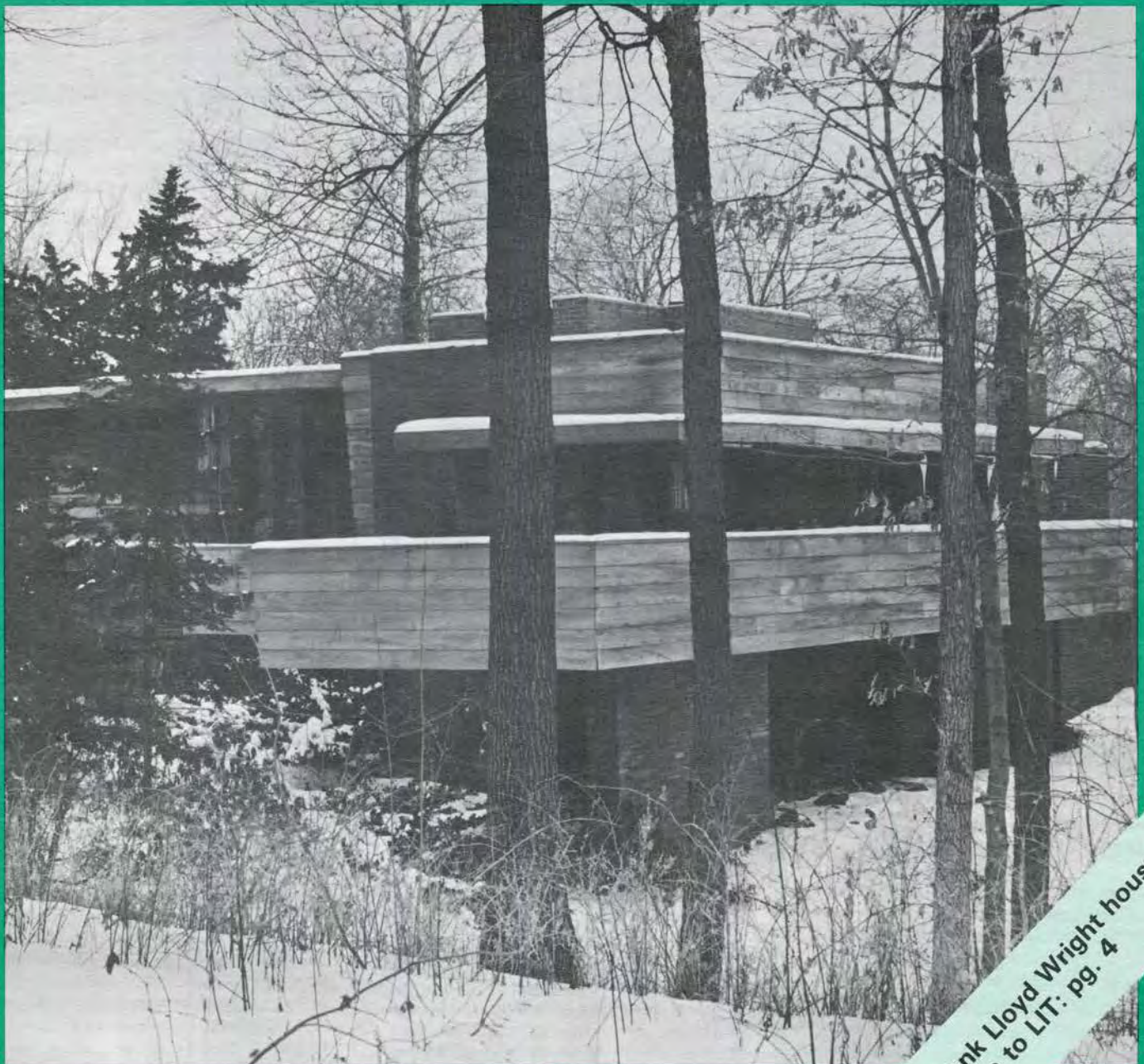


Winter/Spring 1978

# Lawrence

## INSTITUTE OF TECHNOLOGY

### Magazine



Frank Lloyd Wright house  
given to IIT: pg. 4



# Commentary

## Lawrence Institute of Technology Magazine

vol. 2, no. 1 Winter/Spring 1978

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By-lined articles express the  
views of the authors and not  
necessarily either the opinions or  
the policies of the College.

Editor: Bruce J. Annett, Jr., director of  
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Eleanor S. Wright

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Photos: Walter G. Bizon, Ar'75; Eleanor S.  
Wright and others

## Calendar

### April 22

Alumni Dinner-Dance  
Honors to Class of '53

### April 22-23

Campus Open House  
10 a.m. to 6:30 p.m.

### May 22, 23

Day College summer registration

### May 24

Day College summer classes begin

### June 1, 2

Evening College summer registration

### June 1, 2, 9

Assoc. Studies summer registration

### June 4

Commencement  
Ford Auditorium

### June 5

Evening College summer classes begin

### June 12

Assoc. Studies summer classes begin

"Commentary," a new section  
beginning with this issue, includes  
letters from many sources on a variety  
of subjects currently under discussion  
on campus. We welcome the  
comments of alumni, students,  
parents, and other friends of the  
College, but reserve the right to edit  
lengthy letters to fit available space.  
—Editor

(The letters below were among those  
received in response to President  
Marburger's mailing of the last issue  
of the LIT Magazine to selected  
governmental officials.)

Thank you for your recent letter and the  
copy of the "Focus on Energy" issue of the  
L.I.T. Magazine. I found the comments from  
Pete Estes and Bill Panny interesting and  
timely.

I agree with their general comments  
that the American people are capable of  
meeting this energy challenge with  
technology and a positive desire to retain  
the freedom we all now enjoy.

**WILLIAM G. MILLIKEN**  
Governor  
State of Michigan

Governor Ariyoshi has asked this office to  
carefully review the "Energy Policy"  
recommendations in the L.I.T. Magazine.

Both Mr. Estes and Mr. Panny express  
their viewpoints in a manner indicating a  
deep understanding of the energy situation  
while offering a direction that should be  
heeded by leaders at all levels of  
government.

**HIDETO KONO**

State of Hawaii  
Department of Planning and  
Economic Development

I was very interested in reading the articles  
your letter pointed out and the discussions on  
"Energy Policies." They were very informative  
and will be kept for future reference in my  
office.

I do appreciate knowing of your  
College's support and help to the  
Legislature on technical issues and  
especially for any future legislation we may  
be developing in the near future on energy.

**MICHAEL H. CONLIN**  
Michigan House  
23rd District

I appreciate receiving a copy of the  
Lawrence Institute of Technology Magazine  
with the articles on energy. As Chairman of  
the House Committee on Solar Energy, I am  
very anxious to receive all available  
information in connection with an energy

alternative; in particular solar energy.

**LUCILLE H. MCCOLLOUGH**  
Michigan House  
31st District

Thank you for your recent letter and  
enclosure of the Lawrence Institute of  
Technology Magazine with the "Focus on  
Energy" feature.

Having formerly chaired the House -  
Senate Committee to Investigate the Energy  
Crisis, I could not agree more that this is  
an area of extreme importance in  
maintaining the economic and tax base on  
which the Michigan standard of living so  
heavily depends. Certainly any input LIT  
might offer in this scenario can be  
extremely valuable.

I endorse and encourage your continued  
participation in the effort to make Michigan  
more energy independent.

**WILLIAM B. FITZGERALD**  
Michigan Senate  
1st District

I enjoyed reviewing the articles on energy  
and applaud your efforts to promote energy  
consciousness. I must also commend you  
and the faculty of Lawrence Institute of  
Technology for the excellent technical and  
management instruction that you provide.

**PHILIP E. RUPPE**  
U.S. Congress  
11th District - Michigan

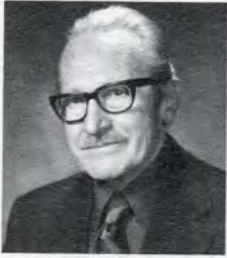


## Happy Birthday!

With this issue, your Lawrence  
Institute of Technology Magazine  
celebrates its first year of publication.  
We hope you've enjoyed our first four  
issues in which we've attempted not  
only to focus upon campus activities,  
but on events that touch society at  
large.



# On-campus



Basso

## Trustee Basso dies

Victor J. Basso, 68, a Detroit architect and a member of Lawrence Institute of Technology's Board of Trustees since

1950, passed away December 19.

In 1958, Lawrence Institute of Technology awarded him an honorary doctor of engineering degree. He was one of the College's first students and was elected the first president of the LIT student government. In 1934, he became LIT's first graduate in architectural engineering. Before enrolling at the College, he attended the University of Michigan and the University of Detroit.

Mr. Basso specialized in institutional, hospital, religious and educational architecture. His work included the design of Mercy Hospital in Port Huron and several seminaries. He was

staff architect for the Michigan State Fair.

Mr. Basso was a member of the American Institute of Architects, the Michigan Society of Architects, Phi Kappa Upsilon social fraternity and the Knights of Columbus.

