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Sleek, fiberglass Viking II is used as "chase car" for speedy all-aluminum Viking IV in a movie-making sequence along Old Samish Road. Filming was done by a New York crew for a documentary about the uses of aluminum.
More knowledge of Japanese helps East Asian relations

Knowing more about the Japanese will help unlock many of the now closed doors facing American businessmen, says an expert on Japanese politics and East Asian international relations.

Dr. Ellis Krauss, associate professor of political science at Western, said Japan's recent efforts at lowering foreign trade barriers will only go so far. American corporations need to make some drastic changes in their approach to Japanese society.

"Japanese businessmen consider Americans naive and lazy in the way they do business in Japan," said Krauss, who lived and studied in Japan three of the last ten years.

"Our firms have not adjusted their products to the tastes and lifestyle preferences of the Japanese. What sells big in America is often totally inadequate for the Japanese market," he added.

Krauss contrasted American firms which blame high tariffs and an expensive and complex distribution system as reasons for their troubles with recent success of a German producer of small appliances.

The German firm made the astute observation that Japanese have smaller hands than Americans or Europeans. Then they found that Japanese men like to shave either in their offices or en route to work. The company now sells a thin, compact and portable shaver, one easily carried in coat pocket or briefcase. Sales are booming.

"Why should a Japanese want to own a Buick or a Chevrolet?" Krauss said speaking to the American auto industry's complaint about high import taxes and trade restrictions.

"Most Japanese streets are about ten feet wide with no sidewalks. There's no place to drive a big car in Japan, other than main thoroughfares." There also are some very basic corporate and philosophical differences between government and business in the two countries. Krauss said Japanese people expect quality and service in the products they purchase. "Japanese-made products fulfill those expectations. American products, on the average, don't," he said.

"Basic government policy in Japan is to protect and subsidize growth industry," Krauss explained. "The U.S. tends to protect and subsidize declining industries, particularly textiles. We subsidize inefficiency in the U.S.," said Krauss. "That results in high consumer prices and contributes to a rising inflation rate.

Wages in Japan are equal to or higher than most European countries when fringe benefits like industry-subsidized housing and yearly bonuses are added in, Krauss said. With lifetime employment at a single company still the norm, Japanese have a strong vested interest in the corporate health of their employers. Unlike some U.S. industries, most Japanese factories are built on or near waterways, eliminating expensive overland transportation costs.

Krauss also pointed out that U.S. firms must show short-term profits to attract financing from private investors through stock purchases. But Japanese firms operate with a debt ratio that most American companies would consider near bankruptcy.

Banks remain the number one financer of Japanese industry. Companies are content making their monthly loan payment and plowing their smaller profit margins back into the company for long-term growth.

All of these factors have a major role in assessing Japan's success in its foreign markets and its own consumer market as well.

For Krauss, a recent Fulbright winner, it becomes obvious then, for Americans to sell products in Japan, the remedy lies in a little more homework to produce that competitive edge.

Krauss to study Japanese politics

Dr. Ellis Krauss, associate professor of political science at Western, will travel to Japan this summer and next year to conduct research on the Japanese Diet (parliament) and relationships between government and opposition parties.

Krauss, who has taught at Western since 1970, was nominated for a $5,000 Fulbright-Hays Faculty Research Abroad Grant. Pending final approval of that grant, Krauss will leave for Japan in mid-June.

He also has been awarded a $8,000 Social Science Research Council Post-Doctoral Grant for Japanese Studies from the American Council of Learned Societies to study conflict and opposition in contemporary Japan during the next academic year.

Under that grant, Krauss will conduct research and write an article on the Japanese Diet and complete a manuscript on opposition parties in Japan. His follow-up research will be carried out at either Harvard or Stanford University.

Krauss has been a participating faculty member in Western's East Asian Studies Program since 1970. He teaches courses in Japanese politics and American-East Asian relations through that interdisciplinary program.

A 1964 cum laude graduate of Brooklyn College of the City University of New York, Krauss earned his M.A. and Ph.D. degrees from Stanford University.
Norman Bright was the center of attention May 7 after completing a five-mile road run, named in his honor.

Kids of all ages surrounded the 68-year-old legend, trying to get an autograph or simply to shake hands with the old man wearing a bicycle crash helmet and holding onto a cane.

