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Grand Valley State University

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# Forum

A Newsletter for the  
GRAND VALLEY  
STATE UNIVERSITY  
Community

Monday, March 6, 2000

Volume 24, Number 29

## GVSU Women's Festival Set for March 18-21

Grand Valley's Women and Gender Studies Program will host its annual women's festival this year in conjunction with Legacy 2000, sponsored by the Grand Rapids Women's History Council.

"Festival 2000" will be held March 18-21, on the theme of "Gender, Memory and Representation." The various events will be held in downtown Grand Rapids and at the Kirkhof Center on GVSU's Allendale campus.

The Festival will begin on Saturday, March 18, with the annual film festival from 12 noon-9 p.m. at the Eberhard Center.

The screenwriter of one of the featured films, the award-winning "Daughter Rite," will be the keynote speaker for this year's festival. Screenwriter, producer and educator, Michelle Citron, a former GVSU faculty member, will speak at 1 p.m. on Monday, March 20, in the Kirkhof Center. Citron has written and produced numerous films on women's issues.

In addition, the festival will include two full days of panel discussions and presentations on key women's issues on March 20-21. Topics include: literary sketches; media representations of gender and sexuality; science and gender; and gender, memory and

genocide. There will also be a book exhibit and various information booths.

Festival 2000 will close with the presentations of the Maxine Swanson and Barbara Jordan awards in honor of women whose work deserves singular tribute. The Maxine Swanson Award, named for a former GVSU Board of Control member, is given to an individual who has provided leadership in the rights of women at Grand Valley. The Barbara Jordan Award is named for the late Barbara Jordan, a Texas legislator respected for her integrity and ability to inspire.

See Calendar of Events in next week's *Forum* for a complete schedule of the films.

## NPR's Linda Wertheimer to Speak at Grand Valley

The Seidman School of Business Alumni Association, in partnership with Legacy 2000 and with the assistance of WGVSU Public Broadcasting, is bringing National Public Radio's Linda Wertheimer to Grand Rapids for a reception and dinner speech on Thursday, March 23. The reception will begin at 6:30 p.m., with the dinner at 7:15 p.m. at the Pantlind Ballroom of the Amway Grand Plaza Hotel.

Proceeds from the event will benefit scholarship programs for women in the Seidman School of Business. Individual tickets are priced at \$50 per person and corporate tables are available for \$1,000.

Wertheimer, a host of National Public Radio's "All Things Considered," will offer an insider's view of Washington, the political

process, and will discuss significant national issues. She has covered every major congressional news story since Watergate.

A graduate of Wellesley College, she received a 1985 Distinguished Alumnae Achievement Award from her alma mater. Wertheimer also holds honorary degrees from Colby College, in Waterville, Maine, and Wheaton College in Norton, Massachusetts. She also makes appearances on CBS-TV's Face the Nation program.

Legacy 2000 was created to raise awareness and to increase appreciation of women's contributions to history. This event complements a series of related activities that will be promoted throughout the area by Legacy 2000 and its members.

For more information, or to make reservations, call Vonnie Herrera in the Seidman Dean's Office at x2162.



Linda Wertheimer



# FORUM

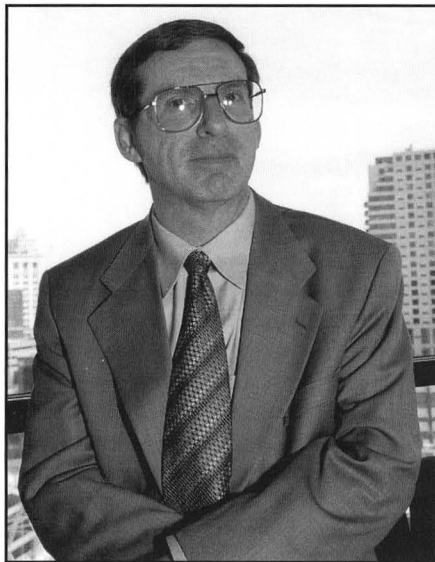
The GVSU *Forum* is published by the Office of University Communications every Monday when classes are in session and biweekly during the summer. The submission deadline is Tuesday noon. Send publication items to Kathleen Adams, editor, c/o the *FORUM* cc:Mail box. From off campus, email [forum@gvsu.edu](mailto:forum@gvsu.edu). Telephone: 616-895-2221. Fax: 616-895-2250. Visit FORUM ONLINE on the World Wide Web at: [www.gvsu.edu/](http://www.gvsu.edu/)

Faculty and staff members can find an online "Sketches" submission form on the Web Site.

## Across Campus Marketing Professor's Book Explores Technology's Impact On Management

In the business world, those with the most technology win.

That's the general assertion in *Strategic, Organizational, and Managerial Impacts of Business Technologies*, a new book by



David Good, Grand Valley professor of Marketing, and Roberta Schultz, assistant professor of Marketing at Western Michigan University.

"Technology is a broad term that has evolved in meaning over the last few centuries," says Good. "No matter how one defines technology, however, it is clear that its usage has historically provided its owners and users a distinctive competitive advantage."

