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News Letter

June 16, 1978

OFFICE OF UNIVERSITY RELATIONS • NEWS BUREAU • MARSHALL UNIVERSITY • HUNTINGTON, WEST VIRGINIA 25701

MU establishes Arts Institute

Marshall University has established an Institute for the Arts with the objective of coordinating, developing and promoting cultural programs in the Tri-State Region.

The announcement was made by Marshall President Robert B. Hayes during an afternoon news conference on Monday. At the same time, he announced the appointment of Dr. Michael E. Cerveris as director of the project. Dr. Cerveris is a professor of music and chairman of the Marshall Music Department's Piano Division. He will assume his new responsibilities immediately.

Hayes said the Institute for the Arts is being established with the help of a \$90,000, three-year grant made available to the Marshall Foundation from private sources. He said the



Dr. Cerveris

donors had asked to remain anonymous at this time.

"We have been talking for many months about the need for coordination, development and promotion of the many outstanding fine arts and performing arts programs available in the Tri-State Region," Hayes said. "This project will enable us to work with organizations throughout the region to meld university and community interests and to stimulate progress of the arts in our society. We are very pleased that financial resources have been made available to make this effort possible."

Hayes said the need for a regional Institute for the Arts had been emphasized in two separate studies within the last year. One

(continued on page 2)

Memorial gifts received by Foundation

More than \$62,000 in memorial gifts was received last month by the Marshall University Foundation, according to Dr. Bernard Queen, foundation executive director.

A former Wayne County educator, Miss Edna Marie Blair, who died March 9, 1976, left \$38,000 to the university to

provide scholarships for West Virginia students.

In her will, Miss Blair, who earned her diploma from the Normal School of Marshall College in 1913, stipulated that the proceeds from the sale of two pieces of property she owned in Kenova be turned over to Marshall.

The funds are to be used to establish the J. W. and Emma Blair Memorial Scholarship Fund in honor of Miss Blair's parents, Queen said. The money will be invested through the foundation and the annual proceeds will provide perpetual scholarships, he added.

Another memorial fund, the Rowland Burns Medical Education Fund, established in memory of the prominent Huntington physician who died April 28, currently exceeds \$24,000 and additional checks are still being received, Queen said.

The special medical education fund will be used to provide seminars and workshops in critical care medicine for physicians and nurses. The foundation will invest the gifts to provide funds annually for this educational program.

Burns, a specialist in heart and lung diseases and general medicine, was active in the development of the Marshall medical school and served as chairman of its Medical Education Advisory Committee.

Dr. William Wallace named department head

Dr. William A. Wallace, professor of counseling and rehabilitation at Marshall University, has been appointed chairman of the department, according to Dr. Jack J. Jervis, acting dean of Marshall's College of Education.

Wallace succeeds Dr. Lawrence W. Barker, MU associate professor of counseling and rehabilitation, in the post. "Dr. Barker asked to be relieved of the chairmanship in order to devote more time to his teaching duties," Jervis said.

Wallace's appointment is effective immediately.

Taft Seminar brings political leaders here

Nearly two dozen national, state and county political figures and observers will be lecturers for the three-week Seminar in Practical Politics which opened on campus Monday, June 12, with former Governor Arch A. Moore Jr., as keynote speaker.

The seminar, sponsored by The Robert A. Taft Institute of Government and Marshall's Political Science Department, is the 10th annual practical politics seminar to be conducted for West Virginia secondary and elementary school teachers, librarians and administrators. Dr. Troy M. Stewart, MU assistant professor of political science, is seminar coordinator.

U.S. Senator Jennings Randolph, Moore's opponent in what observers consider to be the state's hottest 1978 political contest, the U.S. Senate race, will be the closing speaker on June 30.

Other speakers include:

State Senator William L. Gilligan, Tyler County Republican party chairman; State Senator Robert R. Nelson, Cabell County Democratic party chairman; Cleveland K. Benedict, Republican state executive committee chairman; J.C. Dillon, Democratic state executive committee chairman; John W. Mullens, Wayne County clerk; Riley V. Stone, Cabell County circuit clerk;

Joseph W. Powell, president, West Virginia Labor Federation, AFL-CIO; Cassius H. Toon, vice president for governmental affairs, West Virginia Manufacturers Association;

(continued on page 3)

'Elderhostel' program offered at MU

Older residents of the region will have an opportunity to combine education and vacation at Marshall University this summer—at a bargain price.

Marshall is one of eight schools in the state participating in a new "Elderhostel" program, underwritten partially with federal funds and by the West Virginia Commission on Aging.

The program is open to anyone over the age of 60. Two one-week sessions will be offered at Marshall, July 23-29 and July 30-Aug. 5.

Participants will stay in a campus dormitory, or may commute if they wish. Courses to be offered are "Living in the Appalachian Region" and "Preparation for Retirement."

