

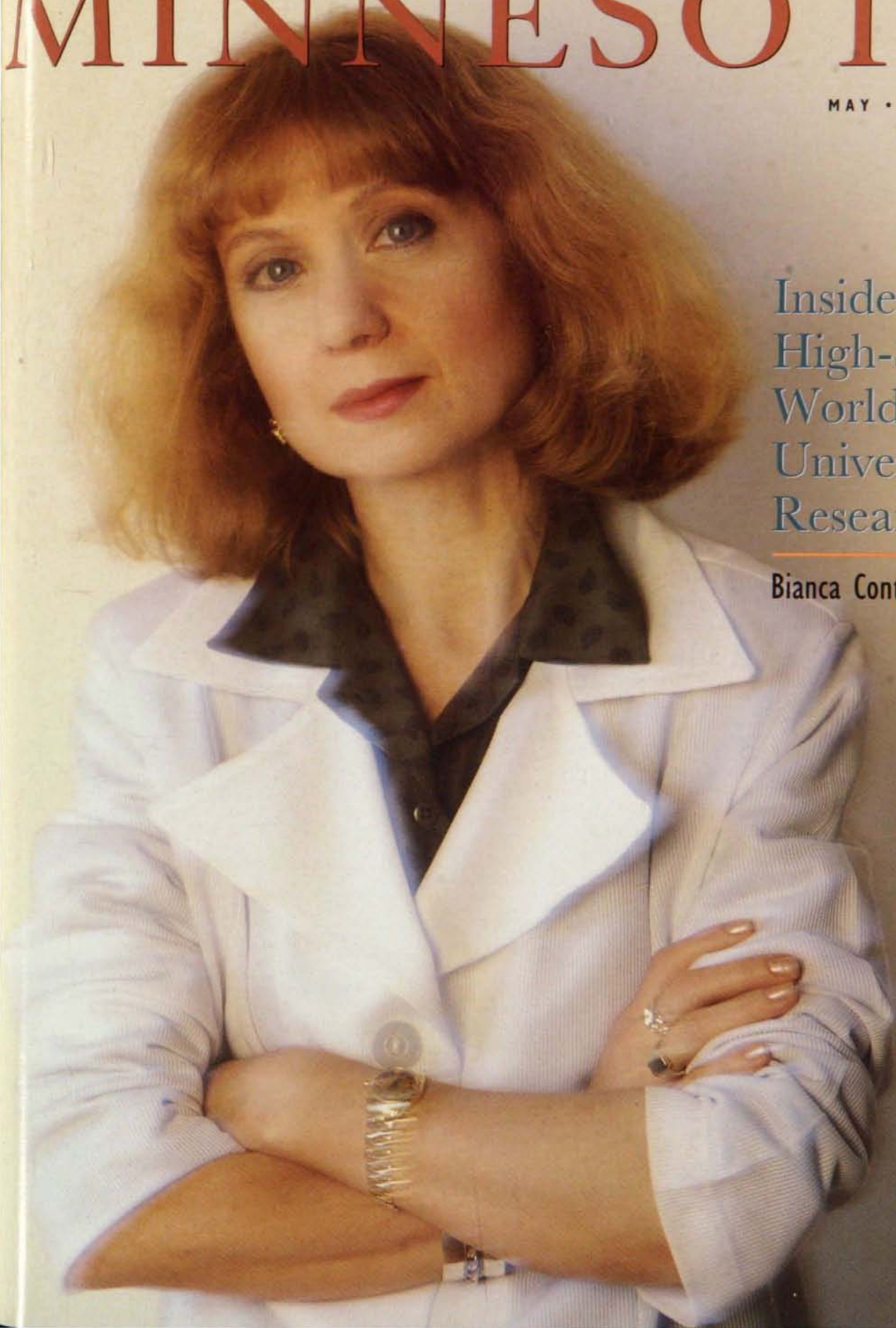
MIN 1066
THE MAGAZINE OF THE UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION

MINNESOTA

MAY • JUNE 1990

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I N F O C U S

Confessions of a Dropout

CONFESSION TIME. Raise your hand if you went to the University of Minnesota but didn't get the degree you were after. If you're songwriter Bob Dylan, *Raising Arizona* producer Ethan Coen, financier Irwin Jacobs, actress Jessica Lange, record producer Terry Lewis, *Utne Reader* editor-in-chief Eric Utne, KQ's Tom Barnard, former Supreme Court Chief Justice Warren Burger, or Boston Celtic Kevin McHale you'd better have your hand up.

Okay. Now how many of the rest of you didn't graduate in four years? How about five? Six? All right. How many of you are just plain "U of M" junkies, and just can't get enough of this place?

In this issue we examine the dropout rate and the length of time it takes students to earn degrees at the University of Minnesota and find that only 10 percent of students graduate in four years and 30 percent graduate in five years. That's the lowest rate in the Big Ten, and according to University President Nils Hasselmo, it's not acceptable.

Dropping out is a complicated issue.

For some who never got their degrees, time or money simply ran out. For others, the education was more important than the degree. Some, like Irwin Jacobs and Tom Barnard, simply weren't prepared for the "U" or for higher education. They lasted a day or until they couldn't find a parking space. Some drop out and return, some turn to other schools.

Embarrassing as it is, I have to admit that I dropped out when I got a "real

job." My three Plan B papers are typed and tucked away in the mustiest corner of my basement, along with the distant hope of getting a master's degree from the University.

I'm ambivalent about students' tenure at the University. On the one hand, times are changing. It's more expensive to go to college; scholarships are harder to come by. It's not simply expected that a person will go to college in order to (a) get a job or (b) find a spouse. There's little reason to rush into the job market. And once upon a time, people pursued an education—not a degree—and why shouldn't that be okay today? On the other hand, it's expensive and a waste of University resources to provide for students who are not here in mind and spirit or who drop out without ever having known the joy of learning. It's unfair to students who want the best education possible to have classmates who are doing the minimum required to get by.

The saddest thing revealed by the statistics is the difference one adviser, instructor, or counselor could have made to a dropout, to someone who really wanted an education but couldn't stay afloat alone. It's for these people that the issue is being studied at the University. No one who wants a University of Minnesota education should be denied one because the system failed.

I failed myself, I guess, and that's why not having my University of Minnesota master's degree will continue to embarrass me—until I get one.

—Jean Marie Hamilton

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Karin Winegar

SENIORSOMETHING

University Relations writer and editor **Maureen Smith** edits *Brief*, a weekly news bulletin for all five University campuses, and the faculty-staff edition of the University tabloid *Update*. She earned a bachelor of science degree from Mankato State in four years and a master's degree in English from the University of Illinois in one year.



Maureen Smith

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Teresa Scalzo

FACE TO FACE

Rich Ryan, a University of Minnesota senior majoring in studio arts, is *Minnesota's* student photographer. Ryan attended the University of Minnesota, Duluth, for two years, then transferred to the Twin Cities campus. He graduates this summer after five years and one quarter.



Rich Ryan

LIFE AND DEATH ON EVEREST

Ralph Bovard graduated from the University of Minnesota Medical School in 1984. In June he will move to Aspen, Colorado, to work in a clinic at Snowmass. His experience includes working as a ship's physician for the Woods Hole oceanographic research schooner and journeying to Papua New Guinea and Alaska.



Ralph Bovard

REASON TO CHEER

Brian Osberg, '73, '86, is *Minnesota's* sports columnist. He earned his undergraduate degree in four years; his master's degree in five years, while working full time. He was a first-hand observer of the Gopher basketball team's thrill of victory and agony of defeat in New Orleans.



Brian Osberg

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Vicki Stavig

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Hold On to the Memories



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Seniors something

The four-year graduate has gone the way of the slide rule at the University of Minnesota. Only 30 percent of all students graduate in five years. For 70 percent, it takes even longer

BY

MAUREEN
SMITH

STEVE PATTISON WENT through the University the traditional way, finishing in four years. Mara Teefy took twice as long, including two years when she left school to earn enough money to return and two years when she studied abroad.

Both of them are graduating in June, and both believe they made the choices that were right for them.

For Pattison, graduating in four years meant getting on with his life. When he interviewed for jobs this winter, he scored points with employers by talking about how quickly he completed his degree. "They were impressed," he says. "They think, 'He's not a screw-around kind of guy. He's committed to getting things done.'"

For Teefy, taking longer meant gaining a richer experience. A year of study in China earned her only sixteen credits and delayed her graduation, but in that year she entered deeply into the Chinese culture and witnessed historic events—she left a day after the Tiananmen Square massacre. "It's going to keep unfolding for years," she says of the experience.

Not long ago, finishing college in four years was the thing to do. These days, for a variety of reasons, only one University student in ten finishes that fast. The urban environment of the Twin Cities campus plays a part, but taking longer to graduate is a national trend. A recent study by the National Association of Independent Colleges and Universities showed that only 15 percent of students at four-year colleges graduate in four years.

It takes 180 credits to graduate from the University, or an average of fifteen credits a quarter to finish in four years. "I figured, fifteen a quarter and I'm out of here," Steve Pattison says. But the

average credit load for undergraduates on the Twin Cities campus has dropped steadily and is now down to twelve.

Why?

"The fundamental reason is that most students are working," says Paul Hesterman, an adviser in the College of Liberal Arts (CLA). Students typically work twenty hours a week. Some of those who work still carry full course loads, but the average twelve-credit load means it takes five years to graduate. And students who sample different courses while deciding on a major, or take courses beyond the required 180 credits, or take advantage of internships or study-abroad opportunities take even longer.

It's not so surprising, then, that the average time to graduate from the University is between five and six years. "There's a whole set of both good reasons and bad reasons" that students take longer than four years, says Robert Kvavik, assistant vice president for academic affairs, who recently prepared a report for the Minnesota Higher Education Coordinating Board (HECB) on how long it takes students to complete a bachelor's degree.

After six years, most students who haven't graduated are no longer enrolled. "It doesn't bother me at all that it takes students five years or six years to graduate," says Russell Hobbie, associate dean of the Institute of Technology (IT). "What I see as a problem is what happens to these missing students." The two issues—how long it takes to graduate, and how many students drop out—are separate but related.

University President Nils Hasselmo has pointed to the University's low graduation rate—10 percent in four years (the lowest in the Big Ten), 30 percent in five years—as a problem that



“I discovered that I perform better when I have a bigger load,” says Steve Pattison, who graduates this spring after four years. “The one time I took five classes was when I got a 4.0.”

needs attention and has said an improved rate will be one measure of the success of his undergraduate initiative.

A recent encouraging sign is an increase in the retention rate from the freshman to the sophomore year. A study by the Minnesota House of Rep-

resentatives showed that 84 percent of the freshmen on the Twin Cities campus in 1987 returned in the fall of 1988, a higher percentage than at any other public four-year institution in the state.

NOBODY WANTS to force all students into a four-year mold, but

administrators are seeking ways to encourage students to finish sooner than they do.

Removing barriers is part of the strategy. Closed classes can delay graduation, especially classes offered in a sequence or only once a year. Advisers have identified courses that are bottle-

necks for their students, Kvavik said in the report to HECB, and more sections of some high-demand courses have been added.

Beyond that, some people think a little persuasion wouldn't hurt. "We couldn't put students on an island and give them more freedom," says John Clausen, IT assistant dean. "We don't tell them that there are advantages in taking fifteen credits a quarter."

"Some students arrive expecting to graduate in four years, and by the end of the first day, 43 people have told them they won't," says Darwin Hendel, a research associate who has studied factors that influence how long it takes students to earn a degree.

"Students don't see any reason to graduate in four years. There's no reward to doing that," says CLA student Jennifer Wesson. "One of the things that's missing is a dialogue between the University and the student. You're not connected. You're taking classes at the University." Stronger advising is an important part of Hasselmo's undergraduate initiative.

Part of what may be missing, Kvavik suggests, is the concept of the graduating class. "Students do not identify with a class (the Class of 1993), and they learn that there is no penalty for getting out of step with a particular cohort of students."

NO SINGLE FACTOR explains why students are taking longer to graduate. The report to HECB lists these factors, some potentially controllable and others not:

- Many of the University's colleges and majors require more than 180 credits. For example, a degree in mechanical engineering requires 190 credits, a degree in agriculture 192, and a degree in architecture 244.

- Most students take more credits than are required.

- Students who graduate sooner have a higher grade point average (GPA) and fewer incompletes than those who graduate later.

- Those who take longer are more likely to have changed majors than those who finish sooner.

- Women, on the average, are more likely than men to finish in the traditional time.

A recent study
by the National
Association of
Independent Colleges
and Universities
showed that only
15 percent
of students at
four-year colleges
graduate
in four years.

- Nonminority students are more likely to finish in the traditional time than are minorities.

- Students from outside the Twin Cities area are more likely to finish in the traditional time than are students from the metro area. This finding may support the theory that the metropolitan environment is one reason students take longer to graduate. "Students will come to the University because they have jobs or family commitments in this area," says CLA adviser Paul Hesterman. "Some come with jobs—sometimes career-level jobs, sometimes what we would think of as classic student jobs."

- Those who take longer to graduate are more likely to say that employment seriously interfered with their studies.

- Those who take longer to graduate are more likely to report that unavailable courses caused them to drop out, change majors, or delay graduation.

- Those who finish in the traditional time period are more likely to be satisfied with their University experiences and to say they would choose the University again.

THE SINGLE STRONGEST predictor of graduation time is the num-

ber of credits taken beyond the number required. On the average, students take 5 to 10 percent more credits than they need.

The reasons for taking extra credits, like the reasons for graduating later, can be good, bad, or unavoidable. Some students take courses beyond the degree requirements because they want a broader educational experience. "The curricular richness of the place will hold people," Hesterman says. "Maybe they could graduate at the end of fall quarter, but they see courses coming up in winter and spring that they want to take."

"Very often students hit 180 credits without having met all the requirements for the degree," says Karen Murray, another CLA adviser. "Maybe they could have finished sooner with better planning, or maybe they planned just right for the total they had in mind but then were forced to change directions when they weren't successful in getting into the program they wanted. Many students set their sights on the Carlson School of Management, for example, but then don't get the grades they need."

"The limited-access majors are a concern for us as advisers," Hesterman says, citing not only the Carlson School of Management and IT but a growing number of liberal arts majors (journalism, English, speech communication, international relations, political science). "With increasing frequency, students will go through two years or more targeting a specific major or program and then at some point will realize that they have to make a switch," he says. "Often there's a time of re-adjustment and exploration."

Other students change their majors when they discover their real interests. "I've switched majors three times," says Heather Young, who will graduate with a degree in economics in winter 1991, one quarter less than five years after she started. "I really don't think that coming out of high school you know what you want. You need to spend time just getting your feet wet and finding out what interests you. I don't think you should be pushed into a decision sooner."

"I like learning. I like the major I've chosen," says Young, who hopes to go to graduate school and teach at the uni-



“The two years I was off, I wanted to be in school the whole time,” says Mara Teefy, who graduates this spring eight years after she started at the University. “When I came back I really wanted to be here. I felt more directed.

Sometimes time is helpful.”

versity level. “If someone had told me when I started that I’d be in economics, and I’d be taking calculus, I wouldn’t have believed it.”

Paula Zoromsky is another student who will graduate with extra credits for mostly good reasons. She plans to graduate next December after five years and a quarter at the University. As of winter quarter 1990, she had 236 credits, 36 more than the 200 required for her chemical engineering major.

Why all the extra classes? “I wanted

to try a lot of things,” she says. In her first two years, along with chemistry, physics, and calculus, she studied anthropology, photography, and psychology.

Then Zoromsky decided she wanted a minor in Spanish, even though the Spanish credits wouldn’t count toward her engineering degree. She has an application in to the Peace Corps, where she hopes to use both chemical engineering and Spanish by teaching in Paraguay or Ecuador.

Zoromsky does have one complaint. When she was in CLA Honors and undecided about her major, she says, her advisers were excellent, but her faculty adviser in IT hasn’t been much help. “He gave me five minutes, and he talked for four,” she says. “He told me I was wasting my time taking Spanish.” Zoromsky will be back for fall quarter because she is short one class she needs. “With some help, I probably could have coordinated things a little better,” she says.

But for a helpful journalism professor, more than a bit of luck, and a nagging desire to have a University of Minnesota degree, Harry Reasoner would have been just another pretty face in the annual of some of Minnesota's most-famous dropouts below.

Reasoner, of CBS's "60 Minutes" fame, attended Stanford for a year, then ran out of money. In 1940, he enrolled at the University of Minnesota, where he majored in journalism and was a drama critic for the *Minnesota Daily*. He left the University in 1942 to work at the *Minneapolis Times*, was drafted, and served in the army from 1943



to 1946. His early resume includes positions at Northwest Airlines, WCCO Radio, KEYD-TV, and return to school in

Harry's Got It

the fifties. He became a reporter-correspondent for CBS News in 1956 and an anchor at ABC-TV in 1970, and he returned to CBS in 1978.

In 1986 Reasoner — six courses short of his journalism degree — spoke at the University. He told the audience that he hadn't earned his degree, and he wanted it. The journalism faculty discussed granting him a degree, but tabled the proposal, saying they were not sure if Reasoner should receive a degree simply because he was successful in his field.

A year later, journalism professor Irving Fang, on sabbatical, saw Reasoner by chance in Kenya at the Nairobi airport. After chatting, Reasoner told Fang that he was interested in finding out what courses he needed to take in order to get his degree. When Fang returned to Minnesota, he helped work out an arrangement with the journalism department so that Reasoner could complete his missing courses by independent study.

In the spring of 1989, 49 years after he started at the University, Harry Reasoner earned five A's and one B — and his University of Minnesota degree.



Tom Barnard
KQRS DJ



Irwin Jacobs
Financier



U.S. Rep. Vin Weber
Minnesota's Sixth District



U.S. Chief Justice
Warren Burger



Dave Winfield
Outfielder
New York Yankees



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Raising Arizona
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Bob Dylan
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These Folks Don't

Some were just passing through. Some ran out of money, or ran into fame, fortune, and employment. Some earned degrees

elsewhere. Whatever their reasons, those pictured here attended the University of Minnesota but dropped out — without a degree.

THE REALITY for most students is that they have to work while they're in school. Many students work twenty hours a week, and many work more. "It's remarkable how students do as well as they do considering how many hours they work," Karen Murray says.

Advisers don't usually encourage students to take a full course load and work. University policy calls for two hours of study for every hour in the classroom, and "that's to complete the work, which in my mind translates to about a C grade," Paul Hesterman says. A fifteen-credit load is a 45-hour-a-week commitment. Add that to 20 hours of work, and the time demands may be more than students can handle. "We have a cluster of people who are saying, 'You should finish in four years and get out,'" Kvavik says. "Then we have students saying, 'I'm working and supporting a family. This is the best I can do.'"

Dwindling aid dollars have also made a difference. "It is a reality of today's higher education system that more students are forced to contribute more dollars toward their college education due to federal financial aid policies," says Barbara Becker, director of Student Academic Support Services in CLA.

In the Reagan years, the move was away from scholarships and toward loans, Kvavik says. "We have a lot of students, especially from this part of the country, who don't like to borrow money," he says. "There's a rational argument that it makes sense to borrow the money to get through quicker and get a good-paying job, but there are people who believe in the principle that if you don't have the money, you don't buy it."

Another part of the story may be that students think they need more money because a student lifestyle includes more extras than it used to. "They're telling us that they want to drive a car and have a TV and to go Florida," says IT's John Clausen.

A trend some people have noted is that parents aren't contributing as much to their children's college education. Some national data support this observation, Darwin Hendel says.

"Some students feel pressured by their parents to work to pay for their

"We have a cluster of people who are saying, 'You should finish in four years and get out.' Then we have students saying, 'I'm working and supporting a family. This is the best I can do.'"

education, even in households where the parents could afford to contribute," Paul Hesterman says. "That's rooted in the experience of parents in a time when it was more feasible to work and finish in four years. In some cases, parents are not understanding how very difficult it is to pay for an education on a part-time student job."

IN THE END, the choices are still the students'. "My parents instilled in me the virtue of four years and out, but that wasn't the main reason. I wanted to do it for myself," says Steve Pattison, the student who will graduate from the Carlson School of Management in June after just four years.

"I discovered that I perform better when I have a bigger load," he says. "The one time I took five classes was when I got a 4.0," says Pattison, whose overall grade point average of 3.65 indicates more A's than B's.

"It hasn't been that rough. I've pulled about 40 all-nighters," he says. "I tend to put things off, because I like to take in everything a class has to offer just before something's due."

Other people's reasons for taking longer to graduate weren't persuasive to Pattison. "My classmates said don't

take accounting and M-sci [management science] the same quarter. You hear that all the time—don't take these two classes in the same quarter. I never listened to that. When I have taken two tough classes together, I've found that the two have worked out together. There's something you get from each class that helps you in the other.


"I've not exactly been an introvert, either," Pattison says. "I've had my share of fun."

"If students are wanting to get out right away and they have a clear goal, great," says Mara Teefy, who will graduate with a double major in Italian and Chinese eight years after she started at the University. "There's no set formula. If students want to take advantage of opportunities, it might take a little longer."

After her first year at the University, Teefy took off two years because she "couldn't afford to go to school and pay rent as well." When she returned, she took a part-time load the next year for financial reasons. "The two years I was off, I wanted to be in school the whole time," she says. "When I came back, I really wanted to be here. I felt more directed. Sometimes time is helpful."

Teefy's double major in Italian and Chinese is another reason she took longer. "I didn't choose them because I thought this is the path to a secure future," she says. "I just have a passion for both of them." Teefy studied in Italy in 1986-87 through the International Student Exchange Program. During her year in China in 1988-89, with grant money from the Undergraduate Research Opportunities Program, she began a research project on an Italian Jesuit missionary to China.

If she hadn't added the Chinese major and gone to China, Teefy could have graduated a year and a half sooner. "I just had this inner urging to try Chinese," she says. "I thought, I'll try it for a quarter. I loved it from the start. It grew. It was by following that little urging, that nudge inside."

Even now, Teefy can think of opportunities she'd still like to take advantage of at the University. "There's so much here." But she pushes those thoughts aside. "It's time to finish," she says. 

Darwin's Theories

When it comes to the survival of the Twin Cities undergraduate, researcher Darwin Hendel is an expert

BY

TERESA
SCALZO

"The 'U of M' was so different from the small Catholic college I transferred from. It was more like a culture shock than simply a change of schools. The size is the most notable difference. I enjoyed the size only for the extra opportunities it provided. These opportunities weren't necessarily academic. For instance, something like Coffman Union isn't feasible at a small school. Also, the bookstores had greater variety than a small bookstore. However, because of the size, I was really just a number even though my classes weren't all that big. The teachers don't have time for the students. There are, of course, a few exceptions. I may not get concepts as quickly as the 'whiz kids' in a class, but I am capable of understanding them with just a little extra help. That extra help wasn't there for me. That's why my first year at the 'U' is my last. I'm going back to my small school."

"I consider my freshman year at the University a very successful one. Not only have I met my academic goals for the year, but I also achieved some personal goals. My grades can attest to the fine quality of professors and teaching assistants at the 'U.' But more important is the feeling of belonging I've gotten here. I'm very comfortable and secure in my school and am proud to say that I attend the 'U of M.' I've met many new friends here, learned, and played. I proved that I can withstand below-zero wind chills, long registration lines, and calculus, and still smile! Looking back, it's hard to remember when the 'U' was a huge, foreign place and my map was never out of my reach. In all, my year was excellent."

THESE TWO STUDENTS participated in a year-long study of new students' experiences on the Twin Cities campus, one of three major projects researcher Darwin Hendel has developed to determine how the University can better meet undergraduates' needs and expectations.

University President Nils Hasselmo has identified the undergraduate experience as a top priority for his admin-

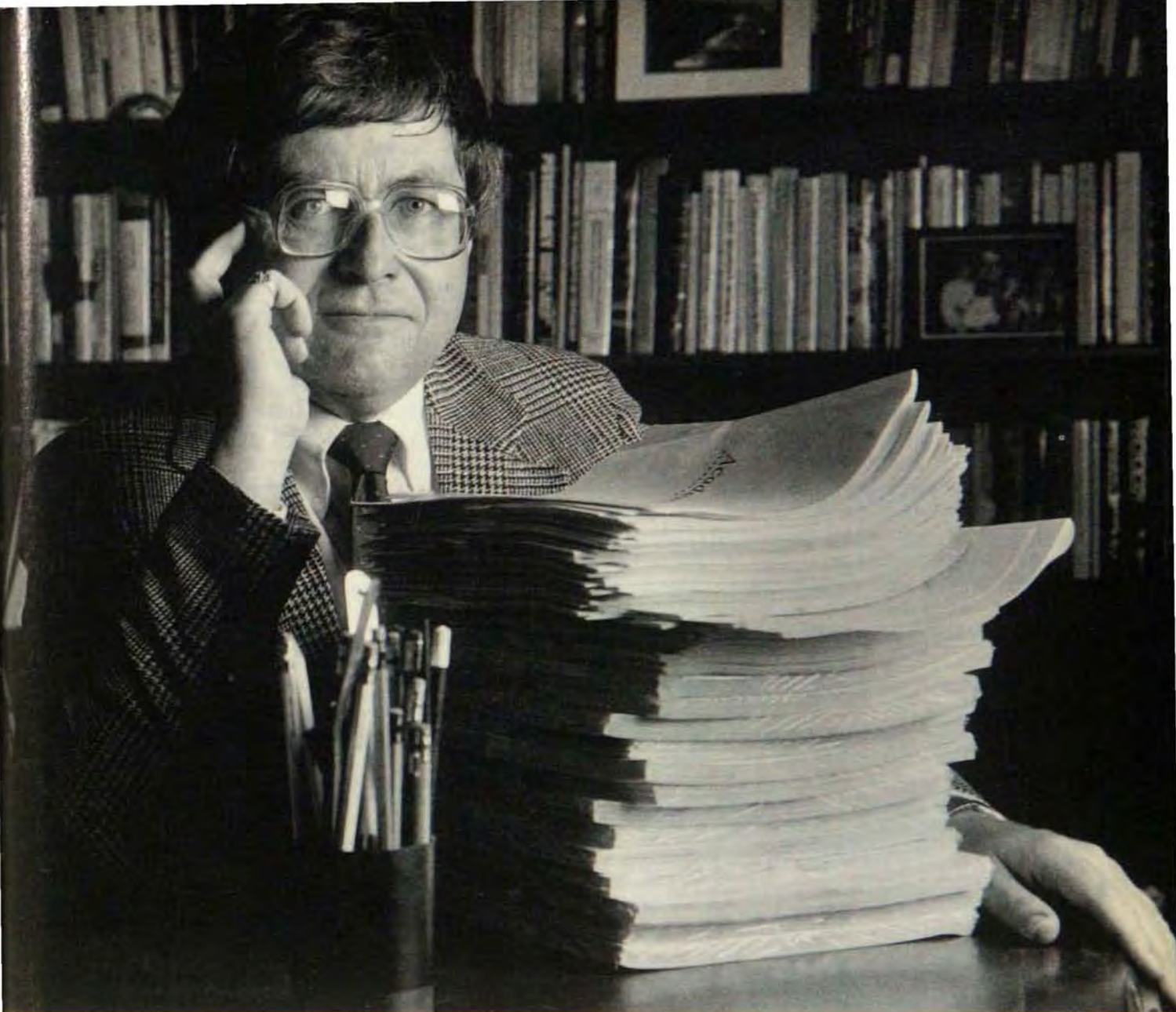
istration. To evaluate components of that experience, as varied as the students who make up the undergraduate student body, Hendel and his colleagues design and conduct several studies each year.

"My first year was a shock, coming from a community college where everything was much simpler to do because of fewer students. If I had started out at the 'U' as a freshman, I do not think I would get a college degree. It is too big with a lot of red tape. Classes fill up fast. Parking is ridiculous and teaching assistance [sic] should not be used. Professors should not have to write articles and books to keep their status. They should teach."

According to Hendel, the "Student Experiences Project" illustrated that unsuccessful Twin Cities campus students often are not able to make a significant connection to the University. "There are students who become lost in this environment, who are uncertain about what they want, who don't get the advising that they need," says Hendel.

On the flip side, Hendel's research has shown that successful students have learned to tap the University's resources. Specifically, "they participate in special learning opportunities, they get involved in campus [activities], they take the initiative to contact faculty, they are able to work well with an adviser," he says. "They put together an undergraduate experience that I think is comparable to the best experience that someone could get at another institution."

"My first year started out not as well as I had hoped. I found the 'U' to be a very large, confusing place. I felt really lost. One option that helped me adjust was joining the Greek system. Becoming a Chi Omega was an easy way to meet people, get involved with school activities, and get excited and stay motivated about school work. Right now, I'm anxious for finals to be over and summer to



Surviving and thriving at the University of Minnesota depends on making the right connection, says Darwin Hendel, research associate, adviser, and adjunct faculty member in the psychology department.

begin, but I'm so happy to be at the 'U'. I understand how the system works, I know where I am and where I want to be. The 'U of M' is a good school, and I consider it to be my home."

Hendel's own undergraduate years at a small liberal arts college in Minnesota were not unlike those of the students he now studies. He wasn't sure which major to choose, and, he says, "the institution didn't quite know how to

help me or other students make an informed choice." Though he had planned to major in mathematics, Hendel realized he was more interested in psychology.

Since earning graduate degrees from the University of Minnesota in counseling psychology, a program that emphasizes vocational and educational counseling, Hendel has worked in various positions to help the University better serve its students. Currently, he

is a research associate, an adjunct faculty member in the psychology department, and a graduate student adviser.

In one study, Hendel asked high-ability students, who were identified by high school rank and college entrance exam scores, why they chose the University and what happened after they got here. More than half wanted more personal attention from professors and advisers, but most considered the Uni-

versity a good choice for those who seek out the resources and experiences available to them.

The most important factors in high-ability students' decisions to attend the University were cost, reputation, and the high quality of programs. More than half said a close relative had graduated from the University, which underscores the importance of a positive experience in attracting several generations of students from a family. Seventy-five percent of the high-ability students work part-time to finance their education, but their work rarely complements their learning experiences. Students in the College of Agriculture and the College of Biological Sciences are most likely to have complementary jobs, while students in the College of Liberal Arts are least likely. Part-time research jobs in the sciences are more numerous than in the liberal arts, Hendel says.

Approximately one-third of the high-ability students said they had considered dropping out and not returning. More than half of the reasons they gave were personal (academic problems, lack of direction), while 40 percent of the reasons were institutional (impersonal atmosphere, costs, bureaucracy). The most common reasons for staying were "determination or resignation," "desire to have a degree," and "influence of family and friends." Most disturbing to Hendel, however, was that the University had no apparent influence in the students' decisions not to drop out. "If we know of a high-ability student who is considering dropping out, we should ask how we can make it a better place," he says.

Because most students perceive impersonality to be the biggest problem, Hendel says advisers should suggest ways for students to get connected—through student organizations, on-campus employment, or just talking with a professor after class.

The University's lack of intervention in retaining students, coupled with Hendel's findings that high-ability students frequently skip classes and that less than 40 percent consider their talents "well used," suggest to him that "we could do a better job of challenging our high-ability students."

Overall, high-ability students said the

University has been most successful in helping them "think and act independently" and least successful in helping them "write and speak clearly, correctly, and effectively."

"I learned more from the people than the books. The student protests opened my eyes to the problems of the world. With a large school, I got a better perspective of my place in the world: a tiny dot in an impressionist painting!"

In another study, Hendel and his colleague Jeanne Solberg asked minority students to evaluate their experiences at the University and at the Twin Cities campus's four learning resource centers, which serve American Indian, Asian/Pacific American, African-American, and Chicano/Latino students. Hendel and Solberg interviewed students, faculty, the directors of the resource centers, and administrators from the University's Office of Minority and Special Student Affairs before designing an eleven-page questionnaire that about 700 minority students completed. The researchers found that "the University's concerns for students of color go beyond guaranteeing access and extend to understanding how to make the college experience a positive one." Forty-seven percent of the students who responded said the University offers a mostly positive environment for minority students. More than half say they are satisfied overall with the University.

"I found the University to be very diverse. I met people from all over the world at the 'U.' I believe the wide variety of culture here helps make the 'U' a very good school. Being subjected to a wide variety of social settings is what makes the 'U' a great learning experience."

Minority students were most attracted to the University because of its wide range of majors, its "high quality," and its closeness to home, Hendel and Solberg found. Almost 60 percent said a family member influenced their decision to attend the University.

Once on campus, minority students perceived numerous obstacles to their success. American Indians cited lack of child care and "low energy levels."

Asians said poor writing skills and closed courses were obstacles, while African-Americans listed financial aid restrictions and too few faculty of color. Chicano/Latino students also cited lack of energy.

