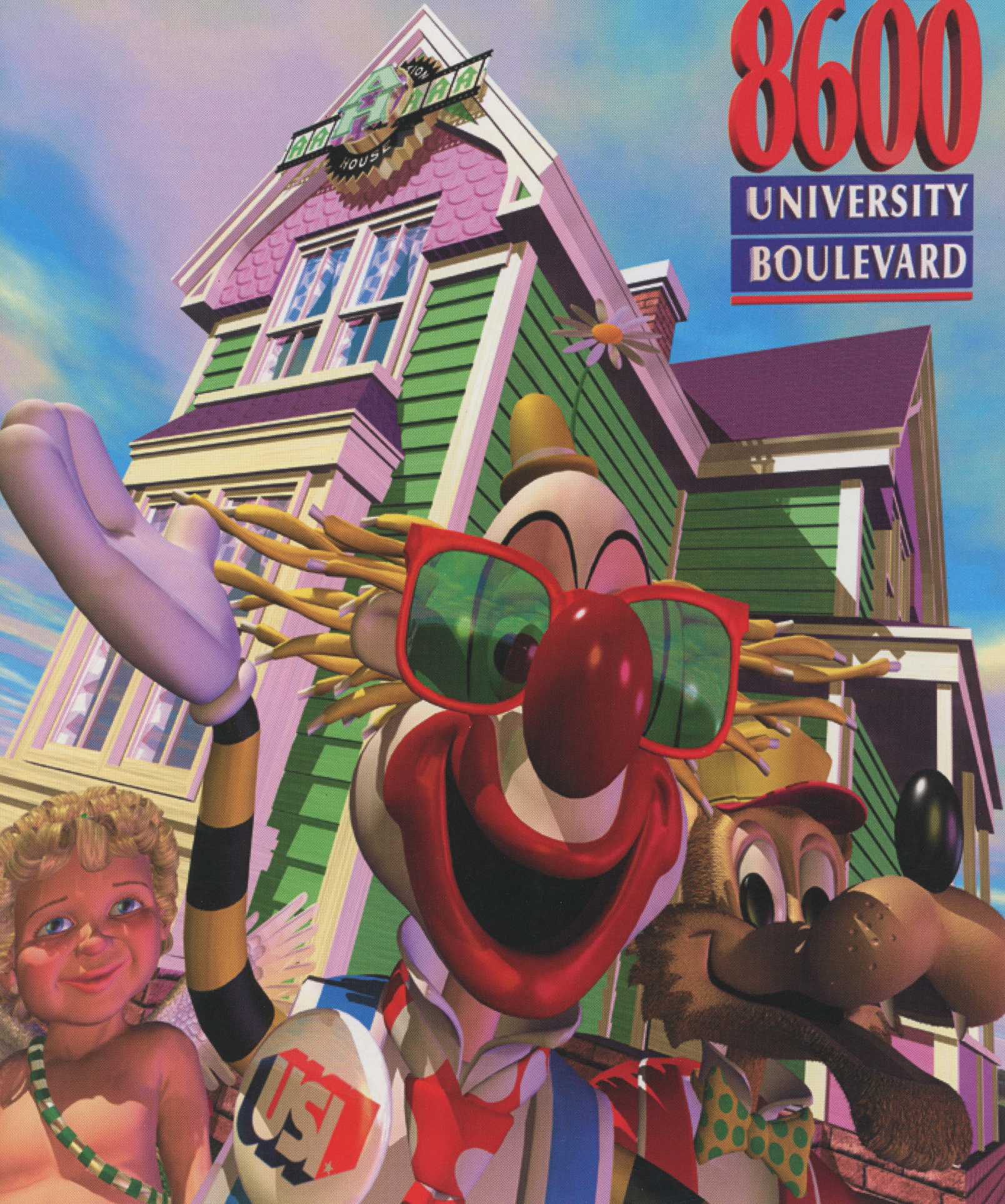


SPRING 1996

8600

UNIVERSITY

BOULEVARD



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ON THE COVER

The cover art, designed by Animation House artists, depicts a three-dimensional environment created within the computer. The virtual Animation House shows the typical characters that visit during the day. Read about the artists on page 11.

Volume 29 No. 2 1996

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March 1996

Dear Alumni and Friends,

Thanks to the graduates who completed surveys about their usage of the World Wide Web. The information you supplied will assist us as we design a home page on the Web for the USI Alumni Association. A home page is a custom-made site on the Web. It's been described as an interactive brochure.

Early survey returns show that our alumni are surfing the Web. Over 82 percent of the alumni who responded said they owned and used a computer. Almost 46 percent said they can access the Internet from home and 49 percent of the respondents had used the Web at least once. Topic areas most searched on the Web were travel/vacation spots, entertainment, current news, investments/stock quotes, sports, business services, job opportunities, and academic research.

Graduates said an Association home page "would make it very easy for alumni who live out of the Evansville area to keep in touch with their school" and "use of Internet will continue to increase—it makes sense to utilize this."

A majority of the alumni respondents, 57 percent, said they would access an Association home page. Topics of most interest were a calendar of events, an information directory of alumni, job opportunities, and alumni benefits and services.

The University activated its home page in 1995 and has about 20,000 hits per month. You can access the USI home page at <http://www.usi.edu>. We'll keep you informed on the progress of the Alumni Association's home page.

Sincerely yours,

Eric R. Williams '89
President, USI Alumni Association

Table of Contents

SPRING 1996	School of Business to offer master's in accountancy in 1997	2
8600	Lifelong dream becomes reality in an around-the-world trip.....	3
	Grab your mouse and take a note	7
UNIVERSITY	Animation artists spin Web success.....	11
	Getting your feet wet on the Internet: surfing made easy	15
BOULEVARD	Alumni Today	17
	USI Varsity Club marks 25 years as campus cheerleader	20
	USI softball's Amber Huse is focused on success	21

School of Business to offer master's program in accountancy in 1997

A new graduate program, the Master of Science in Accountancy, was approved by the Indiana Commission for Higher Education last December with classes in the program to begin in 1997.

The program will provide graduate-level instruction and training for beginning professional accountants and for those in the profession who want to gain more knowledge in their field to qualify for advancement.

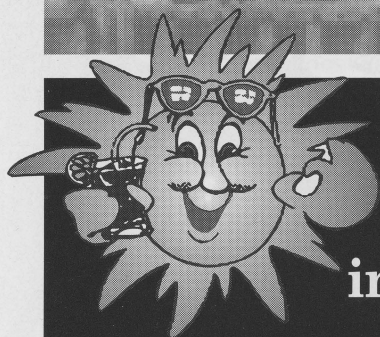
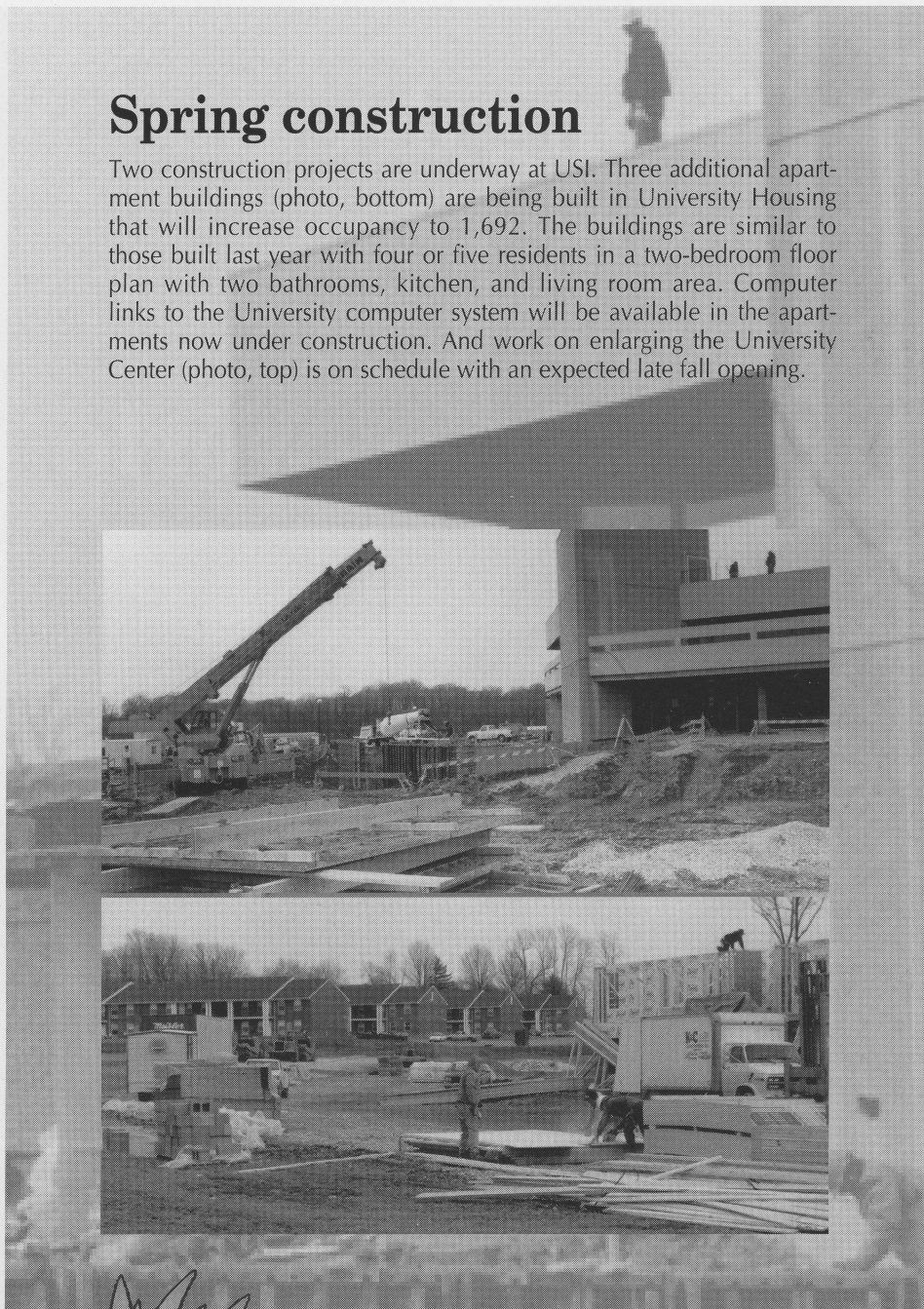
In presenting the proposal for the degree, Dr. Philip Fisher, dean of the School of Business, explained that effective January 1, 2000, anyone wishing to sit for the Certified Public Account (CPA) exam in the states of Indiana, Illinois, and Kentucky must have completed a minimum of 150 semester hours. A person holding an undergraduate degree would have, at the minimum, 124 semester hours. Coupling the new 30-hour accountancy graduate degree with an undergraduate degree would allow eligibility for the CPA exam.

Dr. Fisher said there is no other master's program in accounting in the Tri-State to fill this need. He noted, "This program would be particularly suitable for someone with an undergraduate degree in accounting. It also would be relevant for those with an undergraduate degree in some discipline other than accounting who wish to become CPAs. Practicing CPAs and management accountants who wish to remain current in their field and meet the challenges of an increasingly complex and growing profession would, likewise, find it beneficial."

Dr. Mehmet Kocakulah, chair of Accounting Department, explained the program is offered for three types of students. He said, "It is being designed for full-time students who will complete the program in two semesters and one summer session; for students who will work full-time during the spring semester and attend full-time during the summer and fall to complete the program in two years; and part-time students who will complete the program in two or more years taking one or two classes per session."

Spring construction

Two construction projects are underway at USI. Three additional apartment buildings (photo, bottom) are being built in University Housing that will increase occupancy to 1,692. The buildings are similar to those built last year with four or five residents in a two-bedroom floor plan with two bathrooms, kitchen, and living room area. Computer links to the University computer system will be available in the apartments now under construction. And work on enlarging the University Center (photo, top) is on schedule with an expected late fall opening.



Summer sessions to be offered beginning in May, June, and July

Summer classes will be offered in three sessions at USI. The first summer term opens with registration on Monday, May 6 and classes begin May 7 and continue through June 7; the second summer term opens with registration on Monday, June 10 and classes begin June 11 and continue through July 12; the final session will open with registration on July 15 and classes will end August 16.

