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Eastern Michigan University

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EASTERN MAGAZINE SUPPLEMENT



Porter Named President

Dr. John W. Porter, former Michigan state superintendent of public instruction, was unanimously elected EMU's seventeenth president by the University's Board of Regents in a special public meeting held July 17.

Porter succeeds James H. Brickley who served as Eastern's president from November 1974 until last January when he resigned his post to become Michigan's lieutenant governor.

A 47-year-old native of Fort Wayne, Ind., Porter graduated from Central High School in Fort Wayne in 1949 and earned his bachelor's degree from Albion College in 1953. He earned a master's degree in 1957 and a doctorate degree in 1962, both from Michigan State University.

Following his graduation from Albion College, Porter worked in the Lansing Public School System as a teacher and counselor. In 1958 he became the first black to be offered a professional position with the Michigan Department of Education when he joined the agency as a research consultant. In addition to being the first black hired by the department, Porter was

the youngest professional in the state agency.

In October 1969, Porter was unanimously elected by the Michigan State Board of Education to serve as the state superintendent of public instruction. He was the nation's first black state school superintendent and the youngest person ever elected to that office.

Porter and his wife, the former Lois Helen French, have two children, Steve and Donna.

Alumni Program Aimed at Attracting Students

Dr. John W. Porter, new president of Eastern, has initiated a program aimed at involving alumni in attracting high-quality high school graduates to the University.

A by-product of the proposal will be the organization of an "alumni liaison network" that will serve as the springboard for developing alumni chapters throughout the state.

The new program is titled the Alumni Student Identification Program and Recognition of Excellence Award.

The five main objectives of the plan are:

1. To involve alumni in the pursuit of excellence for the University by attracting high quality aspirants (top 20 percent of their class) to EMU through an Award of Excellence Program.

2. To involve alumni in the identification of potential applicants to Eastern through their increased awareness.

3. To involve alumni in the recognition of academic excellence in high schools throughout the state.

4. To organize an alumni liaison network which will make the above objectives possible.

5. To serve as a springboard for the development of alumni chapters in the state.

The program is an outgrowth of Porter's desire to recruit high-quality students to the campus. "To be a university of quality, you must by definition, in my opinion, have more people wanting to get in than you have available slots. We have had no targets for enrollments, and in the past, our enrollment had been going down. Instead

of being a university of quality, we have been a university holding on to what we had. I felt we had to set some kind of target.

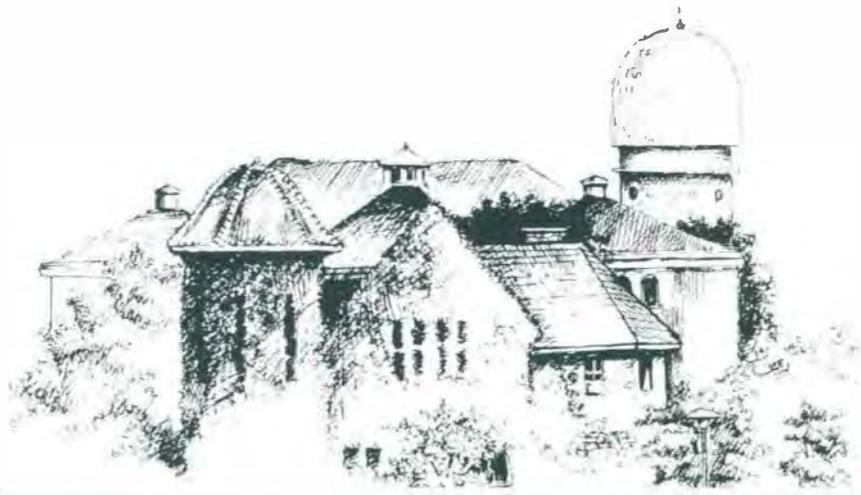
"Therefore, we developed what has now been labeled Project 2550 by the admissions office. Project 2550 states that we need to attract 2,550 new freshman to the campus each year in order to maintain our level of quality."

