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INSIDE: THE NEW AGE OF DISCOVERY

**MEET**  
**CHARLES RUCH**  
**BOISE STATE'S**  
**NEW PRESIDENT**  
**PAGE 8**

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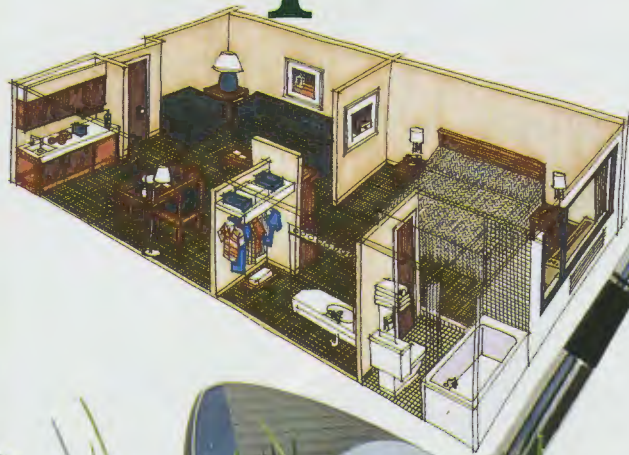
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**SEND IN THE CLOWNS**

*Drafting technology major Ron Alexander, left, clowns around with members of the Ladies Oriental Shrine at the start of the 1992 Homecoming parade. Alexander and other BSU students dressed as hobo clowns for the School of Applied Technology's annual Hobo March, held Oct. 16-17 during Homecoming. This year's Hobo March raised about \$1,900 for grants and other aid to benefit applied technology students.*

*Chuck Scheer photo*

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**ABOUT THE COVER:** Charles Ruch relaxes on the BSU campus after being selected the university's fifth president. Currently provost and vice president for academic affairs at Virginia Commonwealth, Ruch will assume the presidency of Boise State around Jan. 15.

Chuck Scheer photo.

## WOMEN OF UNDERACHIEVEMENT

By Sheila Robertson

The dust of elections has settled allowing for reflection on the real winners and losers. Three topics I followed through the haze of campaign promises were education reform, poverty and opportunities for women. In my experience they share a common thread of female underachievement.

I became aware of female underachievement when an education professor asked if I had experienced gender bias in school. He then suggested teachers, especially women teachers, unknowingly continue some of the bias we experienced. I was indignant, but accepted his challenge that as a teacher I could not change what I did not examine.

The professor led me to discover that for half of our children, the female half, school is not designed to lead to fulfillment of potential. Girls as learners come to school far more ready to learn than boys. They are better readers and have fewer developmental and behavioral problems.

As they progress through school they earn higher grades and do better on tests. I began to wonder how the American education system, from kindergarten through college, could begin with a group that had all the advantages and turn it into one that had most of the disadvantages.

Research and most recently the American Association of University Women study, *How Schools Shortchange Girls*, says the educational system cannot meet the needs of girls until gender bias is eliminated. While education is assumed to be the same for girls and boys, it is not. Research by Dr. Myra Sadker showed teachers pay more attention to boys, boys are asked more substantive questions and boys are given more time to express themselves. In more than 100 classrooms Sadker noted when boys call out answers, teachers accept them. When girls call out, teachers advise them to raise their hands. This is one way boys are trained to be assertive and girls passive.

An interview with Boise high school and junior high school students reveals another perception: "When a girl asks a question, she is given an answer. When a boy asks a question, he is shown how to do the problem." The girl ends up with answers; the boy with an education.

Most teachers expect boys to call out answers and hog laboratory equipment, class-



room computers and teacher time. This behavior occurs in all subjects, but takes its heaviest toll in math and science where too many teachers believe girls can't do as well as boys anyway.

Girls' self-confidence is quietly eroded and by sixth grade they begin to fall behind. The teacher is the most important resource in the classroom and teacher attitude and attention establishes a basis for success. However, in typical classrooms up to 25 percent of students have minimal interaction with the teacher. Most are girls. In college that number rises to 50 percent. Studies of college women show a decline in self-esteem over the years. A factor in this decline seems to be inequitable amounts of teacher communication.

A local sample of college graduates describe their educational experience to include feelings of "isolation," "ridicule" and "rejection." Some mention "sexual harassment," which was allowed, even encouraged, by their teachers.

For women at all educational levels the system still discriminates as though women can expect to be supported financially. Today more than 50 percent of women are in the work force; most in low paying jobs.

Additionally, 40 percent of America's poor are members of single-mother families. As heads of households these women are educationally unprepared for adequate jobs.

For most males top jobs depend on success in math and science. It is here where we most graphically see school's failure to prepare females to compete. Even in medicine where women show good gains, the highest paid specialties are still dominated by men.

While science and math advocates recommend schools close the gender gap by making courses more attractive to girls, and many schools require more classes, educators have not addressed gender bias as the real barrier to math and science.

While I graduated with a degree in science, I also had a number of positive influences that reportedly allow females to compensate for gender bias. My parents had high educational expectations of me. My mother was college educated and worked. My father encouraged my interest in science from early childhood. I had a very caring and sensitive sixth-grade teacher who "cheered" me right on through college. She showed me teachers do make a difference and set an example for engendering success in students.

Much research has been done telling us why women don't reach the same achievement levels as men, but more recommendations need to be implemented. If we are to move forward we must get past denial and see more gender balanced approaches used in our schools. Classes in gender balanced classroom management must be required for teacher candidates. Gender balance must be modeled in their college classrooms. There must be release time for in-service training programs, and teacher performance evaluations must include a check for gender balance.

As with all students at risk for underachievement it is the teacher's responsibility to become aware and assume a role that enables females to make choices that will allow them to achieve to the level they choose, not to one that is predetermined by discrimination in a system in which they are forced to participate. □

*Sheila D. Robertson is a teacher in the Boise School District's gifted and talented program and a master's degree candidate in education at BSU.*

# A 'People' President

Unity, teamwork characterize  
the leadership skills  
of Charles Ruch

By Larry Burke

In two short months Chuck and Sally Ruch will load their two springer spaniels in the family Buick Skylark, point the car west and watch Richmond, Va., disappear in the rearview mirror.

Their destination: Boise State University, where he will trade the familiar domain of Virginia Commonwealth University for the new challenges and opportunities that await him as BSU's fifth president.

The Idaho Board of Education selected Ruch (pronounced rook) on Oct. 12 from a field of 150 candidates who applied for the position after the dismissal of John Keiser in September 1991.

While he says "nothing can prepare you" to become a president, Ruch's background as VCU's provost and vice president for academic affairs and earlier as dean of education has provided a sound foundation for what awaits him at Boise State.

Ruch comes to BSU from a larger university that has a medical school, an array of graduate programs and a strong research tradition. VCU enrolls 22,000 students and employs 13,700 people; its annual budget is \$790 million, more than half going to the medical school.

But BSU and VCU are similar in many ways. Both are urban universities located in the state's capital city, just a few minutes' walk from downtown. Both are striving to meet growing demands, especially in enrollment, with limited resources. Both have developed close relationships to their communities, serve a diverse student body and enjoy the ups and downs of competing with the

state's more established land grant institution.

Ruch oversees two campuses — the medical school and research hospital in downtown Richmond and the 38-acre Academic Campus, located in a historic neighborhood near the city center.

At VCU, Ruch's days are a blur of appointments, committee meetings presentations and consultations. His work ethic is well-known across campus — 10- and 11-hour days are routine before he makes the 20-minute commute to his lakeside home in the suburbs.

VCU, and especially the Academic Campus, is Ruch's to operate on a day-to-day basis, a division of labor favored by President Eugene Trani because it allows him to dedicate 70 percent of his time to building relationships outside the campus boundaries.

"When I came," says Trani, "I fortified Chuck's role ... he was like a racehorse in waiting." In addition to the internal management of the campus, Ruch is now leading four major academic initiatives: VCU's strategic plan, a regional accreditation report, sensitive negotiations to bring engineering programs to Richmond and a study of the faculty evaluation and reward system.

Trani says, "People really trust Chuck. He gets all points of view on the table. Faculty, staff and students feel their views are taken seriously."

*Charles and Sally Ruch relax with granddaughter Andrea and their dogs Morgan and Merlin at their home outside Richmond.*





In his 18 years at VCU, Ruch has left his mark on every facet of the university. He has revised admission standards, refined curriculum, launched new degree programs, courted donors and legislators, lobbied Congress, hired the academic leadership team, and built bridges to the community.

But Ruch's most important contribution to VCU may be an intangible one — his ability to bring people together to solve problems and reach goals, says Margaret Price, assistant to the president.

"He is a consensus builder. He gets lots of people involved, but isn't afraid to make hard decisions. He is always one to play devil's advocate. There is no question this [Ruch's departure] is a serious loss to VCU," she says.

"It's rare to find an administrator who will look you in the eye and say 'This is the way it is, for better or worse.' He's one of the few we [students] felt comfortable with," adds John Sarvay, former managing editor of the VCU student newspaper.

Says VCU faculty senate president Joe Chinnici, "He isn't a top-down kind of guy ... he's still a faculty person at heart. He's good at framing the issues, but wants us to figure out what to do."

Ruch explains his management style: "I want people to feel like we're a team — that we'll listen to any idea. I believe in problem-solving, not blaming. And I base decisions on lots of analysis and information.

"I hope I've brought some cohesion to the university. There are no unilateral decisions. If there is success in one part of the university, we all celebrate," he says.

Many VCU staff and faculty credit Ruch's approach as a major reason why morale hasn't taken a nosedive after poor economic conditions in Virginia forced two years of cuts, lopping 17 percent from the university's budget. Salaries during that period were cut 2 percent, an amount that is just being restored next month.

Ruch was responsible for implementing the budget reductions, holding numerous meetings across the campus to keep those affected informed and involved.

"The cuts could have created tremendous anger. But Dr. Ruch kept the faculty involved, and that made a big difference," explains Janet Rogers, co-chair of the VCU women's network and a professor of theatre arts. "Morale has come a long way. I believe there is a trickle-down effect, and what is trickling down is positive and hopeful, but realistic. That has a lot to do with Chuck Ruch."

Ruch is well-known at VCU for his work to promote racial diversity and gender equity. "Traditionally underrepresented groups trying to make this university more diverse will sorely miss Chuck Ruch," says minority student affairs director Victor Collins. "Be-

cause of him, this university isn't afraid to put resources where its rhetoric is."

But an effort two years ago to bring salary equity to tenured or tenure track female faculty members met with a mixed reaction.

After a study pointed out salary inequities between male and female faculty, an all-female committee determined which faculty would receive salary adjustments. All of the 120 women who applied received raises, a decision Ruch endorsed.

The composition of the committee and the criteria used to grant the raises have been criticized by five male faculty members who have filed a complaint with the federal Office of Economic Opportunity. The issue could end up in court.

But many on campus, like former faculty senate president Blue Wooldridge, say the decision was bound to please some and alienate others. "I applaud VCU for dealing with the issue. You can't criticize Ruch's intent or the need — just the process," he says.

And there has been one spin-off. The controversy opened a campuswide analysis of VCU's methods of evaluating and rewarding its faculty.

In recent years VCU has emerged as a major research university, especially in medicine. But Ruch hasn't sacrificed VCU's teaching mission in the process, says vice provost for undergraduate education Alvin Schexnider.

"Chuck is as balanced on that issue as anyone I've worked with in 20 years. He is strongly, deeply committed to undergraduate teaching," Schexnider says.

When he was dean of education, Ruch started *VCU Teaching*, a journal about new approaches and teaching techniques that is widely circulated in the region.

So, why is Ruch leaving a secure, prestigious position in a university that he had a huge part in building — a university that many say is "on a roll" due in part to his leadership?

Ruch explains: "There is something in the gene pool of an academic that makes you restless every eight years. The kids [four adult children, ages 31-19] have left home. ... Now is the right time to make a move.

"The opportunities that we found at Boise State made it a job we couldn't turn down. I arrive with an excitement about the university, where it is, what it has become and what it will be in the future."

The transition from provost to president, from east to west, is one that both Chuck and Sally Ruch are eager to make.

"When we were in Boise for the interview, people were concerned about our adjustment to such a major move. I told them not to worry.

*(Continued on Page 12)*

## A HELPING HAND FOR HEALTH CARE

Like so many women in the '90s, Sally Ruch has mixed motherhood and her professional career — and succeeded at both.

A graduate of Northwestern University with a bachelor's degree in nursing, she delayed her entry into the work force until her four children were in school.

After the family moved to Richmond she resumed her career in 1980, spending 11 years teaching and managing the practical nursing program at a technical institute in Richmond.

The last two years she worked in a physician's office, and was set to begin her first day in a new job as manager of a newborn nursery when the Idaho Board of Education announced her husband's selection as BSU's president.

"I called and told them it probably wasn't

a good idea to keep me," she laughs.

But once settled in Boise, she hopes to get involved in health-care issues, and possibly return to work in the community. "I'm a much more interesting person to live with if I'm working," she says.

The phone company may be one of the biggest beneficiaries of the Ruchs' move to Boise. Their family — two sons and two grandchildren in Richmond, a daughter in Boston and a daughter in North Carolina — will remain in the East. □

## THE RUCH RESUME

**Age:** 54.

**Education:** BA, chemistry, '59, College of Wooster, Ohio. MA, education, '60, and Ph.D. education, '66, Northwestern University.

**Administrative positions:** Provost and vice president for academic affairs, Virginia Commonwealth University, Richmond, Va., 1985-present. Dean, School of Education, VCU, 1976-85. Associate dean, School of Education, VCU, 1974-76. Chairman, department of counselor education, University of Pittsburgh, 1969-74.

**Research interests:** Teaching, counseling, program and faculty development and institutional change.

**Latest article:** "Scope and Limitations of Community Interactions," with Eugene Trani in fall 1990 issue of *Metropolitan Universities*.

LARRY BURKE PHOTO



Boise State has agreed to purchase two classroom buildings (foreground) that now house the ITT Technical Institute. But the university won't use the space until the institute's lease expires in 1995.

## BSU GOES WEST TO EASE SPACE PROBLEMS

Boise State's campus will soon expand west across Capitol Boulevard.

In September the university sold bonds to finance the purchase of the Capital Park Apartments and two buildings that now house the ITT Technical Institute.

The new acquisitions are needed to help ease BSU's space problems — both for academic programs and student living areas, says Asa Ruyle, vice president for finance and administration.