Lifelong dream becomes reality in an around-the-world trip

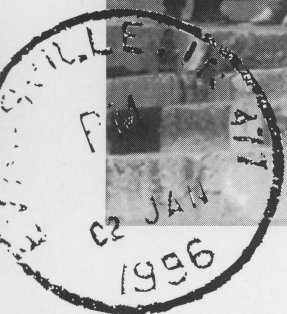
by Kathy W. Funke

A lifelong dream came true for Charles Petranek this fall. The professor of sociology and his wife Diana traveled over 30,000 miles on an around-the-world trip visiting 10 countries in 47 days. They began their world trek on October 1, 1995, flying from Louisville to Cincinnati and on to New York with the first stop in Athens, Greece.

"I planned the trip myself," Dr. Petranek said. "We visited places I wanted to visit all my life. Connections I have made with various people I have met at academic conferences throughout the years helped the planning."

Dr. Petranek is on sabbatical the current academic year. He is an ardent believer in experiential learning, that is learning by doing. It has been a major theme in his life and in teaching. He explains, "When I was a young boy, I wanted to be a teacher because my dad was my favorite high school teacher. He taught me drafting and woodworking and made me realize the importance of learning by doing. I did not know that it was called experiential learning, but I did know that I learned from it and so did my friends. It became the paradigm for all levels of my teaching career."

The world trip will be a useful reference in his classroom where he creates an atmosphere for students to learn. "In my introduction to sociology



class, students study the countries of the world. In each chapter of the textbook we review a world map. On the first test I give in my intro classes, I ask the students to identify 16 countries on a world map.

powerful in the world. We think everyone does things just as we do and that is not true. In America consumerism is so big. We buy and buy and buy. We had to adjust to the hectic pace of holiday preparations once we returned from this trip at the end of November."

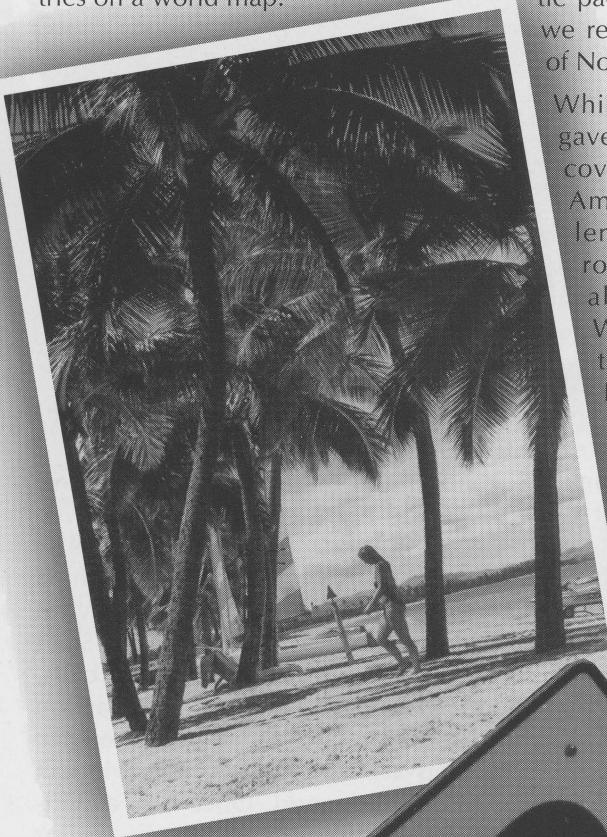
While on the trip he and Diana gave nine lectures. Their topics covered the American family, American health care, violence in America, gender roles, and similar topics about life in America. When Dr. Petranek lectured in Chandigarh, India, he found an audience made up of faculty and graduate students in sociology. "They had many questions and we had good interaction.

They are hungry for information about America," he said, noting, "I found it interesting that they had to run a special extension cord to the lecture hall, so they could run the overhead projector and a fan at the same time."

The service for electricity and phone lines was scant in Delhi. Dr. Petranek recalled this as frustrating for an American. "The chairman of the sociology department at the University of Punjab has been waiting four years to have his phone installed and he patiently plans to wait one more year, because he is on a five-year waiting list for a phone line. And we complain because we didn't get it yesterday!"

Dr. Petranek found India's environment the most disturbing part of the

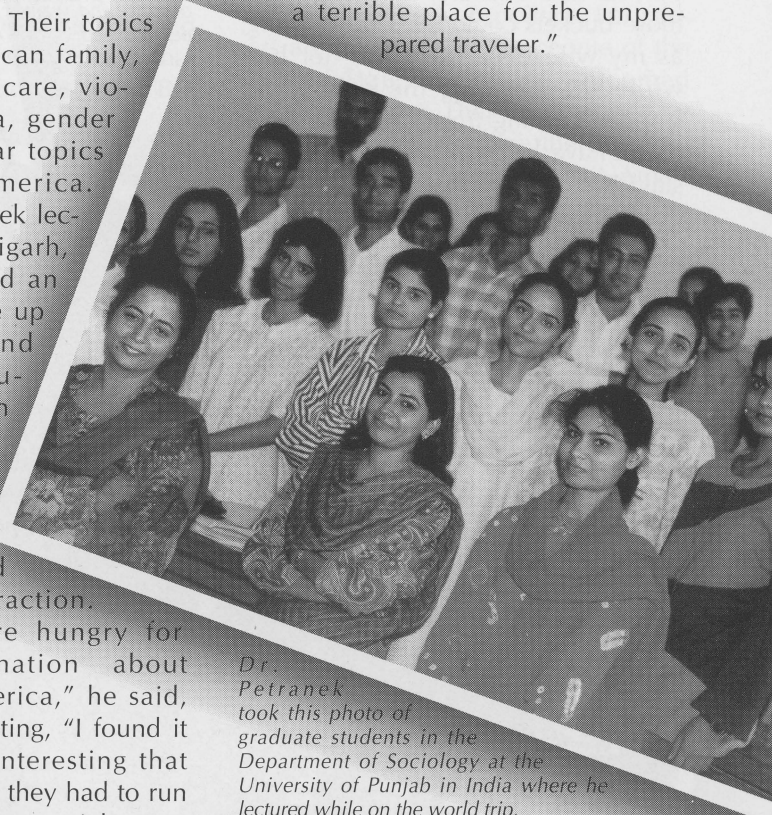
entire trip. He said, "I've been to poor areas before in Mexico and Jamaica. Those countries have nice areas and poor areas. In India the poverty is overwhelming. I didn't take many pictures because I was too embarrassed. You don't talk about it because the Indians are embarrassed about it, too. Tourist information warns that India is a terrible place for the unprepared traveler."



The tropics of Bali offered the Petraneks a relaxing environment with swaying palm trees, gorgeous flowers, towering mountains, warm sun, refreshing ocean, and white beaches.

The students average about seven correct answers. In my classes I refer to countries with pictures and personal experience stories from previous trips. I will do the same from this world trip. This trip confirmed for me that people in other lands know about America, but we don't know very much about the world."

Dr. Petranek continued, "Americans think everything revolves around us and it does to a certain extent, because we are so

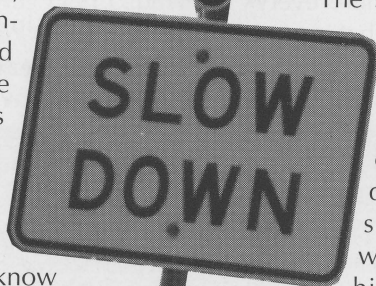
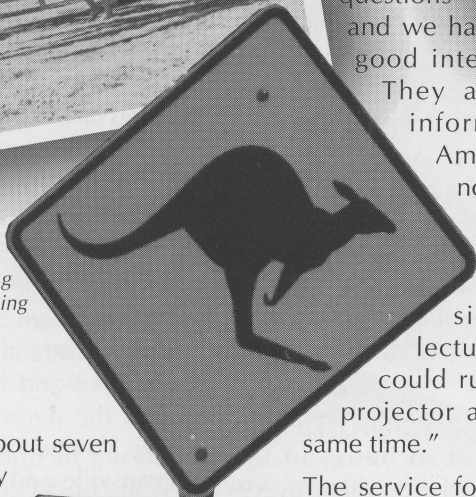


Dr. Petranek took this photo of graduate students in the Department of Sociology at the University of Punjab in India where he lectured while on the world trip.

The Petraneks arrived at Delhi on a "deluxe" bus that was old, dilapidated, and slow. Dr. Petranek said, "People pull and pick at you. Beggars are everywhere. Some of the people

"Americans think everything revolves around us and it does to a certain extent, because we are so powerful in the world."

make money by guessing your weight. And you are encouraged to let them guess your weight, because the lower



level is total poverty. The environment in India was a constant assault on the senses. I wasn't scared for my life, but the smells, the dirt, the dust, the pollution, and the heat attack you.

"We stayed in a guest house at the university. And we puzzled over why four buckets were left in the bathroom only to find out later how important those buckets could be. That evening, as my wife began to rinse her hair while shampooing, the cold water stopped coming from the faucet. We didn't have hot water the entire India stay. We learned that water is available for four hours a

Diana and Charles Petranek at the Franz Josef Glacier in New Zealand, a country Dr. Petranek found to have spectacular scenery with snowy mountains, frozen glaciers, tall trees, rugged rocks, green pastures, emerald green rivers, glistening oceans, and wandering sheep.



sphere and visited Jakarta in Indonesia. Indonesia comprises the world's largest archipelago, spanning 3,200 miles from east to west along the equator, roughly equivalent to the expanse of the United States from coast to coast, and 1,100 miles from north to south. "In Jakarta we saw 20 skyscrapers being built at one time. They have poverty, but also growth and modern amenities."

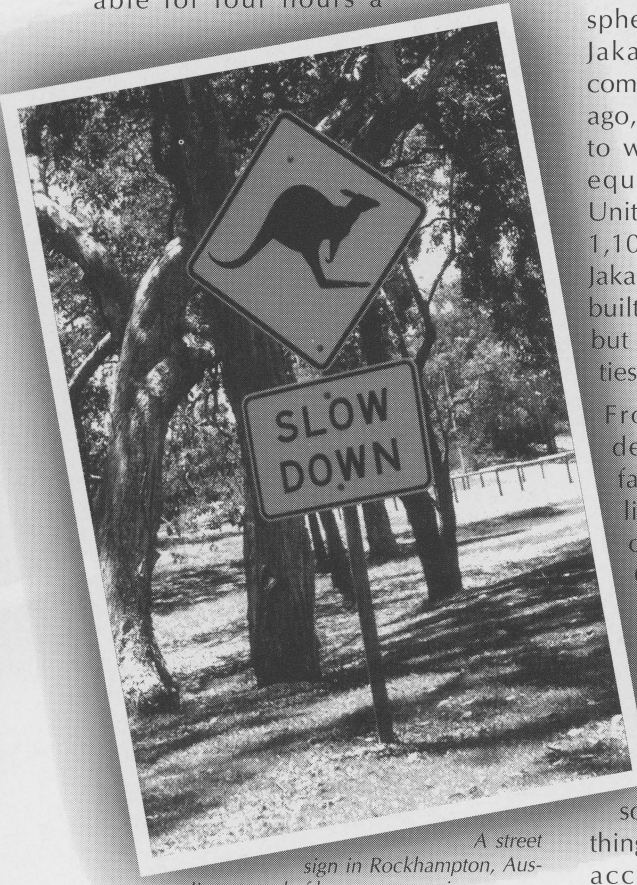
From Jakarta they flew to Bali, described as one of the world's favorite holiday destinations. Bali lies only about eight degrees south of the equator in the Indian Ocean. Dr. Petranek said, "Bali was the most beautiful tropical area I have visited. We saw daffodils, tulips, azaleas, and lilacs in bloom."

Dr. Petranek admits, "There is adjustment to being in the southern hemisphere where everything is upside down to what we are accustomed. The seasons are

reversed, the water spins opposite in the basin when it drains, and the night sky is different. We could not see the Big Dipper, because there is no such thing in the southern hemisphere. The moon rose low on the horizon in New Zealand. So it becomes obvious that physical cues, social cues, and climate cues that you take for granted and use as reference points are not reference points in that part of the world. Once you experience being disoriented, either geographically or socially, you question many things and you discover all is relative. It is called cultural relativity.

