



# THE INTERIOR

Published for Saginaw Valley State University employees by Information Services, 276 Wickes Hall, 790-4055.

March 19, 1996

## Marketing expert to deliver Wickson-Nickless lecture

By the year 2010, "they" will represent the primary market for virtually every consumer product. They tend to be skeptical, more pragmatic, conciliatory and less ego-driven than their predecessors. And they often cannot be reached through traditional forms of advertising.

"They" are the 62 million members of "Generation X."

Karen Ritchie, executive vice president and managing director of General Motors Media-works, will discuss how to tap into this soon-to-be dominant consumer segment. She will be the featured speaker for the Wickson-Nickless Distinguished Lectureship in Business at 4:30 p.m. Wednesday, March 27 in the SVSU Theatre. The event is open to the public free of charge.

In her recent book, *Marketing to Generation X*, Ritchie outlines why marketing to Generation X presents a challenge to advertisers. Her research into the profile of Generation X reveals a market that is racially and ethnically diverse—the "Baby Boomers" represent the last WASP market in America. Ritchie said she found Generation Xers to be skeptical of messages delivered through traditional media and are less brand loyal than Boomers.

Other characteristics of the Generation X market are members who watch less television and no longer read the magazines that Boomers embrace; tend to be more pragmatic and conciliatory but less ego driven than Boomers; are much more concerned about their economic

prospects than Boomers were at the same age; and are more cost-conscious and cautious as consumers.

Formerly director of media services at McCann-Erickson, Detroit, Ritchie has been a leader in global marketing initiatives for General Motors, including automotive marketing to women and the 1994 World Cup in Soccer. She has been with General Motor's Interpublic Group of Companies (IPG) since 1973.

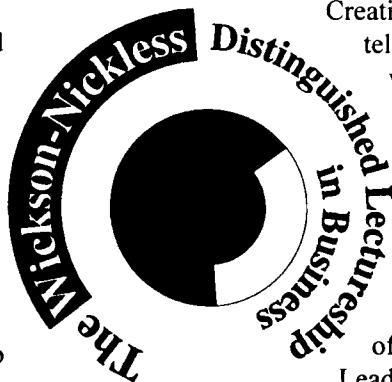
The recipient of many awards, Ritchie was presented the Marketing and Media Decisions Creative Media Award for network television in 1987 and 1988. She was named to the National Media All Stars Team by Marketing and Media Decisions in 1988 and 1990. Also in 1990, Ritchie was elected Ad Woman of the Year by the Detroit Women's Ad Club. She is the 1993 recipient of the H.K. McCann Award for Leadership.

The Wickson-Nickless Distinguished Lectureship in Business offers the opportunity to study and debate contemporary events and issues that influence business policies and behavior. The series honors the late James E. Wickson and Allen E. Nickless, of Frankenth. They both joined Universal Engineering Company in 1928, rising to leadership positions within the company. The boards of these two family foundations jointly provide an endowment for SVSU to conduct the lectureships.

For more information, contact the College of Business and Management at ext. 4064.



Karen Ritchie



## Students named to *National Dean's List*

According to Richard Thompson, dean of student affairs, 114 SVSU students have achieved high academic standing, enabling them to be named to the 1995-96 *National Dean's List*. Those nominated were full-time students who maintained a 4.00 grade point average during winter and fall 1995 semesters.

Recipients will be eligible to compete for \$25,000 in scholarship awards, a *National Dean's List* College Loan Program and other benefits. The students will receive certificates at the April 11 Student Recognition Banquet.

## Education course cited by national association

The National Middle School Association (NMSA) has selected a graduate education course as a model for teacher preparation programs across the country. Teacher Education 607, "Seminar in Middle School Classroom Teaching," is a capstone course in SVSU's Master of Arts in Teaching (M.A.T.) program.

NMSA identified courses and practices considered exemplary for each of the standards in the NMSA/NCATE (National Council for Accreditation of Teacher Education) guidelines. These examples, covering both basic and advanced programs, are cited in a monograph titled *Meeting the Standards: Improving Middle Level Teacher Education*.

SVSU is one of 38 colleges and universities across the nation that was featured in the monograph, which is being widely distributed to provide a link between existing middle level teacher education programs and as a resource for schools considering developing middle level teacher education programs.

