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## MU NewsLetter, August 10, 1989

Office of University Relations

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# NEWSLETTER

MARSHALL UNIVERSITY • OFFICE OF UNIVERSITY RELATIONS • HUNTINGTON, WEST VIRGINIA 25701 • August 10, 1989

## Athletic Department finances improve

Marshall University's Athletic Department has closed the 1988-89 fiscal year with a \$230,000 contingency reserve, Athletic Director Lee Moon announced in an annual financial report to MU President Dale F. Nitzschke.

A year ago, the department reported an \$183,000 deficit.

"Lee Moon, Business Manager Keener Fry and the other members of the Athletic Department staff have done an excellent job in reversing the department's financial situation," Nitzschke said. "At the same time,

we have been able to maintain a competitive program in intercollegiate athletics. I'm optimistic about the future of this important element of Marshall University," he added.

Although the financial report is the most favorable in several years, Nitzschke said the reserve fund is only about one-third the amount he would like the Athletic Department to have on hand to meet cash flow needs for July and August each year.

"Dr. Nitzschke and I have agreed that our goal over the next three years is to establish a reserve of \$750,000," Moon said. "This will enable the department to more effectively make its purchases and take advantage of discounts for advance purchasing of equipment and travel."

Moon and Fry said the department was able to overcome last year's deficit and build the current reserve through closer monitoring and control of costs, along with enhanced revenues.

Moon was appointed MU athletic director in March 1988 at a time when the department was facing a potential financial shortfall of more than \$500,000 for the 1987-88 fiscal year.

Working with a task force appointed by Nitzschke and headed by Ashland Coal Vice President David Todd, he instituted a number of cost-cutting measures, reorganized the department's staff and initiated a computerization program to provide better monitoring and control of budget and ticket operations.

As a result, the potential shortfall was reduced to an actual deficit of \$183,000.

Moon commended the coaches and other members of the staff for their commitment to maintaining a "no-

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## Spears named chairman

A veteran broadcasting producer/director and educator has been named chairman of the Marshall University Department of Speech, according to Dr. Deryl R. Leaming, dean of the College of Liberal Arts.

H. Keith Spears, 41, a native of Wayne County, was recommended by the speech faculty as a successor to Dr. Dorothy Johnson, who resigned the position to return to full-time teaching in the department. Dr. Johnson headed the speech program for 14 years.

Spears will retain responsibilities as director of instructional television services and distance learning at the university.

The Department of Speech is one of the largest academic departments at Marshall, offering more than 100 sections of courses during the school year. The department, which consists of approximately 175 majors, offers undergraduate degrees with emphasis in broadcasting and speech communication and a master's degree in speech communication.

"We are pleased that Professor Spears has accepted the position and that we have found a person of his ability and energy right here on campus to continue the work of a department that is widely recognized for its quality programs, instruction and outreach," said Leaming.

"The new chairman has experience in a number of areas of speech and broadcasting and brings a high level of energy, ideas and vision to a program that serves many students and prepares its majors for careers."

Spears said of his new role, "I very much look forward to working with the faculty. Communication is a key to career building and we want to work strongly in the department to keep it as a cornerstone for all disciplines in addition to developing the most effective approaches to prepare our own majors in a rapidly changing world."

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H. Keith Spears

## Waldron will conduct Kanawha River study

Scientists from Marshall University and the United States Geological Survey's West Virginia District Office are beginning a three-month study of the Kanawha River to develop a model of how chemicals disperse after an accidental spill.

The project has been funded through grants totaling \$117,025. The Virginia Environmental Endowment, a non-profit independent granting agency organized for the purpose of improving the quality of the environment in Virginia and West Virginia, is providing a grant of \$53,200 for the project, \$25,000 of which will be used to install an ultrasonic velocity meter in the Kanawha River at the Patrick Street Bridge in Charleston.

Matching funds in the amount of \$53,825 will be

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# Waldron will coordinate river study

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provided by the U.S. Geological Survey, and Marshall will provide in kind services in the amount of \$10,000.

Currently, there are no dispersion models of the Kanawha and Ohio rivers, according to Dr. Marcus C. Waldron, assistant professor of biological sciences at Marshall and project coordinator.

"This study will bring together many public and private institutions to learn how to minimize and respond to accidental chemical spills in the Kanawha Valley," said Waldron.

