

The University recognized these contributions this spring by presenting Hovey with an Outstanding Achievement Award.

Born in 1916 in Cedar Falls, Iowa, Hovey graduated from the University in 1938 with a major in journalism and a minor in economics; he added an M.A. in political science, also from Minnesota, in 1953.

Over the many years Hovey was a foreign affairs writer, he often lived in Europe (from 1942-1944 for INS; from 1953-1955 on a Fulbright research grant in Italy; and from 1959-1965 for the *Minneapolis Tribune*). He wrote both news stories and editorial page columns on arms control and disarmament, NATO, East-West relations, and the politics of Britain, France, West Germany, Italy, Greece, and Turkey. Later, for the *New York Times*, he developed a specialty in U.S. policy toward Third World countries, with emphasis on Latin America and Africa.

In the tradition of Ernest Hemingway and other foreign correspondents, Hovey's reportage often took him into embattled areas. He was the first to break more than one important story. Reports of President Reagan's trip to a cemetery in Bitburg, West Germany, reminded him of a particularly difficult story he broke.

Several of the officers buried at Bitburg were members of *Das Reich*, a division of the S.S., he recalls. "They wiped out Oradour-Sur-Glane. That must have been in early June 1944."

Hovey and several other correspondents were taken to Oradour by members of the French underground resistance. They zigzagged with the underground over 1,000 kilometers, moving up from the south to slip past German troops retreating from the invading Allies. Hovey went because he wanted to make the first contact between the Allied forces advancing from the Riviera, and the Eisenhower forces, entering France from the north. He succeeded. Along the way he and his colleagues visited Oradour-Sur-Glane.

What they found was a village empty of people and gutted by fire. Hovey's report for INS said that the *Das Reich* regiment had rounded up the women, children, and even babies, herding them into the village church. Then the S.S. threw phosphorous bombs into the church and, as those inside fled through doors and windows, brutally shot and

killed them.

Hovey's group was the first to relay news of the massacre to the outside world. He has never forgotten its horror. But he reported it—as was always his style—as coolly, as accurately, as possible.

After the war, Hovey returned to the United States, working first for Associated Press and later for *New Republic* magazine in Washington, D.C. In 1947 he returned to Minnesota to join the faculty of what was then called the School of Journalism.

A fellow faculty member, George Hage (now professor emeritus), describes the office he and Hovey shared as "a coatroom across the hall from Murphy Auditorium." When Hovey entered the master's program in political science, he used the office to type his papers.

"He could write so fast," remembers Hage, "that he'd get impatient with having to change paper in the typewriter. So he got a roll of teletype paper and used that. It slipped from the floor and back again at a furious rate."

Hovey's speed as a writer, though, never forced him to compromise on accuracy. "He was a bear for accuracy," says Hage. He achieved accuracy in the smallest detail, as Hage tells it, with "a fantastic memory" and exhaustive files. "He's a tireless clipping filer. He can come up with dates of minor events that are in his field—foreign affairs—and then, if he's questioned, he goes to his files and comes up with the proof," says Hage.

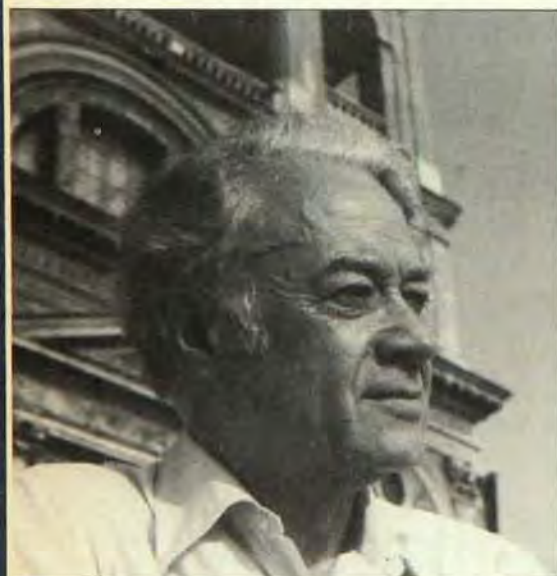
It was probably Hovey's passion for accuracy that prompted him, as an editorial writer for the *New York Times*, to develop his own sources of information rather than relying on news editors or reporters. Hovey garnered his facts from the people who were making the news—not from fellow writers.

"I didn't want to bother the news staff," he says with a shrug.

