



# THE INTERIOR

FOR SAGINAW VALLEY STATE UNIVERSITY EMPLOYEES. CALL INFORMATION SERVICES AT 790-4055 WITH NEWS ITEMS

May 21, 1991

## Entrepreneurs honored

The husband and wife team of William A. (Tiny) and Dorothy Zehnder were named "Master Entrepreneurs of the Year" by the Saginaw Valley Entrepreneurs Club at its May 8 awards dinner.

Tiny Zehnder is chairman of the board for the Frankenmuth Bavarian Inn. Dorothy Zehnder is kitchen manager for the Frankenmuth Bavarian Motor Lodge, Inc.

The Zehnders have devoted their lives to building the family business to the point that it now is rated as the tenth largest restaurant in the country, based on total sales.

Tiny Zehnder is credited with initiating the Bavarian motif in the Frankenmuth business district. After building a Bavarian-style addition onto his restaurant, Zehnder encouraged other businessmen to remodel their shops to match the German theme. The long-term result has been the creation of a Bavarian look-alike community that attracts about three million visitors a year.

In 1967, Zehnder built a 50-foot-high Glockenspiel Tower as an attraction for visitors. He garnered national attention in 1979 by constructing a hand-made wooden covered bridge on the Cass River near the lodge.

Named "Entrepreneurs of the Year" were Jeffrey A. Clevenger, president of Saginaw Machine Systems, Inc.; Cliff Houser, president of Cliff Houser and Associates Advertising, Bay City; and Pat and Joanna Secrist, owners of Secrist Toys, Midland.

Clevenger joined The Wickes Corporation in 1977 as general manager of the Saginaw

Machine division. He played a leadership role in the purchase of the Wickes Machine Tool Group from The Wickes Companies in 1983. Saginaw Machine Systems has a long history of international experience, having delivered machines to at least 30 foreign countries.

Houser co-founded Video Productions, Inc., an advertising agency, in 1974 and four years later added Tel-Ad, Inc., a television production company. The assets of the two businesses were combined to create Cliff Houser and Associates Advertising. The full service agency has won numerous awards.

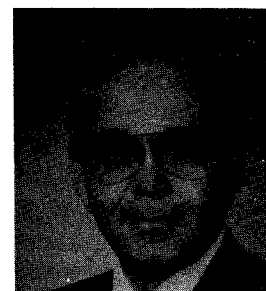
In 1983, Secrist Toys owners Pat and Joanna Secrist started their business with the intent of producing a unique doll. Before the end of 1984, they had completed 30 porcelain dolls under the label of "Johannes Zook Originals." As notoriety and demand for the award-winning dolls increased, the Secrist's increased the line to thirty different dolls. The company offers a large variety of American-made dolls, including black and Asian, with distribution in over 1,500 shops across the country.

The first Entrepreneur of the Year awards were presented in 1984. Selection criteria include annual sales of \$250,000 or more, profitability, positive impact on the community, job creation, innovation and creativity, potential, sales outside the Saginaw Valley and diversity. Master Entrepreneurs must have been in business for at least 20 years and must gross at least \$5 million annually.

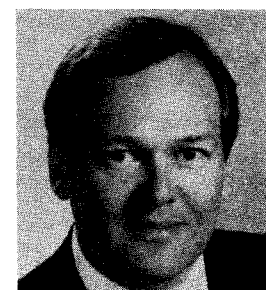
Louis D. Beer, chairman of First Public Corporation of Troy, delivered the evening's keynote address, titled "The Age of the Entrepreneur."



William and Dorothy Zehnder



Jeffrey Clevenger



Cliff Houser



Pat and Joanna Secrist

## Students Receive Academic Honors

A total of 508 students were named to the SVSU Deans' List for winter 1991 semester, while 224 were accorded President's List honors. Students must carry at least 12 credits and maintain an average between 3.4 and 3.99 to attain the Deans' List. A perfect 4.0 grade point average is required for the President's List designation.

## Wurtsmith/Oscoda Center Holds Commencement

SVSU's Wurtsmith AFB/Oscoda Center held its 10th annual Commencement Thursday, May 2, at the WAFB Non Commissioned Officers Club. Seven graduates participated in the ceremony: John Bielusiak and Henry Coste — B.B.A.s in accounting; Mary Brown (magna cum laude), Marcia Ouellette, Richard Roohe, Kaoru Turner and Tammy Wainwright — B.A. in sociology. A reception followed the ceremony, at which students met campus officials, including Dr. Eric Gilbertson, Dr.

Eugene Hamilton, Dr. Donald Bachand, Dr. Wayne Mackie, Mr. Robert Thaler and Ms. Nola Carvey.