Researchers will release a harmless fluorescent dye, Rhodamine WT, into the river to study its dispersal properties. The dye will initially stain the water a bright red and then become diluted as it moves downstream.

Waldron said the dye is nontoxic and poses no threat

## *Spears named chairman*

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Spears has been general manager of instructional television services and distance learning since 1985. During that time the role of instructional television has been significantly expanded in offering off-campus courses via satellite transmission, instruction by the School of Medicine and development of laboratory facilities for use by students in broadcast media studies.

From 1979 to 1985, he was a faculty member in the MU Department of Speech, serving as faculty manager of WMUL-FM radio and teaching courses in interpersonal, business and broadcast communication. Spears also has served as a consultant and producer in radio and television.

Prior to accepting a position at Marshall in 1979, he was a teacher and instructional television director for Wayne County public schools.

## *Student receives award*

Kathy Kendrick Taylor, a graduate student at the Marshall University School of Medicine, won an award for the best scientific poster at a meeting of the Ohio Valley Branch of the Tissue Culture Association.

Her presentation described her research involving certain toxic plant enzymes which can kill animal cells by inhibiting their ability to synthesize protein. Dr. Vernon Reichenbecher, associate professor of biochemistry, was co-author of the poster.

## *Athletics in the black*

(Continued from page 1)

frills" budget and their willingness to support continuing efforts to build a greater reserve fund in the future.

"We are proud of our accomplishments during the past year," Moon said in his report to the president. "However, additional financial challenges face the Department of Athletics in 1989-90 and future years. I am confident we have a solid financial foundation which can provide the proper environment for continued growth and success of the Marshall University Department of Athletics."

to aquatic life, however, boaters and fishermen may want to avoid the immediate release areas at the time of the releases.

The first release will be Monday, Aug. 14, at the Winfield lock and dam. Other releases will be conducted in September and October at Marmet, London and Gauley Bridge. Dates and times of other dye releases will be announced in advance.

"In the event of a chemical spill in the Kanawha River, the model will be able to be utilized to coordinate downstream responses so as to minimize contamination of drinking water supplies and other valuable natural resources," explained Waldron. "The model also can be used to simulate dispersion patterns and travel times of chemical spills."

The ultrasonic velocity meter is essential for calculating river flow rates when the dispersion model is to be applied, according to Waldron. The meter currently in use at the Patrick Street Bridge is not accurate enough for this kind of work, particularly under low flow conditions when problems associated with a chemical spill would be most pronounced.

"We hope we will never have to use the model because of a chemical spill," Waldron said. "But with the amount of chemical production and activity along the Kanawha, there is the potential for spills. It will be good to know this dispersion model will be in place if it is ever needed."

## *Scholarship established in memory of Montrella*

The Willoughby, Ohio, police force has established a memorial scholarship fund in memory of Christie Montrella, daughter of former Marshall financial aid director Dennis Montrella, who was murdered last October while a junior at Willoughby South High School.

Anyone interested in contributing to the fund can send gifts to Ed Miller, Office of Student Financial Assistance, Marshall University, Old Main Room 122.

The collective contribution from the Montrella's friends at Marshall will be forwarded to the Willoughby police force in early September.

## *Salyers elected to post*

Donald L. Salyers, director of public safety at Marshall University, has been elected president of the International Association of Campus Law Enforcement Administrators (IACLEA).

Salyers, who has directed Marshall's security department since 1973, assumed the presidency during the association's annual meeting July 22 in Atlanta, Ga.

He previously served two consecutive two-year terms as the association's region three director (one year as second vice president and one year as first vice president) and has been an active IACLEA member for 16 years.

The association includes approximately 1,200 campus law enforcement and security administrators.

# Marshall faculty/staff achievements

Dr. C. ROBERT BARNETT, professor in the Division of Health Physical Education and Recreation, presented two papers at academic meetings held concurrently at Clemson University. He read a paper titled "The World Series Ball" at the annual meeting of the Sport Literature Association and presented a paper titled "The Reintegration of Professional Football: The 1946 Cleveland Browns" at the North American Society for Sport History. He also was elected to the society's board of directors and elected chairman of the society's Publications Committee. BARNETT serves as a section editor for the

Journal of Sport History.

Dr. ROBERT BICKEL of the Educational Foundations Department co-authored an article titled "Technocratic Assumptions and Centralized Control: The Florida State Comprehensive Plan" which appeared in the most recent edition of Educational Policy. Co-authors were Adele Cummings and Sande Milton of Florida State University.