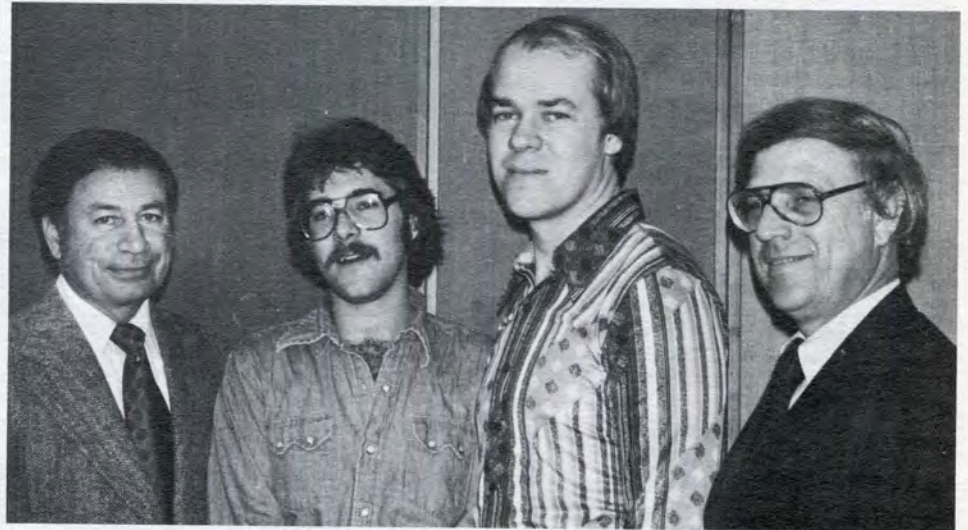
He was married to Maxine S. Basso, Rochester attorney and real estate investor who survives. Also surviving are two sons: Victor J. Basso, Jr., M.D. of Houston, TX, and Robert Basso of Detroit, and two brothers, John J. and Louis Basso, also of Detroit. The family requests that memorials be made to Lawrence Institute of Technology's School of Architecture.

## Society charters mechanical engineers

LIT's 35-member mechanical engineering student organization joined 9,000 other student members in 200 colleges and universities as an affiliate of the American Society of Mechanical Engineers February 17. Public presentation of the student charter was made on campus that night in a meeting in the Science Building auditorium by regional and local officers.

Present for the ceremony were Fred W. Nimmer, Akron, OH, Region 5 vice president; John T. Pope, Akron, secretary, and Raymond J. Page, advisor, Flint, MI. Also taking part were Ted Belcher, Des Plaines, IL, ASME field service director for both Regions 5 and 6, and Richard Travis, Detroit Edison Co., chairman of the Detroit section of the professional organization whose meetings students often attend.

The credentials of LIT's petitioning student group were presented to the national organization at its annual meeting in Atlanta in December by Paul Zang, student chairman, Detroit, and Kenneth Farquharson, faculty advisor and associate professor of mechanical engineering. Other student officers are Glenn R. Kowalske, Clawson, vice chairman; Paul Sabol, Detroit, treasurer; and Denis G. Medwick, Taylor, secretary.



Winners of the Masonry Institute of Michigan's design contest in LIT's School of Architecture are pictured with Frank Soave, left, vice president of the Masonry Institute of Michigan, Inc., and Karl H. Greimel, right, dean. Right of Soave is Frank Arvan, St. Clair Shores senior whose class design project was a hypothetical campus building housing library, administrative, and research facilities. Junior Christopher Davis of Novi, second from right, won his class competition—a hypothetical home for the elderly. In all, \$1000 in cash prizes were awarded by the Masonry Institute to five juniors and five seniors. The competition promotes creative masonry utilization.

## Open House April 22, 23

Hundreds of special student, club, professional organization, and departmental exhibits, projects, demonstrations, and events will highlight LIT's annual all-campus Open House '78 April 22 and 23. Student chairman F. Joseph Walker says the entire campus will be open from 10 a.m. to 6:30 p.m. both days and he encourages alumni

and friends to visit the College.

Of special interest to alumni, the Alumni Association will again present its annual Dinner-Dance in conjunction with Open House, (see related story, this issue). This offers alumni residing outstate and out-of-state the opportunity to enjoy the Dinner-Dance as well as to view the many facets of current student endeavors.

This year's Open House theme is "LIT: Meeting the Challenges of Tomorrow's Professionals Today."



# On-campus

## Chemists commended

For the fourth consecutive year, the Lawrence Institute of Technology student chapter of the American Chemical Society has received national commendation by its parent organization, Dr. George W. Mach, chairman of the department of chemistry, has announced. The LIT chapter was one of 75 among 680 student affiliate groups so honored.

Current recognition is based on group activity during the 1976-77 school year, when Thomas Mezza of Detroit was president. (He is now a graduate student in chemistry at Michigan State University). Both academic and social activities of the student chapter are considered.

Officers of the 1977-78 student chapter are: Judy McFall, Madison Heights, pres.; Vicky Cooper, Farmington, V.P.; Kenneth Redcap, Rochester, Sec.; and Doug Scherbarth, Detroit, treas. Dr. Jerry L. Crist, associate professor in chemistry, is faculty sponsor.

## Prism debuts

The first issue of *Prism*, the new LIT literary magazine, is set to be published April 22 to coincide with Open House. The magazine will contain original, previously unpublished works by students, faculty and staff of the College, including poetry, short stories, essays, literary critiques, and illustrations.

The name of the new magazine is symbolic of its purpose, which is to demonstrate the wide spectrum of ideas and abilities of the campus "family." A limited number of copies will be held for alumni and friends for 25¢ each. Order by calling or writing the Public and Alumni Relations Office.

## More students

New enrollment records have been established at LIT in the second term day college and evening baccalaureate programs. The winter term day college classes just completed recorded 2,260 students (up 53 students from a year ago) and the evening classes, 1,520 (up 18 registered exclusively for night classes).



## Tau Beta Pi installed

The "Blizzard of '78" delayed Tau Beta Pi's charter initiation two weeks but didn't put a damper on the group's enthusiasm. (Top) Deborah N. Dohring, left, president of LIT's new chapter, and faculty advisor Richard S. Maslowski, chairman of the department of electrical engineering, display the Michigan Eta charter at the group's banquet on campus February 11.

(Bottom) Installing officers and two of 13 eminent engineers initiated by the engineering honor society are (L to R) Robert H. Nagel, secretary-treasurer

at Tau Beta Pi National Headquarters in Knoxville, TN, who gave the banquet address; Dr. Wayne H. Buell, LIT chairman and a new initiate; Lawrence J. Hollander of New York, vice president of the society's National Executive Council; Dr. Stephen R. Davis, dean of LIT's School of Engineering and a member of the initiating team; and Dr. Richard E. Marburger, LIT president and a new initiate. A total of 51 undergraduate members and 55 alumni members were initiated into the new chapter.



## Four win ASCE contest

Four of five winners in the first annual essay contest sponsored by the American Society of Civil Engineers (ASCE) Southeastern Michigan Branch are from LIT's School of Engineering. They were honored January 19 at the organization's first annual student night for construction engineering students from four Detroit engineering colleges, including also Detroit Institute of Technology, the University of Detroit and Wayne State University.

First place winner is Michael B. Schlenke, Brighton, CE'79, who received \$50; one of two second place winners, Thomas R. Kline, Detroit, CE'78, who received \$25; and honorable mention, Michael J. McNamara, Farmington Hills, CE'79; and Timothy F. McDonough, Royal Oak, CE'79. Topic of all papers entered was "The Ethics of Maintaining Engineering Competence."

## Faculty and staff notes

**Hans J. Bajaría** has been appointed associate professor of mechanical engineering. A native of Bombay, India, Dr. Bajaría received his BS degrees in electrical and mechanical engineering in 1964 and 1965, respectively, at the S.V. Regional College of Engineering and Technology in that country. In 1966, he attained his MSME at North Dakota State University and in 1972, his PhD at Michigan Technological University.

Since 1975, Dr. Bajaría has been a quality and reliability engineer for Rockwell International, Troy. Prior to that he worked as a product design engineer for Ford Motor Company, and as a design engineer for Jervis B. Webb Company. He is registered as a professional engineer in Michigan and a quality engineer in California and is certified by the American Society for Quality Control as both a reliability and quality engineer.

**Robert A. Benson**, assistant professor of architecture, delivered a paper in March at the Michigan Medieval Society meeting at Eastern Michigan University. Entitled "The Cathedral of St. Vitas in Prague: Peter Parler and his Sources." The paper is part of the research for his doctoral dissertation conducted in Prague and Vienna.

**Cleophas M. Buck**, associate professor of business and industrial management, attended the annual national meeting of the American Accounting Association in Portland, OR. The meeting focused on methods and trends in accounting.

**Robert D. Chute**, associate professor of electrical engineering, and his father George M. Chute, were the subject of a two generation "conversation" in *Technical Education News*, November, 1977. Their by-lined book, *Electronics in Industry* is undergoing its fifth revision. Both began their careers at General Electric, and both opted for full-time teaching—Robert joining LIT's staff in 1973, and George teaching at the University of Detroit until his retirement in 1966.

**Dr. Oliver S. Coleman**, special project administrator, attended the annual conference of the National Alliance of Black School Educators in Chicago. He participated on a panel which discussed "Technical Impact of Blacks in the Sciences—Current Status and Future Projections."

**Louis A. DeGennaro**, assistant professor of business and industrial management, has had his first major text, *Law and Society: Principles and Cases*, published under the auspices of Lawrence Institute of Technology. Its use in his introduction to law and judicial process course began in the fall term. His first publication, previously used here, is *Selected Principles of Michigan Law* (1974).

**Karl H. Greimel**, dean of LIT's School of Architecture, was invited by Detroit Edison Co. to attend a special architectural lighting conference sponsored by the General Electric Lighting Institute in Nela Park, OH, January 9-11.

**Sonia Henckel**, associate professor of mathematics was interviewed on campus for a segment of the WXYZ-TV program, *Women to Women*. The program subject was "Math Anxieties in Women."

A painting by **Morris Jackson**, lecturer in architecture, has been awarded third prize in the All-Michigan Silver Medal Art Exhibition at the Scarab Club in Detroit. Jackson's watercolor, which competed in a field of 65 paintings, is called "Evening, Eastside."

**Barry W. Knister**, assistant professor of humanities, School of Arts and Science, had a short story published in the February issue of *Fantasy and Science Fiction* magazine. It is titled "The Beckfords." Knister is working on his fifth novel, two of which are being circulated among potential publishers.

