New Facilities Make Eastern Gateway To Expo For Visitors

By Rich Burger

Expo '74 may serve to focus nearly as much attention on Eastern as it has on tomorrow's fresh new environment, and in these belt-tightening days of declining enrollment, it's difficult to view that eventuality with less than enthusiasm. At least that is the view of John H. Lothspeich, Director of College Relations.

"Colleges across the state are competing for students," said Lothspeich. "Because we're providing the use of some campus facilities to Expo visitors, we're getting a lot more people on campus than we would otherwise. It's really a golden opportunity for making the public more aware of what we have to offer to prospective students.

The facilities Lothspeich refers to include a new Visitor Information Center, two residence halls, Pearce and Dressler, temporarily converted into "hotels" and Magic Bus service to the fair's front gate.

The information center, located in the Campus Safety building, has available printed material dealing with the college, Cheney Chamber of Commerce, Turnbull National Wildlife Refuge and area resorts.

The center is open 24 hours a day with someone on hand at all times to point visitors in the right direction.

Jo Dawn Chasteen, secretary at the center, said it serves roughly 30 people a day and that number is expected to increase in weeks to come. Personnel at the information facility have begun fielding questions most commonly asked by visitors so that the answers to most queries can be answered quickly and accurately.

Pearce and Dressler "hotels" offer low cost rooms to campus visitors. Rooms go for $5 per night per person and, in the case of families, children with sleeping bags are charged $1 per night. Most people using the dorm facilities are referred to the campus through Expo's hospitality services and with a combined total of 410 rooms available, it is seldom necessary to put out the "no vacancy" sign.

"Of course we can't provide beauty rest mattresses and a heated pool," said Lothspeich, "but the people I've talked to were very pleased with the accommodations."

Information racks stocked with the same material as is found in the information center can also be found in the "hotels" and apparently, people find it interesting. "We have to restock the shelves about every day-and-a-half," said Lothspeich.

Money generated by room rentals could amount to a considerable sum, even considering the low rates. This money will be placed in the Housing and Food Services account which has been especially hard hit by rising costs.

The Magic Bus service has added trips to its schedule for the convenience of Expo visitors who can use the service to avoid the hassle and expense of driving and parking in Spokane. The half-hour trip costs 30 cents.

"From my observations, I think people really like it here," said Lothspeich. "After a day in the heat spent walking around the fair they can come back to the campus for some peace and quiet, lounge in the shade, have a coke in the PUB or whatever."

It seems Eastern has been provided with a rare opportunity, a chance to carry on a low-key public relations campaign when it is needed most and perhaps generate some revenue at the same time.

Two U.S. Office of Education grants totaling more than $100,000 have been awarded to the Upward Bound and Veterans Upward Bound programs.

Upward Bound Upward Bound, designed to serve the Vietnam-era high school drop-outs, received a grant of $43,000 according to Patricia E. Case, program director.

Upward Bound director Carl Rund said his program was awarded a $60,000 grant.

Both programs are designed to assist persons with inadequate or incomplete secondary schooling. Grants will be used to fund the programs for the 1974-75 academic year.

A "No Confidence" resolution initiated by the Student Union Board of Control (SUBOC) and endorsed by A.S. Legislators in late May, has been rescinded.

The resolution was in reference to PUB manager Walt Zabel and might have resulted in closure of the PUB had the resolution stood and not been acted upon by the Board of Trustees.

The "No Confidence" edict listed complaints of SUBOC concerning administration of Pence Union by Zabel, the main areas of dissatisfaction being: 1) poor communication among student government, fellow administrators and employees; 2) lack of planning; 3) lack of formal policy; 4) administration blunders.

WALT ZABEL
Student Union Manager

Upward Bound Awarded Grants

Zabel said in May, responding to the resolution, "I could go through the thing (the resolution) and point out things and give a total picture (of the individual complaints) rather than the partial, one-sided picture presented."

A.S. President Pat Hayes said, "In overturning our decision, the Legislature took into consideration the pressures that Walt faced as he ran the PUB and the food service, both full-time jobs."

Zabel was not present at the Legislature meeting that voted to endorse the resolution but, said Hayes, "At the next meeting he was present and offered sufficient testimony for us to consider the validity of the charges made, thus changing our decision."

