

8600

February, 1992

UNIVERSITY BOULEVARD



UNIVERSITY OF SOUTHERN INDIANA

Alumni Council 1991-92

Officers

Deidra R. Conner '87
President



Deidra Conner

Wm. Michael Schiff '75
President Elect



Wm. Michael Schiff

Mary E. Thompson '87
Secretary

Rita H. Joest '84
Treasurer

Mark E. Neidig '76
Immediate Past President

Robert W. Swan '72
*Alumni Trustee
Ex-officio*

Michael A. Bevers '85
Don R. Breivogel '83
Gregory J. Cawthon '80
Elizabeth A. Culiver '79
Marc S. Duhe '87



Mary E. Thompson

Roger E. Duncan '76
Shannon A. Harper '87
Michael H. Head '80

John (Jack) F. LaRoy '74

April A. Mitchell '89

Beth A. Niehaus '84

Carole D. Rust, '77

Scott A. Smith '79

Laura E. Stephenson '81

Wayne S. Trockman '81

Bradley K. Windell '75



Rita H. Joest

University Staff

Nancy L. Johnson '83
Director of Alumni Affairs

Cheryl G. Knapp '91
Administrative Secretary

TEL. 812/464-1924

ON THE COVER

Winter Walk.

USI students walk in front of the Robert D. Orr Center on their way to class. A record 7,021 students enrolled in classes this academic year.

Volume 22 No. 2 1992

8600 University Boulevard is published four times annually. Please send alumni information to the Office of Alumni Affairs; send donor information to the Development Office, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. USI is an Equal Opportunity and Affirmative Action Employer and does not discriminate on the basis of sex, race, color, creed, handicap, or ethnic background at any time in its educational programs, activities, admissions or employment policies. Readers are invited to respond to content in the form of letters signed and addressed to the editor.

Editor:
Kathy W. Funke

Art Director:
Stephanie Fuelling '78

Contributing Editors:
Nancy L. Johnson '83
Suzanne Nicholson

Assistant Editor:
Janice Perkins

Graphic Artist:
Keith McDowell

Photography:
David May

Alumni Association University of Southern Indiana

8600 University Boulevard, Evansville, IN 47712



Continue Your Relationship with USI

Dear Alumni and Friends,

Sometimes it takes a few years for alumni to realize the academic and social value of the years they invested at the University of Southern Indiana. But, as they begin to appreciate the value of their USI education, alumni want to be able to renew important friendships developed during those years and make a serious commitment to affect the future of the University.

The USI Alumni Association offers an opportunity to do both—renew friendships and provide a medium through which Alumni can help to shape many aspects of the University.

Likewise the Association and the University provide benefits and services for our graduates. Active alumni can use the USI Library and the Career Service and Placement Office at no charge, receive a 10 percent discount when enrolling in a continuing education class, and purchase an annual Physical Activities Center (PAC) facility and pool pass for \$15.

Other services provided by the Alumni Association include opportunities to apply for the USI Affinity credit card (Visa and/or MasterCard available at a discounted rate), purchase an alumni directory listing the names and addresses of our graduates (first directory published in 1990, next directory in 1995), and, beginning in 1993, purchase an Indiana automobile license plate bearing USI's logo and name for \$35.00.

We encourage you to choose how you wish to continue your relationship with USI—as a volunteer...as a participant...as a donor. Your opportunities are endless. Your Alumni Association is striving to make this relationship one of which you are proud.

Sincerely,

Deidra R. Conner '87
President



Edward F. Harrison, (left) recent donor of a newly-endowed scholarship for students pursuing a career in the health professions, chats with Dr. Nadine Coudret dean of the School of Nursing and Health Professions, at a recognition luncheon for donors. Twelve new scholarships have been established as explained in the story on page 4.



USI License Plate Available

By mid-December, students, alumni, and friends of USI can show their support with a real "traffic stopper."

State-issued 1993 license plates bearing the USI logo and colors can be ordered through USI Alumni Affairs. Plates ordered by June 1 will arrive in time for 1992 holiday giving. Applications and ordering information will be available from Alumni Affairs in April.

Each plate will cost an additional \$35 above normal registration fees and excise tax. The University will apply the \$25 tax-deductible portion to student scholarships and grants through the Alumni Scholarship Endowment. The remaining \$10 will go to the State.

Indiana universities that began the program in 1991 seem pleased with the initial response, but expect interest to increase as more of the plates appear on vehicles throughout the State.

Center for Communal Studies Receives Bestor Collection

A pioneer in communal scholarship, Arthur Bestor, with research in Fourierism and Owenism, has designated the archives of the Center for Communal Studies at USI as the permanent repository for his collection of communal research materials.

Dr. Bestor's interest in communal utopianism began with communities established by advocates of Charles Fourier's plan. But his classic study concerned the Owenites. This resulted from Bestor's mining and cataloging the sources in the Workingmen's Institute Library of New Harmony, Indiana. Students of communal history in America recognize his unequalled contribution to be *Backwoods Utopias: The Sectarian and Owenite Phases of Communitarian Socialism in America, 1663-1829*.

USI Foundation chairman C. Wayne Worthington, left, and his wife, Betty, pose with President David L. Rice by the Donor Recognition Wall, a gift of the Worthingtons to recognize "friends who give major gifts to the USI Foundation." Names of major donors who make annual gifts of \$1,000 or more to a Foundation fund are listed on the plaque as The President's Associates. The Donor Recognition Wall hangs in the Conference Center of the University Center.

Phonathon Effort Hopes To Reach Annual Fund Goal

The new USI Annual Fund Phonathon will be held through February 20, 1992. Chaired by two active Alumni Council members, Rita H. Joest '84 and William Michael Schiff '75, the phonathon will reach a record number of potential donors.

The goal for the USI Annual Fund is \$150,000 with 1991 pledges and gifts totalling more than 50 percent of the goal. The 1992 Phonathon has been extended by one week to allow for an all-out effort to reach the \$150,000 goal by the end of February.

Calls to alumni, reunion classes, friends, and prospects will be made by Alumni Council members, Foundation Board members, USI students, staff and faculty, and friends.

Bamberger Bequest is Second Largest

The late Frederick P. and Helen M. Bamberger, an Evansville couple who supported education throughout their lives, left sizeable bequests to universities and hospitals, including \$130,000 to the University of Southern Indiana, its second largest bequest ever.

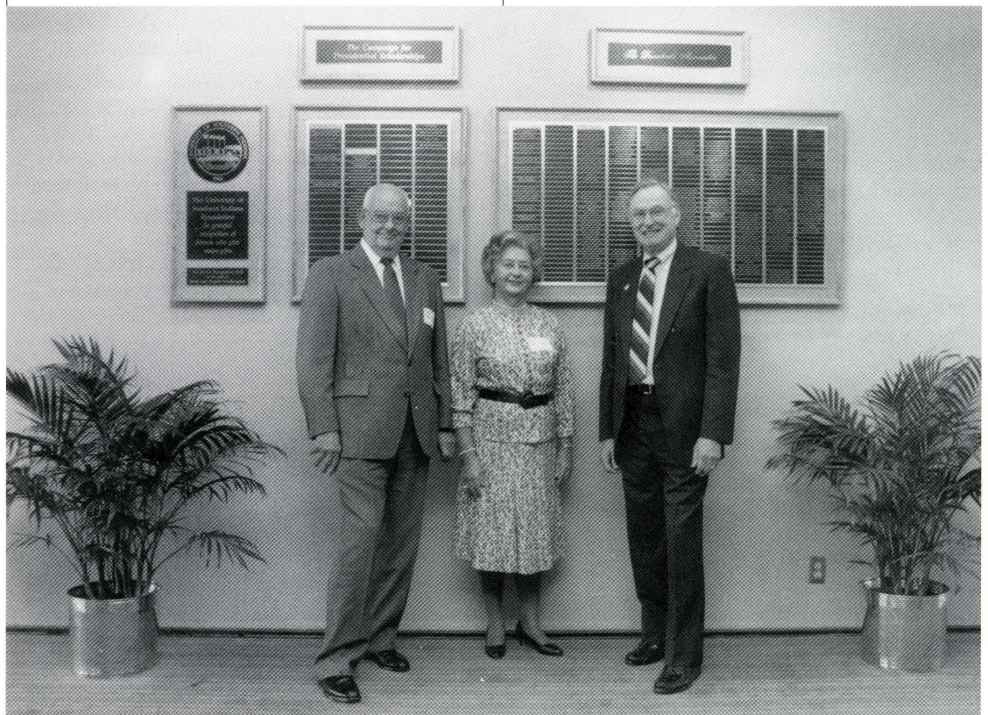
Before her death in April 1990, Helen Bamberger, a retired teacher, had served as a member of a citizens committee formed in 1966 to help develop USI. Her bequest of \$100,000 will be used to fund the

Bamberger Memorial Scholarships for deserving students in addition to helping meet other vital needs at the University.

Fred Bamberger, senior partner in the Bamberger, Foreman, Oswald and Hahn law firm until his death in 1983, also provided for USI and other universities through his residual trust. His planned gift of nearly \$30,000 will be added to his wife's bequest to fund a perpetual endowment fund in their memory.

