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The perfect 1950s family, but did it exist? Dr. Kris Bulcroft explores the nostalgic image as seen in popular magazines of the time. See Page 1.

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Did the 1950s ...

By Dr. Kris A. Bulcroft

Students in my Introduction to Sociology course were watching a film on the Cold War. Some of the footage depicted then-familiar facets of family life in the 1950s: building the family bomb shelter; parents teaching children to "duck and cover" if the bomb were unleashed; preparing one's home for atomic survival. (All rather ironic images in today's context.)

As the completion of the film, one student quipped: "Did the '50s really happen?"

In front of 400 students, my own reality was shaken. It was quite evident that my history was not their history.

For me, the 1950s really happened: a suburban landscape full of children and activity even during the week, not like the suburbs of today, desolate from 8-5. Most of my grade-school classmates came from intact families and my mother did not work outside the home. It seemed impossible that anyone of adult status would be unmarried.

My father was home on Sundays, but we were instructed that this was his time to rest and not to disturb him unless it was absolutely necessary.

Are these the images, I wondered, Americans collectively invoked when referencing the traditional family? If so, to what extent do these images ring true or are they the underpinnings of a "cult of nostalgia" for a family that never actually existed for most Americans in that pivotal decade?

Through the generous sponsorship of a Western faculty development grant, Dr. Linda Smeins, faculty member in the Department of Art, and I embarked on a study that would address these questions about family life in the 1950s.

Together with student researchers, Dr. Smeins and I conducted a systematic content analysis of Life magazine, 1959-60. Our focus was to determine how one of the most popular publications of the time portrayed the roles of men and women, the suburban home, family in the suburban community, and general norms of family life such as fertility patterns and child-rearing practices.

As we analyzed both content and advertisements, we discovered a dimension we had not identified a priori, the image of family as a unit of consumption and as a means of selling products. Products such as telephones, chairs, televisions and carpets were advertised as "able to stand up to the needs of the active family."

Refrigerators and dish washers were promoted as necessary to decrease the wife's drudgery. But they also advanced the charm of suburban life since access to refrigeration in one's own home made it possible to truly liberate from the daily chore of shopping.

The family refrigerator was the in-home miniature version of the well stocked, brimming with abundance supermarket which, until the 1950s, had not been a feature of American life.

Division of labor in the family circa 1950 was much more clearly defined than today, at least in the pages of Life. A woman's place was in the home, happily engaging in domesticity. Men, if shown doing domestic tasks at all, were outside the house, mowing the lawn or hanging the screens. Parental interaction with children depicted mothers in nurturing and caregiving roles; fathers (seldom depicted otherwise) as "rough-housing" with sons.

As many advertisements depicted them, children were mere clones of their parents. Life families had at least two children (seldom more), preferably a boy and a girl to replicate the parents.

Some would argue that this unidimensional imagery was an attempt to further promote suburban expansion and middle-class values (not to mention soap, labor-saving appliances, and even the credit to pay for them). Most would agree that the imagery did not clearly reflect reality.

In part, I have come to better understand that my own reflections on the decade of the '50s have been tainted by media reinforcement of the unidimensional presentation of family life.

Our nostalgia for that era leads us to recall a family that, for many millions of Americans, never existed except in the pages of popular magazines (and, although we did not include it in our study, on the increasingly pervasive television set). The same naiveté that led us to "duck and cover" in the 1950s leads us, today, to long for a family form that represents more stable and prosperous times, but one that is predicated on selective illusions.
Grist of Goldsmith

By Chris Goldsmith, Director of Alumni Relations

A big thank you is in order for all of you who have made gifts or pledges to the annual fund effort these past few months. Since October, a large and energetic cadre of faculty and student callers has been working five nights a week making contact with Western alumni.

During this process, several alumni have indicated that they have included Western or the WWU Alumni Association in their wills or estates. While we wish those individuals long and healthy lives, it is those bequests and others like them that will enable our scholarship and other endowments to grow dramatically in the years to come.

Dues-paying membership in the WWU Alumni Club is exceeding last year's record-setting pace. The number of alumni choosing the Life Membership option is also on the rise with the total number of Life Members surpassing 200 in January. A list of new Life Members can be found on page 6.

For those of you who haven't heard yet, we have moved out of Old Main and into Alumni House on the north edge of campus. Alumni House is situated just north of where President Haggard's Tome once stood, near the corner of Oak & High Streets. The three-story structure was built in the late 1890s and underwent an extensive renovation prior to becoming Alumni House in early November. Alumni House provides easy access to visitors with parking available in the driveway off High Street or off the alley behind the house.

Spring and alumni events are synonymous. Most recent were: communications alumni (May 2), the 50-year Reunion for the Class of 1942 (May 8 & 9) and chemistry alumni (May 20). A group of very dedicated graduates from the 1940s — The Fabulous 40s — will once again hold their annual gathering on the WWU campus June 13, just before spring turns officially into summer.

Earlier gatherings included alumni working for Boeing (March 13), math education alumni (March 6), technology alumni (April 1), alumni working at Georgia Pacific (April 8), computer science alumni (April 23), English alumni (April 24), Life Members in the Alumni Club (April 11). Seattle-area grads with children took part in the Seattle Symphony's annual children's concert March 14 which featured Sounds of the Northwest.

The schedule gets a little hectic, in the spring, but we are always interested in hearing your ideas about possible events. Drop us a line at Alumni House, Western Washington University, Bellingham, Washington 98225-1999 or give us a call at (206) 766-2333.

Environmental education pioneer Ber­nice Finley Graves (’43) is Western's 1992 Distinguished Alumna. She taught for eight years in the Meridian School District, then moved to the Ferndale School District, where she taught junior high and later high school until her retirement in 1976. As a teacher, she earned a reputation both for patience and high standards in dealing with students.