"Both of these properties are ideal because we won't have to remodel them. We will use them for basically the same purposes that they serve now," Ruyle says.

But the university may have to wait before it occupies the building now used by ITT. The trade school has a lease on the space until 1995 and ITT officials have announced that they don't plan to move before then.

ITT's lease includes two classroom and

laboratory buildings, a total of 36,000 square feet, and a parking lot for 250 cars. BSU will pay about \$3.2 million for the property, which is owned by Boise businessman Ron Van Auker.

The apartment complex has 47 units, 46 of them two-bedroom. The purchase price for the apartments, which are not affiliated with ITT or Van Auker, was \$1.3 million.

The properties were purchased by extending the existing bond issue on Bronco Stadium over a longer period of time and refinancing a housing bond issue. No new student fees or state appropriations will be needed, says Ruyle.

The university has taken possession of the apartments, which will be ready for student occupancy next spring. Most will be used for family housing. No decisions have been made on which departments will move into the two classroom buildings. □

## ENROLLMENT CLIMBS; BUDGET IS REDUCED

Boise State continued to set state enrollment records this fall, with more than 15,300 students enrolled for classes in academic and technical programs.

This is the sixth consecutive fall semester that BSU has topped its previous enrollment. Since 1987, enrollment has increased by 40 percent, or more than 4,600 students.

To accommodate the increased demand for classes this fall, the university added 21 sections to the published course schedule. A \$435,000 budget holdback ordered earlier in the summer prevented BSU from opening even more sections. The holdback came after state revenues fell short of meeting the budget. The cut amounts to 1 percent of BSU's budget.

"The holdback hit us at an especially bad time. It is difficult to meet the demands of increasing enrollment when our budget is decreasing," says BSU President Larry Selland. "Usually we have flexibility to add sections as they are needed in the fall. This year we just couldn't add as many as we have in the past."

The "official" head count reported to the Idaho Board of Education after the 10th day of classes was 14,861 students — 14,221 in academic and 640 in technical programs.

But enrollment has continued to climb since then as continuing education programs register students. By mid-October, BSU had enrolled 15,354 students.

BSU also leads the state in "full-time equivalent" (FTE) enrollment, with 9,839 students in academic programs. The FTE figure is part of the calculation used to determine how the state budget will be divided among universities. □

## BSU, BIFC FORM PARTNERSHIP

Boise State and the Boise Interagency Fire Center have formalized a "partnership" to exchange technology and expertise.

An agreement signed in July will be a "foundation for future cooperative efforts," says BIFC director Steve Robinson.

In the future BIFC could provide assistance to Boise State through curriculum development, guest lecturers, internships and research. And the university could assist BIFC with research, software development, policy development, program analysis, training and consulting services. □

## SELLAND: PREPARE FOR DIVERSITY

Higher education must help America prepare for changes that will occur as the population becomes more racially and ethnically diverse.

That was the message that BSU President Larry Selland delivered to faculty and staff during his fall welcome address. Diversity is changing America into a nation in which "literally hundreds of agendas are competing for social, economic and political attention," he said.

"As long as misunderstanding and intolerance exist, the topic of diversity must remain high on the agenda for higher education. Today, I submit, the agenda is far from finished."

Selland said urban institutions like Boise State "must be agents for change by opening the doors of educational opportunity to a wider variety of people than ever before.

"We must be a university where people from different backgrounds can learn how to come together to help each other.

"And we can educate the leaders of tomorrow—a new generation of leaders drawn from a spectrum of ethnic, racial and cultural groups," he said.

Selland cited a 46 percent increase in reported "hate-bias" crimes in Idaho. "As members of the educational community, we must stand against the assaults to the dignity and value of an individual," he said.

"We must create a community dedicated to the right of individuals to be different, and to disagree. Ultimately, the reduction of bias, discrimination, harassment, intimidation and humiliation arises from changing beliefs and behaviors. This is part of the university's responsibility.

"True diversity takes time, and the transition is often disruptive. But we have failed if our graduates leave Boise State understanding only their own kind," Selland said. □

## AWARDS PROGRAM SEEKS NOMINATIONS

Nominations are solicited for the 1993 Bricker Scholar Awards, which are given in three categories: Teaching, Research/Creative Activities, and Service.

Recipients must be full-time, tenured (or tenure track) faculty members who have been at BSU for at least five years. Nominations (including self-nominations) are invited from faculty, staff, students, alumni and friends of the university.

Nominating letters specifying which category are due in the office of the Executive Vice President (B 307) by Tuesday, Jan. 5, 1993. For complete information, contact the office of the Executive Vice President at 385-1202. □

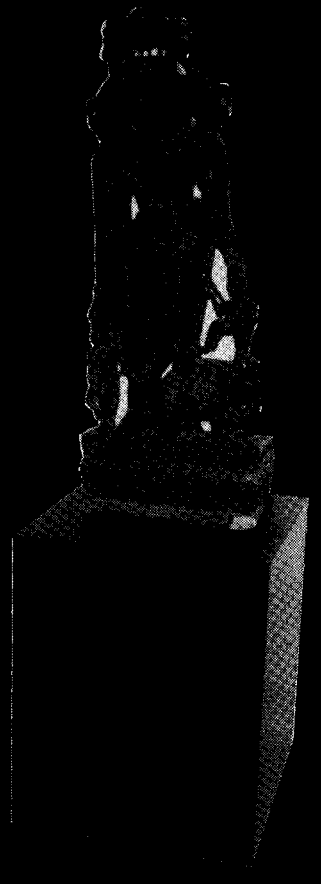
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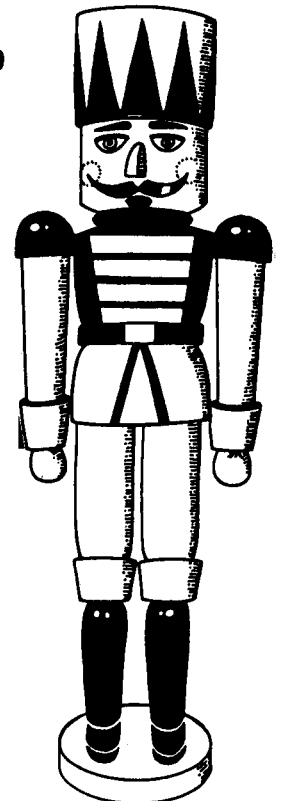
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## \$575,000 GRANT HELPS BSU AID YOUTHS

The families of Boise-area youths who run afoul of the law now have a service that can assist them and their troubled youngster and possibly prevent further incidents.

BSU's College of Social Sciences and Public Affairs and College of Education have received a \$575,000 grant from the U.S. Department of Education's Urban Community Services Program to help establish an early intervention process that will help families whose children first come in contact with the juvenile justice system as status offenders. The three-year grant was one of only 16 awarded nationwide.

The program will help integrate a wide range of educational, social, recreational, art and other services for the families of the offenders. It also will provide the families with counseling and other services they would not otherwise have access to until the young offender commits a more serious crime.

One of the most unique aspects of BSU's proposal is the development of a Community Action Planning Council. It will bring local policy makers together with service providers and the university to develop ways that state and local policy can be changed to ensure that an integrated and early family intervention process can continue.

Another important aspect of BSU's proposal is the use of graduate student counsel-

ors from the social work department and the College of Education. "The project will provide students with valuable professional experience working with troubled youth and their families," says social work professor Juanita Hepler, who is supervising the graduate students on the project.

"This grant recognizes the important role urban universities must play in helping their communities build integrated solutions to urban problems," says BSU President Larry Selland. "We are particularly proud that Boise State ranks very high among other urban universities in the country in the way it has effectively worked with its urban partners." □

## CHARLES RUCH

(Continued from Page 9)

We've wanted to move west for some time, and we're delighted that Boise is where we're going," Sally Ruch says.

Ruch got well-acquainted with the wild west during his college days when he spent seven summers as recreation director at a "camp for overprivileged kids from the East" in Jackson, Wyo. Sally joined him for four of those summers — one was their honeymoon.

"I did some mountain climbing and fish-

ing in those days ... I can't wait to get reacquainted with my fly rod," he says.

In Virginia, the couple spends at least one weekend each month at their vacation home on the Rappahannock River, where they relax by reading and sailing.

When he arrives in mid-January, Ruch will hit the ground running, with budget hearings before the Legislature's Joint Finance-Appropriations Committee first on the agenda. Early on he plans to get acquainted with Boise State's internal structure and culture, as well as meet alumni and friends of the university, athletic boosters, legislators, the business community and local media.

It will be immediately clear to those who meet him that Ruch is an outspoken advocate for the urban university concept. He comes with an extensive network of connections from his work with several national urban university organizations and lobbying background on Capitol Hill.

"I hope to use those to open doors for lots of people at Boise State," he says. "Urban universities like Boise State and Virginia Commonwealth hold a great deal of promise for the future because they are located where the people and resources are," he says. "We have what the coming decades need.

"The competitive edge in the future will go to urban universities ... and Boise State definitely can be one of the best." □

## BSU Division of Continuing Education Alternative Roads To Higher Education

### PROGRAMS INCLUDE:

- Weekend University • Evening On-Campus Courses
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### PROGRAMS ALSO INCLUDE:

- Workshops • Addictions Counselor Training Certificate Program
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## REPORT OUTLINES BSU'S FUTURE NEEDS

One document that new BSU President Charles Ruch will have high on his reading list is a report that spells out the future needs of the university as seen through the eyes of students, faculty and staff.

The report is the summary of a survey conducted by the Future of the University Committee that was appointed last fall by acting President Larry Selland. There were 848 responses to the survey.

An overwhelming majority of those surveyed said teaching should be the top priority at Boise State. "It is clear that those surveyed did not want BSU to develop into a major research university. Teaching should remain at the heart of our mission, just as it is now," says Selland.

The report also said that Boise State should continue on its path as an urban university that responds to community demands.

The report listed several priorities for future improvement: more parking, increased salaries, additional facilities and more faculty and staff to meet student needs.

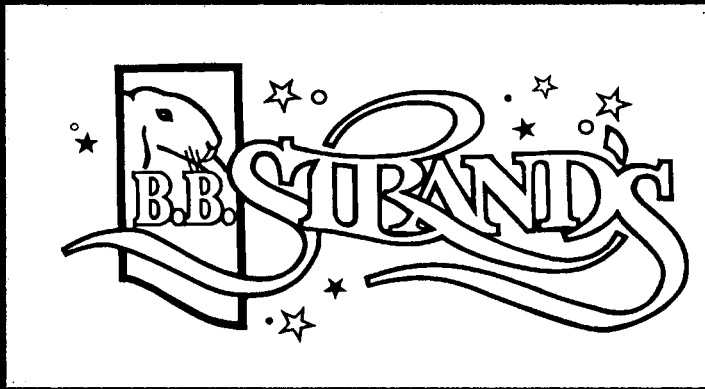
When asked about BSU's growth over the next 20 years, 70 percent of those surveyed said they would like to see enrollment keep pace with local growth. Nineteen percent favored a cap on student enrollment.

When asked what type of university BSU should be, 63 percent said it should continue to be an urban university that features an open admissions policy and a balance of undergraduate and graduate programs. Twenty-three percent favored a liberal arts university with limited graduate programs, while only 8 percent favored a research university.

The report revealed differences between student and faculty attitudes on some issues. For example, 62 percent of the faculty felt BSU was too dependent on adjunct faculty, compared to 30 percent of the students who felt that way. Seventy-seven percent of the faculty felt BSU's facilities were inadequate, but only 40 percent of the students agreed.

The survey also reported:

- 91 percent agreed that teaching should be the focus of faculty.
- 61 percent felt state regionalism exists in Idaho and has a negative effect on BSU.
- 81 percent felt better communication is needed among all groups at the university.
- 13 percent agreed that BSU's faculty and staff are adequate to meet current student needs.
- 56 percent agreed that athletics should be an important part of BSU.
- 20 percent felt library holdings were sufficient to meet student and faculty needs.
- 28 percent felt Boise State does not have a sufficient number of undergraduate degree programs. □



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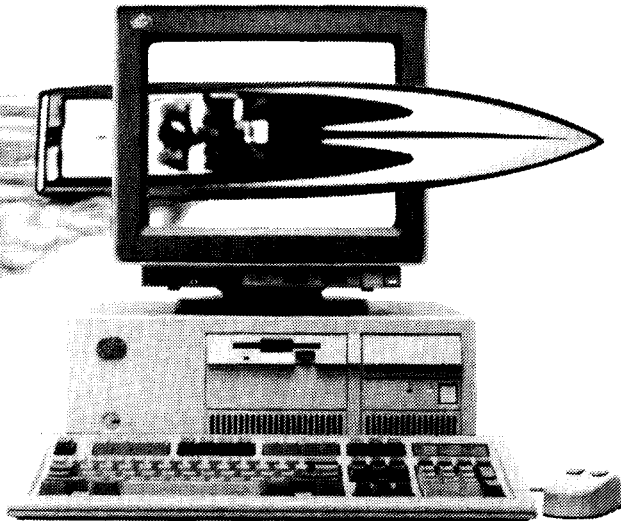
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## CLASSROOMS FILL — ON THE WEEKENDS

By Susan Baker

What do you do with your Saturdays? If you're among hundreds of Boise State students, you're in class.

About 770 students are enrolled in 17 classes in the Division of Continuing Education's new Weekend University program. Courses, which are taught in two three-hour blocks, include accounting, English, psychology, history and a variety of other topics.

BSU began the pilot program this fall to better meet student needs and utilize campus facilities. The university tried weekend classes about 10 years ago but abandoned the program because of low enrollments.

Current students are finding that weekend classes fit more easily into their busy schedules. They also prefer the smaller class sizes, relaxed atmosphere and more accessible parking.

Faculty members say many students are more motivated for their Saturday morning classes. "I guess if you get up at eight on Saturday, you want to get the most out of it," says professor Suzanne McCorkle, who is teaching a Weekend University communication class.

William Jensen, dean of Continuing Education, says enrollments far exceeded expectations and that the university hopes to offer up to 25 Weekend University classes next spring. □

*Susan Baker of Emmett is a senior majoring communication/English with an emphasis in journalism. She is an intern in the BSU Office of News Services.*

## STUDENTS WIN NATIONAL HONORS

Boise State's construction management students again received national honors this fall when their association took third place in a competition sponsored by the Associated General Contractors of America.

The BSU Construction Management Association has placed in the top three places seven of the last nine years.

Sixteen schools competed in the contest sponsored by the national organization of construction industry professionals. Kansas State was first and Oregon State placed second.