Chapter Honored

The USI Mu Phi chapter of Sigma Tau Delta, International English Honor Society, recently was selected from more than 400 chapters to receive a "Very Honorable Mention" in a chapter awards competition. It involved a study of the year's activities in intellectual, community, and social events, rating quantity of people involved and the quality of programs, how they met international objectives of sincerity, truth, and design. Eric Eades, Mu Phi president, and Julie Sprinkle, secretary, will accept the award at the society's March convention in New Orleans. Other Mu Phi officers are Laura Hedrick, vice-president and historian, and Pam Newton, treasurer. Eric vonFuhmann, assistant professor of English, is faculty advisor.



Job Search: An Adult Survival Skill

by Kathy W. Funke, Editor

Brad Schepers is a 1990 USI graduate working as a design engineer in Michigan. Upon graduation in mechanical engineering, Schepers began his career with an engineering firm headquartered in the Detroit area. Law school remained a priority for Schepers. He left the engineering firm and enrolled in law school, but found he wanted more industry experience. As an undergraduate student he had enrolled in the co-op program through USI's Career Services and Placement and was placed at George Koch Sons, where he worked in research and development, engineering, and the design and estimating departments. He also completed a job registration with the Career Services and Placement, and when USI graduate Charlie Miller '81, general manager of ABB Flakt, called that office searching for an engineering technology applicant, interviews were arranged that eventually led Schepers back to a new job in Michigan.

"I tell a student, we can help you manage your job search when seeking employment; we are not able to place you in a job after graduation. You must place yourself," said Marilyn Schmidt, director of USI Career Services and Placement. "Our mission is education-oriented; the student needs to know how to campaign for a job," she stated.

In counseling upperclassmen about job prospects, the office looks to labor market information. Authors Robert Wegmann, Robert Chapman, and Miriam Johnson in the book *Work in the New Economy* state, "First, knowing how to find an appropriate job in a reasonable period of time is a necessary adult survival skill. The set of available job openings changes daily as new technology is applied and America reacts to the demands of a dynamic world economy."

Where the Jobs Are by Industry

Chemicals, Drugs & Allied Products
Agribusiness

Food, Beverage Processing &
Restaurants

Metal and Metal Products

Government Administration

Banking, Finance, and Insurance

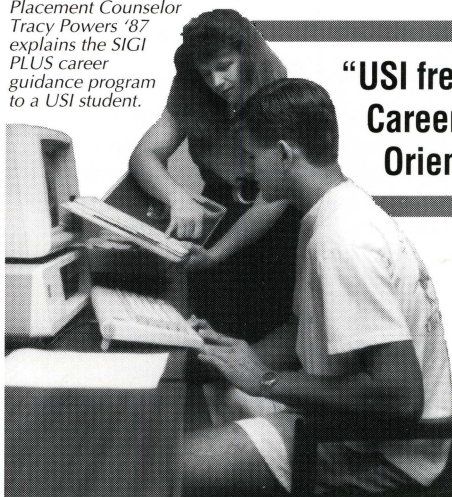
Construction and Building Materials
Manufacturers

Hotels, Motels, Resorts, and
Recreational Services

Compiled by USI Career Service and
Placement

The national press reports that students are likely to change jobs, even careers, as many as a dozen times in their work life. The competition will be keen, and the gap between high and low earners will widen. Reporters suggest the job seeker needs a good mental map, an adequate conceptual understanding of how the labor market works. Job seekers are encouraged to research the labor market; inventory their current skills and identify firms that need these skills; approach family, friends, and acquaintances to learn about these firms and how to find openings; learn to handle the written material, such as resumes and cover letters; and learn skills of self-presentation for interviews.

Placement Counselor
Tracy Powers '87
explains the SIGI
PLUS career
guidance program
to a USI student.



"USI freshmen are introduced to the Career Resources Center at Orientation & Freshman Seminar"

introduced to the Career Resource Center at Orientation and in Freshman Seminar, a required course for those who have not declared a major. "Students often reluctantly visit the center as a required assignment, but once they start reviewing the career guidance information and start seeing the choices available they start thinking of their future, often referring their friends to the Center," Powers said.

Another program in the office, the Student Job Locator Program, placed over 700 students last year, with these students generating \$2.2 million dollars. "We see this as a good financial aid package for our students," Schmidt said. "After graduation the student is not crushed with loans to repay."

"And we have a good product to offer employers. Students are inexpensive to employ; they have flexible hours; they are available year-round; and they have a variety of skill levels. It's a win-win situation, with students gaining work-related experience and the maturity that comes with a job," Schmidt said.

Two programs arranged by Career Services and Placement—internships and co-operative education—are excellent ways for students to explore career choices. Opportunities exist in all academic majors for internships and co-operative education. A recent *Evansville Courier* editorial referred to a study by the Placement Office at Northwestern University. The study reported, "More companies are using co-op work programs, internships, and summer jobs to evaluate college students for future employment. Getting a foot in the door early may be the best way to find work when college days are done."

Many other services are available including The Career Resource Center, Student Job Locator Program, and graduate placement.

The Career Resource Center, managed by placement counselor Tracy Powers, '87, includes information on career exploration with SIGI PLUS, a computerized career guidance program; corporate literature library; directories of companies, and job search material offering advice on how to write cover letters and resumes. USI freshmen are

"I tell a student, we can help you manage your job search when seeking employment; we are not able to place you in a job after graduation. You must place yourself."

When pressed by students on how to get a job, Schmidt confides, "I tell students it is true that 'It is who you know, when it comes to getting a job.' I also tell them it's their job to know everyone. They have to be aggressive in promoting themselves and their job skills. They have to know they need to make a good impression. A student cannot afford to coast for four years. We can help give them the ammunition to get the job; using it is their responsibility."

Careers with highest projected growth rates:

Paralegal Personnel
Computer Programmers
Computer Systems Analysts
Medical Assistants
Data Processing Equipment Repairers
Electrical & Electronics Engineers
Electrical & Electronics Technologists
Computer Operators
Travel Agents
Physical Therapists
Physician Assistants
Securities & Financial Services Sales Workers
Mechanical Engineering Technologists
Lawyers
Correction Officers
Accountants/Auditors
Mechanical Engineers
Registered Nurses
Employment Interviewers

Compiled by USI Career Service and Placement

Promoting USI graduates to potential employers remains another responsibility of Career Services and Placement. "The success of USI graduates is my only marketing tool," said Schmidt. "Successful graduates are an indication of the success of the institution. They lend credibility to the education at USI. We now have graduates who hold responsible positions as directors, managers . . . roles that effect change in a company . . . serving as sources for job placement. Alumni serve an important role as they list job opportunities from their companies. Many graduates have been willing to provide job shadowing through such Alumni Association sponsored activities as "A Day on the Job," which allows a current student to observe a graduate in the workplace. This networking is an important service to our current students."

The job hunt process has been defined as the loneliest task of life. Success can come to those who use effective career-planning and job-seeking techniques. The Career Service and Placement Office at USI is working to ease this solitary assignment.

12 New Scholarships Established

Charitable gifts from USI supporters established twelve new scholarships and awards during 1991 to aid worthy and deserving students, including the Trustees Distinguished Merit Award to honor the University's top all-round student.

The new Trustees Distinguished Merit Award, established by USI's Board of Trustees and underwritten by their personal gifts, recognizes the top junior or senior who "represents the ideals of liberal learning and the pursuit of excellence in academic achievement, personal integrity, and physical fitness." The recipient is chosen by a faculty committee from five nominees, one representing each of USI's five academic schools. The award winner receives a \$1,000 cash award.

Margaret H. Blair has renewed her pledge to fund the Margaret Henderson Blair Presidential Scholarship for the next four years. The Presidential Scholarships provide prestigious, privately-funded merit scholarships to attract qualified Indiana high school valedictorians and salutatorians to the University of Southern Indiana.

The Academic Achievement Award in Radiologic Technology will be awarded annually to the second-year radiologic technology student who has achieved the highest cumulative grade point average. It is the gift of E. I. du Pont de Nemours & Company, Inc.

The Evansville Business & Professional Women's Club Scholarship is the gift of the 62-year-old Evansville chapter which is disbanding. Half the balance in the club's treasury will be invested to provide an endowed scholarship for young women majoring in business at USI who have financial need.

The Robert E. Fahrer Memorial Scholarship was established in March by the Evansville Medical Radiological Association, Inc. The annual award will underwrite approximately half of the costs of tuition, fees, and books for a USI Radiologic Technology major who is performing his/her clinical education at Deaconess Hospital and demonstrates financial need.

The Edward F. Harrison Scholarship is the generous gift of Ed Harrison, career employee of Mead Johnson & Company and its successor Bristol-Myers Squibb, who has just retired. Harrison has designated that the proceeds from his scholarship endowment go to support students in need who are pursuing careers in the health professions.

A gift of Dr. and Mrs. Larry G. Willhite is providing the John Edgar George Memorial Scholarship, an annual scholarship award to a top Evansville-area black student. The scholarship is named for the Willhites' grandfathers who stressed the importance of higher education to their children and grandchildren.

The Brian Morlock Memorial Scholarship is the gift of his widow, Mrs. Connie Pearce, of Mt. Vernon. This scholarship for seniors graduating from Posey County high schools who plan to attend USI will provide an annual award in memory of Brian Morlock '80, an elementary education major who taught school in New Harmony and Mt. Vernon schools.

