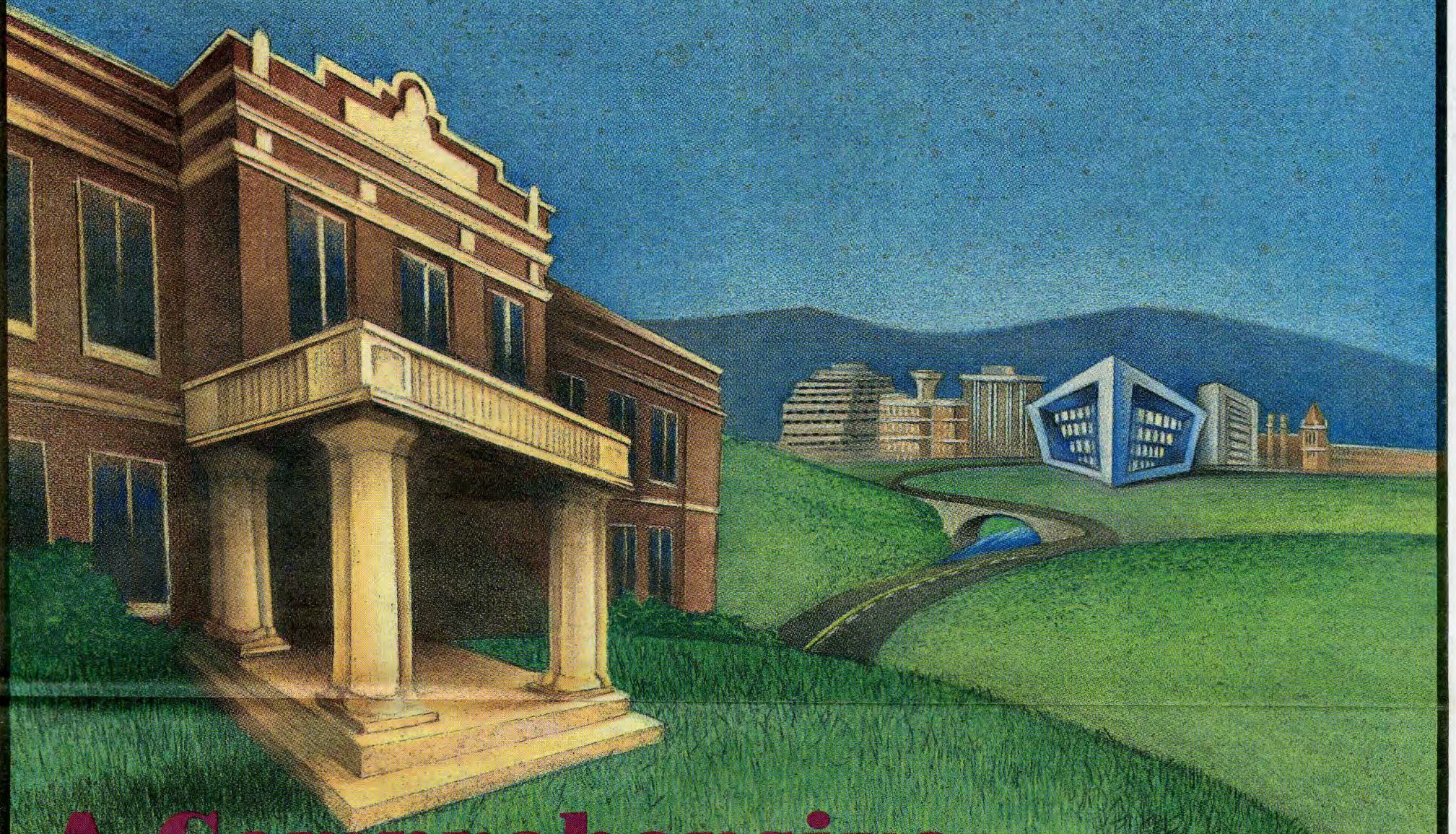


Eastern Washington University

Perspective

November 1986



A Comprehensive, Urban University

Commitment to Eastern Washington University's mission as a comprehensive, urban university and effective public relations skills are two leadership characteristics a professional consulting team suggests as EWU starts its search for a new president.