Graves founded and nurtured some of the state's first conservation education programs, which benefited generations of teachers and students from kindergarten through high school. In 1971, she was named the Ferndale School District's first environmental education coordinator, a post she filled in addition to her regular teaching duties. Her hands-on approach to conservation education brought students and teachers into the field and brought scientists and people with first-hand experience into the classroom.

Her dedication and enthusiasm are evident in her numerous professional and community activities. She helped found the Whatcom County Environ­mental Education Council, serving as president from 1971-78. She was an active member of the state's Association for Environmental and Outdoor Education since 1969, serving as president from 1977-85. She is one of the founders of Western Washington's Natural Resource Youth Camp and has taught classes for Nooksack sixth-graders at their outdoor school at Camp Casey on Whidbey Island.

In 1989, she helped develop a project for elementary students through an award from the USDA. The project puts playgrounds as outdoor classrooms. In 1987, she was chosen through the Washington State Department of Agriculture to visit China as a member of a forest management delegation. Last year, she helped two teachers in the Ferndale School District develop an environmental curriculum for high school freshmen that focused on Whatcom County.

At 77, Graves currently is education chairperson for the Washington As­sociation of Conservation Districts (WACD), a post she held from 1976 to 1980. She also serves as board member and curriculum coordinator for the Natural Resource Youth Camp. When asked how she keeps up her energy in education, she responds: "I really do not know. I don't know how long I am going to live."

Chris Vance joins legislative ranks

Christopher Vance is the latest WWU alum to join the ranks of the Washington State Legislature. A 1984 political science graduate, he is serving his first term as 31st District repre­sentative.

He has worked as an aide to Congres­sman Rod Chandler, a research analyst with the Washington As­sociation of Counties, Senate Appropriations Committee and Senate Transportation Committee. Vance joins a long line of WWU alumni who have served in the legisla­tive branches. These currently include: Senator Paul足球, 24th District; Repre­sentative John Betrozoff, 45th District; Representative Bill Brumsickle, 20th District; Representative Kim Pory, 17th District; and Representative Randy Tate, 25th District.
Audiophone tours of the outdoor Kulptare collection, featuring interviews with the artists, are now available through a National Endowment for the Arts grant. Other universities nationwide, English Department faculty and students are engaged believes will lead to greater consumer acceptance and lower prices ... Joining 13 engineering technology professor John Kutz ('86) and...

The N.W. Area Music Association named his broadcast show best in the region for 1990 ... Denise Runyan is an accounting supervisor for the NW distribution center of Columbia State Foods Corp. Husband Ron ('83) is accounting manager for Hillhouse, a national chain of nursing homes. The couple lives in Tacoma ... Laura Ritter, associate editor of the Grunge News, also leads a pet-facilitated therapy team that makes monthly visits to a Tacoma nursing home ... Mary McChesney is director of North Kitap Community Recreation Programs. She led North Kitap swimming programs for four years and most recently was a drug education specialist for the Kitap Consolidated Housing Authority ... Magnus (Ron) Stormsoll completed his Ph.D. in Counseling Psychology at the University of Denver and is in private practice. Roseanna (Schneitzler) Stornaas is a manager in the Information Tech-nologies Services department of US WEST. The couple has been in the Denver area 8 years ... Nina M. Caskey, with Washington Natural Gas Company for 7 years, is now manager of community relations.

(continued on page 4)

Set sail for Vegas

Yes, it can be done. Sail with the Alumni Association aboard a luxury cruise liner from beautiful British Columbia to Los Angeles, fly from L.A. to Las Vegas, spend two nights at one of its largest theme hotels, then fly home to Seattle. Now, doesn't that sound like fun? It is fun. For those of you who have not yet discovered the joy of traveling, it is relaxing, entertaining, and there is all-you-can-eat available all the time! You can test your gambling luck at the ship's casinos, take dance classes or just relax on one of the ship's many decks. Once you're in Las Vegas, you can lounge by the pool, take in a night show, and of course, you can gamble till you hit the big one! Take a look at the itinerary and cost below. Included are round-trip cruise and airplane tickets, a transfer from the pier to the airport in L.A. and all meals on the cruise portion of your trip. Also, Alumni Travel Program Coordinator Cathern Ward will be on hand as your Tour Director and Trouble Shooter. Please call Catherine at (206) 647-6832. Cabin space is limited, so call as soon as possible. October 5 — Ship sails from Vancouver, B.C. October 6 — At Sea October 7 — At Sea October 8 — Ship arrives L.A. at noon. Transfer and depart at 3:55 p.m. on U.S. Air to Vegas arriving at 4:51. October 9 — Gamble, Relax, Have Fun October 10 — U.S. Air departs Vegas at 5:30 p.m. and arrives in Seattle at 9:35. Cost for an Inside Cabin is $689/per person based on double occupancy; for an Outside Cabin $769/per person based on double occupancy. Add $49 per person for port fees. (Please call for information regarding a deluxe outside cabin, a single supplement fee and triple occupancy.) A $359 deposit is required.

Come visit your Victorian home

Western alumni have a place to call their own with the move of WWU's Alumni Relations Office out of Old Main and into Alumni House at the intersection of Oak and High Streets, just north of Nash Hall. The three-story structure, built in the late 1890s, has a view of Bellingham Bay — and six parking spots off the alley behind the building. Short-term visitors can pull right onto the driveway off High Street. Drop on by.

Highlights from the hill

President Kenneth P. Mortimer was recently elected to a three-year term on the Association of American Colleges Board of Directors. Founded in 1915, the AAC, with 620 member institutions, works to strengthen and promote quality undergraduate liberal education ... Terry Pickeral is director of the newly formed Washington State College Compact, a coalition of colleges and universities working to increase student community volunteer activities of which President Mortimer is chair. Pickeral will continue to be responsible for the SMART summer motivation and training program and the LINK mentoring project, both for at-risk teens.

