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## MU NewsLetter, July 19, 1990

Office of University Relations

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# NEWSLETTER

## Ashland Oil pledges 2nd \$1,000,000

The Ashland Oil Foundation has pledged its second \$1 million contribution to Marshall University's Society of Yeager Scholars academic program.

John R. Hall, chairman and chief executive officer of Ashland Oil, Inc., announced the gift Tuesday, July 10, during a meeting of the national committee for The Campaign for Marshall, for which he is national chairman.

"Ashland Oil is proud to be associated with Marshall University in this capital campaign," Hall said. "Since its founding in 1924, the company has supported education. Our success has been possible because of talented

employees, many of whom have graduated from Marshall. Because Marshall has played a vital role in our success, we are pleased that we can reciprocate," Hall concluded.

"Over the years the Ashland Oil Foundation has proven to be Marshall's strongest financial supporter," Marshall President Dale F. Nitzschke said. "The foundation's gifts have enriched nearly every program on campus -- our scholarship endowment, the College of Business, Department of Chemistry, the School of Nursing, the School of Medicine and the library, just to name a few ways the foundation has aided the university."

The Ashland Oil Foundation has been a supporter of the prestigious Society of Yeager Scholars since its inception. In November 1986 the foundation gave \$1 million for the program -- then the largest single gift in Marshall's history. The first class of Yeager Scholars was named the Ashland Class in honor of the foundation's commitment. The foundation earlier made the first corporate gift to the program, providing \$25,000 in start-up money.

In addition, the foundation matches its employees' gifts to education on a \$2-for-\$1 basis.

The foundation's second \$1 million Yeager Scholars donation will be paid over a five-year period, Hall said, while the foundation continues to pay on its initial \$1 million commitment.

"John Hall and the Ashland Oil Foundation have always 'been there' for Marshall," Dr. Edward G. "Ned"

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## Geographer will fill Drinko Chair in fall

One of the nation's foremost geographers, Dr. Harm J. de Blij, has been selected to occupy Marshall University's John Deaver and Elizabeth G. Drinko Distinguished Chair in Liberal Arts, MU Provost Alan B. Gould announced today.

De Blij is professor of geography at the University of Miami (Fla.) and holds a professional appointment with the National Geographic Society. At Marshall, he will teach a course in "Cultural Geography," present public lectures and conduct seminars during the fall semester.

Born in The Netherlands de Blij received his undergraduate education at the University of the Witwatersrand, Johannesburg, South Africa, and his doctorate in physical geography from Northwestern University, Evanston, Ill.

He has written, co-authored or edited 32 books, including several widely adopted college textbooks in the fields of cultural, physical and political geography. He also has written more than 80 articles for professional publications and journals.

De Blij serves as editor for the National Geographic Society's "National Geographic Research: A Scientific Journal" and has served on the editorial boards of various publications.

He was a central figure in the so-called "Miami Exposure" of geographic illiteracy in America which led to Senate hearings and a joint resolution of Congress designating Nov. 15-21 as "Geography Awareness Week."

In November 1989, he appeared on "Good Morning America" every day for one week to discuss geography

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Harm J. de Blij

## Swain receives grant

Dr. David P. Swain, assistant professor in Marshall University's Division of Health, Physical Education and Recreation and director of the MU Human Performance Laboratory, has received a \$30,000 grant from the James H. and Alice Teubert Charitable Trust to develop a "Diabetes and Blindness: Control and Prevention Program."

The program has been designed to help area residents who have diabetes control their disease through exercise and dietary modifications.

The Teubert Trust was created at the bequest of C.J. Teubert, a Huntington postal worker. Teubert was an avid reader who considered the loss of eyesight one of the worst possible human tragedies. The bulk of his estate was used to establish the trust to help prevent blindness and enhance the quality of life for the visually impaired.

Swain explained that diabetic retinopathy is the principal cause of blindness in adults in the United States.

"Exercise has been demonstrated to be a safe pursuit for diabetics when presented in a scientifically based,

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# Swain gets grant from Teubert Trust

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supervised program," said Swain. "It results in fat weight loss, enhanced insulin receptor activity, decreased need for exogenous insulin and improved blood lipid profiles. Furthermore, exercise is the only means for the body to reduce blood glucose levels without the aid of insulin.

