Virtual Reality Researcher next SVSU/Dow Corning Lecture Series Speaker

Dr. Brenda Laurel, a pioneer researcher in virtual reality and interactive entertainment, will present this year's lecture in the series Technology and the Human Condition. Her talk will begin at 7:30 p.m., Thursday, Feb. 9 in the Marble Lecture Hall (Wickes Hall).

Laurel's lecture, "Real Bodies in Virtual Worlds," explores issues of design, technology, politics and art. Laurel will include video taped excerpts from PLACEx: HOLDER, a virtual environment project she designed for exhibition at the Banff Centre for the Arts in Banff, Canada.

A designer and researcher in interactive media since 1977, Laurel holds an M.F.A. and Ph.D. in theatre arts from Ohio State University. She is editor of the book The Art of Human-Computer Interface Design and author of Computers as Theatre. Since 1992 Laurel has been a member of the research staff of Interval Research Corporation of Palo Alto, California, where she coordinates a program that investigates cultural issues involving new technologies.

Laurel has worked with companies such as Atari, Apple Computer, LucasArts Entertainment, Sony Pictures, Activision, Paramount Interactive Media and various other high tech companies doing research and designing innovations in the personal computer industry. Her work with human-computer interface design, computer-based agents and interactive fiction has been published in a number of books, journals and periodicals.

Laurel lives with her two daughters and two cats in the Santa Cruz mountains of northern California. She currently leads a project to develop design approaches to interactive systems for girls.

Her presentation at SVSU is the third in a series of annual lectures sponsored by the Dow Corning Foundation intended to bring scientists and technology policy makers to the campus to spend time with students and faculty.

Admission is free of charge. For additional information contact Dean Kullgren in the College of Science, Engineering and Technology at ext. 4144.
'What We See' Topic of Physics Lecture

“How we see, and how we know what we see, are mysteries that have challenged scientists for decades and intrigued philosophers for centuries,” according to Dr. William R. Hendee, a distinguished physicist who will visit SVSU under the auspices of the American Institute of Physics’ Visiting Scientist Program.

“In viewing and interpreting images, it appears that certain assumptions must be made by the viewer concerning what are acceptable structural formats for visual information,” Hendee says. “When information is presented that violates these assumptions, the viewer has difficulty reconciling the information with preconceived notions of what is ‘acceptable’...This difficulty is described as an ‘optical illusion.’”

In his public lecture, “Visual Perception: I Wouldn’t Have Seen It If I Hadn’t Believed It,” Hendee, senior associate dean and vice president of Medical College of Wisconsin, will discuss his theories of visual perception at 6 p.m., Monday, Feb. 6 in the Marble Lecture Hall (Wickes Hall).

The holder of a doctorate in physics from the University of Texas, Hendee served as professor and chairman of the Department of Radiology at the University of Colorado Health Sciences Center between 1977 and 1985. In 1985 he joined the staff of the American Medical Association as vice president for science and technology. In 1991 he joined the faculty of the Medical College of Wisconsin as senior associate dean for research and vice president for technology.

The author of more than 350 scientific articles and 20 books, Hendee will be on the SVSU campus throughout the day. His schedule includes having lunch with science students and faculty, and presenting a lecture to students and faculty on “Magnetism in Medicine” at 2:30 p.m. in Pioneer Hall, room 158. In addition to discussing the long history of the use of magnetism in medicine, he is expected to cover “recent developments in functional magnetic imaging that provide maps to brain function and have the potential to reveal information about human consciousness.”

“Japanese People and Places” on Display in University Art Gallery

Woodblock prints from the Louis W. Doll collection will be exhibited in the University Art Gallery beginning Tuesday, Feb. 7 through Monday, March 6.

“During his tenure in Japan as historian and archivist, Dr. Doll collected an impressive group of traditional woodblock prints,” said Gallery Director Barron Hirsch. “The woodblock print became a major medium of artistic expression in Japan during the Edo period (1603-1867).

“This was an age of unprecedented peace that saw the growth of a prosperous society,” Hirsch said. Woodblock prints produced in large editions supplied the middle class with images that would record the pleasures and beauty of life in and around the capital.

Urban scenes, Kabuki actors and mountain landscapes were popular subjects. Later prints from the Meiji period (1868-1912) document the change from a feudal lifestyle to a modern industrial society.

In conjunction with the Doll collection, the gallery also will be showing a group of clay works by two accomplished Ann Arbor artists, Roann Ogawa and Bobbi Stevens. Both of these artists have developed individual styles influenced by Japanese tradition and are members of the Ann Arbor Clay Gallery Cooperative.