Effective September 1992, John Miles has resigned as Huxley College Dean to work on a history of the National Parks and Conservation Association. He will continue as a faculty member. In his seven years as dean, Huxley's graduate program has grown from three to 50 students. The college has developed an environmental journalism curriculum and cooperative programs in political science and economics. Similar programs are in view with sociology and education.

As part of a United Nations assessment team, Huxley Professor John Hardy predicted the ecological damage from the Gulf War will last a decade ... Promoted by a Seattle manufacturer, plastics engineer technology professor John Kutz ('86) and his students are working on proposed standards for recycled plastics which he believes will lead to greater consumer acceptance and lower prices ... Joining 13 other universities nationwide, English Department faculty and students are engaged in a three-year project to develop college level curriculum and teaching models ... Audiophone tours of the outdoor sculpture collection, featuring interviews with the artists, are now available through a National Endowment for the Arts grant.

John Miles was married Oct. 19 on Mercer Island. They are living in the Seattle area ... Susan Fortin and husband Martin have established the Association of Washington School Principals at the Cresquest Learning Center. As a student leadership specialist, Susan trains students and their advisors.

'87 — Carolyn Price is publisher of Northwest Cyclist, a 25,000-circu- lation monthly magazine distributed in Seattle and other Pacific Northwest cities. Scott Pagenstrem is Assistant Business Editor of Tacoma's Morning News Tribune.

'88 — Linda S. Bnimmett and...
The new budget also avoids increasing tuition and fee levels beyond those already planned for the biennium. However, the legislature found it necessary to reduce by 6.6 percent the amount of fee waivers that universities can grant: 1400 Western students benefit from such waivers and we are in the process of determining the most equitable way to implement this reduction. Despite earlier fears of enrollment cutbacks statewide, the legislature continued to increase access to higher education by maintaining the enrollment levels planned for the biennium: for Western, this means 8825 full-time equivalent students in 1991-92 and 9001 FTE in 1992-93 (up from the 1990-91 budgeted enrollment level of 8650). Moreover, the legislature allowed all institutions to over-enroll by 4 percent or under-enroll by 2 percent without penalty — welcome flexibility. While the University community supports increased access, we continue to be concerned about the quality of the students' educational experience under the dual requirements of higher enrollments and lower resource levels. We welcome the support of our alumni and friends as we confront this continuing challenge.

Edens is being renovated; time to share your memories

South Edens Hall, the original women's residence hall built in the 1920s and home to generations of Western women, is slated for a new life. The handsome brick building, with its distinctive columns, has been home to students for decades. Recent budget reductions forced major economies in Western's overall publications program. For résumé, this means cutting back from four issues a year to three, eliminating the summer issue. We have also deferred plans to expand and upgrade résumé to consider a name change.

To all those who entered our new name contest — or defended the present title — our thanks. Although no immediate change is planned, we will announce contest winners in the fall issue and award the promised WWU sweatshirt.

As always, we welcome your comments on this publication and all our alumni programs.

Sincerely,
Jo Collinge, Editor

Edens residents with their recollections of life in the hall over nearly five decades.

So, if you lived at Edens Hall, give us your name & the name you had when attending Western, the years you lived at Edens and something you remember about the experience. Once you've responded, we'll code your record in our computer and let you know about any events coming up that deal with Edens. We'll also compile the stories for résumé.

Please send your recollections to: Alumni House, Western Washington University, Bellingham, WA 98225-9199. Don't forget to include your name, address and telephone number.
Western Foundation Receives Endowments

Beamice Skeen, Miriam Snow Mathes and Paul Woodring have recently donated $378,500 to the Western Foundation at Western Washington University.

Beamice Skeen, gave $78,500 to The Friends of Beamice Skeen Fund.

A resident of Panorama City retirement community in Lacey, Washington, Skeen, 86, holds the title of professor emeritus of education. She taught at Western from 1947 to 1972, serving as coordinator of student teaching, remedial reading supervisor, director of the Campus School, and co-chairman of the department of education.

Upon her retirement, colleagues and students established the Friends of Beamice Skeen Fund as a lasting tribute to her contributions to education. Money from the fund is used to purchase educational materials such as films and books that are made available to early childhood and elementary school teachers.

Skeen’s gift will remain in trust until her death, at which time it will endow the Friends of Beamice Skeen Fund.

“The time had come when something needed to be done with the money,” Skeen said. “I knew the Western Foundation would do something constructive with it.”

Born in Phelps County, Nebraska in 1905, Skeen attended Oregon Normal School in Monmouth from 1922 to 1924. She received a bachelor of science degree in 1935 and a master of science degree in 1939 from the University of Oregon. She earned her doctor of education degree at Washington State University in 1952.

Skeen came to Western looking for more of a challenge than her post as an elementary school principal in Oregon was providing. In those days, she recollected, women school principals (she was one of only two in Portland at the time) were assigned to the smallest and most dilapidated schools. With characteristic wit, she observed her school “would have made a wonderful dormitory.”

Active in her retirement, Skeen was a consultant to the Olympia Child Care Center, helping the agency to develop its curriculum and become accredited through the National Association for the Education of Young Children. She has also been active in the Panorama City Drama Club and the Retired Teachers Association.

A gift of $50,000 from Miriam Snow Mathes established The Edward Tilden Mathes Endowment.

In memory of Edward Mathes, Western's first president, Miriam Mathes established scholarships in her late father-in-law's name for students planning to teach in the humanities. Edward Mathes believed the best way he could benefit mankind was through the field of education.

Edward Mathes was the principal at Whatcom Normal School from 1899 to 1914. During his tenure, he recruited a number of faculty members from the East who headed westward with "pioneer zeal."