The Gennaro Palladino Memorial Scholarship awards will be funded by proceeds from the annual Mid-America Conference for Teachers of Psychology held each fall at USI. It will recognize the outstanding achievements of USI students majoring in psychology. The scholarship honors the father of Dr. Joseph Palladino, chairman of the department of psychology at USI and conference organizer.

The Walter F. Sill Memorial Scholarship in Geology was established by Mrs. Louise Sill to provide a full scholarship for the senior geology major with the highest grade point average to free the recipient of college expenses during his/her senior year.

The Gamma Beta Chapter of Sigma Alpha Sorority has established the Sigma Alpha Sorority Scholarship to be awarded to a woman majoring in nursing who maintains a 2.5 grade point average. Sigma Alpha Sorority, a women's philanthropic organization, has supported student nurses at Deaconess Hospital since 1973.

The Marilyn Weimer Memorial Scholarship is the first major scholarship for dental assisting students at USI. The annual award will provide full funding for tuition, fees, and books to a student in this one-year program. The scholarship is the generous gift of an anonymous friend given as a memorial tribute to Marilyn Weimer, a dental assistant who took a special interest in helping students with their clinicals.

USI Marketing Professors Examines Private Enterprise in Poland

The following story is made up of excerpts from a three-series article that appeared in *Evansville Business Journal*, November 1991 - January 1992 by Dr. Sang T. Choe, associate professor of marketing at USI, who spent a month in Krakow, Poland, as a marketing instructor.

Two years before Poland was transformed into a democratic system, a number of Poles, disgruntled about the communist society, organized an association called the Krakow Industrial Society (KTP in Polski) in Krakow, a southern city in Poland. In 1979 the members of the KTP became openly active in promoting private enterprise. They traveled the West visiting countries such as America and Japan to see how market-oriented economies work.

They traveled the West visiting countries such as America and Japan to see how market-oriented economies work.

Today the KTP, housed in a 150-year-old building, offers three major types of service for capitalism—it runs a business school, offers consulting services, and holds business seminars. Because of its image as a revolutionary leader in business ideas, the KTP functions as an information center for business people, native as well as foreign.

In addition to the business school operating on a regular school year, the KTP runs a summer business school offering courses taught strictly by American business professors. I became interested in the summer business school at the urging of my USI colleague Walter Jermakowicz....

The students were not in the regular college-age category. Many of them had master's degrees in engineering and metallurgical studies. Some of them were holding high managerial positions and were quite capable of making vital organizational decisions.

One of my students was a manager in a steel works and he had 2,000 employees under him...Students evaluated each of their courses at the end of each session. The most common expression was, "Now, I think different after this course."

The old ineffective way of business operation was mainly caused by the state controlled communist system. In the past, the state was believed to take care of their lives; they had no reason to endeavor to be efficient or cost-effective. As a result many industries were subsidized by the govern-

ment, did not improve their operations, and in turn stagnated their economic development....Polski Fiat is a good example of stagnant thinking because of limited interaction with the rest of the world. Due to neglected efforts in research and development, Fiats produced in Poland had the same style and engineering year after year, and few Poles liked the models, but had little choice but to buy them.

Polish people need desperately not only to renovate existing industry but also to innovate new product development. New up-to-date business information is a must to be fed into the country which has a vacuum of knowledge on how to do business with the West...

Most of the concepts of a market economy are brand new to them. Since the previous orientation of the economy was toward the government, not the consumer, such things as market research or consumer surveys are virtually non-existent. How to do surveys, design of questionnaires, and methods of data collection, all can hold new meaning for them.

One of the most fascinating market segments is retailing. Polish consumers at this time make very fast purchase decisions for two reasons. First, they enjoy freedom of choice. In the past they had to buy a specific item with a limited amount of coupons allocated by the State. Now purchase decisions are their own. One of the Solidarity members I met said, "Prices are high, but we're happy now because we have choices."

In the past, most of the consumer items were scarce and limited. One of the scarce items, for example, was toilet tissue. In quality, Polish toilet tissue does not meet half of what we have in the states. It is brown in color and so strong that you can hardly tear it off. One Polish person said that he had bought the tissue whenever it was available, and now he has more than three years supply.

Inflation influences them to make fast purchase decisions. In 1989, the Polish economy had a 900 percent inflation rate because of governmental action lifting price control of several key staple items. Even though the June inflation rate was 0.1 percent, the Polish consumers believe the

value of today's money will not be sustained tomorrow.

For American business, the Polish market displays a few advantages over others as a gateway to penetrate the Eastern European market. Though the Polish have their own language, it is much easier for English speakers to go around in Poland compared to others. People in Czechoslovakia expect foreigners to



speak Deutsche or German; while in Poland the expected language is English.

Another advantage is free exchange of foreign currency. In addition to the regular banks where people can exchange money, Kantor is a small office which is available almost any popular place in the town such as hotels, shopping centers, and the Custom House. Whenever people need to exchange money for any currency, Kantor is the place to go. Even the Soviet currency rubles, which are not easily convertible in Eastern Europe, can be converted at the Kantor. Polish money, Zloty, is readily changed into any other currency of the world.

Surprisingly, Poles have a high literacy rate. This means that many of the American promotional strategies may work in the market. Printed media can be a good source of consumer information. Religion is a key demographic variable of the Polish. More than 95 percent of the Polish people are Catholics. The high Catholic population indicates a unique Polish culture. Many aspects of their lives are centered around the church. Many churches are open for classic concerts on weekday evenings. Most of the concerts have filled audiences.

One astonishing aspect of consumer life in Poland is the laid back attitude toward daily activities. Unlike many Westerners driven by time, the Polish and Eastern Europeans like to leisurely enjoy their lives after their daily work and on weekends. People go to work early, six-thirty or seven, and come home early at two or a little after. There is no such thing as lunch time. When they go to work, they take a snack to eat in between the work.

Dinner is the meal served about 2 p.m. and it is the largest meal of the day. Their early return home from work and heavy dinner meal gives an opportunity for the people in Eastern Europe to seek entertainment outside the home.

Their entertainment is simple. The most common place they go is the Centrum, located in the center of the city, which is surrounded by many stores. There they enjoy watching the thousands of doves being fed by the tourists on the large grounds.

The Polish people like their new freedoms. According to Choe, who was in Poland when Soviet hard-liners tried to oust Mikhail Gorbachev in a failed coup, the Polish government's reaction to the coup made it clear that it, and its other Eastern European neighbors, won't retreat from the rush to democratic reform. Their reaction was clear that they did not want to go back to the old system.

Aimee J. Luebben Appointed Occupational Therapy Director

Aimee J. Luebben, owner and operator of Community Services in Belleville, Illinois, assumed duties January 2 as the first director of USI's Occupational Therapy Program.

She will spend the spring semester setting up the program and reviewing the more than 170 student applications, helping select the 15 who will enter the first class in the 1992 Summer II session.

Dr. Nadine A. Coudret, dean of the School of Nursing and Health Professions, said she is excited about the start-up of the program and pleased to have found someone with Luebben's administrative experience and ability to get it established.

Luebben was a Latin teacher until discovering about eight years ago that she couldn't find a job teaching Latin. She wanted to make use of that expertise in changing careers, however, and searched legal and medical listings until settling on occupational therapy. She enrolled at Washington University, St. Louis, earning B.S. and M.S. degrees in the mid-80s, and will complete Ph.D. course work in March at Southern Illinois University.

Washington University was handling occupational therapy on a contract basis in southern Illinois, then decided to drop its long-distance program. Luebben, then an instructor at Washington, organized Community Services and picked up the contracts to handle therapy for the clients of four organizations. She's been on the road since. "My office is my car," she said.

"Occupational therapists are so rare that people are just crying for help," she explained. That demand advanced the start of USI's program, which had been approved by state agencies but no special appropriation was made to begin the program. Evansville's three general hospitals — Deaconess, St. Mary's, and Welborn — and the new Tri-State Regional Rehabilitation Hospital stepped in to provide \$55,000 in start-up funding.

Luebben said what she did in Belleville was "pretty neat. I helped people talk again (with a voice box) . . . I fixed up wheelchairs for people so they could be independent . . . I hooked up controls so people could turn lights on and off."

Basically, she said, she evaluated clients and wrote programs for others to carry out. She said she negotiated with USI to keep one of the contracts, dealing with infants to three-year-olds, because she doesn't believe this group will find someone soon to replace her.

She said she favors clinical education and staying updated on developments in the field, and hopes to build a clinical program into the OT department at USI.

Tim Ferguson, (left) General Electric Human Resource manager, discusses with Margaret Kaufmann, HNH marketing director, and Jim Sanders, HNH director, how several thousand American Indian artifacts, given by General Electric to the University of Southern Indiana/Historic New Harmony's Charles-Alexandre Lesuer American Indian Museum, will be displayed. The collection, which was uncovered during excavation on GE property in 1988, includes flint or chert blades, clear quartz blades, several copper axe heads, and a variety of beads, fresh water pearls, wood and leather objects. Sanders said, "Particularly important is that it is staying in the county where it has been resting for hundreds of years. The collection will be a valuable educational tool for visitors to New Harmony and local residents and students."



