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News for  
Eastern Michigan  
Faculty and Staff

Nov. 3, 1998  
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## Former Chrysler VP Lutz to visit EMU

### ABOUT THE CHAIR

#### The Darrell Cooper Presidential Chair

Darrell H. Cooper is chairman of the board and owner of Fermco Inc. in Davison, an international corporation that makes flexible connectors for pipes.

Cooper has distinguished himself as a philanthropic leader and benefactor at Eastern Michigan University. He has served in many roles for the University, including chair of the EMU Foundation Board of Trustees from 1993-95 and general chair for EMU's \$12 million Campaign for Scholars.

The Darrell H. Cooper Presidential Chair in Leadership will bring the world's top business leaders to campus to interact with students, campus and community leaders.

By Pat Mroczek

Robert A. Lutz, retired vice chairman of the Chrysler Corporation and author of the popular new book *Guts*, will offer the inaugural Darrell H. Cooper Presidential Chair in Leadership presentation at Eastern Michigan University Nov. 16.

His 10 a.m. address will be in Auditorium I of the Eagle Crest Conference Center, 1275 S. Huron St., Ypsilanti. The event is free and open to the public, but a complimentary ticket is required. Seating is limited to the first 300 guests.

Complimentary tickets are available by calling Eastern Michigan's College of Business at 487-4140.

"Bob Lutz is one of America's business heroes," said Stewart Tubbs, dean of EMU's College of Business. "We are delighted to feature him as the first recipient of the Darrell H. Cooper Presidential Chair in Leadership."

Lutz will discuss his popular new book *Guts: The Seven Laws of Business That Made Chrysler the World's Hottest Car Company*. A 30-year veteran of the automotive world, Lutz will use humor and frankness to impart his personal wisdom and share his seven laws. They are:

- The customer isn't always right;

- The primary purpose of business is not to make money;
- When everyone else is doing it -- don't;
- Too much quality can ruin you;
- Financial controls are bad;
- Disruptive people are an asset;
- Teamwork isn't always good.

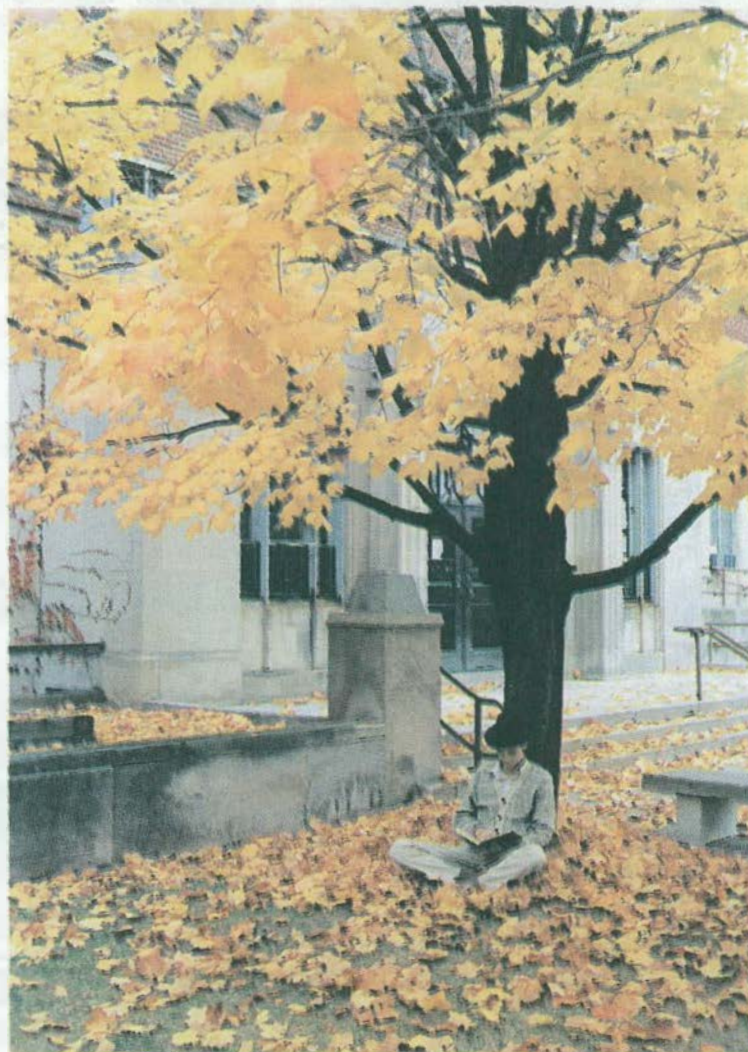


Lutz is widely recognized as one of the most colorful and successful business leaders of his generation. He has held key management positions in four of the world's top car companies--General Motors, BMW, Ford and Chrysler.

