

the Interior

* FINE ARTS CENTER/MARSHALL M.
FREDERICKS GALLERY DEDICATED

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DEBORAH BABCOCK



PAUL BROWN



JUDY BROWN



CALVIN GOEDERS



ROBERT SHERMAN

May 17, 1988

ENTREPRENEURS CLUB HONORS FOUR OF ITS OWN

Among the most respected sources of flattery are one's own peers. They are discriminating critics; and their compliments are among the most highly received. It is with this highest form of admiration that the Saginaw Valley Entrepreneurs Club chooses to honor three Entrepreneurs of the Year and a Master Entrepreneur of the Year to represent the group's efforts.

The quartet were honored May 11 during the club's annual awards banquet, sponsored by BIDI.

Lauded as Entrepreneurs of the Year were Deborah Babcock, president of Personal Touch Marketing Inc. of Saginaw; Paul and Judy Brown, president and secretary/treasurer of Liquid Molding Systems Inc. in Midland; and Calvin N. Goeders, president of Caltech

Industries of Midland. The praises for Master Entrepreneur of the Year went to Robert I. Sherman, president of Sherman & Sons Inc. of Bay City.

The foursome were nominated by area business leaders and selected by a committee of five community leaders and one SVSU administrator. Among the criteria considered was a positive impact upon the community, both in jobs created and amount of money the business contributes to the community. Innovation and creativity in forming the new business also were considered, as well as future growth potential.

Deborah Babcock went to school by night and worked in the marketing departments of financial institutions for 15 years before venturing on her own in 1983. That first year, Personal Touch Marketing Inc. realized sales of \$70,000. That figure increased 331 percent during the last

fiscal year, which ended in April, to \$302,000.

The majority of Babcock's clients are in the financial field. She is a graduate of SVSC.

Paul and Judy Brown have been a husband and wife team for more than 20 years. They have been a business team since 1985. Liquid Molding Systems Inc. has realized a 300 percent increase in employees since its inception three years ago. The Browns anticipate that same percentage increase in both sales and employees through the next decade. Their company produces liquid silicone rubber parts.

When the Browns began their adventure, the annual sales figures were less than \$225,000. In 1987, that figure rose to \$1 million and the Browns are optimistic the sales will exceed \$3 million by year's end.

ARBURY FINE ARTS CENTER, MARSHALL M. FREDERICKS SCULPTURE GALLERY DEDICATED

Approximately 300 people gathered on Sunday, May 15 for the dedication of the Arbury Fine Arts Center and the Marshall M. Fredericks Sculpture Gallery. Dedication ceremonies included speeches by the Arburys and the sculptor, as well as President Jack Ryder and Drs. Charlie Brown and Barron Hirsch, chairmen of the music and art departments, respectively. Also on hand were representatives of Gov. James Blanchard's office and the Detroit Institute of Arts. Festivities began with donor receptions on Wednesday, Thursday and Saturday preceding the actual dedication ceremonies. (Photographs by Mike Hollenbeck.)



(Continued from Page 1.)

Among the distinctive items created in the Liquid Molding Systems' newly-expanded quarters are "spill proof" caps for shampoo that permit the bottle to hang upside down without the product dripping.

Calvin N. Goeders is president of a company that develops, manufactures and markets chemical infection control products for health care providers, such as hospitals, nursing homes and independent doctors and dentists. The trademark products are sold to wholesale distributors who resell the products to health care institutions.

Caltech Industries Inc. was established in 1981. During that first year, sales were \$109,000.

In 1987, the annual sales were \$600,000. Goeders is anticipating sales of \$800,000 in 1988; \$1 million in 1989 and \$2 million by 1993.

All this has been done with

just seven employees. By 1993, however, Caltech plans to double that number.

The 1988 Master Entrepreneur of the Year, **Robert I. Sherman**, has experienced all facets of his retail shoe company. At 14, he began selling shoes in what was then his father's shoe business.

That was in 1946. At that time, Sherman & Sons had just two leased shoe departments. Today, the company operates retail shoe departments in 34 locations throughout Michigan, Indiana and Illinois.

The company also owns the Shoe Market in Bay City and conducts a catalogue business.

Sherman & Sons operates all Gantos' shoe departments, as well as many located in Wiechmann's, Hadley-Arden and Knepps. The company's independent operation is integrated into the store's operation, Sherman said.

FACULTY RECEIVE PROMOTIONS

In addition to those faculty promotions announced in the May 6 Board of Control Report, the following faculty members received promotions:

Dr. Louis Cohen and **Dr. Albert Menard**, from assistant professors to associate professors; and **Dr. Janet Rubin**, from associate professor to professor.

CLEAN INDOOR AIR POLICY SURVEY TO BE CIRCULATED

A random survey to determine the effectiveness of, the reactions to and future changes in the SVSU Clean Indoor Air Policy will be circulating throughout campus in early June.

Gloria Hansen, co-chairman of the Clean Indoor Air Committee is asking campus personnel to take the time to fill out and return the survey as soon as possible.