And Porter believes the alumni can play a large part in assisting the University in attracting high-quality students to the campus. But he discovered there was no system to allow the alumni to assist. "I discovered that we really did not have an alumni outreach program, we had no alumni mechanism in the state that we could call upon. I felt, one, that we ought to have some kind of apparatus and, two, in order to be a university of uniqueness and opportunity, we had to have a substantial residential program. As a state university we should try to attract students from all over the state."

Out of this framework grew the program. It calls for the development of a network of alumni volunteers. One alumnus in every county in Michigan (83) has been selected in addition to one alumnus in each Michigan school district with more than one high school (42). This group of 125 "alumni liaisons" will form the base for implementation of the new program by identifying one alumni volunteer in each of Michigan's 850 high schools.

"Those 850 individuals would be charged with the responsibility of establishing a working relationship with that high school in the identification of three students that would be provided with EMU information and attracted to this campus. Hopefully that person would assume the responsibility of driving those three to campus and giving them VIP, red-carpet treatment.

"The second part of the program is that these alumni volunteers would work with the school systems to identify the most academically talented students in those high schools who would be eligible for the EMU Recognition of Excellence Award. We're prepared to provide one award for each high school in the state."



The Recognition of Excellence Award consists of an \$850 first-year scholarship, Porter explained.

"The third part of this is that the nucleus of 125 individuals becomes the foundation and the basis for spreading the EMU word and for our being able to develop a state-wide alumni network."

Porter truly believes in the power of the alumni in assisting the University "The alumni is our gateway to the marketplace. Those are the individuals in the various communities who are either going to be urging their friends to send their kids to Eastern or will be saying 'Well, Eastern doesn't really care too much about its alumni therefore I'm not going to spend a lot of time trying to work with them.' I consider the alumni to be an integral and vital part of our resurgence.

"As I said to the alumni board, it is my intent to call upon them to assist us in achieving our mission. I don't believe we can achieve our mission without the full support of our alumni."

But what's in it for the alumni? What is their incentive? Porter states succinctly, "It's pride. A lot of our 55,000 alumni in the state, are proud of the success that they have had as a result of their experience, in part at Eastern, and they wish to be able in some small way to be of some assistance. This proposal does not commit our alumni to sizeable grants. We have found a way in which they can be very valuable. We need the alumni and people like to feel they're needed and wanted."

Porter added that he was "delighted" that the alumni board "unanimously and enthusiastically" endorsed the program.



Dear Alumni:

Next year, 1980, is going to be a very special year for Eastern Michigan University and you as alumni. Initial plans have already been set into motion that will require your help and have a very important impact on the University.

This new program will involve upwards of 1,100 Alumni volunteers in Michigan to help in the Alumni Student Identification Program.

You have probably read in newspapers and seen on T.V. reports of declining student enrollments nationally, higher costs for higher education and limitations on state and federal funding. Our ability to recruit prospective students and to meet these complex challenges hinges on all of us working together to sell Eastern as the school in their future. I believe in Eastern and we as graduates realize too the benefits Eastern affords.

We believe this program will give you the opportunity to expand Eastern's outreach in an area which could not be done without your help.

Prospective students see you as a demonstration of what higher education can and does provide.

We look forward to your involvement.

Carolyn Ohst Embree '69 '71
Director of Alumni Relations

Four Alumni Honored

Eastern honored four alumni for their achievements during Homecoming day festivities Saturday, Oct. 20. Doris I. Ewing, class of 1925, and Joseph Bertotti, class of 1937, were awarded the Distinguished Alumnus Award. Joseph A. Frauenheim, Jr., class of 1957, received the Alumni Honors Award and Sally Young, class of 1972, was presented the Young Alumnus Award.

The Distinguished Alumnus Award is given to EMU graduates who have distinguished themselves and Eastern in service to mankind and have demonstrated a continuing interest in the University.