Recently retired as vice chairman of Chrysler Corp., Lutz was the driving force behind the company's second renaissance when it went from the depths of debt in the early 1990s to being named *Forbes* magazine's

"Company of the Year" in 1996. Today Chrysler is the coveted partner of Germany's Daimler-Benz, owner of Mercedes, in the largest industrial merger in history.

Tubbs said Lutz's presentation is an ideal opportunity for Eastern Michigan University students, staff and friends. "His innovative spirit and outrageous style serve as an inspirational role model in this era of cookie-cutter managers," Tubbs added.



## Leaf me alono.

The University colors may be green and white but this time of the year they also include red, orange and yellow. Some take color tours around the state to enjoy the picturesque fall foliage. Others, like the student in the picture, realize that they can enjoy fall right outside of their window.

Photo by Amir Gamzu

### INSIDE

#### HELPING ETHIOPIA

EMU Fulbright Scholar Asrat Tessema is working to help his native Ethiopia develop a securities market and improve its economy. **PAGE 2**

## EMU garners national attention

■ When *USA Today* named alumna **Diane Bencik** to its All-USA Teachers First Team Oct. 15, media also spread Eastern's good name by sharing the story in the *Detroit Free Press*, *Ann Arbor News*, *WWJ* and *WAAM*.

■ **Karen Simpkins**, student judicial affairs, served as a behind the scenes adviser for CNN this fall when the network news station checked into academic dishonesty cases and the Internet. Simpkins said dishonesty cases are difficult to detect and harder to prosecute. She said EMU is not currently experiencing a problem with what is becoming a national trend.

■ **Charlie Batch**, EMU's former quarterback, has garnered international attention for his alma mater with mentions in broadcast and printed media including *ESPN*, *Fox Network*, *Sports Illustrated* and a variety of national media. Batch is quarterback for the Detroit Lions.

■ Miss Michigan **Laura Welling** participated in the Miss America pageant in September and was introduced as an education student from EMU during the colorful production that was broadcast internationally.

■ **Morell Boone**, learning resources and technologies, **Stewart Tubbs**, business, and **Jim Vick**, marketing and student affairs, were quoted in "EMU revises food plan" in the *Detroit News* business section Sept. 29. The story featured EMU's recent innovations in its food plan, including the introduction of the Paradox and Bottomline cafes.

■ **Michael Harris**, political science, was asked by *WWJ* radio to serve as its political analyst and offer expert commentary following President Clinton's Middle East Peace Accord speech Oct. 23. Harris is a regular contributor to Voice of Israel radio and local stations.

*If you have been in the news lately, we'd like to know. Send information to Pat Mroczek, 18 Welch Hall, or call 487-4400.*

# EMU's Tessema helping native Ethiopia

By Sarah Mieras

In the late 70s, when Asrat Tessema earned his undergraduate degree in accounting from Ethiopia's Addis Ababa University, he probably never dreamed he'd return more than 20 years later as a Fulbright Scholar.

Accompanied by his wife, Jember Bekle, an EMU graduate student, and their three children, Tessema returned to his native homeland in August of 1997 to study the possibility of establishing a securities market in Ethiopia.

"Governments in developing countries are facing increasing difficulties in funding public enterprises through government allocations because of budget constraints due to low savings, and population explosion," said Tessema. "If Ethiopia wants to achieve a high rate of economic growth in the future, it will have to develop its economic capital markets, and put less reliance on foreign sources of capital. One important way of doing this is developing securities markets."