NANCY FILBERT, accountant for James E. Morrow Library, attended the Huntington Chapter of the American Society of Women Accountants Tri-State Area Day held Saturday, July 29, at the Radisson Hotel in Huntington. The seminar topics included "Accounting Standards" by CHARLES WEBB of the MU Accounting Department and programs on "Computers and Their Role in Accounting," "Career Survival for Women Accountants," "Loan Packaging," "The Future of Accounting for Women" and "The Examination Process: The IRS and You."

Dr. CHRISTOPHER DOLMETSCH, professor of modern languages, has contributed a review of Elizabeth Wright's "Postmodern Brecht: a re-presentation" (London & NYC: Routledge Press, 1989) to the July/August issue of CHOICE (Vol. 26, Nos. 11/12, p. 6170).

Dr. RALPH TURNER, professor of journalism, has been named to participate in the American Press Institute's Journalism Educators Seminar Oct. 1-6 in Reston, Va.

## \$122,805 grant will assist student services

Marshall University's Student Support Services Program has received a \$122,805 grant from the United States Department of Education to continue its activities from Sept. 1, 1989, through Aug. 31, 1990, according to Joseph R. Dragovich, program director.

The Student Support Services Program is federally funded and provides tutoring, academic support, counseling and cultural enrichment opportunities to 175 students who qualify as financially disadvantaged and/or first generation college students.

Dragovich said the grant, which is the third segment of a three-year funding cycle, will allow the Student Support Services Office to provide a home-away-from-home atmosphere for its students as well as offer the needed academic and emotional assistance that will ensure successful college matriculation.

"The program has proven to be very successful and really helps those students who need it," he said.

## Tax workshop planned

A free tax workshop for new or potential small business owners will be held at Marshall University Thursday, Aug. 17, from 6:30 to 9:30 p.m. in Memorial Student Center Room 2E11.

The workshop will emphasize federal employer tax responsibilities, advantages and disadvantages of sole proprietorships, partnerships and corporations, filing requirements, tax penalties, and Internal Revenue Service examination and collection procedures, according to Elaine Whitely, program manager for Marshall's Small Business Development Center.

A practical exercise session designed to teach new business owners how to fill in required employment tax forms and a question and answer session also will be held.

The program is being sponsored by the MU Small Business Development Center, the Governor's Office of Community and Industrial Development and the Internal Revenue Service.

To register or obtain further details contact the Marshall University Small Business Development Center, 696-6798. Special provisions for handicapped persons may be made by contacting the center prior to the workshop.

## ACT review updated

Marshall University's Office of Continuing Education will offer a series of college board reviews for the new Enhanced American College Test (ACT) Assessment during September and October.

Robert L. Lawson, director of continuing education at the Marshall University Community College, said the Enhanced American College Test Assessment will be introduced in October and will contain a section on "Science Reasoning" that previous ACT examinations did not have.

"The ACT examination has been revised so that it will be responsive to changes that have occurred in high school curricula and will be sensitive to current expectations about the skills and knowledge students need for success in college," Lawson said. "The enhanced test will increase the emphasis on rhetorical skills in the measurement of writing proficiency, increases the number of advanced math items and includes a new reading test that features inferential and reasoning skills."

Marshall's college board review sessions will cover each segment of the new ACT test. Sessions will be held on Tuesdays and Thursdays from 6 to 8 p.m. in Smith Hall Room 433.

English will be covered Sept. 21, 26 and 28; reading will be covered Oct. 3, 5 and 10; mathematics will be covered Oct. 12, 17 and 19, and science reasoning will be covered Oct. 24. Testing techniques will be covered each session.

There will be a \$75 tuition fee and students will have to purchase the review text.

Colleges and universities use the ACT results for admissions, educational and career planning, academic advising, scholarship programs, recruitment and designing instructional programs and services.

To register for the review sessions or obtain further details contact the Continuing Education Office at Marshall University's Community College, 696-3113.

# Hoffman library contains rare books

You might think a book titled "Shut Your Mouth and Save Your Life" is just another one of those trendy diet books written during the '80s, but in actuality it was written during the '70s....the 1870s, that is.

The book is just one of 1,700 rare and scarce books contained in the Dr. Charles A. "Carl" Hoffman Library of the Medical Sciences at Marshall University.

