



News for
Eastern Michigan
Faculty and Staff

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College of Business receives reaccreditation

Eastern Michigan University's College of Business has received reaccreditation of its undergraduate and master's degree programs in business by The Association to Advance Collegiate Schools of Business. The accreditation cycle is 10 years.

"We are delighted with the AACSB recommendation to award unconditional and full accreditation to the Eastern Michigan University College of Business," said Paul Schollaert, provost and vice president for academic affairs at EMU. "The college faculty, under Dean Potter's leadership, has done a remarkable job of updating curricula, improv-

ing standards and generally providing a stronger learning environment for our students. I appreciate the tremendous effort at quality improvement in the college that resulted in this recognition by the AACSB."

"The AACSB gives us a reference point that we use in setting goals for our improvement," said Earl Potter, dean of EMU's College of Business. "The accreditation process always leads to improvement."

EMU's College of Business has been accredited by the AACSB since 1975. As of November 2002, there are 432 accredited members of the AACSB, 406 in North

America (396 in the U.S., eight in Canada and two in Mexico) and 26 internationally.

To achieve AACSB international accreditation, business programs must satisfy the expectations of a wide range of quality standards relating to curriculum, faculty resources, admissions, degree requirements, library and computer facilities, financial resources and intellectual climate that are all mission-linked.

EMU's College of Business, in the Gary M. Owen Building, opened in 1990. The college currently has 75 full-time faculty in four departments, 2,300 undergraduates and 800 graduate students.

TV, movies part of the holiday tradition

By Ron Podell

Family gatherings, drinking eggnog, piles of presents under the Christmas tree and caroling are all traditions associated with the yuletide holiday. But, through the years, generations have also gathered for another tradition — cozing up to the television set to watch their favorite holiday movies and cartoons.

For our grandparents, it probably started with "White Christmas" and Bing Crosby crooning the title song. For our parents, "It's A Wonderful Life," was on almost every other day during the holidays, starting in the early 1970s when the movie's copyright expired and the movie became a part of the public domain. And the Grinch has been stealing Christmas in front of families since 1966.

"I think it's true that we, as American families, have some standard traditions of Christmas television viewing," said Mary Ann Watson, a professor of telecommunications and film.

For Watson and John Cooper, an associate professor of telecommunications and film, 1965's "A Charlie Brown Christmas" has a soft spot in their hearts.

"Peanuts was a comic strip we read every day as kids," Watson said. "We had Christmas pageants in school (much like part of the cartoon's plot), so that holiday special touched a chord."

"We grew up in a world where Peanuts was creating a merchandise machine," Cooper added. "There were lunch boxes and toys."

Although the animation is primitive by today's standards, Cooper said that, and the unique voices



HOLIDAY FAVORITES: Watching holiday-themed television shows and movies have become part of the annual holiday season, said Mary Ann Watson, professor of telecommunications and film. Watson displays the movie "It's A Wonderful Life," the cartoon "Rudolph, the Red-Nosed Reindeer" and the Bumble, a claymation character from the Rudolph show.

given to the Peanuts gang, is what makes the cartoon timeless.

"A Charlie Brown Christmas," probably has more of a spiritual element, even though people might not realize it," Cooper said.

Cooper has been able to translate the love of those specials on to his children.

"My kids just adore them," Cooper said of "A Charlie Brown Christmas" and "How the Grinch Stole Christmas."

The Grinch and many other holiday specials, including Rankin-Bass claymation favorites "Rudolph the Red-Nosed Reindeer" and "Santa