Graham W. Dressler Hall

INFORMATION CENTER SERVICES VISITORS - Receptionist Dianne Straddling helps campus visitors get headed in the right direction. The center is open 24 hours a day and can provide information about the college, Cheney, area resorts and Expo, to name a few. (photo by Kurt Wharton)

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Police Beat

A garbage can at the entrance to Streeter Hall was set ablaze July 4 when a sparkler was thrown into it. The fire was extinguished quickly and no damage resulted.

Campus Security responded to a fire alarm on the fifth floor of Pierce Hall which turned out to be a false alarm. The fixture was repaired but no suspects have been named.

Harry E. Miller of Mt. Laurel, New Jersey reported to Campus Security July 5 that his car had been involved in a hit-and-run accident while parked on campus. The accident resulted in $200 damage to the car which was a rental vehicle. No suspects have been named.

Gladys E. Joyce reported July 8 that her purse had been stolen while she was using restroom facilities on the fourth floor of Pierce Hall.

Joyce said she set her purse near the door of the room and when she returned the purse was gone. It contained $30 cash, credit cards and keys. No suspects have been named.

Director of Campus Services, James Bryan, reported July 9 that a calculator had been stolen from his office sometime between June 21 and July 8.

Bryan said the calculator had been locked in his desk when he left on vacation and was missing on his return. No suspects have been named.

OUTDOOR FLOPHOUSE—Highbridge Park provides weary Expo travelers a free place to throw down a sleeping bag and get some rest. Campers with problems are aided by YMCA Outreach workers, Spokane Community Health Center and Spokane Parks and Recreation Department. (Photo by Jim Baker)

THE EASTERNER

July 11, 1974

Eastern's Bicentennial Request Causes Study

A new Bicentennial category is under study because of Eastern's request to be endorsed as a Bicentennial college.

Making a plea for the designation was Glen Fuglsby who outlined plans to members of the Washington State American Revolution Bicentennial Commission (WSARBC), at a June meeting in Seattle.

Fuglsby's presentation included plans for the establishment of an "Agenda for Tomorrow", which would embrace Bicentennial themes with an emphasis on improving the quality of life. He also outlined education's role in preparing for the future with classroom projects for 1976.

A study committee, composed of commission members and Eastern faculty members, was set up by State Bicentennial Director Norwin Burbidge.

Salt Water Camping Is A Family Affair

A week-long "family salt water camping" workshop expose families to aspects of camping around an ocean shore will be sponsored by Eastern this summer.

James A. Black, instructor in recreation and park administration and workshop director, said the program will be held at Fort Worden State Park near Port Townsend Aug. 18-24.

Registration deadline is July 1, and the workshop may be taken for credit if desired.

Lodging and meal arrangements are the responsibility of participants, and reservations should be made as soon as possible at Fort Worden or at nearby private facilities.

The workshop will provide family interaction and leadership and diversified program of activities for the growth of family recreation, he said.

NEW P.E. BUILDING SHAPES UP—Construction of the new Bicentennial category is progressing rapidly. The new facility will provide needed space for Eastern's varsity and intramural athletics programs. (photo by Kurt Wharton)
German Choristers Preparing Concert

Performing at Eastern on July 29, the Southwest German Chamber Choir is making its second appearance on the campus. The group returns after a two-year absence, as part of a Canadian and American western tour arranged by Dr. James Edmonds, a music instructor here.

The Eastern performance precedes two shows at Expo '74 for which Dr. Edmonds is seeking local housing for members of the group. He needs places for them to stay Sunday, July 28, through Wednesday, July 31. The group also needs transportation to the Expo site before their July 30 and July 31 performances.

The group requires transportation and housing for the visiting group. Music instructor arranged the Southwest German Chamber Choir, and also needs transportation to the Expo before their performance in Cheney. The group will arrive in Cheney on July 23. The concert material will be provided by the director, Klaus Hannemann, who is ill. They will arrive in Cheney Thursday, July 23, and tour from there to San Francisco, before coming to Cheney.

The Southwest German Chamber Choir will give their July 29 performance in the Music Building Recital Hall at 8:15 p.m. The concert is being billed as free, however donations to help the group meet travel expenses would be accepted.