"We took an all-night flight to Brisbane, Australia, then to Rockhampton and met and had an enjoyable visit with the parents of Ross Brown, the men's tennis coach at the University of Evansville and a tennis pro at Tri-State Athletic Club in Evansville.

"The most beautiful scenery in the



A street sign in Rockhampton, Australia, warned of kangaroo crossing.

day, from 6 to 8 a.m. and 6 to 8 p.m. Happiness is four full buckets at 8 p.m.

"From India the next destination was Katmandu, Nepal, in the Himalayan Mountains and on to Bangkok in Thailand, a real contrast to where we had been. Bangkok's airport is modern with 45 gates."

From Bangkok the twosome traveled to springtime in the southern hemi-



Dr. Petranek is an internationally-recognized authority in the use of simulated games to teach societal structure and behavior. He taught at Cleveland State University for three years, then joined the USI faculty in 1973 and has been chair of the Sociology/Anthropology Department since 1985. Last year he received the National City Bank Distinguished Professor Award, USI's highest honor for a faculty member. During the remainder of his sabbatical, Dr. Petranek will teach a course on simulation at the University of Hawaii in Honolulu.

world is on the South Island in New Zealand. It is located in the temperate rain forest. They have mountains, rivers, glaciers, and trees. The country is only 100 miles wide and about 400 miles in length but there is such variety in the landscape.

"Near the end of the trip we stayed with friends on a farm in Auckland on the North Island of New Zealand, then flew to Fiji, another beautiful place. We stopped in Honolulu to fuel the plane, spent the night in Los Angeles, which is like any other foreign country, and the next day returned to Indiana.

"It was good to be home with familiar surroundings. We had been in parts of the world where we were the whitest people in an entire area. We didn't see foreigners in India. In Jakarta we saw some foreigners, because it is such a massive area. Many natives wanted to have their pictures taken with us because we were so white.

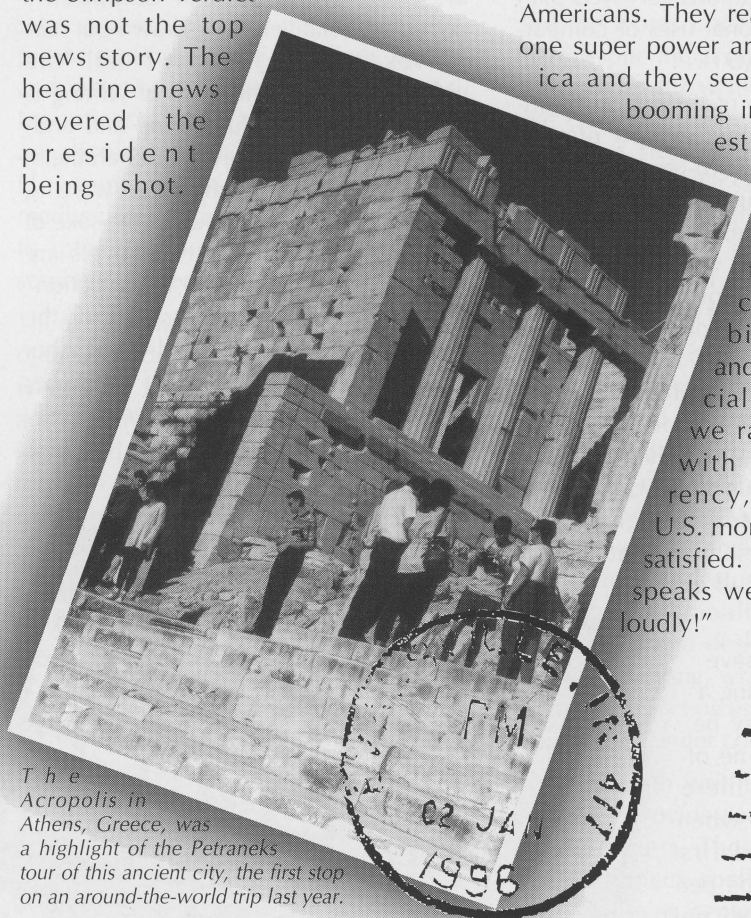
"In Bali no one thought we were Americans. They thought we were Australian, British, or German because America is so far away, over 11,000 miles away."

As Dr. Petranek talked about the world trip he reflected on news reports he read shortly before embarking on the trip. He said, "You hear about the catastrophic weather and the terrorists' attacks. If you think of just that, you will never move off first base.

"Before we left, a group of people including foreigners was held captive by terrorists in India in a town about 200 miles from where we were staying; we heard that a volcano erupted in New Zealand three weeks earlier and the train route on which we were scheduled had been interrupted; we heard 400 died on a train we planned to take from New Delhi in India. So an inclination was to say, 'We'll just stay home!' We rejected those thoughts because there is so much more to the world than the sensational reports. The volcano had blown its top and silt seeped down, but we

experienced no particular problem. In India we were over 200 miles away from the attacks. We didn't take the train in New Zealand, though we could have.

"Once on the journey there are many things that happened politically in the world. Prime ministers of the British commonwealths were meeting in New Zealand, where the Queen of England was visiting. In Greece we heard that O.J. Simpson was found not guilty. But the Simpson verdict was not the top news story. The headline news covered the president being shot.



The Acropolis in Athens, Greece, was a highlight of the Petraneks tour of this ancient city, the first stop on an around-the-world trip last year.

It turned out that an attempt was made on the president of Macedonia and his guard was shot and the president's car blown up; but our first thoughts were of concern for President Clinton in America because we related all events to the U.S. In New Zealand we listened in horror to CNN reports that Yitzhak Rabin had been assassinated. That news was met with great sadness by all peoples. Observing how news is covered, what makes news, and how various cultures react to news is interesting."

And what about foreign interest in American politics? Dr. Petranek said, "You have to realize what little Americans know about these countries beyond prime minister or king and queen level. We barely know where many of these countries are, let alone who are their national leaders. The same is true for foreigners and their interest in American politics. Foreigners are interested in the people of the United States. We were welcomed with open arms. They are intrigued by Americans. They realize there is only one super power and that it is America and they see the economy as booming in one of the richest countries in the world. As Americans we were welcome in the shops. We carried 100 \$1 bills, 20 \$5 bills, and 20 \$10 in a special pouch. Anytime we ran into problems with the wrong currency, we gave them U.S. money and they were satisfied. The U.S. "dollah" speaks well. And it speaks loudly!"

The world trip was a dream come true for the Petraneks. The stories and experiences from the travel will be helpful in classroom presentations. Travel continues to affirm his philosophy of experiential learning. "Books are good and bring you to a certain point. Pictures help. But neither can bring the smells, the motion, and the pace that come to all your senses by being there."

Grab your Mouse and take a note

by Betty Hart

The popularity of computers and America's fascination with electronic tools dictate that our colleges and universities take an active role in providing students with opportunities and reasons to use computers as they learn. A recent American Council on Education survey, reported by *USA Today*, claims that 99 percent of all institutions surveyed plan to explore instructional uses of computers in their courses (D1).

At USI, the majority of students in beginning composition courses now prepare their papers using word-processing software. USI's writing program director, Laurence Musgrove, believes that the use of computers in writing instruction helps students to improve their skills. On that basis, the writing program supports computer-based courses throughout the freshman writing curriculum. Research and clinical studies document the soundness of using computers to teach writing. However, using a word processor to compose—though word processing offers many advantages—is not the solution for all writing problems.

Different writers have different needs. Using a word processor may be appropriate for some of those needs, but there may come a time when the primitive and first word processor—the pencil—may be the best solution. Knowing your own composing habits and preferences is the key to knowing when to grab a pencil or a mouse.

The composing processes of two successful writers illustrates this. When Bebe Moore Campbell, popular author of *Your Blues Ain't Like My Blues*, visited the USI campus, she was asked how she went about writing her books. Campbell responded that she always used a word processor to compose. Another

popular author, Maya Angelou, comments that she uses a yellow legal pad and pencil to draft her writings. Both writers have very different composing processes, yet one cannot help but consider the relation of how each writer composes to the success of her writing.

Campbell, a relative newcomer, has recently published another novel, *Brothers and Sisters*. Both of Campbell's novels are relatively long-drawn-out narratives, written in what I call "the girlfriend" genre. This style of writing is characterized by a lumbering and endless series of trivial events, characters, and dialogue. At times her writing seems, at best, hacked out for the sake of coverage and quantity. Her novels are not unlike the majority of "quick fiction" novels that sell so successfully for the popular fiction market, and though her success is major in terms of sales, her work in terms of literary longevity may not be as enduring.

Angelou, on the other hand, has had sustained success both with her poetry and her prose. Her narrative style is characterized by its rich imagery and essential detail; interesting, fully developed characters; and an engaging plot. Her writing

About the author

Betty Hart, associate professor of English, teaches classes in writing and literature.

A member of the faculty since 1991, Dr. Hart received a B.A. from Howard University and an M.A. and Ph.D. from West Virginia University.

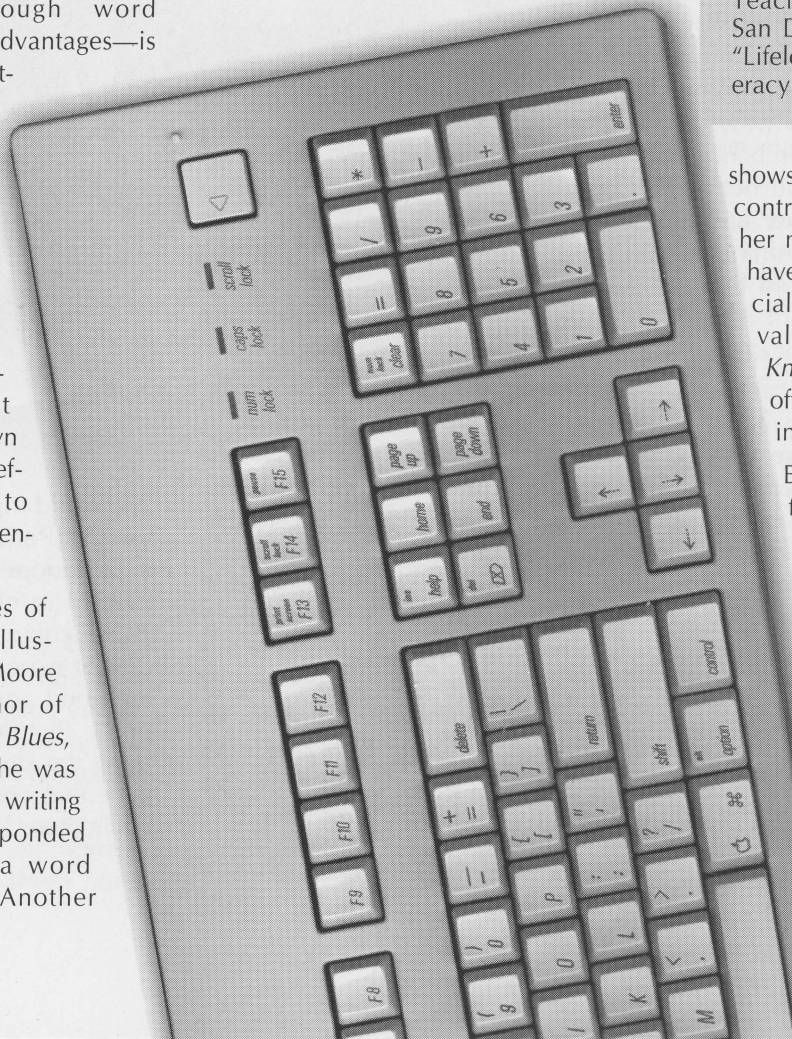
She is the president of Indiana Teachers of Writing and spoke at the National Council of Teachers of English conference in San Diego this fall on the topic of "Lifelong Learning for Computer Literacy."



Betty Hart

shows deliberate, careful choices and control of words and images. All of her novels, mostly autobiographical, have been successful, both commercially and in terms of their literary value. Her most popular novel, *I Know Why the Caged Bird Sings*, is often studied in literature and writing classes.

Experience and talent surely are a factor in the success of either writer, but the differences might also have much to do with the process and media by which the two authors compose. Angelou began writing with a legal pad at a moment in her life when she felt that she would never write again. She was given the pad by a friend who asked her to use it to list all the things in her life she could be thankful for. As she began



Adapted from Joan P. Mitchell's *Writing with a Computer*. Boston: Houghton Mifflin, 1989:7-8, 158-59.