In this same tradition, Miriam Snow arrived in Bellingham from the East in 1934 to take "the only job in the country in my field during the depths of the depression."

Intending to stay only a year or so, she taught children’s literature and was the Campus School librarian for over 30 years.

After World War II, she met and married Homer Mathes, a Seattle architect and son of Western’s first president. Although she never met her father-in-law, who died in the mid-30s, she knew many of his colleagues and former students.

Paul Woodring has endowed $250,000 to the Woodring Scholarship.

In 1989 the WWU College of Education was named for Paul Woodring, an education expert, long-time supporter, and distinguished service professor emeritus of psychology and education.

Dr. Woodring came to Western Washington College of Education in 1939 following two years as a clinical psychologist for the Detroit Criminal Courts. He has devoted the years since to the education of educators, not only at Western but throughout the country, through numerous books, articles, editorials and reviews. Dr. Woodring has achieved national eminence in the field of education and has supported education at WWU academically and financially for years.

His latest endowment of $250,000 expands the financial support he and his late wife, Jeannette, offered Western and its students for nearly two decades.

In 1983, they established a scholarship fund awarding $1,500 each to prospective teachers of “superior academic talent.” In 1990, the awards were increased to $2,250. To date, 61 students have benefited from these scholarship awards.

Dr. Woodring's latest contribution will be used, upon his death, to endow the Woodring Scholarship for the purpose of expanding academic opportunities for those preparing to teach, thus enhancing Woodring's goal of "recruiting the best students into teaching.”
Tulalip Tribal Management Program in Human Services

The history of WWU's educational collaboration with Native American populations began fall 1985. Western's College of Education played a major role in developing and teaching human services courses offered at the Lummi Tribal College (now Northwest Indian College) during the 1985-86 academic year. In the years following, a variety of meetings took place which involved people interested in continuing educational opportunities for northwest Native American tribes.

Since 1989, the WWU Everett Education Center has had a strong relationship with the Tulalip Adult Education Program of Everett Community College. The program's coordinator, Maureen Hoban, orients tribal students to the broad scope of educational opportunities available to them. At her request, Western presented their Human Services Program to incoming Tulalip students. The need for a tribal management degree in human services was expressed by several individuals, including Hoban and the human services students that were tribal members.

A committee was created to formulate a plan. Committee members included Maureen Hoban from Everett Community College and the Tulalip Tribe, Bernie Thomas from WWU and the Lummi Tribe, and Rob Lawson and Wilanne Stevenson representing the WWU Everett Education Center. Members agreed to hold a two-day planning session on the Tulalip reservation. This occurred in the summer of 1991 resulting in the Tulalip Tribal Management track. By utilizing prospective students, tribal elders, and council members, representatives of the Tribal Human Services Community and Western, the following goals were established:

- Follow the Human Services Program management concentration as closely as possible but with a Native American frame of reference.
- Create ten credits in tribal management courses.
- Recruit Native American faculty and students.
- Promote the academic rigor that is found on the Bellingham campus.
- Hold the classes and registration on the Tulalip Reservation.

The schedule for the 1991-92 track consisted of the following courses: leadership in management, program planning, and program funding.

A meeting will be held to assess the program and to develop long-term goals. Representatives from the Tulalip Tribal Nation, WWU, and Everett Community College will attend. The meeting will focus on curriculum; faculty; retention and retrieval; expansion to other area tribes; the possibility of offering a certificate program; offering the human services program degree at the tribal site; the feasibility of utilizing state-of-the-art technology; and collaboration with other colleges, universities, and tribes.

Awards for Professional Excellence Conferred

Twenty-one educators and one school were among those honored at the Woodring College of Education's eighth annual Awards for Professional Excellence program on May 30. The program is held each year to honor individuals who have made exceptional contributions to the fields of education or human services.

The awards program, which has made over 200 such awards in its 8-year history, receives nominations from throughout the state. Award selections are made by personnel from each College of Education division and the WWU Professional Education Advisory Boards. "There are always deserving people who aren't selected," said Dean Larry Marrs. "The competition can be fierce, and one can conclude from the breadth and depth of the nominees that there are many good people out in our schools teaching, counseling, driving buses, performing volunteer work, and the many other tasks needed to facilitate the learning process."

Individuals receiving the Awards for Professional Excellence were:

- Jaclyn Anderson • Mill Creek Elementary School
- Everett School District
- Cedar Wood Elementary School • Everett School District
- Carmella Dellino • Renton School District
- David Ford • Bellingham High School
- Bellingham School District
- Sidney Hammond • Alderwood Elementary School
- Bellingham School District
- Maureen Harlan • La Conner High School
- La Conner School District
- Debra Howell • Mountain Way Elementary School
- Granite Falls School District
- Darlene Humphrey • Glenwood High School
- Glenwood School District
- Brigitte Manns • Redmond Elementary School
- Lake Washington School District
- Jill Matthews • Newport Heights Elementary
- Bellevue School District
- Daniela Mayer • Bellingham Head Start
- Bellingham School District
- Russ Nelson • Bellingham High School
- Bellingham School District
- Robert Penny • Sedro-Woolley High School
- Sedro-Woolley School District
- Mark Schlichting • Bellingham High School
- Bellingham School District
- Eunice Smith • Acme Elementary
- Mount Baker School District
- William Sodja • Ocean Beach School District
- Judith Wagner • Shuksan Middle School
- Bellingham School District
- Doug Walker • Sedro-Woolley School District
- Ann Wiebusch • Bellingham School District
- Kathy Whitmer • Custer Elementary School
- Ferndale School District
- Teresa Zuschmiede • Harmony Elementary School
- Mount Baker School District

For outstanding service to the College of Education, Distinguished Service Awards were presented to Roy Clumpner, Department of Physical Education, Health, and Recreation; Louis Lallas, Director of Western's Career Planning and Placement Center; and Bill Palmer, chair of the Professional Education Advisory Board for Teacher Education.