Most of the kids, even the ones in their 40s and 50s, probably had only a vague idea who this man was and what he has done in his 50 years as a runner. Still he was Norm Bright and they were there to meet him.

Bright started running when he was 18 years old and a student at Western, then called the Bellingham Normal School. While in college Bright ran the mile and two-mile runs. During college he ran a then impressive 4:32 for the mile.

After graduating, Bright continued running, something unheard of then, and set an American record in the two-mile run (9:12.2) in 1935. In 1944 Bright finished eleventh in the Boston Marathon.

After an almost 20-year lay-off, Bright started running again in 1967. Since that time he has set 50 world records, from the half mile to the marathon, in his age group.

Bright's vision has been getting steadily worse over the past few years. He was struck by a car while running last winter and still is plagued by injuries from that accident. He is almost completely blind now.

Although Bright's vision poses obstacles, it is not keeping him from running, nor does he plan to let it. In fact, getting back into running seems to take precedence over learning to cope with blindness.

Bright prefers to run with someone else on training runs, but will run alone if a partner is not available.

"I like companionship, but you can't always get it," Bright said. "I haven't been blind long enough to be graceful about it."

While age, failing vision and injuries slowed Bright to a nine-minute mile pace, his reasons for running are the same as when he began.

"I'm still competitive," Bright said. "I may not be competing against others, but I'm competing against myself. My secret goal for this race was to break 50 minutes."

Bright achieved his goal by two seconds, running the slightly over five-mile course in 49:58. His time put him well behind Kevin Adams, the winner, who ran 28:47, but ahead of many other, younger competitors.

Asked if he was surprised people treated him as a living legend, Bright said:

"I'm just Norm Bright, not a legend. I'm just crazy about running."
Viking cars to star in documentary film

Already stars of the high-performance, fuel efficient auto world, the Viking cars now will be featured in a special documentary film for school children. The Vehicle Research Institute, an arm of Western’s Technology Department, recently was visited by a New York film crew, which focused on the school’s automotive use of aluminum. Sponsored by the Aluminum Association, which has 88 industry members, the 20-minute film will be produced by Vision Associates for release next fall.

"The film deals with aluminum as a contemporary metal—a metal with an outstanding future for automobiles, packaging, building products and electronics," said Mel London, chief of the three-member film crew. "When I saw the materials sent by the aluminum producers, I was fascinated by the Viking car stuff. I thought this was very important to include in a general industry film."

The crew, which included cameraman John Fauer, assistant cameraman Hal London and Aluminum Association representative Ann Sutherland, filmed Western's Viking IV car at locations along Old Samish Road. Other scenes will show Viking V being constructed at the VRI in the basement of Western's Arntzen Hall.

"We're talking about the future in our film and aluminum autos are the way to go," London said. "The Viking cars will be a critical part of our film."

The Viking IV, which like all VRI cars is produced under the direction of Dr. Michael Seal, was featured last year in a series of national newspaper and magazine advertisements.

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Linguistic training useful teaching tool


While all four can understand each other, each speaks with a distinctive regional accent which would be readily recognizable to a dialectologist trained in linguistics, the study of human speech in its various aspects.

According to Dr. Elizabeth Bowman, associate professor of English and linguistics at Western, some dialects or languages are accorded more social prestige than others.

“But there are no criteria which say that one is better than another for communicating thoughts or feelings,” she said.

A language is considered superior because of the world-wide political or cultural influence of the country to which it’s native, Bowman explained.

“Both French and British English were considered to be superior languages because of such influences,” she said. “There is a practical advantage for people in other countries to learn such languages when there is a wide circle of people with whom they can communicate, or when there is a large body of admired literature written in that language.”

American English dialects produce their own share of prejudices, with Midwestern accents generally considered the most widely acceptable, according to Bowman.

“There’s a belief that the Midwest produces a dialect that is ‘general’ American,” she said. “That’s really a myth because Illinois speaks differently from Kansas which speaks differently from Indiana.”

“Network” English, that preferred by the broadcast media, is a product of this preference for Midwestern pronunciation. This exposure to a dialect other than their own is not likely to make Southerners, for example, give up their distinctive drawls, according to Bowman.

“You won’t talk like the people you hear on television, unless they’re the people who answer and interact with you,” she said. “We speak like the people we hear speaking to us face to face.”