The contest judges commended the BSU group for more than 2,200 hours spent on campus and community activities, including design and construction of booths for last summer's Renaissance Festival, installation of a new soccer field at a local high school and assembly of a storage shed for BSU's horticulture program. □



**BONG SHIN**  
1942-1992

After waging a yearlong battle against cancer, BSU Business Dean Bong Shin died Oct. 6.

Shin, 50, was remembered as a scholar, friend and leader during a memorial service held in the Special Events Center.

"Boise State is a better place because Bong passed this way," said President Larry Selland, who appointed Shin as dean in July. "Bong had an unselfish dedication to the College of Business and the entire university. His dream was to make the college the best in the West," he said.

"Bong made us realize the importance of helping others first," added Associate Dean Doug Lincoln, who will assume Shin's position until a new dean is named.

Shin came to the United States from Korea in 1964 as a foreign exchange student. Ten years later he received his Ph.D. in management from the University of Georgia.

He came to BSU in 1983 as a professor of management. The next

year he became chairman of the department. He served as associate dean from 1989 until he was named dean last summer.

Shin played a major role in national accreditation of the college, developed several new degree programs and helped establish the Idaho Business and Economic Development Center. He received awards for his teaching, served on several university and community committees and published several research articles.

His administrative style inspired people to do their best, said Lincoln. "His never-ending dedication to colleagues and friends was beyond reproach. All of us will work hard to fulfill Bong's vision of making the College of Business a premier business school," he said.

Shin is survived by his wife, Sharon, and three children.

Memorials may be made to the BSU Foundation for an academic scholarship to a business student or to the Bong Shin Athletic Endowment for tennis. □

## WOMEN WELCOME NEW CAMPUS CENTER

By Debbie Kidder

Eighteen years of effort by faculty, staff and students is paying off for women at Boise State University. After a long wait, a campus women's center opened this fall.

The new YWCA Women's Center is located on the first floor of a small red building at 1603 University Drive, across from the Student Union. BSU's student newspaper, *The Arbiter*, is housed in the basement of the building.

Students and non-students are invited to participate in the center's programs, which include counseling and referral services, a baby-sitting co-op, support groups, free car maintenance classes, a lending library, rape education seminars and brown bag luncheons. Hours generally are from 9 a.m.-5 p.m. Monday through Friday.

Efforts to open a center began in 1974 with a request from the BSU Committee on Women's Programs, says Jane Buser, BSU's director of Human Resources. In the early '80s, the committee formed HERS/West, a faculty-staff group that has submitted several other proposals since then.

The center finally was approved last year after receiving support from acting President Larry Selland.

Student director Laura Walters says that the center can help meet women's special needs, including pregnancy, sexual assault, single parenting and social injustice. Walters, a 29-year-old student and single mother, also is president of the student YWCA.

The center is funded by a \$5,000 grant awarded to HERS/West by BSU. It is currently staffed by volunteers, most of whom are busy students. Beverly Miller of HERS/West hopes that the financial situation will improve. "You can only go so far with patchworking," she says.

Miller says the community has been very supportive of the new center and there is "a lot of pent-up demand" for services. Many of the phone calls the center receives are from alumni who wish the center had been opened earlier and want to know how to help. Interestingly, about a third of the calls the center receives are from men, she says.

Walters has high hopes for the center. She would like it to be given a larger, more centrally located space. Other goals include a full-time staff member, a newsletter, speakers, drop-in child care, a larger library and a counselor on the staff. Walters hopes that soon Boise State will catch up with the other colleges and universities that have been supporting women's centers for years. □

*Debbie Kidder is a senior majoring in English/writing. She is an intern in the BSU Office of News Services.*

## BSU RADIO NETWORK STARTS FM STATION

New is the name of the game at the BSU Radio Network. The station has moved into new offices, started a new FM station and inaugurated news, entertainment and cultural programs. It also is co-sponsoring "Radioactivity," programming for BSU students.

In September, BSU Radio Network moved from the Communication Building to three suites on the second floor of the Simplot/Micron Instructional Technology Center. The renovated studios include more than twice the previous space for offices, library and technical facilities.

The new station, KBSX at 91.5 FM, was started to provide listeners with continuous news and information. Called "Chronicle," it features programs produced by the BBC, "Fresh Air" and National Public Radio. NPR programs include "Talk of the Na-

tion," "Morning Edition" and "All Things Considered."

KBSU's previous frequency on 90.3 FM will air "Radiovision," an arts and performance service emphasizing classical music and the world of art.

On AM 730, BSU Radio Network listeners can receive multicultural programming with a global perspective. The AM station features news from National Native News, Canadian Broadcasting Corp.'s "As It Happens" and "Noticiero Latino," weekly newscasts in Spanish.

"Radioactivity" provides BSU students with opportunities to produce professional-quality programs that will air on AM 730. A seven-member committee of BSU faculty, staff and students will review and oversee "Radioactivity," which is sponsored by the BSU Radio Network and ASBSU. □

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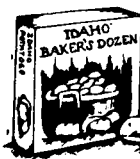
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## BSU PROGRAMS EARN ACCREDITATION

A department in the College of Arts and Sciences and three Applied Technology programs have received national stamps of approval. BSU's theatre arts department and programs in culinary arts, automotive mechanics and nursing assistant each have been accredited or certified by national organizations.

The theatre department was notified this summer that it had been accredited by the National Association of Schools of Theatre. Boise State is the only school in the region to be accredited by the Reston, Va.-based group.

To earn accreditation, the department has made several changes in recent months. It has upgraded degrees, hired two full-time faculty, increased its budget and opened a scene shop near campus. Department chair Stephen Buss says the improvements "go hand in hand" with BSU's performing arts emphasis.

Culinary arts is among 75 programs in 28 states to have been approved for accreditation by the American Culinary Federation Educational Institute. The program was evaluated for academic quality, student competency, instructors' credentials and ties with local businesses.

The automotive mechanics program has been certified by the National Automotive Technicians Education Foundation. The program underwent a rigorous yearlong evaluation by NATEF, which examined quality of instruction, facilities and equipment.

BSU's nursing assistant program has been approved for four years by the Idaho Board of Nursing. The board evaluated more than 100 areas of the program. Previously, the program had received only two-year approval. □

## BOOK FEATURES ANCIENT IDAHO ART

Boise State professor Max Pavesic is co-author of a new book about the art produced by southern Idaho's earliest inhabitants.

*Backtracking* is an 80-page book with 43 color photos of petroglyphs, pictographs, pottery and other art. The oldest pieces date from 12,000 years ago and the newest is 400 years old.

The text is written by Pavesic and William Studebaker, an English professor at the College of Southern Idaho. Pavesic provides an anthropological analysis and description of the pieces, while Studebaker writes about the mythological perspectives.

*Backtracking* is available for \$19.95 from the Idaho Museum of Natural History, Idaho State University, Box 8096, Pocatello, ID 83209. □



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*Chemistry professor Clifford LeMaster prepares a gas sample for dynamic nuclear magnetic resonance studies.*



# Remixing the Research Formula

By Glenn Oakley

**T**en years ago, Boise State was pretty much a teaching-only university. While several professors did do research, they did so largely on their own time, after all their classes had been taught.

But about five years ago that teaching-only concept — a legacy of Boise State's junior college past — began to be redressed in earnest. As faculty have retired, they have been replaced by younger, more aggressive professors who are expected to pull in research grants as well as students. Departments such as chemistry developed a two-track system for professors: a teaching track with heavier classroom loads, and a research track with lighter teaching loads but expectations of funded research. Institutions have been created to foster research: The Center for the Geophysical Study of the Shallow Subsurface, the Applied Cognition Research Institute and the Raptor Research and Technical Assistance Center.

"Six years ago when I came to the College of Arts and Sciences," says Daryl Jones, interim executive vice president, "we were generating \$200,000 a year in grant-sponsored research. This year we generated \$1.3 million. And that doesn't include arts and literature."

The changes, he says, are "a natural reflection of the maturation of the institution." Jones says BSU "was out of balance: almost exclusively a teaching institution. We still recognize we have a primary mission in teaching." But, he adds, "Research is fundamental to a major, comprehensive university."

Boise State has entered the academic research arena at a time when university research throughout the nation has been undergoing dramatic changes:

- Funding sources for research have shrunken and shifted.
- Applied research has overrun basic research.
- University research has become big business.
- And questions have been raised about the compatibility of research and teaching.

If there is to be a new age of discovery, it will require robust research programs; a generation skilled in math, sciences and the arts; and a practical and effective means to put discoveries to work. In this special section, *FOCUS* examines these issues and BSU's role in defining discovery.



*Biology senior Craig LaBuda prepares a cross-section of a tobacco plant flower for a genetics research project headed by professor Russell Ott, who looks on.*

Boise State's developing programs reflect these national trends.

Universities once were considered the place where "pure" science and academic research was conducted. No longer, says Martin Dougherty, a geosciences research professor at BSU whose specialty is the rift zones of the oceanic crust. "There are twice as many Ph.D.s today as there were in the 1960s," says Dougherty, "but only the same amount of money" available for projects. "It's kind of a crisis. The U.S. used to be a leader in research and it's not that way anymore," says Dougherty. Federal research funds have shriveled, he notes. "So the universities are courting corporations. The lines between university and private research are getting pretty fuzzy."

Not surprisingly, then, much of the university research being done today is applied, industrial research, conducted on behalf of corporations or the military.

Pure academic research has frequently been the object of ridicule, such as when former U.S. Sen. William Proxmire would award scientists his facetious Golden Fleece Award for superficially sounding absurd research like "A Study on the Rhesus Monkey's Sexual Response to Aftershave Lotion." And while a certain amount of radically esoteric research has occurred, most scientists agree that pure academic research ultimately leads to a host of potentially practical applications. Conversely, applied research is frequently so specific as to have limited spin-offs.

BSU psychology department chair Linda Anooshian says, "Most of us in the department are concerned about what we see as an extreme emphasis on applied research. There's a lack of basic knowledge to generate new applications. People want to see the direct outcome of the money spent. We tend to justify expenditures in terms of short-term gain."

And some applied research is never made available to the rest of the research world because it is considered classified or proprietary — private property.

"That's one of the reasons I didn't pursue working with [the private aquaculture com-

pany] Rangen," says BSU chemist Bob Ellis. "Their [aquaculture] diets are proprietary. I didn't want to do research I couldn't publish. You could start down a project and after a year or two some administrator could say, 'we don't want to release this information to our competitors.'" Ellis now performs his aquaculture research for the Department of the Interior's Tunison Labs, where all research is public information.

"If you can't publish the stuff and promote your field and push the limits," says Dougherty, "then it's not academic research." Dougherty, who conducts research projects funded in large part by the U.S. Navy, says "you can take applied grants and do real research with it. It's just when some company comes in and wants a professor to develop a product and have all the rights to that product is when it turns bad."

While the diminishing amount of pure research is lamented, and some fear the corporatization of higher education, the situation creates a more immediate and pragmatic problem: Who owns the products of the research?

While BSU professors are engaged in a limited amount of research that culminates in patentable products, the university's approach is to be proactive, says Jim Baker, director of BSU's Office of Research Administration. In July 1990, BSU adopted a formal policy on intellectual property, which breaks down ownership rights and distribution of profits according to the level of university support involved in the product.

The distribution formula ranges from 100 percent individual ownership when the university provides no support to total university ownership when BSU commissions and pays for the work.

Math professor Dan Lamet had been working on a computer program for five years when he called research office associate director Larry Irvin to ask about ownership of the computer program. Lamet says, "I don't expect to get rich on this by any means. As much as anything I'm having fun with it." But because he had done some of the work at his office computer, he was concerned about ownership.

Irvin told him the program was all his: the university did not consider standard use of computers as support which required recompensation.

Jones says BSU's philosophy on the matter is, "The institution purchases the talents of these people but not necessarily everything they produce."

Large research universities such as MIT, Stanford and the University of Washington have created foundations to market products created by their faculty. It is unlikely BSU will ever reach that stage. "We've made no effort or claims to become a research university," says Baker. If a faculty member developed a product for Boise State, he says, "We'd probably shop around for a foundation that would give us our best value."

While Boise State does not expect to make a profit on its research efforts, the university does expect the research to be

profitable in terms of prestige and academic enhancement.

Research is also mandatory for an institution granting graduate degrees. "You can't get a graduate degree in the sciences without doing research," says Dougherty. Research is similarly important in other disciplines, such as business.

BSU College of Business research coordinator Ronald Slone says the college boosted its research efforts in direct response to an evaluation from the American Assembly of Collegiate Schools of Business (AACSB). In 1985, Boise State's business school "just barely squeaked by [accreditation] principally because of the weak research records of the faculty," says Slone. "With the premise that scholarly research keeps people on the forefront of their fields, they [AACSB] believe fundamentally that research is what keeps teaching alive."

After receiving the AACSB report, the college promoted research, says Slone, "by recruiting faculty who had more of an interest in research" and providing "greater support for research activities. Now there's a much healthier balance between teaching and scholarly research." Slone says the business school has become more sophisticated, reflected by its international business major option. The school is also focusing on entrepreneurship, "trying to develop a niche among business schools," Slone says.

Increased research also has led to specialization in the art department. Art department chair Dave Oravez says that during the last five years "emphasis has shifted from 100 percent teaching to a combination of teaching and performance. We are as a department becoming more specialized, hiring people that have more specific disciplines, like a computer graphics person or a painting illustration teacher, rather than someone who would teach drawing, design and other courses."

Boise State administrators say research will not be allowed to overshadow or diminish teaching. "I think it's a mistake when you take faculty completely out of the classroom," says Baker, emphasizing that teaching and research are not mutually exclusive.

Still, the transition at Boise State does have its critics. Mathematician Lamet conducts personal research projects, but questions the consequences of BSU's new emphasis. "I enjoy teaching and I don't mind teaching three classes [a semester]," he says. "There are some consequences here that may be negative. One of the things I've enjoyed at BSU is the close feeling of camaraderie with faculty and students. As a result of the fact we have five or six [research track] faculty who are teaching reduced loads, what that means in order to meet the needs of the students is [that] we need to increase the class size. Our classes develop a feeling of

## UNDERGRADS PLAY KEY RESEARCH ROLE

The reputation for many research institutions is that graduate students get attention and undergraduates get ignored: Brand-name professors are saved for the graduate programs and undergrads are taught en masse by teaching assistants.

Despite a growing research program, Boise State undergraduates are routinely offered research opportunities typically available only at the master's and Ph.D. level.