The following students received plaques in recognition of outstanding work in their respective programs: Penny Ruhl, elementary education; Karin Nelson, secondary education; Laurie Hamberger, special education; Melissa Schafer, human services - Bellingham; Dorothy Zaretzke, human services - Everett; Marianne Kennedy, human services - Port Angeles; and Sam McQuade, human services - Seattle.
Social Issues Institute Integrates Education and Human Services

The Social Issues Institute is in its third year of providing joint professional development courses for educators, human service workers, and students in both fields. Through this collaboration new paradigms can be created to help society's most overlooked population, children and families in crises. It is the Institute's mission to promote the integration of education and human services through course offerings and research.

There is an increased awareness that no single institution can solve all of its clients' problems. Schools and human service agencies are natural partners to collaborate in creating a more integrated, community-wide helping system. The following trends support this collaboration:

- Research indicates correlations between school performance, social and economic risk factors, and long-term well being.
- The changing political and economic climate is forcing schools and human services to collaborate and share resources.
- The family continues to change dramatically; therefore, all institutions need to redefine their relationship with families.
- There is a greater emphasis on the context, environment, or systems in which the child operates.
- Site-based management is becoming prevalent in education.

The Institute offers courses at the WWU Everett Education Center and the Bellingham campus. The majority of instructors are human service professionals who practice in a specified field; e.g. child abuse, child welfare, AIDS education, multicultural education or service, and medication.

Each course addresses some or all of the following objectives: to study the problem utilizing a holistic view, to provide assessment tools, to study the impact on development, to develop intervention skills, to examine the impact on classrooms and agencies, to increase alliances between schools and human service agencies, to increase knowledge and accessibility of community resources, and to recognize that this paradigm shift will require a new perspective by all.

The following goals are being promoted for future development:

- To research successful models of human service agencies that offer comprehensive services located on or adjacent to schools.
- To encourage schools and human service agencies to address political and professional barriers to promote integration.
- To encourage human service educators to create stronger alliances with teacher education departments and programs, both within their institution and at neighboring colleges and universities.

If you would like additional information about the Social Issues Institute, please contact the WWU Everett Education Center at (206) 388-9438.

Woodring College Plans Teaching Refresher Seminar

Western Washington University's Woodring College of Education has been awarded $25,500—the first of a two-part grant from the National Science Foundation for a program bringing together 140 community college science teachers to "freshen up" their classroom skills.

The grant, written by Cal Mathews, coordinator of community college programs for Woodring, will finance seven one-week seminars in biology, chemistry, computer science, environmental studies, geology, mathematics, and physics.

The first seminar will take place this summer, with the remaining six scheduled for summer '93. Many topics will be discussed, including teaching styles and modern teaching technology. The proposal was endorsed by the Office of the State Board for Community and Technical Colleges. Seminar participants will be selected from Washington community and technical colleges and Northwest Indian College, chosen on the basis of years of teaching experience, diversity and geographical distribution. Participants will receive a $250 stipend plus room and board on the WWU campus.

For more information, contact Cal Mathews in the WWU Woodring College of Education at (206) 647-6891.

New in Elementary Education

For many years, there was no focus course required in classroom management and discipline for prospective elementary teachers. Instead, that content was spread across many of the methods and curriculum classes.

Student feedback has now led to the introduction of a required course in Classroom Management and Discipline. It is anticipated that making the course a separate requirement will help students to develop a greater (and broader) awareness of management and discipline strategies.

Bill Clement Memorial Library Collection Housed at Woodring College

The Bill Clement Memorial Library Collection was presented to the Woodring College of Education at Western Washington University in May 1991. Alfred W. (Bill) Clement was the director of WWU's Program for Social Service Research, Demonstration and Training (PSSRDT), a program he headed from the time of its grant-funded inception in 1972. Clement died in September, 1990.

Clement's widow, Dorothy, and his sons, Kevin and Scott Clement, attended the ceremony to present the collection that is now housed in the College's faculty and staff lounge in Miller Hall. "My dad was proud to be a part of this university and the Woodring College of Education," Scott said. "He was proud of the program he headed and of his staff. He would be very happy knowing this library is here, with his books being shared by other people."

Paul Ford, associate dean of the Woodring College of Education, accepted the donation on behalf of WWU. Other speakers at the ceremony were Tim Douglas, mayor of Bellingham, Ellen Renner, PSSRDT interim director, and Andy Anderson, who presented a message on behalf of U.S. Representative Al Swift. Clement was active in the Democratic party and served as chair for the Whatcom County Democratic Central Committee.

Besides his political activities, Clement served as chair on the Lake Whatcom Watershed Advisory Committee and was a member of the Whatcom County Planning Commission. John Utendale, professor of education, officiated the ceremony and described Bill Clement as a voracious reader; a curious person; and a creative, staunch advocate of education and the Woodring College of Education.
Prescriptions for Parenting: Teaching Children To Be Truthful

We all stretch the truth at times, telling little white lies. But if our children tell a lie, we become very upset. Lying is a behavior which all children try at sometime in their lives. Why do some children tell the truth, while others continue to lie?

Developmentally, a child may not be able to distinguish a "lie" as we understand it until age four or so. Before this time, preschoolers operate on the principle of pleasing their parents or others; whatever pleases Mommy is good, whatever upsets her is bad. This is why children at this age will say they didn’t get into the cookie jar when they have cookie crumbs on their face—they know they aren’t supposed to and the parent will be unhappy, so they simply say they didn’t do it. In their world, this reasoning prevails.

By age 6 to 9, the child is beginning to learn the difference between fact and fiction. Although “tall tales” are sometimes covered because the child is beginning to understand consequences and punishment.