The university has retained the services of Presidential Search Consultation Service in Washington, D.C. to aid in the selection process for EWU's new president. Current president Dr. H. George Frederickson leaves Eastern next summer to accept the Edward O. Stone Distinguished Professor of Public Administration Chair at the University of Kansas. Dr. Frederickson has served EWU for ten years.

"It's an awesome task," said Jean Beschel, a member of the EWU Board of Trustees and chair of the Presidential Search Committee. "We're looking at deciding the direction of the University's future."

"Eastern Washington University has a commitment to the Inland Northwest and certainly to Cheney and Spokane," Mrs. Beschel said. "During the next ten years I predict EWU will play a larger role in providing research and professional programs which are part of a comprehensive urban university. This will mean additional service to Spokane.

Ronald Stead and Bruce Alton of Presidential Search Consultation Service (PSCS) recently spent two days on the EWU campus and in the Spokane area interviewing 105 persons from the faculty, staff, administration, student body, Board of Trustees, and community. PSCS's initial 20-page report offers a walking guide for the search committee.

Among other characteristics, the consultants would like to see the new president "open to diverse points of view, accessible to those within the University community, and willing to confer with others in the decision making process".

They also call for an executive who is a strong leader with good management abilities. The report says, "Because of the several complex issues that must be addressed at EWU, it is essential that the new president have the inclination, after full consultation, to make the difficult and sometimes unpopular decision."

Other desirable characteristics, according to the consultants, are:

- A commitment to the advancement of women and minorities;
- A commitment to fund development from the private sector;
- A president who is creative and visionary;

- An executive who values collaborative relationships with other institutions; and

- A president who is politically astute and can be effective with members of the executive and legislative branches of state government which provides 77% of EWU's funding.

PSCS was formed in 1979 and serves as a consulting catalyst to study the needs of a university and offer suggestions to the Presidential Search Committee. The consulting firm was established by the Association of Governing Boards of Universities and Colleges.

"We stay at arm's length from the actual process," says consultant Bruce Alton. "The needs assessment we do for the university isn't a magic formula, but rather, it's meant to be used as a planning document to help determine the characteristics the new leader of the University should have."

The Board of Trustees and the selection committee will use the report to draw up a specific list of qualifications for the presidential applicants.

Members of the Presidential Search Committee are Ms. Kathryn Bannai, Michael Ormsby, and Mrs. Beschel of the Board of Trustees; Dr. Keeltje Ramo, Dr. Elroy McDermott, and Dr. Robert Gibbs of the EWU faculty; EWU

vice president of business and finance Russ Hartman; Miss B.K. Stewart, president of the Associated Students of Eastern Washington University; Mrs. Darla Bauknecht of the university classified staff; EWU alum John Lothspeich; Cheney Mayor Fred Johns, and Chris Carlson representing greater Spokane.

The presidential position is being advertised in national education publications. Once the field has been narrowed to 12 to 15 applicants, search committee members will make telephone reference checks.

By mid-December, a list of finalists will be drawn up and interviews will be conducted following the holidays. When a new president is nominated by the search committee, he or she will be presented to the EWU Board of Trustees for final approval.

The new president of Eastern Washington University should be named by February of 1987 and will start at EWU in the summer of '87.

"Eastern offers a stimulating environment and our new president will be a person who can match the challenge!" Mrs. Beschel said.

Appointments



Dr. Gregory Hawkins

School of Fine Arts

Dr. Gregory W. Hawkins, a professor of art, has been named acting dean of the School of Fine Arts at Eastern Washington University.

Dr. Hawkins replaces Dean William Slater who recently announced his resignation to accept the vice presidency for University Relations at Oregon State University.

Dr. Hawkins has been at EWU since 1973; he was chairman of the Department of Art from 1975 to 1982 and acting dean of the School of Fine Arts in 1983.

He received his PhD from the University of Oregon in 1973.

EWU President Dr. H. George Frederickson said, "I'm pleased Dr. Hawkins accepted this position. He is a strong believer in maintaining and improving the solid relationship between Eastern Washington University and the arts community in the Spokane area."

The School of Fine Arts at EWU includes the departments of Music, Art, Radio-Television, Theatre and Dance.

William Slater came to EWU from the University of Arizona three years ago, seeking new challenges.