Problems with Computer Assisted Writing

Writing too much, so that the paper has length but not much substance

Never getting a broad view of the work because the computer screen is so small

Writing in a disjointed way and producing a collage or pastiche rather than a unified whole

Writing prose as dull and bland as processed cheese

Not revising thoroughly because you don't have to retype your work

Making superficial, local revisions rather than substantial, global ones

Never achieving finality in the prose because the electronic words can always be changed

Losing a record of how the writing develops by not handwriting and typing various manuscript versions

Spending a long time working on the computer but not improving the writing

Benefits of Computer Assisted Writing

Increases your efficiency so that you can spend more time on creating and much less time on the menial tasks of handwriting or typing

Allows you to be flexible about the writing process

Encourages you to be creative, inventive, and experimental

Develops your ability to generate ideas

Helps you to organize your ideas and to see their logical progression

Encourages you not only to correct and polish your prose but also to re-think your ideas

Enables you to design and produce professional-looking papers—to become your own publisher, in fact

Gives you a sense of mastery, not only over machine, but over the written word and the graphic picture as well

Gives you a sense of enjoyment and satisfaction as you write and perhaps even a sense of playing with words and ideas as you "play" with your computer

Increases your pride and confidence in yourself as a writer

to note all of the positives in her life, she realized that she had much to give to others through her writing. For Angelou, the physical act of drawing the graphite pencil across the rough paper was the feeling of creating. She commented that this feeling is a necessary component of her composing process. It is her power in developing ideas and creating text.

Campbell, who is a broadcast journalist, said she is used to writing fast. In her job as a commentator on National Public Radio, she often has to research, synthesize, and write under the tremendous pressure of immediate deadlines. Speed and quantity are factors in her composing process. Using a word processor is an absolute necessity for her work. However, when she transfers that medium to creative writing, as opposed to informative or expository writing, something different happens.

Though the word processor may be the optimal medium for informative writing, where the writer is literally organizing and constructing meaning from concrete ideas and facts, it may not be the ideal medium for creating and shaping meaning from more abstracted and interpretative experiences. Textbook author Joan Mitchell writes about the benefits and disadvantages in using computers to write. One benefit listed is that the computer allows us to get our ideas on paper quickly and, because the medium is so fluid, we can revise and compose as we go along (7-8). A loss of quality and coherence in the text, however, might be the price we pay for efficiency and speed, as Mitchell observes that word-processed writing can be "as dull and bland as processed cheese" (158-159).

Writers must develop a writing process that works best for their individual styles and habits. In my own process, I find that I compose the initial paragraph best on paper, while drafting the rest on the computer, usually editing as I go. The computer allows me to develop my ideas as I write; whereas with the initial paragraph, I prefer to think out the organization and specific focus of my idea more carefully and deliberately as I write. This handwritten first paragraph is essential to being able to draft quickly

on the computer. I believe when I have to form an idea as opposed to expand an existing one, I need the slowness of handwriting to allow me to shape the idea into words. Whereas, when I know what I want to say and am just working out how I intend to state my idea, I benefit more from the computer which allows me to think and write as fast as I can type.

In composition classes, I encourage writers to sample a variety of writing strategies, using both pencil and paper and the word processor. Students find that, despite initial anxieties about using a computer for writing, they generally like composing at the computer. They also find that writing with a word processor is not the same as using a pencil. There are special features of using a computer that are not available to the pencil writer, and there are certain pitfalls to watch out for as well.

A writer should concentrate on using the features of word processing, primarily editorial and formatting, which most help the writer. Typically, a computer writer can cut and paste, insert, select various fonts and layouts, and format graphics, charts, and illustrations in the text. Formatting features allow writers to create professionally formatted text; whereas, before desktop publishing or electronic writing, writers were confined to the narrow choices of font and layout which a typewriter could offer.

Included with writing tools which the computer provides are style and grammar analyzers. These tools allow the writer to check spelling, usage, grammar, and even sentence structure and style. Most word processors also have a thesaurus for writers. There are even programs that will automatically format the appropriate documentation style for research papers in various disciplines. For those who wish to purchase additional tools, writers can have on-line dictionaries and reference resources such as encyclopedias, biographical works, and quotation dictionaries. CD-ROM technology greatly increases the variety of resources available to the writer.

Electronic writing environments, as we sometimes call computer writing platforms, have changed the way we think about writing, both as a process and a product. Desktop publishing, e-mail, the Internet, presentation programs, and multimedia have added a whole new dimension to writing forms and conditions. Educator Jay Bolter, in his book *Writing Space*, claims that print is of a "late, great age" and will soon be replaced entirely by electronic writing. Bolter points to the increased accessibility and storage capacity of electronic print as its advantages over the paper medium. For contemporary writers, this means that we will have to acquire the skills for both writing and reading with electronic media if we are to be players in the so-called Information Age.

In the wake of the "late, great age of print" and at the dawn of the Information Age, we find that we must have familiarity with the forms and rules of a new turf. In short, we must have a literacy for using computers to communicate what we know and understand. This calls for a new rhetoric, one that goes beyond the usual concern for style, form, and correctness in the traditional five-paragraph theme. Now, with the availability of desktop publishing features on most computers, writers must concern themselves with matters of the paper's physical appearance—layout, font, illustration, even the quality of printing which a laser versus a dot matrix printer provides. Writers must be concerned for design, proportion, and balance in their documents.

If electronic mail—"e-mail"—is the medium, then the writer must understand a different set of rules for writing. Because those who use e-mail are usually writing "on the fly," the rules are slightly changed toward more informal usage. The spontaneity and immediacy of this medium allow for writing that is less unified, grammatical, and organized. But in exchange for these features of expository writing, the writer must give greater attention to accuracy,

conciseness, and clarity. The style tends to be more conversational and colloquial, with frequent fragments and lists included as parts of the text.

Perhaps the greatest sin of e-mail writing is falling prey to the tendency to write when there really is nothing to say. This is a fairly common occurrence as the practice of writing and sending e-mail is made easy by merely clicking an on-screen button. Another faux pas with e-mailers is the inadvertent posting of private messages to the masses who share bulletin boards or membership on distribution lists. Many a private, albeit embarrassing, message has made the corporate rounds via a hasty pressing of the "send" button. Writers who use e-mail messaging must keep in mind both the size and interests of their audiences.

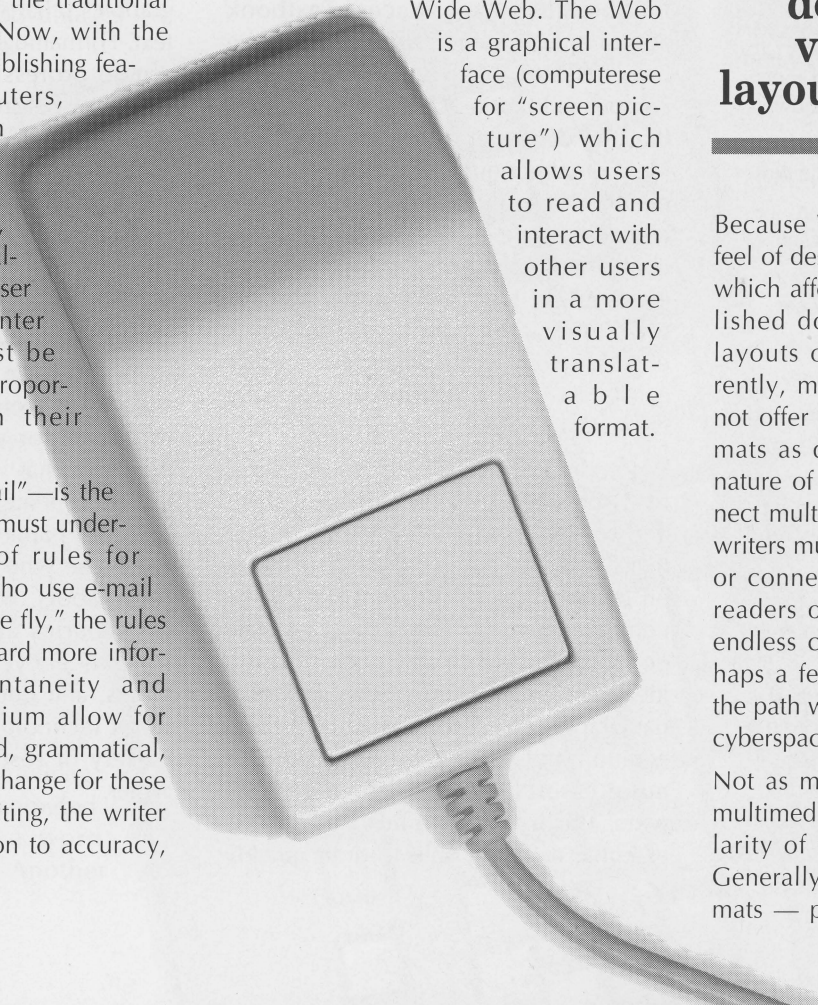
The same medium that allows us to e-mail our messages and documents with lightning fiber-optic speed also allows us to share information electronically with millions. The popular medium for this is the Internet, a nebulous network of electronically connected computers; lately, the Internet has been made more visual and accessible by its use of the World Wide Web. The Web is a graphical interface (computerese for "screen picture") which allows users to read and interact with other users in a more visually translatable format.

"Publishing on the Web" means creating a visually attractive "page" (or screen) containing information which is probably "hypertexted" (connected) to other pages within the same document or within another document. By clicking on certain "hot spots" on the screen, the user can be quickly transferred, or "warped" as some would say, to another screen of information. Both the Internet and the World Wide Web (WWW) are as yet unregulated, and so the only restraint that writers must concern themselves with are those that dictate good taste and appeal to others. However, be assured that on the Internet, there is an audience for practically any writer!

Because Web pages have the look and feel of desktop layouts, the same features which affect the success of desktop-published documents are valued for the layouts of Web pages.

Because Web pages have the look and feel of desktop layouts, the same features which affect the success of desktop-published documents are valued for the layouts of Web pages; although currently, most Web writing programs do not offer as many options in layout formats as desktop publishing does. The nature of hypertext — its ability to connect multiple documents — dictates that writers must keep the logic of their routes or connections in mind when sending readers off on what could become an endless chain of cross references. Perhaps a few bread crumbs strewn along the path would help those who get lost in cyberspace find their way home.

Not as many writers are composing in multimedia formats, although the popularity of such programs is increasing. Generally two types of multimedia formats — presentation and interactive —



are used by the handful of users who are willing to take the time to learn the program and create presentations. Supposedly, presentation media is used primarily in corporate board rooms to dazzle others with bells, whistles, and gizmos. The cynical regard that some (usually those who do not know how to use multimedia) have for those who use presentation formats means that writers have to be careful not to "show off" too much with the features allowed by these programs. The rhetoric, then, of this media demands a conservative use of formatting features and imbedded media such as video clips, sound effects, changing backgrounds and navigational buttons and styles.

Writers also need to know that there are other occasions when multimedia is a "no holds barred" all out show. Interactive multimedia is usually that occasion as the audience for this type of writing is the individual user. The major concern for writers in this medium is to be able to state ideas and concepts in short, concise terms. Usually the writer has only a screen to make his or her point, and the type is usually a larger font, so there is less space in which to make that point. Writers in this format usually rely heavily on graphic or iconic elements as metaphors for their ideas. As with other electronic writing formats, the writer must always be concerned with the "look and feel" of the document as well as the ease of use and appeal of information to an audience that has more general "mass" taste than audiences for printed text may have.

Using the computer to compose challenges the writer not only with a variety of options but also with the need to keep constantly abreast of technological developments in writing. Today's writers must be aware of the increased access to and availability of electronic sources of information for the public. And writers need to be aware also that developers are designing various electronic media, both audio and visual sources, to be increasingly compatible with one another. This means that writers will also need the ability to write in many formats and possibly to convert one format to another.

Writing in the computer age is not the same as writing in the age of print, although I personally suspect that print, as well as hand-writing, is not yet dead. But as the technology of computers continues to develop and new products and media become more widely available, we will come to acknowledge the ways that the computer has changed how we send and receive information.