For the past several years, he has also been in charge of a special humanities department-sponsored writing contest for high school students. This year, 371 manuscripts were received from 155 students in 52 public and parochial schools. Assisting in the monumental judging task

were **Dr. Victor Angelescu**, department chairman, **Wilson Daugherty**, associate professor, and **James S. Rodgers**, assistant professor.

**Ernest L. Maier** and **R. Bruce McAfee** are the authors of cases on sales and sales management which are appearing in four issues of the Engineering Society of Detroit's journal, *The Detroit Engineer*. Cases are also appearing soon in *Marketing Times*, published by Sales and Marketing Executives International, a professional society with 22,000 members in 49 nations.

These cases are taken from a book the authors recently completed, *Sales and Sales Management: A Case/Simulation Approach*. Maier is an associate professor of marketing in LIT's School of Business and Industrial Management. McAfee is an associate professor of human resources administration in the same school.

**Camille Majzoub**, lecturer in architecture, and her mother have opened a Dearborn fine art gallery called Trika Inc. The gallery's offerings range from wood sculpture, copper, silver, brass, Persian rugs, textiles, china, and other art from many countries gathered by Ms. Majzoub and her parents—including classic antique automobiles.

**Dr. Richard E. Marburger**, president, recently was invited to Syracuse (NY) University's symposium honoring the centennial of recorded sound. He spoke on "Future Technology of Recorded Sound." In February, he was invited to participate in the International Science Education Program of the Edison Science and Engineering Youth Day, held on the campus of San Diego (CA) State University. His topic was "What is This Thing Called Entropy?"

**Dr. Richard E. Michel**, dean of the LIT School for Associate Studies, addressed participants of the Edison Science and Engineering Youth Day at Greenfield Village in February. He spoke on "Exponential Function—Its Impact on Society."

**Eleanor S. Wright** has been appointed to the full-time position of associate in information services. Her new post has been created in the Office of Public and Alumni Relations, where she will assist in coordinating media activities. She had held a part-time position at LIT since September.

Mrs. Wright earned her AA degree from Monticello College, and her BS and MS degrees in journalism from Northwestern University. She most recently was an administrative assistant with St. Louis (MO) Public Schools. Mrs. Wright is a former editor of the weekly *St. Louis County Observer* and Theta Xi social fraternity's national magazine. She began her career as a reporter on the *St. Louis Post-Dispatch* and is listed in *Who's Who Among American Women*. She is a member of Women in Communications.



# On-campus



## Frank Lloyd Wright- designed house gifted to Lawrence Institute of Technology

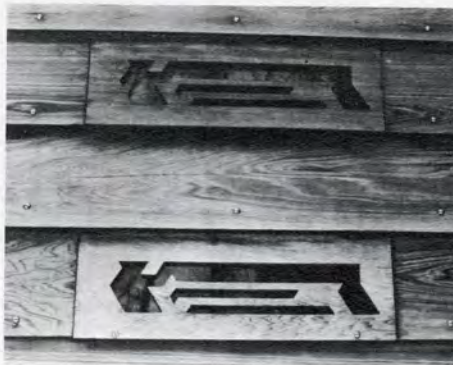
Affleck House, the Frank Lloyd Wright-designed residence of the late Gregor S. and Elizabeth B. Affleck, has been gifted to Lawrence Institute of Technology, Dr. Richard E. Marburger, president, announces.

The home, in the City of Bloomfield Hills, was given in memory of their parents by the Affleck's daughter, Mary Ann (Mrs. Karl F.) Lutomski of Bloomfield Hills, and son, Gregor P. Affleck of Royal Oak. It has been valued for its artistic merit at more than \$800,000 by Dr. William A. Storrer, University of South Carolina professor and author who is generally considered the nation's foremost authority on Wright's architecture.

"Mother and dad loved the house," Mrs. Lutomski said, "and we want to help LIT by providing students an historic and creative architectural example from which to learn." Gregor S. Affleck died in 1974 at the age of 81 and his wife, Elizabeth B., died in 1973 at the age of 72.

Affleck House, commissioned by the owners and completed in 1941, is one of Wright's most significant achieve-

ments according to architectural scholars. It represents the last great period of Wright's architecture he called "Usonian"—a way of building a structure in harmony with a site. The style included open planning in the living areas, small bedrooms, and a sense of zoning that sought to maximize whatever spaciousness a smaller home might have. It also featured ship-lapped siding, and then-novel radiant heating in the polished concrete floor.



Window detail

"This extraordinary residence designed by America's greatest architectural visionary, Frank Lloyd Wright, is a gift of enormous importance to our program and the world of art," comments Karl H. Greimel, dean of the College's School of Architecture. "The opportunity to experience first hand one of his most noteworthy accomplishments is an academic encounter without equal."

William Storrer says Affleck House is "both a unique item among (Wright's) architectural output, and an important representative of a particular line of developmental thought . . . . Further, the house is Wright's one satisfactory solution to the . . . need for a 'home for sloping ground.'" He adds, "This makes it a particularly significant structure, representative of this architect's sensitivity in relating structure to site."

The Michigan Historical Commission has placed Affleck House on the State Register of Historic Places.

Lawrence Institute of Technology's plans for Affleck House have not been finalized. However, it is anticipated that



the home will continue as a residence.

"We will gradually restore the home and grounds to the condition that they were shortly after the Afflecks moved in," Dr. Marburger commented.

"Naturally, too, we would ascertain the residence is also available to LIT students for examination and study. If arrangements can be made that won't disturb our neighbors, we'd hope the general public could be visitors on an occasional basis."

Gregor P. Affleck estimates nearly 10,000 names appear on the visitors

register his parents carefully kept while they lived in the home.

"I'll never forget the morning two bus loads of Japanese students knocked on the front door to ask whether they could walk through the house," Mrs. Lutomski said. "As I was growing up that was probably the biggest drawback; we could never sleep in on Saturday mornings because of the likelihood someone would want to see the bedrooms—and mother insisted the rooms be spotless. I think we had people visit from almost every country."

"Mother and dad enjoyed the unusual," Mr. Affleck recalls. "And dad liked nothing better than to have his pattering around interrupted by a visitor who wanted to talk about the house."

It was this desire for uniqueness that led the elder Afflecks to build a home designed by Frank Lloyd Wright. Gregor S., a chemical engineer and 1919 graduate of the University of Wisconsin, had first become acquainted with Wrightian architecture growing up near Wright's boyhood home in Wisconsin. Years later, he and his wife saw drawings and renderings of the Wright-designed "Falling Water" residence of Edgar Kaufman at Bear Run, Pennsylvania, and fell in love with its soaring decks and "oneness" with its surroundings.

"Find a site that no one else can build anything on," Wright answered the Affleck's initial inquiry, beginning a friendship with them that would last long after the house was completed and until Wright's death in 1959. After months of searching, the Afflecks purchased a wooded ravine in the then-hinterlands of Bloomfield Hills, traversed by a tiny stream and overlooking a sylvan pond.

"Wright didn't actually visit the house until a few months after its completion," says Mr. Affleck. "The work was supervised by one of his assistants and the contractor was Harold Turner."

"One of the first things Wright did when he walked in was pick up a saw and cut off the end of a built-in bookshelf that made the space for our piano a little tight," Mrs. Lutomski recounts. Visitors to the home can still rub their fingers over Wright's own rough sawn handiwork.

Both Affleck children became favorites of Wright. Gregor P. spent one and one-half years at the Wright Fellowship at Taliesin West and Mary Ann was a houseguest of the Wright's.

"I'm sure I treated him as casually as any eight-year-old treats her grandfather," she smiles.

In a 1953 NBC interview with Hugh Downs, Frank Lloyd Wright said, "... an art cannot be taught. You can only inculcate it. You can be an exemplar. You may be able to create an atmosphere in which it can grow."

It seems, therefore, Wright would approve of the Affleck's generous gift to Lawrence Institute of Technology.



A fully skylit sunroom greets visitors and divides the living and sleeping sections of LIT's Gregor S. Affleck house. At left, an open well overlooks the small stream that seasonally flows under the cantilevered home. The "ship-lapped" walls, (center) are an unusual structural system Wright devised whereby wall and siding boards rest atop each other. (photo by Balthazar Korab)



# On-campus

## No energy shortage at LIT with Engineering Dean Davis

First in a series on LIT deans

"Energetically" is the way Dr. Stephen R. Davis promotes engineering education for Lawrence Institute of Technology. Dean of LIT's School of Engineering since 1973, he also utilizes energy—its generation, use and conservation—as his focus in teaching, counseling and consulting as he shares this particular expertise with students, governments, industry and his many professional friends.

Most remarkable is the affability and goodwill that permeates his hectic schedule. His attention is required for the multitude of administrative and teaching duties that are part of leading one of the nation's ten largest undergraduate engineering schools. At the same time, a constantly ringing telephone summons him as a guest speaker at professional meetings or as member of an expert management team sought by industry.

**Teaching takes precedence** over all of his other activities. Attuned to the practical application of engineering in the world of work, Dr. Davis uses his vast industrial experience to develop new course material relevant to today's societal problems. Foremost is the emphasis on energy, and in 1977 he innovated a course on "energy management and conservation" for seniors. Twenty percent of the students



Dean Davis (left) and William Miller, EE'77.

in this class came from industry to audit the course.

"We are one of the first colleges to have a structured course in energy management," he notes. "Its been so well received that many of this year's students are asking for a follow-up class."

Demand for energy education has become so important, in fact, that a publisher is pursuing Davis for publication of his massive collection of notes.

Emphasizing also the importance of keeping in contact with all levels of students, the Dean teaches *combustion engines* to seniors as well as *introduction to engineering* to entering freshmen. He maintains an open-door policy to all students, who are assigned engineering faculty as advisors.