"If you can maintain the glucose level at a fairly low and stable figure then the secondary effects of diabetes, such as diabetic retinopathy and coronary artery disease, are much less likely to occur."

Swain currently is seeking diabetics who would like to participate in the program.

The program will be offered one hour a day Monday

## *Medical conference will focus on changes*

To educate health providers and children's professionals in West Virginia about major public health program changes mandated by the 1989 Congress, a one-day conference titled "Sweeping Changes in Health Care: OBRA '89" is being offered by the West Virginia Hospital Association and the West Virginia Youth Coalition.

The Sept. 12 conference, planned for the Gateway Holiday Inn, is co-sponsored or endorsed by several state organizations, including the Marshall University School of Medicine.

The conference will focus on expanded eligibility and increased benefits for low-income citizens, especially children and pregnant women. It will consist of plenary and workshop sessions formatted as panels composed of a national expert, a state counterpart, and a local provider affected by the changes.

Registration is expected to cost \$25, which includes lunch. To register or obtain further details contact the West Virginia Youth Coalition in Charleston, 344-3970.

## Ashland makes pledge

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Boehm Jr., MU vice president for institutional advancement, said. "Not only do they provide financial support to the university, but they provide leadership. John and his wife, Donna, are members of The Marshall University Foundation's John Marshall Society, and he has been a member of the national board of directors for the Society of Yeager Scholars since 1986. His work with The Campaign for Marshall has been most valuable."

The Campaign for Marshall, with the theme "Toward a New Century," is the most ambitious fund raising project in Marshall's history. The campaign is seeking \$10 million for endowment and capital projects, including scholarships, faculty development and to complete funding for the first phase of the Fine and Performing Arts Complex.

through Friday in Henderson Center and feature individually designed exercise programs, dietary information and occasional education programs presented by physicians and nutritionists.

Each participant will receive a medical screening at Marshall's Human Performance Laboratory and must also be cleared by their personal physician to participate in the program.

Marshall staff members then will meet privately with participants to discuss the results of the screening, diet history, individual goals and objectives.

Exercise sessions will be conducted in a group setting, with each person having an individual exercise regimen.

"We will have well-trained people at every session to help the participants, monitor glucose levels and help identify any problems that arise. We will make sure that the exercises are safe and suited to the individuals," said Swain.

The problem with controlling glucose levels through daily insulin injections is that glucose levels will rise and fall during the day in response to the timing of the injections.

Surgical implants of automated insulin pumps appear to maintain a constant glucose level. However, Swain feels that control of glucose levels through exercise and diet is a viable option.

"We feel that one advantage of the exercise and diet program is that the individual retains personal control over his or her own treatment," he said. "Furthermore, there are additional benefits such as weight loss, reduced risk of heart disease and improved self-esteem."

Participants will be closely monitored throughout the program, with pertinent information recorded at specific intervals. The presence and extent of diabetic retinopathy and vision loss will be monitored through contact with the clients' physicians.

However, since the secondary effects are quite gradual in development, Swain said it probably will be several years before the full extent of the program can be evaluated.

"I don't want to leave anyone with the impression that exercise has been proven to prevent blindness in diabetics," Swain said. "It has not. This is a relatively new development in that area. We do know exercise will reduce a diabetic's need for insulin, help them lose weight which usually is a problem for diabetics, and will help stabilize glucose levels.

"We also know that diabetics who get their glucose levels under control are at a lower risk of developing the serious secondary effects. Therefore, it is reasonable to think that exercise and diet control will help prevent the secondary effects.

"Hopefully, programs such as this one eventually will provide the answers to the questions and lend greater support to the general body of knowledge concerning diabetes."

To obtain further details about the Diabetes and Blindness Control and Prevention Program contact Swain at Marshall University, 696-2936.

# Drinko Chair filled

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and geographic illiteracy in America.

De Blij has received many awards and honors for his work, including the Outstanding Service Award from the Association of American Geographers. He is an Honorary Fellow of the American Geographical Society and a life member of the Royal Geographical Society of Australia. De Blij also is an accomplished musician and a past board member of the Chamber Music Society of Greater Miami.