He also didn't want to leave anything out. His job was to keep one eye on the big picture, another on the details, and both on that dearest of all journalistic commodities—space.

Such values were, in part, instilled by Hovey's early training. Not all students remember an alma mater with undiluted affection, but Hovey seems to come close.

He was first attracted to the University of Minnesota when he met Fred L. Kildow, a professor in the journalism



Minnesota Daily alumnus Graham Hovey is described by his colleagues as a "bear for accuracy" with a "fantastic memory and exhaustive files." His distinguished career has included serving as the first European correspondent for the *Minneapolis Star and Tribune* and as a member of the *New York Times* editorial board.

World War II, a foreign affairs reporter for the Associated Press, and assistant editor, foreign affairs, for the Washington bureau of *New Republic* magazine. He was the first European correspondent for the *Minneapolis Star and Tribune* and was a member of the editorial board of the *New York Times* for more than a decade. And he's been on the faculty of three respected schools of journalism—at Minnesota, Wisconsin, and Michigan. He remains professor of communication at Michigan, where he also directs the journalists in residence program.

department, at a convention of the Associated Collegiate Press.

Once at the University, Hovey became absorbed in the *Minnesota Daily*, sometimes, he says, to the point of slighting his other studies. But it was a rich training ground. Other staff at the time included Hage; Harold Chucker, who became associate editor of the *Minneapolis Star and Tribune*; William Wade, who gained recognition as the long-time commentator for "Voice of America;" and Arthur Naftalin, former mayor of Minneapolis, now with the Hubert H. Humphrey Institute of Public Affairs.

Hovey credits three faculty members with having a profound influence on him. One was Mitchell Charnley. "The best editor I ever had," claims Hovey. "He had a genius for getting students interested in the language."

Another was Ralph Casey, director of the department from 1930 to 1958. "He built the school," says Hovey.

The third influence, and perhaps the most important, was Ralph Nafziger, a research specialist in international communications and the foreign press. Nafziger also taught reporting of public affairs and a class called Foreign News Sources. A great friend and mentor, Nafziger "became a part of my conscience all my life," Hovey says. In 1949 when Nafziger left Minnesota to become director of the journalism school at the University of Wisconsin, he took Hovey with him. Hovey was associated with Wisconsin for the next five years.

It was Wilbur Elston, then editor of the editorial pages of the *Minneapolis Star and Tribune*, who convinced Hovey to become a working journalist again. At his request, Hovey returned in 1956 to Minneapolis. There he began another relationship that came to mean a great deal to him. "John Cowles, Sr., was a great publisher for a correspondent to work for," Hovey remembers. Hovey worked for Cowles as a member of the editorial page staff of the *Minneapolis Tribune*. Later, he was appointed United Nations correspondent. But by 1959, Cowles had yet more in store for Hovey.

Cowles wanted his own man in Europe, and he wanted the man to be Hovey. Cowles wanted Hovey to cover spot news and breaking stories, but also to write a regular column for the editorial page. "That's the way I thought it should be done," Hovey says. "It was a dream job."

The freedom Cowles gave Hovey, to write what he wanted, the way he wanted to write it, was the greatest gift a publisher can allow a writer, says Hovey. "It was a wonderful relationship between a publisher and a correspondent."

By 1965, Hovey was ready to join yet another paper—the *New York Times*. His signed columns for the op-ed page were respected, especially by other journalists, for their thoroughness and accuracy. He served on the editorial board until December 1976, when he moved to the Washington bureau of the *Times*, where he was a foreign affairs reporter.

In 1980 Hovey accepted his position at the University of Michigan in Ann

Arbor. The job caps a distinguished career of reportage and teaching.

According to his friend Hage, Hovey brings many of his longtime reporter's passions to that job. "As a teacher, he has . . . this intensity with which he projects his concern about issues," says Hage. "His gift is the ability to communicate his enthusiasm. He cares deeply about the things he writes about and he communicates that to his students."

"That and his intense respect for hard facts."

Sara Saetre is a graduate student in the School of Journalism and Mass Communication.

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Nice Guys Who Finish First

By John Kaiser

Can you name the last two Minnesota male athletes to be named "All-American" twice? The answer is Ron Backes and Dave Morrison.

Never heard of them? These two Gopher track team members have dominated shot put and distance running in an unprecedented fashion for the last three years, yet they remain in obscurity.

