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BUSINESS, INDUSTRIAL DEVELOPMENT INSTITUTE NAMES DIRECTOR

Dr. Leonard F. Herk has been named director of SVSC's Business and Industrial Development Institute (BIDI). Herk, 51, will assume his new duties November 15.

He will become the first full-time director of BIDI, which was established in 1981 to aid entrepreneurship in the Saginaw Valley. As director, Herk will be responsible for development and administration of the Institute, including coordination of direct contacts between BIDI and individuals or groups interested in starting or expanding businesses or industrial firms.

Herk will coordinate BIDI's services to organizations or individuals and arrange for support from SVSC faculty and staff or other community resources. Assistance can be provided for management training and planning or in technical research and development.

In announcing the appointment, Dr. Robert S. P. Yien, vice president for academic affairs and chairman of the selection committee, noted that Herk was the unanimous first choice of all committee members. "We are extremely pleased to secure a candidate with such outstanding credentials," Yien said.

"There were more than 75 applicants from all over the U.S., and we felt Dr. Herk's experience placed him well above the others. He will be an ideal choice to provide leadership and direction for activities already started by BIDI, as well as open new service areas for the business community."

Presently, Herk is Business Opportunities Manager of Technology Enterprises Lab of 3M in St. Paul, Minnesota. In that capacity he has identified several new business opportunities for development by his division. He has been employed by 3M for the past 21 years.

Herk earned a bachelor of science in chemistry from Marquette University in Wisconsin and holds a doctorate in physical chemistry from Syracuse University in New York. He also has background in contract and patent law and has negotiated confidential disclosure statements and joint development agreements between 3M and outside companies.

Herk and his wife, Irene, are parents of a son and daughter, both college students.



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EXPO TO OFFER ELECTRONIC FEAST

The "Information Age" will receive an electronic shot in the arm when the Great Lakes Computer Expo '82 hits Saginaw on Tuesday and Wednesday, November 9 and 10. With more than 160 exhibitors representing all facets of data processing and computer services, participants can view the latest in computer supplies, software, education and equipment -- all in a 21st century, electronically humming atmosphere.

The Expo is the largest computer show in the Great Lakes area. Exhibitors representing 11 categories will completely fill the exhibition hall at the Saginaw Civic Center, and a manufacturing and high-tech display area is planned in adjacent Unity Hall.

The top ten computer companies will all be displaying their latest wares. In addition, all major office automation systems companies are coming. Personal computer fans can examine the latest from Apple, Commodore, Zenith, IBM, North Star, Xerox and others. There will also be exhibits covering graphics equipment and software, CAD/CAM systems and robotics.

And if all that isn't enough, there are education exhibits, including a booth staffed by personnel from SVSC. Persons interested in exploring careers in computer science or data processing or examining computer applications in other fields can obtain information and learn about options in education.

There's also opportunity for quick courses on a variety of topics. Some 28 vendor seminars will be offered at no cost in Civic Center meeting rooms. Topics for these one hour workshops range from office automation to robotics and computer assisted design and manufacturing. Meanwhile, across the street at the Radisson Inn, five management development seminars will be presented by Data Processing Management Association International. Topics include decision making, leadership, goal setting and planning, communication and problem solving. Cost for these half-day sessions is \$35 each for reservations made by November 1, or \$50 per session after that.

Eleven day-long professional development seminars will be available at the Sheraton Inn-Fashion Square. These explore such topics as office automation, computer

networking, the microcomputer revolution, designing on-line systems, user roles and responsibilities, and evaluating packaged software. Sponsored by International Management Services, each seminar costs \$150 if pre-registered by November 1 or \$175 later.

Hours for the Great Lakes Computer Expo '82 are 1:00 to 8:00 p.m. Tuesday, November 9 and 10:00 a.m. to 6:00 p.m. Wednesday, November 10. The show is sponsored by the Saginaw Valley Chapter of Data Processing Management Association. Admission to viewers is free if they pre-register by November 1, and will cost \$5 after that date. For more information, please call 790-9222.

GUBERNATORIAL CANDIDATES GIVE VIEWS ON HIGHER EDUCATION

With the election just ahead, gubernatorial candidates James Blanchard and Richard Headlee have expressed their views on priorities for higher education. Their response to questions posed by the Michigan Association of Governing Boards for public institutions of higher education are presented as a guide to voters.