At USI, we respond to this challenge by researching and developing applications for computer based training and instruction in our courses. We seek to incorporate computers in instruction, not just in the obvious science and technical fields, but in the humanities as well. The new liberal arts classroom building, for example, is to be a state of the art facility for using technology-based instruction. We are increasing our offerings of distance education courses which depend heavily on electronic and computerized exchanges between teachers and students, and we are exploring new uses of computers and add-ons, such as CD-ROM and messaging systems, in our classrooms.

Our writing program has recently added a new course, "Writing in the Computer Age" (English 411), which covers the composition and rhetoric of various kinds of electronic writing. This course is designed for writers who wish to learn how to use a variety of technical formats for composing documents. Students examine the rhetorical features of electronically composed text and look particularly at the impact of computer technology on writing in the context of word processed documents, e-mail, Internet formats, desktop publication, and multimedia. In addition to discussions and practical experience in using these electronic writing forms, the class considers the impact of technology on communicating in modern culture.

Such a course is typical of the efforts universities and colleges all over the world are making in an all-out effort to prepare students for the future, and though some of us may have to be dragged kicking and screaming into the coming age of computers, we surely must acknowledge the warning signs. We begin to see that anyone who fails to

gain a basic familiarity with the forms and uses of computers for communicating is doomed to end up with the horse and buggy, Edsels, cloth baby diapers, and eight-track tapes. Grab your mouse and take a note that it doesn't have to be you!

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Animation artists SPIN Web SUCCESS



by Kathy W. Funke

"To infinity and beyond," declares popular toy Buzz Lightyear, as he prepares to launch into space in the world's first completely computer-animated full-length feature film, *Toy Story*.

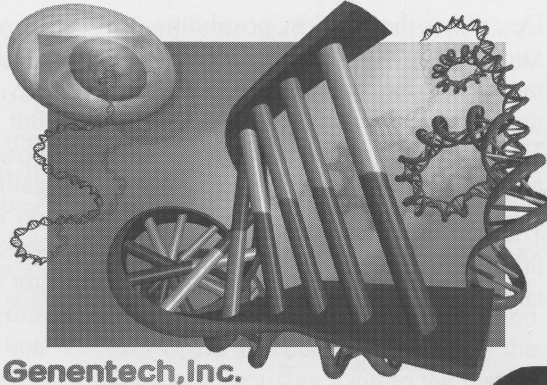
To infinity and beyond may be the dream of Animation House President Gary Davis '87 as he develops his business in three-dimensional animation, illustration, and interactive media.

Both projects, *Toy Story* and the building of Animation House, use computer technology to produce art.

Animation House is the joint effort of three University of Southern Indiana alumni who met in college. Davis took art classes with the other Animation House principals, Dan Adams '86, vice president, and Scott Titzer '88, creative director. He recalls, "We took our art classes very seriously and usually collaborated on concepts. Each of us had different styles, strengths, and personalities which allowed us to use the others as sounding boards for objective criticism of our works in progress. We didn't realize the irony and foreshadowing of this collaboration, and how it would lead to this conclusion."

Animation House was established in 1992 and opened for business in 1994. Early clients included Dun & Bradstreet in New York, Hollywood Film Music in Studio City, California, and Genentech in San Francisco. The Animation House-designed home page for Genentech, a pioneer biotechnology company, shows a three dimensional DNA strand bursting out of the computer screen in brilliant color. Recalling those early clients, Davis said, "It was a sink-or-swim approach to take on those types of clients immediately, and if I had known how much I really didn't know at the time, I wouldn't have had the nerve. But, ignorance is bliss and the jobs were successful."

It wasn't the "shot-in-the-dark" approach that Davis alludes to. He and Adams spent many months researching the technology and discovering what worked.



Genentech, Inc.

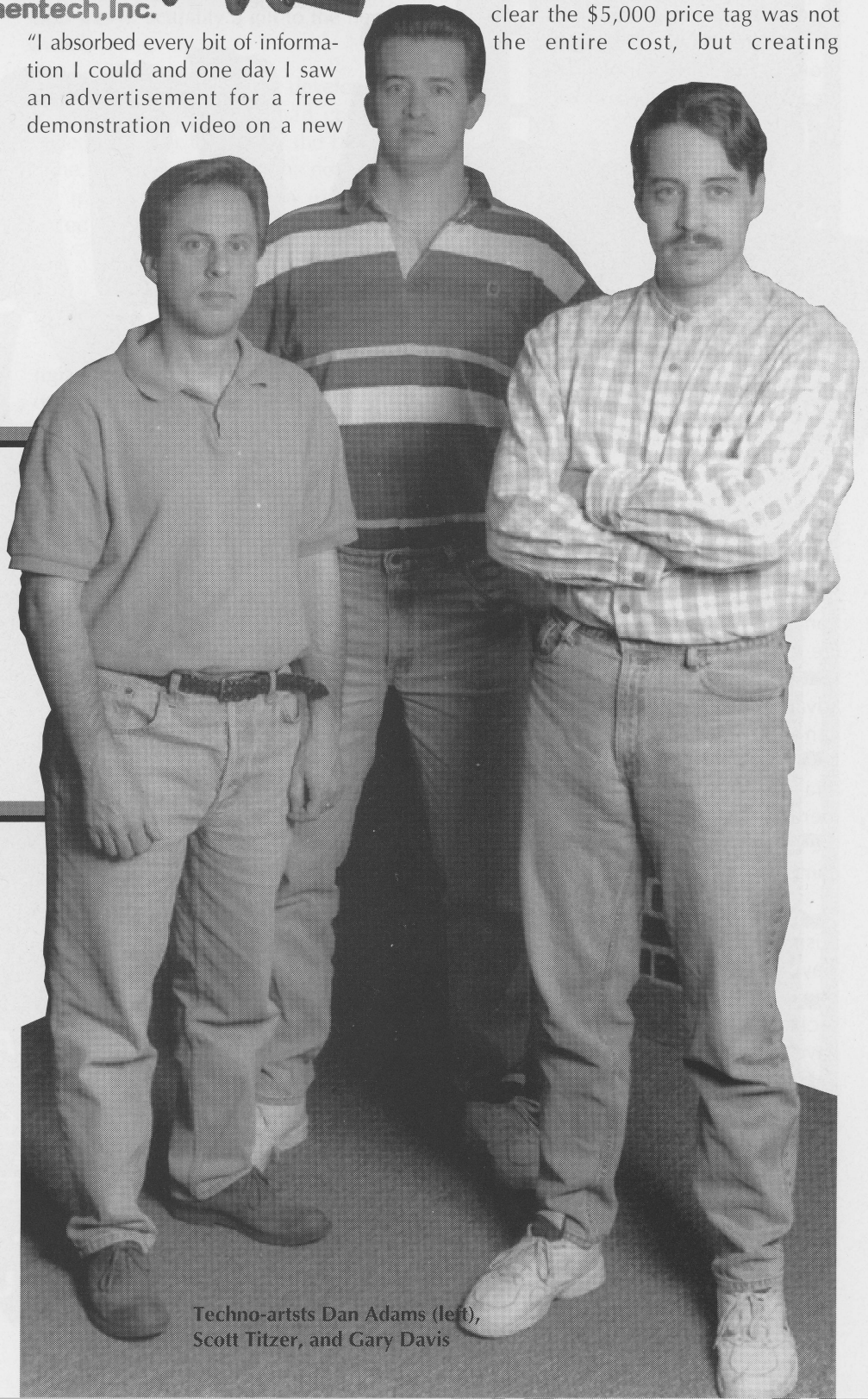
"I absorbed every bit of information I could and one day I saw an advertisement for a free demonstration video on a new

hardware/software package that would allow me to create the type of animation I was so interested in doing. I sent for the reel and received a music video that had been created from the graphics package by Todd Rundgren, a rock musician and innovative entertainer who incorporates interactive media in his work. I was amazed with the reel and I called him to get information on how he created the video. After lengthy discussion it was clear the \$5,000 price tag was not the entire cost, but creating

Both projects, *Toy Story* and the building of Animation House, use computer technology to produce art.

After graduation, Davis began working at Keller Crescent Co. in Evansville. Adams worked at The Evansville Courier Company, and Titzer did freelance illustration work. In 1989 Davis took a marketing position in Terre Haute where he gained experience in interpersonal communications and business fundamentals.

Davis said, "I was fascinated by three-dimensional animation, but had never thought of being able to create it myself because, at that point, it took several million dollars worth of equipment to accomplish the type of broadcast-quality work I was interested in creating."



**Techno-artists Dan Adams (left),
Scott Titzer, and Gary Davis**

high-end, three-dimensional animation could be a reality."

Davis continued, "That was the genesis of Animation House. In the fall of 1993 we moved the office to Evansville and with the wonderful support of our families we opened for business. Dan and I talked Scott into joining us that year in an office in the Old Courthouse."

Staying current in the field is the strength of the business. Davis reads and researches over 35 periodicals a month. He said, "Books are great technical resources, but they become

Describing the limitless possibilities, he said, "There is so much software and so much information that there is no multimedia or animation package in a box. There is much information you need to acquire to make this possible."

The trio of techno-artists has a strong fine arts background. They agree that it takes good design and creative skills and the technical part of it can be learned.

wanted to do on computer, and because we knew the limitations of the technology, we'd say, 'You've got to be kidding.' But we worked on it. We learned what is possible using the software. And as you gain the skill, you discover how you can do it better. You cannot let yourself be satisfied with what you know. You have got to learn more and more. Scott didn't know the rules. He started breaking them and the learning began."

Animation

dated very quickly. Technology moves so fast, that a weekly or a monthly publication is able to stay current. They are the strongest resources. And that is the Animation House advantage, to stay current. We can even stay ahead in some respects because of close arrangement with Digital Equipment Company, a pioneer in the interactive and multivendor computing industry."

"A requirement of owning this business is enjoying the work. Staying fresh in the field is what I enjoy doing. Evansville isn't a technological mecca so we have had to make contacts with people in California. We have been able to collaborate and share resources in order to build up our knowledge base.

"We are often asked, 'What type of software do you use in your work?'" Davis said, "That's like asking, 'How many drops of water in a lake?'"

The question of how the good design and creative skills develop was posed to the trio. Scott Titzer was first to respond. "I think its genetic," he laughingly offered, and then he turned serious. "And it takes a lot of grunt work. Some people are satisfied with operating at

They are enthusiastic about the Evansville area. "We have relationships with companies on both coasts. With the Internet we operate in the global marketplace. We market ourselves to the world, and show them what we do in Evansville. We are not an advertising agency. We specialize in multimedia," said Davis. They recently moved to new offices at 1321 Edgar Street and are taking on more ambitious assignments from clients around the world.

The company was named one of the Top 25 Web developers in the country by Net Surfer Digest and the Advertising Club of Evansville recognized Animation House's work with an Addy indicating excellence in the field.

Visit the Animation House home page on the Web at www.animationhouse.com. and you will be greeted with this inviting message, "Imagine immersing yourself in a world of graphics that hold no boundary...a virtual world of three-dimension imagery where anything can happen. We

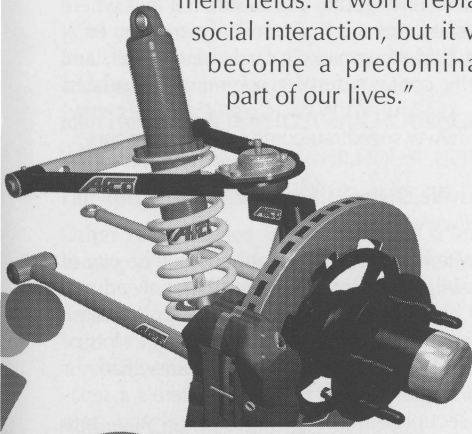


one level. We want to take it to the next level...and it's pushing, pushing, pushing to the next idea. It is attention to detail."

Adams and Davis recalled that when Titzer joined the business he would come with new designs. Davis said, "Dan and I would look at what Scott

can take you there. If you can imagine it, or even if you can't, we have the resources to make it happen."

Will we all be caught in the Web in the future? Davis predicts, "The Web will expand in the business and entertainment fields. It won't replace social interaction, but it will become a predominant part of our lives."



He had letterhead and business cards printed and mailed a letter to Davis on the new letterhead. The letter carried a phony address and Titzer's personal phone number and it contained some alarming news for Davis. It said that Animation House was already a registered business name. Titzer expected Davis to read the letter and call the listed phone number and begin asking questions and Titzer could introduce the news that the logo was in actuality a gift to the newlyweds.