The psychology department, which has no graduate program, will rely completely on undergraduates to assist in studies and projects coordinated by the new Applied Cognition Research Institute.

Senior philosophy students have presented professional papers at national conferences, which is very rare, according to philosophy department chair Alan Brinton.

And even in departments with graduate programs, undergraduates are involved with research activities.

"It may be that traditionally we haven't had any qualms about involving our undergraduate students in research," says geosciences chair Paul Donaldson. Geoscience undergraduates work alongside graduates and professors on projects, often for pay, and even co-author professional papers, Donaldson says. "In fact,

the presence of the graduate program enhances the undergraduates because it translates into more grants and more projects," he says.

Psychology chair Linda Anooshian says at many institutions, "Undergraduates get shortchanged by graduate programs because it's easier to work with a graduate student." While the work may be made more difficult for the faculty, Anooshian says, "Working with faculty mentors is an invaluable experience for undergraduates. Students that have difficulty in traditional classes of statistics and theory... often blossom in a research situation."

Chemistry professor Bob Ellis notes that undergraduate chemistry students are required to take two credits of independent research. "In that way all of our graduating students are involved in research," he says.

Increasingly, graduate schools are expecting that their students have some research experience as undergraduates. Graduate schools understand that it is one thing for students to memorize information, another for them to create information. As BSU geoscience researcher Martin Dougherty notes, in research "you're teaching people to solve problems on their own." □

being machines that we run students through. I think that's pretty typical of universities that develop a publish-or-perish attitude."

Chemistry professor Jack Dalton has similar apprehensions. "Although I understand the need for doing research, in the [budget] crunch we're in I think we need to lay off research a little bit. We're short teachers. We've got closed classes."

While research can be expensive, it can actually bring money to the university through outside grants. Dougherty has individually drawn well over \$1 million in research funds from the U.S. Navy and other outside sources.

But money and efficiency aside, several professors argue that research enhances their teaching.

Anooshian says, "Our experience suggests students learn advanced concepts and methods much better in research than in the classroom." Her department and the Applied Cognition Research Institute will be conducting research without the benefit of graduate students, and with the highest student/faculty ratio in the university. "It makes it harder, but it makes it easier for us to maintain that balance between research and teaching," she says. "Ideally, if one wanted

to really promote research the teaching load would be three to four classes a year. But we can't afford to do that."

"I think it's good for the department," says Ellis, "in that students get a look at what research is all about. Students like it. They like to have a feel we're connected to what's going on."

English chair Carol Martin agrees. "I wouldn't want us to go the way of some institutions which have put so much stress on research that teaching isn't valued," she says. "But I think it's a mistake to regard research as something separate from good teaching. Being a researcher means being a lifelong learner. If we are enthusiastic about continued learning, we can inspire that enthusiasm in our students."

Dougherty says the demands for research reflect changes in the state. "Boise State may not have needed advanced research and graduate schools 20 years ago," he says. But now the state's major employers are shifting from farming, logging and retail sales to the likes of Micron and Hewlett-Packard.

Through research, he says, "You're teaching people to solve problems on their own." Research programs educate "people who can provide jobs, not just take jobs." □

# Building Excitement for Science

By Amy Stahl

**A**t the front of the classroom, a fifth-grader holds a 3-foot fishing pole he made from a wooden dowel, string and a spool. His classmates watch intently as he demonstrates how to reel in the line and how it would handle a big fish. The pole, he explains, is a lever and the point at which the weight is distributed is the fulcrum. The other students nod knowingly.

The project is just one component of the unit on six simple machines that Sheila Robertson covers in the physics class she teaches at Boise's Lowell School. Next the students will make wheels and axles, and later they'll build wind turbines.

Hands-on experience is the best method for helping children develop an appreciation for science, says Robertson, a teacher in the Boise School District's gifted and talented program. "Students have to build something to remember it," she says. "You've got to let them do it or it won't imprint."

Yet not all teachers have the flexibility to incorporate experiential learning into their classrooms. Robertson notes that "most teachers are confined to a textbook for 30-40 minutes per day." Many others are further limited by large classes, inadequate supplies, uninterested parents and, in some cases, limited science knowledge themselves. **(For Robertson's views on gender bias in the classroom, see Page 7.)**

For whatever reason, studies show that when elementary school-aged children lose interest in science they are damaging their future earnings potential and draining "the pipeline" of future U.S. scientists and engineers.

There is no single explanation for "the great science turnoff," says geologist Robert Hazen. A scientist at Carnegie Institution of Washington and a professor at George Mason University, Hazen admitted in a 1991 *Newsweek* column that his sixth-grade daughter and eighth-grade son hate science. He wrote: "In elementary school, because of jargon and mathematical abstraction, my children got the mistaken impression that science is difficult, boring and irrel-



Boise fourth-graders Casey Shaw, left, and Skyler Woodworth watch electric-

evant to their everyday interests."

Science, he said, "can provide an exhilarating outlet for every child's curiosity. Science education should teach ways to ask questions, and create a framework for seeking answers."

Scientists who are more interested in specialization than teaching future scientists should assume some of the blame, says Hazen. But he's also critical of the method by which science traditionally has been taught in the United States.

Boise State education professor Doug Yarbrough agrees. "Science is a process, it's not just the collection of facts. We've taught it that way for a long time," he says.

Memorization is not the answer, says Yarbrough. Like Robertson, he thinks children need to know more than just the terminology to understand how something works.

Yarbrough recounts the wonder he felt last summer working with children enrolled in "Ingenium," a one-week camp attended by 80 students in fourth through sixth grade. Among the camp's six class topics were computers, earth science and math adventures. Another class, "Exploring the World of Electronics," was taught by Hewlett-Packard and Micron Technology engineers who worked with the students on several projects, including a crystal radio unit. Determined to make the radios work, they strung wires up in the trees.

Their excitement was infectious, says Yarbrough. "There are a lot



ity at work with help from a Discovery Center display.

more efficient ways to learn, but if you allow [children] to get hold of something and let them work with something until it works, it gives them a real sense of mastery," he says.

While he doesn't dispute the virtues of hands-on learning, BSU physics professor Dewey Dykstra warns that there are dangers to the "make it and take it" mentality. He says teachers need to help children integrate what they've learned — not just provide "neat ways to excite the kids with little demonstrations."

A former junior high and high school teacher, Dykstra says teachers need to be flexible and willing to give children free rein to explore. But this can create the appearance of a disorderly classroom, which many teachers find disturbing, he says.

Dykstra is trying to get a better understanding of science education through a project he's conducting with a one-year \$50,000 research grant from the National Science Foundation. Dykstra and Dale Sweet, an Idaho City elementary school teacher and graduate student at BSU, are studying how fourth-, sixth- and eighth-graders learn about motion. It's hoped that the results will show teachers how to be more effective in the classroom.

Improved teaching techniques certainly will help Idaho educators. But there's a bigger issue facing the state, Dykstra says. Teachers, particularly at the elementary-school level, have been poorly compensated and underappreciated.

**'If you allow [children] to get hold of something and let them work with something until it works, it gives them a real sense of mastery'**

"What happens in elementary school has not been considered important from a science point of view," Dykstra says.

The Discovery Center of Idaho is working to improve the situation by developing displays that are both engaging and educational. The center's latest exhibit, "Burst of Energy," includes 13 hands-on displays and a demonstration on electricity plus pre- and post-activities for teachers to use in their classrooms.

Started as a Junior League project, the Discovery Center was further inspired by concerned scientists like Dykstra and successful children's science museums in cities like San Francisco. Since the Discovery Center opened in 1988, 120,000 people have visited the renovated structure on the north edge of Julia Davis Park.

Displays are tucked into nearly every corner of the warehouse-like building. Visitors scurry from one display to the next. They plunge their hands into a replica of the Great Salt Lake, blow their own giant soap bubbles, pull on several types of levers and "play" with the numerous other displays.

"I use the term play because that's how we want the apparatus to be viewed," says executive director Lorette Williams. A former teacher, Williams believes that the center is helping to combat stereotypes by helping visitors discover that science is far from boring, she says. "Children's and adults' attitudes change when they have a chance to have fun, do hands-on things."

She is delighted to see children respond to the displays. Although each display is accompanied by a "how-to" sign, children rarely stop to read the instructions. Yet they almost intuitively know how each display works, she says.

The center, which houses a growing reference library for teachers, also hosts summer day camps for 6-14 year olds and special programs for third-graders during the school year.

Williams hopes the center can be a place where children realize that learning is an exciting, everyday part of life and that "they're only limited as far as technology will take them," she says. "If you share that with kids, then they can be a discoverer, they can be an Einstein — they can learn that thrill." □

# Gazing into the Future

**A**lthough as Mark Twain noted, “predictions are difficult to make, especially when they concern the future,” we couldn’t resist. So we asked a cross-section of BSU’s faculty to look 10-15 years into the future of their respective disciplines. We’ll check back in 2010.

**JOHN ALLEN**  
Professor of Physics

*New technology has frequently brought great advances in astronomy. Just this year, declassified information from the Strategic Defense Initiative allowed earthbound astronomers their first views of the cosmos with the clarity of a space telescope. The linking of many separate optical telescopes into one will show even finer detail within the next decade. Also the first hints of the structure of the early universe have come from a radio astronomy satellite, now in orbit.*

*Super computers are crucial to the new technologies. Since astronomy captures the imagination of many people, governments fund it. How else could NASA begin a 10-year, \$100 million project to search for extraterrestrial intelligence with radio telescopes?*

*Mars soon will be mapped better than some parts of Earth. Robots will follow and within 50 years we may walk on Mars in an effort of international cooperation. An intermediate step will be a space station, possibly before 2000.*

**ELAINE M. LONG**  
Chair, Community and Environmental Health Department

*Discoveries in nutrition will benefit our food supply, protect us from certain diseases, and enable us to live longer, healthier lives. Possible discoveries include:*

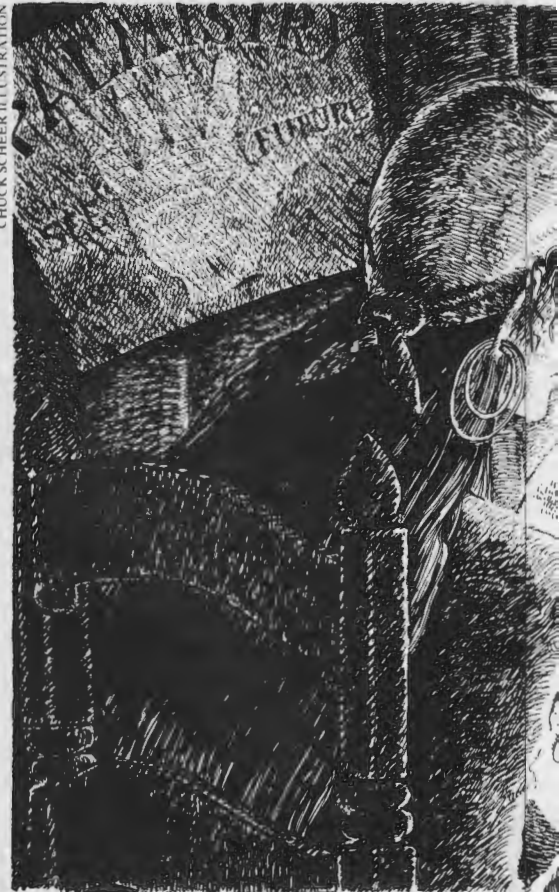
- *Use of biotechnology to develop new varieties of foods that are more nutritious or palatable or that possess other desirable traits such as resistance to cold or drought or pests.*
- *Nutrients which have antioxidant functions (vitamin E, vitamin C, and beta carotene) may be used to protect us from diseases such as atherosclerosis, cancer, cataracts, Parkinson’s disease and rheumatoid arthritis.*
- *Certain foods or nutrients may be proved to be effective in boosting our immunity.*
- *Nutritionists may be able to prescribe individual nutrients at the cellular level using a person’s genetic code.*
- *Some food constituents (amino acids such as tryptophan and tyrosine) may be regulated and sold as drugs because of their chemical effects on the brain.*

**PETER WOLLHEIM**  
Professor of Communication

*The next few decades will see the intensification of current trends in technology that integrate information gathering, processing and distribution through electronic methods. We are already on the threshold of using cameras to digitally record scenes on audio and visual channels, transmit those signals via direct phone/fax line, store and massage them in networked computers, and distribute them through any number of media channels. Domestically, this will decentralize information processing even further than we see today.*

*The era of the “mass” media will be over; “broadcasting” will be replaced by “medium-” and “narrowcasting.” Newspapers and network TV will lose ground to telephone and computer bulletin boards. Because of these pressures the large media conglomerates will be forced to turn their attention toward foreign markets. Satellite broadcasts of programming and advertising into developing areas will undermine the power of national governments to establish local media industries, and to regulate their own internal political processes.*

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**RUSSELL J. CENTANNI**  
**Professor of Biology**

*Major discoveries in molecular immunology will enhance our understanding of cellular communication and cell-to-cell recognition. This will provide biomedical science with answers to many of the questions that cloud our understanding of cancer, autoimmune diseases and immune deficiency disorders.*

*At the core of these answers will be an acute awareness of the roles played by cytokines (chemical clues) in general immunity, immune modulation, and tumor cell recognition. Cloning of cytokine genes and the laboratory production of these chemical mediators will allow for therapeutic interventions that will result in the cures or at the least modulation of many diseases.*

**PAT MACHACEK**  
**Professor of Architecture**

*Architecture is one field in which some changes have developed as an offshoot of technology developed for the space program — two of the more common examples are higher strength materials and extremely strong connecting devices.*

*Some possible emerging developments may include coatings for buildings which cause the external building skin to react like human skin — controlling the passage of heat through the skin in response to warm or cool temperature conditions. Other future developments may include motorized window openings and sunshades which may move, open and close in response to external climate, holographic devices to redirect sunlight indoors, and sophisticated systems designed to manage a building's microclimate.*

*A more holistic view of architectural design in the future may stress the use of recycled construction materials, non-toxic materials and more renewable resources, as well as placement of buildings to allow more equitable solar access. Homes and other buildings may also incorporate features that are able to digest trash produced in the building to create heating fuel.*

**DON PARKS**  
**Professor of Engineering**

*Two technologies that are evolving rapidly and will probably become competitive in 10 years are photovoltaic solar cells for direct conversion of sunlight to electricity and electric-powered commuter cars.*

*Photovoltaic solar cells are now a competitive way to supply small amounts of electricity at remote locations. A large research effort is under way to lower costs for solar cell arrays that would make them competitive for larger scale applications such as summer air conditioning and water pumping energy demands.*

*The electric commuter car may become very popular. Electric utilities now have surplus capacity to allow battery charging at night during off-peak hours. Most families would still own a larger conventional powered car for longer family trips but would have a small electric car for the short daily commute to and from work.*

**NANCY OTTNERNESS**  
**Professor of Nursing**

*I see two major areas of change: one, the way medications are administered and two, new types of drugs.*

*First — new administration systems. We will be taking fewer medications by the current routes — orally or by injection — and more by topical patches, through the nasal mucosa, or implants. I see hospitalized patients being connected to special computers that will assess the slightest change in vital signs and/or blood chemistries and select the appropriate drug and automatically administer it before the body can react to the impending change.*

*Second — new types of drugs. More drugs will come from genetic engineering vs. the current way of creating complex chemical synthesis in the lab. Medications currently available by prescription only will be sold over the counter — allowing individuals to self-medicate for many less complex illnesses. We will have drugs that treat chronic illnesses, prolonging life well into the tenth decade of life. Hopefully, we will have a drug to eliminate the AIDS virus — but my crystal ball doesn't see that yet.*

# The Business of Discovery

By Bob Evancho

**'You can have a great product, but if you don't have the business acumen to pull it off, you're not going to be successful'**

**A** glow-in-the-dark toilet seat was not exactly what Jim Steinfort had in mind when he was hired to do invention assessments for the Idaho Business and Economic Development Center. But as director of IBEDC's Technical and Industrial Extension Service, he is occasionally asked to evaluate contraptions that probably have — to put it politely — questionable marketability.