It was the challenge to teach undergraduate students (which he prefers) and the opportunity to develop the School of Engineering that brought Dean Davis to LIT. Indicating that he had decided 15 years ago to return to teaching when the opportunity arose, he joined Wayne State University in 1967 as director of research and professor of mechanical engineering in

its College of Engineering. Later, he served as associate dean for graduate studies and research at WSU.

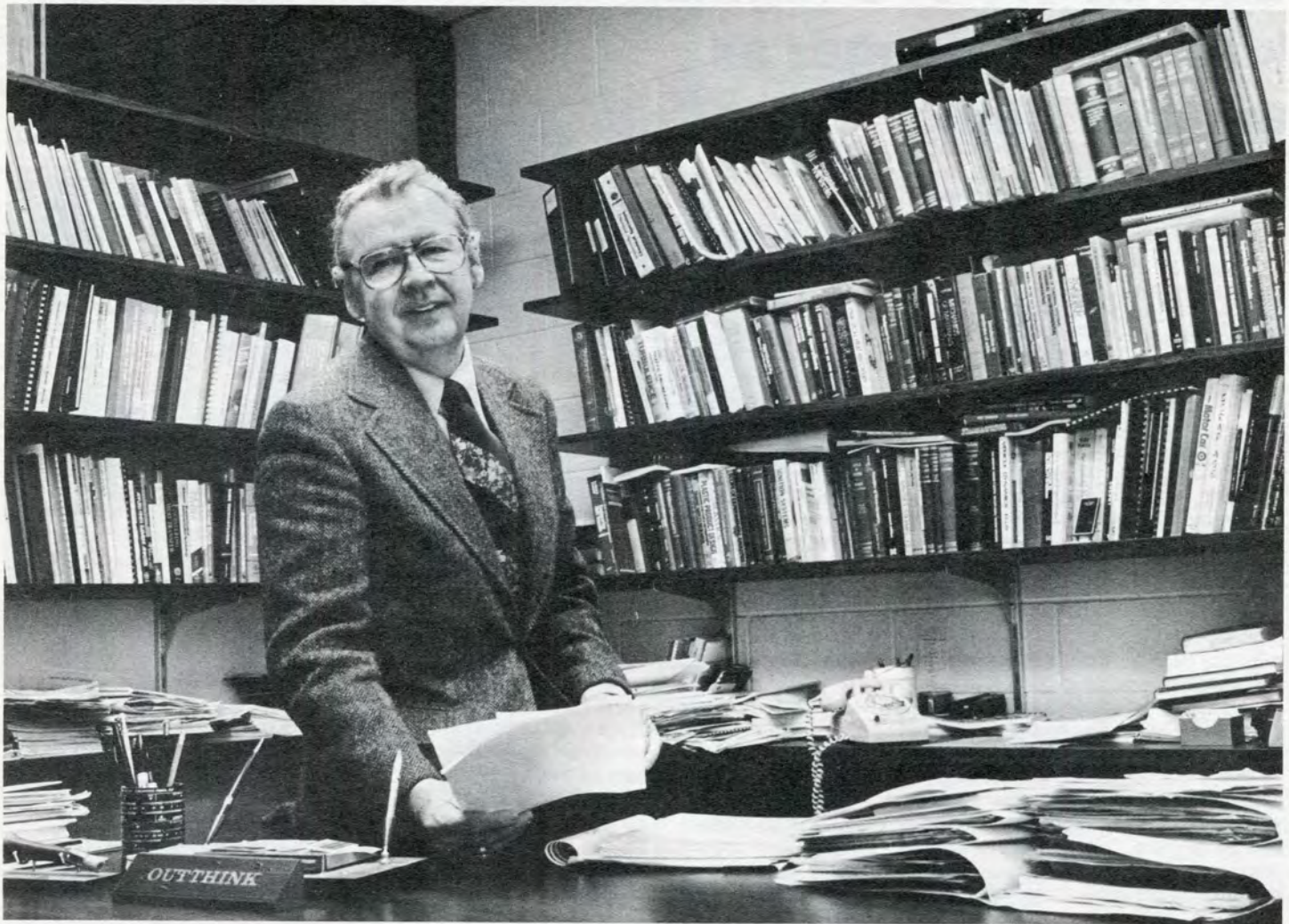
**Between degrees** (BSME Drexel University, 1950; MSME University of Delaware, 1954; and PhD University of Illinois, 1963—the latter two completed while also teaching mechanical engineering full-time), he sandwiched in his first position as a development engineer in industrial gas turbines with Westinghouse Electric Company. He also began fuel and smoke oriented consultation studies with such firms as Caterpillar Tractor, Shell Oil and American Oil.

"I was extremely interested in combustion," he reminisces, "and this total involvement led to my doctoral dissertation investigating the carbon forming characteristics of hydrogen/carbon fuel. A vehicle test correlation study for Ford Motor's Truck Division brought me to Detroit as principal design engineer and then I switched my outlook to the total vehicle. After two years, I went to Cummins Engine Co. in Indiana as a director of technical planning, research and engineering and stayed two more years—a kind of pattern to my life at that point. Finally, I accepted a teaching opportunity which settled me in Detroit."

At LIT, two of Davis' administrative goals have been fulfilled. One was the 1975 accreditation of the School of Engineering by the Engineers Council for Professional Development (ECPD), which has given the school national recognition as well as increased the opportunities available for graduates. It also has opened doors to the industrial complex and many professional associations. Another goal was the modification of the engineering curricula to allow the flexibility needed for responding to the career requirements of industry. Future goals are oriented to encompass LIT's commitment to "theory and practice."

With individual development in mind, he has initiated and supported student and faculty appeals for affiliation with professional societies. He accompanied petitioners for Tau Beta Pi honor society to the national conclave at Purdue in October.





It also is his own membership in many professional organizations that has brought recognition to LIT and helped him secure an impressive program of guest speakers for the College. He recently was made chairman of the State of Michigan Joint Commission on Energy for the Michigan Society of Professional Engineers and the Michigan Association of the Professions. He also is chairman of the Council of Engineering Deans for the State of Michigan. This fall he was kick-off speaker for the Milwaukee Chapter of the American Society of Metals Seminar on practical energy conservation; a month later he addressed the Forging Industry Association in Florida, and early this year he participated in the 1978 College/Industry Education Conference of the American Society of Engineering Education in San Diego.

Since the first of the year, he has visited Scotland and England for the Department of Defense. He also consults and advises for the Army Tank Automotive Command, the U.S. Energy Research and Development Administration, Argonne National Laboratory and the Forging Industry Association—with such trips taking him to Japan, Greenland and numerous European countries. He performs energy conservation surveys for the DuPont Company throughout the United States. In the past two years, Dean Davis and his staff have brought students to LIT from Yugoslavia and Iran for courses in gas turbines for Westinghouse.

Despite this energetic life style, Dean Davis has made it a practice to be home on most weekends with his family. His wife, Fay, active in career education in their local schools, co-hosted the annual Christmas Open

House for all engineering students and staff—just one of the ways in which she assists her husband in his career. They have two sons, Steve Jr., 20, majoring in bio-engineering at the University of Michigan, and Greg, 17, a senior at Belleville High School, who plans to continue his education in the field of science and engineering.

One thing for sure, LIT's School of Engineering will never suffer from an "energy shortage" with Steve Davis at the helm.



# Features

## Encounters of a regular kind: the manager as an alien being

by Leland A. Lahr, dean,  
School of Business  
and Industrial Management

One of today's popular topics of conversation is the visitor from outer space. When is a flying saucer swamp gas and when is it a UFO? Are interplanetary travelers walking among us?

No matter. The real aliens on our planet may be the managers. Meeting a manager is a common occurrence, an encounter of a regular kind, and yet the general public has a poor understanding of the manager and his (or her) role in our society. The average man on the street often is suspicious of managers and sees them as curiously different beings. "There are more managers around here than there are people" was a comment overheard in a department store during the Christmas rush.

In the opinion of some scholars, managers deserve to be understood and appreciated because they are of critical value to society. Here are some observations from studies which try to explain and preserve this maligned species.

**Managers are everywhere.** Most earthlings expect to find managers running business enterprises. But managers are also found in church organizations, military services, government agencies, hospitals, school systems, and even in labor unions. Managers are found wherever people have joined together to serve society continuously in some special way. These social institutions need managers in much the same way a football team needs a quarterback—to provide direction; to be a cohesive element.

Institutions of all sizes have their managers, but the need for top quality managerial talent is accentuated by development of the large scale organization in America. When a small firm fails, it usually means financial losses for a few individuals. When a

large organization crumples, thousands suffer. As Peter Drucker points out, in the last 50 years America has become a society of big institutions. Big business continues to expand but it has been matched in scale by institutions from non-business sectors. Bigness dominates the American scene—big government, big unions, big schools, and big hospitals as well as big businesses.

One challenge facing management schools, like ours at Lawrence Institute of Technology, is to develop educational programs that raise the

quality of America's managers. These programs must have application to organizations that range in scale from small family businesses to large multinational operations. Management education must also have practical values for organizations in all sectors of our economy, business and non-business.

**Managers look a lot like people.** It is difficult, of course, to pick a manager out of a crowd. They have no distinguishing physical characteristics,





not even a thumb the color of currency. Most managers are men, but this is changing rapidly. Years of testing reveal that managers have above-average intelligence. However, it has also been observed that some individuals with the title of manager lack their rations of horse sense.

An above average amount of education is common to the management groups, and a college degree is fast becoming a requirement for entry into managerial ranks, especially in the large scale organizations. No academic discipline is a monopoly supplier of managers, though more and more of the larger institutions are selecting individuals who studied management or business administration at either the undergraduate or the graduate level. The justification for this policy is that the new manager has a great deal to learn and that much of this learning is best accomplished in the college setting. Every manager needs to know the basics of accounting, for example, but few organizations would want the additional task of teaching basic accounting to their managers.