Kevin McHale, Trent Tucker, and Neal Broten, who all excelled as Gopher athletes, went on to earn big money and publicity in professional sports without ever receiving the collegiate honors that Morrison and Backes have. Yet money and publicity are likely to ever elude these two trackmen.

Although it may seem unfair, Backes and Morrison have accepted the limited fame and fortune of track and field.

"Even though we're proud to wear the maroon and gold and have Minnesota written across our chests, our glory doesn't come from the fact that we compete for Minnesota the way a football or basketball player's glory does," Backes says. "Ours comes from the people who relate to the sport. It means a lot more to me when I get recognition from another coach or thrower than it does from a Minnesotan who doesn't know much about track and field. I don't really expect anything as far as publicity because I know there is really no track background in Minnesota."

Such bold statements flow freely from Backes, who has rewritten the Minnesota record book in the shot put and discus. It's easy to see how he recently set the Gopher record in the shot put with a heave of over 66 feet: Backes is an Atlas, powerful and imposing. His voice booms with authority, and although not a braggart, Backes is outwardly confident.

Morrison is his opposite. He has boyish features set beneath short, curly hair, and a soft voice that requires the listener to move closer to hear him. "I think I'm pretty good at what I do," he says, "but there are a lot more football players than track and cross-country runners, so it's like comparing apples and oranges when you compare me to a football or basketball All-American. However, I do take a lot of pride in the recognition."

Backes also downplays his prestigious title. "All-American is only a label that



Leading the Gopher track team are All-Americans Ron Backes, left, and Dave Morrison. Backes repeated as Big Ten champion in the shot put and placed fourth in the discus. Morrison ran the fastest collegiate 10,000 meters in the country and qualified for the nationals.

shows someone achieved a little higher level than someone else. It doesn't make him any more deserving of prestige than the guy who took last place. I know a lot of guys who put in as much effort as we do but don't throw as far or run as fast as Dave and I do, and they deserve just as much credit. Track is really a team sport."

That one-for-all and all-for-one attitude became apparent to coach Roy Griak early in the season, and he credits his two superstars for their musketeering roles. "Ron and Dave really care for one another and for the team. Whenever a team has this type of unselfish behavior, especially from the big point-getters, respect and pride in each other's events is going to exist," he says.

"It's becoming a team," Backes says. "There is less and less talk about how I'm going to do and more concern with how the team as a group is going to compete. I think this really stems from people caring about each other and competing for the good of the team and not the individual."

Because a track team's final score is

made up of individual performance scores, Backes and Morrison are counted on to score as many points as possible for the Gophers, who compete with fewer athletes than their Big Ten opponents. "For us to do well, we need Dave and Ron to score the big team points by winning their events. And they've been there for us all year," says Griak. "What else can you ask of them?"

"Besides contributing a lot of points, both have been great leaders," he continues. "Backes is more outgoing in his leadership, and he really cares about the other guys on the team. A lot of the time you'll have somebody in the throwing events who avoids everyone else, especially the runners. But Backes is well aware of what the other kids are doing at all times."

"Morrison is much more reserved, but he's also an excellent leader who is very concerned with the other guys on the team. Morrison is the captain this year, and I'll be surprised if Backes isn't elected to that position next season."

Although sympathetic to his stars' lack of media attention, Griak makes the best

of the situation by focusing on their performances. "Morrison is having his finest year ever," Griak says. "It's a great culmination of his five years and a lot of that is due to his healthiness and the continuity he has developed that comes from being free of injuries. Plus, he's very intelligent. He always knows where he is on the course, which is important because when you're running 10,000 meters, there is a lot of time to think about what you're doing. You have to have the ability to put off pain for 30 minutes. It's something that has to be learned, and his tolerance has really developed. A lot of things happen to the mind during those 24 laps, and he's now able to deal with it."

Morrison's performance at the Dogwood Relays in Knoxville, Tennessee, April 13 confirmed Griak's confidence. There he ran the fastest collegiate 10,000 meters in the country this year. The race qualified him for the nationals, where he will also run the 5,000 meters. When the Knoxville race was over, Morrison couldn't believe his 28:34.03 time, but true to his style, he attributed his remarkable performance to perfect weather conditions.

This year Backes repeated as Big Ten champion in the shot put and placed fourth in the discus. "Backes has really had a year of improvements," says Griak. "Last year he went from 54 feet to 55 to 56 and then to 57. It was really a nice progression. This year he's improved but it hasn't been as steady. It plays havoc with his mind. Last year he was up and coming; this year he's already there, and everybody is aiming to beat him. People know who he is, so it's a different situation for him, but obviously, he can handle it."