He has given more than 60 invited lectures at universities throughout the United States and has held many prestigious offices in professional geography societies.

At the University of Miami, de Blij has served as chairman of the Geography Department and associate dean of the College of Arts and Sciences.

"We are very pleased Dr. de Blij was able to accept the Drinko chair during the fall semester," said Gould. "He is one of the foremost geographers in the world and is internationally recognized in the field. Our students and faculty will benefit from Dr. de Blij's experience and expertise."

The university's distinguished liberal arts chair was made possible through a \$1 million contribution from Marshall alumnus John D. Drinko and his wife, Elizabeth, who reside in Lyndhurst, Ohio.

A native of St. Marys, W.Va., Drinko is senior managing partner of Baker and Hostetler, one of the nation's largest law firms, headquartered in Cleveland.

Previous occupants of the Drinko chair at Marshall have been Dr. Norman A. Graebner, one of America's leading historians; Dr. C. Anthony Broh, a Marshall alumnus and well-known political scientist; former United States Senator George McGovern, and historian Dr. Trevor Wilson.

De Blij will be on the Marshall campus from Aug. 27 through Oct. 19.

## Drug abuse classes set

Two alcohol and drug education courses will be offered at Marshall University during the fall semester, according to Sharla Hofmann, substance abuse coordinator at Marshall.

Both courses will be offered for one credit hour.

"Alcohol and Drug Education for Student Leaders" (CR-281) will be taught during the Sept. 7-9 weekend. Ms. Hofmann said the course will be an informative, personally enriching program, which also will be fun for the participants.

"Peer Counseling--Alcohol Abuse Prevention by Students" (CR-262) will be taught from 3 to 4:40 p.m. on the first eight Thursdays of the fall semester.

The peer counseling course has been designed to teach participants how to identify an alcohol/drug problem, how to take advantage of available resources for alcohol and drug problems and how to present an educational program on alcohol abuse.

To obtain further details about the classes contact Marshall University's Office of Substance Abuse Programs, 696-3315.



### ESPOSITOS JOIN THE JOHN MARSHALL SOCIETY

Marshall University President Dale F. Nitzschke, left, presents a plaque to Dr. Albert C. Esposito and his wife, Elizabeth "Betty", as he welcomes them into membership in the Marshall Foundation's prestigious John Marshall Society. Esposito, a Huntington ophthalmologist, received the Marshall Alumni Association's Distinguished Service Award in 1973 and in 1978 he received an honorary Doctor of Science degree from Marshall, recognizing his major role in establishing Marshall's School of Medicine. The Cabell County Medical Society established a Dr. Albert C. Esposito Lectureship Fund in his honor. Membership in the John Marshall Society is based on a gift of \$10,000 or more, a pledge of \$15,000 over a 10-year period, or a deferred gift of \$50,000 or more.

## Employee achievements

Dr. BETTY J. CLECKLEY, vice president for multicultural affairs, has contributed a chapter titled "Ethnically and Racially Diverse Faculty: A Response to Change" to a new book titled "The Lurking Evil: Racial and Ethnic Conflict on the College Campus" published by the American Association of State Colleges and Universities. Written in collaboration with MU President DALE F. NITZSCHKE and Dr. David Satcher, president of Meharry Medical College, Dr. CLECKLEY's chapter discusses initiatives that will result in a campus environment that is truly and comprehensively multicultural. She also describes recent administrative initiatives at Marshall University and discusses Meharry Medical College, which has developed a model program for recruitment of minority faculty.

Dr. C. ROBERT BARNETT, professor in the Division of Health, Physical Education and Recreation, recently had three articles on the history of minor league baseball in Huntington published. "A Humble Huntington Start Sent Nine Players to the Top" and "Huntington's Baseball Heritage is Rich" were published in the Huntington Herald-Dispatch. "From the Blue Sox to Cubs: Huntington's Long Tradition of Minor League Baseball" appears in the 1990 Huntington Cubs game program.

Dr. CRAIG MONROE, professor of speech, and Dr. SARAH DENMAN, associate dean of the Community College, have had an article titled "Assimilating Adjunct Faculty: Problems and Opportunities" accepted for publication in The Bulletin of the Association for Communication Administration.