It is not what managers *are* but rather what they *do* that distinguishes them. Managers are expected to lead their institutions to the achievement of institutional and social goals. The manager's role derives from his institution, and the role evaporates when the organization ceases. The manager is an important element in a social system: an important part but only a *part* of the system. Only the *entire* institution is capable of achieving its goals.

Responsibility, then, is the essential aspect of the managerial role. The manager is obligated to translate the mission of his institution into operational objectives. It is also his responsibility to marshal and activate the resources of his organization so as to accomplish these objectives.

The manager must also strengthen the chains that link his institution to society. Human talent, investment capital, and other needed resources flow from society. To maintain the flow, the institution must satisfy the members of society supplying the resources. The missions of banks, automobile manufacturers, police departments, general hospitals, colleges, and all other organizations differ. But their continued existence depends upon how well they satisfy the society they serve.

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*"It is not what managers are but rather what they do that distinguishes them. Managers are expected to lead . . ."*

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**Managers are changing.** That's not surprising. What is noteworthy is how managers are changing. The manager of yesteryear was a master worker. If he was the best salesman, he became the sales manager. If he was the best (and toughest) shop worker, he became the shop superintendent. His concern was to maintain the *status quo*. He looked to his past for principles and practices. He regarded others in the organization as workers who should help him do his job. He seldom looked at the world outside his organization, and he thought that changes in outside conditions resulted from some "roll of the dice." If his institution failed, he blamed fate since he was, after all, a master worker and had done as well as any worker could have done.

Today's manager is "tuned in" on changes and trends. He recognizes he has a special role to play. He does not try to outdo every worker. He concentrates on developing his managerial competencies. There are skills and tools for the manager to understand and use—network analysis, mathematical programming and optimizing techniques, information system modeling, computer simulations, and many more that are part of the growing technology of management.

The modern manager realizes he is in partnership with all other institutions of our society. He must be sensitive to the social and political environment, to shifts in the public mood. He accepts the responsibility for keeping his institution in harmony with the rest of society. He cannot wait until

customer unhappiness is translated into consumer protection law. He cannot wait until parental dissatisfaction with schools grows to political unrest. He cannot wait until frustrations of the unemployed erupt into violent civil disobedience. The modern manager anticipates emerging needs and regards these needs as opportunities for institutional action.

What about tomorrow's manager? He (or she) will be like the modern manager—only more so. Tomorrow's managers will know more about the technology of management. They will be more innovative, not only in terms of the products of their organizations but also in terms of new structures of human and social relationships. They will hold a different attitude toward organizational conflict; they will regard conflict as a condition to be accommodated rather than a condition of shame. They will be more deeply involved in areas outside of their own institutions. They will participate more actively in the development of our society's values and the laws which reflect those values. To some people, this involvement by managers will be called meddling. Others will call it statesmanship. Tomorrow's managers will see it as the appropriate action for caring human beings to take.

Many of you are interested in becoming managers. Many of you are already managers. To you, a concluding salute. America is blessed with many resources. Your managerial talent is, in my opinion, our most significant resource. So, if you managers are in fact aliens from another planet, please contact home base and ask your relatives and friends to join us. We need more encounters with your kind.



**About Lee Lahr**

Leland A. Lahr joined the LIT faculty in 1964 and was named dean of the School of Business and Industrial Management in 1970. He received his B.A. from DePauw University in 1952, his M.B.A. from Indiana University in 1964, and is a Ph.D. candidate at Michigan State. Prior to his association with the College, he was formerly a newspaper writer, was associated with Eli Lilly and Company in public and employee relations, and was sales manager for a regional glass products distributor in Indianapolis.



# Features

## Soleri envisions a different Detroit

by Rick Ratliff  
Free Press staff writer

Reprinted with permission, Detroit Free Press, December 19, 1977. Illustration from *Arcology: The City in the Image of Man*. Reprinted with permission, MIT Press. Photo provided courtesy of the Cosanti Foundation.

You are a worm. Stop contracting your squishy body and look up at that cow.

Too much, isn't she? In all your life of chewing microorganisms and reproducing bisexually, can you imagine being so big and hoofy and teaty and lumbery?

Of course, you can't. You're a worm.

**Paolo Soleri, the futurist architect,** says the relationship of worm to cow resembles what modern man might feel is confronted by the Detroit of the distant future.

Italian-born Soleri, 58, who long ago rebelled against his teacher, Frank Lloyd Wright, expects the thin sprawl of cities to cease. He foresees cities so compact that cars won't be needed. So "imploded" that a whole city might be one structure. So miniaturized and complex in function that, for all practical purposes, the city will become a living thing.

"But it would be an organism that would not be recognizable" to us, he says. We "would be terrified by the novelty of it . . . the unknown it would represent."

Such a city would be what Soleri calls an "arcology"—a fusion of architecture and ecology.

And it's strong stuff, especially coming from the 130-pound frame of a short, balding man with huge furrows linking eye to ear as he smiles.

Soleri's presence hardly advertises his ideas. When he visited Lawrence Institute of Technology (LIT) in Southfield last week, he wore muted brown clothes and introduced himself with a hardly outstretched hand and one barely audible word:

"Soleri."

**Yet this is the man** some call a visionary. They thrill at his sketches of entire cities afloat on the seas, adrift in space, spanning valleys or integrated into dams.

Others call Soleri a dreamer. They

scoff at his notions as those of a man more interested in concepts than details.

But details matter to Soleri. To prove it, he's building a city for 5,000 people in the wastes of Arizona, on 14 acres of an 846-acre site 70 miles north of Phoenix.

That project, seven years old now and always short of cash, is called Arcosanti. He terms it test of his theories. It is funded through the non-profit Cosanti Foundation which, he estimates, gets about half its \$250,000 annual income from the sale of ceramic and metal bells he has designed.

**Soleri came** to LIT to discuss his ideas. To discuss Arcosanti. To sell copies of his books and his sketches. And to encourage students to pay \$430 to spend five weeks in the hot sun building that city this summer. (And many summers thereafter; he says it may be 25 years before Arcosanti is finished.)

Part of what makes his ideas hard for some people to accept is that



An early design of Soleri's prototypical city, Arcosanti.

Soleri's arcologies are quite unlike cities of today. How, skeptics ask, can we get there from here? They can't see it.

"I have a hard time myself," said Soleri, his brown eyes dancing.

"We are set in a pattern we have been in for 100 years. We are still in that pattern . . . Eventually, yes—we always have new patterns.

"Detroit is not going to be what it is now" a century from today.

What will it be?

Soleri isn't sure, but he finds indications.

"Renaissance Center has been a step . . . It is an implosion that is very simple-minded . . . It is a step.

Renaissance Center is based on opulence, what opulence can deliver . . . (Soleri's architecture) will see what frugality will deliver."

**The Detroit of today** "is a heap of waste," he said.

The Detroit of the future "would not have to be one building, but a number of very intense structures . . . something more integral: Living spaces



for people integrated with all remaining things."

The notion of "intense structures" seems frightening to many of us who envision anthills of humanity.

But that's not so different really from what we have now, Soleri said. "Detroit is an anthill . . . It just happens to be a flat anthill."

Crowding is natural for man, Soleri said. "If you get away from crowding, you kill life." Humanity has been packed into tight knots of community for centuries, he said. Only since the invention of the automobile have communities thinned so much.

Men have abandoned cities for bits of countryside, he said. That's why suburbs have formed, where each house sits on a parcel of land.

"What is left is a little courtyard," said Soleri. "But you also get isolation and alienation."

An arcology, he said, would answer man's need for both aggregation and nature. Being compact, an arcology gives occupants urban vitality. But just beyond an arcology would be countryside—within walking distance of all.

The energy crisis will drive us in that direction if nothing else will, he said. That's partly why Soleri has



*Paolo Soleri*

revised parts of his Arcosanti plans to make it extremely energy-efficient.

**He wants to build** a large collection of greenhouses at the base of Arcosanti. These greenhouses would provide food and oxygen to the city. They would also provide the bases for a solar heating and cooling system, he said.

Soleri lectured architecture students and others in a packed auditorium at LIT. He talked about his work and

answered questions.

Dean Karl Greimel of the School of Architecture called Soleri "one of the last great visionaries." But judging by the critical questions several students asked Soleri, many weren't convinced.

They questioned the psychological effects of arcologies. One labeled it "romantic." Another called arcology an "inflexible" concept.