Total cost for the week, including room, meals, and organized activities, will be \$65. Those who choose to commute will be charged \$15, including lunches, according to Dr. Richard O. Comfort, professor of sociology and anthropology, who is directing the program at Marshall.

The week's activities will include field trips, recreation programs and a picnic, as well as classroom work. There will be free time for individual activities. Provisions have been made to accommodate the handicapped.

Comfort emphasized that Elderhostel is open to all persons over 60. Formal education is not required for admission to the non-credit courses and participants are not subject to examinations, grades or required homework.

Participants staying in a campus dormitory will arrive on Sunday afternoon and leave the following Saturday morning.

Other schools participating in the Elderhostel program on various dates throughout the summer are Bethany College, West Liberty State College, Wheeling College, Shepherd College, Glenville State College, West Virginia State College and Fairmont State College. Dr. Robert Bauer of the Fairmont State College faculty is regional director.

Additional details and application forms for Marshall's program may be obtained by contacting Comfort's office at 696-6700.

Advisory board to be formed

(continued from page 1)

recommendation came from the special committee appointed last fall to study the Marshall Artists Series. A similar recommendation emerged from the "Joint Ventures" project in which members of the Marshall faculty and middle management personnel from two of the region's major industries—Ashland Oil, Inc., and Huntington Alloys, Inc.—conducted a series of meetings to discuss areas of mutual concern. The Joint Ventures report calls for Marshall "to become an arts and cultural center for the region."

The aims of the Institute for the Arts are three-fold:

(1) Coordination—Specific steps that will tend to knit the many existing arts organizations in the area into a region-wide cultural program and avoid scheduling conflicts.

(2) Promotion—Engaging in "audience development" projects to create a sense of pride, interest and personal responsibility toward the arts on the part of Tri-State citizens.

(3) Development—Encouragement of new ideas, ventures and experiments to put the arts of the Tri-State Region into the national mainstream.

As project director, Cerveris will be directly responsible to the Marshall president. He will have the assistance of a small staff and will work with an advisory board consisting of seven persons with a broad knowledge of and commitment to the arts which will be appointed soon. Other individuals with interests in specific projects also will be asked to work with the Institute.

Cerveris will retain limited teaching duties and will continue to serve as chairman of the Piano Division.

Art work displayed

Steven Watts of Huntington and James Lester of Yolyn, graduate students in art at Marshall University, are exhibiting their recent work at the Student Art Gallery in Smith Hall.

The exhibit will continue through June 20 and may be viewed from noon to 4 p.m. weekdays.

Study funds available

Interested in American Council of Learned Societies (ACLS) fellowships and grants for postdoctoral research and study? Information on these and other programs for postdoctoral research and study in the humanities and social sciences, sponsored jointly by ACLS and the Social Science Research Council, is available in the College of Liberal Arts.



ART EXCELLENCE RECOGNIZED

Marshall University art student Diane White of Huntington, center, recently was presented the Arthur Carpenter Award for Excellence in Art by Dr. Bernard Queen, executive director of the Marshall University Foundation. At left is Mrs. June Kilgore, chairman of the Marshall Art Department. Ms. White, a native of Kanawha County, is a 1968 graduate of DuPont High School at Belle. She received her A.B. degree from Marshall in 1973 and her M.A. in art in December, 1977, but is taking additional art courses at the university. She was selected for the \$100 Carpenter Award, named in honor of the retired Art Department Chairman, by unanimous vote of the art faculty for all-around excellence in art. The award is sponsored by the Marshall Foundation. (Marshall University Photo by Arza Barnett)

National Teacher Exams

The National Teacher Examinations will be given at Marshall University on July 15. Prospective teachers planning to take the examinations must register with the Educational Testing Service no later than June 22. Additional information is available from the College of Education.

Faculty and staff achievements, activities...

DR. KAREN LI SIMPKINS, assistant professor of sociology/anthropology, attended the meeting of the Research Committee of the Urban Appalachian Council, held in Cincinnati on May 15.

HENRIETTA FORD, assistant professor of educational media, spoke on "Advances in the Reference Area" at the Alpha Region Library Workshop at North Bend State Park, April 27-28.

DR. RICHARD O. COMFORT, professor of sociology/anthropology, has received the Silver Beaver Award from the Tri-State Area Council of the Boy Scouts of America. The recognition, which is scouting's highest honor for volunteer leaders, came at the council's annual awards dinner, May 9, in Memorial Student Center.

DONALD L. SALYERS, security director, served as a faculty member for three one-day workshops on Vandalism and Theft on the College Campus, sponsored by the National Association of College Auxiliary Services. The sessions were

Budgeting, cost of capital

explained, simplified in papers

Everything you always wanted to know about current financial topics, but were afraid to ask about, might be found in two papers now available from the Department of Finance and Business Law.

