

the INTERIOR

FEBRUARY 7, 1978

EXECUTIVES TO PRESENT LIVING CASE STUDIES HERE

Business and industry executives from across the United States will be coming to the classroom at SVSC this semester to discuss living case studies involving their firms. Funded through a grant from an area private foundation, the project will bring special guests to SVSC's Business Policy class, taught by Albert E. Busch, Associate Professor of Management. Sessions are held from 12:30 to 2:30 P.M. each Wednesday and Friday in the Pioneer Hall small lecture room.

Class members have received advance information on the six companies the executives represent and are preparing case studies the business people will discuss with them.

"Our students are developing financial plans and marketing strategies through living case studies which could be used by the firms. This is a creative learning experience where the students will have a flesh and blood contact with high level executives not possible through books," noted Busch.

"In the classroom interaction, our students will be able to display their ideas and possibly show the business people why they would be good candidates for employment upon graduation," he said.

First executive on Friday, February 17, will be Thomas Lloyd, President of Target Corporation, a Northbrook, Illinois manufacturer of spare parts and electronics gear for the military. The case study

will be concerned with the economic, legal and moral consequences his company is encountering as it considers an expansion into dental hypnotics -- the use of earphones rather than injections to ease patients' pain.

Coming Friday, March 17, will be Dan Fenn, Director of the John F. Kennedy Library in Boston and adjunct professor at the Harvard University Business School. The subject for discussion will be in the non-profit public service institutional area concerning the organization of the major international library.

Only local businessman in the series will be Richard Wolohan, Chairman of the Board of Wolohan Lumber, Inc. He will appear on Wednesday, March 22, and lead discussion involving the marketing analysis undertaken by his firm to open and operate new lumber centers on a profitable basis. His specific subject will be the planning which preceded the recent opening of his 27th home center in Fort Wayne, Indiana.

Roy Satchell, Executive Vice President of American Standard, Inc., the nation's largest producer of plumbing fixtures, will be at the fourth meeting on Wednesday, March 29. He earlier was the first non-family member to serve as president of Schlitz Brewing Company. Because he just returned from a two-year experience in Europe, the international dimension to business will receive special attention by the class.

Next businessman on campus will be the president of the largest domestic men's clothing supplier to Sears, Roebuck & Company, coming Friday, April 7. Harold Ellman, founder of Fairwood-Wells, Inc., organized his company with no equity. After borrowing money and solving cash flow problems, he built the business to the point where Sears now is requesting him to double his clothing production. The firm is located in Miami and utilizes considerable numbers of Cuban refugees plus advanced methods to meet the challenge of overseas clothing producers.

For Saginaw Valley State College Employees.
Published by Dept. of Information Services.
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Gladys Fogel, Chairman of the Board of Women's Bank of Los Angeles, will be the final participant at the Wednesday, April 12 session. She will tell how her board set up the bank because of women's difficulties in obtaining financing. She will also relate the effects of recent legislation which prevents her successful bank from restricting its business to female customers on the basis of sex. Actress Farrah Fawcett-Majors is on the bank's advisory board.

The businessmen in the classroom program is designed to provide fresh thoughts for students through live case studies led by the businessmen. They will dispense raw data for students to use in preparation for the class. Additional activities designed to bring students, local businessmen and community leaders together will be planned where the travel schedules of the speakers permit.

A public press conference for media representatives will precede each session from 12:00 noon to 12:30 P.M. in the Pioneer Room conference room of Pioneer Hall. Area business people from similar types of firms will be invited by the School of Business and Management to participate in specific sessions.

EUROPEAN VISIT TO EXPAND INTERNATIONAL DIALOGUE

Dr. Anna Dadlez, Director of SVSC's Institute of Polish Studies, hopes to use "zaplecze" -- a Polish word meaning "willingness to help" or "cooperative background" to convince one of eastern Europe's prestigious major universities to establish cultural ties with SVSC.

Dr. Dadlez is leaving for Europe this Friday (February 10) to meet with officials of the University of Poznan. After establishing initial contacts with them, she is optimistic that faculty and student exchange programs might result and ultimately lead to an exchange of research between the two colleges and area industry in both the United States and Poland.

The University of Poznan has 20,000 students and evolved from numerous ancient academic institutions. Poznan, former capital of Poland, has 600,000 residents and is the sister city of Bay City. Because their mayor and others have already visited this area, some of the initial groundwork has already been laid. "The strong sisterhood between Bay City and Poznan is a vital first step in establishing communication links between SVSC and their university," said Dadlez.

"What has impressed them most is the support Americans of differing ethnic backgrounds have given to our expanding Polish Institute. They have been pleased and surprised by the fact that many of our students in Polish history classes are of non-Polish heritage. The fact that support for the Institute has come from all three of the tri-cities and that the Institute seeks academic excellence while establishing community ties makes us somewhat unique. Both Poznan and we are coming to a growing realization that not enough has been known here in the U. S. about east Europe and Poland in particular, although 40 to 50 million Americans have their roots in eastern Europe.