That many students are too tired to study was not surprising when the researchers considered that, like most students on the Twin Cities campus, minority students spend a significant amount of time at jobs. Thus, Hendel's next study will look at the effects of employment on students' academic success, graduation time, and satisfaction with the University. "We talk a lot about being a commuter campus, and certainly that is true," says Hendel, "but I sense the more powerful variable is what students are doing when they're not attending classes."

Other future projects include studies of why students drop out after their freshman year and how well the University develops students' abilities to think critically. A study of new-faculty experiences is also planned.

Funding for Hendel's research is varied. He has a yearly budget for small studies but must seek additional funding for larger projects. The Minnesota Legislature, the Higher Education Coordinating Board, and the University's Office of Academic Affairs will fund the study assessing students' critical thinking abilities. The University will seek a grant from the Bush Foundation to fund Hendel's project on new-faculty experiences.

"I was very impressed by the research and educational environment here. Logos and mascots don't make images, students, professors, and researchers do."

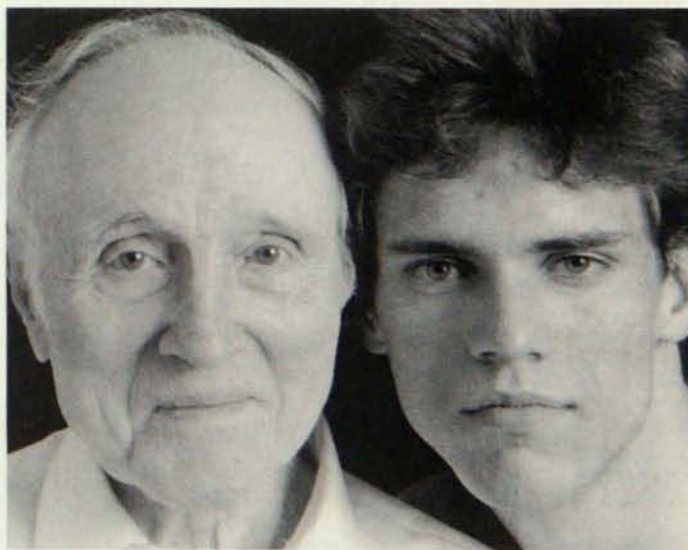
Though Hendel concedes that "high-quality education is not realized as frequently as it might be," he is optimistic because of President Hasselmo's initiative in undergraduate education. "I see now that there is institutional resolve, as well as funding for specific improvements that will affect the undergraduate experience," says Hendel. "There's a lot of quality here. [Many] students get a great value, in terms of both what they get out of their undergraduate education and how much it costs them." ◀

FACE TO FACE

Senior Project by Rich Ryan

PHOTOGRAPH FACES because I'm interested in people — who they are, the way they look, the relationships that bind them. I photograph pairs of people. When posing my subjects, I ask them simply to relax, look straight into the camera, and think about how they are feeling about life. I take the photographs straight on to eliminate body language, hair, clothing, and background, making my subjects hard to place in time and location. Diffuse three-quarter lighting makes facial features visible and unbiased. Tight framing makes the

faces larger than life but intimate. Even though the photographs reveal very little about who the people are, the subjects are not alone in a sea of white matting; instead, they are placed in context with other people who share the same social relationship. When



Rich Ryan and his grandfather, Patrick Ryan

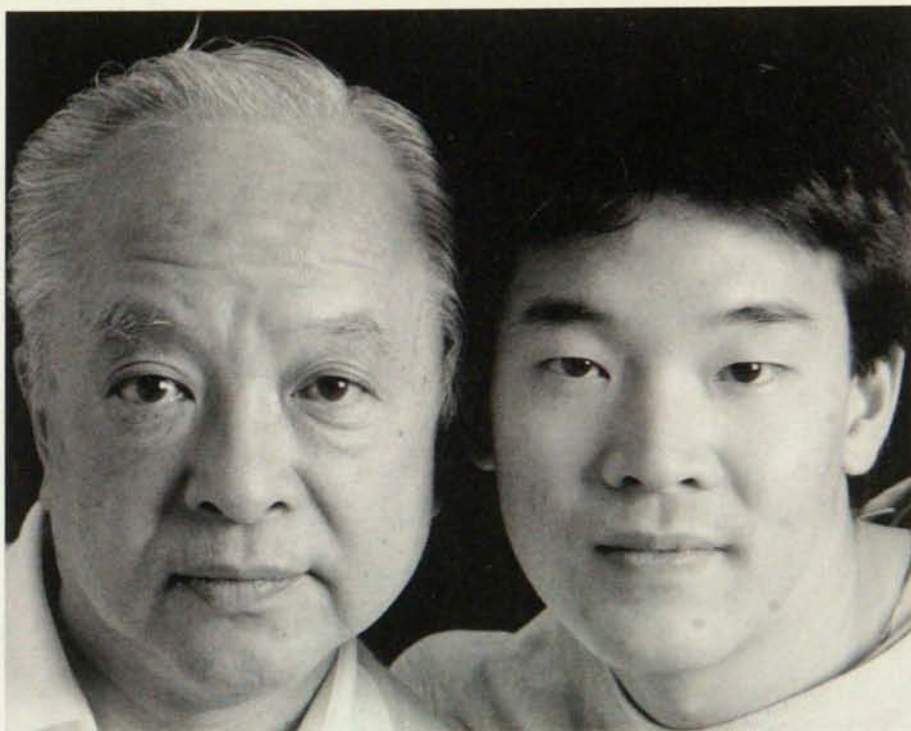
the photographs are hung together, all the faces become stronger; the pairs of faces form a consistent pattern and are easier to compare and study. I do not title my work, but there is a key that gives the viewer the choice of knowing who the subjects are and how they are connected to each other. So far, I have photographed couples, best friends, siblings, and parent and offspring.



Pat Aukema and daughter Kim



Chuck Ryan and daughter Cathy



Frank Mukai and son, Gary



David Holfstad and son Phil

IN THE CONSTELLATION OF INTERNATIONAL SCIENCE, BIANCA CONTI-TRONCONI IS A SUPERNOVA

BY KARIN WINEGAR

hER TEAM BEGINS work several hours before she arrives. Fifteen scientists—five Italian, five Chinese, five American—buzz about the beige-on-beige rooms in a corner laboratory on the University of Minnesota Twin Cities campus.

Scott Nelson is rummaging through the freezers, shifting serum bags, cow tongues and uteruses, and foil-wrapped bits of human plasma from myasthenia gravis patients.

Mi Ha Yuen is marking tiny assay bottles for antigen production.

In the four-degree chill and clutter of the cold room, Norma Ostlie is bent over a stir plate extracting nerve receptors from the electric organ of a torpedo California fish—an electric eel.

On a buzzing vortex in a niche next to caged mice, technician Xiao Dong is extracting a peptide that will be analyzed for amino-acid composition, while nearby Si-Jin Lei washes reagent into a 96-well plate used for loading peptides. The slow, tense pace of research—he's made only four useful monoclonal antibodies in a year—has begun to gnaw at him, and he wonders if, at 39, he is

too old to consider a different career.

Neurophysiologist Wei Chong Dong is weighing peptides. Neuroscientist Katia McLane, perched on a bench and wearing a Senegal sweatshirt, is poring over a chart of bioactive peptides and mapping the ability of toxins to bind to them using a gamma counter to measure radioactivity.

Others, in variations of the lab costume—lab coat, sneakers, jeans—are spread out through the warren of pipettes, beakers, racks of dusty jars with polysyllabic contents, Gary Larson cartoons, and tiny cages of



squint-eyed albino mice basted with yellow marking dye.

In late morning, a dust-colored cat—Buster Kitten—dashes through the door and parks himself languorously in a patch of sunlight. Seconds later, leather backpack slung over her brown mink coat, yellow Walkman trailing from her ears, Bianca Conti-Tronconi arrives.

Fortified against her occasional migraines with espressos from the machine the Italians have installed in the computer room, Conti-Tronconi will work well into the night. She is commander in this hunt for the elusive structure of the acetylcholine receptor, a nerve receptor that may be the key to understanding a host of diseases based on a biochemical case of mistaken identity.

In such diseases as myasthenia gravis, the immune system goes awry, mistaking receptors for enemy invaders and destroying them. That destruction causes the symptoms of autoimmune diseases—brain messages no longer get through to the muscles, which falter, atrophy, and die. The body makes related mistakes in lupus, rheumatoid arthritis, Grave's disease, and multiple sclerosis.

Conti-Tronconi compares the work to "researching a planet with moons beyond the reach of your telescope." And in this drama on the neuromolecular stage, she is among a handful of the most expert scientists in the field, a cast that includes, at the University of Minnesota College of Biological Sciences, her friend and colleague Michael Raftery.

it was awful, because he took a look at me and demanded a doctor," she recalls. "'I am a doctor,' I would say. 'No you're not, I want a doctor.' Or if he was in a coma and the family was there, they would look at me and tell me they wanted a 'real doctor.'"

Today, at 40, Conti-Tronconi is a scientist of international renown. Her tempo is prestissimo: she has written and co-authored 98 papers in fifteen years, ten currently at press, ten more nearly completed. In mid-winter, when others were toasting on the beaches, she toured Europe with a blistering schedule of talks in sixteen cities in twenty days despite a flu, which drove her, for the first time in memory, to call in another physician.

She exudes energy of such intensity that one of her colleagues describes her as "having potential for spontaneous combustion" and another as "the most complicated person I've ever known. She can be ... an armed barracuda, very goal-oriented, and yet very vulnerable." And her team members up and down the lab respect what one of them, immunologist Angelo Manfredi, calls "her absolutely amazing intelligence."

Conti-Tronconi's office is a spare, tidy room with a dozen yellow canisters marked "radioactive waste" clustered outside the door. In addition to Buster (on his way to a veterinary appointment), there are a cat clock, cat prints, a cat coffee mug. Wall-to-wall shelves are neatly stacked with yellow and white bins of papers such as "In Vitro

equally unused. She intends to recreate, but somehow a vacation eludes her. Instead, she and her staff of graduate students and postdoctoral fellows burrow into tasks among computers, protein sequencers, high-pressure liquid chromatography units, tiny sterile rooms, capacious, smelly cold rooms, and hulking freezers and centrifuges. Conversation in Italian, Chinese, and English is relieved occasionally by Beethoven, Wagner, Bach, and Bill Cosby from a boom box parked in mid-lab.

She not only advises and directs the research but makes it happen by diligent fund-raising. In the four years since she arrived in Minnesota, she has amassed an annual budget of \$400,000 in grants from the National Science Foundation (NSF), the National Institutes of Health (NIH), and other federal sources (approximately 10 percent of all requests to NIH and NSF receive funding). In addition to teaching undergraduate laboratory courses, she also runs the biochemistry seminar program that brings top guest lecturers to the department.

For the bulk of her more-than-60-hour weeks, Conti-Tronconi and her crew stalk the structure and function of the acetylcholine receptor and its role in myasthenia gravis, a degenerative disease that afflicts some 100,000 Americans, the disease that killed Greek shipping magnate Aristotle Onassis. Even Onassis's billions couldn't save him from the paralysis that crept from drooping eyelids to arms and legs, the double vision and difficulty speaking, chewing, and swallowing, and the slow death by respiratory collapse.

Given a decade or so and enough research funds, Conti-Tronconi may well put myasthenia gravis and its heartrending cousins—which strike one in 500 Americans—out of business. That depends on myriad painstaking steps going on about her, on geneticist Brenda Diethelm making auto-radiograms (photographs using radioactive elements) or checking the pH of double distilled water. Or Manfredi and Nelson preparing fetal calf receptors. "We're the only ones with the stomach for it," Nelson says.

While the team's research assistants do the prep work, the postdoctoral fel-

"I never say no to an experiment

if that experiment is good and intelligent just because I don't have the money. I say go ahead and do it, and I'll worry about finding the money."

WHEN CONTI-TRONCONI, then 24, took on her first assignment in a neurological unit in her native Milan, Italy, she used to approach each bed hoping the patient was in a coma. "If he was not in a coma,

Propagation of Acetylcholine Receptor-Specific Human T Lymphocytes with Autologous Epstein-Barr Virus-Transformed B Lymphocytes."

The closet contains unused cross-country skis and a fly fishing rod,

lows (including McLane, Diethelm, immunologist Matteo Bellone, computer modeler and cellular-molecular biologist Bob Milius, medical doctor-turned-biophysicist Toni Berazzon, and immunologist Pia Protti) are engaged in subtle tasks comparable to finding not only how many angels can dance on the head of a pin but also the shape of a grain of sand in the sole of one angel's dancing shoes.

Their territory includes an overheated, closet-sized, first-floor computer room with computers named Herman Melville, Natasha, and Livingston and a printer named Dimitri. A more spacious second-floor computer room contains three-dimensional imaging machines like those used to design cars and airplanes.

Models of the acetylcholine receptor show a creature that resembles a lower molar made of 2,500 amino acids strung in very particular sequences. When Milius calls up three-dimensional computer models of morsels of those sequences, the screen fills with eerie, brilliantly colored gumball-like clumps and chicken-wire twists of helix.

Nelson, Conti-Tronconi's longest-term team member, joined her four years ago when the labs were empty rooms filled with a jumble of junk. As receptor preparation specialist, he uses meat from slaughterhouses in Luverne, Minnesota, or Forester's meat shop in Plymouth, Minnesota. Conti-Tronconi is especially excited about his recent work, which strongly supports links between the thymus gland and myasthenia gravis. But even after four years, Nelson says he is "totally intimidated" by Conti-Tronconi, who is capable of "raining down hell upon you" if things go wrong.

In the lab, Conti-Tronconi is equally capable of charming and encouraging team members throughout a ten-to-twelve-hour day that includes answering phone calls, reviewing experiments, and dictating a letter to a European colleague ("Having slight features of the obsessive compulsive type," she only half teases into the cassette recorder, "I would prefer to know my specific schedule for those two days").

Her teaching style is similarly upbeat and brisk. When Conti-Tronconi fires



*"Cancer is something you can fight,
you have a chance. With paralysis you do not.
And with muscular dystrophy it's often kids, and the only
thing you can do for them is improve the quality of their
life for as long as it lasts."*

a sheaf of transparencies onto the lecture-room projector, no one in her undergraduate biochemistry class is sleeping—they don't dare.

Bam! Onto the projector goes a sheet covered with formulas. "This, well, as you can see it is not difficult, one step logically leads to another," she says to the attentive note takers in the darkness beyond the projector.

Victor Bloomfield, head of the biochemistry department, hired Conti-Tronconi in 1985 after a national search in which she emerged as the top candidate. At the time, she was serving alternate six-month shifts on the fac-

ulty of the state university of medicine in Milan and working as research associate in Michael Raftery's laboratory at the California Institute of Technology. Since then, Bloomfield says, she has brought a definite luster to the department.

With gold skin and hair, an accent as thick as Umbrian cheese, and dressed in handmade pink and olive knit sweater, silk trousers, and tassel loafers, Conti-Tronconi is a contrast to the mostly male academicians in faded corduroys, crewnecks, and jogging shoes who work at the University. "She's terrific," says Bloomfield. "She's a

wonderfully lively, energetic, and fun person to have around. She makes demands on us all, but they are demands for higher quality and energy that are very valuable. She gets mad when things aren't going her way, but she's got a lively, playful sense about her. She is a very competent, productive scientist—that's obvious from written stuff and reinforced in person. She is an interesting contrast to the staid Midwestern people we tend to have in our department. She moves like a rocket, she's enormously focused on being productive. She's a good speaker. And she has a very strong tendency to make sure the students get exposed to the most modern techniques and to let them be more independent than usual."

Conti-Tronconi's temperament and speed derive in no small part from a small, close family that encouraged her every endeavor. She is one of "the few true Milanese," she says—"23 generations on my mother's side. And my father's family was already there."

And the child who once considered becoming a colonel "because it sounded good" surveyed her family's traditionally slim range of careers—mostly law and medicine—and chose the latter, while her brother went into architecture.

SHE BEGAN to be interested in autoimmune disorders as a student, but became aware that research funding was more available and more equitably distributed in the United States. "In Italy, funding doesn't work at all," says Conti-Tronconi. "Even if one wants to be very charitable about the criteria and say it is done honestly, decisions are not made by professional scientists but by politicians or whatever. And there's a terrible amateurish undercurrent even among scientists. In the U.S., to be a scientist is a profession like a bricklayer or medical doctor. In Italy, it's more like a hobby. And Italian scientists have much less accountability because the money comes automatically. Here you have a continuous checkup on what you're doing."

With the largesse that is instinctive to a good manager, she gives credit to her team. "My success at raising money is they do good experiments," she says.

"There is an American expression—to get a lot of bang for your bucks. I think we have done that, for example, with our peptides. The only problem is it's like being a little girl or boy in a toy shop, we keep finding new exciting things to do.

"Three years ago, \$300,000-a-year running costs sounded terrific, but now it's not enough," she adds. "Some experiments are fantastically expensive and use \$600 to \$800 worth of reagents a day. But I never say no to an experiment if that experiment is good and intelligent just because I don't have the money. I say go ahead and do it, and I'll worry about finding the money. And this has worked well because my colleagues have done a pile of intelligent, enjoyable experiments."

Because of the solidity of that research, no institution has yet refused her funding requests. "But sometimes they required a little bit of pushing," she says, referring to an occasion when the NSF was slow to renew funds (for a proposal considered in the top 3 to 4 percent of those submitted), on the grounds that her lab was already well funded. She and Tony Potami of the University's Office of Research and Technology Transfer Administration wrote an outraged letter to the NSF, which finally capitulated.

Conti-Tronconi has said she has "no personal life." Her home number is unlisted, and a sign above the phone list at the lab warns her students not to give it out. And in a life so deeply subsumed in work, it is perhaps no accident that her personal companion is Michael Raftery, a fellow biochemistry professor whose chemistry lab now adjoins hers. She concedes that her future may include marriage but probably not children.

In summer, she likes to dine with friends and visitors on the terrace of her Minneapolis home, a white stucco neo-Italian house with dozens of large terra cotta flower pots on the wrap-around front deck and a deep backyard where she gardens passionately. "In Italy, I was a backseat gardener," she says. "I said, 'Plant 200 tulips,' and they were planted. But here, I do it myself." She does it with relish, frustrated only by Minnesota mosquitos.

At dinner parties, she sets the table

with selections from her collection of hundreds of pieces of elegant old American stemware and sits back to enjoy one of her other passions, listening to the "lively, intelligent conversation" of a few good friends. A creature of habit where dining is concerned, she eats at home or at one of a few favorite restaurants—Cocolezone, Yvette, Braxton Seafood Grill.

She maintains intense connections with her family. When her father, a financial adviser, was ill for eight months last year, she flew to Italy every six weeks. Mention of his death brings a cloud to her eyes and a catch to her voice; she says she "was inefficient for one month" then went on about her task of establishing a new lab in a new world.

"In another year or so, I will be able to take some time off. I need to do it," Conti-Tronconi concedes. "And I can see when I am forced to rest—like when I get sick—my brain gets a little free and new ideas come."

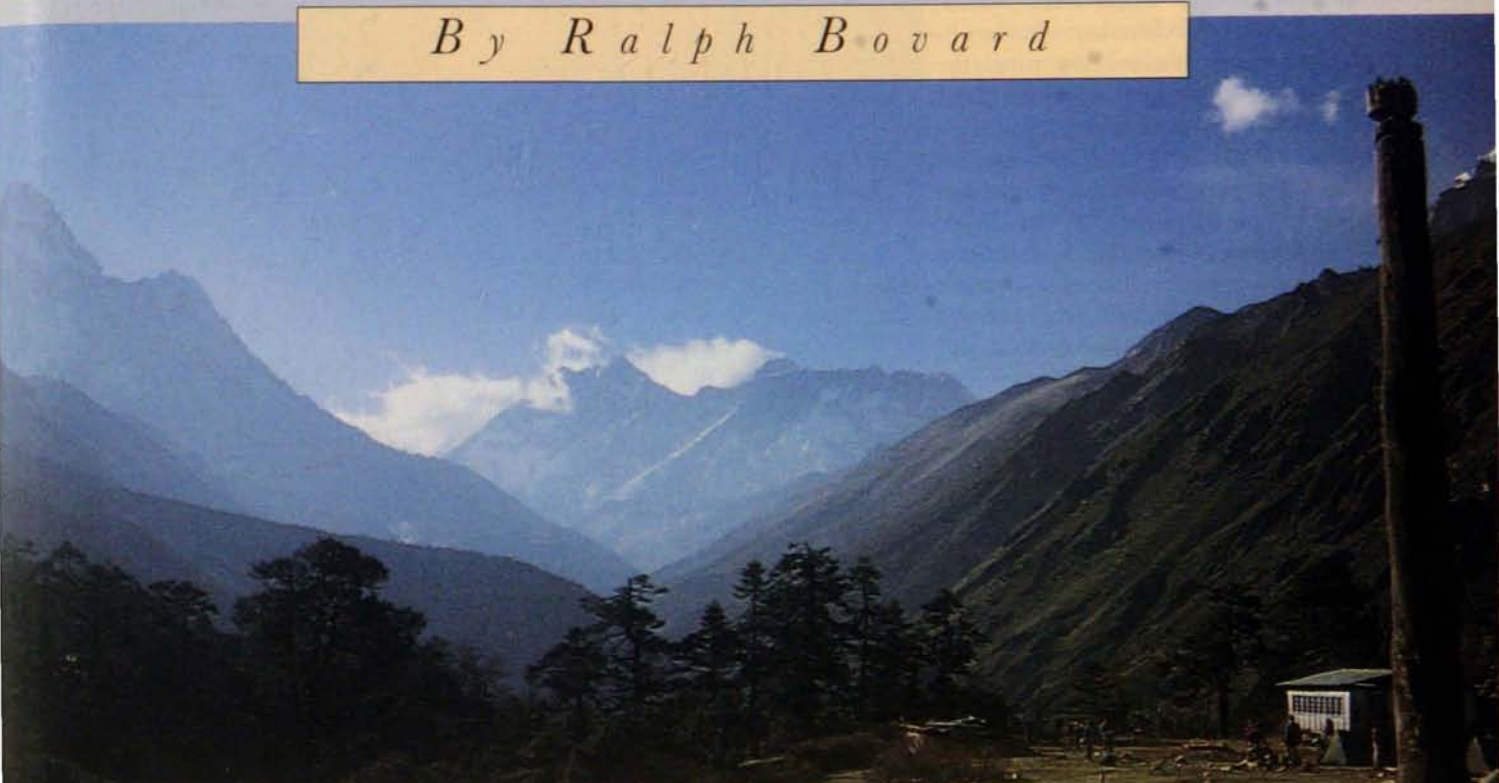
Meanwhile, "experiments are the holy thing in the lab, they come before anything else," she says. "If anyone has a problem, I will make sure I make time to help solve it, even if I'm in the middle of writing a grant because the experiments are the life and blood of the lab."

While her pursuit of acetylcholine receptors is highly abstract, it has a visceral component. "I am not scared of cancer, but I am somewhat scared by paralysis, no doubt about it," says Conti-Tronconi. "Because cancer is something that you can fight, you have a chance. With paralysis you do not. And with muscular dystrophy it's often kids, and the only thing you can do for them is improve the quality of their life for as long as it lasts. But if you let yourself get emotional about these things, you'd be constantly depressed.

"As a neurologist," she explains, "my mood oscillates between curiosity and fascination with these things and depression. If you do this kind of job, you have to get yourself thick skin. The emotions are there, but you try very hard not to let them interfere in your function. In the minds of all of us, there is the hope that we will do something to understand and to cure these kinds of diseases. But it's a hope without emotion."

Life and Death on Everest

By Ralph Bovard



A recollection of the joy of forests of rhododendron, the tragedy of an avalanche, and the comfort of friendship in the Nepalese Himalayas

In 1989 an American expedition set out to conquer Mount Everest. Instead they were humbled by its power and glory. At right is the remains of Thengboche monastery.

IN THE SPRING OF 1989 I was the physician for an American expedition to the Nepalese Himalayas. Our team was an international one. From New Zealand came Pete Hillary, son of Sir Edmund Hillary, who first climbed Everest with Sherpa guide Tenzeng Norkay in 1953. From Wales by way of Idaho, Tom Whittaker, who lost his left foot in an auto accident nine years ago and, wearing a specially made graphite-steel prosthesis, climbed to about 25,000 feet. "Life," he would say, "is not a spectator sport: you're either in the game or on the @#*%#@ sidelines." From Britain, the Burgess twins, Al and Adrian, well known in mountaineering circles. From Australia, adventurer and guide Roddy McKensie. From Sweden, Mickey Reutersward and Johann Lager. From Belgium, Nik Tetilin and Rudy Van Snick. Rounding out the group were seven Americans including me: Jeff and Kellie Rhodes, Idaho mountain guides and the only married couple on the expedition; Andy Lapkass, an American Alpine Institute guide; Glen Porzak, a Colorado lawyer and president of the American Alpine Club; and co-leaders Pete Athans of Colorado and Karen Fellerhoff of Salt Lake City with connections to the Snowbird resort.

Our team was one of six that attempted to climb Everest that spring. To make more money, the Nepalese ministry had "overpermitted," and we found ourselves sharing the Himalayas with an American team sponsored by the military and teams from Yugoslavia, France, Poland, and New Zealand. Team sponsorship, which is essential, varied in size and support. We were sponsored by Visa, Walt Disney of Italy, Helly-Hanson, North Face, Revlon, Sorel boots, and others. The New Zealand team was sponsored by Steinlager beer.

I arrived in Nepal in late March. Most of the team members had gone ahead to base camp to get acclimatized, and I met up with Pete Athans, who had remained behind to transport the last of the expedition gear via some 50 por-

ters. Stepping off the plane in Kathmandu was like slipping back into a Kipling tale of colorfully clad Hindi and Sherpa women, rattling trishaws, and jabbering craftspeople hawking their wares in dusty, dirty streets—a swirling kaleidoscope where sacred cattle roam at will. From Kathmandu, it took fourteen days to get to base camp at 18,000 feet. We traveled first to Jiri at 6,000 feet by a twelve-hour bus ride, careening around the narrow mountain roads.

The dirt trail that winds its way a hundred miles or so toward Everest in the Solu-Khumbu region was an adventure in itself. The route is worn by the tread of centuries of Nepalese villagers and porters. The country at the lower end of the Tibetan plateau is beautiful. We traveled through foothills, the red earth terraced to hold water necessary for growing rice; through forests of rhododendron trees 60 to 80 feet high, flowered in white, red, and pink; and through alpine meadows covered with azure primrose flowers.

Porters are paid about 80 rupees a day or a bit less than \$3. For that, they carry loads weighing up to 130 pounds, using only a forehead "tump line" without shoulder straps. Their loads are legendary. Huge sacks of grain and woven baskets called *dokos* full of produce or bricks are common. I saw a man carrying six full-sized mattresses in the narrow streets of Kathmandu, and I met a man at 11,000 feet, five days from his destination, carrying four eight-foot house beams. Twelve-year-old children will carry a 65-pound load for days without a sign of distress. My pack was a mere 44 pounds; one of the porters carried a double load of 128 pounds.

We dined and lodged at night in smoky inns or tea houses. We slept in our sleeping bags on wooden platforms, for 15 to 30 cents a night. Dinner was usually rice or potatoes, eaten carefully with a watchful eye for small rocks. The most common meal is *daal bhaat*, a lentil bean soup poured over white rice. Tea or *chryaa* accompanies all meals, although you may choose from black, lemon, or milk tea. Which ever, the water needs to be boiled. *Chang* is the Nepalese equivalent of home-made beer made from fermented rice

or corn.

I learned some Nepali by traveling and eating with the locals. *Namaste* is the everyday greeting, said with a nod and palms together, raised before you. Figuratively it means "good day, hello." Literally it means "I greet the god within you."

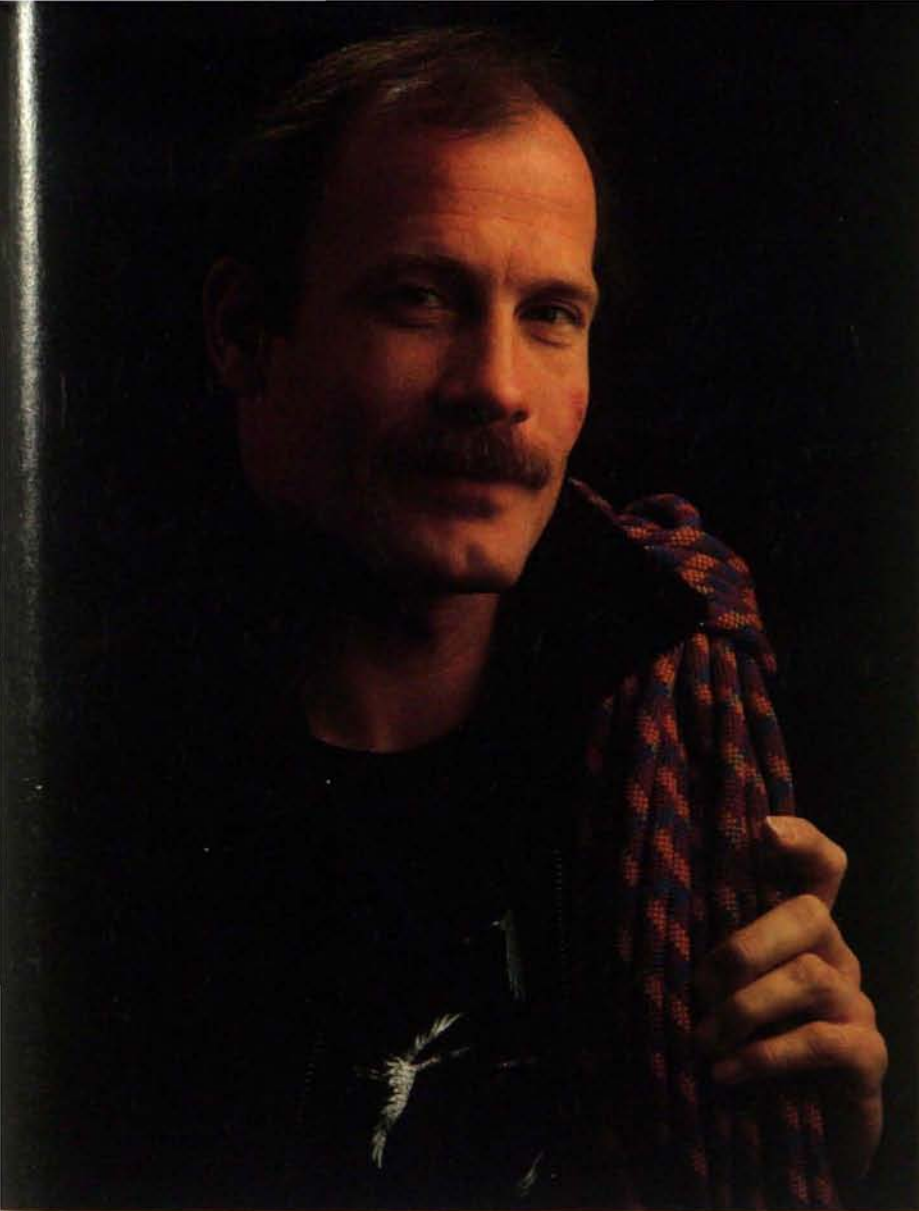
After about eight days trekking, we arrived in Namche Bazar, a mystical Tibetan-Sherpa village nestled in a natural amphitheater in the mountains at 11,300 feet. It is surrounded by several peaks as high as or higher than Mount McKinley. Above the village at 12,500 feet, the view is panoramic: in the distance is Everest, flanked by the massive Nuptse and Lhotse. Ama Dablam lay before us for the first part of the remaining four- or five-day trek to base camp, up the Dudh Koshi Gorge ("milk river") to the Khumbu glacier, which spills down between Everest and Nuptse.

At Namche much of the gear was transferred from lowland porters to yaks and naks—the shaggy male beasts and their female counterparts. From there, we traveled to Thengboche, where a beautiful Buddhist monastery had stood until last year when it burned. From Thengboche, at 12,000 feet, we again traveled upward, through rhododendron woods, past a hut where a tattered scrap of yeti scalp was displayed, though it might have been yak, nak, or bear. (The yeti is the creature more familiarly known as the abominable snowman, said to inhabit the Himalayas.) Finally we emerged in the Pherich Valley at 14,000 feet, where the Himalayan Rescue Clinic, a stone hut has been standing for the ten years since it was founded to study altitude illness and warn trekkers of its risks. Wade Henrichs and Scott Wolff, 1984 graduates of the University of Minnesota Medical School, were volunteer doctors there in the fall of 1987.

"I suffer increasingly from mountaineers' foot—reluctance to put one in front of the other."

—W. H. Tilman

ONCE TREKKERS and locals learned that I was a doctor, I had a curbside clinic at nearly every tea house I stopped at. Everyone needs



antitussives, antibiotics, pain pills, antidiarrheals. Everyone loses weight, partially due to dehydration but also because you tend to become anorexic at high altitude. You crave a lot of things but just don't seem to eat as much. I went from 192 pounds to 173.

