PROFESSOR'S RESEARCH NOT OFF-COLOR

When Dr. Arthur Andrews speaks of synthesizing optically active carotenoids, most people judge him as just another professor involved in abstract research. When he says the substance he's studying is responsible for American egg yolks being yellow instead of red, the color of milk, or the pinkness of salmon, he has our interest.

Andrews researches derivatives of carotenoids and carotenes, general names for the group of plant-produced pigments ranging in color from yellow to red and brown. These pigments are responsible for the brilliant colors of many fruits and vegetables. Carotenoids can also affect the color of animal products when included in feeds.

An SVSC associate professor of chemistry, Andrews recently finished 16 months of carotenoid research in Norway. He was at the University of Trondheim on a Fulbright fellowship, just 200 kilometers south of the Arctic Circle. The group with which he was associated worked closely with Norwegian industry on some research projects, exploring production of man-made carotenoids and their commercial uses.

"Many carotenoids are added to animal feeds and many human foods," Andrews said, "both as a source of vitamin A and for the esoteric effect of fantastic colors -- particularly the yellows and the reds. Most milk products are slightly yellow because of the added carotene."

Carotenoids are widely used to cater to consumer tastes, Andrews points out. "It's a strange thing, but housewives are pretty particular. Housewives in different countries have marked preferences on what an egg yolk should look like. In America we want them yellow. In places like Yugoslavia they like them a little red, and in South America they prefer very light yellow. This is controlled by carotenes put into chicken feed."

"The difference in price between pink salmon and salmon that isn't that pigmented in color is something like three or four dollars a pound. That pink color is due to a carotenoid. It's the same with pink trout. The taste is the same, but it's an esoteric quality people prefer."

A carotene that produces pink flesh in fish is added to their feed, Andrews said, noting that it's a very expensive additive to produce and is responsible for some of the difference in price.

Andrews said the Norwegian government is very interested in fish farming and works closely with the University of Trondheim's Institute of Technology to produce salmon and trout just the right shade of pink. "It means a greater profit for sellers."

Carotenoid research has a greater potential for human health than product color, Andrews maintains. "Vitamin A can't be produced by the body, but it can be formed from the break down of certain carotenoids found in food. Some vitamin A derivatives are known to have anti-carcinogenic properties. It makes the investigation of new structures exciting."

A vitamin A isomer could spell relief for acne sufferers, Andrews said. "This isomer has been found to be extremely effective in the treatment of acne, with relatively few side effects."

Andrews did not spend all of his time in Norway secluded in a lab. He was able to travel throughout the country and make comparisons with America. "Norway's probably
the most affluent country I've ever been in. One sees no really poor people, and four per cent unemployment is considered outrageous. Women receive three months' paid maternity leave, or husbands can take that time off instead."

Women in Norway are more equal in society than their counterparts in America, Andrews feels. "Many hold important roles in government, and Norway's last prime minister was female. They're more vocal, politically active and better educated than women in the States. For example, at the university where I conducted research, 70 per cent of the incoming chemistry majors were women."

While Andrews praised Norway's social programs, transportation and ecological awareness, the country's structure does have some drawbacks. "The Norwegians are a very nationalistic, ethnocentric lot. The cost of living there is quite high, but some items are subsidized by the government. There are many good government programs. On the other hand, taxes are extremely high to pay for all these benefits. But all in all the people get good value for their tax dollar."

SVSC SEEKS OUTSTANDING ALUMNI

Nominations for the 1984 Distinguished Alumni Award are now being accepted by the alumni relations office at SVSC. All graduates since 1966 are eligible for nomination, with the award to be presented at spring commencement ceremonies April 28. Criteria for selection are service to the community, the college, and/or the SVSC Alumni Association. Present alumni association board members and past recipients of the award are not eligible for consideration.

Persons wishing to nominate an alumnus can secure forms from the alumni relations office in Wickes Annex. Letters listing the names and addresses of nominees with written reasons for supporting their choices also will be accepted.

The SVSC Alumni Association's board of directors will make the final selection. Nominations must be received by February 24 for review and consideration. Additional information about the award is available by contacting Mrs. Jo Stanley at ext. 4050.