"The few other Polish study centers in this country have tended to stress academic things such as Polish literature or Polish language while avoiding the communities around them. We are trying to combine the scholarly aspects of language and literature with Polish history and economics, which are vital to a true understanding of the country and its people," she said.

Dadlez was born in Poland and educated in a prestigious Polish high school. After personally experiencing World War II and deportation to the U.S.S.R., she received her B.A. degree in England and earned her doctorate after living in nine countries. Her Doctor of Philosophy degree from Syracuse University, New York, includes a major in political science and minors in economics and

history with an eastern Europe concentration. Her primary goal is to develop SVSC's Institute to serve the entire state rather than just one or two of the tri-cities. "Really our goals are the same as those of the college overall -- we have established high academic standards so that our students are taught correctly, but we also feel our duty is to serve the community," Dadlez said.

The Institute's impact on area cities has included community credit classes, public concerts, speakers, movies and exhibits. A Polish history radio program series is currently in the works and a 60-member dancing and singing organization called "Galicja" from Detroit will be coming to campus on March 11. "They will be the third group of this type here this school year, and all have been received by large crowds who have established a friendly rapport with the performers," Dadlez noted.

In addition to her work with the Institute, she has also recently published an article entitled "What Relevance History?" in both English and Polish language versions of the Polish Daily in Detroit and is planning a similar article shortly in "Perspectives", the Polish cultural quarterly published in Washington, D. C. While in Poland she is also planning to visit Cracow and the Polonia organization there in an attempt to expand U. S./Polish academic ties. Further contacts will involve a possible second European tour by the SVSC Jazz Ensemble this summer, which would include a concert series in Poland. Her own background or *zaplecze*, that something you can count on, plus her positive record of achievement at SVSC will be traveling with Dadlez as she undertakes her venture on behalf of the college.

GRIFFIN SEEKS TO MAKE EARTH INHABITABLE AGAIN

Noted British poet Jonathan Griffin feels obsessed by his concern to slow down "progress". He wants to stop the process

of making earth uninhabitable for future generations and believes mankind must become conscious of the fact that earth's destruction is occurring around them at a galloping pace.

Griffin appeared here Monday and read selections from his new book of poetry entitled "In This Transparent Forest". Published by the Green River Press at SVSC, whose editor is professor of English Dr. Raymond Tyner, the book is Griffin's fifth volume of poetry. His appearance was sponsored by the College English Department and the Chrysallis Center.

Griffin admits he used to think there was plenty of time to change things on earth but now he knows there isn't. "We are victims of the miracle," he contends. While he has some hope that President Carter's energy conservation program will be supported, he feels humans still have much to do to change their set of values.

"The role of the poet is to do the limited things poetry can accomplish to make mankind feel guilty about his present and future rather than the past. We must change our emphasis and channel our energies in the right direction, to save this transparent earth before it's too late," he said.

Griffin thinks Marxism is out of date and that the real class warfare is no longer between the working class and capitalists. Rather it is between us who are alive now and the unfortunate people who will come after our generation and will have to live here on the poisons and shortages we have left behind.

Underlying theme of "In This Transparent Forest" is that the destruction of forests in Brazil and coincidentally of the Indians who live nearby by multinational corporations has already had a long-lasting impact on the whole world, although we are thousands of miles away. "One-twentieth of the oxygen in our air comes from those Amazon forests, one-

fourth of which have already been destroyed by sheer greed," Griffin said.

He was also critical of the British concord airplane. "The millions of dollars spent on supersonic planes would much better have been used on solar research for electricity. Britain would be in a much better economic position now and wouldn't be importing nearly so much oil."

Griffin has some hope that things will improve, but his pessimism has grown as the earth's destruction has increased in rapidity and he has reached 71 years. He feels his main concern is to write what he still has to say before he dies, but along the way he is trying to include music, travel and good food.

He is a graduate of New College, Oxford, and has had a varied career as a journalist, writer, diplomat and director of the British Broadcasting Corporation European Intelligence during World War II.

Since leaving the foreign service in 1951, he has pursued a full-time writing career. He has published many poetry translations into English, including works by the Portuguese poet Pessoa and by Rene Char. His translation of von Kleist's "The Prince of Homburg", was one of two plays chosen to open the new Royal Theatre of Manchester, England last fall. Griffin's play "The Hidden King" was presented at the Edinburgh Festival in 1957. Another noted book is entitled "In Time of Crowding".

EVERYTHING'S COMING UP ROSES TUESDAY

With the annual advent of St. Valentine's Day next Tuesday, February 14, everything will be coming up roses on campus. That's because the Department of Campus Life and the Dining Service will once again be delivering roses on campus this year, provided that beaus, bosses or some other appropriate person has placed their order with the Campus Activities Office not later than this Friday, February 10, and paid for the rose before delivery.