Doris I. Ewing, one of the award recipients, earned a Life Certificate in 1921, and a bachelor's degree from Michigan State Normal College, now EMU, in 1925. After completing graduate work, she taught in public schools in Aberdeen, S. D. and St. Louis, Mo. Also, she taught at

Michigan State Normal College.

Later, she taught at the American Women's College in Istanbul, Turkey and served as the physical education department head at Hillsdale College.

At the start of World War II, Ewing served with the American Red Cross in Calcutta, India. She was the director of the community center at Biggs Air Force Base in El Paso, Texas and served at other bases as well. Currently, she is residing in Grand Haven where she is a volunteer with the Pink Lady Force at North Ottawa Community Hospital.

The other Distinguished Alumnus Award recipient, Joseph M. Bertotti, graduated with a bachelor's degree in educational administration from EMU in 1937 and earned a master's degree from the University of Michigan.

In 1943, Bertotti joined General Electric as manager of training and sales of the



Joseph Bertotti



Joseph Frauenheim, Jr.

metallurgical products department. Also, he served as manager of personnel practices in the New York headquarters of General Electric. In 1956, he was named manager of public and employee relations research and later served as manager of corporate educational relations until his retirement.

Currently, Bertotti is a part-time faculty member at the University of South Florida and resides in St. Petersburg, Fla. He has maintained close ties with Eastern, and was chairperson of the Connecticut/New York alumni organization.

He was awarded an honorary doctor of laws degree from Eastern in 1967. In addition, he has been active in numerous professional organizations.

The Alumni Honors Award is given to EMU graduates of more than 10 years who have shown outstanding loyalty to the University and whose activities are evidence their college education has functioned in their lives.

Joseph A. Frauenheim, Jr., recipient of this award, graduated from Eastern in 1957 with a bachelor's degree in business administration. He has attended numerous professional seminars and the graduate school of banking at the University of Wisconsin.

Frauenheim began his banking career as a management trainee at the National Bank of Detroit and later served as the assistant vice-president and regional manager. During this time, he also served as a first lieutenant in the Army.

In 1968, he assumed the position of vice-president and division head of the City National Bank of Detroit and later was promoted to executive vice-president. Currently, he is the president and chief executive officer of the Bank of Lansing.

Frauenheim has served in various positions in community organizations. He is a resident of Lansing.

The Young Alumnus Award is given to EMU graduates of less than 10 years whose activities demonstrate their college education has functioned in their life.

The recipient of the Young Alumnus Award, Sally Young, graduated from Eastern in 1972. After graduation, she became a radio and television producer for commercials for W.B. Doner and Company Adver-

tising in Southfield.

Later, she moved to California to work for Norman Lear's company, Tandem Productions, as a script supervisor for several shows. In 1978, Young began working in the public relations department of Ameri-

can Broadcasting Corporation (ABC). Currently, she is working for ABC's own production company, ABC Circle Films, making movies for television. She resides in Manhattan Beach, Calif.



Doris Ewing, '25, is congratulated by Vanzetti Hamilton.



Sally Young, '72, accepts the Young Alumnus Award from Normajean Anderson.

Board Officers Elected

The Alumni Association Board of Directors elected officers for 1979-'80 at its September meeting.

Vanzetti M. Hamilton, '49, moved from his former position as first vice president to the presidency. Dr. Timothy G. Quinn, '69, '71, was elected to serve as first vice president while Dr. Charles M. Greig, '44, will serve as second vice president.

Carolyn Ohst Embree, '69, '71, will continue as secretary and Joan Doemer Hartsock, '72, will continue as treasurer.

Hamilton is an attorney and resides in Ypsilanti. Quinn, a resident of Clark Lake, is the assistant superintendent of the Napoleon Community Schools. Greig is a consultant with Wayne County Intermediate Schools and lives in East Detroit.

Embree is the director of alumni relations at EMU and resides in Farmington-

on Hills. Hartsock lives in Farmington and is the assistant manager of the personnel department at Coopers & Lybrand in Detroit.

Newly elected to the board was Norma-jean Anderson, '35, '44, who recently retired from Eastern as an associate professor of administrative services and business education. She lives in Ypsilanti.