Total Quality Management: Competitive Breakthrough by Delighting the Customer

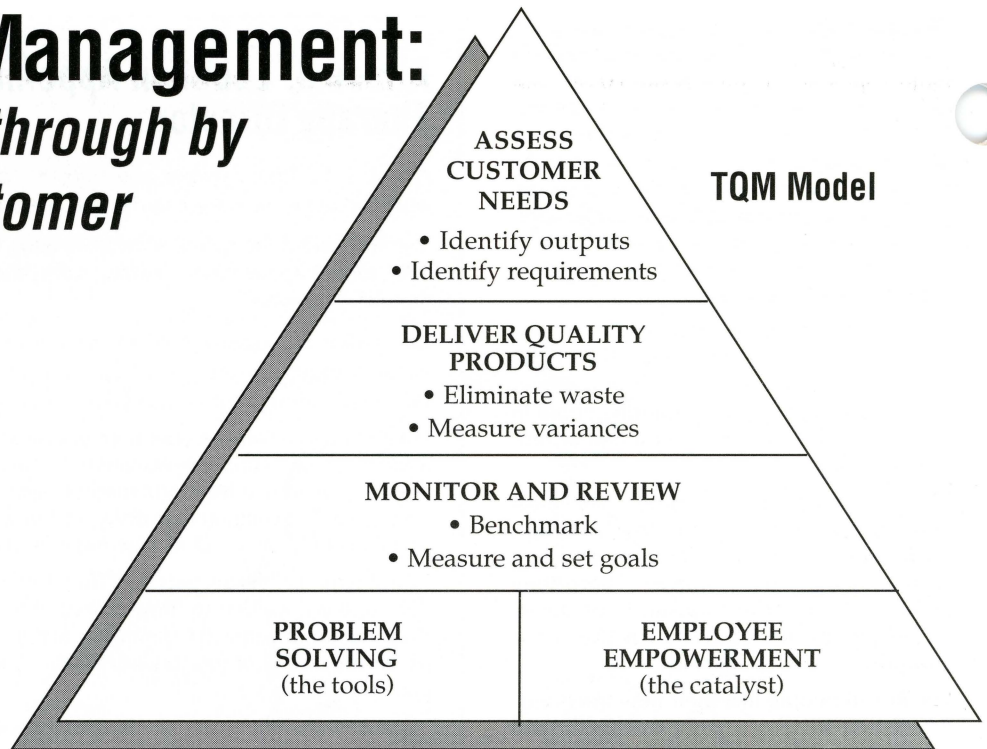
by William F. Capodagli, director of the USI Center for Total Quality Management

Over the years, profound business innovations have become a condition for survival. Such innovations have included bills of exchange in the 1300s and the emergence of stock markets in the 1600s. In the 1700s we saw the beginning of the standardized production system, and assembly line production began in the 1920s. Total Quality Management (TQM) is an innovation on this scale.

Total Quality Management is defined as "creating a competitive advantage by focusing the entire organization on what is important to the customer." A recent study conducted by a major consulting firm demonstrates that over the past ten years TQM companies have substantially outperformed the Standard & Poors 500 by over 46 percent. (graph below)

In the United States, TQM has developed in four waves across four types of businesses. It started in manufacturing-intensive companies in the late 1970s. Service companies started focusing their activities on customer satisfaction in the mid 1980s. Project- or research-and-development-intensive companies began TQM in the late 1980s. The most current wave has seen the asset-intensive companies beginning to implement TQM.

Each of the four waves is characterized by different kinds of key business processes.



- Manufacturing intensive → Operations
- Service intensive → Moment of truth with the customer
- Project or R&D intensive → Creative
- Asset intensive → Strategic

Most organizations contain all four types, but one usually dominates. The most successful TQM companies apply TQM appropriately to each business process and they start with the business process that is most important to their organization.

The most successful TQM companies also incorporate into their process the five critical elements that are found in our Quality Performance through Teamwork Model .

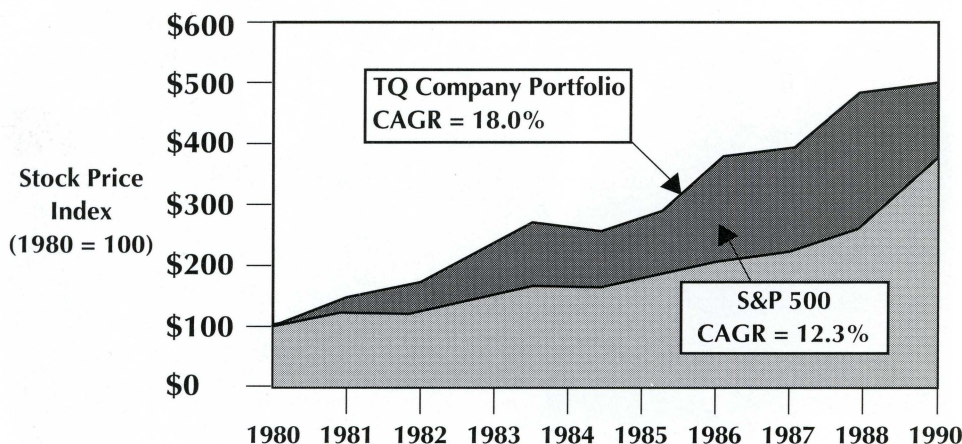
It starts with assessing the needs of the customer. Two recent studies indicated that the reason customers most frequently left a vendor was because the vendor was not meeting their needs. This reason was five times more important than price. Now I'm not suggesting that if you have a quality product and service your customers well, you can double the price and it doesn't matter...or am I?

“What premium would you pay for better quality?”

A 1988 Gallup Poll asked Americans, "What premium would you pay for better quality?" The study indicated that they would pay 67 percent more for a television, 42 percent more for a dishwasher, 21 percent more for a car, and 72 percent more for a sofa. The simple fact is we really do not know what our customers want and as a result we lose their business.

The second element of our model is delivering quality products and services. During this step companies must review how their processes serve the needs of the customer and eliminate all wasted efforts. A typical manufacturing company will spend 20 to 25 percent of their sales on non-value-added activities. A service company will spend as much as 40 percent of their sales on non-value added activities. Companies always have enough time to do something over, but they never have enough time to do it right the first time.

TQ Companies Have Substantially Outperformed S&P 500



Note: Lilly, Ford, Honda, HP, Schlumberger, Motorola, Unilever

Once you know what the customer needs, and you deliver that need in the most effective manner, you must then monitor the results. However, monitoring is not enough; you must constantly improve.

A disciplined approach to problem solving becomes the tool to help ensure the delivery of quality products and services.

Employee empowerment becomes the catalyst to exceeding the needs of the customer. We need to let employees know what is expected, give them the tools to continually improve, and then we need to get out of their way and let them do whatever it takes to exceed the expectations of the customer.

The Center for Total Quality Management at USI, the first center of its kind at a university in Indiana, plans to establish long-term partnerships with businesses to achieve results that will make the businesses more competitive. We are working with companies that are just starting this process, and companies that have been trying to implement these concepts for several years.

Whether you are in the steel business, automotive business, health care, hospitality, or banking business, the number one competitive battle ground of the '90s and into the next century is quality and customer service. Total Quality Management will not only be essential for success, it will be required for survival.

William F. Capodagli joined USI in 1991 as first director of the Center for Total Quality Management. He has held management and consulting positions with Coopers & Lybrand, Kemper Corporation, and A.T. Kearney. Among results of his work with specific companies has been a quality supplier award for an auto parts manufacturer; productivity increases for that company and a crude oil provider through reduced cycle time, streamlined paperwork, more effective materials planning, and empowering employees at all levels. Capodagli received degrees in economics and mathematics from Illinois State University.



William F. Capodagli

The USI Center for Total Quality Management, which targets small and mid-sized companies for implementation of TQM techniques, was funded by a grant from the Strategic Development Fund of the Indiana Department of Commerce, with support from southern Indiana business and industry and the University.

Homecoming '92

Return engagement of USI Alumni Saturday, February 15

In the Spotlight: The Classes of

1972

1977

1982

1987

Alumni Sneak Preview

A pre-game supper, served from 5:30 to 7 p.m. in the Physical Activities Center (PAC), Room 200. Enjoy vegetable soup and sandwiches, chili and hot dogs, and desserts for \$4 per person.

The Main Feature

USI vs. University of Indianapolis
Women's Game 5:15 p.m.
Men's Game 7:30 p.m.
Special reserved seating for alumni
\$3 per person

Alumni and Faculty Finale

Gather post-game to savor friendships, memories, and refreshments.

For game and supper reservations, call the Alumni Affairs Office, 812/464-1924.

ALUMNI TODAY

1970s

P. Gayle Burch '72, elementary education, is a sales executive at Marie Powell & Associates, Better Home & Gardens, in St. Petersburg, Florida. She and her husband, Jack, live in Largo.

Terry R. Hitch '73, marketing, is the central zone sales manager for Eastman Kodak. He lives in Wheaton, Illinois.

The Rev. Larry D. Joyce '73, communications, recently became pastor at Highland Baptist Church in Georgetown, Indiana.

Jennifer L. Laval '73, elementary education, is lead teacher at Sylvan Learning Center in Evansville.

Linda L. Davis '74, elementary education, lives in Nashville, Tennessee, where she is manager of Tandy Leather Co.

Mark A. Henry '74, political science, and Elizabeth N. Headley were married in July. He earned a master's degree in school psychology from Ball State University in 1977. They live in Evansville, where both are psychologists with the Evansville-Vanderburgh School Corporation.