Although Backes and Morrison would like to pursue track and field careers when they graduate, they realize that the future for track and field athletes, even All-Americans, is limited. For both, the thrill of track and field comes from competing, not from notoriety they might receive. "For me the actual physical feeling of throwing the shot and discus and doing this all within a competition excites me, not so much the glory of participating on the varsity level," Backes says.

And all the money in the world can't replace that kind of satisfaction.

John Kaiser is a student assistant in the men's intercollegiate athletics office.



Sophomore Chuck Merzbacher from Findlay, Ohio, placed third in the Big Ten singles championships. His overall record is 31-17 and 11-1 in the Big Ten.

SPORTS SCORES

Baseball

In one of the most dramatic seasons ever, the baseball team rallied from near elimination to win the Big Ten Championship, gaining entrance into the NCAA Regional Tournament. The Gophers won seven of their last eight Big Ten games against Iowa and Wisconsin, tying the Hawkeyes for second place in the Big Ten's Western Division. Minnesota gained the play-off spot, however, because they had a 3-1 season record against Iowa. In the play-offs, the Gophers won all three games, 11-10 against Michigan and 8-5 and 5-3 against Ohio State. It was the second time in four years that coach John Anderson had guided the Gophers to the Big Ten Championship. Minnesota was eliminated from the NCAA playoffs when it dropped games to Oklahoma 8-3 and Oral Roberts 17-8.

Golf

The golf team ended the season in fifth place in the Big Ten Championships, just ten strokes behind second-place Purdue. Steve Barber was Minnesota's top finisher, placing tenth with a four-round score of 301. "Considering how things went this year, fifth place was a nice

finish for us," says coach Greg Harvey. "I had hoped that we would finish higher than that, but we're a young team, so we'll have to see what happens next year."

Men's Tennis

Jerry Noyce's Gopher tennis team ended the season with a second-place finish in the Big Ten Team Championships. The Gophers routed Wisconsin 5-1 and beat Indiana 5-2 before falling to Michigan 5-3 in the final. The Gophers ended the season with a 16-9 overall record and a 9-3 Big Ten mark. Individually, several Gophers had standout years, including Matt Grace and Chuck Merzbacher, who represented Minnesota in the NCAA singles and doubles championships, and Peter Kolaric, who finished second in the Big Ten singles tournament.

Men's Track and Field

The track and field team finished seventh in the Big Ten Tournament. Once again Ron Backes and Dave Morrison led the Gophers. Backes successfully defended his shot-put championship with a throw of 65'9½", while Morrison took second in the 10,000 meters and fourth in the 5,000 meters. Blaise Schweitzer was Minnesota's top performer in the steeplechase with a third-place finish.

Women's Track and Field

The women's track and field team placed sixth at the Big Ten Championships, its best showing since finishing fifth in 1977. Becky Fettig led the Gophers, winning the discus title for the second time in three years. The team's improved showing was particularly pleasing to coach Mike Lawless, who in May announced his retirement after eleven years as coach. Barb Peterson was Minnesota's most consistent performer, placing in the top six in four running events.

Softball

The Gopher women's softball team rebounded from two losses to Michigan to win its final two games and end the season with a 25-24 record, tied for fifth with Michigan State. Although the team's 24 losses were the most ever for a Gopher squad, the final record gave coach Linda Wells a string of six years with .500 or better overall records. The team set a record for most double plays with 19. Ann Flis ended the year batting .353 to lead Minnesota.

Remembering 1905 —and \$10 Tuition

By Monty Mickelson



Ask University alumnus Jennie Hiscock about her college years and the memories flow without priming or interruption. Ask about her Minneapolis girlhood, her eight trips abroad, or the two books she has written about her life, and she will gladly offer the details.

There is a great deal to tell, a lot to look back on. Jennie Isabelle Hiscock turned 104 on June 9. Although she has outlived her immediate family and at least one of her housekeepers, she is anything but a lonely shut-in. "Many wonderful friends" and writing fill her days.

When she retired from teaching and took up writing, Hiscock discovered that her memories were as vivid as ever. She passes them on in *I Remember, I and II* (royalties go to charity). Hiscock can no longer read most print, but still signs the title pages of her books with a firm, sure hand.