As the child becomes more able to determine what is true and what is fantasy, the child learns that a lie is a lie even if you don’t get caught or upset your parents. At age seven a child feels badly about lying even when the lie goes undiscovered because the child is beginning to understand consequences and punishment.

How can you as a parent encourage truth-telling in your children?

- Use situations to talk about what is truth and what isn’t. Talk about stories or TV shows to discuss what could really happen. Playing pretend may be a way to help distinguish this. Wishing thinking should also be discussed with children to help them understand that even though they really want it to happen, it isn’t real.

- Be a good role model. Children repeat behaviors they see or hear, so if they hear you lie about their age to get a cheaper price in the movies, they learn that lying is a way to get along in the world.

- Don’t place the child in a situation where he can’t tell the truth. If you see Sally with a toy you told her she couldn’t play with, don’t ask her, “Did you take the toy?” She would not want the punishment and may in fact say, “No.” Instead of asking questions, tell the child what he or she did wrong. Ignore denials of the obvious and deal with the misbehavior.

- Separate misbehavior and lying. Let children know that you will be less upset if they tell the truth. Lying will get them in twice the trouble—and make sure this is the truth.

- Don’t punish so severely that lying is worth the risk. Part of growing up is making mistakes. We need to let the child learn from these mistakes without fearing punishment.

- Be careful not to place expectations on children that they cannot meet so that they feel they cannot tell the truth and still please you.

- Reward truthful behaviors. This is the easiest way to encourage honesty.

- Promote honest communication between you and your child. Be sure you are being truthful in what you tell your child as well as what you expect back from him or her.

- Provide consequences for lying. If a child is honest about breaking a rule, consider giving the child a second chance—and let him or her know why.

- Give a lesser punishment to a child who comes to you voluntarily before a misdeed is known.

- Should your child lie, deal with it privately. Try not to embarrass him or her in front of others. Discuss alternative ways to deal with the situation rather than lying. Make sure the child understands the consequences for lying.

Alice Pohlmann Bradbeer, article author, is a school psychologist for the Bellingham Public Schools.

Grant Funds Health Education Program for Local Schools

The Health Education Program at Western Washington University has received the second installment of a two-year, $257,000 grant from the U.S. Department of Education to develop a Comprehensive School Health Education Project for grades K-5 in the Bellingham School District.

The program provides teacher training, curriculum development and support for elementary schools. Teachers enhance their health education knowledge and teaching skills through workshops and consultation, and then implement district approved activities tailored to the needs of students in each grade level.

The project expands the scope of health education to address the federal government’s “Healthy People 2000” initiative, which aims to promote healthy behavior and reduce risk-taking behaviors such as tobacco use and alcohol and drug abuse. Project director Evelyn Ames said the program will provide a field-tested curriculum training model for other school districts looking for ways to address these national goals.

Topics also include self-esteem, nutrition, personal health, disease prevention, physical growth and development—physical fitness, dental health—unintentional injuries, and handicap sensitivity awareness. Emphasis is on giving students the information and decision-making skills they need to lead healthy lifestyles and avoid preventable health problems.

More than 50 teachers will attend a training session February 21 and 22, 1993, and a summer institute led by Ames and Project Trainer Lynne Sherwood Parker. Twenty-four of the teachers will have additional training in health education curriculum leadership so they can develop action plans for their schools.

For more information, please call the WWU Department of P.E., Health and Recreation at (206) 676-3106.

WWU to Co-Sponsor Taft Seminar for Teachers

Western Washington University has received a grant of $44,000 from the Robert A. Taft Institute of Government to co-sponsor a Taft Seminar for Teachers in 1992. WWU is one of twelve campuses in the country selected to host Taft Seminars this summer and is offering the only seminar for teachers in the Pacific states region.

The seminar will be conducted through the Political Science Department under the directorship of faculty members Eugene Hogan and Don Alper. The theme of this year’s seminar will be the presidential election process. Thirty teachers, librarians and administrators from the western United States will be selected to participate in the seminar, which will be held July 6 through 17.

For more information contact Don Alper of the WWU Political Science Department at (206) 676-3469.
roll call

(continued from page 4)

Weatherhill is Director of Operations Support for Brown & Cole Stores ... Jeff and Kim Doyle '80 are living in Seattle. Jeff graduated from UPS Law School in May, passed the Bar in July, and is legal counsel to the Legislative Transportation Committee. Kim received her master's in Public Administration from Evergreen, was selected for the Governor's Executive Program, and is now a public finance policy consultant with Berk and Associates (Bellevue).

'87 — Daniel Whittlock is an industrial engineer at the Air Force's Military Airplane Division. He recently returned from Edwards AFB where he worked on the B-2 Tactical Bomber ... Cathy A. Gregory is manager of communications and community relations for ETT Bayview Inc.

'88 — Environmental Perspectives (EP), Bellingham, received a $35,994 Pong Sound Water Quality Authority contract for a 13-part radio documentary series. EP co-founder is Hazley graduate Colleen Chambers, director and radio series Project Director Valerie J. Fisher '83 holds a Fairhaven degree ... Michelle B. James and Prissy Marie Svarczak '90 were married September 8 in Seattle. The groom is a first lieutenant in the U.S. Marine Corps. They reside in Havelock, N.C. ... Stacey A. Casebrell and Jeffrey W. Brown were married October 12 in Redmond. Stacy is a marketing coordinator for P & G Film Company and Jeff is a cash manager for Shar- gard Inc ... Mark G. Dennis married Cheryl A. St. Clair November 30 in Mt. Vernon and is with the Washington State Patrol in Seattle.