He recently accepted a position that will pose an even greater challenge - Vice President of University Relations at Oregon State University.

As Oregon State's newest V.P., Slater will oversee the news bureau, the foundation, alumni activities, the legislative relations division and the conferences department.

"I'm looking forward to working on a broader, more complex scale," Slater said.

However, that doesn't mean he won't miss Eastern.

"I've enjoyed working with a fine group of very talented people," Slater said. "I'm going to miss seeing some things happen here. I would love to be here to see the Spokane Fine Arts Center come to fruition."



Mike Ormsby

Mike Ormsby New Board Chair

Spokane attorney Mike Ormsby has been elected chair of Eastern Washington University's Board of Trustees.

Ormsby brings a unique perspective to the position since he served on Spokane's School District 81 board from 1975 to 1983, chaired the board at District 81 in 1979 and 1980, is a practicing attorney and attended graduate school in public administration at Eastern Washington University.

"EWU is at a crossroads right now," Ormsby said. "We face several challenges as we search for a new president. Eastern Washington University will continue to grow in Spokane and Cheney. The major growth in Spokane will include additional professional programs and discussion of doctoral degrees. Spokane needs this type of university to improve industrial growth and maintain our area's quality of life."

Ormsby is a 1975 graduate of North Central High School and earned his undergraduate and law degrees from Gonzaga University. In 1977, he was a Harry Truman Fellow which is a \$20,000 scholarship for outstanding students who have made a commitment to public service.

He was appointed to the EWU Board of Trustees in 1985 by Governor Booth Gardner. Ormsby is a partner in the law firm of Lukins & Annis with offices in Spokane and Coeur d'Alene.

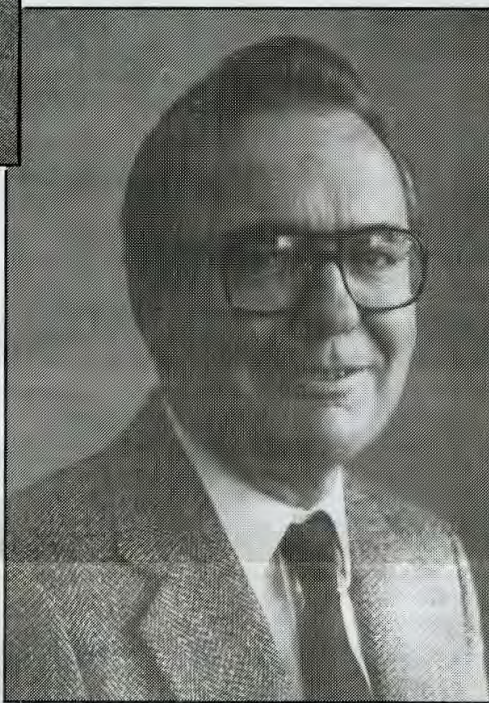
Mike Ormsby, his wife Jeannette and two children live in Spokane.

Jack Geraghty, a Spokane public relations consultant, was elected vice chairman of the EWU Board, and immediate past chair Mrs. Jean Beschel continues to serve on the board and heads the Presidential Search Committee.

Current EWU President Dr. H. George Frederickson leaves Eastern next summer to accept the Edward O. Stene Distinguished Professor of Public Administration Chair at the University of Kansas. Dr. Frederickson has served EWU for ten years.



Dr. Phillip Beukema



Dr. Gordon Chapman

Academic Affairs

Dr. Phillip Beukema has been appointed Acting Vice President and Provost for Academic Affairs at Eastern Washington University. He replaces Dr. Duane Thompson who has taken a year of professional leave. Prior to his current appointment, Dr. Beukema was the Dean of the School of Business at EWU.

Dr. Beukema came to Eastern in 1982 and while Dean of the School of Business developed a Corporate Associates Program involving 50 companies in an ongoing program of development and fundraising. He also formed an active alumni program for the business school and published a quarterly newsletter, "The Business Network."

In his new position, Dr. Beukema is working with the eight schools at EWU to plan for the next biennium. "We have skilled and knowledgeable people at Eastern," Beukema said, "and we're going to have strong participation at all academic levels in this planning process."