Steinfort and his program are among the many services offered to Idaho's inventors by IBEDC, which is administered by the Boise State University College of Business. The goal of the services is to link the technological and business expertise of IBEDC consultants like Steinfort and Dick Miller with Idaho inventors who possess skills in one area of the innovation process but may need help in another.

While Steinfort, whose more than 30 years' experience includes six years with NASA's Manned Spacecraft Center, can provide invention/innovation assessment and other services from a technological standpoint, Miller and his colleagues in the IBEDC's small business development division can offer business advice.

In the case of the lady with the lighted toilet seat, Steinfort diplomatically suggested she "reconsider the viability" of her product.

This union of business, technology and discovery can help Idaho's inventors —

many of whom don't know or care about the business end of the process — through the long and often vexing journey of marketing a product. "By nature they like to putter and are not interested in business aspects," says Miller.

Steinfort agrees. Although his focus is on product development, he points out that all the technological know-how in the world won't manufacture and sell an invention without a sound business plan. In other words, developing a technology or invention that works is only half the battle. "You can have a great product," Steinfort says, "but if you don't have the business acumen to pull it off, you're not going to be successful."

Assuming they've come up with a worthwhile gizmo, inventors and innovators must be prepared to navigate the many obstacles en route to commercializing their product. They can tinker till the cows come home, but eventually they will need to assemble a formal business plan because the bottom line is, of course, the bottom line.

"The obvious key is to determine the product's potential market demand," says Miller. The inventor, he suggests, must determine if enough people will buy his invention at a price that will yield a profit. "If the demand isn't there, then there's no need to take it any further," he continues. "It doesn't matter whether or not it works, it makes no sense to spend time and money if it won't sell. If it *is* worth pursuing, there are some things we can do to help."

Among those "things" are referrals to further develop the product. Some of the

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*Boise inventor Niels Young: "I think it's dangerous to encourage people to invent because the success ratio is so small."*

referrals go to Steinfert and his sophisticated network of data bases, which includes access to NASA technology and more than 300 federal research and development labs. Another resource, Miller says, is invention evaluation services. One such service that he often recommends is the Washington State University Invention Assessment Center in Pullman, Wash., which will conduct a 32-point evaluation for about \$135.

Despite the services that the IBEDC provides, Miller and Steinfert are quick to point out that only a small percentage of these ideas and inventions ever make it to market. "I'm not an expert, but I think I have a pretty good idea of what is manufacturable and what is cost prohibitive," says Steinfert. "We can also help an inventor by doing a patent search to determine if his device already exists. If it's already been done and infringes on another patent, then we tell him to bag it and go back to the drawing board."

Boise inventor Niels Young is even more direct about the pitfalls of inventing. "I think it's dangerous to encourage people to invent because the success ratio is so small," he says.

To prove his point, Young points to the national R and D firm Arthur D. Little, which retains him as a consultant for invention assessments. If the company likes what it sees, Young says, it may seek to license the product. The chances of making the cut, however, are slim. "Arthur D. Little gets about 600 [invention] ideas a year," Young says. "Out of those, 20 might look good, and then they might consider licensing a few of those. I think it's important for any inventor to know that it is not easy to commercialize something."

The best environment to integrate business and discovery, says Young, is the corporate setting. Unfortunately, that doesn't help

the solitary inventors with limited resources who the IBEDC usually works with. And the vagaries of being a one-man show in a competitive market can be especially frustrating, says Young.

"There isn't much inventing going on outside corporations," he states. "And I have found it very annoying to find that there is no way to talk to [corporate researchers]. I've called engineers at Hewlett-Packard to share our expertise, but I can't get through. I worked in the industry setting, so I know it's intense and you don't really care to talk to anyone on the outside, but that leaves a very thin layer of creative people outside of places like H-P; it's a damn small group."

Despite the frustrations, the 62-year-old Harvard graduate has done OK for himself; he has been issued 22 patents and lives comfortably on the royalties of two of his inventions and may make money on two more.

Young's success may be the exception to the difficulties of merging discovery with business, but possibilities do exist for talented inventors, says Renee LeMoine of the IBEDC, who coordinates an annual inventors' conference sponsored in part by BSU.

"We've had four conferences and they've continued to grow," she says. "By bringing Idaho inventors together, they are able to share ideas and use the workshops and pro-

grams we offer to assist them in their ventures."

A bit of a recluse, Young nevertheless attended one of the investors' conferences. "I'm generally not thrilled with those kinds of things," he says. "Inventors are kind of like hermits, and for hermits to get together is kind of strange. I suppose for some people it might have been helpful."

LeMoine agrees that the conference is not for everyone. "Inventors are hard people to identify," she says. "They're not all that willing to come forward and say, 'Yeah,

I'm an inventor.' They're very proprietary and keep to themselves, just tinkering in their basement and hoping someday to come up with a product that's impressive enough to market. It's not that they're selfish, but they're afraid someone might take their idea and run with it."

Despite Young's reservations, Steinfert sees plenty of merit in the conference. "A guy like Niels can help other inventors," he says. "There are a lot of experts, both attendees and speakers, who have plenty of expertise to share."

Steinfert and LeMoine consider this year's conference, which was held in June and drew 100-150 people, to be a success. In an effort to provide a fresh approach for each conference, the IBEDC hopes to move the conference around the state and establish a theme for each meeting. This year's conference, for example, focused on "Making Energy & Other Marketable Products from Solid Waste," and next year's meeting is scheduled to be held in Idaho Falls with an INEL-related theme.

Like it or not, inventors and innovators must realize that there comes a time when discovery and business must merge. So tinker away, Idaho inventors; just remember where to go when it comes time to take care of business. □



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*There is little debate that Most's videotape has helped high school forensics across Idaho.*

## HE GETS THE 'MOST' OUT OF DEBATERS

*By Bob Evancho*

Need a good example of Boise State's best and brightest—that skilled young scholar who excels not only in the classroom, but in the competitive arena as well? Look no further than the university's forensics team — you can pick from the team members *or* the coach.

It's been a few years since Marshall "Marty" Most's undergraduate days at Boise State when he was a standout on the debate team, but the 38-year-old Boise native has continued his winning ways as coach of the university's current squad.

In 1989, Most's first year as coach, the debate squad finished third in Division II of the Northwest Forensics Conference (NFC). In 1990, '91 and '92, the Broncos took first.

"One of the things I did when I came in was to set some team goals, and we've been successful in meeting them so far," says Most. "But it hasn't been easy. One of the unfortunate things that has kept the program from advancing has been [lack of] resources. Until two years ago we were working with the same budget that was in place when I was competing here as an undergraduate. So between 1976 and 1990, the budget had not increased one bit.

"We've had to struggle with that, and it stretches our resources to the limit. But given all those constraints, I'm real pleased with the program. I think we do more with less than anybody in the Northwest."

As a Division II team in the NFC, Boise State is not padding its record against smaller schools. A team's divisional status is not determined by the size of the institution, but by the number of tournaments it enters. Oregon State, for example, is an NFC Division II school.

"The people in the program are the main reason for our success," Most says. "We set our expectations pretty high and stick with them throughout the season, and people start believing they can accomplish our goals"

Most says his debaters realized their potential in the fall of 1990 at a major regional forensics tournament at the University of Oregon.

"It was one of the biggest tournaments on the West Coast, and we finished second overall behind the University of Washington," he recalls. "That was a real eye-opener. I think that was the turning point for our program.

Our people started to realize they didn't have to take a backseat to anyone — even if the competition is a big, state-supported research institution like a Pac-10 school or one of the finer small liberal arts colleges we go against."

Perhaps part of the team's success is Most's coaching style. "He's really enthusiastic, but he's not overly intense," says Susan Baker of Emmett, a new member of this year's debate team. "He tells us it's just a game and he makes it fun."

Most, who earned a bachelor's in communication/education in 1977 and a master's in curriculum and instruction in 1986 from BSU, taught and coached baseball and softball in Idaho's public schools for 10 years before returning to his alma mater four years ago. During his stint as a high school teacher/coach he discovered that "a lot of the best teaching that is done in the schools is on the athletic field, not the classroom."

That philosophy, Most says, was reinforced during his time in graduate school by veteran teacher education professor Pat Bieter. "When I was a graduate assistant, I remember Pat talking about teachers being coaches, being advocates of learning instead of just evaluators of people's work," says Most. "That influenced me a great deal."

Instilled with the belief that good teachers should do more than just impart knowledge in the classroom, Most is lending his expertise to Idaho's high school debaters, coaches and officials through a videotape.

The project started a few years ago when the Idaho High School Activities Association and the Idaho Speech Arts Teachers Association recognized a need to develop some consistency among the state's debate judges. In an effort to minimize the discrepancies, the two organizations approached Most about producing a tape that would be shown at the annual forensics judges' clinic in each IHSAA district. "There was a need for a video to give the judges the same set of instructions," says Most, "and obviously it was more economical because you could send a tape instead of a person to all the districts."

Using the production facilities at BSU's Simplot/Micron Instructional Technology Center, Most and fellow communication professor Pete Lutze put together an hour-long, three-part instructional videotape in about 10 weeks. The tape has been so useful that several of the state's high school debate coaches have asked for copies to show their students how to conform to the judging standards. "There is a possibility that we may reshoot a version for judges and another for the debaters and their coaches," says Most. "The tape is turning into a classroom tool; that's something we didn't expect."

But as his debaters can attest, Most is used to putting out a quality product. □

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**CHARLES ODAHL**, professor of history and classical language, has received three research grants for the coming academic year to write a book on Constantine and the Christian Empire.

Communication professors **SUZANNE McCORKLE** and **JANET MILLS** wrote the article "Rowboat in a Hurricane: Metaphors of Conflict Management" in the summer 1992 issue of *Communication Reports*. Mills also authored a photo-essay chapter titled "Body Language Speaks Louder Than Words" in the book *Sociology: A Global Approach*.

**ED MCLUSKIE** wrote the chapter, "The Media-Centric Agenda of Agenda-setting Research: Eclipse of the Public Sphere," which appeared in *Communication Yearbook 15*, published by the International Communication Association and Sage Publications. He also has articles scheduled for publication in *Journal of Communication* and *Journalism Quarterly*.

**PETER WOLLHEIM** delivered his paper "In Defense of Montage: Photography and the Discovery of the Unconscious" to the International Arnold Hauser Conference — Modernism and Modernity. The conference was held in Vancouver, B.C., Canada.

Public affairs professor **LES ALM** delivered a paper titled "Regional Influences and Environmental Policymaking: The American West and Acid Rain" at the annual Western Political Science Association meeting in San Francisco. He wrote a book review "The Environmental Protection Agency: Asking the Wrong Questions" for the American Society for Public Administration's section on Natural Resources and the Environment. Alm also received two grants to conduct research about Canadian influence on American domestic policy.

**STEPHANIE WITT'S** article "A Comparative Study of Occupational Stress Among African American and White University Faculty" has been accepted for publication in *Research in Higher Education*.

"Traditional Conflict Resolution Methods Used in Black Townships in South Africa," written by criminal justice professor **JANE FORAKER-THOMPSON**, was published in *International Journal of Group Tensions*.

**COLLEGE OF BUSINESS**

Computer information systems and production management professors **DAVID GROEBNER** and **PAT SHANNON** have co-written the textbook *Introduction to Management Science*. The book has been published by Dellen and Macmillan Publishing Co. Shannon also co-wrote the article "A Deci-

sion Support System for Motor Vehicle Taxation Evaluation" with fellow professor **ROBERT MINCH**. The article appeared in the March-April issue of *Interfaces*.

Management professor **BILL WINES** co-authored the paper, "An Institutional Perspective on Law and Economics (Chicago Style) in the Context of U.S. Labor Law," which won the 1991 Best Paper Award for the Pacific Northwest Business Law Association meeting. The award was presented at the association's annual meeting in Seattle earlier this year.

**GUNDARS KAUPINS** co-wrote the paper "Work Values of Baltic Management: Experimental Research," which appeared in the *Journal of the Latvian Academy of Science*. His paper "The Effects of Information Review and Re-rating on Interview Rating Quality" appeared in *Proceedings of the Association of Management* after the group's August meeting in Las Vegas.

**NEWELL GOUGH** presented a research paper dealing with the effects of institutional monitoring on bidding firm performance in mergers and acquisitions at the National Academy of Management meeting, which took place in Las Vegas earlier this year.

Accounting professor **GORDON PIRRONG** wrote the article "Quasi-Reorganization, Troubled Debt Restructuring, and Bankruptcy" with fellow professor **DAVE KOEPPEN** for *Management Accounting*.

**DENISE ENGLISH** and Koeppen co-authored "The Relationship of Accounting Internships and Subsequent Academic Performance" for an upcoming edition of *Issues in Accounting Education*.