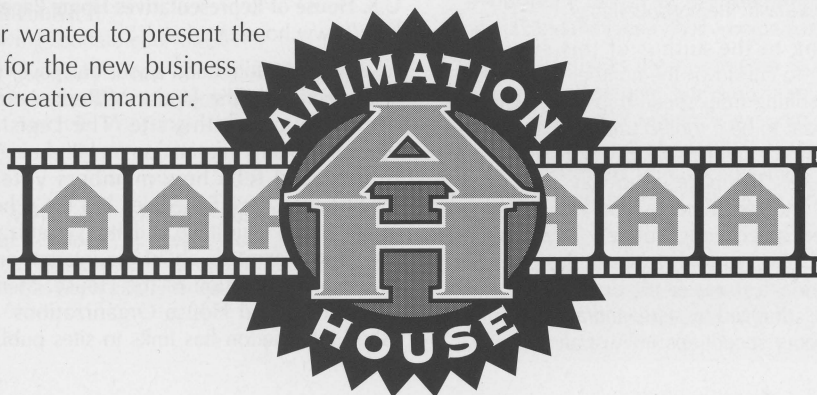
Davis was immersed in the development of the business and he had commissioned a lawyer to register the business name. He was upset with the notice that the name was already in use. He called his lawyer to explain the

Animation House

The wedding gift

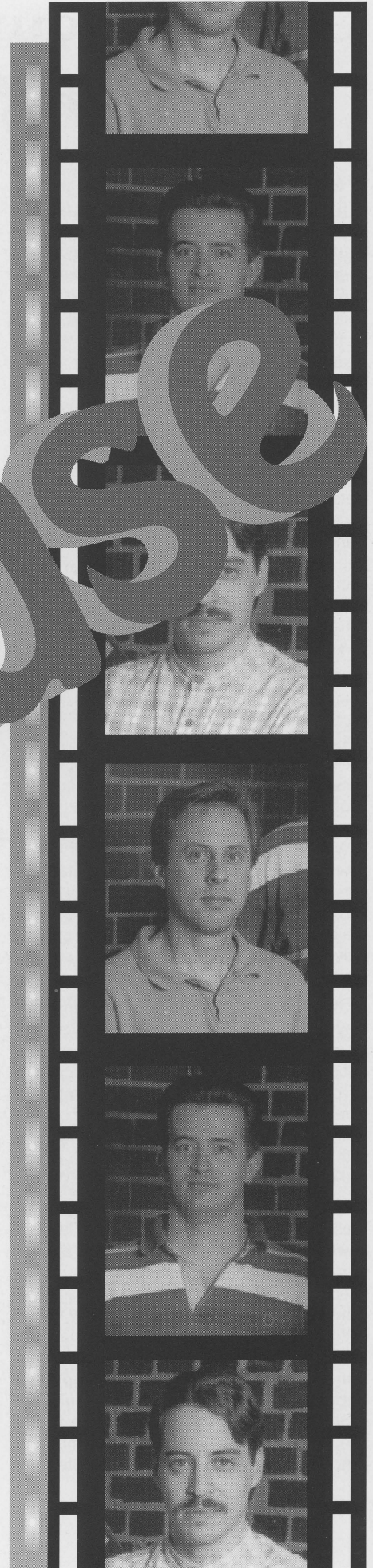
The Animation House logo was a wedding gift to Gary Davis and Melissa Wahl '88. The gift was created by Scott Titzer before he was on the payroll at Animation House. He knew Davis was searching for a name for the business and he had heard through Dan Adams that the name being considered was Animation House.

Titzer wanted to present the logo for the new business in a creative manner.



name mixup and told him to stop processing the application. Adams, who was in on Titzer's joke, heard about Davis' angst and had to explain Titzer's intentions.

The three artists laugh about it today. But Davis said just retelling the story excited him. Titzer said he thought he had offered many clues that the letter was a hoax, but Davis missed them all. The story has a happy ending. Davis liked the Animation House logo and it is in use today.



Getting your feet wet on the Internet: *surfing made easy*

by Mona Meyer and Rose Scruggs

This is an introduction to the Internet and some of the interesting sites on the information highway. We don't intend to recommend any particular commercial provider of access to the World Wide Web (WWW) like America Online, Prodigy, or CompuServe; that is a matter between you and your pocketbook. We also assume you have some knowledge of the WWW, but would appreciate some navigating help. What we will do in this article is introduce browsers (ways to access the WWW), define some Internet terms, and introduce you to some interesting Web sites.

Netscape is a browser, a commercially produced system that navigates the WWW from a Windows environment. The company allows free access to individuals affiliated with an educational institution. Netscape is the browser most familiar to us, and it is supported by the University. Students have access to it through seven terminals in the David L. Rice Library.

With the Netscape browser, you are provided with a menu that allows you to immediately access the newest sites on the Web or what in Netscape's opinion are the coolest sites on the Web. You also have access to InfoSeek, a Netscape search tool that lets you search for information by keywords. For example, if you are interested in newspapers available on the WWW you can click on Net Search, move down to InfoSeek, then type "online newspapers" as a search term. The system will list Web sites that match the search terms. There are many browsers available; the commercial provider you are registered with may support similar searching capabilities.

As we mentioned, using the WWW can be an easy process. Most commercial providers will grant complimentary access to their service (usually for a limited time) when a computer is purchased. This will give you a glimpse of what is available such as e-mail (electronic mail), chat services and usenet groups (people with similar interests using e-mail in an almost real time situation), and access to the WWW.

You may have noticed that we use WWW or Web and Internet interchangeably. There is, however, a difference. Internet refers to the system that connects different computers throughout the world together. This was originally a Department of Defense project which is becoming more and more commercialized. WWW or Web is a means to access information on those interconnected computers. Netscape as a browser is a way to organize the information. This is a very simplified explanation, but it hits on the basics. Just remember the concept behind the Internet is to promote com-

munication and information exchange between as many people as possible, not only in the United States but throughout the world.

One more term before we actually hit the waves is Uniform Resource Locator (URL). The URL is what you use to access sites on the Web. We will give you several URLs to try from your own computers. It seems that there is something on the Internet for everybody!



Mona Meyer

(Links are clickable words or icons that will lead you to a site.) What follows is a mixed bag of sites—some serious, some strictly for fun. The addresses or URLs are given—please note that these addresses are case-sensitive and very particular as to spacing and punctuation. In other words, if you wish to try them, you will need to type them in exactly as they are seen here. Also, most of these sites have graphics that may take a little while to resolve, depending upon your computer.



Rose Scruggs

The WWW Speedtrap Registry
<http://www.nashville.net/speedtrap/>

According to the author of this site, it is designed "to cut down the number of speeding tickets resulting from speed traps. The Registry is not meant to be a tool to undercut the efforts of law enforcement to keep our roads safe." Furthermore, "this page in no way encourages speeding and recommends you always follow the posted speed limit. Sobriety check points should not be indexed. I (the author) am not going to make it easier for drunk drivers...." This site is arranged by state, and also has information about speedtraps in Australia, Canada,

the United Kingdom, and Sweden. It tells where the speedtraps are (road, mileage marker, etc.), what kind of unmarked car is being used, and usually contains further comments. A related site is The WWW Cop Car Registry, <http://www.speedtrap.com/speedtrap/copcars/>

Evansville Online
<http://www.evansville.net/>

This site has lots of information about the city of Evansville (area profile, entertainment, education, history, accommodations, churches, area services, at the mall). It also has links to lots of other information of interest to Evansvillians or anyone interested in Evansville. There's a separate section entitled Schools—local and state colleges and universities, links to Internet resources of interest to K-12 teachers, and sites of interest to science teachers. The Weather section has the local weather forecast, the latest local radar, and a U.S. satellite map. Local Users Pages contains the home pages of local businesses and individuals. The Reference Desk contains links to other sites in the areas of entertainment, finance, government and law, environmental issues, travel, sports, etc. Of particular interest is the section entitled Toyota: The Essential Guide. This has links to recent articles about Toyota's coming to Gibson County and a Japanese Business Resource Guide.

CNN Interactive
<http://www2.cnn.com/index.html>

Here you can find current news stories—some may be three days old, some only hours old. You can choose from different categories—U.S. news, world news, business, sports, showbiz, politics, weather, technology, food and health, and style. This site contains many graphics and sound and movie links. (Depending upon your computer, you may or may not be able to access these latter two items.) Many, if not all, articles are full text, and contain links to related stories, sites, or related information.

U.S. House of Representatives Home Page
<http://www.house.gov/>

A wealth of information about our government and specifically the House of Representatives can be found on this site. The Legislative Process contains information on bills being considered and tells how members voted on specific measures. Schedules has the schedule of upcoming legislative activity. Organizations and Operations tells about the internal organization and operation of the House. Member, Committee, and House Organizations' Published Information has links to sites published

by individual House offices. Laws contains information on the federal, state, and international level. Visitor Information contains information and maps for visitors to Capitol Hill. Educational Resources contains the full text of the U.S. Constitution, its amendments (ratified and not ratified), etc. Empowering the Citizen provides links to governmental efforts to improve government by citizen input. Who's Who and How to Contact Them has addresses (mail and e-mail) and phone numbers. E-mail addresses that may be of interest are:

John Hostettler JOHNHOST@HR.HOUSE.GOV

Lee Hamilton HAMILTON@HR.HOUSE.GOV

Tim Roemer TROEMER@HR.HOUSE.GOV

Other related sites in the political science arena are The Right Side of the Web <http://www.clark.net/pub/jeffd/index.html> and Brian's Progressive Pages (formerly The Left Side of the Web) <http://paul.spu.edu/~sinn-fein/progressive.html>

National Charities Information Bureau

<http://www.give.org/>

Since charitable organizations have been much in the news lately, this site provides some very useful information. It is designed "to promote informed giving and charitable integrity." This organization rates charities on how well they meet standards. You can see these ratings through the Quick Reference Guide and order full reports, too (three free via regular mail in two to four weeks or \$5.95 for an immediate fax). The site also publishes its standards and provides tips for givers.

The Judy Garland Page

<http://users.aol.com/robotb9/private/garland.htm>

Music Boulevard

<http://www.musicblvd.com/>

The ultimate online music store.

Protecting Children in Cyberspace

<http://www.cybernet.ca/VPUCF>

Epicurious

<http://www.epicurious.com/>

For people who eat.

Rainforest Action Network

<http://www.ran.org/ran/>

SportsLine USA

<http://www.sportslines.com/>

Virtual Tourist II

<http://wings.buffalo.edu/world/vt2/>

These are only a few of the sites you can explore via the WWW. Enjoy these or discover others yourself. Warning—this can be addictive!

Mona Meyer is a reference librarian who has been at USI for 7 1/2 years. Rose Scruggs is a library assistant in the Learning Resources Center. She has been at USI since 1980.

A modern-day pioneer maps site on information highway

USI senior Andrea Ketenbrink knows that current information is an appeal of the World Wide Web. She knows a great deal more about the Web. This fall she pioneered the first installment of the home page for the David L. Rice Library.

Pioneered is not a lavish term for this endeavor. Ruth Hahn, reader services librarian, and Martha Niemeier, acting director, wanted to start a library home page, but staff members had little time to research how the process could be started and maintained. Mrs. Niemeier knew Ketenbrink, a library student worker, was a computer information systems major and had interest in the Web, so she approached her with the idea.

ics, she researched information about French economics. She explained that she found good information then faced another dilemma, "I wasn't sure how to list the Web reference in the bibliography. The professor and I agreed I could list the title of the site and the URL. Since then style guides have outlined how to reference Web sites. My work was done before the guide was published."

"Much of my work is done before a guide is published. I was waiting on a manual about the hypertext markup language and how to apply it to copy for the home page and it arrived after the library's home page was up and running."



Andrea Ketenbrink poses with a useful reference she used while creating the Rice Library home page on the World Wide Web.

Mrs. Niemeier gave Ketenbrink freedom in setting up the home page. The student designer said, "My skills were self-taught. I tried different things. I visited other Web home pages. I read periodicals looking for material about the Internet and home pages. And I started writing the copy, applying hypertext markup language, and checking links."