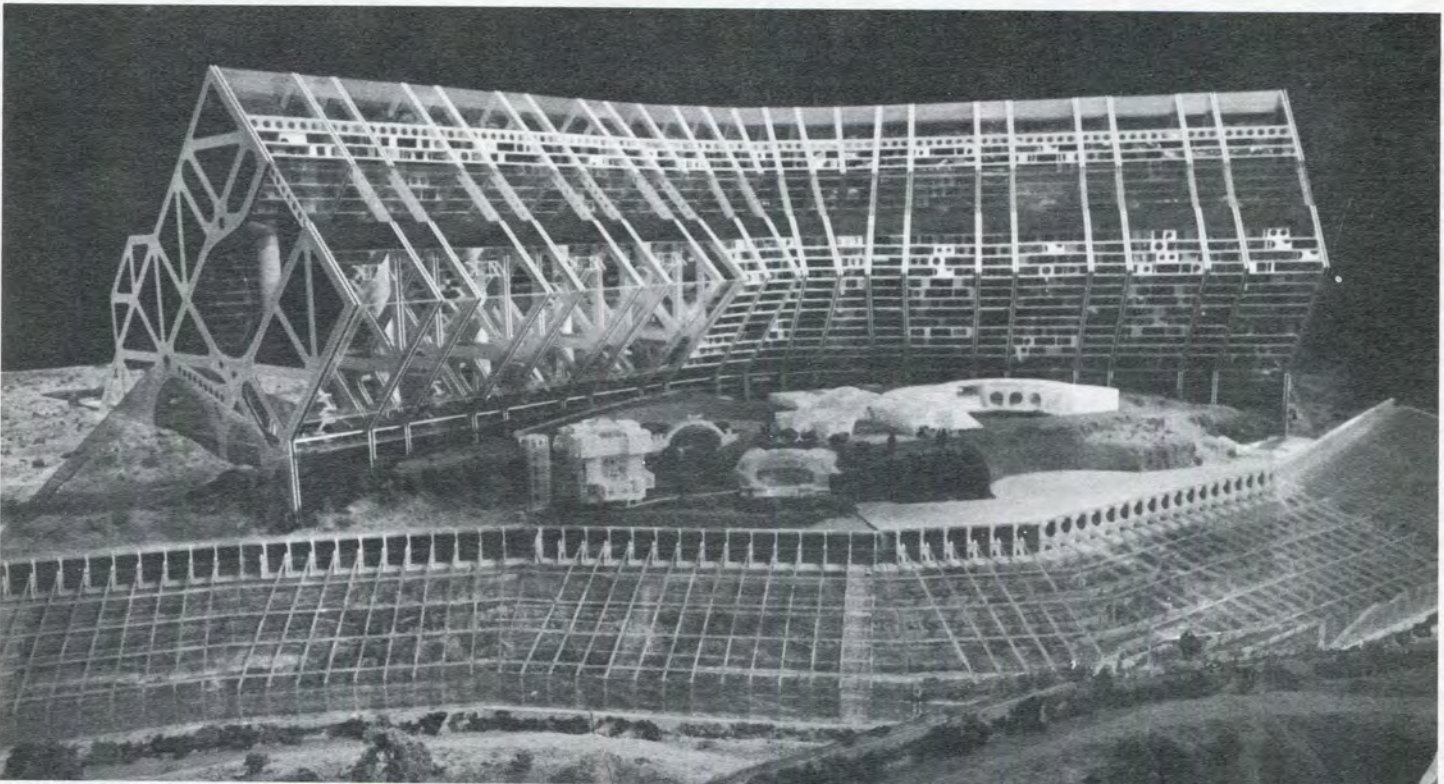
**Later two architecture** undergraduates discussed Soleri in a hallway.

"It seems like a lot of glamor and flash," said John Miller.

Mike Rable seemed to agree. "He impressed me as very idealistic . . . He has the start of something, for sure . . . but even in his drawings, you don't see the detail of what a single room is like."

"Maybe the best thing that could happen," said Miller, is that he could work as a catalyst to other people . . . to inspire people like us to think a little bigger."

Another architecture student said after the lecture: "I'm a bread-and-butter person. I like to do basic things first. I have a house and car payments."



*Model of Arcosanti—1977*



# Features

## Do it yourself citizenship

by Senator John C. Hertel  
Michigan, Second District

One of the responsibilities of a state legislator is to get around his or her district to talk with the people. Part of this responsibility includes appearing before high school civic classes to explain how government works, and more importantly, to answer the students' questions.

Invariably these question and answer periods begin with the same two queries; "when is the legislature going to legalize marijuana?" and "Is the legislature going to raise the drinking age?" Obviously, these are both provocative and emotional issues made more highly visible by the media. It is only natural that young people would ask about them.

**What is disturbing** is that they are almost always the first two questions asked and that after they have been answered there is a lull, which requires me to urge or provoke the asking of additional questions pertaining to government and politics. Recently, I have begun to ask students why they are not interested in asking about how government works and how you can get elected to office.

They generally respond in one of the three following ways: Average citizens can't have an effect on the operation of government; Government is corrupt; Why should I register and vote, one vote doesn't make any difference.

These negative beliefs are very disturbing, if you subscribe to one of the major political theories used by the John F. Kennedy campaign braintrust of 1960. The theory goes this way: *high school students* are very accurate barometers of their parents' political feelings. They usually voice the same attitudes about candidates and issues. (Please keep in mind this theory applies to high school, not college students.)

After looking at the statistics on voter participation, I find that people between the ages of 18 and 21 have the worst percentage of voter registration and election participation of any age group. These statistics also indicate that those people between 21 and 30 years of age aren't much better.

Thus, it would seem fair to say that, based on their lack of participation in the democratic process, the majority of young adults share the same cynicism about government voiced by the high school students discussed above.

**This downward trend** of voter participation, although most heavily reflected by those under 30, has become more pervasive throughout the entire population since the early 1960's.

Where is all this apathy leading us? It is heading us right towards a situation where a minority of the citizenry makes the decisions about who will be elected to govern us all; where a minority of the people choose the men and women who will make the laws and the policies that so deeply affect the lives of the great majority.

This does not have to happen, and it shouldn't happen because none of the previously discussed general responses made by so many young people (and I believe by most Americans regardless of age) are true.

We *can* prevent a democracy by the minority by practicing "do it yourself citizenship."

What is D.I.Y.C.? It is nothing other than a system of practical political actions that can be performed by any citizen.

The first step is to register to vote or to make sure you are registered at your present address. This can be done at any city or township hall, county seat, or Secretary of State branch office.

The next step is to inform yourself. Who is your congressman and in which district do you reside? Who is your state senator, your state representative and your county commissioner? How long are their terms? How much are they paid? What areas are they responsible for in government? If you don't know these things, you are not practicing responsible citizenship. However, you can find this information by going to the library, calling city hall or even calling their offices.

Becoming informed should include attending civic, homeowner or political group meetings. At election time, this is the most likely place to personally meet the candidates. City council and county commission meetings are accessible and very informative. During periods of recess, many state legislative committees hold public hearings in local communities throughout the state.

Instead of watching the same

television station for news every night, switch channels from night to night. Better yet, watch one station at six o'clock and another at eleven. In this way, you will have a more rounded perspective of a given news story. The same listening pattern should be developed for radio news.

The most important source to expand and vary is newspapers, as they usually deal with governmental and political stories in more detail. I would urge every citizen to read local or community papers as well as the dailies. Community papers often spotlight public officials and political problems of more immediate concern to you as an individual.

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*"If we do not fulfill our responsibilities as citizens, we are endangering the very system that guarantees us our freedoms."*

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The "do it yourself citizen" should become a lobbyist from his own living room. This is a vitally important function because a literal vacuum of public opinion, on many issues, has been created around public officials. This lack of information results from the apathetic approach of most citizens toward their elected officials. This vacuum has been filled by lobbyists.

Lobbying is a constitutional right protected under the first amendment guaranteeing freedom of speech and the right to petition the government regarding grievances. Although lobbying was meant to be used by everyone it has, unfortunately, become the province of a small group of professionals and volunteers who represent a variety of public and private special interests. Corporations, unions, school boards, environmentalists, mental health groups, professional organizations and hundreds of other special interests have lobbyists. Some



individual professional lobbyists have as many as twenty accounts and, therefore, become very familiar faces to legislators. But who speaks for the public?

You do — and you don't have to go to Washington or Lansing to do it. You can call any public official's office directly and leave a message indicating your position or your complaint. You can most likely get through to the public official personally, if you are willing to press hard enough in a courteous, businesslike manner. Most of the time you will have to wait to have your call returned. The League of Women Voters has the phone numbers and addresses of all public officials. Taking a trip to Lansing or inviting a legislator to a meeting of concerned citizens meets with success more often than not.

The easiest, yet most effective, way to lobby is to write. Taking the time to write a letter in this day and age impresses most public officials much more than people think. It impresses me more than a phone call or telegram.

**A very convenient** form of lobbying can be accomplished by buying postcards and addressing them to your various legislators ahead of time. Set them next to your favorite chair. Then, when you hear, see, or read something that concerns or irritates you, you can immediately write a sentence or two on the back of the card briefly explaining your feelings on the issue and drop it in the mail.

If you think writing won't make a difference, you should have been in my office after the House of Representatives had voted to take the State Police off the Detroit freeways, and the bill was coming to the Senate for concurrence.

Senate offices were flooded with cards and letters saying "keep the State Police on Detroit freeways." Shortly thereafter the Senate voted to reverse the House action, and the House, which had been swamped in the meantime by irate mail, then voted to concur with the Senate to keep the State Police. During my four years in the legislature, I had seldom seen public lobbying; but each effort worked by forcing the legislature to reverse itself—proving that most elected officials would rather face a sword than a pen backed up by a vote.

Now we get to the most important part of practicing good citizenship—

voting. If you have tried most of the above suggestions, you will be an informed voter. We all could be even better informed if newspapers would report the daily voting records of congressmen, state legislators, county commissioners and city councils.

**Most people don't realize** the real importance of their vote. I believe some actual election results demonstrate the importance—for instance:

In New Hampshire's 1974 U.S. Senate Race, the ballot results of candidates Wyman and Durkin were 110,716 to 110,361. Recounted, the results were Wyman, 110,914 to Durkin, 110,924. A New Hampshire Ballot Commission Review resulted in Wyman over Durkin, 110,926 to 110,924. (A rerun election was called and Durkin won.)

In Ann Arbor, the 1975 Mayor's race saw Wheeler over Stevenson 14,684 to 14,563, and the winner of the close April 1977 mayor's race of Wheeler and Belcher in Ann Arbor had still not been settled as this article went to press.

In Monroe County's 1976 probate judge race, candidate Merman's election tally was 13,228 to candidate Seity's tally of 13,227. A recount declared Seity ahead 13,226 to 13,223. The tally after a court suit was 13,222 to 13,222. An appeal is pending.

The advanced "do it yourselfer" will begin to actively support quality candidates. We always need more people of ability and good moral character in public office. You can support a candidate by doing volunteer work such as telephoning, going door-to-door or working at the polls on election day. You can put a sign on your lawn, a bumper sticker on your car or a pin on your lapel. You can even send cards to your friends or gather them together at your home for a chat with the candidate.