Hiscock graduated from the University with a teaching degree in 1905. That was before Halley's Comet's last visit, before vaccines and airplanes, before broadcast technology helped create a global village. For Hiscock, it might as well be yesterday, for she can recall her first quarter's tuition (\$10) and the names and faces of her beaux. She remembers her favorite French professor, Charles Benton, and being on a first-name basis with University President Cyrus Northrop, who was "beloved" by students and faculty.

In her second book, she describes

some of the campus routines of the early 1900s:

Cyrus Northrop was my prexy. He knew many of the students by name. Smoking was forbidden on the campus. We had chapel every Thursday morning in the library, at 11:30. There, friends met and sat together. The President usually presided. Each day a different faculty member read from the Bible.

Hiscock sang with the University Girls Glee Club and with the University Chorus, directed by Emil Oberhoffer, later a conductor of the Minneapolis Symphony Orchestra. She cheered the football team with the Rooters Club and recalls, "We always built huge bonfires back then."

Says Hiscock, "We repeated all the old yells and learned new ones. I never could forget this one:

I thought I heard my
grandfather say,
There's going to be a foot-
ball game today!
With a reebo, and a rybo,
and a reebo rybo-RUM.
It's just as plain to me as
you
That the winning team is a
Minnesota U.

With a reebo and a rybo,
and a reebo rybo
With a rat-tail, cat-tail
Chuck full of cocktail
Ta ra ra RUM!"

When Hiscock graduated, she found she could not teach in the Minneapolis school district without experience. She took a job teaching French and German in Sherburn, Minnesota, then moved east to work near family friends. After two-and-a-half years in Norwood, Massachusetts, she returned to West High School in Minneapolis, where she taught French and German from 1908 until her retirement in 1949.

Hiscock often spent summers honing her language skills and investigating new cultures. She lived in Mexico City and Paris, and traveled by car with her family throughout New England.

"I always said I taught during the golden years of teaching," Hiscock says. "There were no strikes, no schools being closed, and the students were excited about learning."

After retiring, Hiscock remained active in the Minnesota Alumni Association, attending many luncheons and functions. She also is a longtime member of the Woman's Club of Minneapolis. One evening, listening to a reading by members of the club's writers' group,



Jennie Hiscock graduated from the University in 1905 and is listed in the Gopher yearbook as a member of the YWCA, Women's League, chorus, and Girl's Glee Club. A seasoned traveler, she visited abroad many times and is pictured here with a friend in the Alps. Above left is her 1900 Minneapolis East High School graduation picture.

Hiscock became enthralled by one story.

"The woman was writing about her experiences as a young teacher, and it reminded me so much of my first year of teaching in Sherburn," says Hiscock.

Minneapolis Tribune reporter Dave Wood, at that time a volunteer editor with the group, encouraged Hiscock to write about those experiences—and all the others. Her teaching and early travel experiences are told in *I Remember—Book I*, published by Bang Printing of Brainerd, Minnesota. *Book II*, a sequel, published in 1983, recounts several of her European trips and her lifelong friendships forged in France.

Book II also reflects on family members Hiscock was especially close to: her aunt Hattie (Dr. H.S. Beebee), and her parents, Joseph Hunt Hiscock and Kate Dagget Hiscock. Jennie's only sibling, her sister Harriette, died in 1913. She was a remarkable singer and often performed duets with their mother, a concert pianist and teacher. Hiscock credits her sister with inspiring her to learn languages "because she could speak French, and I was jealous." The last of the immediate family, her father, Joseph, died in 1935, after working 30 years for the Minneapolis Furniture Co. The book Hiscock finished when she was 102 is dedicated to the remaining cousins, scattered throughout New England.

In *Book II* Hiscock also recounts her many 100th birthday celebrations, hosted by the Woman's Club, the First Congregational Church, and the alumni of East High School.

Living in the Hiscock family house just north of Dinkytown has been a source of pleasure—and surprise. Hiscock recalls letting a passing student use her phone. The woman repaid her by leaving a bag of freshly baked cookies and a note. Another time, Hiscock let a student bake a pie in her oven because the woman's house had none. She also can remember the names of men who bought the first houses on the block and the years when a forest separated her house from the campus.

"I can't read well anymore, and I am lame, but at least I have my memory," Hiscock says, in parting. "Come again and we'll have another nice chat."