VALLEY QUINTET TO HOST HOPE MUSICIANS

The Valley Woodwind Quintet will perform Sunday, February 26, at 3:00 p.m. in the lecture theatre of the Midland Center for the Arts. The concert is part of the Midland Symphony's Showcase Series, and the Valley Quintet will host three members of Hope College's music faculty. "We're doing a number of public school concerts this winter, but this exchange concert with Hope College's faculty is particularly exciting," said Dr. Drew Hinderer, Valley Quintet bassoonist. "It provides the quintet an opportunity to perform larger works and to perform with other capable musicians."

Program selections include the Gounod Petite Symphonie for nine wind instrumentalists and Mozart's Serenade in C Minor for octet. The quintet and the Hope College trio also will perform separately. Midland pianist Ellen White will also perform with the quintet, playing Mozart's Piano Quintet in E Flat.

The quintet has prepared well for its concerts, said Hinderer, an associate professor of philosophy at SVSC. "We rehearse twice weekly for about five hours. We're developing an extensive repertoire, and working toward a professional level of performance."

Other members of the quintet are French horn player William Wollner, SVSC assistant professor of music; flutist Mary Anderson, SVSC adjunct music faculty; Jane Bellen, oboe; and clarinetist Linda Hargett. In addition to quintet performances, Hinderer, Wollner, Bellen and Hargett are also principal players in the Midland Symphony.

Members of the Hope College trio are Michael Votta, clarinet; Gail Warner, oboe; and Paul Lein, bassoon. The concert is open to the public free of charge. For information, call Hinderer at ext. 4497.

UNITED WAY DRIVE REACHES GOAL

SVSC's United Way campaign was a success this year, topping its goal and collecting $9,604 in contributions and pledges. The college goal was $9,500 and 123 members of the campus community participated. Campaign chairperson Norma Gase thanks those who gave to help the many programs receiving United Way funds.
SANDERS NOMINATED FOR NATIONAL AWARD

Junior All-American Beverly Sanders (Saginaw/Arthur Hill) is one of the leading candidates for the prestigious Champion Player of the Year Award. The award will be presented to the best players in each of five divisions of women's collegiate basketball on March 31 during the Third Annual Women's Basketball Coaches Association (WBCA) Convention in Los Angeles, California.

While Sanders appears to be having an "off" year statistically, the measure of her talents is not reflected in the totals. Since SVSC is leading both the NAIA and NCAA Division II with an average victory margin of 31.5 points per game, Sanders and the rest of the Cardinal front liners aren't getting nearly as much playing time as last season. However, the 5-8 forward is much more proficient this year. She leads the team with a 59.6 shooting percentage from the floor, which is better than her 52.7 two-year total. Sanders delighted the largest women's basketball crowd in SVSC history by scoring 17 of her 20 points in the final eight minutes to lead the number-two ranked Cards to a 76-63 victory over eighth-ranked Northeastern Illinois February 12. She also came down with 15 rebounds.

Champion Products, Inc., created the award in 1982 to recognize outstanding leadership, talent, and sportsmanship in women's basketball. The winners are selected by special WBCA committees. Last year's NAIA award winner was Kelli Litsch of Southwestern Oklahoma State University, the two-time defending national champions.

BRIEFLY SPEAKING - EVENTS & INFORMATION

--In honor of his promotion to the rank of full professor, Dr. Mason Wang of the English department will present a professorship lecture on Wednesday, February 22, at 3:30 p.m. in the Wickes Faculty Lounge. His topic is "Hamlet in Chinese Clothes." The campus community is encouraged to attend and refreshments will be served.

--The Business and Industrial Development Institute will examine opportunities that exist in foreign trade for small area businesses at a special meeting. BIDI's Saginaw Valley Entrepreneurs Club will host "How Smaller, Local Businesses can Learn about International Trade Opportunities and Where to Find Help in Becoming Active in Foreign Trade" on Wednesday, February 22, at 6:00 p.m. in lower Doan.

--Several ensembles will be featured when the music department hosts its annual chamber winds concert on Thursday, February 23, at 7:30 p.m. in the theatre. A flute trio, clarinet choir, and brass ensemble will perform. Works by Bach and three movements from Handel's "Water Music" will highlight the program. The flute trio will play pieces by Lully and Boismortier. Tickets are $2 general admission, and $1.50 for students and senior citizens. They are available at the door.