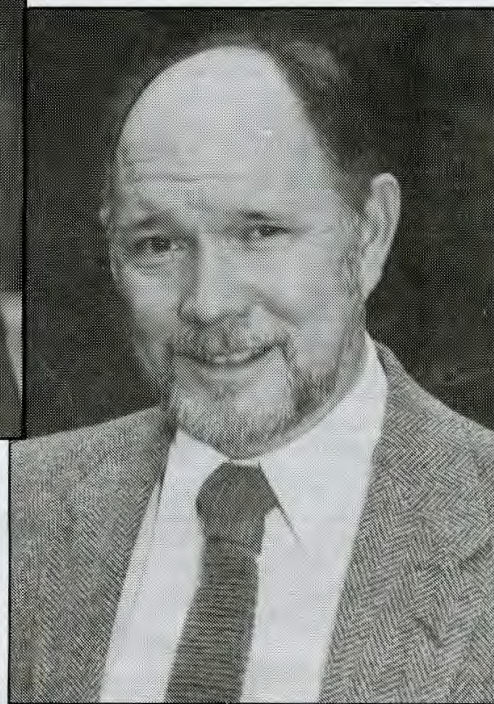
Before coming to EWU, Dr. Beukema taught at Loyola-Marymont in Los Angeles, Whittier College and The University of Nairobi in Kenya. He received his doctorate in management and operations research from the University of Southern California.

School of Business

Dr. Gordon Chapman has been named acting dean of the School of Business at Eastern Washington University.

Dr. Chapman came to EWU in 1979 and taught accounting; prior to his current appointment, he was chairman of the Department of Accounting for 4½ years. He received his doctorate from Arizona State University and his masters from the University of Denver.

The School of Business has 45 faculty members who teach in the departments of management, accounting, and information systems.



Dr. Robert Elton

Health Sciences

Dr. Robert Elton, acting Dean of Health Sciences, is committed to continue pursuing a more active role in the Spokane medical community.

"We're now very involved in the medical community and would like to further enhance that role," said Dr. Elton, a recipient of the Trustees Medal.

Areas targeted for expansion include occupational and behavioral therapy.

Dr. Elton, who has been at EWU for 16 years, is the former director of the Primate Research Program. During his 10 years as director, Dr. Elton was instrumental in the development of a voluntary model of alcohol consumption, specializing in monitoring the effects of alcohol on the fetus.

More recently, he headed the Behavioral Medicine Research program which studied sleep disorders and hypertension.

When Dr. Vincent Stevens arrived at Eastern Washington University 27 years ago, the student body numbered a mere 1,500. Needless to say, he's seen a lot of changes in his tenure at Eastern.

Dr. Stevens recently retired as Dean of Health Sciences, a school that added five new programs under his leadership.

Reflecting on his career at EWU, Stevens recalls many high points: a \$300,000 grant from the National Science Foundation to improve the science programs in 1969, a \$350,000 grant from the Public Health Service in 1976 which allowed the school to open a dental hygiene office in Spokane, working as a technical consultant at Deaconess Hospital, and being elected as the first chairman of the academic senate in 1963.

His plans for retirement include working with the EWU 2000 project and on a fund drive at Eastern, as well as working as a consultant. He's also looking forward to taking it easy.

"I'd like to express my appreciation to Eastern for some of the exciting opportunities I've had over the years. I've really enjoyed working with a talented group of professionals," Dr. Stevens said. "I would also like to send greetings to my former students, whom I look forward to seeing again."

Perspective

President's Message

A Research University in Spokane?

As Eastern Washington University plans for the future, the need for a research university in Spokane must be met.

It may be difficult and controversial but it's imperative that EWU continue to develop the foundation and framework for a research university. The range of our schools and colleges is now ideally suited for a research university including the College of Letters and Sciences and the Schools of Social Work, Public Affairs, Health Sciences, Human Learning and Development, Mathematical Sciences and Technology, Business, Fine Arts and the Intercollegiate Center for Nursing Education. These schools and colleges can be the framework for our research university.

At Eastern, we must continue to talk about doctoral education, engineering, and other fields that constitute the range of degree programs offered by a research university.

During the next 18 months, the newly established Higher Education Coordinating Board will be designing the state's higher education master plan. The issues they are considering include how to provide a research university for Spokane and whether engineering and doctoral education is appropriate for a regional university close to an urban center. Eastern Washington University must respond to the growing call for both expanded and improved higher education in the Spokane area.