An explanatory article on zero-based budgeting and another on the cost of capital have been written by department members in an attempt to simplify the issues, according to Dr. Robert L. Brown, professor of business law and finance and departmental chairman.

"The Concept of Zero-Based Budgeting: Under Proper Environment a Practical Approach for the Effective Utilization of Resources" was prepared by Brown, Dr. Dayal Singh, associate professor, and Robert Watts, graduate student. Researched by James Kirk, an instructor at Shepherd College, the paper was edited by Coral R. Snodgrass, MU instructor.

Co-authored by Singh and Brown, "Matching of the Required Revenues with the Cost of Capital" offers a simplified explanation of the cost of capital and a practical application.

Copies of both publications are available from the department.

Dr. Ginsberg banquet speaker

(continued from page 1)

Fourth District Congressman Nick Rahall; Glen B. Gainer, state auditor;

A. James Manchin, secretary of state; John Larrie Bailey, state treasurer; Gus R. Douglass, agriculture commissioner; C. Bosworth Johnson, MU associate professor of journalism; Don Crislip, public relations and publications director, West Virginia Education Association;

State Senator Judith Herndon and Delegate Pamela Shuman; Willard H. Ansel, executive secretary, Teachers Retirement Board; Darrell V. McGraw Jr., justice, State Supreme Court of Appeals; Chauncey H. Browning, attorney general and former Governor Cecil H. Underwood.

Dr. Leon H. Ginsberg, state welfare commissioner, will be the speaker for the seminar banquet on June 29.

Seminar director William R. Ross of the West Virginia University Political Science Department will lecture and lead discussions on American governmental and political processes.

The seminar, the fifth to be held on Marshall's campus, is one of 36 such learning experiences taking place on campuses across the United States. They are designed to extend the knowledge of practical politics, the two-party system and constitutional government.

held at Atlanta, Ga.; Columbus, Ohio, and Chicago, Ill., April 25-27.

DR. WARREN W. WOODEN, associate professor of English, delivered a paper entitled "The Wit of Thomas More's 'Utopia'" at the 13th annual Conference on Medieval Studies at Kalamazoo, Mich., May 4-7.

DR. RAY M. KESSEL, professor of family practice and departmental chairman, was honored last month by the Family Practice Department of Weirton General Hospital for his contributions to family practice medicine and his work in community affairs.

DR. CHARLES JACK MAYNARD JR., assistant dean, College of Education, has been selected as one of the 1978 Outstanding Young Men of America. The 1978 edition of Outstanding Young Men in America will include a brief biographical sketch of Dr. Maynard and a record of his accomplishments.

Personnel personals...

Carl B. Miller, who retired from Marshall in 1972 as associate professor of marketing, had heart surgery Monday, June 12. His wife reports that he is doing well. Miller is a patient at Charleston Memorial Hospital, Charleston, W.Va.

It's a new grandson for Dr. Bernard Queen, director of development. Weighing in at 9 lbs. and 1 oz., Ryan Matthew Queen was born Tuesday, June 13, at Cabell Huntington Hospital. The proud parents are Larry and Rebecca Queen.

Amy Aldred, daughter of Dr. Francis K. Aldred, professor of history, received the Louis Kussmaul Friendship Award from Denison University, Granville, Ohio. The award is presented annually by the Granville Merchants Association to a Denison student who has done the most to promote friendly relations between the town and the university.

Proud of an accomplishment of a family member? Want to share some news with your colleagues? The News Letter will be happy to publish such items. Send information through the campus mail to Judith Casto, University Relations Office, Old Main 112, or just stop in and tell her about it.

MU Theater presents hit comedy June 22-24

"Vanities," a hit comedy playing its third year off-Broadway, will be presented by Marshall University Theater at 8 p.m. Thursday through Saturday, June 22-24, in air-conditioned Old Main Auditorium.

The play, according to Dr. Elaine A. Novak, MU professor of speech and University Theater director, provides a glimpse into the lives of three popular southern girls in high school, where they are cheerleaders; in college, where they are sorority officers, and in New York City six years later, where they have settled.

The cast is composed of three Huntington residents: Mary Elizabeth Poindexter, a junior; Marsha Wood Parks, a senior, and Katona Manissero, sophomore.

Reserve seat tickets, which cost \$2 each, are on sale in the Theater Box Office, located in Old Main 107. They will be sold from 1 to 4:30 p.m. weekdays and reservations may be made by calling 696-2306.

Tickets also may be ordered by mail. Checks made payable to Marshall University Theater may be sent to Marshall University Theater, Huntington, W.Va. 25701.

Tickets will be available at the door on performance nights, according to Dr. Novak, director for the production.

Assistant director will be Michael Cupp, Huntington senior. Marshall's technical director, Bruce Greenwood, is in charge of set design and technical effects.