Appointed to the board were John Rosenberg, '69, '73, '75, a resident of Rochester and distributive education co-op coordinator and business teacher at Rochester Adams High School and Clyde Fischer '54, '58, assistant superintendent of the Oxford Public Schools and resident of Ortonville.

Those re-elected to the board include C. Eugene Beatty, '34, Margaret McCall Bell, '52, '72, Greig, Hartsock.



Homecoming Celebration A Success

This year's Homecoming theme, "A Natural Hi!", proved to be just that.

The Homecoming parade, with Dr. Everett L. Marshall, recently retired dean of Academic Records and Teacher Certification, serving as Grand Marshal, was said to be the best ever. The Alumni Luncheon in the Alumni Tent at Rynearson Stadium was attended by approximately 300 enthusiastic alumni and friends, who were welcomed by our new president, Dr. John W. Porter. While a delicious barbecued chicken luncheon was enjoyed, the Dixieland Band provided spirit and the alumni found many of their classmates and friends to reminisce with about their years at Eastern.

Eleanor Fuller Morrison '14 represented the earliest class present and Laura Miller '78 was one of the more recent graduates present. Lloyd W. Olds '16 and Virgil Windom '56, both from California, were those who came from the farthest distance to attend, and we had alumni from Arizona, Florida, Idaho, Louisiana, Maryland, and Ohio, as well as all areas of Michigan in attendance.

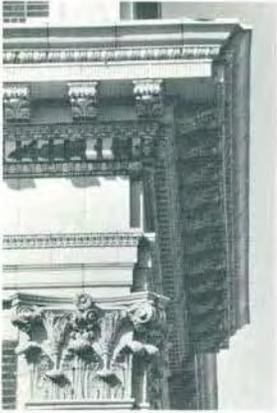
As an added feature of Homecoming this year, the Alumni Association presented the annual Alumni Awards to four outstanding alumni. One of the touching moments came when an ovation was given to Doris I. Ewing, '21, '25, who received the Distinguished Alumnus Award for her years of dedication and service to other people over the last 50 years.

The 50th and 25th anniversary football teams were honored, as well as the 1929 cross country team and cheerleaders from the Class of 1954. These cheerleaders, Genny Tarpinian Parisi and Phyllis Ernst Brownlee, along with Valerie Turner Moffett '49, and Margaret McCall Bell '52, '73, (former cheerleaders themselves) led us in the Huron Fight Song and sent us off to the game with a rousing cheer. We won the game with Kent State 14-10.

We hope you'll plan to join us next year!



Members of the Alumni Board of Directors include, first row, left to right, Joan Doemer Hartsock—treasurer; Dr. Timothy Quinn—first vice president; Vanzetti Hamilton—president; Carolyn Ohst Embree—executive secretary; Dr. Charles Greig—second vice president. Second row, left to right, Peter Moir, Gene Beatty, Normajeon Anderson, Nick Madias, Barbara Warner Weiss, Dr. Donald Currie, Ronald Oestrike and Dr. Elven Duvall.



Fall Enrollment Increases

University officials reported recently that EMU's opening fall headcount enrollment shows an increase over last fall.

The fall enrollment is 18,883, a 1.2 percent increase over last year's 18,656 count. In addition, student credit hour production this fall stands at 180,075 hours compared with last fall's opening figure of 176,884, a 1.8 percent increase.

The enrollment report from Dr. Gerald Thrasher, director of Institutional Research, explained that the increase at the undergraduate level came from two sources. Students entering college for the first time increased 8.9 percent, rising from 1,869 in the fall of 1978 to 2,035 in the fall of 1979.

In addition, former students returning to the University grew by 4.0 percent from a fall 1978 level of 9,429 to a fall 1979 level of 9,802. Among first-time students, increases were recorded by both men and women.



Former EMU Athlete and Coach Dies in Arizona

Harold Ockerman, former student and later athletic coach at Eastern, died in Sun City, Ariz., Sept. 30.