The copy and design were approved by the library staff and online before Thanksgiving. Mrs. Niemeier said, "It has been a benefit for Andrea and for Rice Library. She has gained experience useful in her upcoming career search and the Library has a home page!"

Ketenbrink thinks the vast interest in the Internet is convenience. She said, "You can go around the world and not leave your desk and it is a great marketing gimmick. I have noticed many advertisers now include their Uniform Resource Locator (URL) (Internet address) in their advertising."

The Internet is a resource Ketenbrink has used in the classroom. She is a senior who plans to graduate in May. For a class in global econom-

In another class Ketenbrink did a presentation on Netscape, a browser that navigates on the Web in a Windows environment. She accessed several home pages and used them as visuals for her presentation. "I had home pages for Coca Cola, Magnavox, Frito Lay, Nabisco, and Saturn."

Her spring assignment is to write a manual that offers details of how to update the home page.

The daughter of Earl and Sharon Ketenbrink, Ketenbrink is from Rising Sun, Indiana. She hopes to find a career in creating home pages or work related to visual basic programming. While at USI she has been active in the student chapter of Data Processing Management Association (DPMA).

The URL, or Web address, for the Rice Library home page is <http://www.usi.edu/library/library.htm>. It offers information in categories of reference, government documents, Learning Resource Center, Special Collections/University Archives, Collection Development/Technical Services, Library/Media Services, Internet resources, and job resources.

ALUMNI TODAY

1970s

Daniel L. Kelley '75, marketing, was promoted to vice president at Old National Trust Company in Evansville.

Jane A. Hormuth '77, communications, is the owner of Hormuth Chiropractic in Evansville.

1980s

Joe Hargis '82, communications, has been promoted to executive assistant to the president at Carleton College in Northfield, Minnesota.

Joycelyn Winnecke '82, communications, is the executive news editor for the *Chicago Sun Times*.

Terry N. Ricketts '83, communications, works in corporate relations for Arizona Public Service in Phoenix, Arizona.

Rita Joest '84, marketing, was promoted to assistant vice president-marketing at CNB Bancshares, Inc., in Evansville.

Bradford K. Marting '84, business administration, has been promoted to assistant vice president at Lincoln Investment Management, Inc., in Fort Wayne, Indiana.

James L. Simon '84, accounting, has been named controller of LOCALTouch Company and TeleMedia North America in San Rafael, California.

Ronald K. Aust '85, electrical engineering technology, is an attorney for Lexmark International, Inc., in Lexington, Kentucky.

Cindy Scheible Czerkowski '85, psychology, is a rehab therapist specializing in horticultural activities at the Evansville Psychiatric Children's Center.

Melissa Hammer Gwaltney '86, sociology, is co-owner of the consignment shop, A Family Affair, in Evansville.

Dr. Kimberly Hankins Short '86, biology, is currently completing three facial plastic surgery fellowships in Norfolk, Virginia. She plans to begin practice in Indianapolis in the fall 1996.

Randy Zimmerman '87, marketing, is a sales representative for GTE Communications in Plano, Texas.

Paula A. Borman '88, communications, is the assistant director of student publications for advertising and marketing at Indiana State University in Terre Haute.

Scott Leatherland '89, history/political science, is an engineering information coordinator for Whirlpool Corporation in Evansville.

Michael F. Roeder '89, communications, recently received a Master of Public Relations from Ball State University.

1990s

Randall Graber '90, accounting, has been promoted to assistant vice president, commercial loan officer at German American Bank in Jasper, Indiana.

Kevin L. Hammett '90, accounting, has been promoted to assistant vice president, corporate accounting manager at Banc One in Indianapolis.

Jeffrey E. Somers '90, economics/political science, is branch manager of First of America Bank in Anderson, Indiana.

Michelle Boyd Webb '90, marketing, has been promoted to customer service manager at Kimball International in Jasper, Indiana.

Earl Childress '91, management, has been promoted to assistant vice president, commercial loan officer at German American Bank in Jasper, Indiana.

Jane Lasher '91, management, works in the accounting services department at Harding, Shymanski & Company in Evansville.

Duane Rasche '91, finance/economics, has been promoted to assistant vice president, agricultural loan officer at German American Bank in Jasper, Indiana.

Jim Beck '92, communications, was recently honored by the Indiana Associated Press Managing Editors with a first place award in non-deadline news reporting for 1995 and also received first place for the best non-deadline news reporting for 1995 from the Hoosier State Press Association. He is a reporter for *The Evansville Courier*. His wife, **Lara Sears Beck '92**, communications, has been promoted to administrator of Medco in Henderson, Kentucky.

Robert John '92, business administration, is an account executive for ONB Insurance in Evansville.

Karen A. Kopec '92, English, is a sales manager for Court House Design Group, Inc., in Evansville.

Laura Huber Noble '92, elementary education, is the gifted and talented coordinator for the Tell City-Troy Township School Corporation.

Tom Titus '92, marketing, is a regional account manager for Specialized Assays, Inc., in Nashville, Tennessee.

Betty Betz '93, Master of Business Administration, is a realtor for F.C. Tucker/Huber Realtors in Evansville.

Barbara Giles '93, communications, is a senior account executive in public relations at Sive/Young & Rubicam in Cincinnati, Ohio.

Donna Gish '93, Master of Science in Education, is the site coordinator for Oakland City University Evansville Center.

Kirk Knight '93, business administration, was promoted to branch officer and manager at the University Heights office of Citizens Bank in Evansville.

Martha Meredith McClain '93, business administration, is an accounting systems consultant with Harding, Shymanski & Company in Evansville.

Stacy Bittner Reed '93, accounting, is an accounting supervisor for Preferred, Inc., in Fort Wayne, Indiana.

Kerry Ankenbrand '94, political science, is an exterior automotive technical service representative for Red Spot Paint and Varnish Company in Evansville.

Chad A. Erwin '94, communications, is director of news at Channel 44 WEVV-TV in Evansville.

Lois Mittino Gray '94, Master of Science in Education, was named the Farm Bureau Teacher of the Year for 1995. She is a science teacher at New Harmony School.

Julie A. Jenkins '94, Spanish, is currently attending graduate school at the University of Memphis and recently completed a four-month internship at the American Chamber of Commerce in Guadalajara, Jalisco, Mexico.

Christina Wenzel Leatherland '94, psychology, is a care plan coordinator for Brentwood Nursing & Rehab Center in Evansville.

George G. Barnes '95, accounting, is a staff accountant for K Corp in Evansville.

Amanda L. Burch '95, Spanish, is a customer service representative for Card Management Corporation in Evansville.

Misty Deen Coleman '95, biology, is a lab assistant for Faultless Castor in Evansville.

Barbara A. Doshi '95, nursing, is head nurse at Bethesda Dilworth Memorial Home in St. Louis, Missouri.

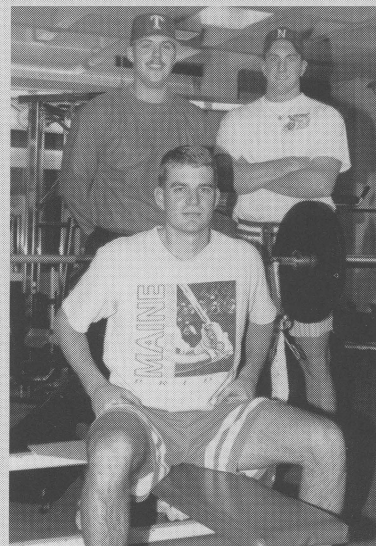
Brian Elpers '95, elementary education, is a teacher at New Highland Elementary School in Elizabethtown, Kentucky.

Kimberly Lamb '95, post baccalaureate certificate in professional accountancy, works in the general services department at Harding, Shymanski & Company in Evansville.

Anne B. Peery '95, geology, is a chemist I for the Missouri Department of Natural Resources in Jefferson City, Missouri.

Shannon C. Yoder '95, communications, is a general assignment reporter for the *Washington Times-Herald* in Washington, Indiana.

In training



Three former baseball Eagles were on campus in January to work out in preparation for spring training. They are Kevin Brown (left, standing), a two-time All American drafted by the Texas Rangers who is expected to be in AAA this season and has a shot at joining the Rangers in the majors next August; Jason Krack, a two-time All Region player, who now plays for the Richmond Roosters, a single A Frontier League team, the same league the Evansville Otters are in; and Todd Niemeier '95 (seated), a two-time All-Region and two-time Academic All-GLVC, who was drafted by the Seattle Mariners and will play at the single A level in the Mariners system this season.

Marriages

Lynn Massie '76, biology, and Neil Southerland

Scott J. Nichols '86, management, and **Rebecca A. Leedy '94**, Master of Business Administration

Scott Leatherland '89, history/political science, and **Christina Wenzel '94**, psychology

Lori A. Mason '89, management, and Brian E. Powers

Tim Niemeier '91, management, and Angie Stuckey

J.D. Whitney '91, political science, and Jane Ann Alford

Laura Huber '92, elementary education, and Wesley Noble

Stacy L. Bittner '93, accounting, and George Reed

Lori B. Kostbade '93, political science, and **Kenneth L. Wood '93**, political science

David G. Lloyd '93, psychology, and Allyson R. Clark

Martha Meredith '93, business administration, and Kevin A. McClain

Amy L. Schuler '93, elementary education, and Clay Hart

Bradley A. Schultheis '93, business administration, and Nina M. Kissinger

Keith A. Schulz '93, management, and Jennifer L. Williams

Ginie Fox '94, early childhood education, and Mike Sharp

Sheila R. Kluemper '94, elementary education, and Richard L. Wilson II

Amy M. Niehaus '94, dental assisting certificate, and Robby E. James

Kelley R. Stofleth '94, elementary education, and Michael A. Bland

Michele L. Turner '94, accounting, and Leonard J. Will III

Melinda K. Yager '94, elementary education, and Jared W. Green

George G. Barnes '95, accounting, and Cathy E. Bagby

Gary Gentil '95, physical education, and Julie Plump

Births

Daniel Fink '73, biology, and wife, Tracie, son, Daniel Jacob

Michelle Marting Pagani '83, biology, and husband, Joseph, son, Douglas Joseph

John P. Devine '85, biology, and wife, Mary, son, John Paul II

Sam Malone '85, marketing, and wife, Connie, son, Logan Franklin

Melissa Hammer Gwaltney '86, sociology, and husband, Guy, son Joshua Christian

Randy Zimmerman '87, marketing, and wife, Julie, daughter, Lauren

Jennifer Birk Abell '91, accounting, and husband, Brett, daughter, Brianne Nicole

Lara Sears Beck '92, communications, and husband, **Jim Beck '92**, communications, daughter, Kaitlyn Marie

In Memoriam

Jeff Gann '93 died early this year. He lived in Evansville.

Dan Horrell '76 died February 10. He was a past Alumni Council member and served as secretary in 1993-94. He was an assistant vice president at Old National Bank.

Eric Adams '86 encourages students



Eric Adams, left, met with students following an appearance as Alumni-in-Residence at USI.

During a fall appearance as Alumni-in-Residence at USI, Eric Adams '86 encouraged the student audience to experience activities and gain skills to separate oneself from the masses. He said such special achievements could be a deciding factor as recruiters begin to narrow the field of candidates in a job search.

In Dr. Howard Dunn's introduction of Adams it was unmistakable he took his own advice. One day in the mid-80s while Adams was a student at USI, Dr. Dunn, one of Adams' professors, was returning to his office and on his door were multiple notes to return phone calls. He noticed one in particular from a Mr. Lyon. He dialed the number and heard a receptionist say, "I think you may have the wrong number--this is the zoo." Dr. Dunn wasn't sure who had left that note until at an American Chemical student society meeting Eric Adams gave him a plastic lion to remember the phone call. Dr. Dunn used the lion story to introduce Adams to the Alumni-in-Residence audience illustrating how Eric separated himself from the masses.

Adams is a senior business development manager with Abbott Laboratories in Chicago. He left USI with a B.A. in chemistry, with minors in business administration and German. He went to graduate school at the University of South Carolina, where he entered into an eight-month internship with Opel AG, a division of General Motors in Germany, while working toward a Master of International Business Studies degree at USC.

Adams is fluent in German and prior to joining Abbott in 1992, spent 3 1/2 years with Fresenius AG of Oberursel, Germany, in positions of commercial operations manager, joint venture/acquisition team leader, and commercial manager for Italy.