SEE SPECIALS, page 4

From healing to kissing, mistletoe has the power

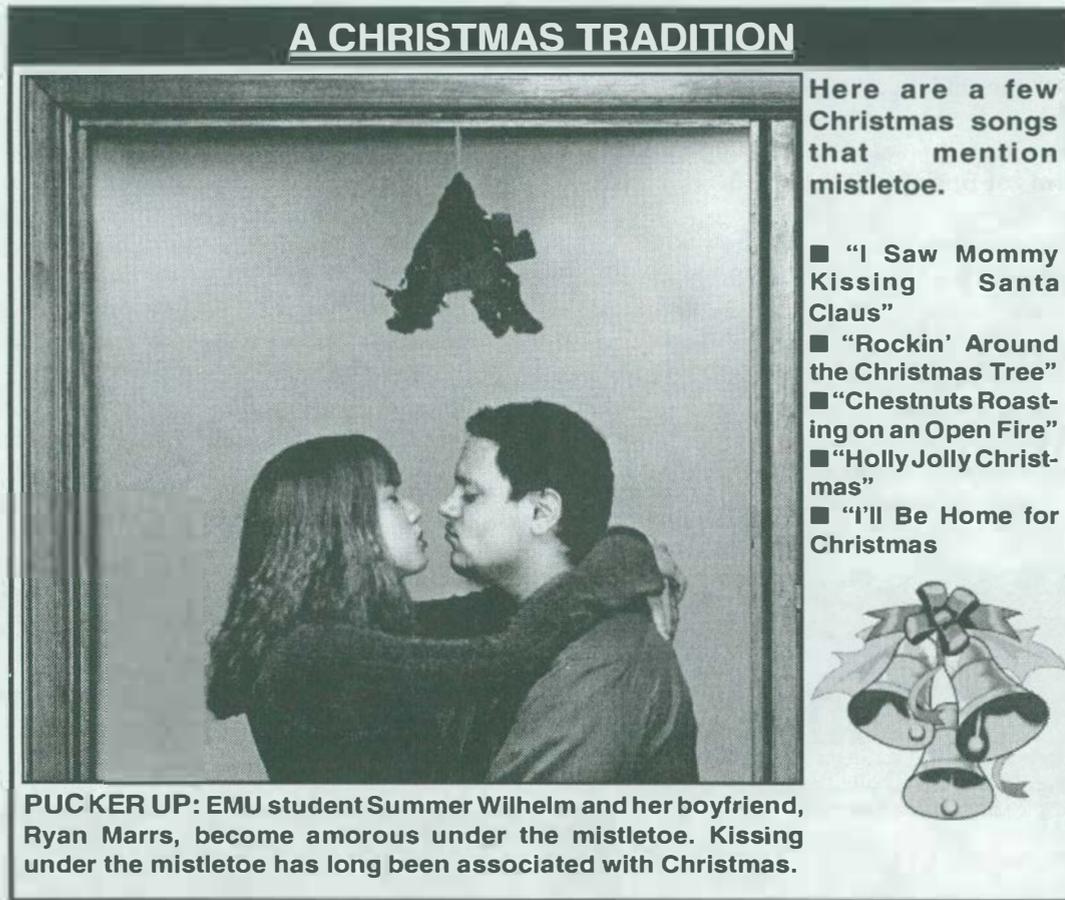
By Carol Anderson

Parasites don't usually bring warm holiday thoughts or make people want to kiss each other, but then again, mistletoe has been considered mystical since before Christmas ever came to be.

Although they are studying different aspects of mistletoe, two Eastern Michigan University professors are interested in this small sprig of green, elongated leaves and white berries hung during Christmas. Mistletoe has been ascribed with great powers: it supposedly can confer instant affection, heal the sick, increase fertility, spark proposals of marriage and increase peace.

European mistletoe is the variety most associated with Christmas. To know much about mistletoe is to wonder how anyone could look at it and have an amorous reaction.

Mistletoe is considered a partial parasite, said Cathy Bach, EMU professor of biology. It produces food through photosynthesis, but looks elsewhere for water and minerals. Mistletoe attaches itself mainly to an apple or oak tree and sends its roots into the host tree for water and minerals. Birds eat the mistletoe berries and spread the seeds through their



PUCKER UP: EMU student Summer Wilhelm and her boyfriend, Ryan Marrs, become amorous under the mistletoe. Kissing under the mistletoe has long been associated with Christmas.

A CHRISTMAS TRADITION

Here are a few Christmas songs that mention mistletoe.

- "I Saw Mommy Kissing Santa Claus"
- "Rockin' Around the Christmas Tree"
- "Chestnuts Roasting on an Open Fire"
- "Holly Jolly Christmas"
- "I'll Be Home for Christmas"



droppings, Bach said.

Similar to many other historical practices, mistletoe's origins go back many years and have evolved in meaning and practice.