Tessema, originally from the small Ethiopian town of Bako, immigrated to the United States in 1979. He earned

his master's degree from the University of Minnesota. He joined the EMU faculty in 1985.

Tessema returned to Ethiopia because of his involvement in the Ethiopian American Foundation, an organization which helps facilitate collaboration between academic institutions in Ethiopia and the United States.

"As far as securities markets development is concerned, as a finance person, I have always been interested in the role securities markets play in capital formation," he said.

The year-long study also gave him and his family the opportunity to become reacquainted with relatives.

While Tessema lectured and conducted research at Addis Ababa University, his wife worked with the American Red Cross and his children adjusted to school.

"It was very educational not only from the academic perspective, but also that they got the chance to learn about several different cultures from all over the world," said Tessema.

The Tessema family also faced a variety of other adjustments in Addis Ababa, including a radical change of diet and the activity of streets overcrowded with cars, people and farm animals.

"Learning how to use public transport was another major adjustment,

there are too many taxis in Addis," said Tessema. "Taxis are legally permitted to carry six passengers, but in many cases while boarding a taxi you will find about 12 people."

And with only one television station, the frequent TV watchers in the Tessema family had to find something else to do with their free time.

"You will be delighted to have the opportunity to view those missed episodes of the *Cosby Show* in 1984," said Tessema. "But you will be lucky to see the *Cosby Show* considering that television can only be viewed at certain times of the day."

Tessema plans to continue his work to help the Ethiopian economy grow through the establishment of securities markets. Recently Tessema delivered a keynote address at the Third Annual Conference of the Ethiopian Accountancy and Finance Association. He has also written articles on the benefits, costs and requirements of developing securities markets in Ethiopia and participated in a panel organized by Addis Ababa University and the Indian Embassy in Addis Ababa.

"The discussion of the development of securities markets is still going on. I think I will have opportunities to go back to Ethiopia and continue to help educate the public."



Tessema

## 'Writers' series features fiction

The Writers Living and Alive! series at Eastern Michigan University will present two fiction writers, Beth Nugent and Stacey Levine, reading from their work Wednesday, Nov. 11, at 7 p.m. in the Intermedia Gallery of McKenny Union. The event is free and open to the public.

Nugent's collection of short stories, *City of Boys*, was published in 1992. Its title story was included in *The Norton Anthology of Contemporary Short Fiction*. She received a master's of fine arts degree from the University of Iowa and has taught at the University of Denver.

Levine is the author of *My Horse and Other Stories*, which won a PEN/West Fiction Award, and *Dra--*, a comic and Kafka-esque novel of the world of temporary employment. She lives in Seattle and is a freelance journalist, writing for *The Seattle Times* and *The Stranger* weekly.

She is currently teaching at the University of Illinois-Chicago. For more information, call EMU's English Department at 487-4220.

### UNITED WAY UPDATE

\$100,000





## Getting into the spirit of things...

The staff of Records and Registration brewed up some fun at its Halloween celebration Oct. 29. More than 20 members of the staff participated in a costume contest and potluck in Pierce Hall. The judges of the costume contest had a frightfully hard time picking the winner. Kelly Kincaide, senior clerk, won first prize for her little old lady (fourth from the right). Carol Daly, auditor/evaluator, won second place for her witch. The third place winner was Eleanor Kendrick, auditor/evaluator. Kendrick was Lady Godiva Chocolate. The top three costumes won gift certificates to McKenny Union. Photo by Amir Gamzu

# W5

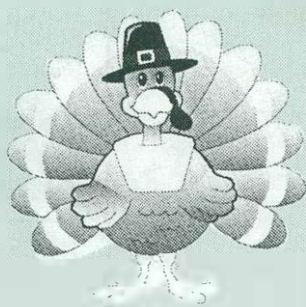
### An early Thanksgiving dinner

Don't forget to make plans to attend the annual Thanksgiving buffet, Nov. 11-12. Service times for both days are: 11:30 a.m., noon, 12:30, 1 p.m. and 1:30 p.m. Tickets for the buffet are \$9 for faculty and staff and \$8 for students. Tickets will be sold Tuesday, Nov. 3-11, from 9 a.m. to 4 p.m. in the Reservations Office, 212 McKenny. Requests for reservations must be made in person and paid for with cash or a check. Reservations will not be accepted by phone, fax or mail.