Several trekkers die each year because they are uneducated or flippant about the very real risks of not getting enough oxygen. Nearly everyone who goes above 10,000 or 12,000 feet, and especially above 14,000 feet, develops some signs or symptoms of acute mountain sickness, particularly if they ascend at a rate greater than 1,500 feet a day.

I saw a Swiss fellow with a severely fractured ankle from a fall on the trail. A porter carried him piggyback in a basket for two days to a small airstrip, where he was flown to Kathmandu and then home. One evening I was asked to look at a New Zealander who had developed a headache during his meal, then gone outside and vomited. He was semicomatose and in early cerebral edema when I saw him, so I gave him some medication to decrease brain swelling and sixteen of us carried all 200 pounds of him strapped to a ladder for five hours down the mountain trail in the darkness. At the Himalayan Rescue Association clinic he was put in a Gamow hyperbaric bag, which simulates the altitude of about 8,000 feet, where oxygen pressure is more normal. Six hours later, the patient sat up and told a ribald New Zealand joke.

Several days later I trudged into base camp at 18,000 feet. We lived in dome tents on the glacial morain and took our meals in a large communal tent that could seat our entire crew of fifteen and doubled as a storage facility. Outside was a stone altar on which the sacred *pujo* or blessing of the expedition had been made and upon which sweet juniper branches were burned every day. Their fragrance and the tendrils of smoke rising against the backdrop of the massive crags is a heady memory.

Author Ralph Bovard, top photo, served as team physician. Tom Whittaker, who lost his leg in an auto accident, provided the inspiration. Life, he says, is not a spectator sport.



From the top of the rocks, colored prayer flags representing the elements of wind, earth, fire, and water stretched some 50 yards in the directions of the compass. This glacial basin was surrounded by six mountains all higher than McKinley: a kilometer to the north lay the Lho-la Pass. Beyond that was Tibet. If you fell off the north side of Everest, you died in China.

We worked cooperatively with the other five teams to establish the route through the Khumbu icefall. It took nineteen days and cost \$13,000. The icefall is a dangerous jumble of crevasses and house-sized slabs and blocks of ice that form as the glacier falls and is squeezed out between the massive buttressing flanks of Everest and Nuptse. Many fatalities have occurred in this area.

I climbed through the icefall one April evening under a full moon with Pete Hillary and Mickey Reutersward. The moonbeams cast an eerie slanting light on the huge, fractured geometrics of ice and snow. Going through the icefall to Camp One at 20,000 feet usually took between two and a half and four hours. Once you started, it was like Russian roulette, and you didn't want to be in there any longer than you had to.

It's physically and mentally grueling as you try to balance on ladder-bridges, wearing campons and carrying a pack. Even though you are clipped into a

"fixed line," you can plunge into the dark bowels of a crevasse that might be several hundred feet deep. I, as did most of the others, crawled on hands, knees, and belly—the Sherpas ran!—across the longest 25-foot span made of four eight-foot aluminum ladders tied together. My climbing harness kept getting hooked on the overlapped ladders so that I had to scoot and inch myself backward and was hung up three times. As I lay squirming on the twisting aluminum contraption over the bottomless crevasse, I thought of my mother. Better she didn't know.

"In my state of spiritual abstraction . . . I am nothing more than a single, narrow gasping lung, floating over the mist and the summits."

—Reinhold Messner

FOUR CAMPS were established above base camp, the highest at 26,000 feet. The climbers would spend several days shuttling loads of tents, sleeping bags, food, and propane to each camp to help acclimatize themselves before moving up the mountain. In bad weather they came back down to base camp, so there was a steady flux up and down, but the fewer times you went

Villagers from Kathmandu to Namche Bazar greeted the expedition with curiosity. Children were especially intrigued by the group.

through the icefall the better.

In general, the longer you stay at an altitude above about 17,000 feet, the more debilitated you become. Nearly all of us developed nagging—and in some cases incapacitating—respiratory infections. Virtually everyone had a hacking cough. Gastrointestinal disorders and general malaise were frequent guests.

Over 26,000 feet, our climbers all used oxygen on their summit bids. A tank weighs about twenty pounds, and each person needs two tanks, which is a substantial load at that altitude. Some argue that the added weight of the oxygen just about negates its advantage, but the fatality rate for climbers going without oxygen is much higher.

I was not on a summit team; my role was as a support member. Important enough, I guess, although it was frustrating at times. Still, I was happy to be a part of this great adventure. Content to say that I climbed *on* Everest, though not very high up it.

One of the hidden joys of an expedition is having time to sit and think, to chat and muse, to be idle and not feel guilty about it. I read twenty books, wrote more than 200 pages, and shot 30 rolls of film. I became an astronomer again. The night skies were beautifully clear, and the constellations leaped out even more clearly than when I was a boy and my father would trace their outlines from the summer dock



with a flashlight.

For our team, the expedition was a success. Adrian Burgess, Roddy McKensie, and Sherpas Lhak Penuru and Sonem made it to Everest's summit. All our members returned home safely. Yet seven climbers were killed while we were there. A Yugoslavian team member died of exhaustion. A Sherpa with the first Mexican climber to reach the summit died in a several-thousand-foot fall. Six members of the Polish expedition were caught in an avalanche just 2,000 feet above our base camp, and five were killed. It took nearly a week to rescue the lone survivor because of continued avalanche risk and heavy snows. The bodies were never recovered; they usually aren't.

The same blizzard caught several of our climbers at Camp Two at 22,000 feet for three days before they were able to struggle fifteen hours through waist- and chest-deep snow to descend to base camp. Avalanches crashed and thundered like freight trains down the surrounding peaks for three days and nights while the storm loaded the slopes with heavy, wet snow. Three of the Poles survived the initial snow slide, and I sat in a tent at base camp with their doctor and two other Poles and listened while Andre and Gannic, their leader, described the experience in rasping, broken voices as they tried to resuscitate the third, and then in Polish moaned to the doctor that their

friend, too, was dead. The anguish over that crackly hand-held radio, the terror up there, and the racking despair in the tent is etched deeply in my memory. Gannic had a broken femur and died that night in a second avalanche, perhaps in part of a broken heart. Andre was rescued five days later by the New Zealanders with special visas who got to them through the China side.

We left base camp in late May, shortly after the Polish tragedy, and just as the cloud pattern down the valley began to show signs of the impending monsoons. The sadness of the final week made me eager to return home and not reluctant to leave that barren place where so many bodies lay entombed in ice. On our return, the rhododendron forests were in full bloom and their fragrance, mingled with that of the junipers and alpine wildflowers, was rejuvenating. At night in the smoky tea houses once again, there were stories and legends about climbers of bygone eras and of friends, some also gone, of Sherpa ghosts and spirits, of yeti tales, all mingling and swirling with smoke and memories and enduring friendship.

It's hard to explain how you can leave brokenhearted but know you'll go back. But I know it.

**From base camp at 18,000 feet,
Bovard listened as two Polish team
members, trapped by an avalanche,
tried to save a colleague.**

Epilogue

WHEN I RETURNED to Minnesota, I learned that Sully—W. Albert Sullivan, associate dean for admissions at the University of Minnesota Medical School—has an inoperable brain tumor. While I was in the Himalayas he had written me of his love affair with Everest. He had read everything he could about the mountain and had even drunk a toast to Sir Edmund Hillary and Tenzeng Norkay when they made the first successful summit. "My envy titer is just up at the ceiling," he wrote, "so you will have to do this climb and put a little push along, saying that you are doing some of it for me."

I didn't get to Everest's top, but I am writing this for Sully, who has reinforced my belief that we need to live fully as he has and not put off too long those things we have long dreamt of doing. I gave a copy of his letter to Pete Hillary for his father, and Pete offered a "toast to Sully," which I hereby second.

*And when Thyself with shining Foot
shall pass*

*Among the Guests Star-Scatter'd on
The Grass,*

*And in Thy joyous Errand reach the
Spot*

*Where I made one—turn down an
empty Glass!*

—Omar Khayyam



A Reason to Cheer

The pride is back, and this team earned it

BY BRIAN OSBERG

THE GOLDEN GOPHER men's basketball program ended a story-book era losing to Georgia Tech, 93-91, in the NCAA Southeast Regional Championship, one game short of the Final Four. The past four years have been a period of contrast, with the basketball team recovering from a devastating scandal and essentially starting over. It was this year's senior class— forwards Willie Burton and Richard Coffey, center Jim Shikenjanski, and guards Connell Lewis and Melvin Newbern—who have been through it all, losing 21 straight Big Ten games in 1987 and 1988 and playing to a 23-9 record and a top-twenty national ranking this year.

Coach Clem Haskins accepted a mission impossible: rebuilding a team decimated by the incident in Madison, Wisconsin, which involved a number of players who departed soon after. There were no "blue chip" recruits, no superstars, just a team of overachievers, driven to "play hard" as blazened on their practice gym shorts. There were frequent doubts and setbacks: The team was placed on probation in 1988. Newbern came close to transferring to Toledo. Coffey and Burton were injured. But the team overcame adversity to advance further than any team in Gopher basketball history.

Entering this season, the Gophers had high expectations and were considered contenders for the Big Ten title. After an opening loss to Cincinnati University, the Gophers went on to win the balance of their nonconference games and had a convincing Big Ten debut, beating Illinois, 91-74, at Williams Arena. The Gophers then stumbled on the road with a last-second defeat to Wisconsin, 77-75, and earned

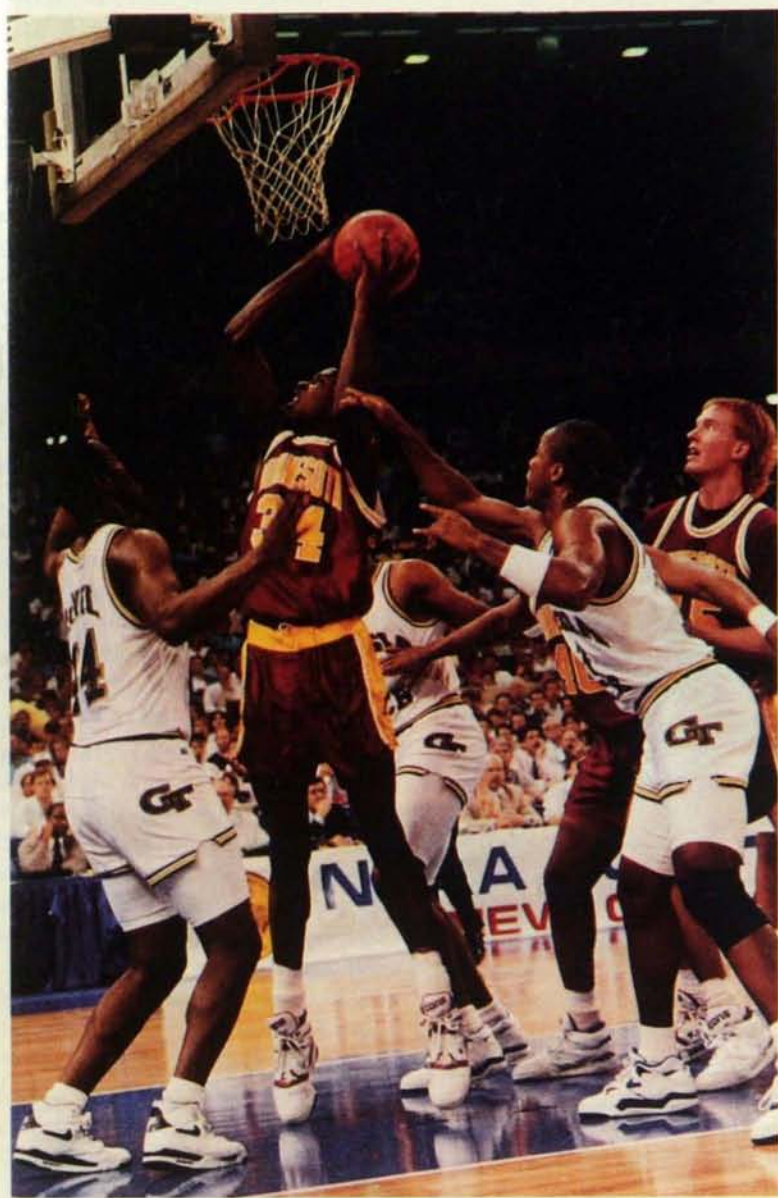


a reputation for not being able to win away from home. They turned that around during the middle of the season, winning at Iowa, 102-80, and at Indiana, 75-70, and getting back in the Big Ten race. Late-season losses at home to Michigan, 77-73, and Michigan State, 77-75, in overtime, knocked them out of contention for the Big Ten title. After a big loss at Ohio State, 93-83, the Gophers finished in fifth place in the Big Ten and entered the NCAA tournament on a low note.

At the NCAA Southeast Regional Tournament in Richmond, Virginia, the Gophers squeaked out victories over

the University of Texas, El Paso, 64-61, and Northern Iowa, 81-78. The Gophers reached the Sweet Sixteen tournament for the second consecutive year—a Gopher first—earning a trip to New Orleans.

Following the team to the "Big Easy" was a strong contingent of alumni and fans. A combination of tournament festivities and the French Quarter provided an exciting atmosphere for the Gopher debut in the Superdome. With the Gophers seeded the lowest of any team in the tournament, fans didn't have great expectations, but that didn't temper their hopes. There was a growing



Willie Burton and his teammates, at far left, celebrated their NCAA Sweet Sixteen victory over Syracuse, 82-75, in New Orleans, then lost a heartbreaking game, center, to Georgia Tech, 93-91. Fans turned out at the largest Gopher pep fest ever to say thanks for the memories — and for making University basketball history.

sense of optimism during a spirited pep rally, sponsored by the Minnesota Alumni Association, before the game against highly ranked Syracuse. The enthusiasm carried over to the Superdome, where the Gophers played their best game of the year, beating the Orangemen, 82-75.

The Gophers took on Georgia Tech with renewed confidence. This time the pregame rally was not only enthusiastic—fans were anticipating a victory. The band and cheerleaders led the crowd in Gopher fight songs and cheers, and when the band played “Minnesota, Hail to Thee,” there were more

than a few tears. The Gophers played another strong game but fell short, 93-91, missing a three-point shot at the buzzer. Fans had the sense, though, that the Gophers could play any team in the country and win.

It was a tough ending to a great story. The senior class of 1990 will be missed. They came to the “U of M” as kids, became a family, and will leave as men. As the Georgia Tech game ended, there was a feeling of emptiness and finality when the senior players walked off the court for the last time.

“It has been gratifying to watch these young men mature physically, emo-

tionally, mentally, and academically,” says Haskins. “In the beginning, it was difficult, and we suffered together. But we have grown together, and I will always be proud of the way they played and of the effort they gave.”

Five key players will be gone, but the Gophers return some strong talent in guard Kevin Lynch and forward Walter Bond, plus red-shirted freshman guard Arriel McDonald and center Ernest Nzigamasabo. The Gophers also had a good recruiting year, led by recruit Randy Carter, a 6’8” forward from Memphis, Tennessee. Under the guidance of Coach Haskins the Gophers

have developed a strong basketball program that may sustain itself for many years. But fans will be able to look back to this year's team as the one that got the program on track and earned the respect and admiration of college basketball.

Thanks for the memories.

GOPHER SKATERS FALL SHORT

The Gopher hockey team failed to reach the Final Four for the first time in five

years, though the team had another good year with a 28-16-2 record. The Gophers also made a strong run for the WCHA championship, winning twelve consecutive conference games during the middle of the season, but came up short, finishing second to the Wisconsin team that went on to win the national championship. After losing seven key players to graduation and the pros, the Gophers, who have finished in either first or second place for six consecutive years, were not expected to repeat their

remarkable feat.

The Gophers had a balanced offensive attack led by senior wing Peter Hankinson, who scored 67 points in 46 games. But they were inexperienced in goaltending and on defense with the departure of goalie Robb Stauber and four defensemen. Freshman Tom Newman became the top goalie, developing into a solid performer by the end of the year. To bolster the defense, Coach Doug Woog moved sophomore center Larry Olimb to defense, the position he played in high school. Olimb responded by becoming the leading scorer among the defensemen. The loss of senior co-captain Lance Pitlick to injuries during most of the year further weakened the defensive corps.

In the WCHA playoffs, the Gopher defending champions swept Colorado College 9-3 and 9-2 to get to the semifinals. They came from behind to defeat North Dakota, 5-4, but lost to Wisconsin, 7-1, in the championship game. The Gophers received a bid to the NCAA tournament, drawing Clarkson College in the first round at Mariucci Arena. They bounced back and played well both offensively and defensively to sweep Clarkson, 6-1 and 5-1, moving on to the quarterfinals, at Boston College. There the Gophers skated into a hot goalie, losing the first game, 4-2, despite firing 42 shots. The next night it was Newman's turn, and he stopped 29 shots on the way to a 2-1 victory. Senior Brett Strot scored the winning goal with only 51 seconds remaining. The skates fell off in the third and final game, which the Gophers lost 6-1. Boston College star David Emma scored six seconds into the game, and the Eagles never looked back. Wisconsin fared better, advancing to the Final Four and beating Colgate, 7-3, to win the national championship.

The Gophers again lose some top talent to graduation, but with another strong recruiting year they should be competitive. Gopher hockey fans who have come to expect championship-caliber play year after year will have to temper their expectations: no college program in the country can come close to what Coach Woog and the Gopher skaters have accomplished over the past five years.

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► DUST IN SPACE

INSTITUTE OF TECHNOLOGY • As you read this magazine, your body is shedding skin, hair, and clothing fibers at half a million particles per minute.

Sound disgusting? Now, imagine that you are trapped for ten days in a small, airtight room where your particles mix with those of four other people, all the particles floating around the room. The situation is a real one for astronauts, who have complained for years of eye and throat irritation from the space shuttle's dusty atmosphere.

The problem prompted NASA to ask University researchers to determine how serious the floating dust problem is. Mechanical engineering professor Ben Liu and his colleagues in the Particle Technology Laboratories have designed two pieces of equipment to collect samples and measure the levels of dust in the shuttle atmosphere. The first experiments were conducted aboard Columbia's flight in January 1989; preliminary results show dust levels are tolerable and do not threaten the health of the



Professor Ben Liu helps NASA clean up its act in outer space.

COLLEGES AND SCHOOLS DIGEST

*A compendium of news from
around the University—
research, promotions, program
developments, faculty honors*

BY TERESA SCALZO

astronauts. To verify the findings, the experiments will be repeated on a shuttle flight scheduled for August.

Liu says the particles that have been collected are fairly large and, at zero gravity, do not fall to the ground as they would on earth, thereby giving the impression of a dusty atmosphere. Further, Liu says the establishment later this decade of space stations where astronauts would spend up to three months in space may require better filtering equipment, which the Particle Technology Laboratories staff could design.

Pending that assignment from NASA, the lab will continue its research on more earthly matters, including particle levels in coal mines and computer-chip manufacturers' clean rooms.

► NEW ZEALANDER
TAKES OVER

COLLEGE OF VETERINARY MEDICINE • After serving as interim dean for eighteen months, David Thawley became dean of the College of Veterinary Medicine in January. Thawley came to Minnesota from the University of Missouri in



Dean David Thawley

1986 to chair the Department of Large Animal Clinical Sciences. As dean, he plans to "maintain [the college] in the forefront of veterinary education and research."

Thawley says the college has some of the best programs in the world, most notably in swine and poultry, and its metropolitan location means a strong advantage in the companion animal field. Nonetheless, "maintaining that quality in the face of threats against professional education... is not going to be easy," he says.

Thawley had just arrived in Minnesota when a faculty committee recommended closing the college in an effort to trim \$10 million from the University's budget.

Veterinary medicine's future is strong, Thawley says, with some starting salaries topping \$40,000 a year. "It's purely a matter of supply and demand," he says, noting that a significant number of practices are looking for veterinarians. "A year ago, one outstate practitioner was complaining that he'd been trying for two years [to hire an assistant] and that eventually he had to resort to hiring an Australian," laughs Thawley, a native of New Zealand.



► **FIBER TODAY
HELPS KEEP BULGES AWAY**

COLLEGE OF HOME ECONOMICS • A high-fiber breakfast may help people eat fewer calories throughout the day, according to two University studies.

Allen Levine, professor of food science and nutrition, and his colleagues at the Veterans Medical Center randomly assigned one of five breakfast cereals to fourteen subjects. The cereals varied in fiber content from Post Toasties at 0 grams of fiber per 100 grams of cereal to Fiber One at 39. Other cereals were Shredded Wheat at 11 grams, Bran Chex at 18, and All Bran at 35.

The group ate a 7:30 a.m. breakfast of orange juice, cereal, and milk and returned at 11:00 a.m. to the cafeteria, where they were allowed to choose freely from a lunch buffet. Overall, those who breakfasted on the high-fiber cereals ate roughly 100 fewer calories at breakfast and 50

fewer calories at lunch.

In the second study, nineteen subjects ate either Post Toasties or Fiber One. The Fiber One group ate approximately 200 fewer calories at breakfast and lunch combined, an amount Levine says could lead to substantial weight loss over time. A questionnaire completed by the subjects showed no effect on their perception of hunger, indicating that a person can consume fewer calories without feeling hungrier.

Levine says the idea is to eat food naturally high in fiber, which is also low in calories and fat. "I don't believe in having a huge muffin with 600 calories, a lot of fat, and a teaspoon of oat bran in it," he says. "You want to make fiber a part of your regular diet so that if you have a choice between eating a vegetable and a piece of cheesecake, you choose the vegetable."

► **UTAH'S CALLING**

TWIN CITIES CAMPUS • University of Utah researchers are seeking women who participated in the University of Minnesota's Menstrual and Reproductive History (MRH) research program initiated in 1934 by biostatistics professor Alan E. Treloar.

Participants kept track of their menstrual periods and completed annual medical

reports. The data confirmed Treloar's theory that menstrual cycles are not necessarily 28 days long.

Treloar and his associate, Ruth Boynton, enrolled approximately 2,300 University women students between 1934 and 1939 and an additional 1,600 between 1961 and 1963. Since then, friends and relatives of original volunteers have taken part in the study.

► **ON THE RIGHT TRACK**

INSTITUTE OF TECHNOLOGY • Believing that it's easier to train an engineer as a manager than vice versa, Institute of Technology (IT) officials have established a two-year, part-time master's program to teach managerial skills to working engineers and scientists.

The new program will be offered through the Center for the Development of Technological Leadership, which was established in 1987 with a \$2.7 million grant from the Honeywell Corporation expressly to bridge the gap between technological and management know-how.

"The emphasis is on training people who are attuned to the changing face of technology," says Yechiel Shulman, who directs the center and holds one of four Honeywell-endowed faculty positions. "Unless you have people who are trained to think in global terms, not just domestic terms, the company may lose its competitive edge in the world marketplace."

Faculty from IT, the Carlson School of Management, the College of Liberal Arts, the College of Agriculture, and the Hubert H. Humphrey Institute of Public Affairs will teach traditional management courses in communication, marketing, and accounting, as well as technology-based courses such as Strategic Technology Management, Pivotal Technologies for the 1990s, and Manufacturing for Competitive



Advantage. Questionnaires and interviews with more than 40 people from twenty corporations were used in developing the center.

The first class of about 35 students will begin in the fall of 1990. Similar programs are offered at the Massachusetts Institute of Technology, Northwestern University, and the National Technological University. Shulman says such programs are necessary if American industry is to compete in world markets. "We've got to change the way we do things," he says, "and this will be a step in the right direction."

In 1984 the project moved to the University of Utah, where it was renamed the Tremin Trust (*Tre-* for Treloar and *-min* for Minnesota). With funding from the National Institute of Environmental Health Sciences, researchers are examining links between menstrual and reproductive histories and the development of such conditions as breast cancer.

Researchers want to locate

women who participated in the MRH program for at least five years between 1934 and 1939. Participation in the follow-up study is voluntary and involves the completion of a confidential questionnaire. If you or someone you know (living or deceased) participated in the MRH program, contact Janet Root at the University of Utah, 1-800-444-8638, extension 7334.



TONY ZODROW
Hometown: Rochester, Minnesota.

Job: Works for United Parcel Service. Major: Finance.
Graduation: 1992. Years to complete degree: 5.
Plans after graduation: Go where I can get the best job.



AMY CRESS
Hometown: Janesville, Wisconsin.

Job: Undergraduate teaching assistant. Major: Mechanical engineering.
Graduation: Winter 1991.
Years to complete degree: 4.
Plans after graduation: Graduate school.



GENO PAWLAK

Hometown: Panama, the Canal Zone. Job: Tutors for Latino Learning Resource Center and the English department.
Major: Aerospace engineering.
Graduation: Winter 1991.
Years to complete degree: 4 1/2.
Plans after graduation: Travel, then graduate school.

► **THE \$19,000 (OR MORE) QUESTION**

ALL-UNIVERSITY • What question most often runs through the mind of a soon-to-be University graduate? It might be something nightmarish: "Did I fulfill all my composition requirements?" Or futuristic: "What kind of job will I find?" But most likely it has something to do with money: "How much am I going to make when I graduate?"

Minnesota recently surveyed job placement offices in the Institute of Technology (IT), College of Agriculture, College of Liberal Arts (CLA), and the Carlson School of Management to find out what graduates are making on their first jobs after graduation.

Here is a list of sample majors and average salaries from the four units. All the salaries, with the exception of those from CLA, are based on annual surveys of recent graduates. CLA does not conduct annual surveys, says Lisa Heiser, CLA career development office director, because of the high volume of graduates—more than 1,700 students each year. The most recent University CLA survey was done in 1986; other liberal arts salary data come from a national survey of graduates.

College of Liberal Arts (1986)

Graduates age 24 and under: **\$17,063**

Graduates age 24 and over: **\$18,967**

Liberal Arts Graduates Nationwide (1989)

Journalism: **\$19,595** Political science: **\$22,116**

History: **\$21,275** Psychology: **\$19,021**

Institute of Technology (1988-89)

Mechanical engineering: **\$31,008**

Aerospace engineering: **\$29,724**

Electrical engineering: **\$30,600**

College of Agriculture

Agronomy: **\$22,900** Animal science: **\$21,156**

Food science: **\$28,625**

Carlson School of Management (1988-89)

Bachelor of business: **\$22,376**

Bachelor of business (accounting): **\$24,188**

Master of business administration (M.B.A.): **\$36,979**

► **GOPHER FACT FILE**

Minority enrollment at the five campuses

winter quarter 1990

Total enrollment: 41,016

White 83.0%

Asian-American 3.4%

African-American 1.7%

Chicano/Hispanic 1.7%

American Indian 0.7%

International 5.1%

Unidentified 5.1%

Five-campus enrollment breakdown by age

Age 24 and under 60.07%

Age 25-29 18.43%

Age 30-34 9.79%

Age 35-39 4.49%

Age 40-plus 4.00%

No age reported 3.22%



VIJAYA KATRAGADDA
Hometown: Tenali, India.

Job: Summer work.
Major: Electrical engineering.
Graduation: 1992. Years to complete degree: 4.
Plans after graduation: Undecided but considering further studies.



TED MACLEOD

Hometown: River Falls, Wisconsin.
Job: Teaching assistant in General College. Major: Architecture.
Graduation: 1992. Years to complete degree: 8 (4 as an undergrad, 4 as a grad student).
Plans after graduation: Be an architect.



MARA NERVICK

Hometown: Duluth, Minnesota.
Job: Works at the Center for Biomedical Ethics.
Major: Studio arts.
Graduation: Winter 1991.
Years to complete degree: 5.
Plans after graduation: Travel.



Still Life, 1912
Marsden Hartley

► **A PLACE TO HANG ITS HARTLEYS**

TWIN CITIES CAMPUS • The University Art Museum opened in 1934, in "temporary" third-floor quarters in Northrop Auditorium. Soon it will move into a long-awaited home of its own.

Los Angeles art collector and philanthropist Frederick R. Weisman, who was born in Minneapolis and attended the University for a year in the 1930s, has given \$3 million for an art museum building. The University will match Weisman's gift and \$1 million in other donations with \$4 million from the Permanent University Fund.

An attractive location on Washington Avenue, west of Coffman Memorial Union and overlooking the Mississippi River, is expected to increase the number of browsers, stimulate student interest in art, and make the museum more prominent in the Twin Cities community.

The building itself promises to attract attention. A University committee voted unanimously for avant-garde California architect Frank Gehry, last year's winner of the prestigious Pritzker Prize, to design the museum. Lyndel King, art museum director, is confident the building will be "a work of art in its own right."

Rather than submit design proposals, architects were invited to wax philosophical with the four-member committee. Gehry's presentation dovetailed with the University's and Weisman's desire that the museum be inviting to students. Neither Weisman nor Gehry is a newcomer to the Twin Cities art community. Weisman previously gave \$1.5 million to purchase sculpture for the Minneapolis Sculpture Garden, which is home to Gehry's 22-foot glass fish.

The museum, scheduled to open in 1993, will be Gehry's second building in Minnesota. He designed a guest house in 1987 for the Orono home of Penny Winton, former Minnesota Alumni Association national president.

► **THE DAILY FILE**

The *Minnesota Daily* turned 90 on May 1. Since 1900 it has withstood two world wars, financial difficulties, lawsuits, censorship threats, presidential resignations, 103 editors, and an infamous humor issue. Through it all, the *Daily* has remained one of the top student newspapers in the country, according to the Associated College Press and the Society of Professional Journalists.

FIRST ISSUE: May 1, 1900, featuring stories on the debate team, a baseball game against St. Olaf College (we won), and a statement from University President Cyrus Northrop.

THE OLD: First editor, Sidney DeWitt Adams.

THE NEW: Current editor, Dan Eggen.

THE FEW: It took wars to put women in the editor's chair. Luella G. Pesek was the first woman editor, in 1918, followed by Marjorie Twedt Benson in 1943. A woman has held the top spot at the *Daily* twelve times throughout its history.

FAMOUS CONTRIBUTORS: Editor Harrison Salisbury, 1930-31; feature editor Arnold (Eric) Severeid, 1934-35; humorist Max Shulman and playwright Tom Heggen, 1940-42. *Ivory Tower*, the *Daily* weekly feature magazine that debuted in the 1950s and lasted almost two decades, first published writers Robert (*Zen and the Art of Motorcycle Maintenance*) Pirsig and Garrison Keillor and cartoonist Richard Guindon.

BIGGEST SCOOP: Disclosure of cost overruns in the remodeling of the University president's residence, Eastcliff, which led to President Kenneth H. Keller's resignation on March 13, 1988.

TECHNOLOGICAL CHANGES: The *Daily* staff traded in its Royal 440 typewriters for a \$350,000 Apex newsroom computer system in September 1985.

OUTRAGEOUS ACTS: *The Daily Inquirer*, a humor issue published June 4, 1979, featured a mock interview with Jesus Christ and a parody of the Jonestown massacre, content many found racist and anti-Christian. Public outcry caused the Board of Regents to make student fee support of the *Daily* optional. *Daily* editors eventually won a federal lawsuit against the regents, and mandatory fee contribution was reinstated. Today, students registered for eight or more credits pay \$3.91 per quarter for the *Daily*.

EVERYDAY REBELLIONS: Editor Harrison Salisbury was suspended from the University for one year in 1930 for smoking in the library in defiance of new nonsmoking rules.

BEFORE THE DAILY: The first issue of *ARIEL* appeared on December 1, 1877, informing the 360 students then enrolled that Professor Peck was experimenting with the telephone and that students had filled the keyholes of two campus buildings with plaster of paris during the Thanksgiving holiday.

AND PULITZER WINNERS, TOO: Former *Daily* editor Chris Ison, now a special projects reporter for the *Star Tribune*, and Lou Kilzer won a Pulitzer Prize this year for investigative reporting for "Fire in St. Paul," a two-part series about corruption in the St. Paul Fire Department. Ison was *Daily* editor in 1982-83. Former editor Harrison Salisbury won the Pulitzer Prize for international correspondence in 1955.



► **RUSSIA REVISITED**

SCHOOL OF MUSIC • On the first day of fall quarter, with only one hour to rehearse, the University's Symphonic Wind Ensemble performed for Gintas Zhalvys, vice president of the Leningrad State Conservatory. The 54-member group so impressed Zhalvys that he immediately invited them to Leningrad. "I've been spending all my time on the East Coast," Zhalvys said. "Obviously, I should have been at the University of Minnesota."

Within days, arrangements were made for the ensemble to spend four days in June as guests of the Leningrad conservatory. The logical next step was to extend the trip and include visits to conservatories in Oslo, Stockholm, and Helsinki.