Denise English and accounting professor **TOM ENGLISH** wrote "Be Aware of Tax Law and the Effect on Your Donors" for *Non-Profit World*.

**DAVE NIX** co-authored "Auditor Selection, Monitoring, and Follow-Up in the Government Municipal Sector" for an upcoming issue of *Internal Auditing* and "An Historical Review of the Accounting Treatment of Research and Development Costs" for *The Accounting Historians Journal*.

Marketing and finance professor **EARL NAUMANN** had two articles accepted for publication. They were "Organizational Predictor of Expatriate Job Satisfaction" in the *Journal of International Business Studies* and "Antecedents and Consequences of Satisfaction and Commitment Among Expatriate Managers" in *Group and Organization Studies*. Naumann also presented his paper, "Protectionism in the Pacific Rim: The Forest Products Industry" at the Pan-Pacific Conference in Calgary, Alberta, Canada.

**MOHAN LIMAYE'S** article "Conceptual and Methodological Issues in Organizational Research" was accepted by the *Journal of Business and Technical Communication*.

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FOCUS 11/92



**ELLEN RYDER** have written a chapter on foreign print advertising in the book *Globalization of Consumer Markets*, which will be published next year.

**HARRY WHITE** completed a research project on nursing reimbursement for the Idaho Department of Health and Welfare. White and fellow professor **DWAYNE BARNEY** co-wrote the article "Hedonic Wage Studies and the Value of a Life" which appeared in the September "Anthology" section of the *Atlantic Economic Journal*.

Management professor **MIKE BIXBY** presented his paper "Emerging Occupational Safety Issues in the United States, Europe and Japan" at the third conference on International Personnel and Human Resources Management in Ashridge, Great Britain.

Bixby also presented his paper "Global Issues in Occupational Safety" at the annual meeting of the Academy of Legal Studies in Business in Charleston, S.C.

#### COLLEGE OF ARTS AND SCIENCES

A solo exhibition of graphite drawings by art professor **CHERYL SHURTLEFF** in Boise's Ochi Gallery was reviewed in *Artweek*, a national art journal published in San Jose, Calif. Shurtleff's work also was on display in the 1992 "Spirit of the West/Best of the West" exhibition sponsored by West One Bank. The exhibit is traveling throughout Idaho, Washington and Oregon. Work by instructor **CHRISTINE RAYMOND** also was exhibited in "Spirit of the West."

Paintings by **JIM BLANKENSHIP** were exhibited by the Eastern Washington Watercolor Society at the Allied Arts Gallery in Richland, Wash., and Watermedia '92 at the Hockaday Center in Kalispell, Mont.

**JOHN KILLMASTER** exhibited three large-scale enameled steel repousse sculptural reliefs in "The Cutting Edge," an exhibition showcasing contemporary American enamel artists at the Frye Art Museum in Seattle. Killmaster also presented a lecture/demonstration on new enameling developments at the Pacific Enameling Symposium at the University of Washington. Also, Killmaster had two enamel panels on an Idaho landscape theme exhibited this summer at the Kulturinstitut in Tallinn, Estonia.

**JOHN TAYE'S** work was exhibited at the 59th annual exhibition of the National Sculpture Society in New York City.

**BRENT SMITH** recently completed a documentary project for Idaho Power. His 75 large-format black-and-white negatives and contact prints of Swan Falls Village will become part of the Historic American Building Survey that is stored in the Library of Congress. A color photograph by Smith will be included in the textbook *Exploring Color Photography*. The photographic illustrations in **DAVE ORAVEZ'** book, *Woodcut*, were done by Smith and **HOWARD HUFF**.

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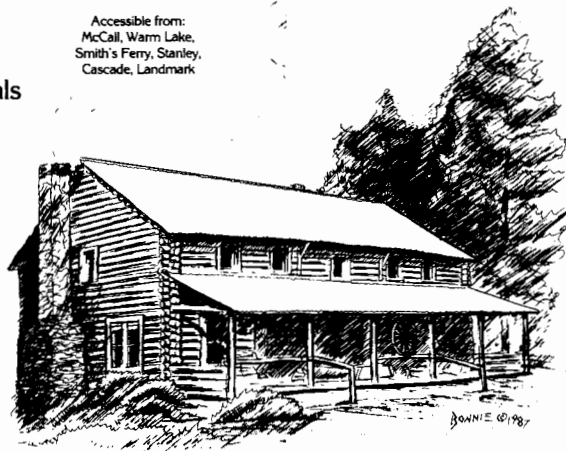
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# The Visa Vigil

By Peter M. Lichtenstein

**T**he taxi dropped me off in the morning at the entrance to the Visa Section of the U.S. Consulate compound in Shanghai. The compound takes up a whole city block and is enclosed by a 10-foot-tall concrete wall. The heavy iron door leading into the Visa Section is guarded by an armed and emotionless Chinese soldier. It was raining hard and the humidity was overwhelming.

Outside the iron door and along the sidewalk, several hundred anxious and apprehensive Chinese, almost all of them students, were waiting in line for interviews with U.S. visa officials. None of them was thinking about the weather. The officials were going to decide if they would grant the students visas to study in the United States. The students' destinies were to be decided.

Many of those in line had been waiting for several days and nights. They looked damp and hungry and they had long ago given up holding their umbrellas. They had formed small groups to help each other endure the long wait. A few students held places for several others who went to find food and to catch a few hours of sleep. Rested, their bellies full, they would return to continue the vigil while their colleagues took their turns to eat and sleep. Every 10 or 15 minutes the guard opened the iron door to allow several Chinese to exit and to admit several more in their places. The others in line slowly shuffled a few paces forward.

Today, there was optimism among the students waiting in line. The 4th of July holiday was approaching and the American visa officials would surely be in generous moods. Moreover, "Yellow Hair," the American visa official who was known on the street for his miserliness in granting visas and for his arrogance and rudeness, would probably be away on vacation. Also, a high proportion of visas had been granted the previous day, a sure sign that this day would be a good one.



*Going to America means first waiting in long lines for a visa.*

**O**utside the iron door another hundred or so students were milling about, not waiting in line. They were there to observe and evaluate the visa situation before they too got into the long line. They exchanged information, counseled each other, and interrogated the students emerging from inside the compound.

As I alighted the taxi I was immediately surrounded by students. When they learned I was an American professor, the crowd around me swelled. "Do I have a good chance for a visa if I have a scholarship to study computer science?" "Is a 630 TOEFL [Test of English as a Foreign Language] score good enough?" "Which university should I go to?" "Is it hard to find jobs in physics?" "Can I study at your university?"

I had no answers to their questions, yet I felt an urge to respond. Just as I was about to speak, a student emerged from the iron door. The crowd quickly forgot about me and

descended upon the new visa veteran. "Did you get your visa?" "What questions were you asked?" "What is your TOEFL score?" "How did they treat you?" "Was Yellow Hair really not there?" The student was jubilant and seemed anxious to share what he knew with his interrogators. His visa had apparently been granted.

A minute later another veteran emerged and was surrounded by another group of interrogators. He was reluctant to talk. Tears welled in his eyes and he waved away the questioners in disgust and anger. His application had obviously been denied and he would have to wait six months to reapply. In the meantime he may have lost his financial aid and his place in the entering class of graduate students.

**A** visa, which is actually a stamp that is placed in a passport, is an official document which a foreigner must possess in order to enter the United States. The visa defines the foreigner's status. It specifies how long she or he may

remain in the United States and whether or not the foreigner can immigrate. Foreign students typically arrive with non-immigrant student visas, which means they cannot become citizens unless they change their visas to immigrant status.

I came to the visa office to help a close Chinese friend who was admitted to a graduate program at a large Midwest university. His student visa application had been denied six months earlier and was stamped "tendency to immigrate," reason 214-B. His sister is a U.S. citizen so he surely will attempt to immigrate, or so officials believed.

On this second attempt he had to convince the officials that he would not immigrate. I hoped to be able to coach him for this interview and provide moral support by accompanying him through the interview process.

**I** spotted my friend at the front of the line, close to the iron door. He looked grim and soggy but otherwise in remarkably good

PETER LICHTENSTEIN PHOTO

shape. When his turn came to enter, I flashed my passport and went with him into the outer room of the Visa Section. We passed through a metal detector as a Chinese clerk scrutinized my friend's documents. A U.S. Marine lurked in the background. We were then directed into the large interview room where about 30 people were seated along three wooden benches. Their faces were pale and their bodies tense as they sat fidgeting nervously with their documents.

As we took our seats a conversation began among two students. "Shh," spat the Marine, and the conversation immediately stopped. A young woman wearing a bright red dress sat beside me tightly clutching her documents. I peeked at her papers and I could see her letter of admission to Yale. An older couple sat several seats ahead of us. I made eye contact with the man, and he whispered with pride, "I want to visit my son in Kentucky!"

There were five glass windows along the far wall. Three windows were used for interviews, one for general information, and one to pay visa fees. The glass was thick and separated the visa staff from the waiting Chinese. You had to speak through a microphone, and those of us seated on the benches could listen to all of the interviews. To maintain anonymity, venetian blinds were drawn on the information and cashier windows. The Chinese in the room couldn't see inside, and those inside couldn't see outside.

An American woman at interview window No.1 called, "Next!" A Chinese student bolted from the bench and rushed to the window. The woman checked his documents and sent him to window No. 2 where he stood waiting for his interview. There was a single American interviewer on duty. Luckily, it wasn't the notorious Yellow Hair. The interviewer was just completing an interview at window No. 3. I could hear him say, "I don't believe your financial support documents. Visa denied!" The student responded instantly with an emotional plea but the interviewer quickly shifted over to window No. 2 to begin the next interview with the student waiting there. The rejected student, obviously stunned by the abruptness and coldness of the official's decision, slowly shuffled away from the window.

We waited over an hour for my friend's turn to be summoned to the windows. He was overwrought, his body stiff with fear. The woman who had been accepted by Yale was denied her visa and wandered dejectedly from the room. The couple headed for Kentucky received their visas. My friend was next. He was sent to window No. 3. He made his pitch. "Visa granted." □

*Peter Lichtenstein is chair of the economics department and a frequent visitor to China.*

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## CARTOONS ON TV FOR CHINA'S KIDS

By Larry Burke

When millions of Chinese children rush to their television sets to turn on their favorite cartoon show, they have Boise State graduate Anthony Chirico (BBA, general business management, '78) to thank.

From *G.I. Joe* to *Robotech* and *Ninja Turtles*, Chirico has introduced the Chinese to 75 cartoon series, as well as 50 live-action series and 10 miniseries.

Why so many cartoons?

"There are 375 million children in China. Kids are the focus of attention, and television is starting to orient more programming toward them," Chirico says.

While the Chinese produce their own children's programs, most don't have the creativity or action of U.S. cartoons. And it is less expensive for them to buy cartoons than it is to produce them, says Chirico.

The first independent American syndicator to sell television programming to the People's Republic, Chirico has worked with the Chinese since 1985 when he founded Nanuet Entertainment in Los Angeles.

But Chirico is doing more than selling television programs. He also is giving the Chinese some help with a good old-fashioned American institution — advertising.

"The Chinese have never looked at television as a profit center — only as entertainment. They never heard of ads five years ago," he says. And when they do run commercials, they are in five-minute blocks between shows.

Chirico's "new" idea is to target advertising at specific audiences and air commercials in the middle of the program, something taken for granted by any American who sees dozens of breakfast cereal and toy commercials during Saturday morning cartoons.

The problem in China, says Chirico, is that television programs are not shown in consistent time slots. So viewers aren't used to tuning in to specific shows. Thus, there are no statistics like the U.S. Nielsen ratings to show potential advertisers.

"We are trying to convince them that if they air a show at a specific time, they can address the audience that is watching at that time. We are helping stations know their markets and tailor their programming to those markets," Chirico says.

"It is like the beginning stages of American television in the '40s and '50s. There is no consistency of programming. Just a few



PHOTO COURTESY ANTHONY CHIRICO

*Establishing business connections in a foreign country is not all fun and games for Chirico.*

years ago they only offered four hours of broadcasting each day. Now they are up to six or seven."

Nanuet also is introducing another facet of American television to the Chinese: the mix of programming and merchandising. In January Nanuet began airing the popular American animated series *Robotech*, while selling a toy line that includes 35 different characters from the series. The toys are promoted on television and in department stores throughout China's 16 major provinces. To date, more than \$2 million worth of toys have been sold.

"This type of marketing has never been done before. We are confident the success of this program will change the way television business is done in China, because it demonstrates the power of advertising," Chirico says.

Nanuet, named after Chirico's hometown in suburban New York, has offices in California and Shanghai. The company distributes programs and films for such producers as Sunbow Productions, Harmony Gold, Westinghouse International, Trident Releasing and Filmation Studios not only in China, but in several other Far Eastern countries as well. Nanuet also has recently expanded into production of television shows and films.

Chirico spends half of each year in China and Hong Kong working with television stations and advertisers. The keys to success in China are friendship and trust, he says.

"They must know you... know that you're real. It is a risk for them to try anything. Most aim to keep the status quo because in a communist country the possibility of failure is very frightening. They won't take those risks with someone they don't know and trust," he explains.

Getting the Chinese to buy a program is only half the battle. Chirico says it is equally difficult to convince American producers to sell to China. "China doesn't pay much for programs. Many U.S. producers are holding back; some have even pulled programming. They are waiting until the Chinese can pay world market rates," he says.

In the meantime, Chirico has carefully built a network of personal contacts throughout China. He has visited all of the country's 50 television stations and is friends with the executives who run them.

This is not Chirico's first attempt at bridging gaps between cultures. Before and after he was a student at BSU he was affiliated with Up with People, a troupe of singers and dancers that travel the globe promoting international harmony.

In fact, it was through an Up With People tour that he discovered Boise. "I fell in love with the city and decided that's where I wanted to go to college," he says.

"Boise is where I learned to enjoy life. It calmed me down and taught me patience, which is important to me today. You have to be very patient to do what I'm doing." □

## JOURNALIST MARIANNE FLAGG HAS A FLAIR FOR FEATURES

By Bob Evancho

Whether she is banging out a rock concert review under deadline pressure or describing the struggles of a pregnant teen-ager in an exhaustive, 32-page special section, *Idaho Statesman* features writer and BSU graduate Marianne Flagg has informed and entertained thousands of readers with a writing style that always seems to fit the occasion and the subject matter.