Any questions regarding the buffet or tickets should be directed to the Reservations Office at 487-4108. (NOTE: It was incorrectly reported in the Oct. 27 issue of FOCUS that this event was Nov. 10-11.)

### Peace talk

Tahseen Basheer, former Egyptian Ambassador to Canada, will present "Prospects for Peace in the Middle East," Nov. 4 at Pease Auditorium. The event is free and open to the public. Basheer, a former member of President Jimmy Carter's negotiation team, is a distinguished guest lecturer at EMU in October and November. He will also present "Reminiscences of a Middle East Diplomat" during a luncheon Sunday, Nov. 8, at 11:30 a.m. at Eagle Crest Conference Center.



### Panel discussion on poverty

The impact of poverty on the education of female students will be the topic Thursday, Nov. 5, when Eastern Michigan University's Women's Center hosts an interactive panel discussion on "The Feminization of Poverty: Closing the doors to education". The 4-6 p.m. event is free and open to the public in Halle Library Auditorium. Audience participation is encouraged as panelists including EMU's Valerie Polakow from teacher education, Marian Kramer from the Welfare Rights Union, Maria Zagorski, the Monroe County Friend of the Court, and student Cynthia Edmonds discuss the progress and problems related to the feminization of poverty. For more information, call 487-4282.

### On-line open house

Learn how you can successfully develop, manage and market EMU on-line courses and programs by attending an open house sponsored by Continuing Education and Real Education Thursday, Nov. 5, 9:30 a.m.-4 p.m., Bruce T. Halle Library Room G11. If interested in attending, send an e-mail to [Kathy.Randles@emich.edu](mailto:Kathy.Randles@emich.edu)

### You could save a life!

UAW Local 1976 is hosting a bone marrow drive Saturday, Nov. 7, at Hoyt Conference Center, from 9 a.m. until 7 p.m. A free and simple blood test is the first step to joining the National Bone Marrow Registry. The focus of this drive is 11-year-old LaKeshia Bryant, who was diagnosed with aplastic anemia earlier this year. The only known cure is a marrow transplant. Minorities are seriously under represented in the Registry, so bring a friend to the drive and help give LaKeshia a greater chance of finding a donor match. For more information, or if you would like to serve as a volunteer at the drive, please call Malcolm Marts at 487-4386.

### Music notes

There are several musical offerings coming up from the EMU music department. They are: Improvisation Symposium for keyboardists, Nov. 5-7, Organ Recital Hall. The cost is \$55 for adults and \$25 for

students. The event is free with an EMU ID; There will be an improvisational recital Friday, Nov. 6, 8 p.m., Organ Recital Hall. William Porter, professor of music at the New England Conservatory, will share his expertise in a free public recital; The EMU string faculty and members of the Arianna String Quartet will offer a string workshop, Saturday, Nov. 7, 9 a.m.-5 p.m. The cost is \$15; and Nelson Amos will perform on period instruments during a recital Sunday, Nov. 8, 4 p.m., Alexander Recital Hall. This event is free and open to the public. Call 487-2255.

### Open enrollment

Eastern Michigan University's annual open enrollment period for health care ends Nov. 6. This period gives employees the opportunity to change their health plan carrier or make eligible member additions to their current plan. Confidential Clerical (CC), Clerical/Secretarial (CS), Food Service, Custodial and Maintenance (FM) and Professional/Technical (PT) employees may elect to waive health care for a \$75 monthly reimbursement during this period. All enrollment forms must be received by the Benefits Office, 207 Bowen, no later than Friday, Nov. 6. Call 487-3195.

### Dependent coverage

Each year staff and faculty must indicate their intention to continue their coverage dependent children between 19 and 25 on their health and dental plans. There is a rider cost to continue the dependent on the medical plans. There is no cost to continue them on the dental plan.

Recently, notices were sent from both the Benefits Office and the health care providers asking for the decision to continue or discontinue coverage. A response is needed by Nov. 6. If notices are not returned, the dependent child will be dropped from the medical and dental plans, effective Dec. 31.