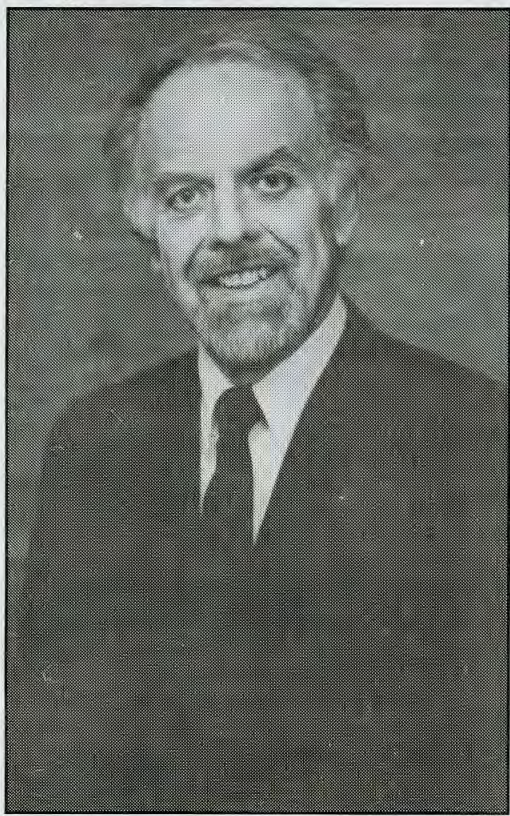
In the future, you will hear EWU describing itself as "co-located" which best defines our growing responsibilities to both Cheney and Spokane. Eastern Washington University is commuter based and has many of the characteristics of an urban institution.

The phrase co-located has generally been well received. It's convenient shorthand which describes our goal of continuing to build and strengthen EWU in Cheney with its liberal arts mission; yet Eastern can also respond to Spokane's real need for a true research university with a range of professional programs.

Indeed, this year and the years to come will be extremely important to Eastern Washington University!



H. George Frederickson



May Foreman's Gift to Eastern — \$190,000 Bequest

Times have changed dramatically since May Foreman attended the Cheney Normal School, where she earned her teaching certificate in 1915. In fact, the world looks entirely different.

However, some things never change. Just as Miss Foreman discovered some 70 years ago, financing a college education can be a strain on a family's budget.

Miss Foreman's parents scrimped and saved to put her through college. Occasionally, that meant hardship, but it was a sacrifice the family didn't mind making.

Attending college changed Miss Foreman's life. She became a school teacher, presiding over dozens of elementary school classes throughout her long career.

She never forgot her experiences at the school that is now known as Eastern Washington University. And when she died last year, she left the EWU Foundation almost her entire life's savings to be used for student scholarships. It was Miss Foreman's wish that her \$190,000 bequest would help ease the financial burden for some students.

"She benefitted so greatly from her college education, she wanted to help others with similar backgrounds," said her attorney Nick Manning.

Born in Almira in 1891, Miss Foreman moved to the tiny Palouse community of Garfield with her parents near the turn of the century. After graduating from Garfield High School, she decided she wanted to become a teacher.

She attended Cheney Normal School for two years and was a student teacher in Whitman County for two more years before earning her diploma.



Miss Foreman taught in rural schools in Eastern Washington for her entire career, which spanned nearly five decades. After retiring in the 1960s, she took a trip to Europe where she enjoyed seeing different styles of art and architecture.

Her momentos are a reflection of what was most important to Miss Foreman - notes and drawings given to her by pupils saying how much they liked their teacher.

You are cordially invited . . .

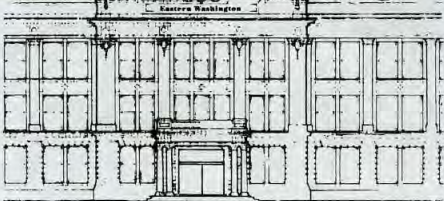
*Eastern's 1986 Tree Lighting and
Holiday Celebration*

Friday, December 5th 5:00 p.m.