'89 — Serving as an English instructor in Sasebo, Japan, for Global Educational Opportunities and Studies is Debbie Nichols. Linda Lynn Bostjancic and Glen Cowan were married September 21 in Renton. The bride teaches in Seattle's North Shore District; the groom is with Allstate Insurance ... Michelle Calvis and Christopher Casey were married on November 9 in Medina ... Heidi Templeton and Kevin Abrams were married on August 24 in Bremerton. She is with the Seattle law office of Carney, Stephenson, Brady, Smith and Spellman; he is with Benchmark Land Development Inc. in Silverdale ... Shannon Boyle and Peter Baggren were married on August 25 in Issaquah. The bride is an assistant regional manager of Eagle Brands. They live in Laguna Niguel, CA ... Laili Hiss and Jeffery Eller were married August 3 in Kent where the bride teaches social studies at Mat­ terson Junior High School ... Lynne Mary Henshaw and Jeffery Rankowski were married October 19 in Bellevue. The couple resides in Vancouver, B.C. ... Kristen

(continued on page 6)

From the Foundation

by Executive Director Jean C. Rahn

The Western Foundation was created in 1966 to generate private support for the university.

The generosity of alumni, friends, faculty, staff, corporations and foundations has enabled the University to augment the limited ability of the State of Washington to provide funding beyond the basic operating expenses of the institution. Scholarship programs have mushroomed, faculty enrichment programs have flourished and Western has moved ahead in diverse and creative directions.

Yet many needs remain unfilled. Too many outstanding students are denied scholarships each year. The per­ tive directions.

The effective rate of return is even higher than the payout percentage because of the tax savings from the current income tax deduction and the partial tax-free return of income.

For example, a 75-year-old donor in the 28 percent tax bracket who donates $10,000 in stock will receive an 8.5 percent payout rate (partially tax-free income). The donor would receive a current tax deduction of $4,548, saving $1,273 in income taxes. In addition, if the stock has a cost basis of $5,000, the donor would partially bypass the $5,000 gain and save $637 in capital gains taxes. The effective rate of return for this example is 10.7 percent.

The Western Foundation will be happy to send you more information on gift annuities and a personalized analysis of how a gift annuity can benefit you and Western Washington University. All inquiries will be held confidential.

Marriott supports two scholarships

The Marriott Corporation recently gave $10,000 to the Minority Achieve­ ment Program Scholarship Fund and $3,000 to the Marriott-Residence Life Scholarship Fund. The Minority Achievement Program recognizes students of Asian American/Pacific Islander, African American, Hispanic American and American Indian extraction for academic achievement, community service and leadership. Mar­riott contributes $1,000 to each $1,200 award. In five years, 38 Marriott Minority Achievement Program Scholarships have been awarded.

The Marriott-Residence Life Scholarships provide the board portion of the room and board contract for students who live on campus. Since 1990, seven students have received this scholarship.

It pays to invest in Western

It pays to invest in Western Washington University. A Charitable Gift Annuity is an ideal way to increase retirement income and make a gift to the University. For a minimum of $5,000, a gift annuity will provide you with the following:

• A guaranteed income for life, par­tially tax-free
• A rate of return currently greater than many investment alternatives
• Current income tax savings from an immediate charitable deduction
• Partial avoidance of capital gains tax on appreciated property
• Deferred income payments which begin at retirement (if preferred)
• An opportunity to invest in a University program that particularly interests you
• Membership in The Old Main Society, Western's recognition club for friends and alumni who have included The Western Founda­tion in their estate plans.

Payout percentages vary with a donor's age and whether the annuity is for one life or two (two-life rates are slightly lower). Current payout rates range from 6 percent to 14 percent.

Please send me additional information of Gift Annuities.

Yes, I would like to receive a complimentary computer-generated analysis of a Gift Annuity for my personal situation. Please use the following in the analysis:

Birthdates of Beneficiaries (people who receive payments for life):

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Gift Amount (minimum $5,000): $ _____

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Gift Amount (if gift is funded with long-term appreciated assets such as stock):

Current Return (what is your asset earning now?):%

Deferred income payments which begin at retirement (if preferred):% 

Current Return (what is your asset earning now?):% 

Please send me additional information of Gift Annuities.

Second Person (often a spouse)

City |
| State | Zip |
| Phone Number |
| Mail to: | The Western Foundation | Old Main 445, Western Washington University | Bellingham, WA 98225 |
| Phone: (206) 676-3027 |

Note: This material is provided for educational purposes only. We encourage you to share this information with your professional advisors.
Life Membership roster is becoming international

As we begin our third year, the WWU Alumni Club Life Membership option continues to grow at a spectacular pace with members in 15 states, Canada, Scotland, Germany and Japan.

To date, 212 alumni and friends of Western have taken advantage of: automatic receipt of each year's anniversary and membership packet, no annual dues solicitation, the Alumni Club Gold Card, a personalized Life Member plaque, inclusion on a perpetual Life Members Plaque that hangs in the new Alumni House, a personalized brass replica of a WWU diploma.

And we continue to add to those benefits with special periodic newsletters:

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Donors endow pair of professorships

Gifts, announced in early May, will expand Western's international business studies and its burgeoning program in US-Canadian relations:

• Three private donors have made a substantial contribution to establish the Kaiser Chair of International Business in the College of Business and Economics (CBE). The position will focus on teaching and research with particular emphasis on enhancing trade throughout the Americas.

Kaiser is a Yale graduate and has done post-graduate work at the University of British Columbia. Born in Bellingham, Nicholas Kaiser is a graduate of W&L with an MBA from the University of Chicago. Markell Kaiser is a graduate of Vassar and Harvard's Graduate School of Education.