Winter semester gallery hours are Monday and Wednesday from 10 a.m. to 2 p.m., Tuesday from 9 a.m. to 5 p.m., Thursday from 1 to 5 p.m., and Saturday from 9 a.m. to 12 noon. For further information, call ext. 4391.

Entrepreneurs to Hear Importance of TQM and CIP

Chuck Coté of Quebecor Printing Pendell, Inc. of Midland will be the principal speaker for the Saginaw Valley Entrepreneurs Club at 6 p.m., Wednesday, Feb. 8 in Lower Level Doan Center. His topic is “Total Quality Management (TQM) and the Continuous Improvement Process (CIP).”

“For the past six years, Quebecor Printing Pendell, Inc. has understood the value of customer service and recognizes the growth associated with implementing TQM and CIP,” according to Coté, executive vice president. He will explain why customer service is the main reason most companies implement TQM and CIP.

Reservations are $14 in advance, $16 at the door. For additional information, please contact the BIDI Office at ext. 4048.
Moliere’s *Miser* to Bring 17th Century Laughter to SVSU Theatre

Jeffrey P. Hayes, director of SVSU’s mid-winter production of *The Miser*, describes the adaptation of the 17th Century farce as an “outrageous tale of two pairs of lovers and the unbelievable lengths they must go through to remain together.

“There is deception galore, tall tales, mischievous and conniving servants and true love of all varieties,” according to Hayes, an Essexville senior majoring in pre-secondary education. “It is a good time and non-stop laugh for all and we hope you enjoy it as much as we’ve enjoyed bringing it to you,” Hayes adds.

Adapted by Miles Malleson and produced under special arrangement with Samuel French, Inc., Moliere’s four-act play will be staged at 8 p.m., Thursday, Friday, and Saturday, Feb. 2, 3 and 4 and again at 2 p.m., Sunday, Feb. 5 in the University Theatre.

The cast includes Melissa Hemann, a freshman music major from Essexville, who plays Elise. Ken Anderson, a junior political science major from Midland, plays Valere. Eric Wielenki, a freshman from Saginaw, is Cleante. Matt LeMay, a sophomore theatre major from Kawkawlin, is La Fleche. Pat Pavlo, a senior psychology major from Saginaw, portrays Harpagon.

Other cast members include Mark Harbec, a sophomore marketing major from Unionville, playing Simon and doubling as Jacques. Deidre Kotch, an English education major from Saginaw, is Froshine. Kristine Ferrio, a Bay City junior majoring in communications, is Mariane. Tonya Williams, a Midland freshman majoring in pre-secondary education, plays Justice. Heather Henderson, a Saginaw junior majoring in communication/criminal justice, plays Clerk while Shane Baranek, a sophomore from Whitmore Lake majoring in pre-secondary education/theatre, plays Anselm.

In addition to Hayes, other behind the scenes production staff includes technical director, Associate Professor Steven C. Erickson; assistant technical director, Kevin Brady; scenic design by Erickson; lighting design by Tony Aves, Baranek, Brady, Matt LeMay and Hayes. The stage manager is Jennifer Ziemann; light technician, Tony Aves; sound technician, Brady; make-up, Jill Hemann; and costumes by Dorris Ramsey and Melissa Hemann.

Faculty and staff who wish to attend the performance may receive a complimentary ticket by contacting the Communication and Theatre Department at ext. 4492 or 5627.

Two SVSU Staff Members Elected Officers of Mid-Michigan NSFRE

Two Saginaw Valley State University staff members were elected officers of the Mid-Michigan Chapter of the National Society of Fund Raising Executives (NSFRE) Tuesday, January 10, 1995.

- Norma Gase Zivich, SVSU’s director of alumni relations and annual giving, was elected president of the chapter. Gary R. Apey, director of corporate relations, was elected vice-president for professional education for a one-year term.

Formed in 1988, the mid-Michigan chapter lists nearly 50 members. The purpose of NSFRE is to foster development and growth of fund-raising professionals and the profession. The organization also works to preserve and enhance philanthropy and volunteerism and to promote high ethical standards in the fund-raising profession.

For additional information, please contact Norma Zivich at ext. 4075.

Did You Know?...

- Representatives from Valley State Employees Credit Union will be on campus to sign up new members or answer questions Tuesday, Jan. 31 from 9 a.m. to 12 noon in Brown Concourse. A second visit by a VSECU rep is scheduled for later this year. For more information, call Alice Cornejo at ext. 5669.

- The SVSU Foundation has exceeded their $275,000 goal for this year’s Annual Fund. The total amount raised is $278,641, with more donations expected before the conclusion of the campaign on Tuesday, Jan. 31.