Monty Mickelson is a Twin Cities freelance writer whose articles have appeared in Mpls. St. Paul and Twin Cities magazines, and in other publications.

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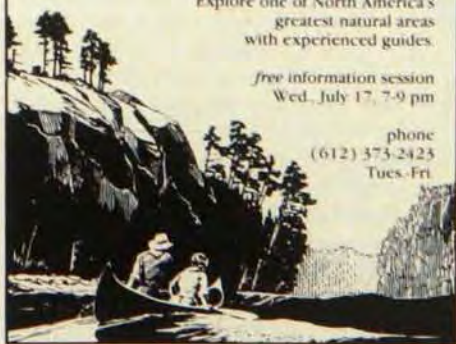
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Friendly Persuasion: A Profile of Margaret Sughrue Carlson

"I am a third-generation professional woman," says Margaret Sughrue Carlson, the new executive director of the Minnesota Alumni Association. "My great aunts were Phi Beta Kappas from the University of Kansas with master's degrees who served as interpreters in Washington embassies. My mother, Kathryn Sughrue, had a college degree and went back to work when her five children were two, three, five, six, and seven. She didn't have to go back. She chose to work and have a professional career, and it was very unusual to manage those two roles in 1950."

In what might be called the Year of the Plan at the University, inspired by President Kenneth Keller's commitment to refocus the University's mission, Carlson assumes the role of executive director of the Alumni Association with her own plans—and a carefully nurtured professionalism.

She grew up in Garden City, Kansas, and, following in her mother's footsteps, earned bachelor's and master's degrees in home economics at Kansas State University. After graduation and marriage to Cal Carlson, she moved to Minneapolis, where her mother again served as a role model. "My mother worked for the Agricultural Extension Service in Kansas for 28 years," says Carlson, "so I used that connection."

Carlson worked as an area extension agent for the Minnesota Agricultural Extension Service from 1966 to 1969, then took time off to start a family. "For the next eight years while I stayed at home raising my daughters, Julie and Elizabeth, I thought of myself as a professional volunteer," says Carlson. "I made sure that those years would be meaningful to me when I went back to work."

During that time, Carlson served as state president of the Minnesota Home Economics Association, chaired the national convention in Minneapolis, and served on a number of extension and home economics advisory committees. When she returned to work in 1977, it was as assistant to the dean of the College of Home Economics. Carlson served at the college when it was organizing its alumni constituent society and forming the Friends of the Goldstein Gallery.



Margaret Sughrue Carlson, Ph.D. '83, the new executive director of the Minnesota Alumni Association, is the former executive director of the Minnesota chapter of the Cystic Fibrosis Foundation.

"In 1979 I knew that I wanted to stay at the University, and I was advised that it would be helpful to have a Ph.D., so I looked around the University for a program that would meet the needs of a pragmatic person like me," she says.

She chose educational administration and public policy. In 1982 with her coursework completed and working on her dissertation, Carlson began to look for a job at the University, only to find the University faced with major budget cuts and retrenchment. Turning to the private arena, she became executive director of the Minnesota chapter of the Cystic Fibrosis Foundation.

"It offered an opportunity for line management in a small organization that needed a person with strong management, communication, and fund-raising skills. It perfectly met what I was looking for. I made a commitment to myself that I would stay approximately three years. I felt that I had accomplished what I set out to do—put in a good management system of bookkeeping, accounting, personnel, programming, fund-raising, and board development—so I could make my next career move. Of course, the job at the Cystic Fibrosis Foundation won't really be completed until there is a cure."

With her doctorate, experience in leading volunteer organizations, and

desire to be in the center of things at the University, a logical next step for Carlson was to serve as executive director of the Alumni Association.

"There's something exciting happening at the University today," says Carlson. "It's not one thing, but many that are coming together."

"These are good-news times with a positive agenda. We have a new president who has openly articulated his plan for academic excellence. There's a marketing thrust at the University, and we're looking at the legislature as a friend. We have a sports program to be enthused about."

"There's an all new 'U.' There's a feeling that as the University takes on a different role, you can take on a different role for the University."

Carlson's plans for the Alumni Association during this period of University enthusiasm are concentrated in four areas: polling alumni on critical issues facing the institution, promoting alumni advocacy, offering alternative ways for alumni to contribute to the University, and thanking alumni publicly for their contributions to the University.

Her first goal is to regularly survey alumni about issues facing the University, then to share the results of these polls with regents, central administration, association members, and the press—a goal that is also strongly endorsed by Penny Winton, association president.

