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BEACON

The Publication for Alumni and Friends / Fall 1983



On the Record:

The Portrayal of Women
in Pop Music/page 4

On Target:

General College Develops
New Majors/inside cover

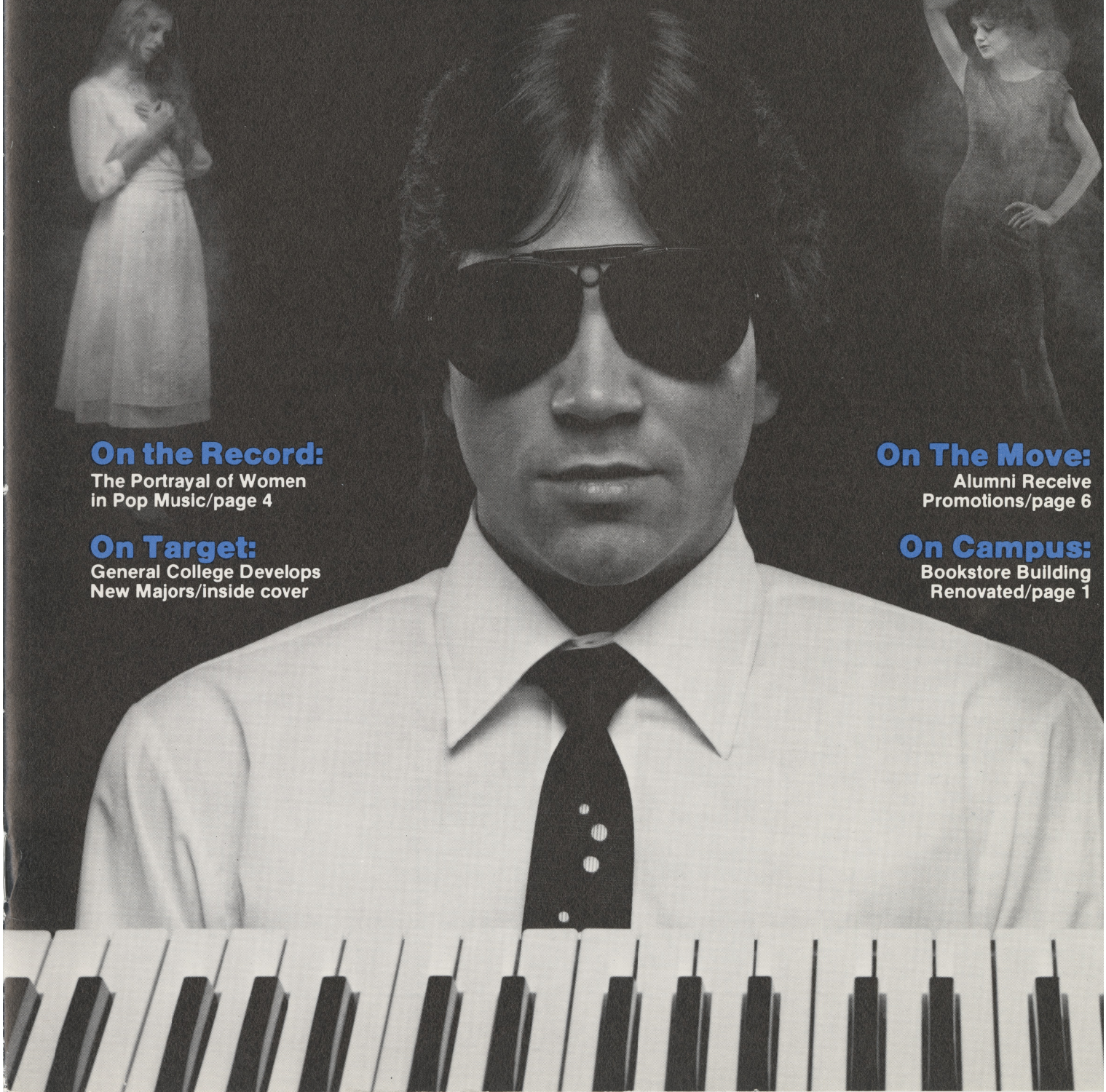


On The Move:

Alumni Receive
Promotions/page 6

On Campus:

Bookstore Building
Renovated/page 1



TRANSITIONS



Dan L. Huffer

Dan Huffer Named to Board of Trustees

Dan L. Huffer, executive vice president of the Finance Group of BancOhio National Bank and senior vice president and treasurer of BancOhio Corporation, was appointed to the Franklin University Board of Trustees as a member of the 1981-83 class.