The trip is the realization of a dream for music professor Frank Bencriscutto, who is celebrating his 30th year as director of University Bands. In 1969, Bencriscutto and the

Symphonic Wind Ensemble spent seven weeks touring the Soviet Union as part of a cultural exchange. At each of its 27 concerts, the band was warmly received by its Soviet audience, often playing seven encores before leaving the stage amidst thunderous applause. The grand finale was a command performance in the White House rose garden for president Richard Nixon and Soviet ambassador Anatoly Dobrynin, an event the press called an "American-Russian love-in."

After the tour, Bencriscutto corresponded with his Soviet colleagues until the 1970s when the political climate chilled and communication was severed. "I hope this time the exchanges can continue," says Bencriscutto. "All of us on the [1969] trip felt as if we could do some good internationally. Music can be wonderfully effective in bringing people together, providing you play it with the right spirit. University students have that kind of spirit."

► **A LIBRARY OF MANY COLORS**

UNIVERSITY LIBRARIES • "One of the critical issues facing libraries is attracting staff who represent the diversity of the constituencies that they serve," says University head librarian Tom Shaughnessy.

In its most recent study, the American Library Association found that minority student enrollment in library science programs had decreased by half, making qualified candidates a scarce



commodity. The Affirmative Action Internship Program was established to attract minority students to

positions in the University's library system.

One or two students each year will have a chance to

experience a variety of library services and research operations, and participate in professional associations and library and University committees. Shaughnessy realizes that this program does not address obstacles such as noncompetitive salaries that don't correspond with relatively high educational requirements. "On the other hand," he says, "never before has library work been as interesting and as important as it is now."

COLLEGE OF AGRICULTURE

'48 **Frank M. Crane** of Phoenix has been appointed by the secretary of agriculture to the United States' Trade and Development Mission to North Yemen and Egypt. Crane also was named Lambda Man of the Year by the Alpha Gamma Rho fraternity.

'87 **Saul Carliner** of Marietta, Georgia, delivered the keynote address at Technicom 89, a technical communication conference held last September in Toronto. Carliner is advisory marketing programs administrator with IBM in Atlanta.

CARLSON SCHOOL OF MANAGEMENT

'63 **LeRoy E. Martin** of Plymouth, Minnesota, has been appointed to a one-year term as a member of the Financial Accounting Standards Advisory Council. Martin is managing partner of McGladrey & Pullen.

'78 **Howard Slagter** of Minneapolis has been named a principal of Touche Ross & Company. Slagter has been with Touche Ross since 1977.

'81 **Daniel M. Zucker** of Minneapolis has become a partner in the law firm of McDermott, Will & Emery. Zucker joined the firm in 1984.

COLLEGE OF EDUCATION

'38 **Frances Cooper Thompson** of Sun City, Arizona, is a free-lance writer who was published recently in the *Daily News-Sun*, Sun City.

'63 **Judith Flinn** of St. Paul has been appointed executive assistant to the president of Carleton College. Flinn served previously as Carleton's coordinator of special events in the Office of College Relations.

'65 **Anne Bosanko Green** of St. Paul has written *One Woman's War: Letters Home from the Women's Army Corps, 1944-46*. The book, a compilation of Green's weekly letters to her family, was published by the Minnesota Historical Society Press.

'65 **Dale F. Icenogle** of Riverside, California, has retired as assistant professor in technical careers, military programs from Southern Illinois University at Carbondale.

GRADUATE SCHOOL

'65 **Robert E. Carlson** of Milwaukee has been elected to the board of trustees of Northwestern Mutual Life Insurance Company. Carlson is executive vice president of Northwestern.

'80 **Jeffrey Stitt** of Minneapolis has joined McCracken Brooks Communications as a research director. Stitt was previously an account executive and research director at Peterson-Morris MacLachlan Advertising in Minneapolis.

'82 **Rodney K. Johari** of Minneapolis has been appointed to Metropolitan State University's faculty as an assistant professor in the business and public administration center. Johari was previously tax services manager for IDS Financial Services.

'84 **Karen Gulliver** of New Brighton, Minnesota, has been appointed to Metropolitan State University's faculty as an assistant professor in the business and public administration center. Gulliver taught previously at the College of St. Catherine.

'85 **Francisco Jose Sanchez** of Minneapolis has been named an instructor in Spanish at Carleton College. He is a Ph.D. candidate at the University of Minnesota.

'85 **Corinne Johnson** of Davenport, Iowa, has joined the faculty at St. Ambrose University as an assistant professor of theater. Johnson taught previously in the speech and theater department at the University of Oregon, where she is a Ph.D. candidate.

'85 **Barbara J. Keinath** of Circle Pines, Minnesota, has been appointed to Metropolitan State University's faculty as an assistant professor in the business and public administration center. Keinath taught previously at St. Mary's College Graduate Center.

'86 **Endesha Ida Mae Holland** of Buffalo, New York, is a playwright and an associate professor of American studies at the State University of New York. Holland's play *From the Mississippi Delta* had its British premiere last fall at London's Young Vic theater.

'87 **Carol Ryan** of St. Paul has been named president of the National Academic Advising Association in Houston. Ryan has been a member of the advising faculty at Metropolitan State University since 1985.

'87 **Suzanne M. Sharrock** of St. Paul has been named assistant professor of mathematics and computer science at Carleton College. Sharrock has taught previously at Gustavus Adolphus College, the University of Minnesota, and Macalester College.

'87 **Shannon Christmann** of Afton, Minnesota, has joined Campbell-Mithun-Esty as a research account executive. Christmann was previously a

market research senior analyst with the Pillsbury Company.

'87 **Debra Harless** of New Hope, Minnesota, has been named codirector of the Academic Enrichment and Support Center and instructor of psychology at Bethel College and Seminary in St. Paul.

'88 **Nancy Kastler** of St. Paul has joined Angeion Corporation as manager of vascular graft development. Kastler was previously a senior engineer for Baxter Health Care in Minneapolis.

INSTITUTE OF TECHNOLOGY

'34 **William R. Sears** of Tucson, Arizona, has been awarded the ASME Medal, one of the highest awards given by the American Society of Mechanical Engineers. Sears is professor emeritus of aerospace and mechanical engineering at the University of Arizona.

'55 **Erland Persson** of Golden Valley, Minnesota, has been elected a fellow of the Institute of Electrical and Electronics Engineers.

'57 **Raymond Counsell** of Ann Arbor, Michigan, has been awarded a University of Minnesota Outstanding Achievement Award. Counsell, who has been a member of both the College of Pharmacy and Medical School faculties at the University of Michigan since 1964, was honored for his work in the field of radio diagnostics.

'72 **Richard Vensas** of Anoka, Minnesota, has been named department manager for the Chicago office of HDR Engineering. Vensas is a vice president with the company.

'77 **Donald M. Heath** of Washington, D.C., has been named vice president of data marketing for MCI Communications Corporation. Heath was previously president and chief operating officer of Xtrasoft.

'85 **Joel Sandberg** of Chicago has joined CWM Chemical Services as environmental compliance engineer.

'85 **James M. Whisler** of Edina, Minnesota, has been named an associate of the Society of Actuaries. Whisler is an actuarial assistant with Northwestern National Life Insurance Company in Minneapolis.

MEDICAL SCHOOL

'51 **John Middlebrook** of Edina, Minnesota, has joined the department of internal medicine at the Group Health Spring Lake Park Medical Center.

ter. Middlebrook had been in private practice in Minneapolis since 1957.

'56 **W. Albert Sullivan** of St. Paul was honored when Mayor George Latimer proclaimed August 10, 1989, to be Dr. W. Albert Sullivan Day. Sullivan has been a member of the University's surgery department since 1956 and Medical School associate dean of student affairs since 1973.

'65 **Richard A. Oas** of Rolling Hills, California, has been named a fellow of the American College of Radiology.

'68 **Peter Menge** of Minnetonka, Minnesota, has joined Group Health's department of internal medicine at Como Medical Center. Menge practiced previously with Bloomington-Lake Clinic in Minneapolis.

'72 **Lance Peterson** of Minneapolis has received a research grant from Hoffmann-La Roche to investigate the molecular biology of resistant microorganisms. Peterson is chief of the microbiology laboratory section of the department of laboratory medicine at the Veterans Medical Center in Minneapolis.

'84 **Jeanne Wittrock** of Chanhassen, Minnesota, has joined the department of family practice at the Group Health Apple Valley Health Clinic. Wittrock was previously in private practice.

'86 **Linda Bergum** of Minneapolis has joined the department of family practice at the Group Health Uptown Medical Center.

DEATHS

Bill Ames, '62, Seattle, July 6, 1989. Ames, a former director of the University of Washington (UW) School of Communications, began his journalism career working on newspapers in Iowa, South Dakota, and Washington before joining the UW faculty in 1957 as a journalism-history professor. An active member of the Democratic party and union supporter, Ames was "never content to let things sit," says one colleague. "He was always trying to get the pot to boil over."

Alma Hukee Despot, '26, Medina, Washington, November 26, 1989. Despot, a high school mathematics teacher for 30 years, began her career in Minnesota. Seeking a change, Despot sent her application to schools in Hawaii and Alaska, eventually relocating in Anchorage. After she moved to Washington, her former students paid her expenses to Anchorage to attend their high school reunion.

John Joseph Flynn, Jr., '49, Silver Spring, Mary-

land, November 22, 1989. Flynn, a former U.S. Senate assistant to Hubert Humphrey, was a partner in the Washington office of the Minneapolis law firm O'Connor & Hannan. Flynn joined Humphrey's staff in 1955 as counsel to the U.S. Senate Small Business Committee and later that year he became Humphrey's legal counsel. Flynn worked on Adlai Stevenson's presidential campaign in 1956 and did advance work for Humphrey in his vice presidential campaign in 1964 and his presidential campaign in 1968. Flynn opened the Washington office of O'Connor & Hannan in 1962 and worked there until his death.

Doran L. Isackson, '60, Storden, Minnesota, September 28, 1989. A former state senator, Isackson represented District 28 in southwestern Minnesota from 1982 to 1986. As senator, he served on committees for agriculture and natural resources, public utilities and state-regulated industries, veterans affairs, and general legislation. Colleagues credit Isackson, a crop farmer, for his sensitivity and concern during the agriculture crisis of the 1980s.

James Lindsay, '70, Shoreview, Minnesota, October 31, 1989. Lindsay was business and personnel manager of Technology and Information Educational Services (TIES), a Roseville-based computer firm he helped found in 1971. For many years, Lindsay was a math instructor at the College of St. Thomas and helped establish the school's computer science department.

Bryan E. Smith, '25, Fairport, New York, August 30, 1989. Smith began his career with Liberty Mutual Fire Insurance Company as a salesperson in 1926, eventually becoming the company's chair in 1966. Smith received the University's Outstanding Achievement Award in 1962.

George Wallin, '48, Minnetonka, Minnesota, January 3, 1990. Wallin was administrative vice president for Paine Webber investment firm. Prior to joining Paine Webber in 1961 as manager of its Minneapolis office, Wallin worked for Arthur Young & Co. in Chicago. Wallin sang bass for many years with the Minneapolis Commodores and was a member of the Zuhrah Shrine Temple.



Midewiwin Press announces

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by LEONARD G. WILSON, Professor of
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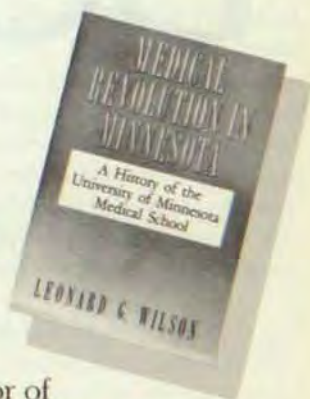
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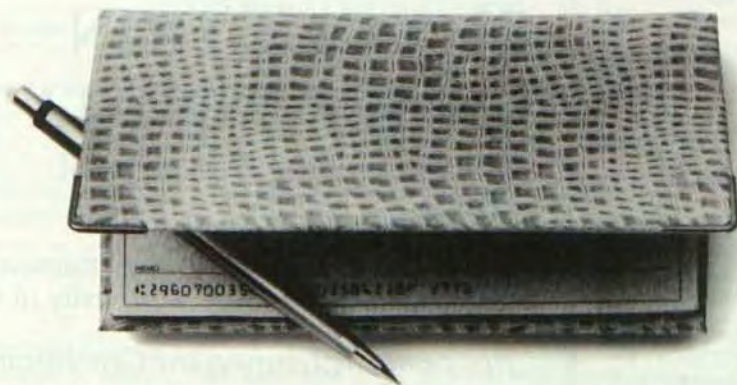
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THE UNIVERSITY OF MINNESOTA
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PHOTOGRAPHED BY RICH RYAN

THE REGENTS voted 9-2 in April to endorse a **uniform undergraduate tuition rate**, instead of the eighteen different rates currently in effect. The plan will mean bigger tuition increases for students in some colleges, such as the College of Liberal Arts, and smaller increases for other students. Officials plan to phase in the single tuition rate over a three-year period.

Kenneth H. Keller, former University president and a tenured professor of chemical engineering, returned to the Twin Cities campus for spring quarter and met briefly with reporters before teaching his first class.

The **Gopher men's basketball team** fell one basket short of going to the NCAA Final Four. In Sweet Sixteen play, the Gophers beat Syracuse but then lost 93-91 to Georgia Tech. The team, coached by **Clem Haskins**, advanced further than any team in Gopher basketball history.

Support is growing for an alternative plan for **athletic facilities** on the Twin Cities campus. The plan calls for upgrading Williams Arena and building a new hockey arena across Fourth Street. The total cost would be \$35 million or less, said Gus Donhowe, vice president for finance. Two points to emphasize, he said, are that the University is rehabilitating or replacing facilities, and that no tax dollars will be spent.

Saving Williams Arena ("the Wrigley Field of college basketball") is favored by season-ticket holders, Donhowe said. The bad news is that people would be just as crowded as ever; the good news is that 16,000 people can be closer to the basketball floor than in any other arena in the country, which is good for the home team. The life of the building would be extended 30 years.

March 8 the national board of directors of the **Minnesota Alumni Association** unanimously approved a resolution urging the University to keep sports facilities on campus. The resolution urged the on-campus facilities plan to

take into account practice and performance facilities for men's intercollegiate sports, women's intercollegiate sports, physical education classes, and intramural sports and recreation.

Protecting freedom of speech and dealing with real and perceived expressions of bigotry is a challenge, University President Nils Hasselmo said in a letter to the University community in late February. Controversy was stirred by a February 2 speech on campus by Kwame Ture (formerly Stokely Carmichael), sponsored by the Africana Student Cultural Center. Local Jewish leaders said Ture's attack on Zionism was anti-Semitic.

Racial incidents on the Twin Cities campus in winter 1990 included harassment of two African-American women by three fraternity men and hate mail addressed to Asian faculty members in computer science.

C. Eugene Allen, acting vice president for agriculture, forestry, and home economics, has been appointed to the permanent position, pending approval by the regents. Allen has demonstrated his commitment to the welfare of the entire University and has already made significant contributions as acting vice president, President Hasselmo said.

Ed Frederick, founding chancellor of the Waseca campus, has resigned effective July 1 because of differences of opinion with faculty and staff over management and communication styles.

Keith McFarland, former dean of the College of Home Economics and former acting dean of General College, was named deputy chancellor with full authority for running the campus until the search for a new chancellor is completed.

University researchers were issued **41 patents** in 1989, up from 27 in 1988. For the fourth consecutive year, the University remained among the top ten U.S. universities in patenting activity, placing seventh in 1989, down from fourth in 1988. ◀

MAY

8TH

Minnesota Alumni Association National Board Meeting, 11:00 a.m. registration, 11:30 a.m. luncheon meeting, Holiday Inn Metrodome, Minneapolis.

Minnesota Alumni Association Annual Meeting, featuring CBS White House correspondent Lesley Stahl, 5:30 p.m., Bierman Field Athletic Building, Twin Cities campus.

15TH

Medical Technology Annual Meeting and Reunion for the classes of 1940 and 1965, 5:30 p.m., Woman's Club, Minneapolis.

Washington, D.C., Alumni Chapter Spring Meeting. For more information, contact Beverley Driscoll at 612-624-2323.

17TH

Minnesota Alumni Association Executive Committee Meeting, 7:30 a.m., Alumni Club, 50th floor IDS Center, Minneapolis.

Biological Sciences Alumni Society Board Meeting, 5:30 p.m., 260 Biological Sciences Center, Twin Cities campus.

17TH-18TH

College of Liberal Arts Five-Plus-Year Class Reunion. For more information, call 612-625-4324.

20TH

Agriculture Alumni Society Annual Meeting and Picnic, 1:00 to 5:00 p.m., University Landscape Arboretum, Chanhassen. For more information, contact Susan Lee at 612-624-2323.

Annual Golden Pops Concert and Picnic, 1:00 p.m., Northrop Mall. Preview of the Symphonic Wind Ensemble's international concert tour, 3:15 p.m., Northrop Auditorium, Twin Cities campus.

22ND

Annual Institute of Technology Alumni Society Dean's Reception and Student Recognition Program, 6:00 p.m., Radisson University Hotel, Minneapolis.

23RD

Management Alumni Society Networking Night, 5:00 p.m., Holiday Inn, Town Square, St. Paul. Free admission. For more information, contact Jeanne Katz at 612-625-1556.

24TH

Home Economics Alumni Society Board Meeting, 5:30 p.m., McNeal Hall, Twin Cities campus.



The Grand Kabuki Theatre makes its Minnesota debut at 8:00 p.m. June 26 at Northrop Auditorium on the Twin Cities campus. For ticket information, call 612-624-2343.

29TH-31ST

"The Raven," 8:00 p.m. May 29, 5:30 p.m. May 30 and 31, Rarig Center, Twin Cities campus.

JUNE

1ST

Medical School Alumni Society Reunion and Dinner: Classes of 1940, 1950, 1960, 1965, 1970, and 1980, 5:00 p.m., Radisson University Hotel, Minneapolis.

2ND

Medical School Alumni Society Board Meeting and Continuing Education Program, Radisson University Hotel, Minneapolis. For more information, call 612-625-1440.

5TH

Nursing Alumni Society Board Meeting, 5:15 p.m., 6-194 Health Sciences Unit F, Twin Cities campus.

Band Alumni Society Executive Council Meeting, 7:00 p.m., 280 Ferguson Hall, Twin Cities campus.

18TH

Public Health Alumni Society Board Meeting, 4:30 p.m., A-301 Mayo Building, Twin Cities campus.

26TH

"Moonstone," adapted by former University of Minnesota theater department student Barbara Field and directed by former student Jeff Steitzer, University Centennial Showboat, Mississippi River, Twin Cities campus. For ticket information, call 612-625-4001.

26TH-27TH

The Grand Kabuki Theatre Minnesota Debut, featuring Migawari Zazen and Marukami, 8:00 p.m., Northrop Auditorium, Twin Cities campus. For ticket information, call 612-624-2343.

27TH

Management Alumni Society Networking Night, 5:00 p.m., Radisson South Hotel, Bloomington. For more information, contact Jeanne Katz at 612-625-1556.

Alumni Club Revisited

BY VICKI STAVIG

The University of Minnesota Alumni Club threw open its doors March 5 for its second grand reopening in six years. About 500 members celebrated the end of a six-week hiatus during which the club, now operated under a new lease, was refurbished.

With background music provided by a string quartet, guests sampled the creative cuisine of new chef Ernst Konrad—sushi, shrimp, oysters, clams, baby rack of lamb, a variety of hors d'oeuvres and pastries—served with champagne and international coffees. They also toured the newly decorated banquet rooms and lounge, which now feature artwork from the University Art Museum, giving the facility what Karen Riggs, the club's membership and marketing director, terms a "mini-gallery look."

Founded in September 1963, the Alumni Club has undergone a number of changes over the years—always with the goal of providing members with an inviting place to gather, enjoy a fine meal, conduct business, and celebrate special events. Ed Haislet, then executive director of the Minnesota Alumni Association (MAA), suggested a club in 1954, but it wasn't until 1961 that a group was appointed to pursue the idea. Committee members Richard Fitzgerald, Janet Widseth, Earl Sanford, William Mersky, and Virgil J. P. Lundquist helped Haislet assess interest, determine financing, and find a location.

The club opened in the Sheraton Ritz Hotel on Nicollet Mall in downtown Minneapolis and operated there for eight years. Space limitations forced it to close in 1971, and the search for a new location began. Three years later the club reopened on the 50th floor of the IDS Center, then downtown Min-



The Alumni Club team, from left, clockwise: Adel Boutros, Martin Lawrence, John Mercier, and Ernst Konrad of Windows on Minnesota; Mark Norgaard, lease committee; Tom Clairmont, BCED; Steve Carlson, Council of Governors; Margaret Carlson, MAA executive director; and Pamela Nichols, Council of Governors.

neapolis's most exciting commercial project. After remodeling in late 1984, the Alumni Club became a private club for members and friends for lunch and for banquets and in the evening operated as the Orion Room and was open to the public.

When the second IDS Center lease expired last December, a committee headed by Mark Norgaard tackled negotiations. Norgaard, a 1973 graduate of South Dakota State University, had offered financial advice in the past and had an impressive negotiation record. Faced with the task of working out a new lease, Margaret Carlson, MAA executive director, called on him again.

Norgaard, a principal in Norgaard,

Nelson, and Dunham, a real estate and management consulting firm, was joined by four other volunteers: John Mooty, past MAA national president and principal of Gray, Plant, Mooty, Mooty and Bennett; Tom Maetzold, president of Maetzold and Associates; Pam Nichols, director of human resources at ADC Telecommunications; and Don Abel, manager of Inverness Club in Toledo, Ohio.

The volunteer committee first determined that the Alumni Club is still an important downtown presence for both the University and the MAA, then set about evaluating space and food services. (Omni International, which had provided food services for many years, decided not to extend its

contract.) A buyer's market for downtown space enabled the committee to negotiate an eighteen-month lease at the IDS location—which it had settled on as its first choice—at substantial savings over the previous lease.

"We are greatly indebted to Mark Norgaard and the other members of the lease committee," says Carlson. "They combined their professional expertise with their personal dedication to the University and the alumni association, and the result was a power-packed negotiation team—and a very good lease."

Under the new arrangements, Hilton International, which manages the Marquette Hotel in the IDS Center, has taken charge of food and beverage operations

for the Alumni Club and for Windows on Minnesota, a dining room that is open to the public in the evening. Chef Konrad, who has been with Hilton International for fourteen years, created a menu for the club that features items such as turkey salad served in a coconut, duck and shrimp stir fry, sea scallops with red and black bean salad, and grilled chicken with Oriental pasta salad. And, says Riggs, "We have the best hamburger in the world."

The 50th-floor dining room, lounge,

and banquet facilities are now under the direction of Adel Boutros, who came to Minneapolis from Windows on the World in the New York City World Trade Center. And Hilton International is offering more than its management expertise: Alumni Club members get a 10 percent discount for dinner and Sunday brunch, a 50 percent discount on banquet room rental, and a special rate for Hilton's Executive Business Service around the world.

Riggs is planning a variety of events

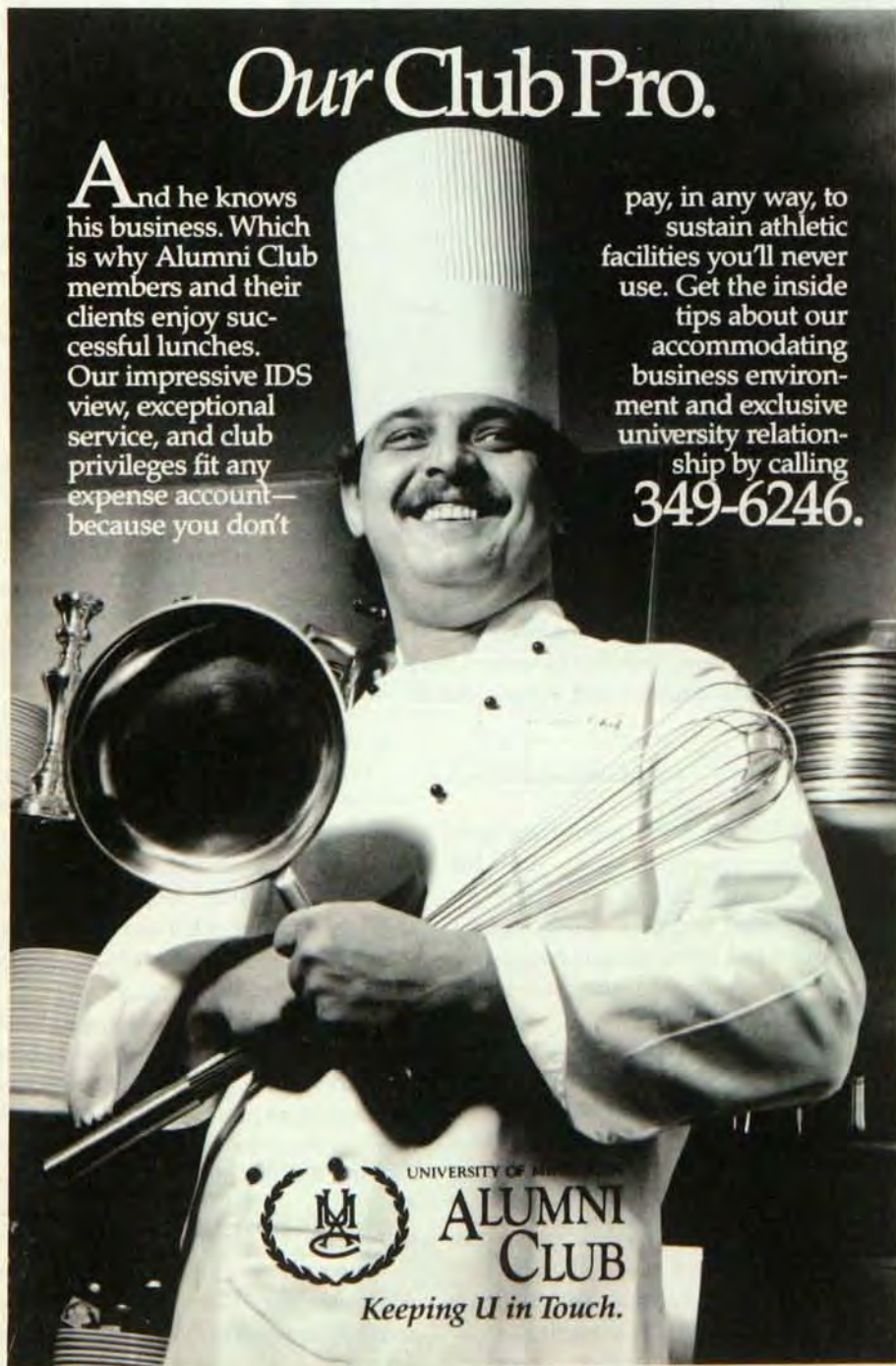
for Alumni Club members, including cooking classes with Konrad. Rave reviews for last fall's Gopher football buffets ensured that they will be held again this year. "John Bell Wilson—a Gopher basketball manager in the 1960s and now a Gopher hockey announcer—emceed the buffets," says Riggs. "He interviewed past Gopher greats, including Pug Lund, Ed Widseth, Carl Eller, Milt Sunde, Jeff Wright, Billy Bye, Clayton Tonnemaker, Stav Canakes, Ezell Jones, Darrel Bunge, Rick Seitz, and George and Paul Faust."

The Alumni Club has 1,800 members; 1,100 of them live within the seven-county metropolitan area. When the Tower Club, also located on the 50th floor of the IDS Center, closed in December,

Our Club Pro.

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pay, in any way, to sustain athletic facilities you'll never use. Get the inside tips about our accommodating business environment and exclusive university relationship by calling **349-6246.**



many of its members joined the Alumni Club, Riggs says. Membership is open to University of Minnesota graduates, former students with at least fifteen credits of class work, University faculty and administrators, and friends who did not attend the University.

Riggs recently received a particularly memorable note from a happy member: "A comment on one of our membership renewals said, 'Thank you for the club. I closed a \$1 million deal over lunch there.'"

Talk about a power lunch. ▶

For information about Alumni Club membership, call Karen Riggs at 612-349-6246.

NOMINATIONS SOUGHT

The Minnesota Alumni Association will accept nominations June 1-15 for several awards: 1989-90 Volunteer of the Year, Outstanding Friend, Outstanding Alumni Chapter, Outstanding Alumni Society, and Programs Extraordinaire. For nomination forms, contact Cheryl Jones at 612-624-2323.

BERNETA LYNN MORRIS, '78, received the first University Women Alumni Society Outstanding Alumnae Award in March for her work as a residential instructor at Courage Center in Golden Valley, Minnesota. As a driving instructor, she helps the center's handicapped residents develop mobility, independence, confidence, and pride. Morris, whose degree is in physical education, was injured in a pedestrian-automobile accident in 1983. After eighteen months spent recovering, she accepted a position at Courage Center in 1985. "It's the best thing that has ever happened to me," she says. "I'm very proud of what I do here. I really love it. I found a home here."

Morris works with stroke victims, quadriplegics, and others with physical handicaps. Because Courage Center has one of the few driving programs for the handicapped in the country, Morris teaches throughout the Midwest and spends one day a week at Courage St. Croix in Stillwater, Minnesota.

"I'll never get rich doing this," she says, "but the payoff is when someone passes the road test, smiles at me, and says, 'I couldn't have done it without you.'" In 1989, Morris received Courage Center's Employee Recognition Award for Outstanding Service.

VOLBERDING HONORED

Paul Volberding, '75 M.D., recently received the 1989 American Medical Association Education and Research Fund Award for Health Education. He was cited for his work in AIDS research, treatment, and public education. Volberding is director of the AIDS program at San Francisco General Hospital, where he is chief of medical oncology, and associate professor and director of AIDS research at the University of California, San Francisco, School of Medicine. A leader in developing model AIDS treatment systems since 1981, he is also known



Courage Center driving instructor Berneta Lynn Morris, left, received the University Women Alumni Society Outstanding Alumnae Award. At right is Fernando Johnson.

for his clinical research on Kaposi's sarcoma.

MORTUARY SCHOLARSHIPS AWARDED

Dale J. Bachmeier and Catherine M. Syr, fourth-year mortuary science students, were awarded \$500 scholarships at the Mortuary Science Alumni Society Scholarship Award Luncheon March 1 at the Campus Club. Funds for the scholarships are raised through a silent auction held each May in conjunction with the Minnesota Funeral Directors Association state meeting. The scholarships are awarded to students who have done well scholastically and who are seen as leaders or potential leaders by their peers and the faculty.

CHANGING TIMES

Look for new opportunities, keep your networks fresh, and have your resumes updated. That was the message speakers sent at the Carlson School of Management Alumni Council March 15 seminar titled "Your Career in a Rapidly Changing Corporate World." About 110 people attended the event, which was cosponsored by the Insti-

tute of Technology Alumni Society and featured four speakers: Barbara Nemecek, a Carlson School of Management faculty member; David Magy, vice president of Career Dynamics; Jan Windmeier, Carlson School of Management placement director; and Herb Harmison, director of placement activities at Iowa State. Gone, they said, are the days when employees thought they would stay with a company until they retired—in part because of buy-outs, mergers, and consolidation.

GLENN ELECTED PRESIDENT

Joe Glenn, '57, was elected president of the 400-member Veterinary Medicine Alumni Society at its annual meeting in February. Glenn has a practice in Mound, Minnesota.

SCHMIDT GIVES \$25,000

Mertle Schmidt of Denver, widow of the late John Edward Schmidt, '35, recently gave the University of Minnesota School of Dentistry \$25,000 to endow the John Edward Schmidt Scholarship Fund. Schmidt died in a hunting accident six months after he graduated from the University.

Keep Sports on Campus

IF THERE'S ONE THING that's amazed me during my time with the Minnesota Alumni Association (MAA), particularly as I end a rewarding year as national president, it is just how thoroughly issues affecting the University are examined and debated throughout this state.

Whether it's regent appointments, Eastcliff, Commitment to Focus, or selection of a president, Minnesotans obviously care deeply about the University, and that concern is reflected in the seriousness with which they examine key issues shaping the "U."

Even now we're confronted by a debate that's making headlines: whether the University should rebuild or remodel its athletic facilities on campus or move basketball and hockey off campus to an existing Twin Cities arena. Personally, I still get chills driving past Memorial Stadium, so that gives you some idea where I stand on the subject. And if the collective view of the national board of directors of the MAA, which represents more than 300,000 alumni, holds sway, the University will continue to provide on-campus facilities where students and student athletes can pursue their athletic interests and dreams.

The national board of directors on March 8 unanimously approved a resolution urging the University to keep sports on campus. If you disagree with that recommendation, I'd like to review for you the rationale behind it. And if you agree, here's more food for thought the next time Gopher sports facilities are discussed.

For starters, the MAA board believes basic fairness is at stake. Only by replacing or renovating existing facilities on campus can the University ensure that the needs of all students and programs are met—including those of men and women, revenue and non-

revenue sports, intercollegiate and intramural sports, physical education classes, and recreation programs and activities.