Active in alumni activities for many years and former chairman of the Sun City Alumni Club, Ockerman was 76.

Born in Hockady, Mich., Dec. 20, 1902, he graduated from Eastern (then known as Michigan State Normal College) in 1927 with a degree in physical education. He later earned a master's degree in public health and completed all course work for a doctorate at the University of Michigan's School of Public Health.

While at Michigan State Normal College, he won 12 varsity letters while competing in football, baseball, and basketball. In addition, he was named to the All-Michigan Intercollegiate Athletic Association (MIAA) conference team two years in football.

Ockerman began his coaching career at MSNC in 1927 as a line coach in football. He coached baseball from 1928 to 1935 and basketball from 1932 to 1935.

From 1935 to 1940, he was head football coach at Bowling Green State University in Ohio. He was head football coach at MSNC from 1949 to 1951.

Following his coaching career, Ockerman was in business in Baltimore, Md., for 21 years, first as district manager of Shaw-Barton, a calendar and specialty advertising business. He then operated his own business, Ockerman and Associates.

In 1972, he moved to Sun City and re-established Ockerman and Associates.

While in Baltimore, Ockerman was active in the Downtown Kiwanis Club and also served on the National Board of the Community Council of Boys' Clubs of America.

He was a 35-year Legion of Honor member of Kiwanis International and received the Boys' Club Silver Keystone Award in 1970 for his 18 years of service both on the Advisory Council of the Salvation Army Boys' Club in Baltimore as well as his other contributions.

Also, he was a member of the Sun City-Youngtown Kiwanis Club and served



Harold Ockerman

on the Board of Directors of the Youngtown Chamber of Commerce. He was a member of the Church of Palms in Sun City.

In 1977, Ockerman was inducted into EMU's Athletic Hall of Fame.

Survivors include his wife, Jean, of Sun City; a daughter, Mrs. Griffin Allin of Chula Vista, Calif.; a son, Donald Hansen of Montrose, Mich.; seven grandchildren and two great-grandchildren.

Claude Shell Dies at 56

Dr. Claude I. Shell, Jr., acting dean of Eastern's College of Business and former head of the Department of Management, died Aug. 29 after a long bout with cancer. He was 56.

Shell, who replaced Dr. Earl Roth as head of the College of Business in August 1978, began teaching at Eastern in 1966 as head of the Department of Management. A native of Pine Bluff, Ark., he earned his bachelor's degree from Maryville College in Maryville, Tenn., and a master's degree from the University of Tennessee in Knoxville. Also, he held a doctorate degree from Southern Illinois University.

Dr. Floyd Patrick, acting head of the Department of Management and a longtime friend of Shell's, remembered Shell as being "a very good problem solver who always had the interests of faculty and students in mind."

"Claude taught our 'Business Policy' course and was an extremely popular teacher. His class was usually one of the first to be filled. The course is the capstone course for our entire curriculum," Patrick said.

According to Patrick, some of Shell's landmark achievements as head of the Department of Management, included preparing the department for accreditation by the Collegiate Schools of Business and recruiting faculty members.

"He literally built our department in terms of faculty recruitment. There were

only three or four people here when he arrived. He was very strong in the recruitment and retention of faculty.

"He was also very strong in encouraging faculty research and consultation and did a lot of it himself." Patrick said.

Before coming to Eastern, Shell served as chairman of the Department of Management at Southern Illinois University. While at Southern Illinois University, he was appointed assistant director of the university's Small Business Institute and as assistant director of Placement Service.

From 1957 to 1960, Shell worked as a product planner for the Ford Motor Co. at the Rawsonville Plant. Before working for the Ford Motor Co., he taught as an assistant and associate professor in the Department of Business Administration at Tennessee Technological University.

Shell authored numerous articles for publication in professional business journals and presented numerous papers to management groups during the course of his career as a professional educator. He is listed in "American Men and Women in Science," "Who's Who in America" and "Who's Who in the Midwest."