The collection is used by scholars around the world, according to Dr. Kenneth T. Slack. Slack, now retired, was director of libraries when the collection was established.

"We have loaned materials to people in West Germany, England and Saudi Arabia, for example," he said.

"For some titles, we have the only known copy in the world," he added. "A researcher from the University of Hawaii contacted us once to find out if we would loan him a particularly rare book written about leprosy. We had it in the mail 20 minutes later." Hoffman, a Huntington urologist who now is deceased, was president of the

## *Maddox takes part in NACFAM meeting*

Dr. Robert F. Maddox, executive assistant to the president for research and economic development outreach at Marshall University, participated in the inaugural program of the National Coalition for Flexible Automated Manufacturing (NACFAM) held recently in Washington, D.C.

Maddox, who was named co-coordinator of the NACFAM University/Industry Partnership Committee, discussed the development of Marshall's factory of the future for the coalition, which has been designed to enhance the competitiveness of small companies through flexible automated manufacturing.

Marshall's factory of the future and a similar operation in Meadville, Pa., are being established as national pilot programs.

"The factory of the future can help achieve NACFAM's goals by serving as a catalyst for change and injecting new vitality and competitiveness into West Virginia's manufacturing base," explained Maddox. "This teaching factory of the future at Marshall not only gives direct benefit to industry, but is a vital part of the state's effort to diversify from a mining based economy.

"Being one of two centers nationally puts Marshall University and West Virginia ahead of the game and gives us the opportunity to take huge strides in turning around the economy. By forming national alliances and partnerships we will improve our position and become more of a catalyst for changing our economic posture."

## **Library hours set**

James E. Morrow Library will be closed Aug. 19, 20, 26 and 27. It will be open from 8 a.m. to 4:30 p.m. Aug. 21-25.

The library will be open from 7:45 a.m. to 11 p.m. Aug. 28-31 and from 7:45 a.m. to 5 p.m. Sept. 1. It will be closed Sept. 2, 3 and 4.

American Medical Association when Slack became director of libraries in 1972.

"I asked him to consider donating his papers to Marshall for their historical value, but he said he wanted to talk about more than that," recalled Slack. "He firmly believed that medical people didn't fully appreciate their discipline because they didn't have to study its history, and he felt very strongly that history was important.

"He said he wanted to create a trust fund of \$250,000 to purchase the classical works, the benchmarks, the publications that were pivotal to health science," Slack said. "He donated half of that amount himself."

Today the fund stands at \$255,000, and the annual interest - sometimes as high as \$35,000 - is permanently dedicated to buying these historical works.

The collection's books, pamphlets and journals cover the entire range of medicine and its affiliated health fields. It especially emphasizes books on Hoffman's specialty area of urology.

It contains historical early descriptions of relatively recent but crucial developments in medicine, such as Alexander Fleming's book on his discovery of penicillin and Marie Curie's on radioactivity.

The collection also includes such significant multi-volume medical works as "Medical and Surgical History of the War of the Rebellion" and "Principle Diseases of the Interior of North America." It even has a 1715 treatise titled "History of Cold Bathing."

Curator Lisle Brown deserves much of the credit for the collection's excellence, Slack said, both because of his extensive knowledge of the field and his good relations with book dealers.

Those good relations sometimes give Marshall first shot at prize "finds."

"The antiquarian dealers who specialize in medical materials publish catalogs of books that become available, but there is a great demand for historical medical works. Often the best books are gone before the catalog comes out," Slack explained. "But because of the good relations Lisle Brown has developed with them, the dealers often call Marshall and offer us books before they are put in the catalog."

Brown said he relies heavily on standard bibliographies of medical classics in purchasing books for the Hoffman Collection. In addition, a policy committee composed of Dr. Joseph Touma, Dr. Marion Korstanje, Dr. Thomas Holbrook and Dr. Robert Marshall meets annually to provide advice.

The collection is the only one of its kind in West Virginia, Slack said. "I don't suppose there is a better collection between here and Chicago," he said.

"When Dr. Hoffman first suggested this collection, Marshall was still several years away from having its medical school, and not many people thought the school was possible or practical. But Dr. Hoffman seemed to intuitively know that we would indeed have the medical school.

"The kind of collection he established is the kind that is associated with distinguished medical schools, not run-of-the-mill medical schools," Slack continued. "Dr. Hoffman's vision was on target in terms of our having a medical school, and I think his vision also suggests that it will become a distinguished medical school."