Monetary contributions can also help. Campaigns cost money and it is better for all of us if a candidate draws his finances from a broad base rather than from a few individuals or interest groups.

**The emphasis** in this country over the last twenty years has been towards procuring, advancing and insuring the rights of the individual. This has been a tremendous development that brought forth many fruitful results. However, during the same period of time there

has been little or no emphasis on the responsibilities of citizenship that go hand-in-hand with our rights and freedoms. There is a balance in politics just as there is a balance in nature. If we do not fulfill our responsibilities as citizens, we are endangering the very system that guarantees us our freedoms.

Just as there is no such thing as a free lunch, we, the people, get the quality of government that we deserve.



**About John C. Hertel**

*Michigan State Senator John C. Hertel, whose Second Senatorial District covers Harper Woods, Northeast Detroit, Grosse Pointe Woods and Hamtramck, is a lecturer in LIT's School of Arts and Science. He received his bachelor of science degree in political science from Wayne State University.*

*Senator Hertel was first elected to represent the Second District in a special election held in March of 1974 and was reelected for a full term in November by the largest margin of votes cast for any state senator.*

*He previously had served on the Wayne County Board of Commissioners. First elected to this post in 1972 at the age of 25, Senator Hertel was the youngest commissioner in the County's history at that time.*

*Senator Hertel is the author and co-chairman of the Senate arm of the Michigan Efficiency Task Force.*

*Since January of 1975 Senator Hertel has been serving as the chairman of the Senate Agriculture and Consumer Affairs Committee. He is currently vice chairman of the Senate Municipalities and Elections Committee and a member of the Senate Judiciary Committee. He is chairman of the Joint Legislative Committee on Administrative Rules and a member of the Senate Special Committee on Aging. He is also a member of the Urban Development Task Force of the National Conference of State Legislatures, the Food Supply and Agriculture Task Force and a member of the State Fairgrounds Redevelopment Commission.*



# Alumni Association News

## Alumni Dinner-Dance April 22; Class of '53 to be honored

Renew old acquaintances and make new friends at your LIT Alumni Association Annual Dinner-Dance April 22 in the College Dining Room. Open to all LIT alumni, faculty, the Class of '78 and their guests, this year's popular event will again be held in conjunction with campus Open House Weekend, says Association President Marlyn K. Lisk, IM'73.

Activity chairman Gordon Spaulding, IM'75, and his alumni committee promise a full evening of good food, dancing, and fellowship. The Class of 1953 is the honored 25-year class and all its members are especially encouraged to attend. Tickets are only \$10 per person or \$20 per couple, and include the special dinner, the program and four hours of dancing to the big band sounds of the 24-piece "Patriots, of Music" orchestra.

A cocktail hour (cash bar) will begin at 6 p.m. followed at 7 by dinner and the short program. Dancing will be from 9 p.m. to 1 a.m. An added attraction are the scores of student Open House exhibits on display throughout the campus Saturday from 10 a.m. to 6:30 p.m. and again Sunday.

Helping to make the Dinner-Dance a big success are committee members Roger Avie IM'68; Donald Beattie CivE'53; Gerald Larson AeroE'53, & ME'56; Moses Movsesian ChE'53; and Robert Williams ME'53. Join them and your College friends April 22 by responding to the invitation you receive in the mail or by using the reservation form at right.



### 1978 Alumni Association Dinner-Dance Ticket Reservations

Saturday, April 22, College Dining Room

Name \_\_\_\_\_ Class Yr. and Major \_\_\_\_\_  
Last First Middle Initial

Address \_\_\_\_\_ Phone \_\_\_\_\_

I'll be attending with (name) \_\_\_\_\_ spouse  date   
Last First

Checks for tickets (\$10 single / \$20 couple) should be made payable to: Lawrence Institute of Technology. Clip and mail this form with check to: Alumni Relations Office, Lawrence Institute of Technology, 21000 West Ten Mile Road, Southfield, Michigan 48075.



# Alumni Notes



The LIT Alumni Association's Board of Directors had their picture taken at one of their recent monthly meetings. L to R are Roger Shtogrin IM'61; J. Paul Seehaver IM'72; Nicholas Sarzynski IM'64, rec. sec.; Henry Tamagne ME'51; Theodore Milek ME'51; Marlyn Lisk IM'73, pres.; Joseph Dyki ME'62, v.p.; John Fawcett ME'43; and Arthur Fischer IM'65. Not pictured are Sam Dukes ME'59; Charles Koury MA'73, treas.; and Dennis O'Connell IM'70.



Cooperating in a marketing response project on campus in December for an automobile manufacturer was LIT Associate Professor of Management Ernest L. Maier, right, who taught James Ahee, IM'74, left, many of the research and marketing skills he used. Ahee, now a senior project director of Amrigon Enterprises, Detroit research and marketing consultant firm, conducted the video-taped survey of auto trim options.

## Yipes, stripes! Students respond

Whether your 1979 sports car comes equipped with a wide multi-colored stripe along the side or a center stripe across the hood, roof and rear deck may be due to the reaction of 100 student "responders" at LIT in early December. They viewed and reacted to four newly marketed sports cars and "the model of the future" designed by one of Detroit's Big Four automobile manufacturers.

The chance to be a part of a "new vehicle review" was arranged by alumnus James Ahee, IM'74. He is senior project director for Amrigon Enterprises, Inc., Detroit researchers and marketing consultants.

"My client sought a quick and inexpensive way to assess his new car's style," Ahee said. "His criteria for judging was the 20-35 year old who might be in the market for a sporty car but who is employed and might also need an economy model. What better place than LIT with its built-in working students!"

Three days on campus proved the project's worth as students from all disciplines made appointments and were screened for eligibility. Those whose own work or that of a family member involves advertising, communication, the media, marketing research, public relations, automotive manufacturing or sales were deemed "unacceptable" by agreement with the client.

Students chosen to listen, look and rank their first impression of a video taped presentation of the proposed model's stripe treatment, grill and front bumper design, rear spoiler, tail light and bumper received a silver dollar for their efforts. Additionally, two groups of students participated in a verbal seminar of why they liked or disliked car style innovations.

Ahee followed the project from its inception to completion, devising the method of selecting responders, gathering information in the field, and compiling the data, writing and submitting the report to the auto manufacturer. An added bonus was his personal opportunity to revisit campus and share experiences with former teachers and administrators.



# Alumni Notes



Miltzer '42



Donley '43

## 1933-49

**Robert W. Miltzer**, ME'42, vice president and general manager of the Micromatic Division of Ex-Cell-O Corporation, Holland, (MI), is the 1978-79 president-elect of the Society of Manufacturing Engineers. A registered professional engineer in Michigan and a certified manufacturing engineer, he was awarded an LIT alumni achievement award in 1973.

Miltzer holds many patents in the field of machine tools, has written numerous technical papers, and has lectured frequently before technical societies throughout the U.S. and Europe. He is active in a number of other professional societies and is a member of the LIT Presidents Club. He and his wife, Betty, live in Holland and have three sons.

**Edward J. Donley**, ME'43, has been elected chairman of Air Products and Chemicals, Inc., Allentown, PA. He will continue as chief executive officer, a post he has held since 1973. Donley had been president of the Company, manufacturer of industrial gases, process equipment, and chemical products, since 1966. Air Products sales in calendar 1977 were \$957 million.

Donley has served as a Member of the LIT Corporation since 1971, and was an alumni achievement award winner in 1959. In 1976 he was the College's commencement speaker and was awarded an honorary doctorate in industrial management at that time. He is a member of the LIT Presidents Club.

From now on, as the century comes to an end, apartment living, rather than home ownership will be the predominate lifestyle for Americans, featured speaker **George H. Amber**, PE, EE'44, said recently at an all-day statewide seminar sponsored by the Apartment Association of Michigan. The meeting brought experts from as far away as Washington to discuss problems, solutions, and challenges in today's apartment industry. Amber and his brother **Paul S.**, PE, EE'44, have developed and managed a variety of innovative apartment complexes in the Detroit area. Both received the alumni achievement award in 1962.

## 1950-59

**Gil Gatchell**, PE, ME'52, has been installed as president of the Detroit Chapter of the Michigan Society of Professional Engineers. He is president of Gatchell and Associates, designers of environmental systems, which he founded in 1956. He is a past president of the Construction Specifications Institute. LIT has the State's only student chapter of M.S.P.E.

**Ralph D. Klann**, ME'52, has been elected director of the Royal Order of Jesters, Detroit Court #28. The Jester organization is an honorary group of selected Shriners. He resides with his wife, Shirley, in Detroit.

**Jack L. Korb**, CivE'54, has been named chairman of the Detroit City Planning Commission. He has been a commission member since 1968, and is senior vice president of Etkin, Johnson and Korb, Inc. His firm is well known for the construction of such Detroit landmarks as the

Pontchartrain Hotel, Dodge Pylon, and its current project, the Renaissance Center parking complex.

Korb is vice president and director of the Engineering Society of Detroit and chairman of the Michigan Construction Safety Standards Commission. He received an alumni achievement award in 1973 and is a Presidents Club member.

**Joseph C. Marrocco**, IM'57, has been promoted to consumer relations coordinator for GM Parts Division. He supervises the handling of Chevrolet and GMC heavy duty truck parts problems encountered by owners, dealers and GM district managers throughout the U.S.

Marrocco has been employed by GM since 1958 and resides in East Detroit with his wife, Penny, and four children.

**Verne E. Boynes**, EE'58, has been promoted to district sales manager of the Indianapolis, IN, sales office of Square D Company, international manufacturer of electrical products. Boynes joined Square D in 1960, serving first as application engineer. He and his family have a new home in Carmel, IN.