# Students will receive rural training

Starting this fall, several Marshall University medical students will go far beyond visiting rural communities for parts of their medical training: for nine full months they will live there, learn there and provide services there.

Health centers in Wayne, Spencer and Scarbro were selected to receive students in the pilot year of the Rural Physician Assistant Program, according to Dr. Linda Savory, an assistant dean and the program's director.

The up to four students expected to participate in the program will be placed at Wayne Health Services, Roane County Family Health Care, and New River Family Health Center.

"Nothing like this has been attempted before in West Virginia, but a similar program in Minnesota has been statistically proven to produce highly qualified physicians

who are particularly likely to return to a rural area to practice," she said. In developing its program, Marshall worked closely with Dr. John Verby of the University of Minnesota, she added.

Savory said one of the program's greatest strengths lies in the fact that students actually will be providing health services in rural areas with demonstrated needs.

The students will work under the close supervision of faculty physicians at the three sites: Dr. Michael Kilkenny in Wayne, Dr. Carroll Christiansen and Dr. Sven Jonsen in Spencer, and Dr. Daniel Doyle in Scarbro. Other local medical specialists also will provide assistance, and Huntington-based faculty members will oversee student education at each site.

In addition, participating students will be linked to the medical school by computers, which will allow them ready access to information available through Marshall's medical library and its Department of Academic Computing.

"The computers represent an essential 'umbilical cord' that will help students overcome the barriers of practicing in an isolated area without the resources of a medical school directly at hand," Savory said.

The program will give students who want to practice in rural areas a very realistic learning setting, Savory said.

"In a multi-specialty institution such as a medical school, it's difficult if not impossible to show students what it's like to work in a rural practice," she said. "For practical purposes, the health-care team in a rural practice consists of primary-care doctors and nurses, perhaps with assistance from a social worker. The students in this program actually will become part of this team for nine months."

Students also will have the advantage of following a group of patients over an extended period of time, she said.

"In traditional medical education, students rotate from medical field to medical field, learning how to deal with medical problems in each field," she said. "Our new program takes just the opposite approach: students will interact with patients on a reasonably long-term basis, working with various other specialists as they become involved in the patients' cases. Among other things, this will help give students a patient's-eye view of the health-care system."

Savory said the program is built upon recognized principles of adult learning: that adults learn particularly effectively when they have an opportunity to observe a situation, recognize what additional information is needed, and then gather information to fill in the gaps in their knowledge. The students will be assisted by the supervising faculty on site and from Huntington, as well as by other participating local specialists.

"We anticipate that this program will help these students have better clinical reasoning power when they become physicians," she said. "We believe they will be better learners, better consumers of medical education, and better operators in the primary-care environment in which doctors must truly be committed to lifelong independent learning."

## MU volunteers thanked

**Editor's Note: The following letter was sent to Marshall University Vice President for Student Affairs Nell C. Bailey on behalf of all university employees who volunteered to help with the West Virginia Special Olympics held recently on campus.**

Dear Dr. Bailey:

Since I did not have available to me the individual names and addresses of the Marshall University employees who participated in the West Virginia Special Olympics, I am addressing this to you secure in the knowledge that you will see that it is relayed to the appropriate parties.

I cannot say enough about the outstanding support we have received from Marshall University since moving the games to Huntington four years ago.

All of the employees we have had an opportunity to work with have been outstanding in their cooperation. Having a group as large as ours is an enormous undertaking under any circumstances.

Many of our participants require extraordinary care and attention and all of your people have accommodated us in any way possible. There are many facilities that will not even entertain hosting an event such as this, but Marshall not only rolled out the welcome mat, but the red carpet too.

Your support certainly shows that the university's commitment to the handicapped, be it physical or mental, is more than words on paper or a nice statement to give to the press.

I know those involved do so because of the personal gratification and not for the recognition, but I want them to know that their contribution did not go unnoticed or unappreciated. Certainly Dr. Nitzschke and you have led by example and your staff has followed.

Sincerely,  
Nancy G. Price  
Special Events Director  
W. Va. Special Olympics