Nancy Hankins Long '74, political science and history, and her husband, R. Edgar, announce the birth of a

daughter, Elizabeth Victoria, in September. Recently, Nancy received the 1991 National Child Support Enforcement Association award for outstanding individual achievement. An attorney, she joined the Vanderburgh County Prosecutor's Office staff in 1978 and has managed the child support division since 1979.

Michael K. Campbell '75, accounting, was the USI School of Business Executive-In-Residence last fall. He is president of Hurco Manufacturing Co. and senior vice president and chief financial officer of the Hurco Companies, Inc., in Indianapolis.

E. Randall Lewis '75, communications, owns and operates Severe, an upscale Hollywood gift shop. Customers include celebrities such as Cher, Bruce Springsteen, Axl Rose, Michael Jackson, and Madonna.

Sonja Q. Smith '75, elementary education, is a substitute teacher with the Evansville-Vanderburgh School Corporation. She also has an associate degree in computer information systems from USI.

Deborah A. Reis '76, business education, is a training analyst at PSI Energy in Plainfield, Indiana. She lives in Martinsville.

Mark A. Dorsey '77, communications, and his wife, Debbie, announce the birth of a daughter, Ashley Nicole, in August. He is general manager of 60 Minute Photo in Evansville.

Edward A. Allison '78, marketing, has become director of sales at National Medical Computer Services in San Diego.

Margo Sharp Barbour '78, radiologic technology, is director of radiology at St. Joseph's Hospital in Huntingburg, Indiana. She is a member of the American Society of Radiologic Technologists and the Indiana Society of Radiologic Technologists. She lives in Owensville.

Michael W. French '78, business, has been promoted to assistant vice president at Citizens Bank of Posey County (Indiana). He has been with the bank since 1984.

B. Dale McCuiston '78, social sciences, and his wife, **Debbie Simpson McCuiston '76** political science, live in Newburgh, Indiana, where he is an educational consultant.

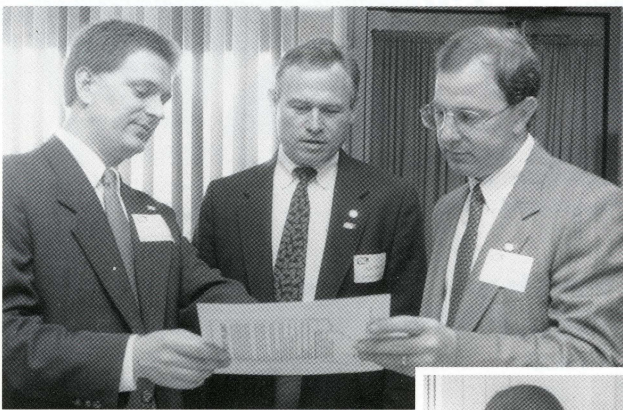
Jerry R. Schneider '78, marketing, is sales manager at Floral Products, Inc., in Evansville. He and his wife, Nancy J., live in Newburgh.

Jeffrey L. Wolf '78, accounting and finance, is vice president of Enviration Products in Evansville.

Daniel Market '79, biology, is lab coordinator at Vanderbilt University in Nashville, where he earned his master's degree. He also works as a singer/songwriter, focusing on folk and rhythm and blues.

Ted A. Richardt '79, accounting, and his wife, Sheryl, live in Evansville, where he is supervisor of accounting at PPG Industries.

USI Career Exploration



Science and Engineering Technology graduates **Jerry Lutz '82** (above), plant engineer with Indiana & Michigan Power Co. in Rockport; **Keith Moore '74** (center), president of Moore & Associates, Inc. in Mt. Vernon; and **Charlie Miller '81**, director of Industrial Paint Finishing at ABB Flakt Alpha in Madison Heights, Michigan compare notes during the Fall, 1991 career exploration seminar, which acquainted USI students with professionals in career fields of their choice. The professionals were USI graduates.



USI graduates **Eric Williams '89** (left), Vanderburgh County Sheriff's Department; **Ed White** (center), second-year resident at St. Mary's Medical Center; and **Mary Klaser '83**, Vanderburgh County Sheriff's Department joined over fifty other USI graduates representing a variety of professional careers who met with USI students during USI Career Exploration held in October, 1991.



Representing the career area of advertising, **Sonya Himsel '88**, sales representative with Val-Pak in Indianapolis, talks with a USI student about her marketing career choice.

1980s

Richard J. Goebel '80, accounting and management, was promoted to assistant vice president for operations analysis at Citizens National Bank of Evansville.

Keith J. Grossman '80, business, is assistant manager of the Evansville office of Prudential Securities, Inc. He has been with the company since 1989.

Linda K. Drier Koch '80, math, and her husband, **Robert B.**, '83 management, of Evansville, announce the birth of a daughter, Andrea Michelle.

Paul E. Kohlman '80, management, has earned the chartered financial consultant diploma and professional designation from the American College, Bryn Mawr, Pennsylvania. He has been in financial planning for five years and is secretary and principal owner of Associated Financial Group, Inc., in Evansville.

Michael E. Moore '80, electrical engineering technology, was promoted to senior engineering specialist at Emerson Electric in St. Louis.

Harold E. Tepool, Jr. '80, communications, recently received an Exemplary Service Award from Vincennes University. He joined the faculty of VU in 1987 and is associate professor of business. He earned a master's degree from Indiana State University.

Greg A. Nixon '81, mining engineering technology, is a sales associate at Schultheis Insurance Agency in Evansville.

Rick Notter '81, communications, recently received the Theodore H. Barrett Media Coverage Award. The Indiana Psychological Association recognized him for his help in media promotion of the science and practice of psychology. He formerly worked at WFIE-TV, Channel 14, in Evansville for 8 1/2 years, where he did much of his medical reporting on a special weekly series entitled *Healthwatch*, as well as a variety of other health-related news stories. He now is the editor/president of *Inside Indiana*, a new sports publication highlighting Indiana University athletics.

Rick A. Rexing '81, marketing, works for the Clorox Co. in Cincinnati as a regional sales manager. He earned an M.B.A. from Xavier University in 1990.

Donald R. Vowels '81, political science, is an attorney with the law firm of Keating and Bumb in Evansville. Formerly court administrator of the Vanderburgh Superior Court, he earned his law degree from Ohio Northern University School of Law in 1987.

Robynn M. Kormelink Working '81, radiologic technology, is a radiologic technologist at Deaconess Hospital in Evansville, where she has worked for 10 years.

Margaret A. Hollinden Goedde '82, math, is a computer programmer analyst at Crane Naval Weapons Support Center. She and her husband, Charles, live in Springville, Indiana.

Susan B. Haury '82, dental assisting, is president of Midnight Sun Tanning Salon in Evansville.

Judith Fischer Hill '82, communications, is a Social Security Administration service representative in Henderson, Kentucky. Her husband, Henry W., is a communications major at USI.

William J. Meyer '82, mechanical engineering technology, is lead mechanical and project engineer for Kimberly-Clark Corp. in Neenah, Wisconsin. He worked on the project team for Huggies Pull-Up Training Pants.

David J. Seibert '83, accounting, is president of Sycamore Enterprises, Inc., in Evansville. He and his wife, Melanie, live in Newburgh.

Dr. David H. Wolf '83, biology, has a dental practice in Indianapolis. He lives in Greenwood.

David L. Albin '84, finance, was promoted to assistant vice president at Citizens National Bank of Evansville. He joined Citizens in 1984 and will continue to hold the position as credit card officer.

Dr. J. Christopher Sartore '84, biology, is serving in the Army and was recently assigned to Dexheim Health Clinic in Germany. His wife, the former Rosetta Auffart, attended USI as a nursing student. They have two children, Rosanna and Breanna.

USI GRAD IS INDIANA'S YOUNGEST MAYOR

Randy Harris, '87 communications (radio/TV), was sworn in January 1 as mayor of Petersburg, Indiana, becoming Indiana's youngest mayor.

While at USI, the 26-year-old Evansville native worked his way through the jobs at WSWI, the University radio station, and was program director his senior year. He attended Central Missouri State a year, working toward his master's, then became news director at WFPC, a relatively new radio station at Petersburg.

"I found a job and a home," Harris said. "I'd always wanted to live in a small town and I really like it here."

He said he ran for mayor because he saw a need he felt he could meet, thanks in part to his background in political science and history at USI. His goal is to bring a diversified economy to Pike County, which historically has depended on the coal mines.

David A. Stevenson '84, sociology, and Lori A. Blandford were married in September. He is a self-employed Mac Tool distributor; she is office manager for Dr. Dennis P. Lauck and Associates in Evansville.

Scott A. Toelle '84, mining engineering technology, is an engineer at Project Associates, Inc. He and his wife, Lisa, live in Newburgh.

Jimmy L. English '85, mechanical engineering technology, is an engineering manager at Integrated Systems Manufacturing in Haubstadt, Indiana. He and his wife, Nancy, live in Evansville.

Kevin J. Heldman '85, accounting, and Marilyn A. Spahn were married in September. He is a certified public accountant and loan review officer at Old National Bank; she is a certified public accountant at Harding Shymanski & Co. They live in Evansville.

Catherine A. Peterson '85, business administration, is an accounting specialist at Central Florida Blood Bank in Orlando.

Deborah L. Simpson '85, mining engineering technology, is a project engineer at Exxon/The Carter Mining Company in Gillette, Wyoming.