*EWU Spokane Center
701 First at Wall*

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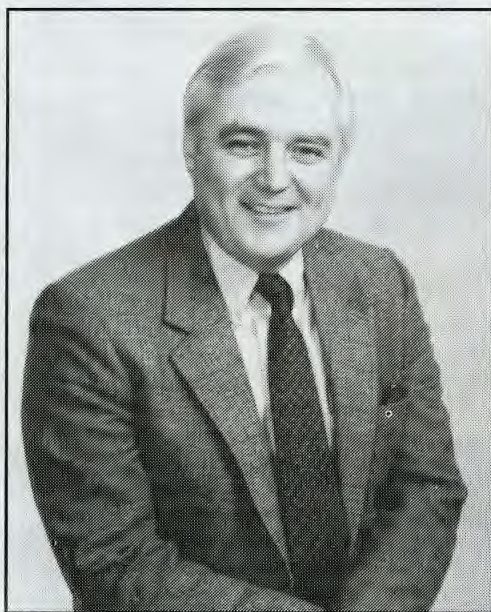
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EWU 2000 is not a paper study, it's a living process, a checkpoint in Eastern Washington University's life, according to Jack Geraghty, vice-chair of EWU's Board of Trustees.

"This is an opportunity for the faculty, students, alumni, administration, staff, and people from the Spokane-Cheney area to think about the future of the University," Geraghty said. "EWU 2000 is going to point the University in a specific direction. The EWU Board of Trustees needs to hear from the various constituencies that make up our university community."

Geraghty, a Spokane public relations consultant, is serving as co-chair of the Futures Committee for the EWU 2000 project.

"It's important we're doing this now," Geraghty notes. "There's so much discussion concerning the university system at the state level. Eastern Washington University needs to carve out its special niche. EWU is different; we do not want to see EWU lumped by the legislature into the same package with Central and Western Washington University."



Jack Geraghty

The importance of the Cheney campus should not be diminished, according to Geraghty; but the changing nature of students makes Eastern Washington University's presence in Spokane equally important.

"We should look to Cambridge or Oxford for a working example," Geraghty said. "They have learning centers scattered all over but they are still considered one university."

Geraghty predicts EWU 2000 will focus attention on the urban nature of Eastern Washington University. As urban and suburban areas develop, Eastern will be there to meet the needs for additional technical and professional programs.

Thirty members of Eastern's community are actively involved in the study and hundreds more will be surveyed concerning their goals for the University. EWU 2000 is a policy guide for the University as it moves into the next century.

General directions for EWU 2000 should be complete by the end of Spring Quarter and the final plan will be ready in December of 1987.

Institute of Korean-American Affairs Receives \$12,000 Grant From South Korea

The South Korean government recently granted \$12,000 to Eastern Washington University's Institute of Korean-American Affairs to support the school's teaching of the Korean language.

"By Korean standards, that is quite a large amount of money," said Dr. Suk-han Shin, director of the Institute. "It's a reflection of the reputation EWU has established in that country."

This is the second grant the Institute has received from the South Korean government. The first was a \$20,000 award presented last fall.

The Institute was established two years ago to promote mutual understanding, interaction and trade between South Korea and the Pacific Northwest by acting as a liaison for businesspersons and educators in both countries.

Shin has successfully established several sister university relationships between EWU and colleges in South Korea, and will be seeking additional sister universities when he travels to the country later this summer.

The Institute has also arranged for several exchange students to study in South Korea. While there, they receive tuition, as well as room and live with a Korean family in exchange for teaching English to Korean students.

Class Notes

60s

Bette L. Simmons ('61) taught high school in the Watts area of Los Angeles from 1963-68 (the "Watts Riot" occurred in 1965), then went on to teach in a junior college in Orange County, California. She is graduated from the University of California, Irvine, in 1975 with a major in studio art and is currently an industrial sales representative selling motors and air compressors.

Rich Dadich ('63) tennis pro and USPTA certified teaching professional has been manager of the Lubbock Municipal Tennis Center since 1982. The tennis center was recently notified by the United States Tennis Association that it has been selected as one of the outstanding public tennis facilities in the nation for 1986.

Kathleen (Engstrom) Jones, ('63) has moved from San Diego to Del Mar, California and set up her own commercial art business.

Merron Alton Hodges, DPH ('65), of University Park, MD, was recently named Executive Director of the New Medico Rehabilitation Center of Florida in Wauchula, FL. As executive director, Hodges will be responsible for the direction and supervision of programming components as well as development and implementation of new rehabilitation programs.