Around 500 B.C., the Druids, who were the priestly cast of the Celts, were attracted to mistletoe. Mistletoe seemed to magically appear on oak trees that were believed to have a powerful spirit, said Ronald Delph, EMU profes-

sor of medieval and early modern European history, who has a keen interest in the plant.

"The Druids believed in a world of animism where everything has a spirit, including rocks, rivers and plants," said Delph. "Mistletoe was seen as the 'soul of the oak.'"

The Druids hoped to harness some of the oak tree's power for themselves. Magic wands were made of oak in

hopes of manipulating the tree's power. With the mistletoe berries and leaves, the Druids were able to mix healing potions that worked well enough that people believed in them, Delph said. The berries are poisonous to people if eaten directly, but when the Druids mixed their mistletoe potions, people felt better, he said.

By 150 B.C., Romans were celebrating the festival of

Saturnalia where the tradition of kissing under the mistletoe began, Delph said.

"It was one of the great and most joyous days in the Roman year," Delph said. "Originally, it was celebrated on Dec. 17 and accompanied by gift-giving and festivities."

Kissing under the mistletoe was believed to confer fertility, Delph said. Due to the belief that it was a powerful and sacred plant, mistletoe also was seen as a plant of peace. If enemies met under a tree with mistletoe, they would declare a one-day truce and lay down their weapons.

Since England was settled by the Celts, mistletoe was incorporated into their Christmas celebration, Delph said.

For many generations, mistletoe has been a traditional Christmas decoration. But, he suggests that mistletoe may be losing its holiday importance.

"Mistletoe is so far removed from its original use that it might be starting to disappear from the modern Christmas celebrations," Delph said. "Mistletoe may be a victim of the sexual revolution. No one needs an excuse to kiss any longer."

SEE MISTLETOE, page 3

EMU Children's Theatre shows how to handle bullies

By Summer Wilhelm

Dealing with a bully is never easy for a kid, and some are afraid to ask for support. But an innovative touring production by Eastern Michigan University's Children's Theatre is trying to help with their fall production, "The Bully Show."

"After seeing the show, I'm hoping that kids will be able to use different strategies to cope with bullies, such as laughing or changing the subject," said Christine Tanner, assistant professor of communications and theatre arts. "It's a really basic message: don't give them your power. Don't feed the bully."

With the input of EMU graduate and undergraduate students in the communication and theatre arts (CTA) touring company, Tanner created "The Bully Show." The show takes a close look at bullying from several perspectives, depicting characters that are bullies and characters



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Christine Tanner,
Assistant Professor
Communication and theatre arts

that have to learn how to cope with them.

After performing for several area elementary schools, "The Bully Show" made its way to EMU Nov. 25. After a short introduction by Tanner, the six cast members read letters written about bullies by elementary school students in Provo, Utah.

"A bully picks on you and steals

your lunch," wrote one third-grader. "Don't fight back to a bully. Just walk away."

After the readings, two characters, "Precious Riverside" and "Barry Atkinson," take the stage and consider the top five characteristics that make a bully. During their discussion, it becomes clear that Precious herself is a bully towards Barry. Barry

doesn't quite know what to do when she makes fun of him and bosses him around.

Precious and Barry come back onstage several times throughout the show. During their breaks, other skits were performed. The Crocodile Hunter "hunted" for bullies, the running of the bullies was depicted in Spain, the cast of "Survivor" voted out a bully, and a fairy guidance counselor showed a character how to handle bullies.

In the end, although it takes the help of another character, Precious comes to the realization that she is the very thing she despises: a bully. Precious apologizes to Barry. Barry responds positively and the conversation ends with Precious asking to be friends.

The EMU Children's Theater will perform "The Bully Show" again during the winter season. For more information, call Tanner at 487-0032.

EMU BY THE NUMBERS

The Eastern Michigan University Honors Program was established in 1984 and currently has approximately 900 students enrolled in it. EMU honors students must maintain a 3.3 grade point average or higher to remain in the honors program. Here are the top five majors of honors students at EMU. Undeclared honors students were not reported.