Michael S. Steadman '85, marketing, and his wife, Laura, live in Indianapolis, where he is a senior claims representative at Progressive Insurance Co.

Scott R. Watters '85, accounting, and Karen M. Wannemuehler were married in July. He is a certified public account at Gaither Koewler Rohlfert Luckett & Co. in Evansville; she works at Tri-State Regional Rehabilitation Hospital.

Joseph E. Lake '86, business, has been promoted to area personnel supervisor at Ashland Petroleum Co. in Ashland, Kentucky.

Annette M. Meier '86, management, is a territory sales manager at Bristol-Myers Squibb in Evansville.

J. Michael Milligan '86, accounting, and Barbara Susan Miller were married in August. He is a financial analyst for Bristol-Myers Squibb in Evansville, and she is director of corporate training for Citizens National Bank.

James E. Quehl '86, marketing, is an accounts representative for Quaker Oats Co. in Toledo, Ohio.

Sandra J. Hammock '87, psychology, is enrolled in the clinical medical psychology doctorate program at the University of Alabama at Birmingham.

Kendra K. Heilman '87, marketing, is inside sales coordinator at Potter & Brumfield in Princeton, Indiana.

Mark A. Isaac '87, accounting, was promoted to accounting officer at Citizens National Bank in Evansville. He was formerly an accountant at the bank's Posey County affiliate.

Tracy J. Coleman Powers '87, elementary education, has been promoted to career services counselor at USI.

Janet C. Vandiver '87, accounting, and Eric A. Terrell were married in September. They live in Evansville, where she is accounts payable coordinator at Atlas Van Lines. He is a machinist at Mount Vernon Screw Products.

Carol A. Baumgart Weems '87, biology, is a primary care sales specialist for Parke-Davis in Evansville.

Roger A. Angermeier '88, communications, is creative director at Market And Company in Evansville.

Paul D. Bush '88, finance, and his wife, Kristina M., are the parents of a daughter, Hannah Grace, born August 14. They recently moved to Mount Vernon, Illinois, where he took a position as claims representative with Cincinnati Insurance Co.

Angela E. Davis '88, art, is a graduate student at Southern Illinois University at Edwardsville. Her work will be part of "Journey, Fragments, and Places," a three-person art exhibition at The Design Center in St. Louis through February 29.

Joyce Knies Eckert '88, business, is office manager at Wilmes Window Manufacturing, Inc., in Ferdinand, Indiana. She lives in Jasper.

Merrit A. Maloney Jones '88, communications, is personnel supervisor at Olsten Temporary Services in Frankfort, Kentucky. She and her husband, James, have a son, Zachary.

Annette M. McDonald '88, accounting, and Mark A. Wright were married in June. They live in Evansville, where she is an accountant with Riney Hancock & Co., and he is an investment broker with Hilliard Lyons.

Adam R. O'Nan '88, accounting, is a partner in farming with his father at Land-O-Nan Farms in Sturgis, Kentucky.

David Pearce '88, communications, recently became director of consumer relations at Unicare Health Facilities, Inc., in Mount Vernon, Indiana.

Amy Jo Seibert '88, accounting, and Anthony W. Mead were married in June. She is a certified public accountant at Clem Dassel & Co. in Poseyville, Indiana. They live in Evansville, where he works at Million Air.

Christine M. Wittmer '88, English, is a teacher in the Evansville-Vanderburgh School Corporation.

Scott Ebenkamp '89, management, recently became communications officer at the Jasper (Indiana) Police Department.

David L. Lovell '89, communications, and **Camille R. Brinksneader '90**, biology, were married in July. He is promotions director at WKDQ Radio in Henderson; she is a medical technologist at the Deaconess Service Corp. They live in Evansville.

Tony Marx '89, accounting, and Wendy A. Guetling, a USI business and computer information systems major, were married in September. He is an accountant for Southern Indiana Gas & Electric Co.; she is a secretary at Commercial Credit Corp. They live in Evansville.

Wade C. McKim '89, finance and economics, lives in Tampa, Florida, where he is policy administrator and inventory coordinator at Bannex Corporation.

Travis D. White '89, general science, and his wife, **Bobbie Arosteguy-White '88**, communications, live in Hendersonville, Tennessee. He is a senior sales representative and acting sales manager with Modern Office Methods/Lanier in Nashville. She is a substitute teacher. They have a two-year-old son, Tyler Joseph.

1990s

Jennifer A. Blankenberger '90, business, and Mark J. Bender were married in August. She is office manager at Woods & Woods law firm in Evansville. He is a self-employed farmer in Poseyville, where they live.

Karen L. DeLuca '90, social work, and **Peter A. Townsend**, '91 civil engineering technology, were married in August. He is a civil engineer at Biagi and Associates; she works at Rehabilitation Center Developmental Services. They live in Evansville.

Shellee Fuquay '90, elementary education, and Shane Holmes were married in June. She is a teacher in the Hopkins County (Kentucky) School System; he works for Mine Equipment and Mill Supply. They live in Madisonville.

Jeff W. Harding '90, marketing, is a sales representative at Evansville Bolt & Nut, Inc. He will be in charge of sales in southern Illinois and Indiana.

Karen Hinderliter '90, elementary education, is a developmental specialist at The Rehabilitation Center in Evansville. She will work with early intervention programs for infants and toddlers.

Steven A. Hoover '90, mechanical engineering technology, and his wife, the former **Rhonda R. Woodruff '90**, elementary education, announce the birth of a son, Aaron Elliott. They live in Newburgh, Indiana.

Dolli Kuehn Kight '90, management and marketing, is the convention sales manager at the Evansville Convention and Visitors Bureau. She will be the primary convention sales representative for Evansville.

Eric T. May '90, marketing, and Donett A. Heberer were married in July. They live in Lafayette, Indiana, where he is a claims adjuster for State Farm Insurance Co., and she manages Payless Shoe Source.

Rhonda J. Riffert '90, marketing, is manager of The Meadows apartments in Newburgh, Indiana.

Michael E. Sturgeon '90, accounting and finance, and Leanne Nurrenbern, a USI elementary education major, were married in June. He recently became controller at Central Beverage Co. in Evansville.

Susan R. Taylor '90, business administration, and Steven R. Wilson were married in May and live in Evansville.

Jo R. Brahm '91, communications, works at St. Meinrad Seminary, where she is communications administrative assistant. She lives in Ferdinand, Indiana.

Lynell J. Breivogel '91, accounting, is a staff accountant at Gaither Koewler Rohlfert Luckett & Co. in Evansville.

Jayne L. Rappee Buthod '91, psychology, has been promoted to distribution center supervisor at T.J. Maxx, Inc., in Evansville. She has been with the company since 1988.

Dayne A. Heldt '91, communications, is advertising consultant at WRBT-FM in Evansville.

Jon T. McClain '91, economics, has accepted a graduate assistantship at Western Illinois University. He will be working in the Rural Studies Institute while pursuing his master's degree in economics.

Jane A. Nunez '91, accounting and business administration, has joined the staff of Harding Shymanski & Co. in Evansville.

Karen Tegmeyer '91, elementary education, and Brad Phelps were married in August. She is a dental assistant at Dental Associates; he is a supervisor with Osco Drug. They live in Evansville.

Melanie A. Razor '91, business administration, and David A. Bretz were married in June. She works at American General Finance; he owns and operates Bretz Plumbing Service. They live in Cynthiana, Indiana.

Julie A. Schmitt '91, computer information systems, was selected as the first recipient of the Trustees Distinguished Merit Award during Honors Week at USI last spring. She is an analyst programmer in manufacturing and quality assurance at Bristol-Myers Squibb in Evansville.

Paula S. Schroeder '91, elementary education, is an account executive at Rem-Kay Business Equipment in Evansville.

Michele A. Seibert '91, accounting, married Dennis Motz on November 9. They live in Roann, Indiana.

Melinda Stevenson '91, psychology, and Keith Robinson were married in June. She works at ARA Services in Evansville. They live in Mount Vernon, Indiana, where he works at General Electric.

Thanks to 1990/91 Contributors To Presidential Scholarships

"Keeping a list and checking it twice did not get the job done," according to Suzanne Nicholson, Director of Development, when it came to listing the 1990/91 contributors to The Presidential Scholarships in the December 1991 publication of Honor Roll of Donors.

The list which ran in the Honor Roll of Donors was the previous year's (1989-90) contributors, not the 1990-91 donors. "Our staff is very

dedicated when it comes to saying thank you to our donors. We apologize and want to extend our sincere thanks to the many generous donors who support the important Presidential Scholarship program," Mrs. Nicholson added.

Following is the correct list of contributors to The Presidential Scholarships whose gifts were received July 1, 1990, to June 30, 1991.