(From left) Dorothy "Honey" and Ned Arbury express gratitude to donors. Visitors survey the sculpture gallery, including the seven saints and sinners (far right).



BRIEFLY SPEAKING

-- BIDI will sponsor a daylong conference, **"Starting Your Own Business: A Path to a New Career,"** from 8:15 a.m. to 4:30 p.m., Thursday, May 19 at the Candlelite Banquet Center in Bridgeport. For reservations, call ext. 4048.

-- A workshop for faculty, administrative/professional staff and secretarial/clerical employees will take place from 8:30 to 11:30 a.m. and 1 to 4 p.m., Friday, May 20 in Lower Level Doan. Reservations for **"How Well Can You Read 'Action' Language"** may be made by calling the Personnel Office at extension 4108.

-- BIDI will present a modified version of its December **"Ideas and Inventions: Taking Your Concept from Mind to Market"** conference from 8:30 a.m. to 4:30 p.m., Wednesday, May 25 in Lower Level Doan.

For reservations, call extension 4048.

PERSONNEL

The following positions are open to all regular employees of the University.

SECRETARY, part-time position funded by the American Business Law Association for a period of two years (funding after that period will be reviewed). Duties include typing, word processing and minor bookkeeping. Pay negotiable. (This is not a bargaining unit position.)

ENGLISH INSTRUCTOR, one-year, temporary (sabbatical replacement) position for 1988-89. Salary: \$19,000, plus possibility of summer teaching. Requires an A.B.D. or an M.A. with training or demonstrated interest in theory and practice of teaching composition.

For further information about

these openings, contact the Personnel Office at extension 4112.

All internal applications must be received in the Personnel Office no later than Friday, May 20.

SVSU is an equal opportunity/affirmative action employer.

'INTERIOR' DEADLINES

Items to be considered for publication in The Interior must be in the Office of Information Services by the Wednesday preceding the Tuesday publication date. This includes all news items, including Briefly Speaking, Professional Profile and Across Campus.

For further information, contact Information Services at extension 4054. The office is located in Room 1 of the Administrative Services Building.

MEMORIAL DAY CLOSING

Faculty and staff are reminded that the University will be closed on Monday, May 30 in observance of the Memorial Day holiday. Classes will not be conducted and offices will not be open.

PROFESSIONAL PROFILE

-- Dr. Mohamed El-Kasabi, associate professor of electrical engineering and technology, attended the 19th annual Modeling and Simulation Conference in Pittsburgh, P.A., where he presented a paper titled "Application of Static VAR Generators to the Improvement of Power System Transient Stability." The conference on May 5 and 6 was sponsored by the University of Pittsburgh in collaboration with the Institute of Electrical and Electronics Engineers (IEEE), the Instrument Society of America, the Systems, Man and Cybernetics Society, the Society for Computer Simula-

tion and the International Association for Mathematics.

-- Dr. Thomas Renna, professor of history, on May 5 read a paper, "William of Saint Thierry and the Law," during the 23rd International Conference on Medieval Studies at Western Michigan University. More than 2,000 people attended the conference.

HIGH FIVE

-- The Cardinal **golf** team placed second at the annual Great Lakes Intercollegiate Athletic Conference Golf Tournament. The two-time defending champions shot a 985 in the 54-hole tourney in Lewiston on May 12 and 13. Ferris State University was the winner with a 950. SVSU's Adam Anthony was fifth overall with a 241 score and Jay Kinsey was sixth with a 243. Both earned all-GLIAC honors. The NAIA 15th-ranked Cards will participate in the NAIA nationals in Montgomery, AL, June 7 through 10.

-- The women's **softball** squad (32-11) will make its third

trip in four years to the annual NAIA National Championships in Oklahoma City, OK. The Lady Cards defeated Mt. Vernon Nazarene College (Ohio) on Thursday in an NAIA Bi-District Playoff. The women won by scores of 4-3 and 7-1 to advance. SVSU is seeded 14th in the 16-team double-elimination tournament and will play Kearney State (Nebraska), at 9:30 a.m., Thursday.

-- SVSU's bid for a third straight NAIA District 23 **baseball** title was halted by Aquinas College. The Saints beat SVSU twice in the district tournament, including 9-8 in 10 innings in the championship game. The Cardinals finished with a 31-25 record for their third straight 30-victory season.

-- The Cardinal men won the NAIA District 23 **outdoor field and track** title, while the women were second to Hillsdale. Sophomore Dave Sturm cleared 15-6.25 to win the pole vault and set a district record. The men won 11 events to edge Hillsdale by a 135-115.5 margin. The women won 10 events, but were nosed out by the Chargers, 128-111. Sturm and sophomore Marcia Killian qualified for the NAIA nationals. Killian won the high jump with a 5-6 leap.



GREETING DONORS -- President Jack Ryder greets Lambert Althaver, president of Walbro Corp., and his wife Holly in the Marshall M. Fredericks Sculpture Gallery. More dedication photographs are on Pages 2 and 3.

EVENT WATCH

May 19..."Starting Your Own Business"
May 20..."Action" Language Seminar
May 25..."Ideas and Inventions"