## Council for Preservice Technology Meets at SVSU

The Council for Preservice Technology, a group of representatives from Michigan teacher preparation institutions whose goal is to integrate technology into preservice education, met on campus Friday, April 18. Dr. Norman Sterchele, professor of education, chaired the meeting with assistance from Dr. Doug Hansen, Mr. Randall Hock and Dr. Sally Edgerton.

Sterchele reviewed the work of the Preservice Technology Project, which prepared the *Applications of Technology*, a handbook of how technology is used in the instruction of preservice teachers. Also included in the project was a survey report, *Identification of Necessary Resources*, which was conducted to identify the needs of teacher preparation institutions before technology can be integrated into the preservice curriculum.

Dr. Hansen, professor of teacher education and director of the Greater Saginaw Valley Regional Telecommunications Network, presented *Regional Developments in Telecommunications*. He shared essential components of a telecommunications network and results of needs assessment in distance learning in the area. Participants viewed a video tape describing the local distance learning operating in Merrill, Hemlock and Swan Valley School Districts and REMC 9. The GSVRTN's handbook of two-way classroom learning design and components of distance learning was discussed, as well as upcoming conferences and events dealing with distance learning and school improvement.

Dr. Deb Small, Michigan Department of Education Technology representative, addressed the group concerning resources for integrating technology in preservice education. She related to the council a recommendation to join the newly formed Consortium for Technology Communication. She shared information on recent telecommunications conferences and the three Teacher Explorer Centers, located around the state to establish multi-media laboratories.

About 100 representatives of municipal and county governments from northeastern Michigan and the Thumb attended a May 9 inaugural reception for the Milliken Institute for Community Development. At right, William G. Milliken, for which SVSU's newest public service unit is named, speaks on government, business and community relations. The MICD is a joint venture between SVSU and Public Sector Consultants, Inc. Call ext. 5615 for more information.



## U.S. Government Savings Bonds Offered to SVSU Employees

The Personnel Office has announced a payroll deduction plan for SVSU employees who may wish to invest in U.S. savings bonds (series EE). Prices start at \$50 for the \$100 bonds. Purchasing the bonds represents a patriotic gesture. Employees interested in this type of investment opportunity are encouraged to call the Personnel Office at ext. 5669 to obtain payroll deduction forms.

## Buckle Up — Even On Campus

The Department of Public Safety reminds SVSU employees to buckle seat belts when driving on and off campus. Starting this month state, county and local law enforcement agencies will implement a program emphasizing seat belt use.

Currently about 49 percent of all motorists in Michigan buckle up when driving. The seat belt campaign will run through the summer with the goal of achieving a 70 percent compliance rate in Michigan. Contact Public Safety for further information at ext. 4141.

## Registrations Accepted for School-Age Summer Camp

Field trips and specialized instruction in gymnastics and swimming highlight the list of activities planned at a School-Age Summer Camp for children ages 7-11. Sponsored by the SVSU Children's Center, camps are scheduled June 10-July 19 and again July 22-August 23. Cost is \$72 per week. Parents must register their children by contacting the Center at 753-8631.

## Summer Sports Camps Offers Discount to SVSU Employees

Children of SVSU employees are being offered a \$15 discount on Summer Sports Camps at SVSU. The choices of camps are: baseball, boys' individual basketball, cheerleading, distance running, football passing, girls' individual basketball, golf, girls' softball and tennis. Fliers and registration materials for each camp are available by calling the Ryder Center for Health and Physical Education, ext. 7300.

## Did you know? ...

- Correspondence to SVSU's Wurtsmith Air Force Base/Oscoda Center should not be sent through interoffice mail. Instead, send all correspondence using this address: SVSU (Penny Lozon), Education Center, 379 MSSQ/MSE, WAFB MI 48753.
- Any department interested in challenging the Computer Services Department to a game of co-ed softball should contact Claudia Anderson, lead programmer/analyst, at ext. 5697.
- Low impact aerobics for beginners and intermediates are being offered through the "Something for EveryBODY" wellness program. The first series of sessions is set for June 3, 5, 7, 10, 12 and 14. The second session is June 17, 19, 21, 24, 26 and 28. Cost for each is \$15. To sign up, call the Human Performance Lab at ext. 7319.

## Professional Profile

- **Judith L. Apgar**, assistant professor of nursing; **Janalou Blecke**, associate professor of nursing; **Sally Decker**, associate professor of nursing; and **Patricia Ann Rae**, professor of social work, recently completed requirements for doctoral degrees.