Dr. & Mrs. George S. Abshier
Ms. Elizabeth E. Albon
ALCOA Foundation
Amax Foundation, Inc.
Apex Tool & Mfg., Inc.
Dr. & Mrs. Larry W. Arp
Dr. & Mrs. James H. Bandoli
Dr. Jeanne K. & Mr. Dean Barnett
Dr. Donald D. & Mrs. M. Jane Bennett '76
Dr. & Mrs. Darrel E. Bigham
Ms. Margaret H. Blair
Mr. & Mrs. Harold A. Buecher
Citizens National Bank of Evansville
Dr. Judith & Mr. Gene Clabes
Commercial Credit Corporation
Mr. & Mrs. H. Lee Cooper III
Dr. Rebecca N. Couch
D-Patrick, Inc.
John L. & Pamela A. Deem 83
deJong's, Inc.
Dr. & Mrs. Melvin W. Denner
Dr. & Mrs. Emmet D. Edwards
Escalade, Inc.
Evansville Sheet Metal Works, Inc.
Mr. & Mrs. Edward F. Frederking
Mr. & Mrs. Augustine J. Fredrich
David M. & Stephanie R. Fuelling '78
Mr. & Mrs. Harold Godeke
Mr. & Mrs. Patrick Goen
Drs. Warren & Marie G. Hankins
Mr. & Mrs. Paul Hermann
Industrial Contractors, Inc.
JARCO-A. Wayne Place Presidential
Scholarship Trust
Mr. & Mrs. Lloyd Jost
Kahn Dees Donovan & Kahn
Robert L. Koch Memorial
Presidential Scholarship Endowment
Mr. & Mrs. Sigmund V. Labhart, Jr.
Dr. & Mrs. Jackson L. Marr
Dr. & Mrs. Robert E. Mays
Mead Johnson & Co. Foundation, Inc.
Thomas R. & Judy L. Morton '73
National City Bank of Evansville
Ms. Cynthia Brinker Newhouse
Fred C. Newman Family
Presidential Scholarship Endowment

Horace S. & Suzanne A. Nicholson
Dr. & Mrs. Joseph E. O'Daniel
Old Ben Coal Company
Old National Bank in Evansville
Peerless Pottery, Inc.
Dr. & Mrs. C. Thomas Pickering
PPG Industries
Red Spot Paint & Varnish, Inc.
Dr. & Mrs. Robert L. Reid
Dr. Aline N. Renner
Dr. & Mrs. David L. Rice
Mr. James A. Sanders
Dr. & Mrs. Daniel C. Scavone
Richard W. & Marilyn S. Schmidt
Mr. & Mrs. Ralph Schmitt
Scripps-Howard Foundation
Dr. Margery W. Shaw
John B. & Mary H. Sherrod '84
Dr. Sandra M. Singer &
Dr. Allan R. Kuse
Barry L. & Sherrienne M. Standley
Jonathan P. & Leslie A. Townsend '88
Whirlpool Corporation
In Memory of Pauline Jost:
Mr. & Mrs. William Baumgart
Daughters of Isabella
Mr. & Mrs. Robert Ellspermann
Mrs. Frank Elpers
Mr. & Mrs. Gene Elpers
Ms. Joanne Elpers
Friends at USI
Mr. & Mrs. Patrick Goen
Ms. Elizabeth Hess
Ms. Janice Hummel
Ms. Olivia Jost
Ladies Nest of Owls #2150 Order of Owls
Mr. Clarence Lauber
Mr. & Mrs. Charles Lawrence
Mr. & Mrs. Jean Martin
Mr. & Mrs. William Meinert
Mr. & Mrs. Gene Miller
Ms. Madge Russell
Ms. Rosemary Schmitt
Ms. Marie Sensmeier
Ms. Anna Marie Sursa
In Memory of Bernadine Stocker Mueller:
Friends at USI

Broadway Musical *BIG RIVER* To Share Summer Stage With *YOUNG ABE LINCOLN* In Lincoln State Park

The musical *Big River*, which captures the spirit of Mark Twain's classic tale of Huckleberry Finn, will be added to the Lincoln Amphitheatre outdoor drama season beginning July 3, 1992.

Young Abe Lincoln, which has been playing the Lincoln State Park's Amphitheatre for the past five years, will continue in the 1992 season as well.

Big River was written by William Hauptman. This companion piece to *Young Abe Lincoln* retells Huckleberry Finn's adventures with Jim, the runaway slave, as they travel by raft down the Mississippi River, one fleeing civilization and the other slavery. The play is full of the humor of Mark Twain and the witty and ingenuous score of Tony Award winning composer Roger Miller. It is a colorful musical treat for the entire family.

The Broadway production received critical praise. *Variety* said "Huck Finn is now a Broadway star! A rousing good show and an intelligent, spiritually faithful adaptation of the book." *The Boston Globe* reviewer Kevin Kelly wrote "Hauptman has done an amazing job in condensing Mark Twain's picaresque narrative into a narrow theatrical frame. *Big River* is a considerable job. And then some."

Big River, the winner of seven Tony Awards, including Best Musical of the Year, and Outstanding Original Score, brings an American treasure to life with color and nobility. *Big River*, Roger Miller's first score for the theatre, includes an appealing country-bluegrass-gospel score, ranging from rousing upbeat tunes ("Muddy Water") to heart-rending ballads ("Leaving's Not the Only Way to Go"). Popular songs Miller has written and recorded are "King of the Road," "Dang Me," and "Kansas City Star."

Big River will be directed by Elliot Wasserman, assistant professor of theatre at the University of Southern Indiana, whose background includes outdoor drama experience ranging from the *Lone Star* to the *Music Man*. Commenting on the play, Wasserman said, "*Big River* is a full-scale, Broadway-proven hit, a sensational evening of theatrical effect combined with the memorable music and lyrics of Roger Miller. It provides our theatre an opportunity to double its artistic output without compromising our desire to present theatre of enduring social and historical importance. In fact, we could say that Mark Twain represents to American literary history what Abraham Lincoln represents to American social and political history...both are patriarchal figures who preside over

the development of our American spirit and both remain powerful forces of inspiration and joy to all Americans today."

Producer Jim Blevins feels "*Big River* complements *Young Abe Lincoln* in period, tone, and its emphasis on decent American values. The addition of the second show presents an opportunity for the audience to make an overnight trip and see two outstanding productions while they explore the natural and historic wonders of the area during the day."

"We are excited about the addition of *Big River* to the summer schedule," said Becky Weber, marketing director for the Indiana State Parks. "It will be a wonderful play in the amphitheatre, and it will be a double use of the actors and sets used for the season. We invite everyone to enjoy this special show."

Managing Director J. A. Benedict said the addition of *Big River* "will help encourage audiences to sample what we have to offer in the area of family entertainment and hopefully rediscover the joys of *Young Abe Lincoln*."

The Lincoln Amphitheatre 1992 season will open on Friday, June 12, with *Young Abe*

Lincoln which will play six nights per week until the opening of *Big River* on Friday, July 3, 1992. The plays will alternate nights after that opening.

The Lincoln Amphitheatre outdoor drama season is produced by the University of Southern Indiana for the Indiana Department of Natural Resources.



Hibbitts Scholarship Announced

The Wanda B. Hibbitts Accounting Scholarship is the first of several endowed scholarships to be established by the School of Business as special tributes to distinguished faculty, according to Dean Phil Fisher. The goal of the new scholarship program is to provide substantial merit awards to business school students who are highly motivated and top achievers.

Dr. Hibbitts, Professor Emerita of Business, taught accounting at USI for twenty years until her retirement in 1990. The selection of Professor Hibbitts as the first faculty member to be honored brings praise from her colleagues on the accounting faculty. Dr. Emmet Edwards, Associate Dean and long-time colleague, observes that "her scholarship, technical expertise, and ability to bring out the best in her students are qualities of Professor Hibbitts which have enriched the lives of both her students and her peers."

Dr. Edward Marting, Associate Professor of Business and fellow accounting faculty member, notes that "Dr. Hibbitts shaped minds with innovative teaching techniques and shaped lives with exemplary insights, interests, and values. She was committed to the highest level of academic skill in order that she might better teach the students who crowded into her classes."

Dr. Hibbitts currently is active in several community activities, including the adult literacy program, the YWCA finance committee, the Volunteer Income Tax Assistance Program to assist the indigent and elderly with their income tax returns. The special fund drive for the Wanda B. Hibbitts Accounting Scholarship will begin in March.

Shelly Scott: Achieving Goals and Reaching For More

by Ray Simmons
Sports Information Director

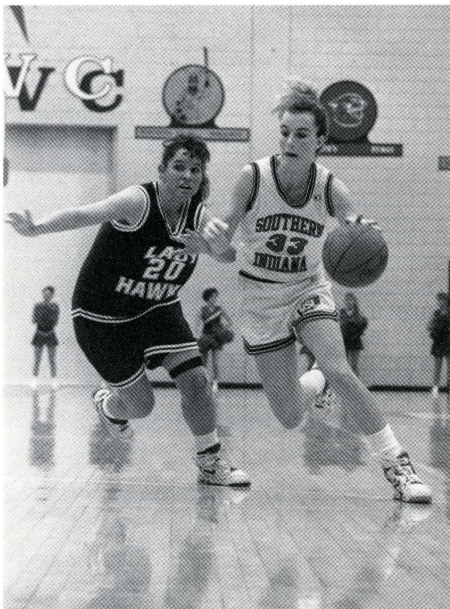
What more can a student athlete do at USI? Shelly Scott, a 5'10" senior forward for the Lady Eagles, became the all-time leading scorer in USI women's basketball history, claimed her 13th record, came within striking range of the all-time rebounding record, and finished student teaching, a requirement for graduation in elementary education in May.

The one thing the USI athletic program strives to do is have the student athlete achieve both in the classroom and on the playing field. Scott is a perfect example.

"Shelly is such a great role model for her students."