## Cornelius Eady featured poet/author of *Voices in the Valley* series

A frequently published New York poet and author will read from his works at the next "Voices in the Valley" session scheduled for 7:30 p.m. Tuesday, March 26 in Founders Hall.

Cornelius Eady, associate professor of English and director of Creative Writing & The Poetry Center at SUNY Stony Brook, is the author of five books of poetry. His work, which appears in many journals and magazines, was featured on National Public Radio's "Morning Edition."

His second book, *Victims of the Latest*

*Dance Craze*, won the 1985 Lamont Poetry Prize of The Academy of American Poets. *The Gathering of My Name* was nominated for the 1992 Pulitzer Prize in Poetry. He edited *The Shirt Off Your Back*, a broadside series of poetry T-shirts, and was host and co-producer of "Writer's Block," a monthly poetry program broadcast over WBAI in New York City.

"Voices in the Valley" brings prominent writers to the SVSU campus and surrounding locations. The series is supported by Poets & Writers, Inc. through a grant that has been received from the Lannan Foundation, and with assistance from Delta College and The River Junction Poets. Admission to the Eady reading is free.

For more information contact the College of Arts & Behavioral Sciences at ext. 4062.

## Miss America makes stop at SVSU

Miss America 1995 Heather Whitestone will visit the SVSU campus for a 7:30 p.m. lecture on Tuesday, March 19 in the SVSU Theatre.

In "Anything Is Possible," Whitestone will discuss how she remained positive throughout her own life despite losing her hearing at age 18 months due to a virus.

General admission to the lecture is \$3 and free for SVSU students. For more information, contact the Campus Life Center at ext. 4170.

## Have You Heard?

- **Instructor/Course Evaluation Forms** are available through Central Stores. The forms no longer will be supplied by Computer Services. A package of 500 costs \$26. To order, specify stock no. 46.

- The Bookstore is accepting orders for **Commencement regalia**. Deadline for placing an order is Friday, April 5.

- The SVSU Campus Life Center will recognize outstanding students at the **1996 Student Recognition Banquet** on Thursday, April 11. For more information, call ext. 4170.

- The 70th District Court has increased the fines assessed for **parking tickets** issued at SVSU. Fines for meter tickets now will be \$40, while all other fines—except for handicapped parking violations—will be \$50. SVSU fines are unchanged.

- Reservations for the March 29 **Women's History Month Luncheon** honoring Dr. Harriet Tillock are due by Friday, March 22. Reservations are \$5 per person. Call Keleen Marciniak at ext. 4104 for more information.

## Campus Happenings

- **Women's History Month Lecture**—

12 noon Wednesday, March 20, LL Doan Center. Janet Gerdes will discuss the Dow Chemical Company's Women's Innovation Network. Refreshments served.

- **Faculty Art Exhibit**—through March 27 in the University Art Gallery.

- **Third Wednesday Poetry Workshop**—7:30 p.m. March 20 at Studio K Caffe.

- **Valley Film Society**—8 p.m. Friday, March 22 in the SVSU Theatre. "The Third Man" will be screened.

## Across Campus

• The campus community extends condolences to **William Healy**, director of Scholarships and Student Financial Aid, whose mother, Charlotte Jean, passed away March 10. A memorial service was held March 14 at Bible Baptist Church in Birch Run.

• The University community was saddened by the February 17 passing of **Bentley Bridge-water**, retired secretary to the British Museum who had met a number of faculty and staff during his many visits to the SVSU campus.

## Professional Profile

• **Basil Clark**, professor of English, and Anthony Behrends, a senior English major, each presented a paper to the Medieval Studies section of the Annual Meeting of the Michigan Academy of Science, Arts & Letters at Alma College. Clark's paper was titled "Richard and the East: Islam in *Coeur de Leon*"; Behrends' paper was titled "Exile and Return: Custance and the House of Israel."

• **Jim Hamrick**, assistant director of International Programs, appeared on WUGN Radio in Midland in early March. Hamrick, who did a series of four-minute spots, discussed international student programming at SVSU with news director Lee Welch.