Henry Higgins and My Fair Lady notwithstanding, the study of linguistics is not limited to teaching people how to correctly pair off speech patterns with geographic origins, Bowman said.

Other branches include morphology, the study of word formation; syntax, the study of sentence structure; sociolinguistics, the exploration of relationships between social classes and dialects; semiotics, the study of meanings; and historical linguistics which traces words back to a parent language.

Knowledge of linguistics is considered essential to careers in teaching language and is helpful to those in anthropology, psychology, speech and education.

Linguistics courses are not in great demand either at Western or elsewhere, Bowman admitted. She recalls that there were as few as three or four students in some of her linguistics classes at the University of Chicago where she earned her doctorate degree.

A Fulbright scholar, she taught English in Egypt for a year and then taught in Illinois and Indiana before coming to Western 12 years ago.
Big growth coming to Whatcom County

By JIM SCHWARTZ
Director of Public Information

Keeping track of the Canadian impact in one of Washington’s fastest growing counties has a Western Washington University scientist knee deep in statistics.

Dr. Gerard Rutan, a political scientist, recently completed an assessment of the effects of Canadian spending in Whatcom County in the state’s northwest corner. His contribution, part of a comprehensive $100,000 study sponsored by the area’s Council of Governments (COG) and funded through federal and local governmental agencies, was coordinated by the Human Resources Planning Institute in Seattle.

The upshot, as far as Rutan is concerned: Whatcom County’s farmland is going to continue to give way to recreation-minded Canadians and new residents from the U.S. Moreover, Canadian spending will be a long-lasting elixir for a healthy economy here.

In 1976, Rutan and his colleagues discovered, Canadians from British Columbia contributed $170 million in U.S. funds to Whatcom County’s retail sales, some 36 percent of the total.

"That $170 million turns over to create jobs, which stimulates purchases, which creates more jobs," Rutan explained.

Rutan’s study, the first sophisticated attempt to establish a “database” on the effect of Canadian spending in Whatcom County, revealed that for each $1 million spent by B.C. residents in 1976, some $848,000 in personal income was ultimately created. Canadian dollars turn over about three times in the county’s economy, so Rutan figures the $170 million B.C. spending spree created more than 58 new jobs.

"Whatcom County is no longer an area of just farms, berries and cows," he began, launching into a favorite analogy. "The county slept economically for nearly 40 years, but change has come fast."

Much of that change, said Rutan, who founded Western’s Canadian-American Study program in 1969, is spurred by the approximately 1.7 million persons living in B.C.’s lower mainland, Canada’s fastest-growing region.

“Two major developments ensured that Whatcom County will never go back to the berries and cows stage,” Rutan said. “One was the completion of the Interstate 5 in 1968; the other was the election of British Columbia Premier Dave Barrett in 1972.”

Barrett’s government, Rutan added, quickly ordered a moratorium on development of agricultural land in the province, thus stifling citizens seeking sites for recreation or development.

The scientist said his study shows Canadians accounted for $107 million of Whatcom County’s real estate sales in 1976 and about 13 percent of the assessed value of land and improvements.

“That doesn’t mean Canadians own 13 percent of the county’s total land area, but it does reflect their share of properties and improvements valued for tax purposes in 1976.

“In King County,” Rutan continued, “Canadians have been accounting for purchases of improved land by a 12.5-to-1 ratio over non-Canadians. This indicates they’re buying apartments, businesses and land to develop.”

He said B.C. residents look to Seattle and King County as a potential investment area while Whatcom County is favored mainly for recreational land and second homes for their own enjoyment.

Bellingham and area—its land and economy—will continue to attract attention from B.C. and Seattle, the scientist noted. Both are boom areas of the West Coast. Moreover, with its moderate climate, excellent work force, transportation access and other assets, Whatcom County is expected to lure its share of light industry and new jobs.

“Look at the map,” said Rutan, opening a chart to the region’s population centers. “We’re only a three-hour drive away from some 3.5 million people.”

Hemmed in by mountains and ocean and faced by shortages of available land for recreation and development, residents of B.C. and Seattle will continue to be funneled toward Bellingham.