At Abbott, Adams is responsible for organization, development, and communication of world-wide marketing strategies for clarithromycin, which represents 18 percent of the company's international sales and will become its first billion-dollar drug in 1996.

His message fascinated freshman Cassie Garrison. "In a few years, and if I get accepted into the occupational therapy program, I hope to follow a similar path," she said. "This encourages me to study even harder for my German class," she vowed. "If accepted into the program, and that is a big IF, I would like to work in a hospital in Europe." She is from Lincoln City, Indiana.

The Alumni-in-Residence program is sponsored by the USI Alumni Association and regularly brings alumni to the campus to interact with students.



*New President's Circle members. Aline Nunn Renner (left) and Rebecca Nunn Couch recently were inducted into the President's Circle in recognition of their sustained involvement in shaping the University's development. Both members of the USI Foundation Board of Directors, they each have given assistance to a variety of University initiatives since USI's founding, most recently as chairs of **Reflections**, the new planned giving society. They are pictured with their long-time friend, President Emeritus David L. Rice.*



Alumni designer hatched Archibald

Scott Titzer '88, the creative director of Animation House (see story page 11), has played a significant role in developing an identity package for USI. While a student Titzer was a member of Sigma Tau Gamma and active in student activities. He used his talent as an illustrator to develop t-shirts and other promotional materials for student events. His rendering

of Archibald, the USI mascot, began as a series of drawings of Archibald participating in varsity sports. Through the years Archibald has graced many USI publications waving the USI pennant on admissions information, playing the saxophone for USI pep



band t-shirts, and promoting a variety of USI sports through the caricature Titzer created.

In the early 90s Titzer worked with the Printing Services staff and he integrated the existing USI logo into the wordmark that is used today.

"Scott designed a wordmark that linked the University name and logo so when seen together the wordmark is easily recognizable as USI," said Stephanie Fuelling, director of Printing Services. "Once the wordmark was established we were able to develop standards for its use," she added.

Vice president for Advancement Sherrienne Standley praised Titzer's contributions. "Through his work Scott has been able to create a loveable image in Archibald. This kind of spirit and fondness for USI is an inspiration to alumni and volunteers. We are grateful for his work."

We want to hear from YOU!

Do you have professional news about yourself or other alumni to share with fellow graduates? Have you moved? Do you have a suggestion for a story? Use this space to let us know! If you have been quoted in a newspaper article, send us a copy. We want to hear from YOU.

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We value your comments via mail (Alumni Affairs Office, 8600 University Boulevard, Evansville, Indiana 47712), phone (812/464-1924), fax (812/464-1956), or through E-mail on the Internet (MBURCH.UCS@SMTP.USI.EDU).

The SCREAMING eagles University of Southern Indiana Varsity Club

USI Varsity Club marks 25 years as campus cheerleader



USI President H. Ray Hoops, third from left, congratulated Nancy Cox and Steve Sander, the children of Elmer and Rayburn Sander, during the USI/Grace College halftime celebration recognizing 25 years of service to USI by the Varsity Club. Elmer Sander, former Student Financial Aid Director, now deceased, was instrumental in the creation of the Varsity Club and served as the first chairman in 1971. Other halftime Varsity Club honorees pictured are, from left, Jim Brown, John Deem, and Ted DeVries.

The USI Varsity Club celebrated its 25th anniversary in February, with the observance officially launched December 9, 1995, when University officials honored original members and donors through presentation of plaques during the USI/Grace basketball game. A pre-game luncheon at the University Home recognized founding board members, original donors, past chairmen, and current board members.

The minutes of the first meeting on February 21, 1971, list the attendance as Coaches Jerry Altstadt and Jim Brown; professors Charles Bertram, Ted DeVries, Howard Dunn, William Leedy, and Dan Miller; and administrators Paul Bessler, John Deem, Bob Lawson, Elmer Sander, and Byron Wright.

Don Bennett, who recently retired as vice president for Student Affairs and athletic director, and John Emhuff, a faculty member who left USI to become a Posey County educator, also are considered original members although not present at

the first meeting. The late Elmer Sander was the impetus in club organization and served as the first chair; Wright was elected treasurer and Bessler, secretary.

According to early members, the Club got its start when Sander retired as an accountant. His offer to help the young University translated into a position as interim financial aid officer. He took the reins of the Varsity Club also, and brought in friends, colleagues, and clients.

The University was the beneficiary of progressive business owners who wanted USI to succeed and wanted to be a part of making that happen. The Varsity Club became a way of doing that. The early club was made up primarily by West Side Nut Club members, people familiar with what is needed to organize and operate a club. Their expertise kept the group going during some lean years.

Deem can recall accompanying Sander to call on the late Ray Becker, a busi-

nessman and City Council member for whom Ray Becker Parkway was named. Deem said Becker made the first \$100 "public" (non-USI) contribution to the new Varsity Club.

Sander enlisted the aid of a trio who became known in the club as the "Three Bs" — Bill Moutoux, Bernie Powers, and the late Barney Hubbard. They started and kept fundraising and membership drives going.

From its modest beginnings, the USI Varsity Club has blossomed, now boasting nearly 500 members — the total actually approaches 1,000 because a membership usually includes both husband and wife, or becomes a family affair as in the case of the Sanders. Sander's widow, Rayburn, lives in Florida and retains their membership while their active role in the club has been assumed by their daughter, Nancy Cox, a local teacher. Barney Hubbard's widow also retains their membership.

The club funds athletic grants-in-aid from the dues paid at the varying membership levels, and raised a record \$109,914 this year. Membership drives and other club activities are supported by proceeds from an annual golf outing, an annual steak fry, and a booth at the West Side Fall Festival.

Varsity officers

Joe Cannon is the current chair of the USI Varsity Club. Serving with him are David Herrenbruck '74, vice chair; Bill Joergens, treasurer; and Rebecca Englert '84, secretary. Past club chairs include:

Elmer Sander, 1971
 Marvin Smith, 1972-73
 Clarence Altstadt, 1974-75
 H. Byron Hubbard, 1976
 Jim Will, Sr., 1977
 Steve McCullough, 1978-79
 Pat Ziemer '73, 1980
 Steve McCullough, 1981
 Bernie Head, 1982
 Terry Babb, 1983
 Jim Fleck, 1984
 John Willis, 1985
 Lloyd Jost, 1986
 Roger Griffin '72, 1987
 Bob Moye, 1988
 Mike Siebeking, 1989
 Les Shively, 1990
 Dave Sartore '87, 1991
 Dick Diggs, 1992
 Steve Eickhoff '77, 1993
 Jim Ahrens, 1994

USI softball's Amber Huse is focused on success

by Ray Simmons, sports information director

Four years ago Amber Huse was narrowing her college choices when she was invited by softball coach Tom Rupert to visit the USI campus. "Had softball Coach Tom Rupert not invited me down for a visit, I would not have known about USI. I fell in love with it when I saw the campus."

In her first three years, Huse accomplished what most students and athletes only dream about. The senior outfielder from Anderson, Indiana, is on track to graduate with a bachelor's in psychology after four years of study, has been named All-American twice, and Academic All-American and Academic All-District IV.



Amber Huse

She holds USI career records for hits, doubles, triples, home runs, and RBIs, and is closing on the career mark for runs scored.

Huse has helped lead USI softball to national rankings with the team advancing to the NCAA Mid-Atlantic Regional for the first time, and winning two Great Lakes Valley Conference (GLVC) titles, the first ever for USI softball. The first title came during Huse's freshman year.

Her best memory of the first three years was last season, the most successful in USI softball history. "We (the team) were friends. It was like a sorority," Huse said. "The team was able to go to the regional for the first time and I was able to fly on a commercial airline for the first time." The regionals were at Bloomsburg University in central Pennsylvania.

Huse is looking forward to giving her all after graduation in May. As an undergraduate psychology major, she was an intern at

the Albion Fellows Bacon shelter for battered women and also worked at the Crisis Intervention Center.

Huse wants to continue working in shelters or as a high school counselor, counseling students against violence. She sees the perfect job as being a high school counselor and softball coach.

Watson named softball coach

Beth Watson has been named the fastpitch softball head coach at USI, replacing Tom Rupert, who had been the coach since 1991.

Watson came to USI from Southwest Missouri State University in Springfield, Mo., where she was the restricted earnings assistant coach last year and was a graduate assistant from 1992 to 1994.

Prior to her tenure at SMSU, Watson was the head softball coach for Friends University (Wichita, Kan.) from 1989 to 1992. In her four seasons at Friends, Watson guided the program to two regular season Kansas Collegiate Athletic Conference titles and one KCAC tournament championship, and had an overall record of 102-73. She was named the KCAC Coach of the Year in 1989.

Watson graduated from Friends University with a bachelor's in health and physical education in 1989 and from SMSU with a master's in educational administration in 1995. As an undergraduate at Friends, she was named All-Conference, All-District, and Most Valuable Player three straight seasons in softball (1985-88) and two straight in volleyball (1987-88). She also was named NAIA Academic All-American in softball and volleyball in two straight seasons (1986-88).

Women's soccer program organized

A varsity women's soccer program is being organized and Tony Colavecchia, the men's soccer coach, will direct the program and serve as coach.

Women's soccer will become a varsity sport in the fall of 1996, making USI the ninth school in the Great Lakes Valley Conference to offer the sport.

Five of the GLVC schools, all of which will appear on the USI schedule, were ranked in the top 20 at the end of the season.

Commenting on the first season, Colavecchia said, "We will recruit players in the Tri-State. Our local club teams have

worked hard and earned regional respect, while local high school teams are known state wide."

Steve Newton, director of Athletics, said, "The University has a strong soccer presence in the Evansville community for both men and women. USI is ready to make a commitment to women's soccer and hopes to mirror the success of the men's program. The implementation of a women's soccer program is a major step in the development of women's athletics at USI."



Gift Collection

1. **USI CAP**
by ProMark
Natural cap with navy bill.
Adjustable.
\$11.95
2. **USI CAP**
by Classic Sportswear
Red hat with Archibald Eagle.
Adjustable.
\$14.95
3. **USI CAP**
by ProMark
Navy cap with red bill.
Adjustable.
\$12.95
4. **USI CAP**
by Classic Sportswear
White cap with royal bill. Adjustable
\$16.25
5. **SWEATSHIRT**
by Gear
80% cotton/20% poly; Basic crew
heather with red lettering.
M, L, XL.....\$38.50
XXL.....\$40.50
6. **REVERSE WEAVE
SWEATSHIRT**
by Cribble
95% cotton/5% poly; Ash crew
with navy lettering
M, L, XL.....\$41.75
XXL.....\$44.50
XXXL.....\$46.00
7. **SWEATSHIRT**
by Gear
80% cotton/20% poly; Basic crew
red with navy lettering
M, L, XL.....\$40.50
XXL.....\$42.50
8. **T-SHIRT- USI LOGO**
by ProMark
100% cotton; Basic crew white
with USI logo in red, white, royal.
M, L, XL.....\$11.95
XXL.....\$13.95
XXXL.....\$15.95
9. **T-SHIRT-ALUMNI**
by Gear
100% cotton;
Basic crew heather
with cardinal lettering.
M, L, XL.....\$16.50
XXL.....\$18.50
10. **T-SHIRT**
by Gear
100% cotton;
Basic crew heather
with navy lettering.
M, L, XL.....\$14.95
XXL.....\$15.95
11. **CAN COOLER**.....\$1.95
Available in navy,
red, and royal. Adjustable
12. **STADIUM CUP 22 OZ.**.....\$1.45
available in
red and royal
13. **USI LICENSE PLATE**.....\$1.50
14. **TEDDY BEAR**.....\$19.99
11 inch-brown with
red plaid feet
and red plaid scarf.
15. **WATER BOTTLE**.....\$2.95
32 oz recycle
16. **USI GOLF BALLS**
Top Flite XL
Sleeve (3 balls).....\$4.99
Box (15 balls).....\$23.99
17. **USI COFFEE MUG**.....\$3.95
18. **BASKETBALL**.....\$4.95
4 inch mini basketball
19. **TANKARD**
15 oz with navy seal.....\$4.99
20. **UMBRELLA**.....\$14.95
43 inch arc automatic
100% nylon with logo



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