The book examines the roots and directions of technology, how technology will change organizational teamwork, its influence on internal and external relationships, opportunities provided for technological entrepreneurs, and the influence of technology on marketing, employees, customer partnerships, information systems, and resource strategies. Good and his co-author introduce a host of business applications.

"This book provides managers a strategic road map to using technology as a competitive advantage, while remaining free from the entanglement of specific technologies," Good says.

Before receiving his Ph.D. in marketing from the University of Arkansas, Good worked in sales and sales management for A.T.&T., and in sales management, training, and strategic planning for Sprint. After leaving Sprint, Good became a principal and marketing manager for Business Systems Management. He has also written many articles addressing the strategic impacts of technologies and the management of competitive sales organizations.

## Plant Services Partners With Minority Supplier

Professional Uniforms, a minority-owned business, has supplied uniforms for Grand Valley Plant Services maintenance, grounds, and operations staff for three years. "In addition to quality uniforms at competitive prices," says Ester Burns, from the Purchasing Office, "Plant Services receives personalized customer service."

Persons who would like assistance in locating other minority-owned businesses should contact Burns at x2282.



Grand Valley staff members on a tour of Professional Uniforms recently observed first hand the complexity of custom order fulfillment. Steve Leeser, Plant Services supervisor, and Valerie Rhodes-Sorrelle, from Purchasing Services, center, learn about the company's order-entry system from owner and CEO Martha Fotis-Lambrose.

## Faculty and Staff Sketches

**Helen Westra**, associate professor of English, had an essay, titled "Literature and Feminism: Critical Quests and Questions," published in *Pro Rege*, an educational quarterly. Westra's article, "Teaching with Questions," which is based on materials from Chinese Middle School English Language textbooks and is part of a handbook for Chinese English teachers, was published by the Northeast Normal University Press of Changchun, China.

**John Gabrosek**, assistant professor of Mathematics and Statistics, gave a presentation to 47 sixth-grade students at Central Woodlands 5/6 School about the Michigan Statistics Poster Competition.

**Jitendra Mishra**, professor of Management, presented three papers at the DSI Conference in Athens, Greece, and had four papers published in the proceedings. Papers presented included: "Child Labor Around the Globe," "Daimler-Chrysler Merger - Some Management Concerns," and "Does Political Violence Inhibit Foreign Direct Investment?" Papers published included: "Child Labor Around the Globe," "Daimler-Chrysler Merger - Some Management Concerns," "Attitudes Regarding Crisis Management," and "Employment Counselors and the Diverse Work Force." Mishra

also had an article published in the spring 1999 issue of *Public Personnel Management* about his work in Ottawa, Kent, Muskegon, Calhoun and Kalamazoo counties.

**Senex Rodriguez-Charbonier**, assistant professor of Psychology, gave a presentation, titled "How to Grow in the Marital Relationship by a Better Understanding of Human Sexuality," at a weekend retreat in Muskegon for Hispanic married couples.

**Faite R-P. Mack**, professor of Education, **Sherry Collins**, assistant professor of Education, and **VonMany Norasing**, teacher for Grand Rapids Public Schools, had their collaborative research paper, "Laotian Refugee Parents' Perceptions of a 'Best Teacher,'" published in the *ERIC Document Reproduction Service*.

**Mark Schaub**, assistant professor of English, conducted a workshop, titled "Writing Effective Memos and Letters," at the monthly meeting of the Holland chapter of the International Association of Administrative Professionals.

**Ben Edwards**, assistant professor of Geology, and student **Anna Bye** are co-authors, with C. J. Hickson, of GSC Pacific, of a paper, titled "Preliminary Field, Petrographic, and Geochemical

Analysis of Possible Subglacial, Dacitic Volcanism at the Watts Point Volcanic Centre, Southwestern British Columbia," which was published in the journal *Current Research*, Geological Survey of Canada. The work was supported in part by a Michigan Space Grant Consortium grant and the Division of Science and Math.

**Figen Mekik**, visiting assistant professor of Geology, is the lead author of a paper, titled "Preliminary Radiolarian Biostratigraphy Across the Jurassic-Cretaceous Boundary from Northwestern Turkey," published in the international French journal *Geodiversitas*.

**Kip Smalligan**, buyer in Purchasing Services, received his Certified Purchasing Manager designation from the National Association of Purchasing Management (NAPM). Smalligan also serves on the Board of Directors of the NAPM, Greater Grand Rapids affiliate.

**Joe Godwin**, associate professor of Accounting, along with Professor Peter

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## M-45 Construction Update

### What's New

July-August: Grading for the M-45 alignment portion, from the Grand River to 40th Avenue, is scheduled to start in August, or possibly mid-July. Since this work is in the alignment section and off existing M-45, no major disruptions to traffic are expected. However, travelers can anticipate an increase in truck traffic entering and exiting this portion of the project.

### For a Complete Update...

Log on to *GVNow*, at [www.gvnow.gvsu.edu](http://www.gvnow.gvsu.edu), for more information about the M-45 construction project's impact on the Grand Valley community.