Q. What State funding priority would you assign to higher education?

Blanchard: "As Governor, I will make education one of the state government's highest priorities. I believe we must maintain, and when possible, increase rather than cut, the level of state funding for higher education. Of course, we can only consider such an increase in the context of Michigan's overall budget and economic problems. Our first priority must be to maintain the quality of both public and private systems by coordinated efforts."

Headlee: "Restoring state funding for quality education is a very important part of my 10-point plan to get Michigan working again. We must spend more on education and less on welfare because I firmly believe that education is the best investment we make in our future. My first priority in terms of state funding for higher education would be Michigan's 13 four-year colleges and universities and our 29 two-year junior and community colleges. Private institutions would be my next priority."

Q. What role do you see for these institutions in the economic recovery and development of Michigan?

Blanchard: "A major one. Representatives of the university community will play a major role in a working group of leaders from all sectors of Michigan's economy and community, charged with developing 'target industries' strategies for revitalizing the state. Michigan's higher education system will play a vital role in providing information and research for the growth of new industries to being new jobs to the state."

Headlee: "As Governor, I will work in cooperation with the governing boards of Michigan's colleges and universities to strengthen their already important role in terms of economic recovery and development. I believe every public school student should be taught math and science through middle school and high school, our community colleges should assume primary responsibility for retraining workers unemployed as a result of structural changes in our economy, and our colleges and universities should produce the engineers and scientists we need to attract high technology industry. To help in this effort, I have proposed the development of a Michigan Jobs for Michigan Grads scholarship/employment program in cooperation with business and labor."

Q. Would you retain or change the existing autonomous system of cooperation and coordination of Michigan's public colleges and universities?

Blanchard: "Our current fiscal crisis will require more cooperation than ever before between the colleges and universities; and I will actively promote that cooperation. I will not, however, take away the autonomy of the institutions."

Headlee: "As Chairman of the Oakland University Board of Trustees, I assure you that as Governor I will work to preserve the autonomy of Michigan's public colleges and universities. However, I must also tell you that I think our current approach to the appropriations process demonstrates competition rather than cooperation or coordination and that is a situation we can no longer afford. If we are to obtain quality education, we must develop a multi-year strategic plan for higher education to achieve excellence in part by eliminating overlapping programs and the duplication of facilities."

GETTING INTO MED SCHOOL - A PLAN HELPS

Students seeking a career in the health professions know they face a difficult task in gaining entrance to the professional school of their choice. There may be as many as 20 applicants for each opening. However, there's help available for pre-health professional students enrolled at SVSC. A Health Professions Advisory Committee composed of four faculty/staff members is ready with advice to smooth the way for tomorrow's potential doctors.

Serving on the committee are Dr. Albert C. Plaush, associate professor of chemistry; Dr. Walter Rathkamp, associate professor of biology, Mr. Ted Nitz, personal counselor; and Dr. Barron Hirsch, art department chairman. Nitz, Plaush and Rathkamp recently attended a conference for pre-professional health advisors and garnered information to assist on the rigorous road to a medical career.

"As a result of data presented at this meeting, we would like to encourage pre-professional health students to establish themselves with the committee for advisement purposes," said Nitz. "We have current information on entrance requirements, curriculum changes and changes in financial aid for students." According to Nitz, there is a trend to begin application procedures early, usually during the spring of the junior year. "This trend includes taking a pre-med test such as the MCAT, DAT or VAT to begin establishing credentials. Those who wait may be limiting their chances."

To help enhance likelihood of acceptance for its students, the SVSC committee is developing standard forms which can be used to accumulate necessary data from the time freshmen enter college. Committee members will process recommendations and other data and facilitate official SVSC endorsement for applicants seeking institutional support. "Many medical schools feel this backing is valuable to better assess an applicant's potential," Nitz said. "We also plan to work closely with our library to establish a more comprehensive medical-professional library that includes catalogues, brochures and similar material," he concluded.

November 15 is the deadline for fall application to medical schools. Faculty can help by referring students who need assistance to Nitz at ext. 4273.

ROTC FORUMS PLANNED

Two hour-long forums are planned to discuss issues surrounding a proposal to establish an Army ROTC program at SVSC. Interested faculty, students and staff may express their views and concerns at 10:30 a.m., Wednesday, November 3 or 4:30 p.m., Thursday, November 11. Both meetings are scheduled in Wickes lecture hall.