- The Office of Academic and Career Services will coordinate the 15th annual Career Exploration Day on Thursday, Feb. 16. Representatives of more than 40 employers will be available to answer questions from students and alumni about careers and employment skills. Employers will gather from 10 a.m. to 3:30 p.m. in Brown Concourse.

- Campus departments should place orders for SVSU letterhead as early as possible by calling the Office of Marketing Research and Information Services at ext. 4039.

**Health Yourself**

1995

Tuesday, Feb. 14 &
Wednesday, Feb. 15

11 a.m. - 4 p.m.
Brown Concourse

JANUARY 24, 1995 3 THE INTERIOR
Professional Profile

- Tirumale Ramesh, associate professor of electrical engineering, attended and presented a major research paper titled "A k-level Binary Tree Embedded in a Symmetrical Reconfigurable Network" at the First International Workshop on Parallel Processing, held in Bangalore, India, Dec. 26-31. The six-day workshop, which was the first of its kind in the area of Parallel Processing, was a forum to discuss various topics in Parallel Processing with International participation. Approximately 90 papers were selected among more than 250 contributions. The workshop was conducted in cooperation with the IEEE Computer Society Technical Committee on Parallel Processing, IEEE Computer Society Technical Committee on Computer Architecture, with support from the Department of Science and Technology, Government of India, Center for Development of Advanced Computing (CDAC), Digital Equipment Corporation (India) Limited, Motorola India Electronics, Ltd., and Tata Information Systems Limited (TISL). India’s own supercomputer, PARAM 9000 (developed by CDAC), was formally unveiled at the workshop.

- Brian Madd, head of audiovisual services in Zahnow Library, successfully completed requirements for a master’s in telecommunication (broadcast and cinematic arts) in December from Central Michigan University.

- Lorraine R. Kranz, senior faculty secretary, completed requirements for a master’s in library and information science in December from Wayne State University. She expresses her appreciation to the Zahnow Library staff, Kay Newsted and Doug Hansen for their support.

Across Campus

- The campus community extends condolences to Gloria Wagener, administrative secretary in BIDI, on the death of her mother on Jan. 10. Funeral services were held Saturday, Jan. 14. Those who wish to make an expression of sympathy may contribute a memorial to the St. Agnes Catholic Church of Sanford.

Campus Happenings

- S.E.X. Week: variety of activities are scheduled through Thursday, Jan. 26. Call ext. 4272 for further information.

- Career Series: 5:30 p.m., Tuesday, Jan. 24, Alumni Lounge. Diana Gutierrez will discuss “Academic and Career Decision-making.” On Tuesday, Jan. 31, the topic will be “Cooperative Education to Get You the Job.” Catherine Martinez will present “Looking for Job Experience? Volunteer!” on Tuesday, Feb. 7.


- Nights at the Cinema: 7:30 p.m., Friday, Feb. 3, Marble Lecture Hall. The featured film is Rudy. Admission is free of charge.

- Center Stage Concert Series: 7:30 p.m., Thursday, Feb. 9, Theatre. The featured performers will be Western Brass from Kalamazoo. Call ext. 4170 to make reservations.

- Club Night: 8 p.m., Friday, Feb. 10, Lower Level Doan Center. Magician/comedian Mac King is the guest performer. Tickets are $3, available at the door.

- Valley Film Society: 8 p.m., Friday, Feb. 10, Theatre. The Story of Qiu Ju (China, 1993) will be screened. Admission by season pass or at the door. Call ext. 4332 for more information.

- Children’s Concert Series: 11 a.m., Saturday, Feb. 11, Theatre. Xochiquetzal, a Mexican folkloric ballet group, will perform intricate dance routines in colorful and authentic costumes. To make reservations, call ext. 4170.

High Five

- Men’s Basketball: defeated Michigan Tech, 78-68, on Saturday. SVSU is 4-3 in the GLIAC and 10-5 overall.

- Women's Basketball: upset Michigan Tech, 67-64, on Saturday. The team returns to action this Thursday at Hillsdale.
Among the items adding a personal touch to Rachel Jersevicz’s work area is a plaque she received from her sister. It features a large cardinal with a small angel in tow on a leash. Aside from delighting in the artistic aspects of the plaque, Jersevicz feels it is symbolic of her devotion to SVSU.

Her affiliation with the University began with joining the secretarial pool in 1985. The following June she became a senior secretary in the SVSU Foundation, and she has served SVSU’s fundraising organization ever since.

In addition to performing general office duties, Jersevicz is deeply involved with two major fundraising activities—the Annual Fund and the Phonathon. The first, as the name implies, is an annual solicitation of contributions from friends of the University. It is a mail campaign, initiated in 1977 to raise funds for current needs such as scholarships, faculty research and academic equipment.