Flagg, 33, is best known for her coverage of Boise's multifaceted arts and entertainment scene. In addition to writing her weekly "Nightlife" column, she also reports on fashion; covers local radio and TV; writes personality profiles; and reviews books, music (both live and recorded) and local eating and drinking establishments for the *Statesman's* features department.

But her work doesn't stop with critiques of rock concerts and coffee bars. In a field replete with specialists, Flagg considers herself a generalist, and she demurs when asked if she has found her niche as a reporter.

"Niches change and evolve all the time; I think mine is a very wide niche," she says. "I'm curious by nature. As a journalist, I think you have to be. I also think it's good to be interested in and write about a lot of different things."

Take a look at Flagg's "features" during the last few years, and you would have to agree. Her writing talent goes be-

yond that of a rock critic. Her social issues articles have covered a wide spectrum: relationships, health and fitness, marriage and divorce, abortion, teen-age pregnancy.

"Most stories are more compelling when there is a human-interest angle of some kind—how people survive in life, how they get by with emotional difficulties, things like that," says Flagg. "That's not to say there is anything wrong with interviewing rock stars. That's fun and I like to do it. But sometimes the more satisfying stories are the ones that touch people in some way."

After graduating from Boise High in 1977, Flagg got her start in journalism working for *The Arbiter*, BSU's student newspaper.

She earned a degree in English/communication from BSU in 1981 and landed a full-time job with the *Statesman* in 1982 as a copy editor. Since then she has held several positions and eventually worked her way "across the newsroom" to the features department—and her current array of beats.

Despite the demands of seemingly endless deadlines and multiple assignments, Flagg's love of writing is evident in her work.

She also seems to thrive on the hectic pace associated with her job.

"Sometimes the work load can be unwieldy," she says. "But it's what I enjoy." □



CHUCK SCHEER PHOTO

## DISABILITY FAILS TO SIDELINE CHALLIS FOOTBALL COACH PIVA



RANDY HAYES/POST-REGISTER PHOTO

There are hundreds of football coaches in Idaho. But only one patrols the sidelines in a wheelchair.

He is Mike Piva, owner of Antonio's Pizza and Pasta Restaurant in Challis, but now more commonly known around town as coach of the Challis High School Vikings.

School principal Glen Johnson says Piva has made a big impact on the football program.

"I can't say enough about him, says Johnson. "He doesn't want to be treated differently and he won't give special treatment to any of the players. He does above and beyond what is expected of him. And the kids think he is terrific."

Piva (marketing: mid-management, '89) inspires by his optimism, his positive encouragement and his example of overcoming adversity. He has been in a wheelchair since 1979.

As a senior at Challis High School in 1977 he quarterbacked the Vikings to an undefeated season, winning the A-3 state championship. He started college at Boise State the following year, but in the summer of his sophomore year he fell off a tractor and was paralyzed from the waist down.

When he returned to BSU in 1981 he became involved with the Alternate Mobility Adventure Seekers, an organization that promotes sports and activities for people with disabilities.

Returning to Challis, Piva started coaching Little League baseball, but with an eye toward high school coaching. His opportunity came suddenly when the high school coach quit and Piva was offered the job.

Johnson says neither Piva's lack of experience nor disability posed an obstacle to his appointment. "I don't

(Continued on Page 42)

## ALUMNI IN TOUCH...

Our policy is to print as much "In Touch" information as possible. Send your letters to the BSU Alumni Association, 1910 University Drive, Boise, Idaho 83725. In addition, if you know someone who would make a good feature story in our "Alumnotes" section, contact the office of News Services at the same address.

### 40s

**JOHN C. TEMPLETON**, AA, general arts and sciences, '41, and Lotus Holmes Templeton celebrated their 50th wedding anniversary on Sept. 6. Mr. Templeton was a member of the class of 1941, the first class to graduate after the school moved to its current location. Mrs. Templeton was employed by the BJC Registrar's Office. They reside in Salem, Ore.

### 50s

**ROBERT BAKES**, AA, general arts and sciences, '52, has been honored as the 1992 recipient of the Kramer Award for excellence in judicial administration. Bakes, who is chief justice of the Idaho Supreme Court, received the award for significant contributions to improving Idaho's court system. He's a director of the Idaho Law Foundation and a member of the Law Related Education Committee. In 1990 he received the Distinguished Alumni Award from BSU and has received a similar award from the University of Idaho.

**DONALD E. MAYPOLE**, AA, general arts and sciences, '54, is a visiting professor for the fall semester at the Instituto de Servico Social in Porto, Portugal. Maypole team-teaches graduate social policy and research courses and conducts workshops on program evaluation, substance abuse and sexual harassment at work for students and community social workers.

### 60s

**THOMAS JAMES BRAY**, AS, general arts and sciences, '64, is a sculptor whose work was displayed in a one-man show at Boise State University's Gallery of Art.

**MIFFY (MITCHELL) LANE**, BA, elementary education, '69, is principal at Syringa Elementary School in the Pocatello School District. Lane was an assistant principal and fifth-grade teacher at Wilcox Elementary School for the past two years and also taught in Burley and Pocatello.

### 70s

**JOANN (LAUGHRIDGE) MYCHALS**, BBA, business education, '70, is assistant superintendent for curriculum and instruction for Battle Ground Public Schools in Battle Ground, Wash.

**BARBARA PURDY**, BA, social work, '70, recently retired after more than 20 years as a probation/parole officer in St. Maries. Purdy began at the Boise office of the Idaho Department of Corrections.

## SHE HAS BRIGHT FUTURE IN STORE

When the 1 Percent Initiative passed in 1978, it changed Peggy McReynolds' life. McReynolds graduated from BSU with a social work degree in 1979 only to find her field devastated by budget cuts.

Intending to continue looking for social work positions, she applied for a part-time job as a checker at a local Albertson's store. Now she runs one of the largest stores in the company's Idaho division.

As store director, McReynolds supervises 160 full- and part-time workers at the new 47,500-square-foot ParkCenter Albertson's. She's one of only a few women store directors from the more than 550 Albertson's stores.

McReynolds has been on the fast track in her 13 years with Albertson's. After three months as a checker she signed up for a training program and has been steadily moving up the ranks. Since 1988, she has been a store director at three Albertson's, including the Gary Lane and Apple Street sites.

It's a big job she wouldn't recommend for just anyone. "You have to really like your job," says McReynolds, who works from 8 a.m.-6 p.m. six days a week.



CHUCK SCHEER PHOTO

But she's happy with her position and the advancement opportunities available through the company. As a management trainee, McReynolds is scheduled to work a couple days a month in the division office in Boise. Next she hopes to become a grocery sales manager, then district manager and ultimately a division vice president.

While she probably won't be switching careers, McReynolds says the training she received in BSU's social work program has been invaluable. She says, "It gave me more people skills — for working with employees and customers." □

**A. WAYNE MITTLEIDER**, BBA, marketing, '71, is on the board of directors of the National Council of State Housing Agencies. Mittleider is executive director/president of the Idaho Housing Agency in Boise.

**MICHAEL VINSON**, BA, art, '71, has been named retail advertising manager at the *Idaho Press-Tribune* in Nampa. Vinson has worked for the paper as an account executive since 1982. He will sell advertising and assist with day-to-day operations and special promotions.

**WAYNE E. WHITE JR.**, BBA, marketing, '72, recently completed work in South Africa in international airline maintenance operations. White's current assignment is in American Samoa.

**LYNNE (BEGUHL) EKSTROM**, BA, elementary education, '73, was chosen for the 1992 edition of *Who's Who Among America's Teachers*. She has taught in Bend, Ore., for the past 19 years.

**WARREN L. ROBINSON**, MBA, '76, has been named vice president, treasurer and chief financial officer of MDU Resources Group Inc. Robinson joined MDU Resources in 1988 as corporate development manager with 12 years of experience in the energy industry. MDU Resources Group Inc. is a diversified natural resource company.

**CARLOS ROUNDY**, BA, elementary education, '76, is teaching in the resource room at East Minico Junior High School. Roundy has been with the school district for 15 years.

**CHUCK WHITE**, BBA, accounting, '76, has been appointed vice president of finance for Ore-Ida Foods. White joined Ore-Ida in 1978 and previously was vice president and chief financial

officer for the Weight Watchers Food Co., an affiliate of H.J. Heinz Co.

**JOHN M. PRECHT**, BA, general business, '77, is a credit officer in the credit division of First Security Bank of Idaho. Precht joined First Security in 1977 and previously served as a consumer loan officer in the Credit Review Department.

**CHUCK CHRISTESON**, BFA, general arts and sciences, '79, is general manager of Timeless Photo Inc. in Boise and Ontario, Ore.

**RAY KUGA**, BBA, accounting, '79, has been promoted to budget supervisor for National Infinity, a division of Nissan Motors.

**DARNELL MCKINNEY**, BA, art, '79, is assistant manager of the State Street branch of First Security Bank in Boise. McKinney joined the bank in 1987 as a management trainee and has worked as a consumer loan officer and a financial services officer.

### 80s

**BERNE L. JACKSON**, BA, history, secondary education, '80, is a computer programmer at Power Engineers Inc. in Hailey.

**DAN PETERSON**, BA, theatre arts, '81, is appearing in Idaho Theater for Youth's production of *Moss Gown*. The show will tour this fall throughout the region. Peterson also is the associate artistic director of the company.

**KIPP BEDARD**, BBA, accounting, '82, is vice president and manager of public relations at Micron Semiconductor Inc in Boise. He is involved in corporate communications, government affairs and product publicity.

**LYNDA FRIESZ**, BA, communication, '82, owns Lynda Friesz Public Relations and Event Marketing in Boise.

**KATHY BYRON**, BFA, art, '83, spent several weeks working with elementary and middle school students in the Prairie School District at Cottonwood. Byron works in watercolor, gouache and paper collage.

**VINCE HUERTA**, BBA, management, behavioral option, '83, is a rate specialist for Consolidated Freightways in Boise. Huerta previously was a line-haul coordinator in Salt Lake City.

**KAREN S. SCRIVER**, BBA, general business, '83, is operations support manager for IBM in Sunnyvale, Calif. Scriver was named 1991 administration manager of the year for the Northwest area.

**MARCIA L. WING**, MBA, '83, is vice president of Stein-McMurray Insurance Services in Boise. Wing joined Stein-McMurray in 1979 and was instrumental in the creation of a property and casualty insurance program for the Association of Idaho Cities. She currently administers professional liability insurance programs for attorneys and accountants.

**FERRY M. BYRNE**, BA, communication, '84, is assistant drug sales manager with Albertson's in Baton Rouge, La. Byrne has been with Albertson's since 1987 and is responsible for 20 stores.

**MARK HOUSTON**, BBA, finance, '84, is assistant vice president for U.S. Bank of Idaho in Boise. Houston previously worked as a senior commercial lender for First Interstate Bank in Boise.

**CHERYL SCHONHARDT-BAILEY**, BA, political science, '84, is an assistant professor of government at the London School of Economics and Political Science.

**BYRON DEFENBACH**, BBA, accounting, '85, is general office marketing program development/planning manager for Intermountain Gas Co. in Boise. Defenbach has been with Intermountain Gas since 1988.

**TOM HACKER**, MA, education, curriculum and instruction, '85, was selected teacher of the year by the Mountain Home School District. Hacker will represent the district in the state competition later this year. He has been a junior high biology teacher for 18 years. He also has served as the video club adviser, and coached football, track and cross country.

**GREG STUTZMAN**, BS, education, '85, teaches science, physical education and health and coaches basketball at Lakeside High School in the Plummer/Worley School District. Stutzman also taught for four years in Notus.

**LARRY BUTTEL**, BA, communication, '86, is personnel technician for the Army ROTC program at BSU. Buttel also is chairman of the Arthritis Foundation of Idaho Harvest Tour, an instructor for the American Red Cross and the American Heart Association, and teaches physically challenged skiers at Bogus Basin Resort.

**RICK CRAWFORD**, BA, elementary education, '86, is teaching sixth-grade and coaching football in the Meadows Valley School District. Crawford previously taught school in Bakersfield, Calif., for six years.

**STIEN P. GEARHART**, BS, political science, '86, is a first lieutenant in the U.S. Marine Corps stationed in Jacksonville, N.C. Gearhart joined the Marine Corps in 1987.

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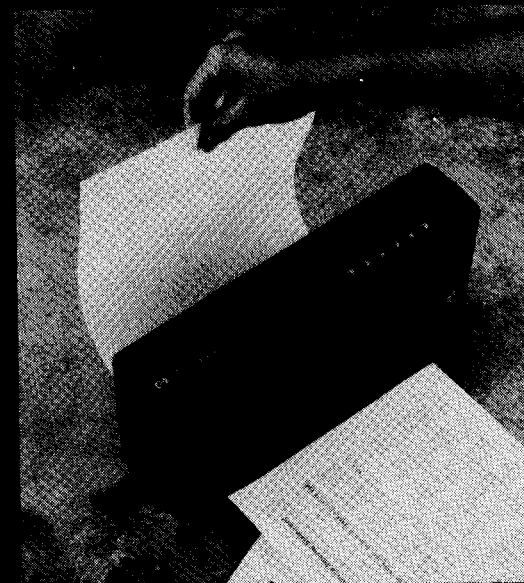


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**KATHY (DEWEERD) MORI**, BA, English, writing emphasis, '86, is an English and language arts teacher at Mountain Home Junior High School. Mori is the drama club adviser, is active in the Natural Helpers program and is a table leader/reader with Idaho Direct Writing Assessment. She was one of four finalists for Idaho's English Teacher of the Year.

**SHARI SMITH-LYON**, BS, radiologic technology, '86, completed her master's degree in business administration at Pepperdine University in Malibu, Calif., and is now employed with Providence Hospital in Everett, Wash.

**EDITH DECKER**, BA, communication, '87, is feature editor for *The Daily Courier* in Grants Pass, Ore.

**JOHN D. HETHERINGTON**, BS, psychology, '87, received a doctorate in environmental psychology from the University of Arizona. He is an adjunct professor at the University of Arizona and is principal investigator for more than \$70,000 in grants recently awarded by the U.S. Forest Service/National Park Service.

**KATHARYN TUTEN-PUCKETT**, MA, education, reading emphasis, '87, has received an education specialist degree from Indiana University. She co-authored the books *Wordless/Almost Wordless Picture Books: A Guide*, and *Using Wordless Picture Books: Authors and Activities*.

**LUIS GUTIERREZ**, MA, education, curriculum instruction, '88, is principal at Marsing Elementary School for the 1992-93 year. Gutierrez previously taught sixth-grade in the Nampa School District.