70s

David Hathaway ('70) of Canaberrwell, Australia, is a counselor for Christian missionaries in the South Pacific region. He is sponsored by Fourth Memorial Church of Spokane, WA. Hathaway is married with three children.

Mike Rice ('70) of Chesterfield, Missouri, is now the director of real estate for Medicine Shoppe International, a chain of national prescription centers. He is now located in St. Louis.

Dr. A. Bud Langan ('71) of Yakima, WA, was named "Outstanding Vocational Administrator of Washington Community Colleges." The honor was announced by the Washington Council of Vocational Administrators. Langan is responsible for business and vocational technology and the extension program at Yakima Valley College.

James Geary ('73) of Cashmere, WA is now the Vice President and a manager for the Cashmere Valley Bank. Geary manages the Cashmere branch office.

Russel Royer ('75) of Portland was named senior manager of the Peat Marwick Portland office. Peat Marwick provides accounting services to 100 cities in the U.S. and 87 foreign countries. Royer will be responsible for the Private Business Advisory Services Department.

Cynthia (Sunni) J. Freyer ('76) of Pullman, WA was awarded a certificate of merit by the World Who's Who of Women for distinguished achievement. Freyer is a faculty member of the School of Communications at the University of Idaho and is the owner of Creative Communications in Pullman. Her advertising and public relations company serves local, regional, and national accounts. The most recent work of her company focused on an international conference in Boston, Mass., which attracted more than 200 speakers from around the world. Her company was responsible for the attention received by Newsweek and the New York Times.

80s

Michael Benesch ('80) of Los Angeles, California is now the West Coast Marketing Director for Calvin Klein Menswear Division. He joined the company in 1982 as the West Coast Retail Coordinator.

Dr. Douglas McNaught, D.D.S. ('80) of Wayzata, Minnesota is now practicing dentistry with his own office. He graduated from the University of Minnesota School of Dentistry in June of this year.

Billie Bennethaugen ('82) of Spokane, WA is writing a book on post-incest. She also works with the Spokane County Juvenile Detention Center as a counselor. She was recently married to Louis Procopio of Spokane.

Doug ('82) and Nancy (Coleen) McNamara ('81) of Summerville, S.C. were recently married. Doug serves in the U.S. Navy and is currently on duty aboard the U.S.S. Dewert in the Mediterranean Sea.

Lynne (Crockett) Foresman ('82) of Oklahoma City, Oklahoma recently gave birth to a son, Tim Foresman. Before her marriage, she served in the U.S. Navy.

Sandra E. (O'Doherty) Oberg ('82) of Spokane, WA recently celebrated the birth of their second child, Megan. Shamus Oberg is two. The Oberg's are active co-owners of the Millford Irish Fish House in Spokane.

William Watts ('82) of Lexington, Kentucky is employed by Automated Systems and Publications as a text programmer. The company specializes in technical publications. Watts also recently received his master's degree in geography from Western Kentucky University.

Larry Scaggs ('85) of Lancaster, California is beginning his second year as a coach and teacher at Joe Walker Junior High School. Walker coaches basketball and teaches science.

Alumni Profile

Bill Yeend

When Eastern Washington University graduate Bill Yeend visited university campuses with his coming-of-college-age sons recently, he decided to make his alma mater a stop on the tour.



A lot had changed since Yeend graduated in 1968 with a degree in speech education. Several new buildings had been erected, professors had come and gone, but enough remained unchanged to allow Yeend to take a nostalgic trip down memory lane.

"I remembered the old friends and the teachers that I liked," he said. "It was a good college experience."

Yeend has also made a number of changes since 1968.

While he had originally intended to go into secondary education, after graduation Yeend decided to pursue a career in radio.

That decision paid off. He's now the morning man at KIRO Newsradio in Seattle.

Yeend acts as host for the morning show from 5:30 until 9:30, introducing weather, sports and news segments. He also does occasional live interviews.

"When I applied for this job, I was told instead of playing records, I would be playing people," he said.

Yeend also does a feature called 'Bits and Pieces', in which he takes a lighthearted look at a news event.

Perfectly happy with his job, Yeend's future plans include staying put.