The concert material will be chosen among several categories, from sacred choral works by Bach, Brahms, Monteverdi, and Bruckner; from secular works by Clement Janequin and Benjamin Britten. Dr. Edmonds will be accompanying the group piano when they perform works by composers Haydn, Brahms, and Max Reger. In addition the group may include some solo voice pieces by Beethoven and Schubert.

Gerald Kegelmann, a professor of music at the Musikhochschule Heidelberg-Mannheim, will conduct the group in the absence of its director, Klaus Hannemann, who is ill. They will arrive in Cheney Thursday, July 23, and tour from there to San Francisco, before coming to Cheney.

The Southwest German Chamber Choir will give their July 29 performance in the Music Building Recital Hall at 8:15 p.m. The concert will be held free of charge, and donations to help the group meet travel expenses will be accepted.

Art Show Readied

Sculptures, ceramic creations, paintings, and many other artistic endeavors will be displayed at the Cheney Art Festival in the PUB. The show is sponsored by the Cheney Art Department and Cheney Park and Recreation Department. The art festival will happen Friday and Saturday, July 12 and 13 from 10 a.m. to 5 p.m.

Safety Program Expanded

A center for Safety Education has been established at Eastern to provide special courses, mini-conferences, workshops, and degrees in safety education, to serve as a regional safety information center and to coordinate research.

Dr. R. Dean Gaudette, dean of the EWSC School of Human Learning and Development, said the center was formed because of the requirements of the federal Occupational Safety and Health Act (OSHA). The new center, Industrial Safety and Health Act (WISHA), needs even the wild auto chase under the Chicago Elevated Railway. It exceeds several killings and near-misses, and a spine-tangling stake-out where every minute these cops get deeper into danger.

Cohen’s Studio Album Refreshing, Intense

By Aldous Wry
Music Critic

Leonard Cohen’s third studio album, “Songs of Love and Hate” on Columbia Records, reinforces his position as the finest lyricist in contemporary music.

Neither a great musician or singer. Cohen still slices to the bone of 20th Century alienation. Amid the slush of modern musical usage, his clarity and impact of image is refreshing, despite the heavy, almost depressing intensity. His music is only a vehicle for the words.

He is often accompanied only by a single acoustic guitar, sometimes a female chorus with limited orchestration. But his music creates a mood in which the lyrics operate.

His rough voice can tear a song so it grates against anticipated smoothness, but the understate ment and feeling for what he’s saying brings a haunting dimension to his singing which another vocalist couldn’t produce.

It seems that he’s saying something; the first song entitled “Avalanche” says “You strike my side per accident, as you go down to your gold. The cripple here that you cloth and feed is neither starved nor cold.” That something’s up is apparent, hard as it is to interpret Cohen. He makes his statements in images, “You who wish to conquer pain must learn what makes me kind. The crumbs of love that you offer me... the crumbs I’ve left behind... Your pain is no credential here, it’s just the shadow of my wound.”

Even without music, out of context of the song you can tell this is not typical of American music.

Most people writing songs become trapped by their rhyme scheme. The words to be rhymed dictate a context which becomes fertile through generations of pedantry. Cohen breaks out of the rut by the originality of his treatment.

Real ‘Connection’ Details Suspense

A cop nicknamed “Popeye” and his partner take part in some of the most hair-raising escapes as they try to track and capture members of an international heroin smuggling gang. The potential for mayhem in the plot of the “French Connection” exceeds even the wild auto chase under the Chicago Elevated Railway. It exceeds several killings and near-misses, and a spine-tangling stake-out where every minute these cops get deeper into danger.

George Kennedy, Fernando Rey, and Roy Scheider star in this superbly executed suspense story, which was patterned after a real case involving real New York city narcotics agents. The film will be shown in the PUB Multi-Purpose room Tuesday evening, July 16, at 7:30 p.m. with no admission charge.
A Chance To Ride Expo's Coattails

The age of consumerism has brought with it an increasing public distrust of advertising and public relations. But dissemination of information about products and services available to the public is what keeps America turning and everyone from profiteers to preachers employed in one way or another.

Yet, advertising somehow implies profit. People who advertise are trying to sell something and people who sell things make profits. It's an illogical argument but nonetheless a pervasive attitude. An advertising campaign for Eastern would, no doubt, be viewed by more than a few as a frivolous effort.