--Anorexia and bulimia will be discussed by Dr. L. Butman, M.D., on Thursday, February 28 in dorm room C-2 at 8:30 p.m. Butman will explain signs and symptoms of these eating disorders and how to deal with those afflicted with them. There will be a question and answer session afterwards. The program is open to the campus community. Call Gloria Hansen, ext. 4272, for details.

--Several faculty members will attend a meeting of the Michigan Academy of Arts, Science, and Letters at Ferris State College on March 23. Anyone wishing a ride to the conference should contact Dr. Drew Hinderer at ext. 4497. SVSC is an institutional member of the academy. Dr. Thomas Renna encourages faculty and students to become individual members.

--Applications are being accepted for the summer exchange program with Shikoku Women's University in Tokushima, Japan. Female college students are eligible for the five week program in Japanese culture, and the application deadline is Tuesday, February 28. For application information, contact Dr. William Barnett at ext. 4063.

--The application deadline for SVSC Achievement Awards is April 15, and members of the campus community should encourage deserving students to apply. The awards recognize full-time students who have achieved academic excellence and have contributed to the welfare of the college and community. At least sophomore standing and a minimum of 3.25 GPA is required, plus evidence of campus and community involvement. Information and applications are available from the Dean of Students' office or the office of Scholarships and Financial Aid.
HIGH FIVE

SVSC men's indoor track team extended their hold on NAIA District 23 track championships by wrapping up their eighth consecutive title Saturday. The Cardinals scored 233 points and set six fieldhouse records at the event hosted by Ferris State College. Record performances were turned in by Gary Norton, Troy Ouellette, Charles White, Ricky Brown, Eddie Brown, and the mile relay team.

The women's indoor track team captured their third straight district title last weekend with 209 points. Felipa Smith was a double winner. Other firsts included Coleen Booms, Jean Tolfa, Sandy Niedergall, Cindy Reinhart, Kelly Vasold, Andrea Bowman, and Kathy Bowman. Both men's and women's teams will compete in the NAIA nationals this week, with the men seeking their third straight title.

The Lady Cardinals basketball team took a 23-0 record into Monday's contest with Aquinas. The Lady Cards are ranked number 2 nationally and have taken the 1983-84 GLIAC title. They enter district playoffs next week.

SVSC men's basketball team has improved its record to 7-6 in the conference, 12-13 overall, with victories over Hillsdale and Grand Valley last week. The 94-78 win over the Lakers was the fifth straight victory for the Cardinals, and kept the door open for a spot in district playoffs.

Both teams travel to Northwood Thursday and Oakland Saturday. The men close their regular season with a home game against Wayne State on Monday, February 27. You can follow Cardinal basketball action at away conference games by tuning in to WSAM Radio at 1400 AM.

ACROSS CAMPUS

--An honors program thesis was presented Monday, February 13. Silvia Pastor discussed the "Effect of Hypothyroidism on Postnatal Maturation of the Brain in Rats." She is the daughter of Dr. Ricardo Pastor, professor of modern foreign languages. Dr. Walter Rathkamp, professor of biology, was Pastor's advisor on the research project.

--Dr. Gene Hamilton, dean of placement and continuing education, and Bruce Rossmann, media coordinator, have volunteered their time to the Lake Huron Council of Boy Scouts. Hamilton will serve as White Pine district chairman and Rossmann is assisting the district with publicity and public relations.

PERSONNEL

The Valley State Employees Credit Union (VSECU) has eased eligibility requirements due to a recent change in bylaws. Family members of SVSC faculty or staff can now join the credit union by opening a share savings account for $5 or more and pay a token 25 cent membership fee. Any relative by blood, marriage or legal act are eligible. Two of VSECU's services are a payroll deduction program and an access card that allows banking transactions to be conducted at Magic Line 24 hour teller machines. For applications and information, call Alice Cornejo at ext. 4108.

Brochures detailing Blue Cross/Blue Shield coverage were distributed recently. An accompanying cover memo reminds faculty and staff that the coverage identification card with the red trim and employee Social Security number is for medical coverage. The memo also asks that persons having claim problems first call the BC/BS toll-free service number for assistance. Anyone with questions about health coverage can call the personnel office at ext. 4108.