“Where else are they going to go?” Rutan asks.
39 MARIAN W. IRWIN has been associated with the United Nations for several years. She spent five years overseas in the Middle East and Europe with UNESCO, one-and-a-half years in the New York United Nations office as UNESCO adviser to UNICEF, and is presently a consultant for United Nations agencies.

63 RUDOLF WEISS has recently been promoted to the rank of full professor in the Department of Foreign Languages at WWU.

64 JUDY WOODS, a history instructor at Green River Community College, has been nominated to the new King County Women's Advisory Committee.

65 Heather Liddell and LARRY BLUME were married in March in Olympia and are living in Lacey... ROSEANNE CROSLEY received a master of arts degree in education from the University of Akron in December.

66 DARRY SABIN is assistant director of personnel for Safeco Insurance Company in Seattle.

67 HARRY SANNERUD, Clover Park District's director of elementary and compensatory education, assumed the presidency of the Washington Organization for Reading Development. WORD is the state affiliate of the International Reading Association... SANDRA CARRICK is the reference librarian for the Eugene Public Library in Oregon.

69 Evelyn Edwards and GERALD MOE were married recently. He is a dairy and crop farmer in Mount Vernon.

70 KEN MARTIN is a new camera and photo equipment salesman at Barr's Camera Shop in Bellingham.

71 Lucinda Linert and SCOTT LUKE were married in February in Reno. They are living in Aberdeen where he is employed by the Puget Sound Log Scaling and Grading Bureau.

72 Seattle tenor DANA TALLEY recently advanced from the semi-finals to the finals of the Metropolitan Opera National Council Auditions.

73 LARRY EGGE is employed as a special education teacher with the Everett School District... STEVE HARVEY is the coordinator and chief planner for the Kelso Comprehensive Plan Project.

74 JANICE FISHER and Frank Shea, Jr., were married in April in Seattle... ROBERT LARRABEE is attending the California College of Podiatry in San Francisco... JOE COVERSON has been elected to the Washington State Council of the National Council for Exceptional Children. He is a special education teacher in the Seattle School District's Ryther Child Center... CAROL ASPLUND and ROBERT ELHARDT were married in September.

75 JEANNETTE KEY PEN and her husband own The Oak Tree, a store specializing in unfinished oak furniture in Bellingham... Mr. and Mrs. DAVID C. REID (KAREN MILIK) are living in Lynnwood. David is teaching in the Lake Washington School District. They have returned to Washington after spending 15 months teaching in Victoria, Australia. He taught fifth grade and she taught first... ANN SANKEY is manager of elementary programs for the Pacific Science Center in Seattle.

76 PATRICIA GROSSIE is studying for her master's degree in education, specializing in media, at WWU where she is also working as an assistant to a professor... JOHN LUNDY is a doctoral candidate in paleoanthropology in Johannesburg, South Africa. He is studying under Professor Phillip Tobias, a colleague of the late Louis Leakey.

Unclassified Janet Leonard and MYRON POWERS, JR. were married in March in Ephrata... NANCY VIHSTADT and BRUCE EPPERSON were married in March in Seattle and are living in Enumclaw. She teaches first grade for Buckley Public Schools... SHIRLEY BOWERS and Michael Tait were married in February in Sunnyside and are living in Walla Walla... Lisa Michaelson and EDUARDO HERNANDEZ were married in March in Olympia where they are living. She is employed with Frost, Woody and Durgin, Inc., and he by the Westside Bowling Center... Karen Winter and DAVID KOHLER were married in Yakima in March. They are living in Bellingham where she is employed by The Bon, he by Ennen's Thriftway... Kaye Schroeder and JIM LARSON were married in Ellensburg where he is executive director of the Kittitas County Development Center (Elmview)... SUSAN TUTTLE and Terry Prangley were married in January and are living in Kent. She is attending Folk Barber College... VIVIAN STERLING worked for the East Wenatchee School District for 41 years. She taught the middle grades and worked part-time as librarian until 1952 when she became director of all the libraries in the district. She retired in 1964, three years after the junior high school there was named the "Vivian M. Sterling Junior High School." When the new high school opens in the fall of 1979 and junior high students move into the current high school building, the "Vivian M. Sterling Junior High School" will become the "Vivian M. Sterling Middle School"... GARY TRIPPLET is the owner of Tripllett Sails, a family operation in Bellingham which specializes in sail making.

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