Claude Shell

At the time of his death, Shell was working on a textbook for business policy students with Dr. Charles Hoitash and Robert Crowner, faculty members in the Department of Management.

In addition to his educational endeavors, Shell was active in providing business opportunities for the blind and other handicapped persons and served as chairman of the Program Policy Board and Executive Committee of the Visually Handicapped Managers of Illinois. The organization is a non-profit corporation that provides support managerial services to more than 100 blind managers of retail establishments in Illinois.

Shell also served on the Board of Business Opportunities for the Blind, Inc. in Chicago and on the State of Illinois Commission on Business Opportunities for the Blind. Also, he worked as a consultant to the Illinois Division of Vocational Rehabilitation.

Shell was active in numerous professional and honorary societies including Phi Kappa Phi, national honorary society and Alpha Kappa Psi, professional business fraternity. He was a member of the Midwest and Southern chapters of the Academy of Management.

A retired major in the U.S. Army Reserve, Shell served with the 88th Infantry Division in Italy during World War II. A resident of Ypsilanti, he served on the board of directors of the Co-Operative Auto Corp. of Ann Arbor and was a member, elder and trustee of the First United Methodist Church in Ypsilanti.

Shell is survived by his wife Mary and four children, two brothers and one sister.

Two Alumni Win Marathons

Two EMU alumni captured two separate international marathons Oct. 13 and 14.

Gordon Minty, a former Eastern track and cross country great, won the prestigious Detroit Free Press International Marathon Sunday, Oct. 14, covering the 26-plus miles in a meet record time of 2:15:42.0. That time also was the second-fastest marathon ever run in the state of Michigan.



Gordon Minty

The 31-year old Minty beat second-place Bob McOmber by almost three minutes and shaved two minutes off the record set by McOmber in the 1978 race.

The winning time qualifies Minty for a spot in the U.S. Olympic Trials in the marathon but he doesn't know if he will attempt it in the Olympics.

"It's a choice between the Boston Marathon and the Olympic Trials and I'm not quite sure which one I want to try because you can't do both," Minty said. "Right now I feel I have a better chance at the Olympics in the 10,000-meter run. That's what I want."

Just one year ago Minty's running career was at a standstill because of injuries. But now he seems ready to make his mark in the Olympics.

As a collegiate cross country runner for the Hurons, Minty won Mid-American Conference individual championships in 1972, '73 and '74. At the National Association of Intercollegiate Athletics (NAIA) national championship meet Minty was third in 1973, 17th in 1974 and 24th in 1972.

In MAC outdoor track and field championships Minty won the league title in both the six- and three-mile runs in 1973 and '74.

Dave Smith, a top runner for the Hurons from 1974-'76 after transferring from Henry Ford Community College, won the sixth Skylon International Marathon Saturday Oct. 13, in Niagara Falls, Ontario.

Smith took the lead with just one mile left in the race and finished first in 2:17:30.1 for the 26.2 mile course between Delawards Park in Buffalo, N. Y. and Niagara Falls, Ontario. Smith bested the second place finisher, David Severance, by 1:51.5.

The 25-year-old Smith, now a Fuller Brush manager in Orangeville, Calif., won the Mid-American Conference six-mile title in 1975 and 1976 and also captured the three-mile title in 1975. He won the league individual cross country championship in 1975.



Two Degree Programs Begun

Two new degree programs recently were approved by Eastern's Board of Regents.

An interdisciplinary program in historic preservation will offer a master's, a certificate and a bachelor's degree. The board also established a master's degree program in early childhood education and a non-teaching minor in clothing and textiles.

The historic preservation program, which will be administered by Eastern's Department of Geography and Geology, includes a two year master's degree program in historic preservation planning, a graduate non-degree certificate program in historic preservation and an undergraduate non-teaching minor in historic preservation.