There are economic factors as well. Dollars generated by so-called revenue-producing sports help fund a host of men's programs as well as defray the cost of maintaining on-campus facilities. Moving hockey and basketball off campus would only divert those revenues to rent payments, money lost to the University and its constituents.

Granted, when funding is scarce for even the most essential classroom and laboratory space, it would be imprudent to spend substantial tax dollars on athletic facilities. For that reason, the University is weighing options for funding building or remodeling efforts through private donations and revenue bond sales, an approach the MAA applauds.

There are also academics to consider. Today's "big-time" colleges have been criticized for overemphasizing athletics, and all too often that judgment has been warranted. Fortunately, the University has taken steps to reassert a proper balance between books and basketballs. Keeping sports on campus is another way of encouraging students to spend more time on education and less time and effort going to and from practices and games.

Finally, having athletics on campus makes a statement that sporting events



Steven Goldstein is vice president and general manager of WCCO Radio.

are an integral element of a rich, diverse university community, and that participation in sports can be a valuable component in a well-rounded education.

Some will argue that the Twin Cities have run amuck with arenas, and that the University is beholden to help fill the excess capacity. But the MAA board believes strongly that the interests of a public university and its students are far dif-

ferent from—and therefore best kept apart from—any private business or professional sports franchise.

Maybe Gus Donhowe, the University's senior vice president for finance, put it best: "It seems every pro sports franchise in town either has come from someplace else, has gone someplace else, or is threatening to do so. But the team that's never moved, will never move, is the Gophers.

"We aren't seeking a public dime for this project, and I don't think anyone has the right to lecture the University about bailing out off-campus arenas that have nothing to do with the interests of our students."

Whatever the outcome of this athletic facilities debate, I think I speak for all MAA members in saluting the University of Minnesota for once again encouraging free and open discussion on an important issue. And let me also take this time to thank you for the honor of serving as your national president.

By Steven Goldstein

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The Daily Connection

AT A RECENT ALUMNI gathering, someone asked me my most creative wish for the Twin Cities campus of the University of Minnesota. Caught off guard, I gave a whimsical answer: "Skyways, rapid-service underground trains, abundant parking, and free lunches." After the laughter subsided, I replied more seriously: My wish would be for every student to be assured top-flight professors, high-quality counseling, an opportunity for an internship or a mentor, and excellent career placement.

While the alumni association isn't in the wish-fulfillment business, it is in a unique position when it comes to providing mentors. The Journalism Alumni Society mentoring program, which began in 1983 with thirteen mentor-student matches, is one of the most successful and longest running on campus. This year 75 Twin Cities professionals are mentors.

At the society's mentoring reception at Eastcliff April 5, I talked to Stacy Nelson, a senior journalism major from Marine on St. Croix, and her mentor, Eric Ringham, commentary editor at the *Star Tribune*, and asked them about the program.

Stacy told me that Eric had a profound effect on her education: "At my first meeting with Eric, I told him that I had quit my job at the *Daily* because I wanted to concentrate on my coursework. He said that it was up to me, but that I should seriously consider rejoining the student newspaper staff." Eric said that being a *Daily* staffer was one of the most valuable aspects of his college education. "The next week I checked, and there was an opening for minority reporter, and I took it," said Stacy.

Eric, who says he "took a long-term view" of his education, attended the University from 1973 through 1979.

After serving in a variety of positions at the *Minnesota Daily*, he was editor-in-chief in 1977-78.

There was no formal journalism mentoring program while he was at the University, but three instructors had a strong influence on Eric's education and career. Max Nichols, a sports columnist at the *Minneapolis Star*, taught reporting and got Eric his first job as a news assistant at the *Star*.

Catherine Watson, editor of the *Minneapolis Tribune* picture magazine, taught publication editing and was instrumental in getting Eric a part-time job at the *Tribune*. Joe McQuade, the slot man (final copy editor) at the *Tribune*, also taught publication editing and was Eric's first boss at the *Tribune*.

Remembering the assistance and advice that he received in college, Eric was receptive when Dan Wascoe, a fellow staffer at the *Star Tribune* and Journalism Alumni Society past president, asked him to join the mentor program a few years ago.

Eric learned from experience that it is best to set a time and place for meetings that can't be usurped easily, so he and Stacy met on Saturday afternoons at coffeehouses in Dinkytown or Uptown Minneapolis. Eric's one-year-old daughter sometimes sat in on their meetings, and one week Eric's wife, Beth Gauper, a copywriter and editor for the *Pioneer Press*, joined them. Even though the setting was informal and



Margaret Sughrue Carlson is executive director of the alumni association.

relaxed, "we took the meetings seriously and talked for more time than either of us really had," Eric says.

Meetings were a blend of show and tell, practical tips, professional insights, and gossip. "Eric reviewed [articles] that I had written, answered my questions, told me what jobs to look for after graduation, and gave me his techniques for interviewing and taking notes. He has his own unique short-

hand, but he has to translate it within a day or he forgets what it means," said Stacy.

"It was almost like he was teaching me, but we were on the same level. He bolstered my confidence.

"I think that we bonded so quickly because we enjoyed some of the same professors, particularly Ted Glasser. And we both survived the pain and joy of a college newsroom. When I told him about my day-to-day problems and complaints, he put them into perspective. He helped me realize that what goes on here also goes on in most other organizations. My job at the *Minnesota Daily* took on an even more important meaning to my education and future career."

Skyways and free lunches may not be in the offing, but it looks like the Journalism Alumni Society mentoring program has made at least one of my wishes come true.

After talking to Eric and Stacy, I'm sure of it.

By Margaret Sughrue Carlson

Why you should care about two 1900-year-old trials.

While most people know of Jesus' Roman trial and his sentence to crucifixion by Pilate, few know of his two earlier trials in the Jewish courts which found him not guilty.

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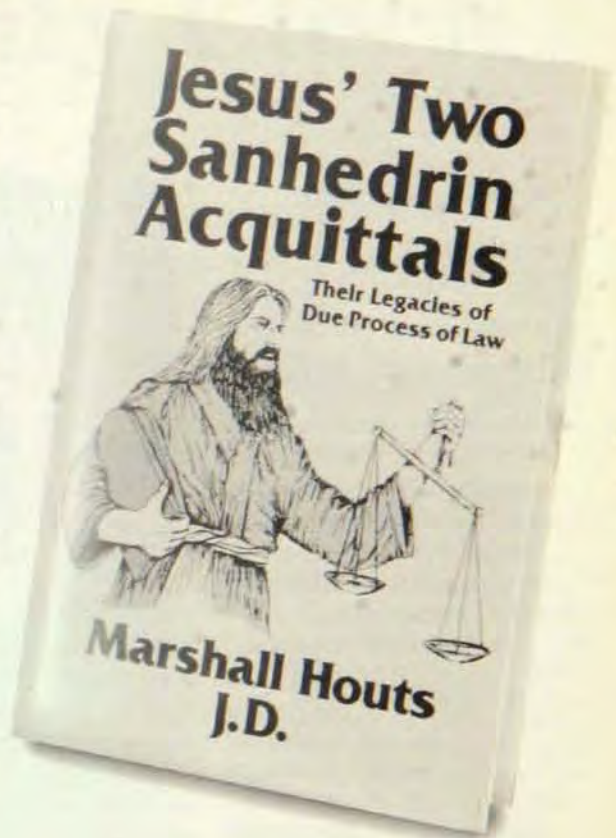


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YES, TO ALUMNI CENTER

I WHOLEHEARTEDLY endorse the concept of an alumni center, which Steve Goldstein outlined in his article in the March/April 1990 issue of *Minnesota*. It has seemed to me over the years that the University has so much to offer a community, but no visible, tangible way to promote itself other than with sports teams.

ERIC D. THOMPSON,
C.P.C.U.
Vice President
Alexander & Alexander
Minneapolis

FREEMAN DIDN'T GET HIS DUE

HY BERMAN'S ARTICLE in the January/February issue of *Minnesota* makes an astounding and historically inaccurate assertion. He says, "The progressive Republicans did not really lose power until the 1960s and 1970s." All this time, I thought that Orville Freeman had been elected governor in 1954, 1956, and 1958. I thought the DFL took control of the State House and elected an increasing number of state senators. I thought some of those other statewide offices were filled by DFLers. Did history begin when Hy arrived in Minnesota in 1961?

The omission of Freeman by a University magazine is worse than bad history; it is inexcusable editing. It is not just that Freeman is an alumnus, but that he involved University professors in his administration as



they have rarely been used anywhere. Arthur Naftalin, William Kubicek, and Walter Heller were just several of the many who had important roles while Freeman was governor.

Beyond that, of course, Freeman fought for University appropriations, overcoming significant political opposition. His support for the University should not be measured solely in dollars—although during his administration the University got more than it had ever received before—but also in ardent advocacy.

NORMAN SHERMAN
Chevy Chase, Maryland

THE LAND-GRANT DILEMMA

APROPOS OF THE article on the University's enrollment policy ["The Numbers Game," *Minnesota*, November/December 1989], maybe the author in an upcoming issue could address the fact that the University is a land-grant school and how that fact and the suggested original purpose of the University to provide a college education to the citizens of the state

affects the decision by the Board of Regents to limit enrollment.

THEODORE N. TREAT, JR.
Minneapolis

THE VERDICT IS IN

RECENTLY I MADE arrangements for Alan Page, a member of the Board of Regents, to serve as the featured speaker before a group of 250 attorneys and judges in Tacoma, Washington. I wanted to let your readers, as alumni, know what an impressive emissary they have in Page. His remarks were inspiring and made me feel proud to say I am a graduate of the University of Minnesota. I hope other alumni throughout the country can utilize his services. They won't regret it.

MICHAEL J. MCKASY
Tacoma, Washington

WIN ONE FOR HEFTY

AS A 1941 GRADUATE of the University, I was on campus during the glory days of Bernie Bierman and got spoiled, I guess. Even so, I have vowed to live long enough to see the Gophers

win another Big Ten and, I hope, national football championship.

I will be 70 in August, so please hurry.

ROBERT W. HEFTY
Dearborn, Michigan

TEACHERS, TOO?

DID I MISS something about the purpose of the University? I thought it had to do with teaching. Apparently not. Reading the article, "The Going Rate," in the March/April 1990 issue about keeping faculty from "raids" by other universities and corporations, I don't recall anything about keeping good teachers. There was a lot about research, labs, student assistants, "quality" of colleagues, and, of course, prestige. I guess that fame, fortune, egos, and facilities are more important to the honchos at the "U" than its thousands of students. Too bad.

STEVEN KAATZ '85
Paoli, Pennsylvania

CORRECTION

EDITOR'S NOTE: Thomas Bouchard, winner of the Minnesota Alumni Association Outstanding Friend Award, is a graduate of the University of California, Berkeley, not Stanford, as was stated in *Minnesota*, September/October 1989.

Letters may be edited for style, length, and clarity. Send your letters to the editor, Minnesota, 100 Morrill Hall, 100 Church Street SE, Minneapolis, MN 55455.

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MINNESOTA

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COVER: Photograph by Judy Olausen

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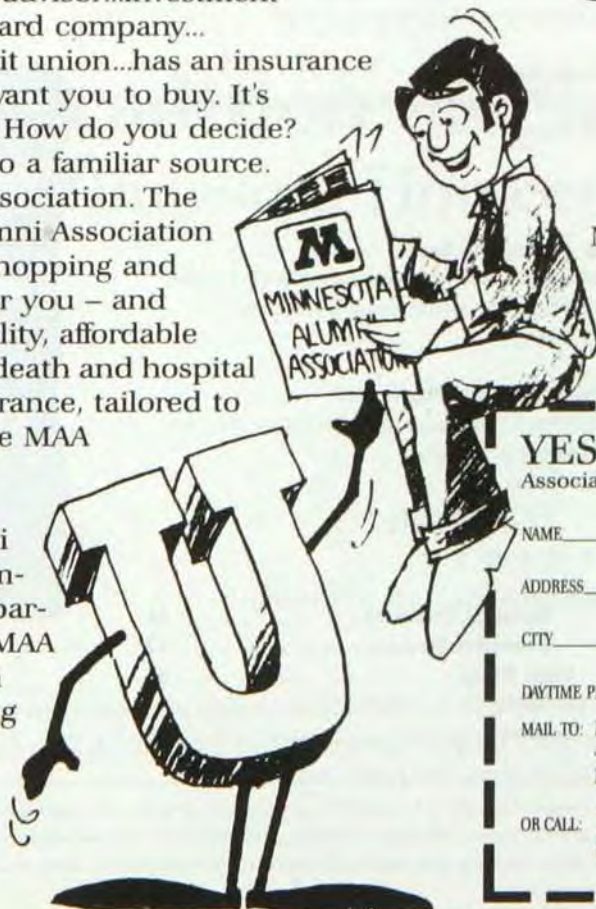


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I N F O C U S

Welcome, Mr. Gorbachev

PLEASE EXCUSE THE MESS, Mr. Gorbachev—the students tramped over the mall all winter and spring and killed what little grass remained after the winter kill. (They may be smart enough to get accepted here, but have yet to figure out what 41,000 students taking a short cut across the mall will do to a sixteenth-inch blade of grass.) Banners will be going up and Church Street is being turned into a pedestrian mall for the Summer Olympics crowd, but we weren't expecting you.

We realize that you didn't have time during your post-summer seven-hour visit to drop by the University of Minnesota, but we were hopeful. After all, the University has produced two U.S. vice presidents, a U.S. chief justice, a chief nuclear arms negotiator, a United Nations charter drafter, and a Nobel Peace Prize-winning agricultural scientist. In fact, just about every Minnesota tourist stop the agenda planners imagined you'd be delighted in has a University connection.

The Mayo brothers long ago lent their expertise to the University's hospital, and it was recently rated one of the top twenty in the country by a national news magazine. Health maintenance organizations originated here, and most of the state's top health-care corporations are run by University alumni. The founders of Cray Research and Medtronic are also alumni.

If you had come to visit, you could have dropped in to tour the Super-

computer Center just as ten Soviet business leaders did days before. In fact, we have quite a few Soviet connections here. A team of researchers in the Department of Family Social Science is collaborating with a team of Soviets on a study of social problems common to our cultures. And the geography department has established an exchange with the G. V. Plekhanov Leningrad Mining Institute.

You could have visited with Soviet agriculture specialist Karen Brooks, or labor economics expert Mario Bognanno, or trade expert C. Ford Runge, or political scientist W. Phillips Shively. You could have seen swine or nutrition research in progress, or cold fusion, cognitive dissonance, or AIDS projects.

But what we really wish you could have done is talk to students.

In this age of staged media events it's nearly impossible for one person to make a personal impact on another, but we know it can be done. You are proof that one person can make a difference. And we know from experience that among the students here are the leaders of tomorrow who will be inspired to do the same. And they would have cheered you by their hopefulness and convinced you that education is the world's greatest export/import.

But still, we would have had to apologize for the mall. It really isn't Minnesotan not to have the yard in shape.

—Jean Marie Hamilton

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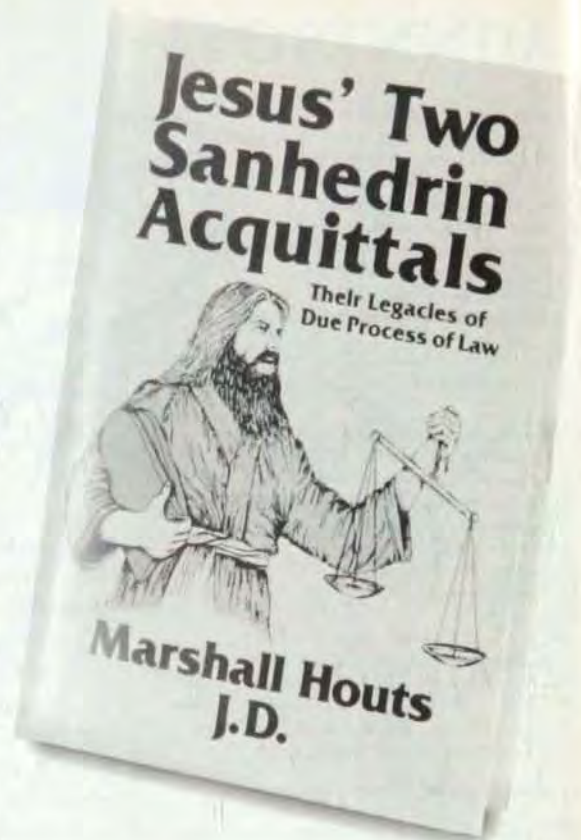


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Vince Giorgi

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Brian Osberg

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Teresa Scalzo

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Maureen Smith

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► SALUTE TO NEW MAJORS

TWIN CITIES CAMPUS • Student demand has resulted in two new undergraduate majors on the Twin Cities campus. The Board of Regents has approved a bachelor of arts major in film studies in the College of Liberal Arts (CLA) and a bachelor of science major in ecology, evolution, and behavior in the College of Biological Sciences (CBS).

Franklin Barnwell, professor and head of the Department of Ecology, Evolution, and Behavior, says students have been requesting this major for years, but the faculty thought it too specialized. The students wouldn't give up, however, so the department reorganized ex-

isting courses and formed the major at minimal cost.

Creation of the film studies major, headed by art history professor Robert Silberman, also reflects student demand and resourcefulness. About twelve students each year were studying film through CLA's individualized degree program, which has been the birthplace for new majors, including women's studies and urban studies, before.

Majors do not exist forever. Robert Kvavik, associate vice president for academic affairs, says the University currently is reviewing undergraduate offerings to determine which majors are obsolete and can be taken off the books.



► FACULTY DEATHS

John Helmlinger, November 10, 1989, professor of economics from 1966 to 1975.

Nathan Lifson, December 31, 1989, professor emeritus, Department of Physiology, faculty member from 1939 to 1981.

Angeline Northbird, September 27, 1989, assistant education specialist in American Indian studies from 1973 to 1988.

Christopher Quinn, December 11, 1989, assistant professor in the Carlson School of Management from 1980 to 1989.

Marvin Smith, November 12, 1989, professor emeritus, College of Forestry, faculty member from 1949 to 1980.

Edgar Turrentine, January 25, 1990, professor of music from 1967 to 1990 and director of graduate studies from 1981 to 1986.

COLLEGES AND SCHOOLS DIGEST

*A compendium of news from
around the University—
research, promotions, program
developments, faculty honors*

BY TERESA SCALZO

► GOPHER FACT FILE

The five largest colleges on the Twin Cities campus in terms of enrollment:

- | | |
|----------------------------|--------------------|
| 1. College of Liberal Arts | 4. General College |
| 2. Graduate School | 5. Medical School |
| 3. Institute of Technology | |

The five smallest colleges on the Twin Cities campus in terms of enrollment:

- | | |
|-----------------------|------------------------|
| 1. University College | 4. Veterinary Medicine |
| 2. Nursing | 5. Biological Sciences |
| 3. Public Health | |



► BOUNCING BABIES

TWIN CITIES CAMPUS • When Dana and Mitty Johnson returned from a 1984 visit to a Calcutta orphanage, they could not forget the children they had seen. A year later, the Johnsons adopted an Indian child, and Dana Johnson—a neonatologist at the University of Minnesota Hospital and Clinic—began receiving calls from adoption agencies and physicians about health problems of foreign-born babies.

Although international adoptions have almost doubled in the past ten years, Johnson found no answers in the medical journals. In 1986, with nurse practitioner Sandra Iverson and infectious-disease specialist Margaret Hostetter, Johnson established the University's International Adoption Clinic, specializing in health services for foreign-born children.

Health problems range from infectious disease to delayed motor skills, com-



Dana Johnson, cofounder of the University's International Adoption Clinic, and his son, Gabriel

mon in Korean babies. "In Korea, children are held frequently and not given opportunities to develop their motor skills," says Iverson. "We have found that within a short time in their new homes, where there is in-

creased stimulation, the children are doing well in all areas of development."

By assuring parents that their children are growing normally, the clinic alleviates much parental worry, says Iverson, who has devel-

oped charts so that children's growth rates can be compared to those in their native countries.

But the clinic also has identified serious diseases that might have been missed without the kind of thorough examination it offers. In one case, a routine Mantoux test revealed tuberculosis in a four-month-old child. The disease is treatable, but it's something most pediatricians wouldn't look for in a child so young.

About 200 children come to the clinic each year and many more are served through telephone consultations and referrals. Plans include expanding to help internationally adopted children who are entering adolescence. "Not only do they have to go through just growing up," says Iverson, "they also have to face the issues of being adopted and the racial issues that arise in a multicultural family."

Minnesota currently has the highest per capita adoption rate in the country.



It's easier to dive in and get in the swim at the University, with the completion of the \$14 million Natatorium, east of Cooke Hall.

The site of the U.S. Olympic Festival swimming events this month, the Natatorium is considered one of the top five swim centers in the country.



► **EACH ONE, REACH ONE**

COLLEGE OF EDUCATION • Sallye McKee, assistant professor in the College of Education, got a phone call at 7:30 a.m. from a mentor in the University's Career Beginnings Program who could barely contain his excitement. His student, a young woman who has worked since she was twelve to help support her family, had been accepted by the University.

This is only one of many success stories McKee has heard since she helped bring Career Beginnings to the University four years ago. The program, which originated at Brandeis University, connects about 100 area high school juniors and seniors each year with jobs and mentors. Originally, McKee and her staff located summer jobs for the students, but Twin Cities youth agencies have assumed that responsibility, allowing McKee to focus on matching mentors and students.

"Our motto is 'Each one, reach one. Each one, teach one,'" says McKee, the program's director. "It helps average, hardworking

Americans who want to make a difference with youth, particularly youth at risk. It encourages social responsibility and caring."

Students selected to participate are mostly average to below-average academically and economically disadvantaged. Some are lacking in self-esteem. But "the key word here is tenacious," says McKee. "Most of our students have a strong will to make a go of life."

Initially, funding came from the University and grants from Brandeis and local corporations, including Pillsbury, US West, and 3M. The money from Brandeis has run out, so McKee will seek \$50,000 in private donations to continue the program next year.

The program asks for a one-year commitment, but McKee says many participants have found lifetime friends. Activities include anything from grocery shopping to attending local events. Mentors receive training and guidance for getting to know students and helping with college application processes and career exploration. For more information, call 624-2851.

► **RED SKY AT NIGHT**

INSTITUTE OF TECHNOLOGY • If you're spending your summer on one of Minnesota's 15,000 lakes—away from your nightly weather forecaster—you might want to remember: *Trout jump high when rain is nigh.*

This old proverb is just one of more than 500 collected by physics professor emeritus George Freier, who has tested them against the laws of physics and published his results in *Weather Proverbs* (Fisher, \$9.95). The book reflects a lifetime interest that began when Freier was growing up on a Wisconsin farm. "I realized that those farmers who knew the most proverbs were the most prosperous," says Freier, "and that convinced me there might be some truth in weather proverbs."

Many proverbs concern changes in barometric pressure. *Fish bite best before a rain.* Freier says that's because a lot of activity is stirred up as pressure falls before a rain: decaying matter rises to the lake's surface, minnows feed on the matter, and larger fish eat the minnows.

Do business best when the wind's in the west. High-pressure systems rotate clockwise across North America producing westerly winds, Freier says, and since people tend to feel better physically under high pressure conditions, they should be more congenial.



"People used to be much better observers of nature," says Freier. "Now we live in air-conditioned buildings, and we don't have to cope with the weather so much. But you can't insulate yourself from things like barometric pressure."



George Freier, professor emeritus of physics



Al Bergstrom, the original owner of Al's Breakfast in Dinkytown, and his wife, Eve, celebrated the 40th anniversary of the establishment May 20th. Past and present employees and patrons—including regents Wendell Anderson and Alan Page—joined in the festivities. Al's is currently owned by Doug Grina, Jim Brandes, and Steve Hollick.

► **GOLD MEDAL WINNER**

WHO: Norman Garmezy, professor emeritus of psychology.

WHAT: Garmezy received the American Psychiatric Foundation (APF) 1989 Gold Medal Award for Life Contribution by a Psychologist in the Public Interest. The award is considered psychology's most prestigious national recognition.

WHY: The APF recognized Garmezy for a "lifetime of service on numerous boards and committees; for being an important influence on the study of mental illness, mental health, and human competence; and for shap-



Norman Garmezy, professor emeritus of psychology

ing public policy as editor, consultant, critic, and referee."

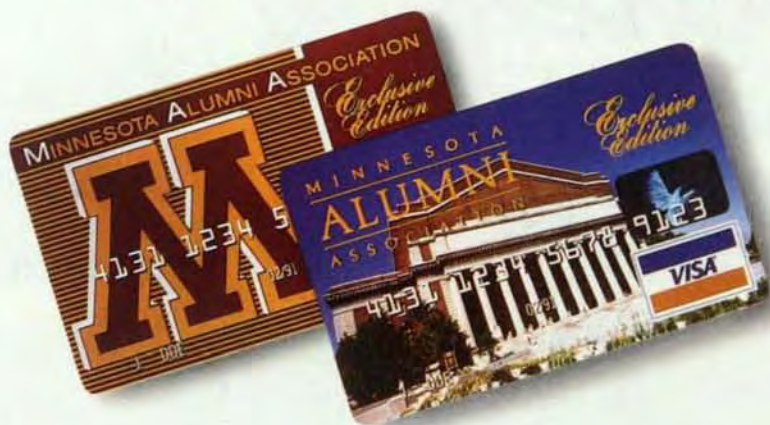
HOW: Garmezy studied

reports of children who lived through war, poverty, natural disasters, and accidents, and became aware of the qualities of resilience that characterized the children, including those from highly stressful backgrounds. He observed three elements that contribute to overcoming disadvantages: a supportive relationship with an adult who recognizes the special talents of these resilient children and fosters their well-being; a cohesive and positive family, including some led by a single parent; and the child's own intelligence, vigor, and ability to take on new experiences. "There are

many children who have been presumed to be at risk and yet were successfully making it as adults," says Garmezy. "The phenomenon of stress resistance is a reality. I never cease to marvel at the resilience of such children."

WHERE: Garmezy was born June 18, 1918, in New York City and was educated at City College of New York, Columbia University, and Iowa State University. He joined the University of Minnesota psychology faculty in 1961 and has held an adjunct appointment in the Institute of Child Development. He retired in 1988.

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THREE OF MANY

IN THIS SHORT SECTION on artists and the arts, we've chosen to profile editor Emilie Buchwald and artist Randy Scholes, founders of Milkweed Editions, and Harvey Mackay, best-selling author. All are concerned with making books. Mackay writes and sells them on a large scale—his second is currently on the *New York Times* best-seller list. Buchwald and Scholes publish them on a small scale—because they believe in their messages. The following stories may be about an editor, an artist, and a writer who are very different, but all three are artists alike in allowing experience to guide them in the path of art.



*There are
many arts,
Chaerephon,
among mankind
experimentally
devised by
experience,
for experience
guides our life
along the path
of art,
inexperience
along the path
of chance.*

—Plato: Collected Dialogues

THE MACKAY WAY

HARVEY MACKAY plans to enroll in a speed reading course soon, but for now he's only had time to skim a recent *New York Times* story pronouncing the demise of best-selling business books. ¶ Caught up as he is in a five-month, 35-city, twenty-nation maelstrom of TV and radio talk shows, newspaper interviews, autograph parties, and speeches—promoting his second consecutive *New York Times* list best seller—Mackay's stack of reading material is understandably piling up. ¶ He probably spent about as much time scanning a less-than-flattering *St. Paul Pioneer Press* book review, which describes Mackay as “an eighties relic” whose how-to-succeed-in-business philosophy might be fine for someone standing high atop the corporate ladder, but is largely out of step with those struggling up the middle and lower rungs. But if he's at all dismayed or outraged by occasional dispatches of doomsaying or criticism, he is anything but paralyzed by them. As the 57-year-old Mackay says, “There is no off switch on a tiger.” He sold more than 2.3 million copies of *Swim With the Sharks Without Being Eaten Alive*, a compendium of his business experience and advice, and is just off the plane from a round of television and newspaper interviews in Nashville, promoting its sequel, *Beware the Naked Man Who Offers You His Shirt*. Next up is Friday's speech to a big insurance group in Hawaii, one of 40 or 50 personal appearances he'll make this year. ¶ At \$20,000 to \$25,000 per engagement, Mackay insists on doing the research needed to tailor each speech to its audience, learning about industries as diverse as soft drinks, insurance, computers, and asbestos abatement. He says he invests one hour of interviews, reading, and writing time for each minute of a new speech. ¶ “Thank god all my speakers don't do that to me—I'd go nuts,” says Joe Cosby, the Washington, D.C., agent who books Mackay—along with Alistair Cooke, Kurt Vonnegut, and John Tower—on the lecture circuit.



His secret to success is no secret.
He is every teacher's dream: a student
who does his homework

BY VINCE GIORGI ❖ PHOTOGRAPHED BY JUDY OLAUSEN

“My premise is in the 1990s, you need a different kind of business leader. A caring leader. A kinder, gentler leader. And that’s what I write about.”

“I manage guys that get the big bucks, but they don’t do this. Harvey lends new meaning to the word *worry*. He looks at every request and really wants the answer to ‘Why me? What can I do that will make a difference, that will support my outrageous fee?’ ”

Then again, homework, effort, attention to detail, and “delivering more than you promise” are essential ingredients in Mackay’s recipe for success and self-improvement. And it’s a recipe eagerly being consumed by millions of sales reps, M.B.A. students, politicians, business managers, and—judging by Mackay’s fan mail—untold numbers of just plain folks.

• *I felt a mid-life crisis coming on; I hated my boss and the corporate culture she represents; I felt unsure of myself and my abilities . . . I felt trapped and doomed. . . If I ever needed a whack on the side of the head, a kick in the seat of the pants, I got it from your book.*

Since the publication of *Sharks*, in early 1988, Mackay’s ascension from owner of Mackay Envelope Corporation and well-known Twin Cities mover and shaker to America’s reigning sultan of success has been both rapid and lucrative. *Sharks* has sold more than 2.3 million copies, is distributed in 80 countries, and has been translated into sixteen foreign languages. The book spent 52 weeks on the *New York Times* best-seller list and, according to Mackay, still sells 10,000 copies each week.

Beware the Naked Man Who Offers You His Shirt debuted earlier this year at number two on “the lists,” then

climbed to the top just one week later. Mackay’s Minneapolis book agent, Jonathan Lazear, says accurate sales figures on *Naked Man* aren’t available yet, but expectations clearly run high. While the initial *Sharks* press run was 100,000 copies, a virtually unheard-of volume for a business book, the first printing of *Naked Man* topped 450,000.

• *I’ve just finished [Sharks]. It’s 6:15 a.m. Sunday, and it seems like a new day has truly dawned for me. The topics you raised in your book certainly bit home. You see, I’m a 41-year-old computer salesperson teetering on the brink of the Willy Loman syndrome. . . what I’ve read will change my life.*

Mackay has devoted some thought to the theory advanced by the *Times*, the idea that best-selling business books of the 1980s, such as Chrysler chair Lee Iacocca’s autobiography and New York real estate mogul Donald Trump’s *The Art of the Deal*, are now being viewed in a much less favorable light, as hard-bound symbols of a decade consumed with greed.

The *Times* predicts a new trend for the 1990s, one in which books about environmental activism and Wall Street corruption will supplant big business on bookstore shelves. Given the more socially sensitive attitudes that seem to pervade this still nascent decade, the argument goes, business books simply are out of sync with prevailing taste.

“Nothing could be further from the truth,” says Mackay, who insists that his mix of self-improvement and avuncular business advice is anything but

avaricious. “The premise is that the reader has changed. My premise is that in the 1990s, you need a different kind of business leader. A caring leader. A kinder, gentler leader. And that’s what I write about. The books are about success. Achieving up to your maximum potential. What it takes to be successful. I don’t think I’m talking about greed at all.”

• *[I’m] a 28-year-old Minnesota native . . . currently serving a five-year prison term for a ‘white collar’ crime . . . your book has helped me see that business can be done successfully as well as ethically. Thank you.*

Dressed in a dark blue pinstriped suit, with blue sharks swimming across the red backdrop of his tie, Mackay sits at a conference table at his factory, an unassuming brick building tucked away in a warehouse and railroad track section of southeast Minneapolis. For the umpteenth time over the last few years, he’s attempting to explain, for a notebook and tape recorder, his sudden rise to self-help celebrity. How it happened. What it means. What it says about him. What it suggests about us.

“There will always be room for self-help books—good ones,” says Mackay. “When you stop to think about it, how do people improve once they get out of school? It’s amazing how many people try their guts out and aren’t successful. They aren’t reaching their full potential. There are millions of people out there who really want to improve themselves. I just knew I had some practical wisdom that could be

“There will always be room for self-help books—good ones. When you stop to think about it, how do people improve once they get out of school?”

used in a person's business or life.”