## Coming Events

### 'Female Forms' Exhibit Planned for Women's History Month

Kim Roberts, visiting instructor of Communications, is planning an art exhibit that will help viewers both give and receive. Her exhibit opens at the Urban Institute for Contemporary Art in downtown Grand Rapids on March 10 and runs until April 21.

Roberts works as a video installation artist, combining sculpture and video images in one piece. The piece featured in her upcoming exhibit is titled "Returning to the Source" and will show three female forms representing the image of the "Three Graces," giving, receiving, and returning thanks.

Roberts was awarded a grant from the Michigan Campus Compact for \$2,500 to do these gift-making workshops.

# Calendar of Events

## General Events

All activities on Allendale Campus unless otherwise noted.  
Arts hotline: (616) 895-ARTS.

### Mon., Feb. 28-Wed., Mar. 29

10 a.m.-5 p.m. Mon-Fri., 10 a.m.-7 p.m. Thurs.: Art Exhibit, visiting artist Carolyn Ottmers. Chicago artist and assistant professor and managing director of the foundry at the School of Art Institute of Chicago. Art Gallery, PAC.

### Mon., Mar. 6

12 noon: Campus Wellness Health Awareness Series, "Jogging 101." Muskegon River Room, KC.

### Tues., Mar. 7

9-10:50 a.m.: SIS Training. Call Marcia at x3327 to register. 112 HRY.

### Wed., Mar. 8

9-10:50 a.m.: SIS Training. Call Marcia at x3327 to register. 112 HRY.

## Sports

Sports Hotline: (616) 895-3800. Game times subject to change.

### Fri., Mar. 3-Sat., Mar. 11

TBA: Softball. Spring Trip, Ft. Myers, FL.

### Mon., Mar. 6

1 p.m.: Men's Tennis. Lincoln Memorial University. Harrogate, TN.

### Tues., Mar. 7

8 a.m.: Men's Tennis. Catawba University. Hilton Head, SC.

9 a.m.: Swimming & Diving. NCAA I Diving Qualification Meet. Buffalo, NY.

### Wed., Mar. 8

4 p.m.: Men's Tennis. John Carroll University. Hilton Head, SC.

### Wed., Mar. 8-Sat., Mar. 11

11 a.m. & 6 p.m.: Swimming & Diving. NCAA II National Championships. Buffalo, NY.

### Thurs., Mar. 9

11 a.m.: Men's Tennis. Edinboro University. Hilton Head, SC.

### Thurs., Mar. 9-Sat., Mar. 11

TBA: Women's Basketball. NCAA II Regional Tournament. Location TBA.

### Fri., Mar. 10

12 noon: Men's Tennis. University of North Carolina-Wilmington. Hilton Head, SC.

### Fri., Mar. 10-Sat., Mar. 11

TBA: Indoor Track & Field. NCAA Nationals. Reggi Lewis Center. Boston, MA.

# Faculty and Staff Sketches

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Kostant, of Roger Williams School of Law, made a presentation at the Detroit College of Law at Michigan State, titled "Lawyer Advocates and Accountant Watchdogs: Recent Developments at the SEC and the Impact on Public Corporations." The presentation discussed extending oversight responsibilities to attorneys working for multi-disciplinary accounting firms through waiver of attorney-client privilege.

Nancy Levenburg, visiting assistant professor of Marketing, was the winner of the Best Workshop Award – Entrepreneurship Education at the U.S. Association for Small Business and Entrepreneurship/Small Business Institute Director's Association annual national conference. The award was based on her presentation, "Teaching a 21st Century Distance Learning Course." Levenburg and Tom Dandridge, director of the Center for Entrepreneurship, also presented a paper, titled "Small Business Use of the Internet: They're Not Yet Betting the Farm." The conference was held in San Antonio, Texas.

Sharon Preves, assistant professor of Sociology, will have an article titled, "National Politics as International Process: The Case of Anti-Female-Genital-Cutting Laws," published in *Law and Society Review*. Co-author is Elizabeth Heger Boyle, from the University of Minnesota.

Roger Ellis, professor of Communications, has been invited to serve as an adjudicator for the annual high school theatre competitions scheduled at Holland and Grosse Pointe. The statewide events are sponsored by the Michigan Thespian Society and Michigan Interscholastic Forensics Association.

Barbara Kane Schneider, assistant professor of English, presented a paper, titled "The Case Study as a Tool for Pre-service Teacher Training: A Qualitative Study," at the College Reading Association annual meeting in Hilton Head, South Carolina. The paper discusses case study methodology in introductory reading classes as a method for engaging students with the tutoring process.

Mark Moes, assistant professor of Philosophy, is the author of a new book published by Peter Lang Press, titled *Plato's Dialogue Form and the Care of the Soul*. Moes also presented a paper, titled "A Reading of the Refutation of Agathon in Plato's *Symposium* 199c-201c," at the the Second Sailing: Plato for the New Millennium Conference held at Lewis University in Chicago.

Paul Isely and Gerald Simons, assistant professors of Economics, presented their paper, "International R&D and the U.S. Auto Market," at the American Society of Business and Behavioral Sciences meeting in Las Vegas.