In Memoriam

Karyn E. Olson (’86) died November 29 at the age of 27. She was a security clearance investigator for the Office of Personnel Management in Richland, WA. Her parents request that friends assist other leukemias patients by entering their names in the National (Blood) Marrow Donor Program by donating a prospective marrow donor. For information, please contact Martha Schellenberger, Puget Sound Blood
Scholarship fund established in Duke's memory

A scholarship fund has been established in memory of 23-year-old basketball player Thomas S. ("Duke") Wallenbom II, who died in his sleep March 2 of a congenital heart abnormality. Two days after his death, No. 1 seed WWU lost to Lewis-Clark State in the March 4 district semifinal. Wallenbom had sparked the Vikings to a 64-63 victory over arch-rival Central to end the regular season.

Dedicated to Wallenbom, the semifinal game began with a moment of silence and a bagpipe rendition of "Amazing Grace." Steli Wallenbom, a starter on the University of Oregon women's team, sat on the Vikings' bench in her brother's uniform and the team wore No. 32 name patches.

At a March 5 memorial service in Carver gym, attended by 800, co-captain John Patton spoke for the team: "Some say he had a bad heart, but I don't believe that. He had a huge heart, full of love and compassion." Wallenbom's former coach, Larry Johnke, said he would be interred in Bellingham "because you made him feel so fortunate." A 1987 graduate of Mountain View High School (Vancouver, WA), Wallenbom was a junior education major.

Scholarship funds enhance opportunity

Alumni give $9,000

Between July and February of this year, Western alumni had contributed more than $9,000 to the WWU Alumni Scholarship Fund. Earnings from this fund, which now totals more than $140,000, are providing seven full tuition and fees scholarships to Western students this year.

The WWU Alumni Board had hoped to increase to 10 scholarships a year by 1992. However, the escalating cost of tuition and downward spiral of interest rates has forced the board to delay. Seven awards will be possible in the 1992-93 academic year.

In addition to contributions directly to the scholarship fund, the Alumni Board applies a percentage of each alumni donation to the scholarship fund. This practice will continue until Alumni Scholarship Endowment earnings alone are sufficient to fund the desired number of scholarships.

Ball award possible

Private donations to the Willis L. Ball Memorial Scholarship Fund have made possible distribution of its first scholarship award. The scholarship honors the former city manager with the Seattle Parks Department and WWU's first African-American graduate (1956). The $1,000 scholarship will be awarded during the 1992-93 academic year to an undergraduate of color majoring in physical education, health and recreation. Qualifications include academic promise, community service and financial need.

Co-workers, college alumni and family members established the fund following Ball's 1987 death. Recent gifts, which include proceeds from an annual volleyball tournament, have built the fund to more than $10,000, the amount necessary to begin awarding an endowed scholarship.

By Dan Tolley

The mighty Blue Wave has begun to swell, and director of athletic marketing, and promoters, Kevin Bryant, is channeling its power.

Bryant's task is to spark in the community at large an excitement about Viking athletics matching his own. And he believes in starting early. For a $10 membership fee, youngsters under 12 can join the Big Blue Buddy Club. Among other benefits, they receive free admission to all home football and basketball games with special seating, a personalized club T-shirt, clinics, and discounts at Joe Martin's Sporting Goods.

Although his promotion job was created only a year ago, Bryant is not new to his role. Twice an alumnus (BA '80; MA '90), he has been an assistant basketball coach for four seasons. As the athletic department's alumni relations representative for the last two years, he was instrumental in reinstating Homecoming in 1990.

Also in 1990, Bryant was involved in creating the first "Viking Night" to kick off the sports season with a dinner and a national sports personality. Beginning in the 1991-92 season, Viking sports established its own radio network. Bryant is working to increase business sponsorship for the broadcasts as well as business sponsorship of games, youth summer athletic camps, and scholarship funds.

Established programs, such as the in-creation golf tournament, together with new events, like Viking Night, attract not only interest from individuals in the Bellingham area, Bryant says, but also draw corporate and statewide participation.

The Celebrity Golf Tournament is closing the season for the fifth year in a row June 4 and 5 at the Bellingham Country Club.

"This event really associates Western with a good time," Kevin Bryant, noting that the tournament has also raised thousands of scholarship dollars.

ESPN's Roy Firestone was on campus in 1990 to christen the first Viking Night. Southern Cal Basketball Coach George Raveling was the featured speaker last September. Sparking the third annual Viking Night September 10 at Carver Gym will be Frank Layden, general manager and former head coach of the Utah Jazz.

Jo Metzger-Levin named to Hall of Fame

Jo Metzger-Levin became the first Western athlete to be named to the NAIA Hall of Fame 10 years after her final appearance as the University's most honored women hoop star. She played from 1977-1981 and 13 of her 15 records still stand.

Her No. 20 jersey is in the school's trophy case outside the main gymnasium, one of just six uniforms so enscribed, and the only woman's. WWU Athletic Director Lynda Goodrich, who coached Metzger-Levin, said: "It's today's context, she'd truly be a top (NCAA) Division 1 player. After 10 years and two babies, she can still come back and take it to our team." Metzger-Levin now lives in Everett with husband Don and two sons, ages 3 and 5. She teaches and coaches girls' basketball at Everett High School.
Available By Popular Demand: WWU Alumni Auto Emblem

A perfect match for your WWU Alumni Window Decal or the WWU Alumni License Plate Frame!

Use them together (you can't overstate your allegiance) or individually.

The WWU Alumni Auto Emblem gives your automobile that classy, custom look.

We've ordered these new name droppers in limited numbers, so order yours today!

Yes, I want to show my pride in WWU by displaying the official WWU alumni auto emblem!

Please send me _______ WWU Alumni Auto Emblems.
I have included $7.55 (including sales tax) for each emblem ordered.

Name: ____________________________________________________

Address: ____________________________________________________

City: __________________________ State: ______ Zip: ______

Phone: __________________________

Mail your order to:
WWU Alumni Association
Alumni House
Western Washington University
Bellingham, WA 98225 - 9199

Please allow two weeks for delivery.

Western Washington University
Bellingham WA 98225-9030

Address correction requested.