Jersevicz handles the mailing of materials for this annual drive, then records responses and issues receipts. Data is kept on computer, using the Blackbaud program. “We switched to Blackbaud about two years ago,” she notes. “It captures a great deal of constituency information. The program gives me the capability to provide many kinds of reports.”

Recently Jersevicz livened up the usually sedate halls of third floor Wickes by leading a small band of Foundation staff playing everything from a toy concertina to a kazoo. It was their way of announcing—and celebrating—achieving the 1994 Annual Fund goal of $278,000. “And we’re still counting,” she says, noting that donations for that calendar year still are trickling in.

Each donor receives a letter of thanks along with a receipt. “I really get revved up as the campaign moves along,” she says. After the drive concludes, Jersevicz provides data for the Report of Annual Giving, which is distributed each year.

While Annual Fund duties are most concentrated from fall through early winter, the Phonathon starts in March and runs for a month. Calls are placed each day to as many of SVSU’s 13,000+ alumni as can be reached by student callers between 6 and 9 p.m. This campaign began in 1986 with help from an outside firm, but now is handled exclusively through the Foundation.

Over and above her SVSU duties, Jersevicz is deeply involved in community activities. She currently serves as president of the Knights of Lithuania, Saginaw Council 149. She has done volunteer work for the Association for Retarded Citizens (ARC) in Saginaw County for many years. “Right now I assist in teaching a group of girls in ballet,” she says. “It is very gratifying. Last year it took me the whole year to teach one girl to do one step. She mastered it just before the recital, and she just beamed!”

In recognition of her volunteer work, Jersevicz was awarded SVSU’s Ruben Daniels Community Service Award in 1994. She is the first person to receive the honor.

Jersevicz is proud to point out that her daughter Brigette and sister Mary Ann both hold degrees from SVSU. “We are really an SVSU family,” she smiles.
Writing about Reading

Framed slipcovers from three books she has authored or co-authored decorate the wall in Jean Brown’s office, along with plaques recognizing such achievements as receiving the Warrick Award for Excellence in Research. There’s also a personally signed letter from President Clinton.

Two of Brown’s books, Toward Literacy and Young Adult Literature: Sharing the Connection, are textbooks written for elementary and secondary school teachers. The third, Preserving Intellectual Freedom: Fighting Censorship in our Schools, is a collection of essays on various aspects of intellectual freedom. Brown selected essays, edited them and wrote an introduction to the book. “I also wrote one of the essays,” she says.

“Publishing that book was probably the most difficult task I’ve completed,” Brown smiles. The work grew out of her affiliation with the National Council of Teachers of English (NCTE). Because members of the group were concerned about intellectual freedom and other issues, in 1976 they formed SLATE (Support for Learning and Teaching of English), which serves as a political arm of NCTE. In addition to the book on censorship, Brown also sifted through materials accumulated by SLATE since 1976 and organized them to be easily accessible. “This can be helpful for people developing a rationale to protect challenged books,” she said.

Brown says the issue of censorship is “very significant. We know that there are more challenges (to books) each year. Another problem is that we know about and are prepared psychologically for challenges from the radical right, but now there are a number from the liberal groups, who want to reject materials that are not ‘politically correct.’ The attempts to limit access to materials come from both ends.”

The problem with censorship, Brown feels, is that “it limits the free exchange of ideas and how people are going to respond to others. People tend to self-censor their own work because they fear repercussions.”

Two earlier books by Brown were published for the Michigan Council of Teachers of English. They later were reviewed at the national level and approved for distribution.

Another book by Brown and Elaine Stephens, Exploring Diversity: Young Adult Literature for Grades 4 through 8, is due out this spring. “It’s a teacher resource manual for using multicultural literature with young people,” Brown explains.

Currently she is collaborating with Stephens and Janet Rubin to publish two books on the Holocaust. One will be a teacher resource book on using literature to teach about the Holocaust. “Our deadline is to have the book done in March,” she says. “There is renewed interest in the Holocaust because of the 50th anniversary of the liberation of the camps. We are going to spend some time at the Holocaust Memorial Museum as we write the book.”

The second book will be done during her sabbatical next year. Brown will prepare an anthology of Holocaust literature at the request of the National Textbook Company.

She says she “sort of backed into research and writing. I reflect on what has worked well for me as a teacher and then examine why it has worked. That, to me, is really fun; it’s not work, but is intriguing.”
Visit the Internet through the WORLD WIDE WEB

Demonstration by Laureen Davis, CIESIN

Brown Bag
Light refreshments will be provided, compliments of the Melvin J. Zahnow Library.