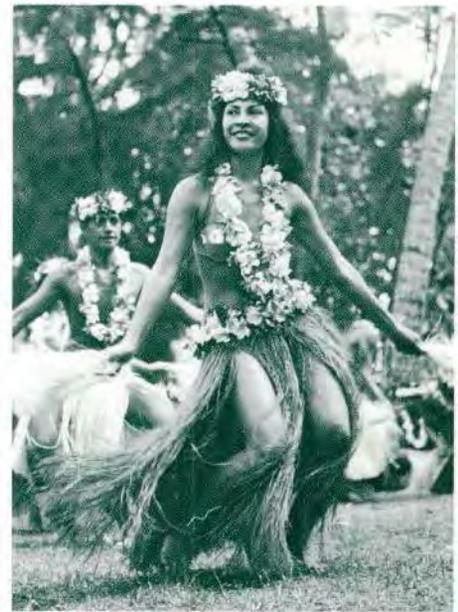
Courses of study for the new program in historic preservation, the first of its kind in Michigan, were developed by Dr. Marshall McLennan and Dr. Andrew Nazarro, both associate professors in the Department of Geography and Geology at Eastern, while funded by a grant from the National Trust for Historic Preservation.

The new master's program is designed to prepare students for entry-level jobs with planning agencies and consulting planning firms. The certification program is for planners, civic leaders, business men and women and other community leaders who may wish to pursue certification as their duties and civic interests involve them in preserving historic districts.

The undergraduate program will introduce students to the field stressing American history and settlement forms and structures which characterize the American culture.

In addition to University faculty, special lecturers will be invited from state, local and federal agencies, private consultant firms, architectural firms, National Trust field offices, real estate and construction companies and other universities.

The new master's program in early childhood education will be offered through the Department of Curriculum and Instruction. Previously, students could only concentrate in the area while attaining a master's degree in elementary education.



Tahiti Adventure Alumni Trip Feb. 5-12

\$799 Deposit \$150 Based on double occupancy

Includes:

Round-Trip air fare on Trans International Airlines DC-10

Deluxe accommodations for seven nights at the Tahiti Beachcomber, Hotel Tahara'a or Maeva Beach Hotel (or similar)

Dinner four evenings

Festive Tahitian barbecue and gala Tahitian show at a private estate

Round-trip transfers

Plane flight will be shared with charter groups from Central Michigan University and the Michigan Bar Association.

For more information, contact the Office for Alumni Relations, 202 McKenny Union, Eastern Michigan University, Ypsilanti, Mich. 48197. Phone: (313) 487-0250.

EVENTS SCHEDULE



DECEMBER	2-21	Art Exhibit, "Directions and Attitudes," Sill Gallery, 8-5 p.m., M-F
	12	Concert, Symphony Orchestra, Pease Auditorium, 8 p.m.
	16	Commencement, Bowen Field House, 3 p.m.
JANUARY	11	Lecture, Congressman John Conyers, Pease Auditorium, 8 p.m.
	17	Concert, Manuel Barrueco—Classical Guitarist, Pease Auditorium, 8:30 p.m.
FEBRUARY	4-22	Art Exhibit, Invitational Small Sculpture Show, Sill Gallery, 8-5 p.m., M-F
	5-10	Play, "The Provoked Wife," Quirk Theater, 8 p.m. \$2.25, \$3.50
	7	Concert, Symphony Orchestra, Pease Auditorium, 8 p.m.
	10	Concert, Symphonic Band, Pease Auditorium, 8 p.m.
	15	Concert, Concert Band, Pease Auditorium, 8 p.m.
	24-Mar. 14	Art Exhibit, EMU Seventh Invitational Ceramic Exhibition, Sill Gallery, 8-5 p.m., M-F
	27-29	Festival, Contemporary Music Festival, Pease Auditorium, 8-10 p.m.
MARCH	2	Concert, Alumni Band, Pease Auditorium, 8 p.m.
	10	Concert, St. Paul Chamber Orchestra, Pease Auditorium, 8:30 p.m.
	23	Concert, Symphonic Band, Pease Auditorium, 8 p.m.
	25-30	Play, "Look Homeward, Angel," Quirk Theater, 8 p.m. \$2.25, \$3.50