**MIKE SESSIONS**, MA, education, reading emphasis, '88, is principal of Central Elementary School in Sugar City. Sessions previously was principal in the Teton School District.

**ROBERT O. WOODBURY**, BS, pre-medical studies, '88, received the Navy League Award

from the Uniformed Services at the University of the Health Sciences in Bethesda, Md. The award is presented to the Navy or Public Health Service graduate who, through superior academic achievement, is ranked among the top 15 percent of the class. The university prepares students for worldwide duty as career physicians in the Army, Navy, Air Force and the US Public Health Service. Woodbury was a 1988 Top 10 Scholar at BSU.

**THOMAS SYMONDS**, BBA, accounting, '89, is a new member of the American Institute of Certified Public Accountants. He owns Thomas Symonds Certified Public Accountant and served two years as an accounting research assistant with the Idaho Small Business Development Center at BSU.

**NICCI WILLIAMS**, BA, advertising design, '89, is manager of Prints Plus at the Albertson's Market Place in Boise.

## 90s

**STUART BLANCHARD**, BA, social science, '90, is a pharmaceutical sales representative for McNeil Consumer Products, a division of Johnson & Johnson Co.

**JEFF BRAY**, MA, education, curriculum and instruction, '90, is head athletic trainer at Keuka College in Keuka Park, N.Y. He is the women's softball coach and also assists with intramurals.

**CLAIRE RODKEY**, MS, instructional performance technology, '90, is a senior training officer at West One Bank's Training and Development Department in Boise. Rodkey has been with West One since 1990.

**JOANNA (WINTER) BLAYLOCK**, BA, elementary education, '91, teaches at Merryland Musical Kindergarten at Dorsey Music in Nampa. Blaylock also gives private piano lessons and

previously was employed by the Nampa City Recreation Department.

**AARON DUSPIVA**, AAS, drafting technology, '91, is employed with Millett Unlimited in Boise.

**PAT HOXEY**, BS, athletic training, '91, is a graduate assistant at Michigan State University where he is pursuing his master's in exercise science/athletic training.

**KELLE L. METIER**, BBA, marketing, '91, is assistant manager at Eddie Bauer in Boise.

**STACY MONK**, BS, education, '91, teaches physical education for the Plummer/Worley School District. Monk is assistant football and basketball coach at Lakeside High School.

**INGA SINGH**, BS, criminal justice administration, '91, is senior customer service accounting manager at Colonial National Bank in Wilmington, Del.

**VONITA SINGH**, BBA, marketing, '91, is a human resources recruiter at Colonial National Bank in Wilmington, Del.

**DAN SWIFT**, AAS, culinary arts, '91, received a gold medal in the culinary arts competition of the U.S. Skill Olympics in Louisville, Ky.

## WEDDINGS

**SHARI SMITH** and Michael Lyon, (Newport, Ore.) May 9

**DAVID SCOTT TIBBETTS** and **ANNE M. STAKER**, (Boise) May 30

**GREGG PIERCE** and Aileen Skilling, (Nampa) June 6

**TODD READ YORK** and Molly K. Harney, (Boise) June 6

**ROSS BOYD** and Tina Weatherby, (Nampa) June 13

**TERESA K. JOHNSON** and Mitchell L. Blackwood, June 13

**LISA SORENSEN** and Daniel Ozuna Jr., (Boise) June 13

**KATHI RAE BROBECK** and Donald J. Baumgartner, (Boise) June 20

**DAVID ARTHUR BURT** and Kimberly M. Greene, (Genesee) June 20

**LARRY BUTTELL** and Melody Lynn Ploetz, (Boise) June 20

**CURT C. CLARK** and **KENDRA LEE RUWE**, (Meridian) June 20

**MICHAEL E. FARRELL** and Elizabeth Leisy, (Aberdeen) June 20

**JAMES LARRICK** and Mitzi A. Gehring, (Grangeville) June 20

**JACK MCCOY** and Shalai E. Street, (Boise) June 20

**ROBIN SPAHR** and Lee Garwood, (Stanley) June 20

**BRENDA HOLLINGSWORTH** and **PAUL MAROSVARI**, (Boise) June 21

**JENNIFER M. FARRIS** and Joseph E. Basura, (Boise) June 27

**LORI EGGLESTON** and Steven Collins, (Caldwell) July 11

**PETER C. KWIATKOWSKI** and **LARA A. CATHER**, (Santa Barbara, Calif.) July 18

**LONNY JAMES HOPKINS** and Jenine L. Fuller, (Nampa) July 18

**KELLEN ROSE AMELL** and Jerry T. Chapman, (Stanley) July 25

**JAMES ALSAGER** and Karen S. Thompson, (Moscow) Aug. 1

**DAVID SCHUTTE** and Tanya Allen, (Boise) Aug. 1

## HELPING WITH HISPANIC HEALTH

Unable to speak English when she moved from Mexico to the United States, Rosario Beagarie felt lonely and isolated. Now, more than 20 years later, she has a bachelor's degree in bilingual education and is teaching Spanish-speaking people about health care through the American Cancer Society.

Beagarie, a 1990 BSU graduate, is a member of a volunteer committee trying to educate migrant workers about cancer prevention and early detection, nutrition and other health-care topics.


With Reyna Fernandez, another BSU graduate, she also is coordinating a support group for Hispanic women who have breast cancer. They started the group as a way to combat cultural fears about cancer. Hispanic people "associate having cancer with something to be ashamed of," she says. "We saw the need for these women to get together to talk about how they feel, their families, the myths and their economic situations."



A passion for teaching seems to run in Beagarie's family. Her two children are working toward bachelor's degrees in bilingual education at BSU and she is pursuing a master's degree in the subject. □



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**RANE ZILLNER** and Kent Chandler, (Logan, Utah) Aug. 7

**VERNON KEITH BRASSEY** and **ROBIN LEE UNDHJEM**, (Boise) Aug. 8

**MARY ELLEN ROSENKRANCE** and Douglas L. Oates, (Boise) Aug. 8

**GREGORY BYRON** and **CINDI DAVIS**, (Nampa) Aug. 15

**KARI COONIS** and Brian Caruso, (Boise) Aug. 15

**DAVID D. BOLLINGER** and Jennifer R. Thornburg, (LaGrande, Ore.) Aug. 20

**PAMELA LEE** and Carl Arriola, (Boise) Aug. 22

## DEATHS

**SHIRLEY BABBITT**, BS, medical technology, '79, died Aug. 13 in Boise at age 50. Babbitt was a medical lab technician at the time of her death.

**ERNEST D. BEDFORD**, general arts and sciences, '42, died Jan. 4 in Bremerton, Wash. at age 70.

**JAMES ANDREW BOOTHE**, general arts and sciences, '52, died June 12 at age 75. Boothe served in the Navy during World War II.

**TOM JACOB**, BS, geology, '79, died Sept. 11, in Eagle, Alaska, at age 37. At the time of his death, Jacob was employed by WSA, an exploratory geology company.

**LEO E. JONES** died Sept. 26, 1990. Jones taught in BSU's biology department for nine years. He retired from BSU in 1981.

**JAMES PHILLIP KERR**, BS, biology, '83, died July 24 in Arco at age 32. Kerr was a developmental specialist for the Joshua D. Smith Foundation and managed a shelter home in Arco.

**THOMAS E. KURTZ JR.**, BBA, accounting, 71, died Sept. 14 in Washington, D.C., at age 62. Kurtz served in the U.S. Air Force and retired as a senior master sergeant in 1967. He also worked for Bechtel Corp. in California.

**MARVIN LEROY McDORMAN**, CC, auto mechanics technology, '74, died Sept. 5 in Nampa at age 37. McDorman served in the U.S. Army for more than 9 years and 3 1/2 years for the Army National Guard at Gowen Field at the CVT3 tank school as an M1 tank technician.

**MARY LYNN (HEPNER) PARKINSON**, general arts and sciences, '51, died Sept. 16 in Suisun Valley, Calif. Parkinson was a teacher at Armijo High School and taught English to foreign students.

**DANA BROWN WHATCOTT**, AS, office systems-secretarial, '80, died July 25 at age 33. She was employed by Albertson's for 14 years in Boise and Beaverton, Ore. At the time of her death she was scan manager of the Oregon Division. □

## JOHN PIVA

(Continued from Page 37)

evaluate the success of a coach by his record," says Johnson. "Winning isn't everything. To me, a great coach is one who gives his kids a chance to grow and develop into the best players they can be."

Linebacker Jake Hawkins says it best. "I've been playing football here for four years and I've never seen everyone so excited and upbeat. My teammates want to play for coach Piva. They like him and so do I. He's a real inspiratio to all of us." □

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## PRESIDENT'S MESSAGE

By Tom Blaine, President  
BSU Alumni Association

For the past several years, I have enjoyed being involved with the Boise State University Alumni Association. This year I was honored to be elected president of the board of directors.

My first major task upon coming into office was to serve on the selection committee for Boise State's new president. Each committee member reviewed and rated 156 resumes, a tedious process that took several months to complete.

Our committee then submitted a list of qualified candidates to the State Board of Education. These candidates were interviewed by State Board members and the field was narrowed to five: Charles Ruch, Fredrick Dobney, Robert Glennen, John Hutchinson and Joseph Cox.

During a two-day campus visit, each of the candidates met with BSU students, faculty, staff, alumni and the Boise community. This process was somewhat awkward and questioned by many of those involved. It was difficult to get to know the candidates in this short time and arrive at a sound conclusion.

However, the Alumni Association was very confident in the four finalists who remained. (Hutchinson withdrew his name from consideration Oct. 7.) We enthusiastically welcome BSU's new president, Charles Ruch.

My background as a manager in the business world for the past 21 years helped me a great deal in ranking the candidates and evaluating their capabilities in leading BSU into the future. I feel certain that the new president has the qualities to continue the progress of Boise State University and to represent the interests of our students, faculty, staff and alumni.

He will work well within the community, as well as represent higher education interests within the state of Idaho. I look forward to working with the Alumni board of directors for the remainder of the year as we offer our assistance in this transition period with the new president.

Finally, I thank you for this opportunity to serve as your president and welcome your comments and suggestions. □



## ALUMS TO RECEIVE DUES APPLICATIONS

Alums soon will be receiving their 1993 alumni membership applications. Annual dues, based on the calendar year, remain at \$25 per person (or per household if both spouses have earned a minimum of 16 credit hours at the university).

Benefits of membership include: use of BSU's recreational facilities (with payment of a P.E. user fee); use of the Library; discounted movie theater tickets; special invitations to alumni events; discounts to Morrison Center, theater and music department-sponsored events; a life insurance program at reduced rates; the Quest travel program; the Little Broncos program; Student Union Recreation Center discounts; Alumni MasterCard program; Alumni Career Network program; and discounts at the BSU Human Performance Center.

For further information, contact the Alumni Office, (208) 385-1698. □

## NOMINEES SOUGHT FOR ANNUAL AWARD

Nominees are being solicited for the 1993 Distinguished Alumni Awards. The award was established to "honor those persons who have achieved distinction, honor and excellence in scholarship, leadership, achievement or service." Up to four alums will be honored next April at the Distinguished Alumni and Top Ten Scholars Banquet.

Submit nominations by Jan. 4, 1993, to the BSU Alumni Office, 1910 University Drive, Boise, ID 83725. □

## MEETING IN SEATTLE

Seattle-area alumni and boosters will gather before BSU's basketball game at the University of Washington Tournament on Friday, Dec. 4, in Seattle. The pre-game reception is scheduled for 5:30-7:30 p.m. at the University Plaza Hotel, 400 N.E. 45th. Complimentary hors d'oeuvres will be served and beverages will be for sale. For more information, contact the Alumni Office. □

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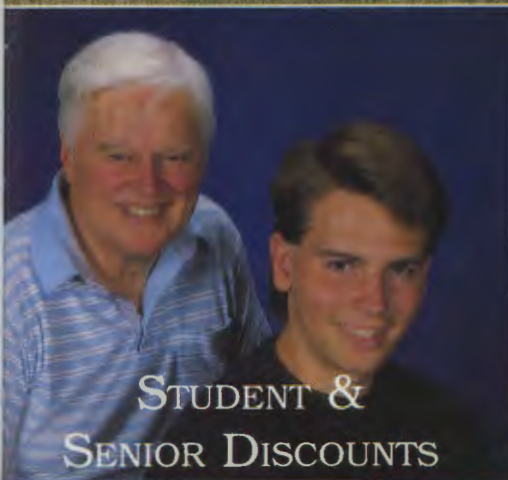
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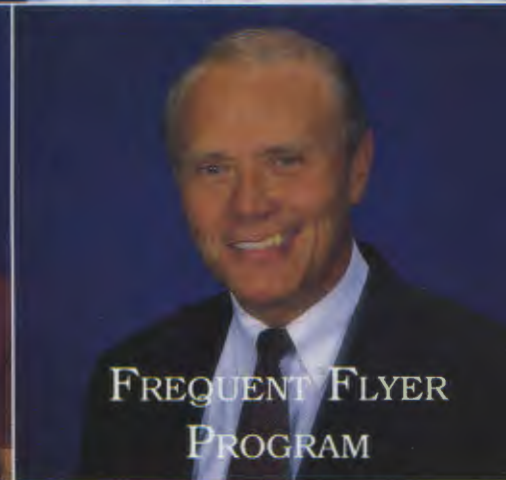
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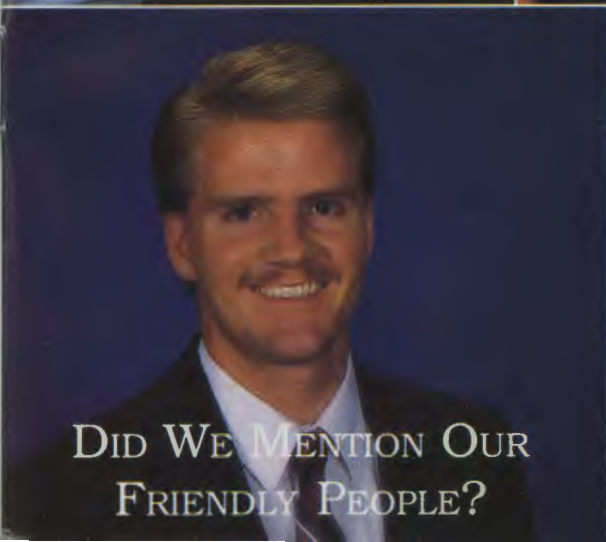
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