At the end of this season, Scott will have played in 100-plus games in four seasons, averaging 15 points and 8 rebounds per game per year, while carrying a full schedule of classes.

After sitting out last season, Scott was not sure if she wanted to play basketball this



Shelly Scott, #33

USI Varsity is School Song

The Pep Band, which performs at USI home basketball games, is mounting extra efforts to advance the school song—USI Varsity.

Words for the school song follow:

USI Varsity

**USI varsity — the varsity we hail,
Alma Mater be our guide,
All her strength avail,
Wave her banner Red, White, and
Blue,
We pledge our loyalty for
USI - Eagles flying on to victory.**

In 1983 the song was composed by Joel Marsh, an instrumental music teacher in the Bloomington school system and voice of the IU Marching 100. Words and music were updated this year with the help of Tom Mace,



Pep Band director and USI student. Through endeavors of the Pep Band, the USI Student Alumni Association, and the USI Alumni Association the school song will become a popular tradition at USI.



Pep Band Director Tom Mace

USI = Eagles flying onto victory!

year. She explained, "It is difficult being the only senior and having to learn a new system under Coach Dugan, but I have had three years of experience."

Added to the excitement of the basketball season was her student teaching assignment. The elementary education major has a gleam in her eye when she talks about the students she had while student teaching. "I was happy with the first grade students at Tekoppel Elementary School during my student teaching. It amazed me how much they learned in the short time I had the class."

"And the students don't realize the potential they have yet. A student would come up and ask me to read a sentence, and with help the student could read the sentence to me."

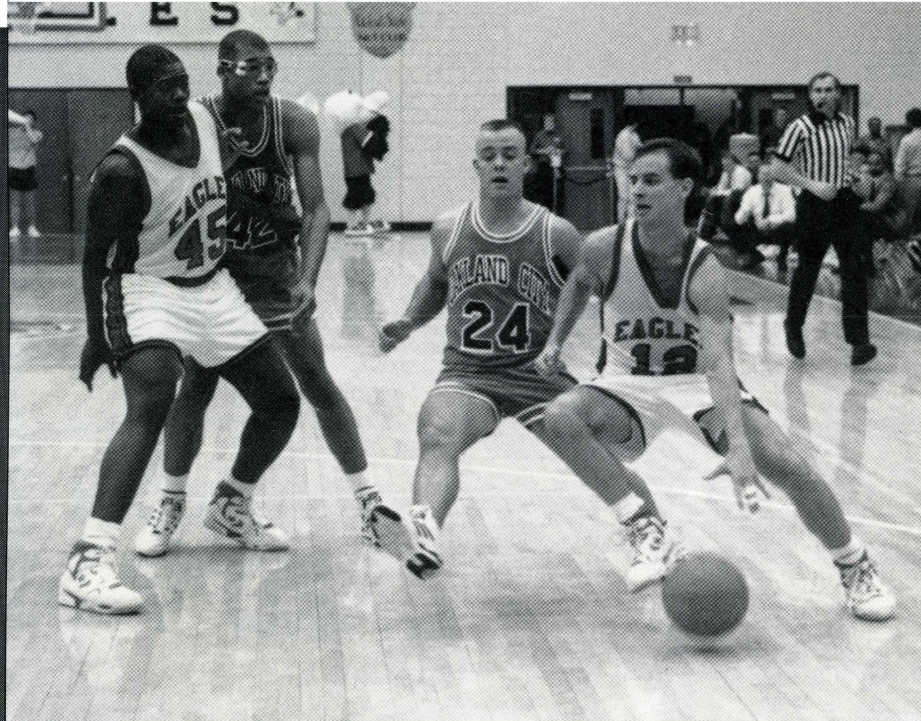
Head Coach Chancellor Dugan had praise for Scott. "Shelly is such a great role model

for her students. She has worked hard and takes nothing for granted. Shelly came in and worked very hard. I am proud of her accomplishments, and glad that she came back for her senior year."

Looking to the future, Scott says, "Basketball has always been part of my life and coaching may be part of my future, because I will need it to get a job. My main goal now is to teach."

In May when she completes degree requirements, Scott plans to count victories not on the scoreboard but through students who learn from her and enjoy the successes she has had.

Shelly Scott, a graduate of Mt. Vernon High School in Fortville, Indiana, is the daughter of Bruce and Joyce Scott.



Craig Martin, #12

Student Athlete Scores High On and Off the Court

by Ray Simmons
Sports Information Director

Dumb jock.

Students who participate in athletics often are considered dumb jocks, allowed to attend school only because they can win the big game.

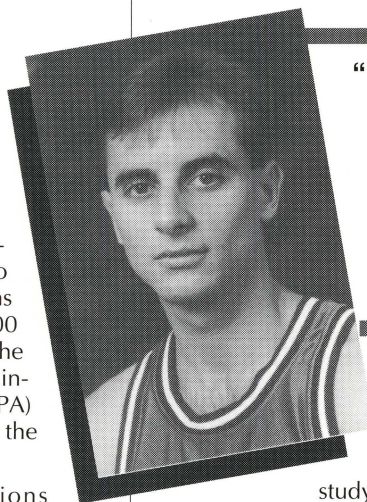
At USI, as in other universities, student athletes emerge who dispel that myth. A good example is the men's basketball team's point guard Craig Martin, a 6'2" sophomore.

Martin is attending USI on a Presidential Scholarship, the prestigious scholarship awarded to Indiana high school valedictorians or salutatorians who score 1,000 or better on the SAT. To retain the full scholarship, Martin must maintain a 3.2 grade point average (GPA) in the first two years and a 3.4 in the last two.

By contrast, NCAA regulations require student athletes to maintain a minimum 2.0 GPA after the first two years to be eligible to continue in competition.

A business major, Martin says basketball and school have been a good combination. "Had I not played basketball, I might not

have concentrated as well. With basketball and class work, I have to concentrate on both because I want to succeed at both. That leaves little time to get sidetracked."



"With basketball and class work, I have to concentrate on both because I want to succeed at both."

Martin continued, "I don't want to give the impression that all I do is study, because I do go out and have fun. I just allow time for both."

Many student athletes try to keep their academic and athletic sides separate, but Martin combines a technique of both worlds. "The syllabus you receive in class is similar to a scouting report for a game,"

said Martin. "It tells you what you need to do to succeed in the class, as a game plan tells you what to do in a game."

Martin continued, "Time-wise it is very difficult to maintain a GPA and practice and play basketball. You have to plan ahead. Often I have to start a research paper two months ahead. The professors at USI are very helpful and will tell you what is expected ahead of time."

The business major's game plan for the classroom and basketball court are working, because he has been able to maintain his GPA and become the starting point guard on the team. Martin, who hopes to either go into sports administration or marketing after graduation, is averaging 12.4 points and 4.8 assists per game and is the leader on the court, despite being an underclassman to many of his teammates.

"Being a sophomore, many feel I should be a follower, but it is hard for Chris (Bowles) to be vocal on the inside, and it is hard for the new guys because they are learning the system, said Martin. "It also makes it hard for me because I'm still learning."

And for Martin, learning is important!

Craig Martin is a graduate of North Harrison High School in Harrison County. He is the son of Larry and Sondra Martin.

BOB GREEN, USI SUPPORTER, DIES IN AUTO ACCIDENT

USI Basketball lost a generous friend in early December when Bob Green was killed in an auto accident en route to his home near Vincennes, Indiana.

Over the years Bob Green's Executive Inn in Evansville sponsored USI basketball tournaments providing both financial support and rooms for visiting teams. The third annual Executive Inn National Shootout, a holiday tourney attracting nationally-ranked Division II teams, was held in December. Green also served as an Executive-in-Residence, a School of Business sponsored seminar that brings successful business people to the campus for interaction with students.

Bob Green's annual membership contribution of \$5,000 to the Varsity Club made him the booster club's most generous donor. He always said, "Put the money wherever you want, but be sure it goes to the basketball program!"

*Enjoy
Professional
Theatre*

Season '92

Season Tickets
Now
On Sale

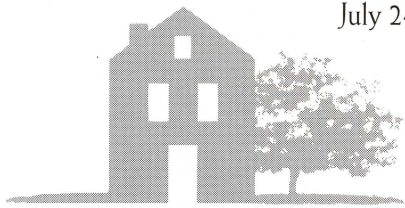
Murphy
Auditorium Series
The Glass Menagerie
June 13 - July 4

Lend Me A Tenor
July 10 - August 1

Agnes of God
August 7 - August 22

Thrall's
Opera House Series
Play to be Announced
June 26 - July 19

Play to be Announced
July 24 - August 16



THE NEW HARMONY THEATRE
Ticket Information 812/465-1635

University of Southern Indiana

8600 University Boulevard
Evansville, Indiana 47712

FORWARDING & ADDRESS CORRECTION REQUESTED

1992
Musical Outdoor
Drama
Season



YOUNG ABE LINCOLN

June 12 through July 2

Big River

Opening July 3

playing alternating nights with Young
Abe Lincoln through August 22

Nightly except Mondays In Lincoln State Park's
1500-seat roofed amphitheatre (I-64 exit 57 South)

**Reservations Recommended;
Call the Box Office for
production schedule and ticket information.**

**Call 812/464-0029
Toll Free 1-800-284-1816**

Group Rates
Professional Cast

Non-profit Organization
U.S. Postage
PAID
Evansville, IN
Permit No. 1675