Despite the runaway sales of *Sharks*, however, Mackay hesitated before launching *Naked Man*. As is his custom when confronted by any decision, he did his homework first. He explored the likelihood of writing a successful second book by quizzing authors, agents, booksellers, and publishing executives.

“What I found is that sequels, generally speaking, just don't go for three reasons,” he says. “Number one, the author has nothing left to say. Number two, the commitment isn't as strong. And the third reason, it's much more difficult to get on the major shows.”

As it turns out, Mackay's upbeat, can-do message—propelled by an energy level that, according to Cosby, makes most Type A personalities look anemic—has made him a popular repeat subject for broadcast interviews and print journalists alike.

Beyond that, no one ever accused Mackay of lacking commitment. He's a self-proclaimed “hungry fighter,” the son of a school teacher and a veteran, “triple-organized” Associated Press newspaperman. He's been a sixteen-and-under state Ping-Pong champ and a member of the University of Minnesota golf team. Now a member of the Senior Tennis Hall of Fame, he's a 57-year-old father of three who finished his first marathon at age 55, still runs seven miles most every day, and sleeps, on average, five hours each night.

At age 26, when he acquired a founding envelope company that today is a \$35 million enterprise employing

350 people, Mackay was realizing a boyhood dream of owning a factory—any factory. “Widgets, nuts and bolts, envelopes, anything,” he says. “Just so long as I could make something and sell it.”

Following his father Jack's example and admonition, he's devoted 25 percent of his time to volunteering, serving as a key supporter of the University of Minnesota and the Minnesota Alumni Association, the Guthrie Theater, the United Way, the Minnesota Orchestra, and the American Cancer Society. He's played the role of principal power broker and arm-twister behind several sports-related Minnesota milestones, including the hiring of Lou Holtz as Gopher football coach, construction of the Metrodome, a \$6-million ticket buyout that stifled Calvin Griffith's threats to move the Minnesota Twins, and the landing of the 1992 Super Bowl.

• *I was fascinated by your approach to life's challenges, and your positive attitude reminded me of my father's approach to things. He told me there are two kinds of people in the world, those who push the world around, and those who let the world push them around.*

So it was not so much a question of marketability, or commitment, that in the end would determine whether Mackay would write again. It was that first question. Did he have something to say? According to Mackay, his reading public pushed him over the hurdle.

“Unequivocally, the reason I went forward with the second book,” he says, “was the—ballpark—15,000 let-

ters that came in from around the world. When I read these letters from people in all walks of life, from age 9 to 93, and saw athletes, ministers, rabbis, educators, students, yuppies, sales people—the whole spectrum—I really couldn't say no. I really felt I was helping people.”

• *I am a journeyman mechanic . . . It is my intention to transfer to the advertising sales department . . . In reaching for this goal across personal and professional barriers, I have already experienced a larger expression of life. Please excuse the emotional outburst when I state that I will take you with me as I enter into the corporate world.*

For those who have yet to take the time—and not all that much is required—to read Mackay's books, suffice it to say that each is a patchwork of tidbits, tips, tales, and theories from more than 40 years in business and sales. He holds forth on personal fulfillment, business, and career—getting a job, winning the big sales contract, personalizing business relationships, negotiating, networking, hiring a lawyer, finding a mentor, setting goals—and delivers it all in bite-size anecdotes and aphorisms. A lengthy chapter might run on for four pages. He spends a full three paragraphs speculating on “Why Communism Is in Turmoil.” By contrast, capitalism's superiority rates a tidy two sentences.

• *This may not sound like a great accomplishment to you, however, it marks a milestone in my life. You see, this is the very first book I have read, of any kind,*

since I graduated from LSU in 1971, I, now, will start making things happen in my own life that, until today, I had felt were unattainable.

What Mackay's books may lack in depth or gravity, they apparently make up in inspiration. Admiring readers regularly mention Mackay in the same sentences as Dale Carnegie and Norman Vincent Peale, two men who literally wrote the book on achievement, motivation, and self-improvement. Cosby calls Mackay's current 20-to-1 ratio of speaking requests versus acceptances "a phenomenon."

A single two-inch stack of letters includes testimonials from a Vietnamese refugee, a New Delhi businessman, an 80-year-old grandmother, a lieutenant on an aircraft carrier sailing on the Indian Ocean, a Dutch gynecologist, and a land developer and girl's softball coach who went so far as to name his team the Land Sharks.

Letter writers have pledged their intent to buy extra copies of Mackay's books for their children, parents, in-laws, friends, fiancées, cousins, customers, business associates, and bosses. Many manage to work in a request for an autographed book, an interview, or a signed photograph suitable for hanging on an office wall. Some come right out and ask for jobs, dinner dates, investment advice—even capital for a start-up venture.

Occasionally, Mackay admits, the crush of people seeking his counsel is overwhelming. "When people hold you up as a Dear Abby for all business advice—mergers, acquisitions, the New York Stock Exchange, should I

buy, shouldn't I buy, leases—hey, that's not my bag."

• [Sharks] has the blood pumping through my veins again. After 30 years in the pest business, I am starting to market a new, safe, nonchemical termite repellent. The sharks will be after me soon! After reading your book, I'm ready!

Lynne C. Lancaster, a St. Paul speech coach who advises Mackay on both his public speaking and his books, says the affinity between Mackay and his enthusiastic readers can be summarized in seven words: It's not magic. You can do it.

"People want to believe when they see a very successful person that they got there through some magical set of skills and talents, or special circumstances, or they were born that way," Lancaster says. "Harvey really lives what he preaches. I know that sounds corny, but he really does it." Indeed, it is the foundation of Mackay's preaching that hungry fighters aren't just born, they can be taught, most often by "old grizzlies" who've been around the business block a time or two.

Mackay himself is a self-confessed "lesson freak," beginning with the boxing lessons his father arranged when he was a youngster, to the speech coaching he continues to this day. "My strength is I know I don't know. I've shamelessly asked a ton of people, all my life, for advice. I'm firmly convinced there are more people out there, the old grizzlies, who will give advice than there are people looking for advice."

When his daughter suggested they run the 1987 New York marathon together, Mackay, an avid, three-mile-a-day jogger for twenty years, brought his "hungry fighter" skills to bear. First he sought counsel, contacting the state's best marathoner, Dick Beardsley, to request the name of his personal coach. Next he enrolled in the coach's beginning marathon class and sat in the front row, taking notes and taping lectures. He listened to the tapes while driving, read books about running, and began a cross-training regimen of biking and weight-lifting. Despite an affinity for Snickers, he cleaned up his diet. He also slept more and found opportunities to ask experienced marathoners what they would have done differently their first time out.

When his sister wished him good luck the day before the race, Mackay abruptly shot back, "Good luck!?! I don't need luck. It doesn't matter what happens now. I've already won. I can't humanly do anything more than what I've done."

The real title of his second best seller isn't *Naked Man*, says Mackay. It's "Prepare To Win." That's the real title of the book. And it can apply to students, teachers, athletes, anyone."

• Three months ago I realized a life-long dream and bought my own business with my life savings . . . a failing art gallery and framing shop. It's too soon to tell if it's what I thought it was . . . but I'm learning every day. I just wanted you to know that in those lonely hours when I contemplate that huge stack of payables, it's your book I turn to for inspiration. ◀

**“My strength is
I know I don't know. I've shamelessly
asked a lot of people, all my life,
for advice.”**

SMALL

Emilie Buchwald and Randy Scholes

PROMISE

publish dreams of art and words

BY SARA SAETRE ❖ ENGRAVINGS BY R. W. SCHOLES

HERE WE ARE, in a sunlit room in the Hennepin Center for the Arts, overlooking the clattering traffic of Hennepin Avenue in downtown Minneapolis. Neon green plastic flags flap over a parking lot below. A bus rolls up to a red light; commuters pull themselves aboard. Nothing—not even the drought-loving milkweed—is growing along this street. Nothing promises richness, nothing is seamless, nothing belongs to children.

Yet this is the office of Emilie Buchwald and Randy Scholes, founders of a remarkable small press they call Milkweed Editions. For them, Sprengnether's description of the ripening milkweed pod (a framed broadsheet with the quotation hangs on the wall) does indeed hold special promise. Their shelves sprout stacks of books in iris blue, gold, cream, white, and the orangey red of Indian paintbrush, while catalogs marked Spring 1990 litter a table, splashed with the color of purple loosestrife. From here these wildflower hues, these books, will scatter across the country, settling on thousands of other shelves.

Buchwald and Scholes tend this little publishing house, turning manuscripts into books with the seasons. They have published more than 40 works of fiction, collections of poems, essays, and books of art since they began the Milkweed imprint in 1984. Their line has captured considerable national attention, the praise of reviewers, and a garland of literary awards.



MILKWEED

A dusty green, a shape like okra, full near the stem and tapering towards the tip.

Striations running lengthwise with small tufts, almost like spikes, though pliant to the touch. They promise richness, some clear content, like the seamless flesh of a child.

—Madelon Sprengnether



LAST YEAR Milkweed was one of just two presses in the country selected for the Advancement Program of the National Endowment for the Arts (NEA). And as a not-for-profit press, Milkweed has earned the confidence of an active board of directors, and of major funders. Most recently, the Northwest Area Foundation wrote Milkweed a check for \$160,000.

In their partnership, Buchwald and Scholes have struggled to marry language and art, beyond what other presses have attempted. The company's motto is "good writing/beautiful books." The texture of paper on the fingertips, the depth of black in an engraving, the glint of a just-right image, and language that spins effortlessly along help create what Scholes believes a book should be, "an opera for all the senses."

The two seem unlikely partners. She is diminutive, with clear, careful eyes—honest, but revealing neither too much nor too little. ("She has *mamers*," says one of Milkweed's authors, University of Minnesota adjunct professor of English Carol Bly.) Buchwald has written several children's books (and has four children of her own), has taught college English (at the University of Minnesota), and has degrees from Barnard, Columbia, and Minnesota (a doctorate in English in 1971). She's the "visible one" who often acts as spokesperson. That visibility translated into an unusual distinction last October: she was named "Woman for Lear's" by *Lear's* magazine.

As editor-in-chief, Buchwald finds and develops all of Milkweed's manuscripts. No one—with the occasional exception of Scholes—challenges her

decisions about publishing a particular work. She wears the responsibility lightly: "For better or worse, the choices are mine," she says.

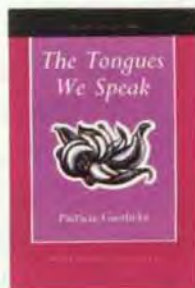
Buchwald helps authors discover voice, theme, sense of place, character—all the sweeping tasks of the best literature—then pinches and pulls at pacing, phrasing, punctuation, until each word is a perfect fit. John Beardsley, a member of the Milkweed board (he is also chair and chief executive officer of the public relations consulting firm of Padilla Speer Beardsley) calls her "a precisionist." Jill Breckenridge, author of *Civil Blood*, says she is "an inspired editor." And Carol Bly likens her to the famous editor Maxwell Perkins, who guided Hemingway, F. Scott Fitzgerald, Thomas Wolfe, and others.

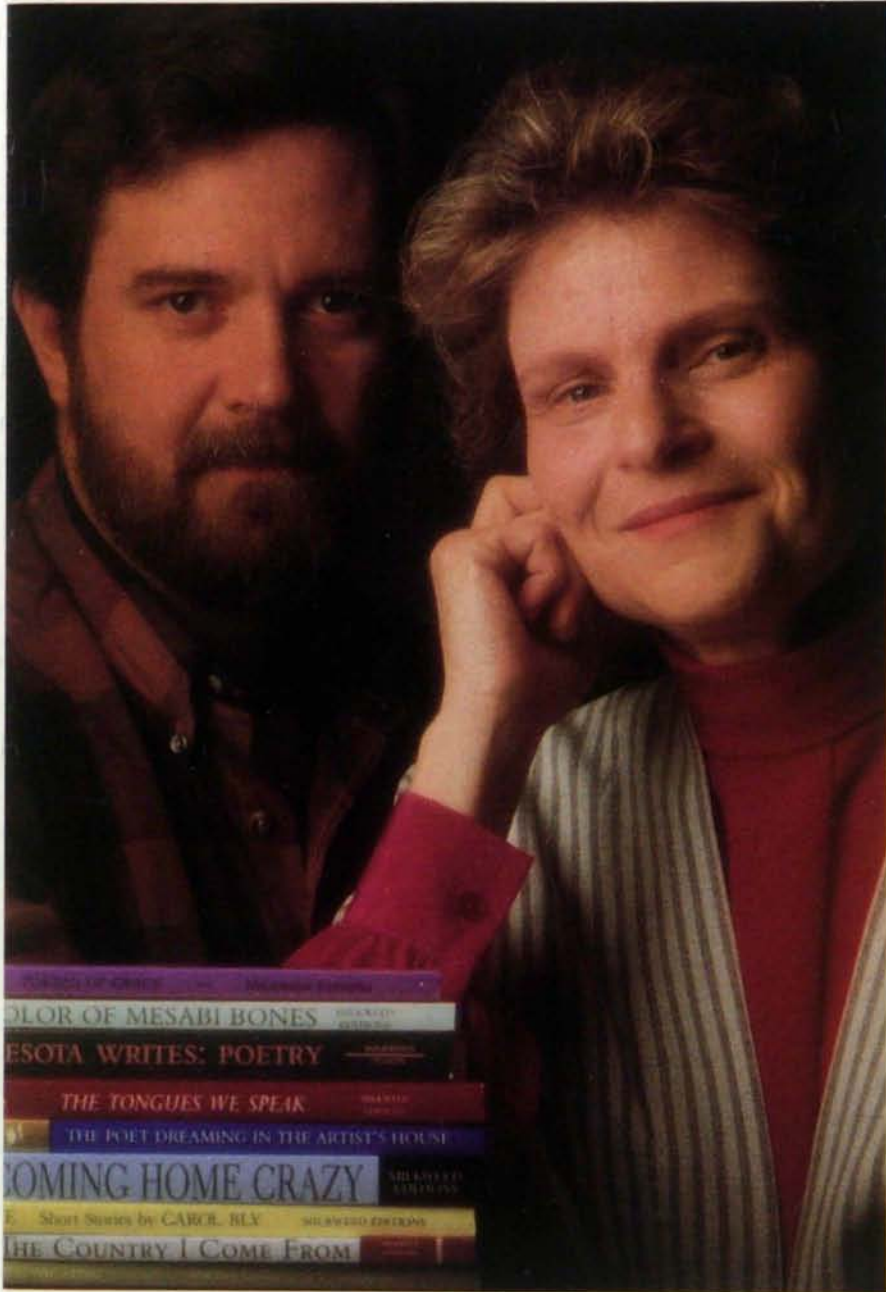
At six feet, two inches, Scholes looms over Buchwald (and everyone else in the office), a hesitant man. He is divorced and has no children; he lives in an echoing warehouse loft with a huge Vandercook letterpress. He left the University of Minnesota in 1976 without a degree but with an education scraped together in the offices of the *Minnesota Daily* (he headed the *Daily's* first art department, earning the paper two awards as the nation's best illustrated college daily). As art director at Milkweed, he looks at manuscripts after the exacting editing process. He almost always creates original art for a book's cover, and often for the inside as well, then watches over the time-consuming process of production.

Scholes knows type, paper, printing, and the intricacies of the reproduction of art. The physical qualities of a book have an enormous effect on the reader, he believes. The qualities of paper, for example—texture, color, weight—"open up your senses to what you're reading," he says. His dream is to have a little free time some day, to print with his Vandercook press.

The obsessions of editor and art director have paid off for their authors. Milkweed publishes about half a dozen titles each year. In an industry that churns out more than 50,000, that's not many, but Milkweed has captured what Buchwald calls "an uncommon amount of attention—really, we're doing better than we should be."

Carol Bly's *Backbone* and Patricia Hampl and Steven Sorman's *Spillville* have been praised in the *New York Times Book Review* (NYTBR); *Spillville* was a NYTBR Notable Book of the





Since forming their partnership in 1979, artist Randy Scholes and editor Emilie Buchwald have sparked the publishing world by producing books of poems, fiction, essays, and art that "deserve to be out there."

Year in 1987. More recently, Bill Holm's book *Coming Home Crazy: An Alphabet of China Essays* was excerpted on the front pages of that prestigious journal.

Publishers Weekly called *Ganado Red* by Arizona writer Susan Lowell one of the fifteen best paperbacks of 1988. *The Tongues We Speak* by Patricia Goedicke and *The Freedom of History: Poems* by James Moore have also received awards. And reviews in the *Los Angeles Times*, the *Cleveland Plain Dealer*, and the *Village Voice*, among others, are establishing Milkweed's reputation across the nation.

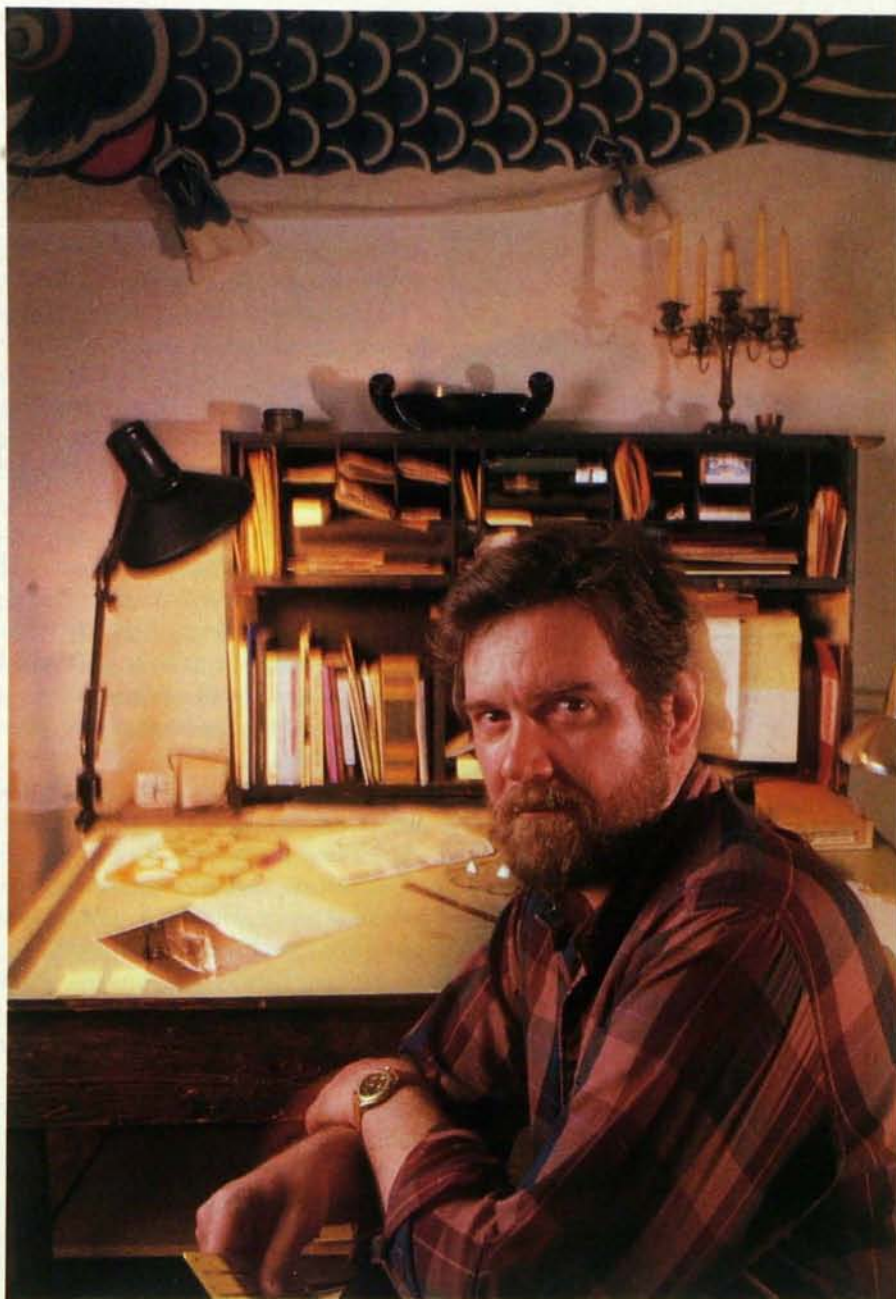
The popular media has also taken note. *Spillville* was featured on "CBS Sunday Morning With Charles Kuralt." *This Sporting Life* was the first anthology of poems ever reviewed by *Sports Illustrated*. And three stories in *Backbone* were made into the movie *Rachel River*.

In addition, *Ganado Red* and *Spillville* were named two of the best books published in America by the U.S. Information Agency, which displayed them at an international conference in Leipzig, East Germany, in 1988.

Moving words and images around within the limits of the printed page excites both Buchwald and Scholes. But they are a rare writer and artist—the thrust of their work now is to enable other writers and artists to publish. They've conducted contests to encourage work by emerging new writers, seeing such encouragement as central to their mission. One of them, the "Seeing Double" competition, seeks collaborative work by writers and artists.

Many Milkweed books were

"The book is an artifact unlike anything else.
It's a permanent part of the record."



At the University of Minnesota, Randy Scholes headed the *Minnesota Daily's* art department. At Milkweed, he provides creative spark and graphic know-how as art director.

Buchwald's dream, her vision—she suggested them to the authors. *Traveling Light* by Jim Stowell is an example. Buchwald heard the storyteller perform and asked to see his script, but Stowell had never written his monologues. So Buchwald had Stowell speak his pieces into a recorder, then had them transcribed. The resulting book has been praised by the *St. Paul Pioneer Press* as a “visceral celebration of life.”

Scholes also believes in nurturing others. “Working with books is a rare opportunity for an artist,” he says. He hopes to expand Milkweed's use of outside artists. “We'd like to use as many as we can.”

Perhaps Buchwald and Scholes have been interested in collaborative work because their own collaboration has been so fruitful. “We have so much respect for each other,” says Buchwald. Dan Odegard, owner of Odegard Books in Minneapolis and a member of Milkweed's board, calls the working relationship symbiotic. “You couldn't have one without the other,” he says.

The partnership began in 1979, with publication of the first issue of a literary journal, the *Milkweed Chronicle*. A counterpoint of poems, photographs, essays, drawings, and other art, it was mailed three times a year to about a thousand subscribers. In 1984 Scholes and Buchwald replaced one issue with a slim, paper-clad anthology that looked more like a book than a periodical. It was *The Poet Dreaming in the Artist's House*, a collection of poems about the visual arts. The *Bloomsbury Review* called it one of the best small-press anthologies of that year.

“Fortunately, a small press is not a museum. The challenges change; the organization evolves.”



That success and the medium itself fascinated Buchwald and Scholes. While the *Chronicle* was printed on high-quality paper (with hopes that subscribers would keep it indefinitely), it remained relatively ephemeral. "The book is an artifact unlike anything else," says Buchwald. "It's a permanent part of the record. And our books were reaching many more people than the *Chronicle*."

Buchwald and Scholes continued to mail the *Chronicle* for a couple of years, but the new medium had too great a hold on them. In 1987, they decided to devote all their energies to books. "Fortunately, a small press is not a museum," says Buchwald. "The challenges change; the organization evolves."

The not-for-profit press looks for writers and artists of merit—whether emerging or established in their craft—and publishes work "that deserves to be out there," Buchwald says. The resulting books may not always be as marketable as books from mainstream publishers, so Milkweed became one of the first to pursue a new solution to the cash flow problem: It sought funding from regional foundations.

"You saw the Guthrie, the Walker, the [Minneapolis] Institute [of Arts], and other arts organizations being funded," says Buchwald. "Why not a publisher?"

So Buchwald and Scholes sought a grant from the Jerome Foundation to help them get the *Milkweed Chronicle* started, and came away with \$6,000. Since then, they've received support from the Minnesota State Arts Board, the Dayton Hudson Foundation, the First Bank System Foundation, the



Emilie Buchwald earned a doctorate in English from the University in 1971. As Milkweed's visionary and editor-in-chief, she develops all manuscripts.

"This is a business. Our mission stands
in creative tension with that."



BRACKEN TIME

Sink below the surface of the bracken sea to the narrow world beneath the flat of fronds, sit within the curled duff of crisp fern and old brownfuzz fiddleheads, watch coins of white play through green light as the breeze shifts fronds, or slowly swim valleys on elbows and belly and knees. Do this for all unmeasured time. Then one year, duck your head and scrunch and know you don't fit any more below this edge of the green brown world of hidden light where once you made safety and dream, when searching eyes could only catch the surface of the long bracken sea, for now when you sit straight, the bracken is right at your throat, now you pierce the edge, are right through it, now you show, must find a new way to hide, now you measure time, begin to spill it, watch it fall through your hands like the airy green water of the bracken sea.

General Mills, Bush, and McKnight foundations, and many others.

The National Endowment for the Arts (NEA) Literature Program has also supported Milkweed. In addition NEA selected the press along with 36 other arts organizations (only one other publisher), to participate in its Advancement Program last year. That opportunity meant working with an NEA representative to strengthen Milkweed's management, identify long-term goals, and invigorate an already active board.

Milkweed's not-for-profit status protects it from some of the crushing realities of the publishing business. Still, it must show a respectable "earned income" from book sales. "This is a business," says Buchwald. "Our mission stands in creative tension with that."

So when Milkweed Editions decided to publish *Spillville*, a collaborative work about Anton Dvorak's summer in Spillville, Iowa, and to publish it not only in a trade edition but also in a costly limited edition, the press took a big risk.

Milkweed spared no effort in creating this museum-quality book. Scholes searched literally throughout the world for a unique typeface for the body text. The display type was specially cast for the project. Engravings by artist Steven Sorman were hand-wiped and printed onto a Japanese tissue, then adhered to a luxurious, thick French paper. Some sheets were printed in striking cobalt blue, then flecked with gold. Finally, rather than binding the book's pages together, Milkweed decided to keep them loose, housing them in a handmade basswood box.

The result is stunning, a work closer

“You saw the Guthrie, the Walker, the Institute, and other arts organizations being funded. Why not a publisher?”



to a piece of art than to a book. Novelist Louise Erdrich called it a work of "intense loveliness and lyrical magic." It also costs \$2,000 per copy.

Financially, the limited edition has put a severe strain on Milkweed. "We're still trying to recuperate fiscally," says Buchwald. Because of production changes, costs came in at more than double the original estimate. And sluggish sales haven't helped: about 50 of the 150 copies have been purchased in the three years since the book was published.

Milkweed took out a loan to cover the losses. Scholes's voice still cracks when he says wistfully, "It was part of a dream of what Milkweed wanted to do."

Board members, Scholes, and Buchwald are adamant that "the emphasis is that we did it," as Buchwald puts it. "This is not the first work of art that had a little iron and salt in it. We will continue to take risks."

And Milkweed has survived. A look at the fall list—including a book about writing by Carol Bly—is proof of that. And *Spillville* itself is on tour around the country. "We felt some pain with the project," says John Beardsley, "but pain is not death. That project is very much alive."

As Milkweed enters a second decade of publishing, Scholes and Buchwald hope to expand its list, partly to lift up more writers and artists, but also so that no one book can make an inordinate fiscal impact on the company. Artist and writer both look forward to spending more time on their own crafts. And Milkweed will continue to scatter good writing and beautiful books across the country. ◀



"It was part of a dream of what Milkweed wanted to do.
We will continue to take risks."

COUNTDOWN TO EUROPOWER

Come 1992,
an integrated Western Europe
will challenge America
like it's never been
challenged before



BY BJØRN SLETTØ • ILLUSTRATED BY JEFFREY FISHER

FROM THE FORESTS of Bohemia to the plains of the Ukraine, old-guard Communist regimes across Eastern Europe are falling at the hands of the masses they once professed to represent. In Czechoslovakia, a dissident playwright is elected president. In Poland, the Solidarity movement—until recently banned by the Communist leadership—assumes the reins of government. In Lithuania, the first free election since the province was annexed by the USSR delivers a stunning blow to the Communists and a mandate for secession from the Soviet Union.

But while Eastern Europe holds the world under its spell, a revolution equally far reaching is quietly rippling through the countries of Western Europe. Ravaged by two world wars, torn by centuries of economic and political rivalries, and cleft by intense nationalism, the member countries of the European Community (EC) embarked less than five years ago on an unprecedented process of economic integration. Noted more for its subtle lessons in international diplomacy than for its headline-grabbing, palace-

storming antics, the integration program has, nevertheless, sent a dozen former archenemies on a fitful but resolute crawl toward a seemingly impossible dream: a united Western Europe.

This monumental, peaceful process of unification began, ironically enough, in the aftermath of World War II, the most destructive conflict the continent had ever seen. In an effort to stimulate trade among the European countries and to rebuild their ravaged economies, six of them—Belgium, France, Italy, Luxembourg, the Netherlands, and West Germany—joined in 1951 in a coal and steel customs and trade union that was to lay the foundation for the EC. Six years later, buoyed by the economic success resulting from this agreement and by its potential for reducing future intra-European conflicts, leaders of these same nations signed the Treaty of Rome, establishing the European Economic Community.

Eventually, the European Economic Community changed its name to the European Community—a more fitting appellation since the co-signers of the Treaty of Rome had, in principle, agreed to a union that

would extend far beyond pure economic cooperation. They had, in fact, committed to no less than a process leading Europe, slowly but inexorably, toward a federal union.

Illustrative of Europe's second thoughts about this ambitious goal, the EC made slow and fitful progress over the next few years. Customs and tariff barriers between the countries fell; a trickle of new members—Denmark, Greece, Ireland, Portugal, Spain, and the United Kingdom—eventually joined. But internal wrangling and foot-dragging remained, earning EC bureaucrats a reputation as ineffectual paper pushers.

Then, more than three decades after the formation of the coal and steel union, the EC's reluctant move toward integration took a giant leap. Led by the unlikely duo of French socialist Jacques Delors, current president of the EC Commission—the organization's leading organ—and British tory Lord Cockfield, EC leaders initiated a shake-up within the organization. By June 1985 they had produced a monumental "white paper": nothing less than a plan of action for integrating the European market, once and for all. To maintain the newfound momentum, Delors and Lord Cockfield set a December 31, 1992, deadline for implementation.

The integration plan outlined in the white paper—known by the catch phrase "Europe 1992"—unleashed a flurry of activity among the political leaders and bureaucrats of the EC countries. A key element in the white paper was an ambitious list of industrial regulations that needed standardization to augment trade between the member countries. Ranging from babyfood formulas to helicopter noise, trademarks to currency exchange, industrial gas emissions to cosmetics packaging, these regulations would be adjusted to conform to a new, European standard. After standard-

ization, for instance, European truck drivers will need to fill out only one set of delivery documents instead of one for each country. Completing one set of industrial regulations will allow a company to export its product to the entire EC. In the past, a company needed to comply with twelve different sets of regulations. According to some analysts, this market fragmentation has cost the EC \$250 million each year in lost productivity.

To date, most of the provisions of the white paper have already been passed, and the 1992 deadline appears attainable—even unavoidable. Although January 1, 1993, will not see a transformed United States of Europe, the date symbolizes, in many ways, the dawn of a new world order in which Europe again will be one of the leading players. Industrialists in the United States and Japan now view Western Europe, with its 320 million inhabitants, as the largest single market in the world, offering vast profit potentials for U.S. and Japanese multinationals. On the other hand, Western Europe is also poised to become a formidable competitor in world trade. In 1988, the combined export of the EC countries was more than three times greater than that of the United States. What this new age and this new, revitalized Western Europe will bring to the rest of the world is still a matter of heated debate and eager speculation.

COUNTRY	EXPORT ('88, \$US in millions)	POPULATION ('89 estimate in thousands)	AREA (in square miles)	GNP (\$US in billions)	
Belgium	\$92,786	9,900	11,781	\$114.9	('86)
Denmark	\$27,879	5,100	16,631	\$102.9	('87)
France	\$162,988	56,100	211,208	\$724.1	('86)
West Germany	\$322,524	61,084*	96,010	\$908.3	('85)
Greece	\$6,535*	10,000**	50,961	\$39.5	('86)
Ireland	\$18,738	3,500	26,600	\$27.8	('87)
Italy	\$137,114	57,600	116,500	\$743.3	('87)
Luxembourg	(with Belgium)	400	999	\$4.6	('86)
The Netherlands	\$103,561	14,900	16,041	\$189.8	('87)
Portugal	\$10,526	10,400	35,550	\$35.0	('87)
Spain	\$40,067	39,200	194,885	\$282.2	('87)
United Kingdom	\$145,151	57,300	94,247	\$556.8	('86)
TOTAL EC	\$1,067,869	325,483	871,413	\$3,729.2	
United States	\$321,843	248,800	3,540,939	\$4,864.3	('88)

*Figures are for 1987. **Figure is for 1988.
From: *The 1990 Information Please Almanac*, Houghton Mifflin Company, Boston, 1989

ALL'S NOT QUIET ON THE WESTERN BUSINESS FRONT

For American companies, European market integration may mean that only the strongest—and savviest—survive



TO U.S. BUSINESSES, the planned integration of the European market is a mixed blessing. On the bright side, it is a boon to companies involved in foreign trade. Where once, only a few years ago, exporting to the European Community (EC) meant marketing products to twelve relatively small countries and juggling twelve different sets of regulations and product specifications, U.S. companies can now focus on one vast market of 320 million people, united by common standards in areas ranging from cosmetics to dairy products. Production and distribution costs will fall significantly for companies savvy enough to grasp the implications of integration, leading to greater sales and profits.