**Anthony J. Polisano**, IM'58, has been promoted to second vice president and investment officer in Manufacturers Bank's bank investments

department. He has been with the bank since 1963, and lives with his wife and four children in Farmington Hills.

## 1960-69

**David A. Adams**, MT'60, of Canton, has been promoted to assistant master mechanic-special projects at Detroit Diesel Allison headquarters in Detroit. He has been with GM and Detroit Diesel Allison since 1948. He was named senior process engineer in 1966 and process engineering supervisor in 1969.

**Edwin A. Koist**, EE'60, is a section head with Hughes Aircraft Company, Fullerton, CA. His section has 35 engineers working on spread spectrum communications.

**Richard D. Black**, MT'61, was a candidate for the Lincoln Park City Council in the August primary elections.

## News for Alumni Notes

Use the space below to send us news about you or your L.I.T. friends. Tell us about honors, promotions, marriages, appointments and activities. Moving? Please send us your new address.

Name \_\_\_\_\_ Major \_\_\_\_\_ Class Year \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Check here if this is a new address

**News notes:**

Send to: Director of Public/Alumni Relations, Lawrence Institute of Technology, 21000 West Ten Mile Road, Southfield, Michigan 48075.





Klann '52



Korb '54



Boynes '58



Polisano '58



Malinowski '64



Fischer '65



Yurk '66



Ervasti '73



Wangler '74



Zurawski '76

**Steven V. Darst, IM'61**, has been elected a director for the Association for Systems Management, an international group of approximately 10,000 systems and data processing professionals. The association seeks to educate and improve the technical skills of persons involved in information systems. Darst is currently a vice president of Standard Federal Savings of Troy, one of the nation's ten largest saving associations.

**Kenneth W. Erwin, IM'63**, has been promoted to vice president and treasurer of the North Carolina National Bank Mortgage Corporation. He resides in Charlotte.

**Eugene Malinowski, IE'64**, has been named technical director of the new Hydra Mechanical Division of D.A.B. Industries, Inc. The firm manufactures transmission components, engine bearings, and production machinery for a variety of transportation, agricultural, and equipment industries. Malinowski holds a M.S. in industrial engineering from Wayne State.

**Arthur W. Fischer, IM'65**, has been appointed to the newly-created position, director of advertising for the Brass Craft Manufacturing Company and Plumb Shop Division of Brass-Craft. The companies have facilities at seven locations in the U.S. and Canada, and are headquartered in Detroit. Fischer was most recently manager-consumer communication for Michigan Consolidated Gas Company. He is a director and past president of the LIT Alumni Association, and received an alumni achievement award in 1976. Fischer resides with his wife and two daughters in Dearborn Heights.

**Phillip R. Horowitz, IM'65**, and his wall graphic designs were the focus of a recent feature article appearing in the Southfield *Eccentric* newspaper. He creates original free-flowing designs to match the interior decor of homes and offices.

**Allen C. Jensen, IM'65**, has been named director of engineering for the Chicago *Sun-Times*. In the newly created position, he will be responsible for long range research and planning for the production department, oversee selection and installation of new equipment, and develop procedures and programs for the production operation. Since joining Field newspapers in 1972, Jensen has redesigned the supplement inserting plant and was instrumental in computerizing the papers mail room operation that links the pressroom and delivery trucks.

**Gerald J. Yurk, AIA, Ar'66**, has been elected 1978 president of the American Institute of Architects Flint Area Chapter. He is treasurer of the Flint architectural firm of Tomblinson, Harburn, Yurk and Associates, Inc., and has practiced in Flint since receiving state registration in 1970. He did graduate study in urban planning at Wayne State, served on the Flint City Council from 1970 to 1973 and the Flint Planning Commission from 1970 to 1974. Yurk is currently serving as project architect for Flint's Doyle Neighborhood Renewal Project and the University Center under construction on the new University of Michigan-Flint Riverfront Campus.

**Ramie E. Phillips, Jr., C.P.A., IM'69**, has been elected president of the Lola Valley Kiwanis Club. He is a partner in the firm of Skillman, Zielesch and Company, C.P.A.'s, and resides in Redford Township with his wife and son.

**Ely Tama, C.P.A., IM'69**, has been named a partner in the firm of Velick and Haas, C.P.A.'s.

## 1970-77

**Patrick J. Gibbons, IM'70**, has been awarded his MBA from Shippensburg (PA) State College. He resides in Latrobe, PA.

**William F. Goode, III, IM'70**, has been named superintendent of manufacturing planning for Volkswagen Corporation of America. He was formerly coordinator, product programs (financial) with the Chevrolet Division of General Motors. Goode resides in Livonia with his wife, Cheryl, and two children.

**Charles L. Zeese, IM'70**, was recently awarded his MBA from Wayne State. He is employed by Ford Motor Company in the personnel and organization department, and resides in Allen Park with his wife, Linda.

**Robert R. Anzlovar, EE'71**, was a Farmington Hills City Council candidate in the August 2nd primary.

**Caleb P. Luibrand, Ar'71**, has opened an architectural office in Beulah. He and his wife reside with their three children in Benzonia.

National Bank of Detroit recently announced the appointment of **James P. Pickett, IT'71**, of Brighton, as administrative officer in its item check processing group. In his position as manager of administrative controls, Pickett is responsible for management of all staff activities including project and budget planning, budget administration, project management, and quality control. He has been with NBD for eight years and is currently working towards his B.S. in industrial management at LIT.

**William A. Ervasti, IM'73**, has been promoted to personnel officer at Manufacturers National Bank of Detroit. The Ervastis live in Birmingham.

**Lee K. Kirkpatrick, IM'73**, has been promoted to manufacturing manager for Heyer-Schulte Corporation, Goleta, CA. He joined the firm in 1974 as production and inventory control supervisor.

**James A. Carpenter, IM'74**, has been named superintendent of the \$2.6 million Paw Paw Lake treatment plant. He was formerly the superintendent of the East Tawas waste water treatment facility.

**James R. Wangler, IM'74**, has been named sales representative for the Union Mechling Corporation, a subsidiary of Dravo Corporation, Pittsburgh, PA. He joined the barge line in 1976 as a market and pricing analyst.

**Cam Jankowiak, IM'75**, has been appointed manager of recruiting and personnel systems for Detroit's Hutzel Hospital. Prior to his new position, Jankowiak served as senior technical representative for Xerox Corporation in Southfield. He received his MBA from Eastern Michigan in 1977 and lives with his wife, Nancy, in Redford Township.

**Frank E. Pritchard, ME'75**, is employed by National Steel Corporation. He is featured in the Company's new career recruitment publication.

Second Lieutenant **Steven C. Wood, IM'75**, U.S. Marine Corp, was recently graduated from the Navy's Aviation Indoctrination Course at Pensacola, FL. The course is the first step in the naval flight training program leading to designation as a naval aviator.

**Francis L. Criqui, ME'76**, was one of eight candidates running for council seats in the November 8th municipal elections in Brighton.

**Rosanne Krochmal, Ar'76**, and **Steven M. Oesterle, EE'75**, are living in Orlando, FL following their marriage in October. Steve is employed by Martin Marietta Aerospace Company in Orlando.

**David G. Zurawski, Ar'76**, has been named vice president of the Supersine Company, Detroit designers and manufacturers of architectural signage. Zurawski, a Viet Nam veteran, has been employed by Supersine since 1970 in the firm's design department. Two of his recent projects have included a campus signage system of the College of the Virgin Islands-St. Thomas, and a municipal signage program for the Neighborhood Facility and Court Complex, New London, CT. Zurawski, his wife, Linda, and their two children reside in Rockwood.

**Frank B. Wiloch, EE'77**, has accepted a position as a member of the technical staff of Hughes Aircraft Company, Missile Systems Division, Canoga Park, CA.

## In Memoriam

**Eugene J. Pieronek, ChE'36**, of Bloomfield Hills, January 1, 1978. Retired executive cost analyst, Chrysler Corporation. Survived by his wife, Janette, and three daughters.

**LaVerne B. (Tex) Ragsdale, ME'39**, of Birmingham, November 12. Retired technical director of AC-Delco Division of General Motors. He received an alumni achievement award in 1974. Survived by his wife, Monica, three sons and a daughter.

**Charles E. Hunt, ME'43**, of Southfield, November 21. Former owner of Boulton Machine Products and Harold J. Brown Co., Warren. Phi Kappa Upsilon Fraternity. Survived by his wife, Beneitha, and three sons.

**James R. Jones, EE'68**, of Newport Beach, CA. Word received 1-18-78. Survived by his wife.

**William J. Scanlon, III, Ch'74**, of Clawson, December 5. Research chemist, Chrysler Corporation. Survived by his wife, Betty, and two sons.

**Charles M. Bauervic**, of Birmingham, November 8. LIT Presidents Club member. Owner of Land and Investment Company, Arlington Investment Company, Acme Land Company, and Rose Realty Company, Southfield developers. Survived by his wife, Rose, and three daughters.



# Lawrence

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## Etcetera



### Chips off the (ice) block

Seven campus groups decorated the campus quadrangle with "chips off the (ice) block" in February, part of the Student Government and Interfraternity Council-sponsored snow sculpture show. "A-peeling," a 12-foot banana held by two expressive hands and built by a group of engineering students won the frosty first prize. Truck-sized "Freddy the Fraternity Frog" by Alpha Sigma Phi fraternity was second, and a "Darth Vader" duel scene by the Socialites Club was third. Cheryl Ratcliffe, Birmingham sophomore, presided over the festivities as queen.

Other entries were "Mervy the Monster" by Sigma Phi Epsilon fraternity, "Dumbo" by Delta Tau Sigma sorority, "Raid" by nonaffiliated students, and "Close Encounters" by the American Chemical Society student chapter.