The meetings have been scheduled by Dr. Robert S. P. Yien, vice president for academic affairs. "You may remember that a proposal to establish an ROTC program was submitted by a faculty department to the 1981-82 College Curriculum Committee last winter," Yien said. "In accordance with a request from a faculty member and representatives of Student Government, the proposal was tabled. It will be presented to the 1981-83 curriculum committee, and the forums are planned to provide an opportunity for discussion."

SCIENCE COLLOQUIUM HOSTS PHYSICIST

Dr. Yeong Wook Kim of Wayne State University will present a lecture on "Nuclear Magnetic Resonance" at 2:30 p.m. this Friday, October 29. The meeting in 238 Wickes Hall is open to all interested SVSC personnel.

FACULTY/STAFF DIRECTORIES AVAILABLE

The new 1982-83 Faculty and Staff Directories were distributed across campus last week. If you did not receive a copy or need extras, call the mailroom at ext. 4278.

"ALMA COLLEGE PRINT SHOW II" TO BEGIN

The second part of the "Alma College Print Show" begins Wednesday, November 3 and continues through Monday, November 15 at the SVSC art workshop gallery. The display, featuring blockprinting, silkscreen and lithography, can be viewed free of charge weekdays from noon till 9:00 p.m.

SPORTS REPORT

Coach Brian Gano was pleased with the performance of his Cardinals as SVSC finished third in the Great Lakes Conference **women's tennis** tournament. Five of the seven Cardinals making the trip advanced to the finals. SVSC finalists were Sue Farley in singles competition, and doubles teams

of Nancy Kohler and Cathy Midcalf, plus Vickie VanSteenhouse and Diana Kostenko.

The Cardinals dropped their seventh game of the **football** season 35-7 to Liberty Baptist College. Tailbacks Calvin Robinson and Brad King were forced out with injuries and SVSC managed only 165 yards. The Cards travel to Detroit to meet Wayne State this Saturday.

Despite resting its top eight runners, SVSC captured nine of the top ten places at the **cross country** open held here Saturday. The meet was won by former SVSC All American Waldo Cabriaes with a time of 25:28. The top Cardinal time of 25:43 was turned in by Chuck Balderstone.

The Lady Card netters beat Lansing Community College but lost to St. Francis in **volleyball** tournament play last week. They finished in third place with a 4-9 season record.

ACROSS CAMPUS--

--Dr. Thomas Hearron, associate professor of English, has been selected to instruct trainers for the Youth for Understanding Program. He will be working with people who coordinate the visits of American students overseas and international students to U.S. schools. Two October workshops are planned by the agency.

--Dr. Thomas Renna, professor of history, presented a paper titled "Jerusalem in Monastic Thought, 800-1200" at the 13th Annual Interdisciplinary Committee for the Advancement of Early Studies Conference. The October 15 meeting was held at Ball State University in Muncie, Indiana.

--Admissions representative Michael Finney was a guest on radio 107, WWWS, for a Sunday, October 24 broadcast.

PERSONNEL

ADMINISTRATIVE SECRETARY - SCHOOL OF SCIENCE, ENGINEERING AND TECHNOLOGY. Full-time, permanent. (Replacement) Level 6; \$5.80 per hour. Special posting 10/22/82. All internal applications must be received by the Personnel Office no later than Thursday, October 28. SVSC is an equal opportunity, affirmative action employer and is non-discriminatory in its policies and practices.