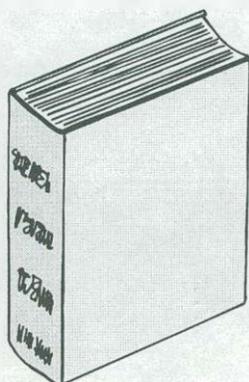
Education

228



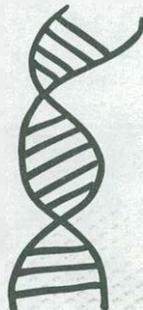
English Language & Literature

62



Biology

44



Psychology

34



Music

30



Source: EMU Honors Program

SERVICE ANNIVERSARIES

These people are celebrating service anniversaries with the University in December.

30 years

June Wanty (31 years)
health and human services

20 years

Frank Moore (25 years)
grounds, walks and roadways

Raymond Martin (20 years)
custodial services

15 years

Donald Schoolmaster (15 years)
chemistry

10 years

Genevieve Peden (10 years)
foreign languages/bilingual studies

Charlee Reese-Oxford (10 years)
academic advising center

MISTLETOE, from page 2

If you're still interested in decorating with mistletoe, it's available. A sprig can be found at local nurseries. If you're afraid of accidentally eating a poisonous berry, don't worry. The commercial

sprigs have either plastic berries or none at all, Bach said.

However, it doesn't grow in Michigan. Most of the Christmas mistletoe grows in Florida, Louisiana and Texas, she said.

To most people, the word "parasite" is negative, but somehow mistletoe is different.

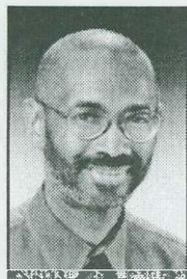
"The mistletoe is an evergreen, or more precisely, it belongs to the holly family,"

Delph said. "Hence, it always keeps its leaves. That would explain why it appealed to both pagans and Christians. It represented life forces or eternal life in the bleakest days of the winter."

PEOPLE

Semmes honored for work with Chicago's Regal Theater

■ **Clovis E. Semmes**, professor of African-American studies, is the recipient of a 2003 National Endowment for the Humanities Fellowship for his work on Chicago's famed Regal Theater. The Regal Theater was considered the most spectacular theater ever built to specifically service the African-American community during the period of intense racial segregation in America. The theater's active life spanned from 1928-68.



Semmes

Semmes examined the social history of the Regal and its role in the formation and maintenance of community, in processes related to transformations in African-American culture, and in the structures of inequality that circumscribed African-American life.

■ **Alvin Rudisill**, former dean of the College of Technology, had an award named after him by the National Association of Industrial Technology (NAIT) at its national conven-

tion in November. At the same convention, Epsilon Pi Tau also established a scholarship in Rudisill's name, awarding three \$500 awards each year to eligible students, in perpetuity.

■ **David Wait**, director of Michigan DECA has been elected to a three-year term on DECA's Board of Directors. The Board oversees the operations of DECA, an international student organization dedicated to developing future leaders in the marketing, management and entrepreneurship fields.



Wait

Wait works for EMU as Michigan DECA's State Director and also is an adjunct faculty member for the department of business and technology education in the College of Technology.

■ **Marshall McLennan**, professor emeritus of geography and former director of EMU's graduate program in historic preservation, was recently presented with the James Marston Fitch Preservation Education Lifetime Achievement Award. The award was

presented Oct. 11 by the National Council for Preservation Education (NCPE).

■ **Leah Adams**, professor emerita, was recently elected to a second, three-year term as vice president for North America and the Caribbean for the World Organization for Early Childhood Education (OMEPE). The election occurred during the organization's meeting in Durban, South Africa.

■ **Beth Johnson**, professor of teacher education, and her family, which includes three triplet sons, were recently featured in the Nov. 11 issue of *PEOPLE* magazine and a Nov. 18 article in the *Ann Arbor News*.

■ **Suzanne Johnson Hobson**, professor of leadership and counseling, received the Human Rights Award from the



Adams



Michigan Counseling Association for her work on behalf of gay, lesbian and bisexual students. The award was presented in Grand Rapids as part of the Michigan Counseling Association Conference.

■ **Julianne Pederson**, professor of health, physical education, recreation and dance, performed with the Peter Sparling Dance Company as special guests of the Detroit Institute of the Arts "Spirit of Degas Dance Performance and Award" Nov. 16.