• **Gary M. Lange**, assistant professor of biology, was second author on a presentation titled "Effects of Very Early Developmental Inhibition of the Aromatase Enzyme on Adult Estrous Cycles and Induction of Pregnancy in the Female Rat (*Rattus norvegicus*)" at the 1996 Michigan Academy of Science, Arts & Letters Annual Meeting at Alma College. Other authors were Elaine Sarabia and Lynwood Clemens of Michigan State University.

• **David K. Pugalee**, assistant professor of teacher education, presented a paper at the annual conference of the Research Council for Diagnostic and Prescriptive Mathematics in Melbourne, FL, on February 29. The presentation, titled "How to Straddle the Law of Unexpected Consequences in the Teaching and Measurement of Student Performance in Mathematical Problem Solving," focused on the role of writing in creating a framework for metacognitive development as related to mathematical problem solving. The topic was introduced by William S. Palmer, professor of English education at the University of North Carolina, who discussed the role of composing and comprehending in communication.



**Six years' worth of candy and bake sales, bowlathons and other fundraisers have enabled members of the SVSU Science Club to establish an endowed scholarship fund to benefit future students. On March 6, President Eric Gilbertson accepted a check from club officers (L-R) Scott Knoerr, president; Mike Rice, vice president; and Lee Kelepouris, treasurer that brought the endowment total to \$10,200. Interest from the endowment will fund scholarships for Science, Engineering & Technology students who want to do research, club officers said.**

• **Tirumale Ramesh**, associate professor of electrical engineering, reviewed a research manuscript titled "A Statistical Methodology for Modeling and Analysis of Path Delay Faults in VLSI (Very Large Scale Integrated) Circuits," which was submitted to the *International Journal of Computers and Electrical Engineering*. The research focuses on the statistical model approach to determine multiple-path delays in a VLSI Circuit.

• **Bethany Rusch**, police officer in the Department of Public Safety, will appear on TV 5 "Weekend Wake Up" Saturday, March 30 at 6:45 a.m. She will discuss the Rape Aggression Defense (RAD) program at SVSU.

## Transitions

Please note the following personnel changes in your *Faculty/Staff Directory*:

### SVSU Welcomes .....

- **Gary Brasseur**, senior secretary, Minority Services, ext. 5631
- **Charles Curtiss**, business counselor, BIDI, ext. 7748
- **Becky Mietz**, senior secretary, Fredericks Gallery, ext. 5623
- **James Rowley**, business counselor, BIDI, ext. 7736
- **Dot Shorkey**, receptionist, Fin. Aid, ext. 4103

### Same Face, New Place .....

- **Alice Pena**, 4-S program coordinator, Minority Services, ext. 7374

### Directory Revisions .....

- **Mary Aumann**, ext. 5678
- **Christine Greve**, ext. 7746

Chemical Bank Automated Teller Machine (ATM) service to the University will be discontinued as of Friday, March 29. As part of the student transaction card project, Great Lakes Bancorp will be installing two ATMs on campus. One unit will be located near the Student Government office. A second ATM will be placed near the Bookstore, but eventually will be moved into West Complex. The Wickes Hall ATM is scheduled to be operational in April, while the Doan Center ATM will be operational as of March 29. The Great Lakes ATMs will provide both local and national network access.

# RHEA MILLER

## CONCERT SERIES

A duo who named themselves after the inventor of the piano will appear on stage at SVSU as part of the Rhea Miller Concert Series.

Duo Cristofori will perform classic and romantic two-piano literature using fortepianos of the 18th and 19th centuries at 7:30 p.m. Saturday, March 23 in the SVSU Theatre. Admission to the concert is free of charge.

As a duo, Penelope Crawford and Nancy Garrett have appeared in many major U.S. cities and festivals, including the Mozart Bicentennial at Lincoln Center, the Oberlin Baroque Performance Institute, and the International Festival Institute at Round Top, Texas.

With a repertoire that spans nearly a century of four-hand and two-piano music, Duo Cristofori includes masterworks by Mozart, Schubert, Schumann and Chopin, as well as many pieces by lesser known composers.

Crawford is acknowledged as one of America's leading performers on historical keyboard instruments. She is on the faculty at the University of Michigan and is a visiting Kulas Professor at Case Western Reserve University in Cleveland. She has received performance degrees from the Eastman School of Music and the University of Michigan, with additional studies at the Mozarteum in Salzburg and the Academia di Santa Cecilia in Rome.