But larger markets are also meaner

markets, cautions David Reynolds-Gooch, a 1981 M.B.A. graduate of the University of Minnesota Carlson School of Management. For the past five years, he has worked with the 3M Company, most recently as a European product manager within the company's consumer specialties division. "U.S. companies coming to Europe must realize that they are stepping into an environment more competitive than it was only a few years ago," he says. "Deregulation in 1992 will benefit strong companies the most. In general, companies located in non-competitive European countries will have harder times extending into neighboring countries dominated by strong competitors." Conversely, companies located in competitive markets will benefit from European integration because it simplifies their move

into other, less competitive markets.

Consider, for instance, the German banking industry. A successful financial firm (whether U.S. or European) based in Bonn, will have weathered much stronger competition throughout the years than its counterpart in Lisbon. This German-based firm would find it relatively easy to extend into the Portuguese market. The Portuguese-based company, on the other hand, would have difficulty achieving a foothold in Germany. Similarly, a French auto manufacturer would consider a Spanish company a rather light competitor compared to many other French automakers. The French company would present a formidable challenge to its Spanish counterpart if it decided to expand south into the Iberian Peninsula.

The lesson is, simply, that companies located in markets weaker than the European norm must quickly find ways to grow stronger and bigger, Reynolds-Gooch says. European market integration may mean businesses can operate more efficiently, but it also means the largest companies are most likely to survive. "They will have to become bigger players overall, not just in one country, or they'll end up losing out," he says, pointing to the wave of mergers and acquisitions that have rocked the continent the past few years as large players in the international marketplace have jockeyed for a better position in post-1992 Europe. "It's going to be tougher for the small producer to survive," he says. "Since there will be no taxes on shipments across borders, buyers will go where the lowest prices are, and larger companies will benefit. They can afford lower profit margins. This new flexibility for buyers puts a lot of pressure on manufacturing costs and efficiency for producers."

Reynolds-Gooch's employer, the



"We, in management, need to balance subsidiaries' desire for autonomy against their expertise in the local market and encourage our people to understand European issues and to buy into European programs," says 3M's David Reynolds-Gooch, '81.

\$12 billion Minnesota-based 3M Company, is acutely aware of these increasing efficiency demands. To increase European sales—which already account for approximately 25 percent of the company's total—and to take advantage of the unique opportunities of an integrated European market, the company has recently restructured and centralized manufacturing, storage, advertising, and sales and distribution functions to serve regions of Europe or a single European market rather than twelve individual countries. A new order-management system will enable European customers to buy products manufactured in any of 3M's sixteen European subsidiaries instead of waiting until the product is available from their local plant. While 3M now has warehouses in all EC countries, fewer may be needed when most border and

customs formalities are phased out in 1992.

But even large multinational companies like 3M will face difficulties following the European market integration. In the past, the company's subsidiaries have been fairly autonomous, often offering independent product lines and creating different marketing plans. "Because of market forces that demand more efficiency and centralization, we now need to make decisions together," says Reynolds-Gooch. "We, in management, need to balance subsidiaries' desire for autonomy against their expertise in the local market and encourage our people to understand European issues and to buy into European programs. Our real organizational challenge is to get local people involved in common, pan-European business plans, to make them think

beyond their own country." Currently, Reynolds-Gooch is responsible for promoting personal care products within the entire community, rather than in only one or a few selected countries.

Still, he explains, it is risky for any company to move too far toward standardization. "There are still local languages, local consumer behavior patterns, and local customs in Europe," he says. "No company can rush the other way and, say, market the same product using the same advertising campaign in every European country. That is not going to work anywhere. What companies have to do is to find the commonalities, and if they can't, they may need three different packaging or product variations to serve twelve countries. What they definitely don't need is twelve variations."

GROWING TRADE BARRIERS



Cracking Western Europe's agriculture market may be even harder after 1992

IN A NUMBER of subtle ways, Europe's planned market unification in 1992 will herald wide-ranging changes in U.S. agriculture. Currently, the European Community (EC) receives more than 25 percent of all U.S. farm exports, making it one of the most important single markets for the country's agricultural sector. Rural America will be hit hard if restrictions are placed on this trade, and the EC is likely to do just that.

At first glance, however, the agricultural consequences of European economic integration are hard to spot. The EC's agricultural sector is directly affected by only a few of the community's integrative provisions. Already, the community's Common Agricultural Policy—a direct outgrowth of the Treaty of Rome—provides EC farmers with export subsidies to keep their product prices low on the world market. Similarly, the policy sets import levies on foreign farm products, raising the prices of those goods to the high, subsidized

price levels of domestic farm products. This effectively shields EC farmers from world market forces and makes agriculture the only sector within the EC that is truly "common." In fact, "Europe 1992" will simply extend to other sectors the type of market integration already existing within agriculture.

But first glances can be deceiving, according to expert observers of international trade such as C. Ford

Runge, University of Minnesota associate professor of agricultural and applied economics and director of the Center for International Food and Agricultural Policy. Although few restructuring measures have direct bearing on EC agriculture, a number of seemingly unrelated policies will have an indirect—but profound—effect on international agricultural trade. Of those regulations still remaining to be passed by late 1992, Runge says, perhaps half are related to health, safety, or the environment. Regulations in these areas are important to agriculture since they may, in effect, func-



"I expect international agricultural trade will continue to be a chronic trouble spot in the future," says C. Ford Runge, director of the University's Center for International Food and Agricultural Policy.

tion as a form of trade restriction. For instance, last summer the EC banned imports of hormone-treated beef products from the United States, ostensibly on the grounds that hormones constituted a health hazard. Despite U.S. protests, this policy still stands. The EC has made only one token gesture of reconciliation by removing the import ban on beef used for pet food.

"The hormone dispute is not likely to remain an isolated incident," Runge says. "There will always be a temptation to use health, safety, or environmental regulations to divert trade away from Europe, in effect protecting markets inside the EC from competition from the outside. It is much easier for European politicians to justify a trade-diverting tactic in the name of health, safety, or the environment than by the supposed superiority of the country's internal product."

This type of trade barrier may become part of a more protectionistic EC policy in general, Runge believes. "The Common Agricultural Policy has really been an agreement between the European countries to trade their own particular interests with mutual protection from the rest of the world," he says.

Having spent a year in General Agreement of Trade and Tariffs (GATT) negotiations, bargaining with EC representatives about international tariffs and trade regulations, Runge has reason to be skeptical about EC leaders' intentions. "In my experience," he says, "they have always been very reassuring about their lack of interest in protectionistic policies. But their record shows a continuing tendency to adopt protectionistic patterns of behavior. My impression is that they are extremely confident of their capacity to enlarge the EC's internal market in 1992, and they are inclined to further their own countries' interests even if that means being protectionistic."

According to Runge, the time has, indeed, come when Europe can afford to pursue such protectionistic policies. No longer is Europe the ravaged continent of the Marshall Plan era, desperately in need of economic and political aid. Europe, driven by the dynamics of the integration process, is

emerging as a strong counterweight to North America and the Pacific Rim countries, particularly to Japan. In a world of independent trading blocks such as these, Runge says, disagreements in international agricultural trade will become increasingly common.

"I expect international agricultural trade will continue to be a chronic trouble spot in the future," Runge says. "Both the United States and Europe have mature, developed economies that are engaged in very high levels of protection and support of their agricul-

tural sector, and both seek outlets for commodities they produce in excess of what they can consume at home. If politicians in the United States and in Europe continue to tell their farmers to produce products that are not in market demand, we will only exacerbate these tensions between us, and we may come into more frequent conflicts over agricultural trade policies.

"Because of Europe's growth and the EC's current integration process, agriculture is no longer an obscure and unimportant part of our relationship with Europe."

UNITED, AS IN STATES?

Probably not, say the experts. Still, there are similarities to a certain federation across the Atlantic

Will economic integration result in a United States of Europe, with a federal European Community (EC) government controlling the purse strings of European member countries? Right now, historians and political scientists agree, this seems unlikely. Europeans in general are much too jealous of their independence to sacrifice it for European unity. Still, according to W. Phillips Shively, University of Minnesota professor of political science and expert in Western European affairs, the political integration process under way in Europe today mirrors in many ways the histori-

cal development of federalism in the United States. The United States originally consisted of a group of independent colonies that agreed to unite to increase their power—but only if they could retain some of their sovereignty. Ultimately, however, the process of federalism they voluntarily unleashed swallowed what independence they had left.

As was true of the thirteen Ameri-



can colonies of the 1780s, the main force driving the European nations together is economics, Shively says. "One of the main reasons for the unification of the colonies was the difficulty of carrying on commerce between so many small states, each with its own customs and trade regulations," he says. "These states often erected barriers that made interstate trade even more difficult." Like the colonists, EC leaders know that a single, united market is easier to administer and a stronger competitor on the world market. The founders of the United States also believed a common currency would simplify interstate business and strengthen the colonies' monetary position, laying the groundwork for dominance of the dollar in the international marketplace. EC leaders today subscribe to the same theory as they promote the establishment of a

single, unifying Eurodollar.

Still, some of the colonists' motives for forming the United States do not apply to the European situation, Shively says. First of all, while the colonies joined forces to provide for a common defense, Western Europe is already united within the North Atlantic Treaty Organization. Secondly, EC founders aimed to make the alliance a uniting force to prevent the recurrence of war in Europe, especially between the traditional enemies France and West Germany.

Among the thirteen colonies there were no wars, only small skirmishes.

This era of peace among the original states didn't last, however. Less than a century later, the Civil War broke out. Ostensibly a fight over slavery, the Civil War was, at its heart, a clash between two interpretations of the role of the federal state. How much

power should be in the hands of the central government? Did individual states have the right to secede from the Union? "When the United States government was established in 1789, the individual states still retained a great deal of independence," Shively says, and this laid the foundation for the Civil War. "It was only gradually, through interpretation of the U.S. Constitution by the Supreme Court following the Civil War, that the states lost their original independence and became what they are today."

This slow move from the rather loose federation established among the colonies in 1789 to a nation unified by a strong central government seems, in many ways, to be mirrored in Europe, Shively says. "All I can do is guess, but I believe Europe is going to go quite far toward becoming a political unit similar to the United States," he says. "The internal logic of 1992 and the political momentum behind the integration is going to ensure this. Many of the elements of commercial unification planned by the European countries cannot be carried out without further unification. Although European governments may not be willing to accept these steps today, the changes will eventually follow from current developments." For instance, Shively says, a European monetary system is inevitable, regardless of current resistance from the United Kingdom. To be a genuinely integrated market, the EC needs some form of currency stabilization.

Other unique aspects of a federation of states such as the United States could also be emulated in the EC of the future, Shively says. The harmonization of value-added tax, for instance—which varies wildly from tax-happy Denmark to conservative Britain—could easily follow the U.S. model, whereby each state determines its own tax level within a commonly accepted range. Another device used by the U.S. government is to extract taxes from the states and then offer the monies back with strings attached. "This way, the national government can force states to do things that constitutionally are the purview of the state governments," Shively says. "For



"Despite the drive toward federalization, I think the European countries will remain independent in the foreseeable future," says University political science professor W. Phillips Shively. "But they will also be very interdependent."

instance, the federal government removed highway funding from states that didn't set the legal drinking age at 21. This is the kind of thing that could gradually evolve within the EC as well."

Still, the countries of Europe, with their long history of independence and their unique languages and cultures, are not likely to soon become the utopian

"United States of Europe" that some EC founders envisioned. As in the case of the United States, the road toward true unification has proven to be both long and rocky. "Despite the drive toward federalization, I think the European countries will remain independent in the foreseeable future," Shively says. "But they will also be very interdependent. The economic conse-

quences of their decisions will come more swiftly once their markets are integrated, so they will be more constrained by realities, if not by laws and regulations. Depending on the consequences they are willing to bear, they will be free to make their own economic decisions. But over a longer period, who knows what might happen."

WHEN WEST MEETS EAST

The prospect of Eastern Bloc nations joining an integrated Western European market could be revolutionary



THE RECENT revolutionary upheavals in Eastern Europe have brought a new perspective to the European Community's (EC) integration process. The vague dream of a "common European house," encompassing both East and West, has now become a genuine political goal. According to many observers, including University professors W. Phillips Shively and C. Ford Runge and 3M Company's David Reynolds-Gooch, this promises to bring many changes to the "Europe 1992" program. In fact, the internal structure of the organization is likely to be shuffled as Eastern Bloc countries edge closer to the West.

After the fall of totalitarianism in the East, superpower relations are hardly likely to force Europe back into arbitrary, mutually hostile military blocs. However, the events in Eastern Europe may also pose a number of problems for Western European politicians as they gear up for 1992, Phil Shively says. "First of all, there is the problem of a big Germany," he says. "In the past, decision making within the community has rested on a relatively equal balance among the United Kingdom, France, and West Germany. This balance will now be broken because a unified Germany will clearly be the most powerful country within the EC. And I believe German unification will hap-

pen within a year."

As the two German states grow closer, the perceived military threat of the Warsaw Pact—which for 45 years has justified the presence of U.S. troops in Western Europe—takes on an entirely new proportion, according to Shively. Today, an attack from the East seems inconceivable, especially after the Soviet troop retreat from Hungary and Czechoslovakia, and the former Soviet satellites' animosity toward Moscow. Consequently, many Europeans believe that American forces stationed on the continent should also be withdrawn. "But Western European leaders have recognized the political benefits from the pres-

ence of U.S. troops," says Shively, and they may be reluctant to send the American GIs home. "The U.S. troop presence helped create the feeling that Europe's boundaries were secure. It reassured Europeans about Germany, and it anchored Western Europe solidly in the international system."

But after democracy's victories in Eastern Europe, the political life in Europe is no longer predictable. It is in a state of flux, and anything seems possible. Former EC enemies in the East might, in fact, ask for membership in the association. For instance, when Germany unites, Shively says, East Germany will be brought into the EC. When that happens, other Eastern Bloc countries will also want to join.

"Once East Germany becomes a community member it will be difficult to reject other countries," he says. "But if other countries join the EC before the integration process has been completed in 1992, decision making within the organization will be very cumbersome. E.C. Commission president Jacques Delors has proposed a revision of the EC constitution to make the community more like a federation. So the political changes in Eastern Europe may actually cause the EC to become more united, and unification may come faster."

From the perspective of international agricultural trade, the prospect of East German membership in the EC poses yet other problems for community integration, according to Ford Runge. "If the community moves toward currency realignment and, eventually, a common currency," he says, "how will the near-worthless East German mark affect this new currency? Will East German farmers be eligible for EC price supports? And will EC social subsidies used to deal with poverty-stricken Western European farmers be extended to East German farmers?"

Eventually, these questions are likely to be resolved. In the process, a three-tiered structure of trading arrangements will emerge in Europe, according to Runge. The first tier will consist of a fully integrated EC market. The second tier will be made up of

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economies."**

the six countries of the European Free Trade Agreement (EFTA)—Austria, Switzerland, Sweden, Norway, Finland, and Iceland. (These countries have already obtained a type of most-favored-nation status vis-a-vis the community.) Finally, the third tier will encompass the Eastern European countries, primarily Poland, Czechoslovakia, and Hungary, that have made the greatest progress toward a market-oriented economic system. In the end, this collection of 23 Eastern Bloc and Western European nations would constitute a market of 520 million people with a \$5 trillion gross national product—dwarfing both the U.S. and Japanese economies.

The prospect of a European trading monolith has some trade experts worried. Although the idea of a united Europe from the Atlantic to the Urals might still seem farfetched, "Europe will inevitably become more economically integrated in the future," Runge says. "When that happens, imports might be restricted throughout the entire continent, hampering U.S. agricultural exports."

As Eastern and Western Europe become more and more economically integrated, U.S. businesses are clamoring to gain a base in the relatively undeveloped Eastern Bloc market. The stakes are high: The combined GNP of East Germany, Czechoslovakia, and Hungary alone is larger than China's.

At the close of 1989, *Fortune* reported that as many as 850 foreign joint ventures operated in Hungary—many of them established during 1989. The *Wall Street Journal* reported in December 1989 that the number of American joint ventures in Hungary had increased by 30 percent from the previous year.

Of the companies trying to enter the Eastern Bloc market, those already established in the EC have a greater chance of succeeding, says David Reynolds-Gooch. "First of all, there is simply the matter of geography," he says. "Eastern Europe is only a truck drive away." Also, to strengthen trade between East and West, he expects the community to facilitate money and technology transfers and otherwise assist Western European companies, in particular, in making inroads in the East. (So far, Western European firms have benefited the most from the fall of communist governments. These companies' Eastern European exports were ten times larger than that of U.S. firms.)

But the game is far from over for U.S. businesses, says Reynolds-Gooch. "There is new ground to break in the East, and the old rules don't work," he says. "A large corporation will not necessarily be more successful than a small, entrepreneurial firm. Companies must determine what products are most needed in the Eastern Bloc market, mostly basic consumer goods. Then they might have an easier time extending east."

Still, moving into Eastern Europe is a gamble for most companies. Although this market is much less developed and, therefore, in some ways easier to penetrate than the EC, it is still fraught with problems. Investors have encountered endless red tape (both in the United States and in Europe), currency exchange problems, communication breakdowns (Eastern European telephone systems, in general, still leave quite a bit to be desired), and a generally unreliable infrastructure. "Many people have had a lot of difficulties in the East," says Reynolds-Gooch. "Moving into this market is a risky path. You might come back out with nothing." ◀

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Changing Order

BY VICKI STAVIG

THE 1990-91 Minnesota Alumni Association (MAA) officers bring with them a reservoir of experience to take the association in new directions, particularly in the areas of governance, outreach, and communication with alumni, legislators, and the public at large.

A major challenge for the association during the coming year will be completing a reorganization of its governance and volunteer structures to better focus its resources on supporting the primary needs of the University and alumni. "We'll be greatly expanding staffing and funding for our outreach outside of the Twin Cities because we want to build stronger ties throughout Minnesota," says national president Sue Bennett. "We need Minnesotans outside the metropolitan area to know that this is their university, and we want their support, their students, and their help in legislative work. All of that means helping them know what's going on at the University and getting their input on University issues. That's going to be a major thrust for the association."

Bennett, an independent consultant who works with nonprofit organizations on financial and long-range planning issues, graduated from the University in 1965 and earned a master's degree in social work in 1967. In the early 1970s she taught courses in social work for the University's continuing education program and for several years was a social work practitioner. After working many years for the McKnight Foundation, and later for the Pillsbury Company Foundation, Bennett set up her own consulting firm to work with community foundations. A long-time supporter of



Leading the association in 1990-91 are, clockwise, Sue Bennett, national president; Michael Unger, treasurer; John French, first vice president; Ezell Jones, secretary; Steve Goldstein, past president. Not pictured is Emily Anne Staples, vice president.

the University, Bennett has served on the MAA national board since 1986, was secretary and president-elect, and chaired the MAA's governance committee. She is also a member of the boards of the Guthrie Theater, Minnesota Public Radio, the Minnesota Women's Campaign Fund, and the Minnesota Foundation.

Bennett's University involvement results from what she describes as a deep concern for the institution that provided her with an excellent education. "I have a sense of wanting to give something back," she says. "The University of Minnesota is one of the most, if not *the* most, vital and strategic institutions in the state. In Minnesota,

our competitive edge has always been an educated workforce."

Joining Bennett as officers for 1990-91 are first vice president John French, '55; vice president Emily Anne Staples, '50; treasurer Michael Unger, '77 and '81; secretary Ezell Jones; and past president Steve Goldstein, '73.

French, chair of Faegre & Benson, has served the University in various capacities, including as vice chair of the Humphrey Institute of Public Affairs advisory committee and as a member of the MAA executive committee. He chaired the MAA public policy committee that helped enact legislation creating the Regents Candidate Advisory Council. "The Uni-

versity is the most important human resource in the state of Minnesota," says French. "Not only do I have a great affection for it, having been a student here, but I think the welfare of the University of Minnesota is almost synonymous with the welfare of the state. I can't imagine working for an organization that would give me a better feeling that I was doing something worthwhile."

Staples is currently a Democratic candidate for lieutenant governor, running with gubernatorial candidate Mike Hatch. In 1976 she was elected to the Minnesota Senate, where for four years she concentrated on issues affecting health, business, and the arts.

Staples has also been active in the Minnesota Campaign, and is on the University of Minnesota Foundation, International Center, and United Nations Association boards. She is a member of the Regents Candidate Advisory Council and chairs the Minnesota Adult Literacy Campaign. Says Staples, "I hope to see the alumni association become even more involved in moving the University's agenda forward, increasing the importance of the association in making alumni throughout the country—and particularly

throughout the state—more aware of how they can support the University and what we can offer them."

Unger, an attorney with Hvass, Weisman, & King, was the University's first student member of the Board of Regents in 1976. He currently serves on the board of the Minnesota Lawyers Committee for International Human Rights and has been president of the Minnesota Justice Foundation. But, he says, the University has a high priority for his time. "The University is important to me

because I'm convinced of the importance of having available, outstanding higher education that provides people with a unique opportunity to change their own lives," he says. "We, as alumni, have a stake in maintaining the reputation of this institution because we take its name and reputation with us throughout our lives."

Jones, chair and chief executive officer of Premier Resource Group, Ltd., and senior vice president of the Twin City Group, attended the University from 1965 to 1969. His volunteer efforts at the University have spanned two decades and represent diverse interests. He is a member of the M Club, has served on the President's Council, is chair and founder of the Archie Givens, Sr., Collection of African-American Art, serves on the advisory board for the Friends of the General College, is on the board of the African-American Learning Center, and is a member of the Regents Candidate Advisory Council. Jones is concerned that the University's programming be as diverse as its population. "But," he says, "we must also continue to focus on excellence. I want to challenge the University to be as great as it can be. In order to do that, you have to be at the table: you have to be a participant. The University sits in a position of leadership: it must answer the call."

Goldstein, vice president and general manager of WCCO Radio, has, at one time or another, held every MAA officer position.

He is also a member of the boards of the Ronald McDonald Charities and the 1991 international Special Olympics Summer Games, is chair of the Twin Cities Communications Council, and is head coach of the Minneapolis Dunkers.

"But," he says, "getting involved with the alumni association is really a unique opportunity. The University is such an extraordinary institution, and President Nils Hasselmo is so inviting of the alumni association's input, that it's a very important time for people to come forward and get involved. Many people are interested in helping the University but don't know how. They don't know the port of entry. It's easy: Just call 624-2323, and say you'd like to get involved."

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PRESIDENTS and what Americans think about them was the topic of Minnesota Alumni Association (MAA) annual meeting speaker Lesley Stahl, CBS White House correspondent. Stahl addressed 1,300 alumni, regents, faculty, and friends at the 86th annual meeting May 8 at the Bierman Field Athletic Building.

"Some said Reagan was popular because of his strong sense of direction, his sureness, but I say that his strength was based on his TV image, his likability on the tube," said Stahl, moderator of "Face the Nation," who began her CBS career covering the Watergate break-in. "Carter was sanctimonious, which made him susceptible to everything that went wrong. But no negatives stuck to Reagan; we gave him the benefit of the doubt because we liked him. I am convinced that there is a disconnect between how we feel about presidents emotionally and how we see them politically."

As an example, Stahl talked about a story she did for CBS News during the 1984 campaign. The images and the words were contradictory: President Reagan was shown visiting nursing homes and other facilities that would be affected by his budget cuts. The harm that would be done by the cuts was the theme of the four-minute segment. The next day, a White House staff member called Stahl and said the piece was "great." A confused Stahl asked what he meant. He replied that it was free publicity, that the viewing public hadn't heard a word Stahl had said; all they had seen was a smiling Reagan out meeting an adoring public.

"The picture, if it's strong enough, will always drown out the word," said Stahl. "It was an astonishing lesson for me." The lesson was confirmed when a focus group, looking at the piece without sound, thought it was a Reagan campaign ad. When they saw it again, this time with the sound, their



An unscheduled audience question-and-answer session capped the annual meeting keynote address by CBS's Lesley Stahl. She fielded questions ranging from who President Bush's 1992 running mate will be to what went wrong with the Dukakis campaign.

impression remained unchanged; the spoken words did not affect what they saw on the screen.

President Bush, said Stahl, is popular with the American people because he comes across as natural, sincere, and honest. "People are sick and tired of the baloney factor," she said. "The country appreciates Bush for being himself."

Stahl predicted that no one who does not have a good television image will ever again be elected president. Americans decide who to vote for based on television, said Stahl, and that's not going to change. "We are going to have to learn how to deal with it."

In response to questions from the audience, Stahl said she hopes women will run for president in the 1990s, adding, "I believe the country would vote for a woman if she were qualified, and for a black if he were qualified." She described Barbara Bush as a "great role model for anyone" and said the hottest question in Washington today is whether or not Dan

Quayle will be President Bush's running mate in 1992.

Joining Stahl on the program were University President Nils Hasselmo, the University of Minnesota Marching Band, the alumni band, and the newly installed 1990-91 MAA officers, led by national president Sue Bennett. A video presentation highlighting association achievements and saluting volunteers was shown during dinner.

FOUR HONORED

University President Nils Hasselmo presented the Alumni Service Award to four alumni at the Minnesota Alumni Association (MAA) national board meeting May 8. Receiving the award were Fred Friswold, Chip Glaser, Pam Nichols, and Carol Pine.

Friswold, '58, has served as MAA national treasurer, vice president, and president. He has been a member of the association's executive and finance committees and is currently a member of the boards of directors of the University of Minnesota Foundation and

the Minnesota Supercomputer Institute.

Chip Glaser, '75, joined the MAA board in 1983 and held the offices of national treasurer, vice president, president-elect, and national president. Glaser chaired the MAA annual meeting for two years and headed the University's "There's Just One 'U' " celebration in 1988. He also served on the University's 1988 men's athletic director search committee.

Pam Nichols, '67, has worked with the MAA for about fifteen years, serving as president of the Council of Governors of the Minnesota Alumni Club. She joined the national board in 1979, and has served as executive committee member, national treasurer, and two terms as national secretary.

Carol Pine, '67, has been volunteering her time at the University of Minnesota since 1978, when she became a member of the School of Journalism Alumni Society board. She served as president of the society in 1984-85, was a member of the executive committee from 1985 to 1989, chaired the association's Alumni Society Advisory

Committee and Communications Committee, and is currently a member of the External Relations Advisory Council.

MANAGEMENT CHALLENGES

The Carlson School of Management's 30th annual Business Day April 5 was attended by about 500 students, alumni, faculty, and friends. "Communication: Challenges in the '90s" was the theme of the event, which addressed communication in the context of strategic planning, entrepreneurship, pollution control, information technology, unionization, financial markets, quality management in the service sector, and public policy. Featured speakers were Ginger Howard of Eli Lilly and Ron James of US West Communications. A panel discussion on the business of sports was moderated by Dave Mona of Mona, Meyer & McGrath.

Three awards were made during the day's events. Salvatore March, associate professor of information and decision sciences, was named Graduate Teacher of the Year; Peter Rosko, as-

sociate professor of finance, was named Undergraduate Teacher of the Year, and Tom Hauschild, '76 and '81, a partner in Coopers & Lybrand, was named Recruiter of the Year.

Business Week also included a lecture on growth in the 1990s by General Mills chief executive officer Bruce Atwater and a seminar titled "The Korean Economy: Recent Performance and Policy Implications for U.S. Business" presented by Il Sakong, former South Korean minister of finance.

FIFTY FOR MURPHY

The School of Journalism Alumni Society celebrated the 50th anniversary of Murphy Hall May 4 at the Holiday Inn Metrodome. More than 200 society members and friends attended the dinner and program and received copies of *Fifty Years of Leadership*, a chronicle of Murphy Hall written by George S. Hage, professor emeritus. An Award for Excellence was presented to Charles Roberts, editor of the *Minnesota Daily* in 1939-40, in recognition of his leadership and service to the community.

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A Year of Reaching Out

AS ONLY the fourth woman to serve as national president of the Minnesota Alumni Association (MAA), I'm simultaneously honored and energized by the job that lies ahead. Honored, first, by the legacy of accomplishment left by the three women who preceded me—University regent Peggy Craig (1977), Judge Diana Murphy (1981), and community leader Penny Winton (1985). And at the same time, I feel energized by the issues and opportunities waiting to be addressed, both by the University and the MAA.

As it is for most of us, my bond with the University is strong, created in part by my parents, both social workers, who had close personal and professional ties to the social work department. Two of my brothers and my sister Jean Keffeler, now a University regent, are University graduates. And I earned my master's degree in social work—a degree that has served me well in work and in life—at the University. I forged many long-term friendships here, including the one I share with my husband, David, who was a second-year student in the Law School when we met.

With so many ties to the University and to the MAA—as a long-time member, volunteer, board member, executive committee member, secretary, and president elect—I thought I'd seen this organization from every angle necessary to prepare me for my job as national president. But my most revealing glimpse of the MAA has come only recently, as we've undergone a very intensive evaluation of our mission and programs, and as I chaired a special governance committee charged with assessing the organizational structure we have in place to accomplish those

important objectives.

I've served on enough boards, and worked in enough businesses, to know it takes no small amount of courage to explore the very foundation of any organization, much less one as rich in heritage as the MAA. Yet I'm convinced this sort of questioning and redefinition will pay dividends in a stronger, more focused, and more relevant association.

Change is never easy and the process has been a difficult one, but clearly worth the effort. Our committee has submitted a list of recommendations to the MAA board that, if approved, should streamline the internal workings of the MAA and better focus our resources on supporting primary needs of the University, its students, and graduates.

Meanwhile, I think you can look for the MAA to begin evolving in several other important ways. For example, we'll be identifying and implementing strategies that extend the geographic outreach of our programs and services. Traditionally, the MAA's agenda has focused primarily on the Twin Cities. But with more than half of all University graduates living outside the metropolitan area, we must do all we can to ensure that their concerns for the University are addressed and that their skills, talents, and energies are channeled effectively in support of the University. Hand in hand with improved services for our regional



Sue Bennett is national president of the alumni association

chapters, the MAA will expand and solidify our alumni legislative network so alumni who care about the University can be heard by lawmakers who pass judgment on the University's budget requests.

In addition, we'll be looking for ways the MAA can help stem a troubling decline in the number of minority students at the University, a problem affecting higher education nationwide. I'll be asking

the University Issues Committee to study ways we can assist in recruitment and retention of minority students. I suspect we can and should be involved—whether through recruitment, providing scholarships, or mentoring—in helping sustain a rich, multicultural educational experience for generations of students to come.

Finally, I join my predecessor, Steve Goldstein, in strongly supporting the building of a University Center, where alumni, students, the University community—and all Minnesotans—can create a true "front door."

In the coming months, I'll be using this column to explore these issues and initiatives, and I invite you to let me know where you see the University headed, and how you'd like your alumni association to play its part. Thanks to each of you for the privilege of serving as national president. It's not only an honor, but also an exciting opportunity.

By Sue Bennett

The Smart Sixteen

WHAT GOPHER TEAM has won the most national and regional championships in the past decade? Answer: the National College Bowl team with championship wins in 1984, 1987, and 1989, and regional championships nine of the last ten years.

While most Twin Citians slept on Sunday, April 29, I joined 100 other spectators in Blegen Hall to watch the Smart Sixteen, sixteen teams from across the country vying for the 1990 College Bowl championship. Although the Gophers hoped to walk away as the only team to win back-to-back titles, it wasn't to be. They tied for fifth with Cornell, and the University of Chicago beat the Massachusetts Institute of Technology to win the title.

When the rapid-fire, toss-up questions began, it was apparent that the Gopher teammates—theater arts senior Mark Erdahl, third-year law student Pete Nickitas, civil engineering junior Brian Weikle, and public affairs graduate student John Mings—were individually and collectively a cut above the rest. The thrill of competition paralleled that at any athletic contest I have attended as these masters of the game relied on an incredible storehouse of information to answer the question *before* its completion.

The competition is sponsored by the Association of College Unions International on 1,000 campuses. Approximately 50 University of Minnesota students took a written test, and the top ten scorers then competed in a toss-up question competition. The top four players won seats on the team. There is no attempt to customize the Minnesota team with experts in different subjects. "The danger in considering a teammate an

expert in a specific area is that you might defer to that person when you know the answer, and the other team gets in ahead of you," says Nickitas.