For \$1.50 each, a rose will be delivered to that special someone. For \$2.00 on campus only, a rose, danish and coffee will be available. Dormitory students may order breakfast in bed and a rose for \$1.50.

Send a rose to someone special! Order through Campus Activities Office at Ext. 525 or 526.

VALENTINE'S BALL SLATED FOR SATURDAY NIGHT

All faculty, staff and administration members are invited to the annual Valentine's Ball this Saturday, February 11, at Sullivan's North restaurant on Bay Road, Saginaw. Sponsored by the SVSC Program Board, the ball includes a steak dinner with a cash bar and a dance to follow. Price for the dinner/dance is \$8.50 per person or \$4.25 per person for the dance only.

Dinner begins at 7:30 P.M., with dancing to get underway at 9:00 P.M. Tickets may be purchased through Campus Activities, Doan Center, at Ext. 525.

DINNER THEATRE HERE FEBRUARY 18

In what promises to be another culinary masterpiece, chef John Curry will be preparing a roast beef buffet dinner to be followed by a live performance of the play "I Can't Hear You When The Water's Running" on Saturday, February 18. The break-even ticket price of \$7.50 per person will cover both the dinner and live performance of the play, an adult comedy by Robert Anderson which is being directed by Richard Colopy of Bay City. The SVSC Women's Club is sponsoring the dinner/theatre evening.

Dinner is scheduled to begin at 6:15 P.M. in Doan Center's Lower Level, with the play following at 8:00 P.M. in the College Theatre.

All members of the SVSC community including faculty, staff and students are invited to attend, bring guests and invite their off-campus friends to join

them. Tickets may be ordered through Tuesday, February 14, from Ann Dickey, Director of Institutional Research, at Ext. 379.

"ANIMAL FARM" TO BE SHOWN THURSDAY

A movie version of George Orwell's remarkable book "Animal Farm" will be shown this Thursday, February 9, at 7:00 P.M. in Room 315B Wickes Hall. Admission will be free to all for the showing, which is being offered by the Academy of Applied Philosophy.

Orwell's book has been described as a masterpiece, a fairy story, a brilliant satire and a frightening view of the future. The movie shows his devastating attack on the pig-headed, gluttonous and avaricious rulers in an imaginary totalitarian state. It illuminates the range of human experience from love to hate and from comedy to tragedy. The New York Times described the work as "a wise, compassionate and illuminating fable for our time...The steadiness and lucidity of Orwell's wit are reminiscent of Anatole France and even of Swift."

CHEMISTRY CLUB TO SPONSOR SPRING BREAK TRIP

The SVSC Chemistry Club will be sponsoring a spring break trip from Saturday, Feb. 25 through Wednesday March 1 to Michigan Technological University in Houghton. Activities will include downhill and cross-country skiing, snowshoeing, the Museum of Copper Mine, and a chance to visit the MTU campus and explore the science building there.

Cost is just \$31.00 per person which includes transportation and motel. If you are interested in spending your spring break having some "fun in the snow", contact Dr. Peter Moehs, 260 Wickes Hall. A \$20.00 deposit must be paid by Friday, February 10.

FACULTY/STAFF RECORD SECOND 4-POINT VICTORY

The second annual alumni versus faculty/

staff basketball game last Saturday was won 78-74 by the faculty/staff team. This was their second 4-point victory in a row.

High scorers for the faculty/staff were Bob Pratt with 37 points and Mike Simons with 16. Leading the alumni were Jim Dwyer (76) with 27 points, followed by Joe Vogl (76) with 16.

CENTER FOR THE ARTS LAUNCHES FILM SERIES

The Theatre Guild of the Midland Center for the Arts will launch a new film series beginning February 28 which consists of five movie musicals. The 1951 movie "An American in Paris" starring Gene Kelly and Leslie Caron will be screened on February 28. On March 14 "Shall We Dance", one of the best Astaire/Rogers musical will be shown, followed on March 21 by the 1948 movie "The Pirate" starring Gene Kelly and Judy Garland. The 1934 musical "Evergreen" will be shown on April 4, followed by the 1940 MGM production of "Strike Up the Band" on April 11. All performances are at 8:00 P.M. at the Midland Center for the Arts with individual tickets available for \$1.00 at the door. Series tickets are five films for \$4.00.

FACULTY NOTES

-- Dr. Sam Sarkar, Associate Professor of Economics, has been appointed chairman of the Task Force Committee to study the possible establishment of a Pain Center in Saginaw County. His appointment was made by the East Central Michigan Comprehensive Health Systems Agency, a 14-county group responsible for coordinating, reviewing and recommending the development of health care facilities in the region.

-- Matthew Zivich, Assistant Professor of Art has had an acrylic painting entitled "Waterloo" accepted for exhibition during the 19th annual mid-Michigan exhibition at the Midland Center for the Arts from now through February 24. Two hundred works from all media and mixed media were chosen for display from the 999 works submitted by artists from across the state.