Garrett, a professor of piano at the University of Texas, holds the Bachelor of Music with distinction and the Performer's Certificate from the Eastman School of Music. She has a master of music in performance from the University of Texas at Austin. She also studied at the Royal Academy of Music in London and at the Santa Cecilia in Rome. Garrett is well traveled as a performer, with concerts throughout the United States, Europe, Mexico and Taiwan.

The Rhea Miller Concert Series is funded through a generous endowment to bring outstanding contemporary musicians to SVSU. The 1995-96 season schedule concludes with an April 21 concert by the Minneapolis Guitar Quartet.



DUO CRISTOFORI

### Accent on Alumni

• **Gail Goestenkers** ('85, B.A., Physical & Health Education), currently the head women's basketball coach at Duke University, is one of 10 coaches on the Associated Press ballot for NCAA Division I "Coach of the Year" honors. Goestenkers' team was ranked 13th in the final poll with a 25-6 record this season and is a fourth seed in the NCAA tournament mid-east region. A four-year basketball letter winner, Goestenkers also competed in track at SVSU while working as a student assistant in the Office of Sports Information.

### High Five

- **Tennis**—dropped a 5-4 decision to Alma College on Thursday.
- **Track**—Andrea Kieser took home her fifth

and sixth All-American honors at the NCAA II Indoor Track & Field Championships March 8 and 9 in Indianapolis. She finished sixth in the 20-pound weight throw, then was runner-up in the shot put. In addition, Coach Jim Nesbitt was named United States Track Coaches Association NCAA II Indoor Track & Field Women's Great Lakes Region District Coach of the Year at the national meet.

• **Golf**—Coach Joe Vogl is in Florida with his 1996 squad, practicing for the upcoming season. Vogl will select his top five from eight golfers following a one-week stay in Brooksville, a complex that features two 18-hole courses, a 360-degree driving range, a two-acre putting course and a three-hole practice course. Vogl expects Tony Daggett to play at the No. 1 position for the Cards this season, followed by Matt Baker and David Allyn.

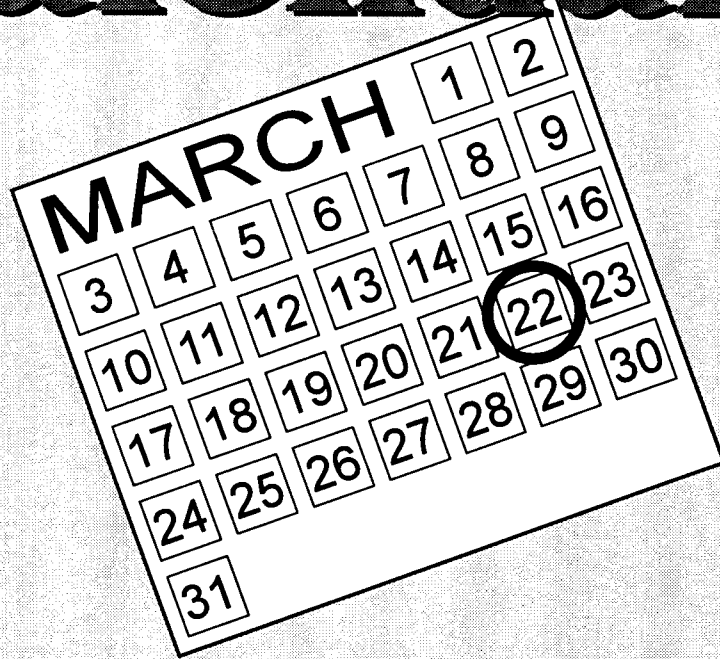
The Interior is published bi-weekly when classes are in session fall and winter semesters and periodically through the summer. Items should be submitted to the Office of Information Services, 276 Wickes Hall, 790-4055.

University departments sponsoring activities or events listed in The Interior will provide reasonable accommodations for persons with disabilities when contacted at least three days in advance.



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# Mark your calendar!



Fourth Friday Club

March 22, 1996

4:30 to 6 p.m.

President's Reception Area

Third Floor Wickes Hall

Everyone is welcome