Following Huffer's appointment to the board, he was elected treasurer.

As executive vice president of the Finance Group, Huffer is responsible for the following divisions and departments at BancOhio: Controller, Cashier, Financial Planning and Analysis, Investments, Audit, Tax and Economics.

Prior to joining BancOhio in 1974, he was general auditor for Borden, Inc. and audit manager for Price Waterhouse and Company.

A certified public accountant, Huffer holds a Bachelor of Science degree in accounting from the Ohio State University. He is a member of the Financial Executives Institute, the Treasurers Club, the American Institute of CPAs, the Ohio Society of CPAs and the American Management Association.

Huffer is president and a member of the Board of Trustees of the Phi Kappa Tau Foundation and has served as a member of the Board of Trustees of the Financial Executives Institute and the Columbus Zoo. In addition, he has been a three term member of the Church Council of Upper Arlington Lutheran Church.



Applied Communication, Employee Assistance Majors Approved

When the Board of Trustees approved the Applied Communication and Employee Assistance Counseling majors on July 12, the General College Dean, Dr. K. Sue Foley, and faculty were ready to celebrate. Close to 18 months of curriculum development and research had culminated into Bachelor of Science degree programs and, for the first time in University history, the General College was to become a degree-granting college.

But, just as delighted with the news were Jan Maroscher and a dozen or so more students who were eager to declare themselves Applied Communication or Employee Assistance Counseling majors. "I was so excited," Maroscher said, "because when the Applied Communication major became available I felt as if I had finally found a program which encompassed all of my interests - graphics, promotions, business and communication."

Sharon Rancour had a similar reaction when she learned of the approval of the Employee Assistance Counseling program. While she had enjoyed taking psychology and sociology courses at Franklin, she was not enrolled in a major program. However, Rancour has decided to pursue a degree through the new program, since it allows her to combine the social and behavioral sciences with her business background.

These two programs, along with the other recently approved majors

in Computer Science, Marketing, Computer Management and Human Resources Management, all made their debuts to the curriculum on September 1. Now with 20 majors available, Franklin's offerings reflect a new diversity.

In addition to the coursework in the social and behavioral sciences and communication, the two General College majors feature a core of business courses to provide students with an overview of the environment in which they will work.

The Employee Assistance Counseling program prepares students for positions as referral and counseling specialists in business and industrial environments. An employee assistance counselor coordinates services designed to help employees whose job performances are affected by situations including drug and alcohol abuse, stress, health and family-related problems. Job responsibilities may include referring employees to appropriate social service agencies, counseling employees, conducting workshops and personnel surveys. Employers have found that these services yield significant returns in increased productivity. For example, United Airlines has reported a \$16.95 return on its investment in employee assistance counseling, according to a Comprehensive Care Corporation study.

Technological advances and complex business practices demand that organizations communicate more effectively with internal and external publics. This growing need for professional communicators in business and industry led to the inception of the Applied Communication major. The curriculum encompasses written, oral and graphic communication techniques, media production, advertising and public relations. Job opportunities for graduates of this program include positions as newsletter editors, public relations specialists, special events coordinators and news bureau managers.

Both programs stress the integration of theory and practical experience. Students may supplement class lessons with internships, practicums, work on the student newspaper and membership in professional organizations.

Remodeled Bookstore Building Sports a More Modern, Spacious Look

Franklin University's building at 363 E. Town St. has undergone a facelift. After a summer of remodeling, only its street number and red brick exterior are familiar sights.