"As critical issues such as divestiture of investments in companies doing business in South Africa face the University, alumni should be polled," says Carlson. "The students and faculty have direct access in influencing the decision-making process and it's time that the alumni voice is heard. Since alumni are spread across the United States, their collective opinions aren't easily accessed. We hope to change that."

"My second goal is to ask alumni to take an advocacy role to assist the University in its mission," says Carlson. "We'll develop a clear idea of what we want alumni to do for the University, articulate those needs, and set some parameters of when and how this can be done."

With advanced planning will come a change in the nature of the issues addressed by the association, says Carlson. "In the past we've asked alumni to help with crisis issues—bad news issues like retrenchment. We asked them

to plead with the legislature not to cut funds almost as the ax was falling. In the future we'll ask alumni to take a position on good news issues like student recruitment."

To "offer alumni an alternative way of contributing resources to the University" is Carlson's third goal.

"We've traditionally asked them to pay their membership dues and to give gifts to the Foundation," says Carlson. "But there are other ways they can help us, too—with marketing, advertising, promotion, in-kind goods and services. These can be provided through their work environment or personal expertise.

"People with resources are going to be asked to share them with many organizations. I know there are alumni in Minnesota and throughout the United States who would like an alternative way to contribute to the University. It would be important to them because they are investing their resources in something that they believe in."

Carlson's fourth goal is to publicize alumni contributions and accomplishments. "If we're going to ask alumni to help, to be advocates, to share their resources, the one payback we can give them is to spread the good news about them."

This will be one of the most pleasant goals to meet, says Carlson, because of the quality of volunteers serving the University. "I've met with the executive committee, and I was impressed with their commitment and loyalty to the University and the association. And I know that there are other talented alumni in every corner of the state who are serving the institution. They are an incredible resource, and we're going to make sure that they aren't unsung volunteers. We're going to make the public aware of their service to the University."

For Carlson, an inveterate planner/organizer, meeting goals—and creating new ones—at the University is not work, but pleasure. As executive director of the

association, her career comes full circle.

"For me to be back in education, a political environment that requires an advocacy role, brings me back to my roots again," says Carlson.

"My mother worked for 28 years in the extension service, and when she retired at 63 she ran for the state legislature. She's served there for nine years. She took a knowledge, a savvy, and an enthusiasm from her base in education and translated that into legislative work. She continues to be a forerunner of any women's liberation movement.

"I never felt I had to be an open advocate of feminism because I've always lived it," Carlson continues. "I was nurtured and thrived on exactly what the movement is about. Instead of taking an open position, I prefer that people watch what I do."

People watchers at the University might just develop eyestrain watching Carlson lead the Minnesota Alumni Association. But then, that's her plan.

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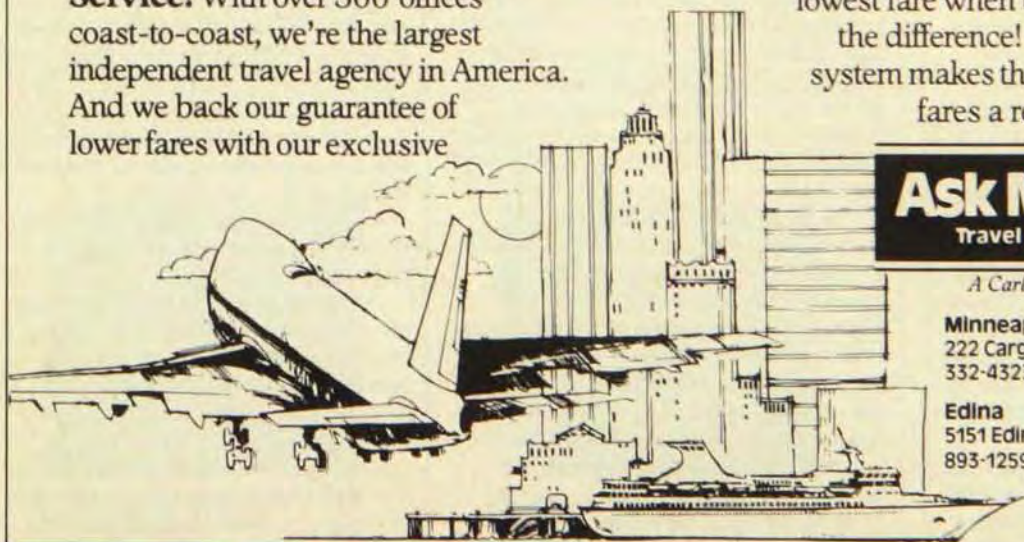
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Penny Winton

A Letter to Alumni

With guest editorial privilege, I have a chance to report to you how the Minnesota Alumni Association looks to me on the eve of my year as association president. It's a beginning for me—and I want to talk about beginnings.