SAGINAW VALLEY STATE COLLEGE

CALENDAR OF EVENTS

November

3-15	Alma College Print Show II; art exhibition at SVSC Workshop Gallery. Open to the public free of charge weekdays 12:00 noon - 9:30 p.m. For more information, call SVSC fine arts office at ext. 4159.
4	International Fall '82 Soccer Awards Ceremony; 2:00 p.m., Wickes Hall faculty lounge. Open to the public, free admission. Call Dr. Ricardo Pastor at ext. 4486 for information.
4	High School Counselors' Workshop; 9:00 a.m. to 3:30 p.m., SVSC Theatre. Open by invitation, free admission. Call Paul Gill at ext. 4106 for info.
5	Valley Film Society showing of "Nosferatu"; 8:00 p.m. in Wickes lecture hall. Open to the public; admission by membership available at door. For information, call Dr. Thomas Hearron at ext. 4332.
6	Sunshine Saturday; Jr. high students tour campus from 9:00 a.m. to 1:00 p.m., starting from Wickes lecture hall. By invitation only. Call Belinda Cain at ext. 4111 for information.
6	Football; SVSC vs. Ferris State College, 1:30 p.m., Cardinal stadium. Tickets \$2 for students, \$3 general admission.
6	Alumni Reception; Ferris State and SVSC MBA alumni. Option to attend game, with reception following about 4:00 p.m. in lower Doan. Contact Jerry Woodcock at ext. 4045 for information.
6	Men's Basketball; Alumni game, 7:30 p.m. in Cardinal gym. Open to the public.
8	Arthritis Foundation Meeting; 7:00 p.m. in lower level Doan Center. Open to the public, free of charge. For more information, contact Mary Ellen Torrez at ext. 4487.
9	Valley All-Star Cross Country Meet; area high school teams compete on SVSC course.
9	Program Board movie "Stripes"; 2:00 p.m. in lower level Doan Center, 10:00 p.m. in Wickes lecture hall. Open to the public, free of charge. For information, call MaryAnne Lustgraaf at ext. 4260.
10	Foreign Language Day; language students from area high schools stress the importance of knowing more than one language through performances and competition. For information, call Dr. Ricardo Pastor at ext. 4486.
11	IRRA Dinner and Meeting; 6:00 p.m. in lower level Doan Center. Open to the public. Contact Dr. Jim Mitchell at ext. 4064 for more information.

12 & 13	Lock-In-Retreat; 4:00 p.m. Friday to 4:00 p.m. Saturday in A-Basement of Doan Center. Private meeting sponsored by Campus Ministry. For more information, call Sister Trish Novicke at ext. 4423.
13	Career Day; 7:00 a.m. to 5:30 p.m. in lower level Doan Center. Sponsored by Midland JC's. Open to the public, no admission charge. For more information, call Jim Vanderby at 839-2254.
14	Marching Band Concert; 3:00 p.m. in SVSC Theatre. SVSC Cardinal marching band performs. Open to the public; tickets \$1.50 students, \$2.00 adults. Call William Wollner at ext. 4389 for information.
15 - 18	Job Search Strategies; conducted by placement office, room 12, '68 building. Open to students, free of charge. Call Gary Apsey at ext. 4070 for information.
Nov. 16- Dec. 3	Art Exhibit; Mary Van Tuyle at SVSC Workshop Gallery. Open to public, free of charge, weekdays noon to 9:00 p.m. For more information, call fine arts office at ext. 4159.
Nov. 17	Modern Foreign Language Dept. Movie: "A Tall Blonde Man With One Black Shoe"; 6:30 p.m. in lower level Doan Center. Open to public; free admission. Call Dr. Ricardo Pastor at ext. 4486 for information.
19	Valley Film Society showing of "Dance, Girl, Dance"; 8:00 p.m. in Wickes lecture hall. Open to public; admission by membership available at the door. Contact Dr. Thomas Hearron at ext. 4332 for information.
20	International Dinner; 7:00 p.m. in lower level Doan Center. Sponsored by SVSC University Club. Open to members. Contact Dr. Hamilton at ext. 4068 for information.
20 - 21	Chess Tournament; 8:00 a.m. to 11:00 p.m. in lower level Doan Center and Pioneer Hall rooms 152, 153, 154, 155 & 156. Open to the public, no admission charge. For information, contact Dr. Peter Moehs at ext. 4349.
23	Program Board Movie: "Shock Treatment"; 2:00 p.m. in lower Doan; 10:00 p.m. in Wickes lecture hall. Open to the public, no admission charge. Contact MaryAnne Lustgraaf at ext. 4260 for information.
29	Jazz Ensemble Concert; 7:30 p.m. in SVSC Theatre. Open to the public. Tickets \$1.50 students, \$2.00 adults. For more information, call Dr. Charles Brown at ext. 4386.
30	Study Skills Seminar; 6:30 p.m. in lower level Doan Center. Open to the public, free of charge. For more information, call MaryAnne Lustgraaf at ext. 4260.
30	CPR Course; 9:00 a.m. to 12:00 noon, lower Doan. Open to the public, free of charge. Call Sandy Wight at ext. 4272 for more information.