According to Suzanne Gravette, chairperson of the building renovation committee, the remodeling had multiple purposes: to improve energy conservation, to create more efficient use of office space, to expand the student bookstore and to establish a modern look which is more consistent with Franklin University's image. The architectural design is by Holroyd & Myers, Inc. Bonnie Kelm, director of the Franklin Gallery, assisted with the interior design and Lehman Associates were the contractors.

Built in 1961 for physicians' offices and the Dane Drugstore, the building was purchased by Franklin University in January, 1976. The first floor of the building now houses the student book and supply store, the purchasing department and the School of Baccalaureate Nursing. The second floor is the site of the University Advancement Offices (Information Services, Development and Alumni Relations), the Personnel Department, ROTC, the sign shop and mail room. Sixteen faculty offices, the Institute for Weights and Measures and a conference room are located on the third floor.

During the several months of construction work, a few dozen faculty and staff members relocated to such temporary headquarters as the South Hall basement, Phillips Hall classrooms and the President's board room. Others like Teresa Lanthorn, alumni records clerk, worked through the dust and noise. "I feel like a survivor," says Lanthorn. "If I can work through days without electricity, plumbing and phone service, while walls are falling down and the noise is so loud you can't hear yourself think - I feel as if I can survive anything."



The bookstore building now has more room to display college supplies and Franklin University merchandise. ▲

New windows add to exterior aesthetics. ▼



Alumni Update

This One's For You!

"Put a little weekend in your week." On Tuesday, December 6, the Downtown Alumni Club will host a social event at the Anheuser-Busch Brewery, 700 Schrock Rd.

Beginning with a cocktail hour at 5 p.m., the event will feature a catered dinner, tour of the brewery and all the beer you can drink. Call 224-6237 ext. 282 for more information.

Chamber President to Speak at Franklin

John Christie, new president of the Columbus Area Chamber of Commerce, will be the guest speaker at a noon luncheon on January 20, 1984. Sponsored by the Downtown Alumni Club, the luncheon will be held on campus for all interested alumni and friends. Mr. Christie will discuss economic development in Columbus and future directions for the Chamber. Tickets are \$5 per person. Please make reservations by January 6, by calling the Alumni Relations Office at 224-6237 ext. 282.

Alumni Honored

Battelle Columbus Laboratories recently honored thirty-five inventors who received U.S. patents in 1982 during an inventors' recognition banquet at the research organization. Loren K. Albrechtson '73 '75, who received bachelor's degrees in engineering technology and in business administration from Franklin, was honored for a patent on an electrostatic device for detecting the presence of particles in an air stream.

In addition, Joseph R. Preston '74, who holds a bachelor's degree in industrial management from Franklin was accorded special recognition for receiving patents in the last two years - one on additives to lubricant layers that help protect the video disc surface and improve the performance of the disc/stylus interface, and a patent on an additive to silicon lubricant layers that helps protect the video disc surface and produce compatibility between the disc and the stylus.

FROM THE PRESIDENT

Comments From the Alumni Association President

The committees of our Alumni Association have been working hard over the summer and early fall months to provide programs that are tailored to the needs of our membership.

Under the direction of Nila Whitfield '78, our alumni clubs program has "taken off".

President Del Norris '77 and the members of the Columbus and Southern Ohio Electric Company Alumni Club held their second luncheon meeting at One Nation on September 26. Members of the C&SOE Alumni Club have been active not only in their club activities, but in all activities of the Alumni Association.

Bill Wade '68, Manager-Customer Service and Credit at Ross Laboratories, is conducting a survey of Franklin alumni employed at Ross Laboratories to determine the feasibility of organizing a Ross Laboratories Alumni Club.

The former Downtown Alumni Club Committee is now officially the Downtown Alumni Club. Congratulations to its newly elected officers, Mary Ann Rausch '77, President; James Jackson '76, First Vice President; John Carlos '78, Second Vice President; and Joyce Morris '75, Secretary-Treasurer.