First, a bit about myself. I am a late-in-life graduate of the College of Liberal Arts (1974). My father, Rufus Rand, was a regent from 1931 to 1937. I am married to Mike Winton, who has been in business in Minneapolis since 1959. We have five children and two grandchildren. Two particular areas of interest for me in recent years have been the Minneapolis YWCA and Second Harvest, a national network of food banks. I have been on the executive committee of the Alumni Association for four years.

Now I have a confession to make: I haven't been to a Gopher Football game for years—in spite of the engaging Lou Holtz. Enough about me.

I start out this year as Alumni Association president full of gratitude to Jim Day, interim executive director of the association, who filled the position vacated when Steve Roszell was appointed associate vice president for alumni relations and development. Jim doused the job and all of us with a good splash of wit and wisdom. His planning and foresight will help Margaret Sughrue Carlson settle in as the new executive director.

Here is another beginning. I welcome Margaret with great pleasure and a certain measure of awe over the kudos and huzzahs she elicits wherever she goes. Margaret will have the benefit of a tireless and competent staff who have, among other things, increased alumni membership, created an active alumni network, expanded the association's activities with current students, enhanced student recruitment, and directed the first legislative action program. All of these efforts are beginning to increase Alumni Association visibility and, I presume, the value of the association to the University that we choose to support.

This year I would like to see the most productive relationship possible established between the University and the Alumni Association. The time is right. The promising selection of Kenneth H.

Keller as University president is another beginning, and it is my impression that President Keller is well aware of the energy available in the association.

For alumni to make the impact on the University and the contributions to the University that they, through the association, are capable of, the association must be held by the University in close relationship. The association must be appropriately supported and involved in University affairs.

There is a Catch-22 here. The Alumni Association cannot be effective unless the University realizes that the association is a resource, and the University cannot be expected to realize that unless the Alumni Association demonstrates caring, concern, and action on behalf of the University.

This year, the University is beginning to consider more seriously than ever before the potential of alumni. For the first time, the administration accepted the association's offer to organize alumni to lobby the legislature on the University budget appropriation. The possibilities in this area are just emerging. The impact of alumni expressing their feelings on the appropriation to legislators has not yet been measured, but such action is potentially influential.

An extension of this advocacy role we are just beginning is a regular alumni poll on issues important to the University, conducted by polling professionals and sponsored by the Alumni Association. Poll results will be presented to the administration and regents to consider as they determine University policy. The first alumni poll—on the issue of divestiture of the University's investments in U.S. companies operating in South Africa—was conducted in June and presented to the regents at the June board meeting, where they were scheduled to decide policy regarding South Africa.

These are two ways in which the association is beginning to prove its effectiveness to the University and to give impetus to its relationship with the University. To maintain such efforts and to develop them further, the association needs more members. Alumni who have any attachment at all to their alma mater can expand it by joining the association, by volunteering time and counsel, by caring.

To expand my own outlook as an Alumni Association leader, I attended an M Club luncheon at which Lou Holtz



Penny Winton, president of the Minnesota Alumni Association, is a 1974 graduate of the College of Liberal Arts. She joined the association board of directors in 1980 and served on the executive committee as vice president in 1984-85.

was a guest speaker. (Who knows? The next step could be a game.) Holtz spoke about what he wanted to accomplish with the Gophers and described the challenge he and the team were facing. He ended by saying that anything can be accomplished with caring, feeling, and love.

Of course, he's right. That is the stuff out of which all good things are made. And it applies to the University and its Alumni Association as well. Who can better care, feel, or love the place (or bits and pieces of it) than alumni? So many of us do, and show it. Yet many of us do—and *don't* show it. It is the no-shows that the association needs to find and to engage. Out of the strength of its members, the Alumni Association will provide the greatest service to the University.

As the term of my presidency begins, the state of the association looks good to me. We have a well-organized, growing membership and a University beginning to take us seriously. And this is just a beginning.

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