■ **Paul Moniodis**, director of institutional analysis and reporting, made a presentation entitled "Selecting Peer Institutions: Theoretical Considerations," at the Michigan Association of Institutional Research



Moniodis

Annual Conference Oct. 16-18, in Lansing. His presentation was voted best paper of the conference. He has been invited to present at the National AIR Conference scheduled May 18-21, 2003, in Tampa, Florida.

JOBSLINE

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 5 p.m., Monday, December 23. 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 5 p.m.

CLERICAL/SECRETARIAL (Hiring Rate)

CSAA0329 CS05 \$26,118 Senior Secretary, College of Arts and Sciences, Dean's Office. Some evenings/weekends; proficient in Word, Excel and Access; high volume customer service environment; experience with IMAX system highly desirable.

CSAA0330 CS05 \$26,118 Senior Secretary, Marketing (COB). Proficient in Word, Excel, Access and Powerpoint; experience with course scheduling procedures preferred;

Banner scheduling experience is desirable.

PROFESSIONAL TECHNICAL (Hiring Range)

PTAD0301 PT08 \$35,516 - \$42,638 Assistant Director of Special Events and Outreach, Alumni Relations.

PTIT0303 PT10 \$50,699 - \$61,863 Platform Specialist, Senior, Information and Communication Technology. Must be certified in Novell 5.x or higher and Solaris Administration. Ideal candidate will also have strong UNIX experience.

An Affirmative Action/ Equal Opportunity Employer

PTAA0310 PT08 \$35,516 - \$42,638 Supervisor, Library Client Services, Learning Resources and Technologies.

FOOD SERVICE/MAINT. (Hiring Rate)

FMSA0313 FM19 \$12.21 Lead Chef, Catering Operations, Dining Services.

SPECIALS, from page 1

Claus is Coming To Town' can now be seen numerous times during the holiday season due to the advent of videos and DVDs. The ABC Family Channel is currently airing its "25 Days of Christmas" promotion, where it runs blocks of holiday shows every day through Christmas.

But there was a time, before the late 1980s, when these holiday favorites were shown only once a year, making it more of a distinct event.

"Television was an ephemeral medium then. You watched those shows and they were gone until the next year," Watson said. "For most people, anticipation was so much a part of the experience. That is gone now."

Ironically, the 1945 film classic "It's A Wonderful Life," which Watson termed as one of the "granddaddies of holiday films," is only shown twice a year — at Thanksgiving and Christmas — on NBC. However, there was a time, beginning in the 1970s, when PBS, a non-commercial network, used the movie as holiday counter-programming to the networks' offerings, Watson said.

"When the copyright expired, the movie was in the public domain and PBS could air it all the time for free," Watson said.

Slowly, the film gained a cross-generational audience and became a holiday classic, something director Frank Capra never intended, Cooper said. While the film's message of hope is that every life significantly affects others and that no man is poor who has friends, Capra was examining the dark side of America in post-World War II.

And while every television series today usually has an episode with a holiday theme, those occasions used to be more rare, Watson said. Watson particularly recalled an episode of "The Andy Griffith Show" where a town curmudgeon purposely broke the law so he wouldn't have to be alone for Christmas.

"As long as there is Christmas, people will be making holiday specials," Watson said.



Paul Lehman
Piano Technician
Music Department

"Before every concert, I tune the keyboard instruments for each performance. My greatest satisfaction is to hear an instrument played beautifully after being tuned."

Why I work at Eastern Michigan University

Here at EMU, I work with the music faculty who are professional musicians and the students of the music department who are aspiring professionals. I also really enjoy working with the support staff.

I repair and maintain more than 100 pianos, along with a number of clavichords and harpsichords.

Before every concert, I tune the keyboard instruments for each performance. My greatest satisfaction is to hear an instrument played beautifully after being tuned. A live performance is a

one-shot deal. Everything is unique: the audience, the performer and the instrument.

I've been here for 16 years and my typical day consists of replacing broken strings, repairing piano hammers and regulating piano actions. A recent project was restoration of a donated 1937 Baldwin baby grand piano.

I'm also director of music at my church. This activity helps me continue to use my EMU degrees in music education and organ performance.