**GET SMARTS AND GET A FREE CAMERA!**

The Office of Research Development has bought you a subscription to InfoEd's SPIN Matching and SMARTS, which will provide you with personalized information for available funding opportunities. And just to convince you to try SMARTS, we're now offering a gift of a Micro 110 camera. FREE!! In addition to the camera, you'll have the most up-to-date sponsor information available, delivered daily to you via e-mail. To sign up for your SMARTS account and get your free camera, visit the ORD website at [www.emich.edu/public/ord](http://www.emich.edu/public/ord), and link to SMARTS or call ORD at 487-3090 for more information. (This offer is available to EMU faculty and professional staff only, while supplies last.)

Funding through **The Mellon Foundation Grants Program** is available in the areas of cultural affairs and performing arts; population; conservation and the environment; higher education; literacy; and public affairs. Grants generally range from \$50,000 to \$750,000, with an average of \$278,000. There is no deadline for applying.

**The Culpeper Foundation** is offering funding for research in the areas of health, education, liberal arts and sciences, arts and culture, and the administration of justice. There is no deadline for applying and no funding limit has been set. For further information, download the Culpeper Foundation's website at <http://www.culpeper.org>, or call your ORD project officer at 487-3090.

## Why I teach at Eastern Michigan University

I came here in the summer of 1982 and joined the faculty for multi-fold reasons. I was impressed with my colleagues in computer information systems, and with those in the College of Business.

The program was promising. I liked the discussion on how the program could be changed to reflect new methods of teaching, and I was grateful for an opportunity to express my ideas.

Eastern Michigan's CIS program for graduate and undergraduate education is one of the best in the country. We provide technical knowledge to students and expose them to business situations so they can learn how to problem solve.

I stay at Eastern Michigan because of the students and the University's commitment to diversity. Over the years I've worked with students from 50 countries. That is very important to me. I travel quite a bit internationally and get to relive pleasant memories from those trips as I talk to my students about their countries.

I never felt I was on the outside here. I like to share that experience with my students and help them be a participant in the learning process rather than just being on the receiving end.



*Badie N. Farah, Ph.D.  
Professor,  
Computer Information Systems*

**EASTERN MICHIGAN UNIVERSITY**  
*The Learning Edge™*

**JOBLINE**

To be considered for vacant positions, all Promotional Openings Application Forms **MUST BE SUBMITTED** directly to the Compensation Employment Services Office and received no later than 4:45 p.m., Monday, Nov. 9. **NOTE: LATE OR INCOMPLETE FORMS WILL NOT BE ACCEPTED.**

Vacancy information may also be obtained by calling our 24-hour Jobs Line at 487-0016. Compensation/Employment Services office hours are Monday - Friday 8 a.m. to 4:45 p.m.

The Compensation/Employment Services Office announces the following vacancies.

### CLERICAL/SERIAL

(Minimum Bi-Weekly Salary)

CSBF9911 CS-04 \$764.62  
Data Entry Clerk II, Public Safety.  
Hours: Varied.

CSUR9900 CS-05 \$864.04  
Senior Secretary, University Convocation Center.

CSPR9902 CS-05 \$864.04  
Senior Secretary, University Planning, Budgeting and Analysis.

### FOOD SERVICE/MAINT.

(Minimum Hourly Salary)

FMBF9907 FM-13 \$8.43  
Driver/Warehouse Person, Plant Support. Hours: 7 a.m. to 4:30 p.m.

### PROFESSIONAL/TECHNICAL

(Minimum Bi-Weekly Salary)

PTBF9907 PT-06 \$950.21  
Accountant I, Accounting. (Non Academic)

PTAA9916 PT-08 \$934.39  
Workplace Education Specialist (Computer Applications/Math), Center for Management and Leadership (New Model Programs Development Center, Dearborn) 75% Appointment. Grant Duration: 9/1/98 to 8/31/99.

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**EASTERN MICHIGAN UNIVERSITY**  
*The Learning Edge™*

FOCUS EMU is published weekly from September to April for Eastern Michigan University faculty and staff. Please send all submissions to: Editor, *Focus EMU*, Office of Public Information, 18 Welch Hall. Please direct questions to 487-4400.

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