But experience obviously does bring a certain expertise to the table. Nickitas considers himself an expert in law, naval history, Italy, Greece, and the Bible. "I graduated from the Naval Academy as an undergraduate, spent five years in the active service in Naples, Italy, am currently a law school student, and am of Greek ancestry—and, oh yes, I used to be an altar boy," says Nickitas. But he and his teammates agree that the best way to prepare for competition is to read, read, read everything in sight. And to remember what you read.

"These students have a natural-born *inability to forget*," says Mike Decker, a former Emory University professor who formulates most of the 5,500 questions in the national championship. Decker gathers information through his own compulsive reading and has indexed questions and answers on 30,000 cards. "I love this job," says Decker. "If I won the lottery and never had to work another day in my life, I would do this for fun."

Take your buzzer in hand, and try this sampling of Decker's mental gymnastics: the white tissue of a grapefruit rind (albedo), the president of the National Rifle Association (Joe Foss), the only two vitamins that



Margaret Sughrue Carlson
is executive director of the
alumni association

are water soluble (B and C), the only word in the dictionary to begin with *tm* (tmesis), an eight-letter word that means busybody (quidnunc), the name of the diner on the Bounty television commercial (Rosie's), one-millionth of a gram is fatal (plutonium).

As the Gopher team finished its final round, the players left the platform in obvious disappointment. They would have loved to have won before the

hometown audience, but it wasn't their day. Their disappointment was at least partially offset by the satisfaction of having been a member of a competitive Gopher squad. "My preference would be to play basketball for the 'U,' but I don't have the talent," said Weikle. "I do have the talent for this, so I am pleased to be part of the team."

For Nickitas, it was a way to show his pride: "Even when I was an undergraduate at the Naval Academy, I rooted for the Gophers. When it came time to order our cadet rings, most of the guys chose a blue stone in a gold setting. I chose a maroon stone in gold, because I knew that I would return to the University someday for graduate school. The bonus for me has been to be on a Gopher team, too."

One final question: What prominent Twin Cities attorney was a first alternate on the 1959 University of Minnesota championship College Bowl team? Answer on page 50.

By Margaret Sughrue Carlson

COLLEGE OF BIOLOGICAL SCIENCES

'70 **Juliet Lilga** of Minneapolis has joined the department of family practice at Group Health Ridgedale Medical Center.

'76 **Gregory Vitas** of Inver Grove Heights, Minnesota, has joined the surgery department at Group Health St. Paul Medical Center.

COLLEGE OF EDUCATION

'72 **Thomas J. Murphy** of Seattle has been named assistant director of the Seattle Men's Chorus, one of only two men's choruses to receive a grant this year from the National Endowment for the Arts.

'75 **Nancy Jorgensen Fletcher** of Eden Prairie, Minnesota, has been promoted to vice president of corporate affairs for Naegele Outdoor Advertising, where she has worked since 1977.

'78 **Jane Resh Thomas** of Bloomington, Minnesota, has written a children's book titled *The Princess in the Pigpen*, which was published recently by Clarion Books.

COLLEGE OF LIBERAL ARTS

'41 **Ernest Norquist** of Beaver Dam, Wisconsin, has published *Our Paradise: A GI's War Diary*, which he wrote when he was a World War II prisoner of war. Published recently by Pearl-Win Publishing Company, the diary was written on candy wrappers, cigarette packs, and other paper scraps. Norquist buried it with his parents' address in a tin can, which was discovered and sent home by a Filipino family.

'70 **Rodney Erickson** of University Park, Pennsylvania, has been named head of Penn State's geography department. Erickson has been a member of the College of Earth and Mineral Sciences faculty at Penn State since 1977.

'71 **Marcia Pankake** of Minneapolis has edited *A Prairie Home Companion Folk Song Book* with her husband and fellow University alumnus, John Pankake.

MEDICAL SCHOOL

'36 **Harold G. Scheie** of Philadelphia was honored recently at the annual meeting of the American Academy of Ophthalmology. Scheie is founding director of Scheie Eye Institute in Philadelphia and chair emeritus of the department of ophthalmology of the University of Pennsylvania Medical Center.

'64 **John Kersey** of St. Paul has received an Outstanding Investigator Grant from the Na-

tional Cancer Institute to support his cancer research. Kersey is professor of pediatrics and director of bone marrow transplantation at the University.

SCHOOL OF PUBLIC HEALTH

'80 **Kenneth Platou** of Franklin, Massachusetts, has joined Newton-Wellesley Hospital as vice president for professional services. Platou was formerly vice president for support services at the Swedish Medical Center in Colorado.

CARLSON SCHOOL OF MANAGEMENT

'72 **Thomas E. Hatcher** of Prior Lake, Minnesota, has been promoted to first vice president at First Wisconsin Trust Company. Hatcher was previously vice president and head of the company's employee benefit administration department.

'82 **Daniel Freier** of Shoreview, Minnesota, has been named manager of Touche Ross, where he has worked since 1982.

DEATHS

William J. Bailey, '43, University Park, Maryland, December 17, 1989. Bailey, an internationally known specialist in polymer chemistry, was a research professor of chemistry at the University of Maryland at College Park since 1951. He is credited with synthesizing the first expanding polymer, which is used in the manufacture of improved adhesives, and with developing plastics that can be broken down by living organisms.

Betty Wolden Endicott, '63, Silver Springs, Maryland, August 19, 1989. Endicott, vice president and general manager of WTTG television, was a veteran of more than twenty years in Washington, D.C., television news and the first woman in Washington to hold the job of news director. Under her direction, WTTG won an Emmy Award in 1984 for best local newscast. Her program "City Under Siege" about Washington's drug crisis received a Community Service Award in 1989.

Ruth Maser Hamre, '24, Minneapolis, Minnesota, July 31, 1989. Hamre began her teaching career in 1924 at Renville High School in Minnesota. She taught in North Dakota from 1926 to 1930, then married and raised a family. In 1945, she returned to teaching in Swanville, Minnesota, and later taught in the Richfield Public Schools until she retired in 1962.

Harold "Red" Hastings, '41, Laguna Hills, California, December 5, 1989. Hastings was football coach and athletic director at Austin High

School in Austin, Minnesota, from 1939 until 1953. During that time, he led Austin to seven Big Nine conference championships and three state football championships. Hastings was voted into the Minnesota Football Coaches Hall of Fame in 1966.

Ray Jensen, '37, Cloquet, Minnesota, January 7, 1990. Jensen began his career at the University's Cloquet Forestry Center in 1937. His research in jack pine seed sources, logging methods, and regeneration formed the basis for many graduate-student and faculty research papers.

Edward Olsen, '38, St. Petersburg, Florida, June 30, 1989. In 1939, Olsen began working at the family-owned Olsen and Son Drug Store in Frederic, Wisconsin, then ran the store until he retired in 1974. Olsen was president and part owner of the Frederic Bottling Company for 27 years and a founder, first president, and later chair of the board of directors of Thrifty-White Stores.

Karver Puestow, '21, Madison, Wisconsin, September 16, 1989.

Grant Rasmussen, '41, Bethesda, Maryland, May 15, 1989. Rasmussen, retired chief of the Laboratory of Neuroanatomical Sciences at the National Institute of Neurological Diseases and Blindness, is widely known for his discovery of a nerve tract known as "Rasmussen's bundle," which is responsible for changing the sensitivity of the inner ear.

Daniel Sanders, '71, Urbana, Illinois, October 13, 1989. Sanders was dean of the University of Illinois School of Social Work and served as president of the Inter-University Consortium for International Social Development.

Mary Teberg Scallen, '47, Minneapolis, Minnesota, January 13, 1990. A psychiatrist for 40 years, Scallen worked with teenagers and young adults at the Hamm Clinic in St. Paul, the University of Minnesota Health Service, and the Minneapolis Clinic of Psychiatry and Neurology before retiring in 1989.

Elinor Stellwagen, '17, Boston, Massachusetts, January 8, 1990. Stellwagen, a resident of Washington, D.C., for almost 70 years, was listed in *Who's Who of American Women*. She was a member of numerous organizations, including the Kappa Kappa Gamma Alumnae Association and the Salvation Army Auxiliary.

Walker D. Toepke, '23, Mesa, Arizona, May 22, 1988. Toepke practiced dentistry for 40 years in New Salem, North Dakota. He served as president of the North Dakota Dental Association and as chair of the North Dakota Health Council.

JULY

1ST-31ST

"Metaphorical Fish," an exhibition examining fish and fishing-related imagery in works by regional artists, University Art Museum, Northrop Auditorium, Minneapolis campus. For information, call 624-9876.

"Getting and Spending: Consumerism and American Art," an exhibition of about 40 pieces of twentieth-century American art organized by six university students, University Art Museum, Northrop Auditorium, Minneapolis campus. For information, call 624-9876.

Guild of Natural Science Illustrators Annual Exhibition and Juried Show, in conjunction with the Guild of Natural Science Illustrators annual meeting, Bell Museum, Minneapolis campus. For more information, call 612-624-1852.

Moonstone, adapted by Barbara Field from a Wilkie Collins mystery novel and directed by Jeff Steitzer, University Centennial Showboat, Minneapolis campus. For ticket information, call 612-625-4001.

25TH

Queen Ida, reigning empress of Cajun/Creole music, and her Bon Temps Zydeco Band, 8:00 p.m., Northrop Auditorium, Minneapolis campus. For ticket information, call 612-624-2345.

29TH

College of Veterinary Medicine Alumni Society Boat Cruise, Lake Minnetonka. For more information, call Susan Lee at 612-624-7473.

AUGUST

1ST

Institute of Technology Alumni Society Boat Excursion, for board members and friends, leaves at 5:15 p.m. from the Dock Cafe, Stillwater. For more information, call 612-624-2019.

1ST-24TH

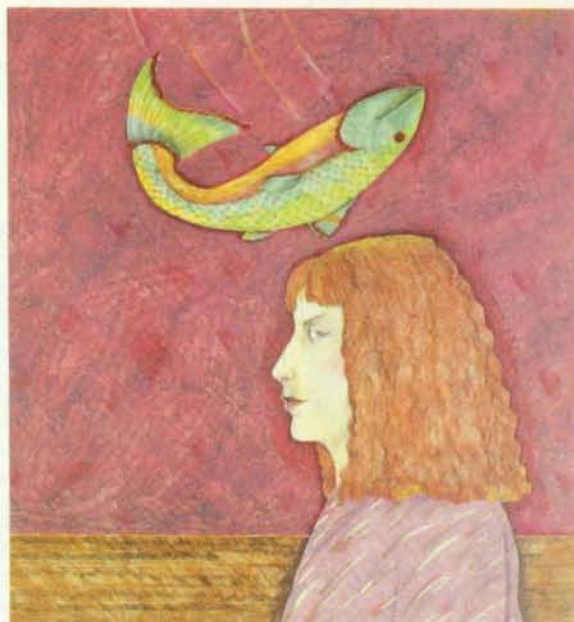
"Getting and Spending: Consumerism and American Art," University Art Museum, Northrop Auditorium, Minneapolis campus.

13TH

ROTC Alumni Society Board Meeting, 7:00 p.m., room 12, Armory, Minneapolis campus.

25TH

Big 10 Softball Tournament, all day, Dred Scott field, 10820 Bloomington Ferry Road, Bloomington. For more information, call Bev Driscoll at 612-624-2323.



Regional artists are tackling a few fish at the University Art Museum at Northrop Auditorium on the Twin Cities campus. Appearing in the exhibition "Metaphorical Fish," which examines fish and fishing-related imagery, will be "Falling Fish, 1981" by Nancy Carlson, above, "Wall Fish," by John Cisney, right, and "By Night and By Torchlight, 1990" by Carl Gawboy. For more information, call 624-9876.



Making the Grade

A report card on student athletes

BY BRIAN OSBERG

IT WAS SUPERBOWL Sunday. Campus sports fans watched the Gopher basketball team convincingly defeat the Indiana Hoosiers 108-89 on national television, then everyone's attention turned to the Superbowl. Almost everyone's. A couple of Gopher basketball players inquired about the availability of the study group room to catch up on their homework.

The anecdote may be just an aberration, but Elayne Donahue, director of academic counseling for intercollegiate athletics, is optimistic that it's a trend. "I remember the first quarter I was here," says Donahue. "I walked into my office, and it was full of athletes. They were all ineligible. But they were just sitting there, waiting for me to take care of them. It was the most unbelievable phenomena; it was like it had nothing to do with them. It was like, 'Well, I'll patiently sit here, and of course, before the day is over, she will bless me and I will be eligible.' Today that attitude would be absolutely unheard of."

Donahue believes that there has been a transformation in the thinking of the coaches and faculty as well. "I don't want to say none of the coaches thought about academics, but they didn't talk about it continually," says Donahue. "The graduation rate was the lowest in the Big Ten, which is part of the motivation that got me here. I saw that over time a change in the attitude of the coaches as well as the athletic administrators was as important as the change in attitude of the athletes."

Donahue came to the University in 1983 after serving as assistant to the director of the College Football Association and fourteen years at the Uni-



Graduation rates for student athletes have improved, reports Elayne Donahue, director of academic counseling for intercollegiate athletics. So have cumulative grade point averages for men and women athletes.

versity of Denver as a professor and dean. She began her career in education as an elementary teacher and earned a doctorate in education at Colorado Women's College.

At the University, Donahue heads the Department of Academic Counseling, which provides tutoring and counseling services to more than 600 men and women athletes. The department does not determine whether a recruit is admitted to the University, but it is involved in the evaluation process. "Who should be recruited, given academic scholarships, and brought here should be in the hands of the coaches and athletic directors,"

says Donahue. "We tell them what we think, and they make the decisions."

"At Minnesota, because there is open enrollment in General College, anybody who wants to get in can do so even though they don't meet [the standards set by] Proposition 48. In a way, that's a handicap we have, because that means marginal students aren't reviewed carefully. That scrutiny comes somewhere between their second and third years when they need to [transfer] out of General College [into another unit at the University]."

Student athletes apply and are admitted to the University just as other students are. "There never has been

an admission exception for a student athlete to the University," says Donahue. "That's something the faculty doesn't understand. They make reference to the people we let in, but we don't let anybody in, we're not the admissions office. That's important. Nor do we award grades.

"A faculty member called me last spring and said, 'Do you realize that I have third-year students in my class who are illiterate?' I said, 'Yes, they are. We didn't get admissions exceptions to get them in, but your faculty

gave them the grades they needed to stay eligible or to stay in their college.' All the problems that are pointed at as problems in athletics are really problems within the academic university."

Counseling services are available throughout a student athlete's academic career. Counselors meet with new students before the academic year begins or during the first week of school to develop a year-long academic plan, which is revised once in the fall and once in the spring. "We try to

help balance students' academic plans with athletics," says Donahue. "They always have to carry twelve credits, but for some it is hard to balance that with a heavy competitive season."

Priority registration is available to student athletes for courses they need for graduation, but "we will not let anybody receive a priority registration who has not done a year-long plan first," says Donahue.

The bottom line, says Donahue, is that graduation rates have improved. Student athletes (who entered as freshmen in 1983-84) graduated at a rate of 33 percent, which is higher than the rate for University students overall (27 percent). For the first time, the men's athletic department graduation rate was higher than that for the general student population. The cumulative grade point average (GPA) for the men's program was 2.61 for winter quarter 1990; it was 2.48 for winter quarter 1985. The averages ranged from 2.40 (basketball) to 3.01 (tennis). The women's athletic department had a composite of 2.93, up from 2.82 in 1985. The range was from 2.64 (basketball) to 3.22 (cross country). The cumulative GPA for women and men together was 2.75. In addition, 25 athletes earned a 4.0 GPA winter quarter.

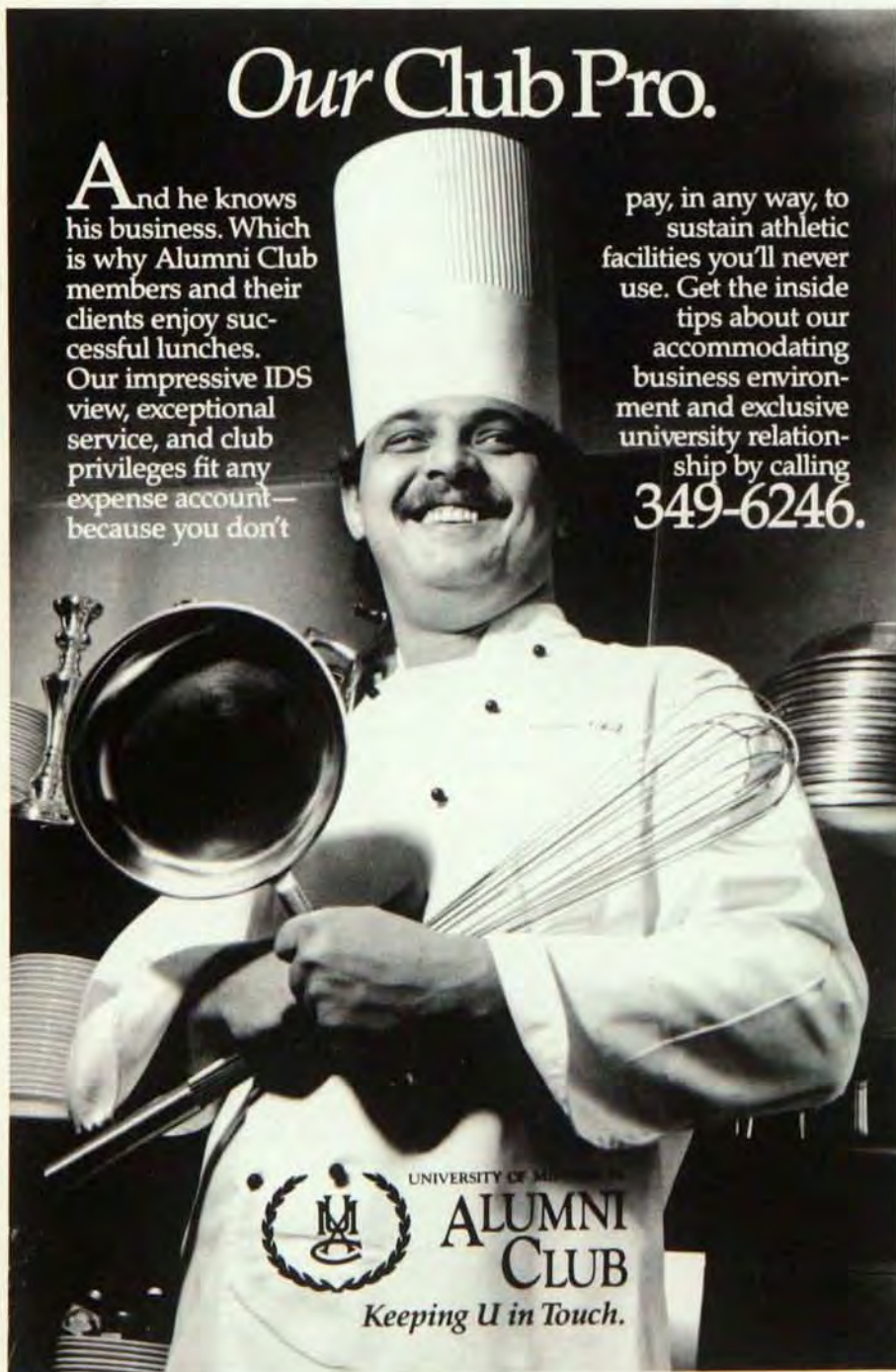
At this spring's first-ever Scholar-Athletes Awards Dinner, 136 athletes were honored for earning a cumulative GPA of 3.0 or better. The top five men's awards went to seniors Chuck Heise (wrestling, 3.66) and Mike Higgins (baseball, 3.76), junior Kevin Werwie (tennis, 3.48), and sophomores Scott Schaffner (football, 3.58) and Jon Stefansson (track and field, 3.48). The top women scholar athletes were seniors Julie Newman (gymnastics, 3.79) and Julie Gunard (swimming, 3.87) and juniors Roberta VanAmber (cross country and track, 3.83), Sara Zimmermann (cross country and track, 3.83), and Tracee Wolf (track, 3.96).

"It's exciting that men and women who are so committed to their athletic pursuits have also achieved such a high degree of excellence in academics as well," says Donahue. "The number of student athletes who can do both things well is gratifying."

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UNIVERSITY OF MISSISSIPPI
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What the World Needs Now

To live with compassion and without fear is Gisela Konopka's message

BY TERESA SCALZO

WHEN GISELA KONOPKA worked in her parents' Berlin grocery store delivering packages to wealthy neighbors, she was forced to use the *bintertreppen*—winding stairs behind apartment buildings reserved for delivery people, beggars, and other "inferior" people.

Later, as a teenager, she visited the Berlin slums to play with the children who lived there. She remembers the pale faces, "the missing noses eaten by rats, the skin full of sores from all kinds of diseases." She resisted the urge to run away and learned to love the children who suffered from degradation and futility as well as disease.

By nineteen, Konopka had joined the pre-Nazi youth movement, which she describes as very idealistic. "We believed in helping people, in being free and independent. We were pretty anti-authoritarian."

Later arrested for anti-Nazi activities and sent to a concentration camp, Konopka was strengthened rather than embittered by the experience. "I learned with my body and soul what it means to be demeaned," she says. "I don't quote the number of people the Nazis killed. What is significant to me is that they demeaned people. I fought the Nazis from the beginning because I saw evil in race superiority and the suppression of anyone who disagreed with a certain ideology."

That society treats people differently based on race and social class was a harsh lesson for a young girl to learn, but it convinced her that society's outcasts need greater doses of compassion and respect.

Konopka, whose career spans 60 years and five continents, is a retired University of Minnesota professor of



She may have retired at 60, but at 80, Gisela Konopka still finds herself teaching, consulting, and giving keynote addresses in far-away places.

social work and former director of the Center for Youth Development and Research. A pioneer in the study of adolescent female development, she wrote in 1966, *The Adolescent Girl in Conflict*, the first in-depth study of delinquent girls. She has participated in countless conferences and committees on youth, and the list of her publications rivals that of the most prolific scholars. Eighty years old and barely five feet tall, Konopka has a reassuring manner ideal for comforting the frightened children to whom she has devoted her life.

Her philosophy of treating adolescent offenders with compassion has caused some detractors to accuse her of "molycoddling criminals" and disregarding their victims, but her experiences have shown that adolescents them-

selves are often victims of a system that removes hope and perpetuates violence. "I'm not naive. I know we have good and bad in us, but I say 'we,' we all do. The question is, What are we bringing out? I love the word *education*. It is a Latin word that means bringing out—not pouring something in. I want to bring out the good in people, the appreciation of variety, and compassion for people who have fewer opportunities than I."

Konopka's appreciation for multicultural variety is evident in many ways. She was responsible for bringing Ruby Pernel, one of the University's first African-American professors, to Minnesota. Josie Johnson, the University's first African-American woman regent and now a fellow in its College of Education, is Konopka's longtime friend

and colleague.

Johnson recently got a phone call from Konopka, who was brimming over with excitement from a speaking engagement. A student at Hill Elementary School in St. Paul had read Konopka's autobiography, *Courage and Love*, and asked her to visit the school. "Here is an internationally renowned scholar who responded to an invitation from an elementary school youngster," says Johnson. "And she was so pleased about having gone to this class, you would have sworn she was called before the president of the United States to speak about her work."

Robert Blum, professor of pediatrics, recalls Konopka's 1978 University retirement party, which drew people from all over the country. "There was a far greater rainbow of ethnicities, backgrounds, and socioeconomic status at that celebration than I've seen before or after in Minneapolis," says Blum. "Gisa cross-cuts social class and ethnicity. She accomplishes that also in her writing. There is a personal note, a message that has tremendous power."

Friends thought Konopka's recent heart attack might slow her down, but it hasn't. Johnson laughingly recalls the last time she tried to see Konopka. "She told me she had a couple hours free on a Sunday morning."

Konopka has a steady stream of visitors, teaches University honors seminars, and consults for Hennepin County Child Welfare Services and the Department of Corrections. Shortly after giving the keynote address at a conference in Hong Kong this year, she was speaking at the Menninger Foundation in Kansas City. "I suspect that she and Karl [Menninger], who is 96, have a romance going, but she denies it," deadpans Blum.

Konopka could, however, write the definitive book on romance. She met her husband, Paul, in Germany when he was a leader in the youth movement. Separated from him by the war, Gisa expected never to see him again, but the couple met by chance years later in France. They came to New York in 1941, "poor as church mice."

Paul immediately joined the Ameri-

can army, and Gisa was again alone. Friends encouraged her to study at the University of Pittsburgh, which had a new program in social group work. When she was invited by the University of Minnesota in 1947 to help revive its social group work sequence, Paul willingly accompanied her.

Miriam Cohn, also a retired professor of social work, knew the Konopkas when they lived in Pittsburgh. She recalls that Paul bought Gisa flowers for their wedding ceremony, though it took the couple's last 25 cents. "They would do for each other," says Cohn. "Gisa never drove, so Paul took her everywhere. And he didn't mind, he saw it as furthering Gisa. On the other hand, the house was his. He worked on it. He developed it, but she helped."

"The house" overlooks Lake Calhoun and is as much a part of Gisa as her work. She and Paul bought it for \$8,500 in 1948. In many ways, the house is linked directly to Konopka's work. She would invite adolescents to stay with her if they had nowhere else to go. And when she and Josie Johnson co-taught a course, the class met at Konopka's house.

Visitors today enjoy not only her company but also a tour of the house, which is filled with Native American rugs, pots, and baskets, and artifacts collected on her trips to Europe, Brazil, Jamaica, and Hong Kong. Everywhere there is something that provokes a memory of an experience or a person, most often Paul.

"I would be none of these things if he hadn't been around," says Konopka. "He was one of the most courageous people. When he died, I thought I couldn't continue. But I remember that he always said, 'We need people without fear,' and I love that."

"When the Nazis came to power, I wanted to commit suicide, but he got real mad instead of being a sweetie pie. He said, 'We are all in this together, and we must continue.' That's why I called my book *Courage and Love*. People forget how wonderful love is."

Reaching to the top of a bookshelf, Konopka caresses a wooden sculpture of several pairs of ascending hands. The bottom pair is largest and holds progressively smaller hands. "This is Paul's," she says. "The strong hands holding the younger hands." ◀

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CAMPUS DEADLINE: November 1, 1990

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THE 1990 **bonding bill** passed by the legislature includes \$71.5 million for twelve University projects. The bill is the largest in the University's history, but—for the first time—the University will have to pay a third of the debt service on the twenty-year bonds. The conference committee passed the senate proposal to use state lottery earnings to service two-thirds of the bonding debt.

Regents reviewed the **1990-91 budget** at their May meeting at the University Landscape Arboretum. **University President Nils Hasselmo** said the budget expresses the University's priorities: improvements in faculty and staff compensation, undergraduate education, and the diversity of the University community.

Strategic expenditures for **improving instruction** are included in the budget plan. Proposed allocations include \$561,000 to improve advising and admissions on the Twin Cities campus, \$590,000 to upgrade classrooms and study space on the Twin Cities campus, \$600,000 a year for improved course access, and \$1 million in recurring funds to the College of Liberal Arts, \$925,000 to the Institute of Technology, \$932,300 to Duluth, and \$650,000 to Morris.

University leaders have joined a national effort to **change the military policy** that excludes homosexuals from the Reserve Officers' Training Corps (ROTC). That policy is in direct conflict with the University's policy against discrimination on the basis of sexual orientation, says President Hasselmo. In a unanimous vote in May, the regents passed a resolution endorsing efforts to resolve the conflict and work for change. Some student groups say they want stronger action.

Graduate assistants on the Twin Cities and Duluth campuses in May voted 1,810 to 885 not to unionize.

A resolution to authorize development of **on-campus sports facilities** was presented to the regents for discussion and was scheduled for a vote in

June. A survey of basketball and hockey season ticket holders found that 95 percent favor keeping the sports on campus, the regents were told.

Enhancing the **academic experience of student athletes** will be the focus of recommendations from the Ad Hoc Committee on Intercollegiate Athletics, the committee said in its preliminary report. Regent Alan Page, a former college and professional football player, and faculty member Jack Merwin head the committee.

Gordon (Gus) Donhowe was named senior vice president for finance and operations. When he was appointed on a temporary basis in February 1989, President Hasselmo promised a full national search. "From the search process and from his most impressive performance over the last fifteen months, I am now completely satisfied that Gus is the best candidate," Hasselmo said.

Surrell Brady was named general counsel. She was assistant director of the Federal Programs Branch, Civil Division, of the U.S. Department of Justice.

Gerald Fischer, former executive vice president, chief financial officer, and treasurer of Minneapolis-based First Bank System, was named chief executive officer of the University Foundation and associate vice president for development.

The search for a **health sciences vice president** was ended in late April without success. President Hasselmo, citing "a severe split among constituencies" and a "marked lack of enthusiasm for any of the candidates," said he would name a new search committee. Interim vice president Cherie Perlmutter, who has held the position for fifteen months, will continue in the job until July 1, 1991.

By unanimous vote, a national accrediting council gave **full accreditation to the School of Journalism and Mass Communication** on the Twin Cities campus. Accreditation had been provisionally withheld a year earlier. ◀

**IT'S GOOD BUSINESS
TO KEEP FACULTY**

AS AN ALUMNUS (Graduate School), former state representative (1947-51), and ex-faculty member (political science 1954-59), I found the article by William Swanson ("The Going Rate," March/April 1990) on faculty retention to be an excellent analysis of the problems and prospects the University faces as it seeks to develop greater public and legislative support for more adequate appropriations.

It was good to read that the "U" has friends at the capitol; that hasn't always been the case. But what's missing from the scenario, if the article correctly describes the forces at work, is the business community. It seems to me that the leaders of high-technology industry as well as the leaders of the major manufacturing and financial firms in the state—the firms that benefit from an excellent local pool of prospective employees—should be asked to join in a partnership with the "U" in the search for excellence, and to do so on a permanent basis. They could join with others in the state in making it clear to governors and legislators that they, too, want the University to be competitive in attracting and retaining an outstanding faculty that will be a powerful asset to the state, its people, and its economy.

Strategies developed by the Office of Academic Affairs to counter outside offers would no doubt go a long way in stemming the brain drain if



funds were adequate. But getting those funds, it appears, has not been possible. Perhaps a joint University-industry committee that would include 3M and other high-tech employers could be formed to study the problem, drawing on the experience of industry in retaining its superstars, and come up with recommendations for actions and funding to counter outside offers more effectively.

I'm aware of the retention problem from personal experience. Although offered a promotion with tenure, I left the political science faculty in 1959 to accept a public affairs manager position with General Electric at more than double the salary I would have been paid in 1959-60 had I stayed at the "U." With four children to raise and educate, I couldn't

afford to say no to Generous Electric.

FLOYD O. FLOM, '46, '51
Clover, South Carolina

AN ALUM THANKS HIS MENTORS

I HAVE JUST SPENT an enjoyable evening reading the current issue of *Minnesota* (May/June 1990) from cover to cover. It is an outstanding issue, and every article held my interest. Each one deserves special praise. In my case, your wish "for every student to be assured top-flight professors, high-quality counseling, an opportunity for an internship or mentor, and excellent career placement" was granted.

I received my B.E.E. degree in June 1931 at the very depth of the Great Depression. Employment opportunities, especially in the engineering field, had vanished. I had worked with the Bell system during my summer vacations, and even this opportunity had disappeared.

While there was no formal counseling at the University, I did seek the advice of Dr. Hartig, one of my esteemed professors, and Capt. Roberts, one of my commanding officers in the ROTC. Both of them made a suggestion that my deep interest in radio and practical skill would be enhanced by a "four hitch" in the navy. This would give me the opportunity to gain knowledge in the latest state of the art and weather the Depression. I took their advice and enlisted in the navy as an apprentice seaman on October 1, 1931.

Things turned out better

than I expected, with challenging technical assignments at sea and around the world. Four years turned into 25 years. My final duty was as head of search radar design in the Bureau of Ships and then retirement as a commander. This background fitted me for employment in industry, where I again became head of a search radar laboratory. I elected to retire at age 60 and take up consulting duties.

Last year in honor of our 50th wedding anniversary, my wife and I took advantage of the Minnesota Alumni Association's travel program and made memorable trips to London, and to Paris via the Seine River. I am looking forward to coming back to Minnesota for the 60th reunion of my class.

I am extremely grateful for the depth of understanding and the personal interest that Dr. Hartig and Capt. Roberts extended to me.

I. L. McNALLY, '31
Sun City, California

AND THE ANSWER IS

EDITOR'S NOTE: The answer to Minnesota Alumni Association Executive Director Margaret Carlson's trivia question on page 42 is David Lebedoff. The former regent was an alternate on the University's 1959 national championship College Bowl team.

Letters may be edited for style, length, and clarity. Send your letters to the editor, Minnesota, 100 Morrill Hall, 100 Church Street SE, Minneapolis, MN 55455

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

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LEARNING TO TACKLE THEM, I DISCOVERED MY POTENTIAL. THE U
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