"I have a lot of freedom in what I do. I love Seattle. I don't see any reason to go anywhere else," he said.

He does occasionally get homesick for Eastern Washington.

"This summer when it rained for 20 days straight during my vacation, I sure missed Eastern Washington then," said Yeend, a 1964 graduate of Lewis and Clark High School in Spokane.

What have you been up to since graduation?

Let us know so we can keep your classmates up to date through *Perspective*. Send information to *Perspective*, Eastern Washington University, Mail Stop 122, Cheney, Wa. 99004.

EWU Alums Offer Career Advice

Adults are returning to university classrooms in ever-increasing numbers and Eastern Washington University is no exception. Many of the adult learners request advice concerning career opportunities and direction.

The EWU Spokane Center's DISCOVER Program offers adult learners the opportunity to evaluate their career interests, abilities, values, and past experiences.

Eastern Washington University alums are needed to work as volunteer consultants in this program, according to Sherrie Holland, coordinator of student services at the Spokane Center. Individual alums will meet with EWU students who are interested in their particular career. The alum will not have to devote a significant number of hours to this project and appointments will be arranged for the convenience of the alum volunteer.

If you're interested contact Sherrie Holland in Spokane at (509) 458-6386 or write DISCOVER, EWU Spokane Center, W. 705 First, Spokane, WA 99204.

New Alumni Coordinator

Spokane radio personality Al Wetzel is the new alumni coordinator at Eastern Washington University, according to Dr. Gordon Martinen, vice president of Extended Programs.

Wetzel is an EWU alum and former president of the alumni association. "We're going to see a strong alumni organization at Eastern," Wetzel said. "There will be more activities and alums with ideas and suggestions should contact me."

Wetzel can be reached at (509) 458-6200, extension 6495 or by writing Alumni Office, Eastern Washington University, MS-122, Cheney, WA 99004. He will continue his morning radio show on 50,000 watt KGA AM in Spokane.

Keeping In Touch

Have you moved or are you planning to move? Do you know the address of an alumnus who is not receiving the *Perspective*? If so, could you take a few moments to fill in and mail the following information:

Name: _____

Old Address: _____

New Address: _____

Graduating Class: _____

Any assistance you can provide in helping us to keep our alumni records up-to-date will be most appreciated. In addition, let us know of your most recent activities for *Class Notes*; send material to Editor, *Perspective*, MS-122, 216 Showalter Hall, Eastern Washington University, Cheney, Washington 99004.

Eastern Washington University Perspective

216 Showalter Hall, MS-122 Cheney, Washington 99004

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Spokane Coliseum November 28 and 29

Fast-paced basketball featuring Eastern Washington University, Washington State University, Gonzaga University, and the University of Idaho comes to the Spokane Coliseum Thanksgiving weekend, November 28 and 29.

The Inland Empire schools will battle on the hardwood in the first annual Alpo-Rosauers Inland Empire Basketball Classic. The four participating schools recently signed an agreement to bring the tournament to Spokane for the next two years.

Tournament tickets (\$20 per person for all tournament games) can be ordered now by mailing a check to EWU Athletic Ticket Office, Eastern Washington University, MS-66, Cheney, Washington 99004.

Holiday Gift Packs

How about a gourmet Holiday Gift Pack from Eastern Washington University? Whether it's for your family or business associates, the EWU Holiday Gift Pack will be a special treat featuring barbecue sauce, mustard, salsa, special foods, and wine.

The Spokane Incubation Kitchen Center, sponsored by Eastern Washington University and the Spokane Private Industry Council, is producing the holiday items; the foods and sauces are products of Spokane area businesses and food producers who are part of the Incubation Kitchen Center.



Holiday Gift Packs can be ordered by calling 458-6340 or writing Spokane Incubation Kitchen Center, P.O. Box 19206, Spokane, WA 99219. The Gift Packs sell for \$19.95 and \$21.95 with a bottle of wine from Worden's Winery.

Businesses contributing to the Holiday Gift Pack are Brother Curt's Barbecue Sauce, Southside Salsa, Davis and Perry Mustard, Triangle Nut Co., and Worden's Winery.

351-289-901-00
MR. JAY W REA
354 NOLAN BROWN PLACE
CHENEY WA 99004

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Address Correction Requested