But Eastern is in need of a full-blown selling effort. Steadily declining enrollment and spiraling costs are making the need increasingly apparent.

Campus’ Foremost Fisherman Calls Steelhead “The Ultimate”

By Roger Sandon
Feature Editor
Where do you fish?
I posed this question to Dr. Claude Nichols of the history department who is perhaps the faculty’s most avid fisherman. “Wherever there’s water,” was his quick reply. He added that he has fished in nearly every county in the state.

Though he started fishing when he was young, he really didn’t fish very much until he came to Washington 12 years ago. He began to list the places he has fished in his life, and as the list began to grow he finally said he has fished, “all over.”

In Nichols’ opinion, the finest fishing of all is steelhead fishing. “That’s the ultimate,” said Nichols.

Nichols is in the habit of fishing mostly with a fly rod. He feels it is much more sportsmanlike than bait fishing. Nichols makes his own rods and ties his own flies.

He uses about a half dozen different patterns, but he feels that there is no secret fly pattern. Fishing success is merely persistence. “A successful fisherman is one who goes fishing. An unsuccessful fisherman is one who stays home and wishes he were fishing,” said Nichols.

Fishing isn’t something really scientific to Nichols. “I’m more interested in it more from the aesthetic point,” he explains.

Nichols likes to fish “wherever I get a chance” which is about three days per week. “My wife is not quite sure whether I married her or a fish,” he said with somewhat of a reluctant laugh.

Fortunately, Eastern now has the opportunity to carry on a low-key but potentially effective ad campaign that won’t cost a penny. Expo ‘74 provides that opportunity.

The campus has seen a large influx of out-of-town and out-of-state visitors. Many of them stay on campus during their visit to the area. These are, for the most part, people who might otherwise never see the campus. If the impressions they leave with are good ones, perhaps, when it’s time for Bud and Sis to go to college EWSC will be the first one that comes to mind.

Consumerism notwithstanding, advertising can do as much good for the public as bad. It might not be a bad idea to continue advertising even after Expo is over. After all, how are we going to maintain our “fresh new environment” without at least a few college-educated people?

Cheney students should feel right at home on the grounds at Expo ‘74 since numerous Easternites make up the staff at the world exposition. Graduates as well as undergrads have found employment, part-time and full, fulfilling duties that keep the gears turning at the big production.

Having a high-time at the fair is production assistant Jim Pearl, a recent student at Eastern. Jim left the campus at the end of winter term and his home was in the entertainment division of the worlds fair. Jim was a sophomore majoring in business administration and when he assumed his new assignment.

Mayre Johnson, a staff member in the art gallery, is a senior majoring in elementary education. Mayre works part-time at the Pavilion’s gallery while attending classes. She plans to do her student teaching in the fall.

Michelle Moore and Malcolm Anthony are both employees of the Andy Frain Security Company, a contracted security force on the Expo grounds. Michelle takes tickets and acts as a hostess in the Opera House. “It’s great seeing all of the performances for free,” Michelle said. Malcolm’s only comment about his security job was a cool, “It’s getting there.”

A 1973 Psychology graduate, Teresa Ryan is now a guide supervisor in the United States Pavilion. Teresa said things were slow the first two weeks of the fair due to the cool windy weather but are now starting to come alive. She is currently working on a rotation program for the pavilion guides so they won’t spend their entire days standing in one spot.

Taking tickets and checking season passes has become routine for freshman Ruth Wise. Working 30 hours a week Ruth says she enjoys “the different expressions and comments” from the international clientele she serves. Ruth is currently attending classes and is planning a major in sociology.

“Pedaling for peanuts” is the way senior Dave Chandler described his job as a pedicab driver at the Expo site. “I literally got a bag of peanuts for a tip once,” Dave said. The job does seem to have its advantages though.

If down at the Expo for a $4 splurge or while strolling through on a season pass, take a minute to give a friendly hello to a fellow student. It could make a fair day fairer.

A Sign of the Times—Small reminders to “clean up a bit after oneself” seem to be doing little if any good in the PUB. The cards were put out by Szabo Food Services, now in charge of PUB food service. Szabo hopes to provide clean-up personnel in the near future. (photo by kurt wharton)

A Visit At Home For Cheney Scholars

Expo Right At Home For Cheney Scholars

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