## Summer Hours/Holiday Closings

- **Bagel Wagon** — Monday through Thursday, 9 a.m. to 1 p.m., breakfast items only.
- **Bookstore** — Monday and Tuesday, 9 a.m. to 6:30 p.m.; Wednesday and Thursday, 9 a.m. to 4:30 p.m.; Friday, 9 a.m. to 1 p.m. The Bookstore will be closed for annual inventory all day on Friday, May 31, and will reopen following an auditor's check by noon, Monday, June 3. Book buy-back will take place June 10-11 and June 24-25. Buyback hours are 9 a.m. to 6:30 p.m.
- **Health Services** — Tuesday, Wednesday and Thursday, 10 a.m. to 4 p.m. during the months of May, June and July.
- **Marshall M. Fredericks Sculpture Gallery** — Tuesday through Sunday, 1 to 5 p.m. and group tours by appointment only. The gallery will be closed Saturday, May 25 through Monday, May 27.
- **Campus Offices** — closed Monday, May 27, for Memorial Day.

The phone number for more information on Valley Film Society memberships was inaccurately reported in the May 9 issue of the *Interior*. The correct number is 793-4255.

In the May 7 Board Report, the following name was not included in the list of new faculty members:

**Dr. Steven C. Erickson**, associate professor of communication and theatre.

The Fourth Friday social hours held in the President's Office reception area will be suspended until after fall semester classes resume.

Summer issues of the *Interior* will be published on the following Tuesdays: June 11, June 25, July 16, July 30, August 13 and August 27. Deadline for articles is noon on Thursday preceding the publication date. Submit articles to the Office of Information Services, or call ext. 4055.

## **Mission and Philosophy Statement: SVSU Department of Athletics**

Periodically, the National Collegiate Athletic Association recommends that member institutions review the statement of philosophy of their respective athletic departments. As part of the process at SVSU, students, faculty and staff are invited to submit comments on the Mission and Philosophy Statement of the University's Athletic Department. Comments about the draft Mission and Philosophy Statement, which follows, should be submitted to Mr. Robert Becker, director of athletics, Ryder Center for Health and Physical Education.

"Intercollegiate athletics at Saginaw Valley State University serve an important and integral role in fulfilling the University's educational mission. The principal goal of these programs is to teach the lessons and values that can be learned through competitive athletics, both for the benefit of participating students and spectators.

Sports are an important part of American culture — indeed, sports are an important part of human culture throughout the world. Sports can provide healthful and constructive outlets for competitive instincts, healthful exercise, opportunities for camaraderie and friendship and loyalty, and a unique forum for teaching and learning. Sports metaphors enrich our language; the lessons drawn from athletic competition enhance our understanding of ourselves and the human condition.

The athletic programs at SVSU aim to teach participants and spectators lessons about self-reliance and teamwork, respect for one's self and one's rival, creative problem solving, a commitment to goals, courage under pressure, the importance of integrity in all matters, humility in success and grace in defeat.

Because sports competition is highly visible within the institution and within society, coaches, staff and students involved in athletic programs bear a special responsibility to represent the University and its values in the best possible light. All participants in the programs — coaches, staff and athletes — will be held to the highest standards of integrity and sportsmanship. All participants in athletic programs are committed to the proposition

that student-athletes are students first, with a primary responsibility to the successful completion of their academic work at the University.

The success of athletic programs at SVSU shall be measured by the extent to which these primary goals — teaching and learning — are accomplished."

## **Transitions**

The following personnel changes occurred since April 9. Please make changes in your *Faculty/Staff Directory*.

### **New Staff**

- Ms. Carol Fisher (ext. 4277) part-time cashier, Bookstore
- Ms. Joyce MacGregor (ext. 4277) part-time cashier, Bookstore

### **Promotions/Title Changes/Other**

- Ms. Gloria Turner, to senior grant accounting clerk, Controller's Office; new extension is 5693.

## **SVSU Golf Program Sponsors Amateur Tournament**

SVSU Golf Coach Joe Vogl will initiate the Valley Medal Play Championship Saturday and Sunday, June 1-2, an amateur only event.

Saturday's round will be played at Valley View Farms Golf Course, with Sunday's play to take place at Bay Valley Golf Club. Tee times will be noon to 2:30 p.m. Saturday and noon to 3 p.m. Sunday. The top 10 places will earn prizes, paid in gift certificates at Bay Valley Hotel & Resort Golf Pro Shop. Entry fee is \$70 and covers registration, green fees at both courses and a cart for the Bay Valley round. The field will be limited to 70 entries.

## **High Five**

- SVSU co-hosted the NCAA Division II softball National Championships, which was held at Currie Stadium in Midland. In Sunday's championship game, Augustana College (SD) defeated Bloomsburg University (PA) 3-2 in 10 innings.