Vintage Happy Hour, sponsored by the Downtown Club on August 12, was a success with approximately eighty people attending. Upcoming Downtown Alumni Club events include a social hour and dinner entitled "This One's for You", scheduled for December 6 at the Anheuser-Busch brewery. A January 20 luncheon on campus will feature the new Chamber of Commerce President, John Christie, as the guest speaker. Further details of these programs are elsewhere in this edition of the *Beacon*.

With a 45 percent increase in contributions pledged during the Fall TeleFund, Committee Chairperson Fred Deskins, Jr., '76, informs me that we are going to go over our TeleFund goal of \$30,000 for the 1983-84 year. Please see the TeleFund article in this *Beacon* for further details.

The other committees of the



Philip W. Christman '67

Alumni Association are progressing, and I will report on their programs in the next edition of the *Beacon*.

I look forward to your active involvement in our Alumni Association activities during the 1983-84 year.

Sincerely,

Philip W. Christman '67
President

Alumni Contributions Increase By 32 Percent

Alumni contributed \$51,777 to Franklin University last year (1982-83), a 32 percent increase over the \$39,374 raised the previous year.

Dale Di Santo '74, Associate Director of Development and Alumni Relations, said he is "very pleased with the support of Franklin alumni during the past year". According to Di Santo, nationally, alumni contributions to colleges and universities increased approximately 18 percent.

Even more impressive than the 32 percent increase in new dollars raised is the 58 percent increase in the number of alumni contributors, Di Santo said. During 1982-83, 978 alumni contributed to Franklin, up from 617 the prior year. The average alumni gift for Franklin last year was approximately \$53.00. Di Santo attributed the success of alumni contributions to the Annual Fund last year to the expansion of the TeleFund,

in which alumni were telephoned and personally asked for their support. TeleFund pledges increased from \$12,758 to \$25,138, a 97 percent increase.

Other factors contributing to the increase are an improved economy and changes in the tax laws of the Charitable Contributions Legislation, which was passed by Congress in 1981 to allow non-itemizing taxpayers to deduct charitable gifts, Di Santo noted.

For the 1983-84 year, alumni will be given an incentive for increasing their gifts. Any alumnus that increases his or her gift by \$50.00 (over the 1982-83 gift) will be sent a digital quartz Franklin clock.

Di Santo said that the Franklin clock incentives are being tested during the 1983-84 year, and future incentives will be studied at the end of the fiscal year.



A "timely" gift for the holiday season. Any alumnus who increases his or her 1983-84 contribution to the University by \$50 (over the 1982-83 gift) will receive this digital quartz clock. Perfect for home or office, the clear lucite desk clock bears the Franklin University logo. It keeps the month, date, time and has a second timer.

Alumni Pledge \$20,500 in Fall TeleFund

During the Fall TeleFund, held throughout the first three weeks of October, \$20,500 was pledged, according to W. Bruce Evans, vice president for University Advancement. Last fall, \$11,450 was pledged which marks a 45 percent increase. The alumni contributions generated through the semi-annual TeleFund supports University operating expenses. According to Fred Deskins, chairperson of the TeleFund Committee, the success of the fundraiser is largely attributed to the dedication of over 130 volunteer workers who assisted with the phone calling during the campaign.

ON CAMPUS

Alumni Toast the Success of the Vintage Happy Hour

Close to 80 alumni, faculty and staff members and friends attended the "Vintage Happy Hour" on Friday, August 12 in Phillips Hall. Sponsored by the Downtown Alumni Club, the event included a social hour and wine-tasting demonstration. Dan Tarpy, president of Tarpy's Markets, and Jon Brown, wine consultant for Tarpy's Markets, discussed how to select, serve and appreciate wines. They also outlined some of the differences in quality and price between California and European wines.

Coordinated by Downtown Alumni Club President Mary Ann Rausch '77, the happy hour also featured an hors d'oeuvre table. But, the highlight of the party was the opportunity for the guests to sample ten varieties of white and red wines and then share their discoveries. A survey of the Franklin wine tasters who attended revealed that the most popular wine was a German white wine, Piesporter Michelsberg (vintage 1982). The red wine favorite was Sebastiani Zinfandel.

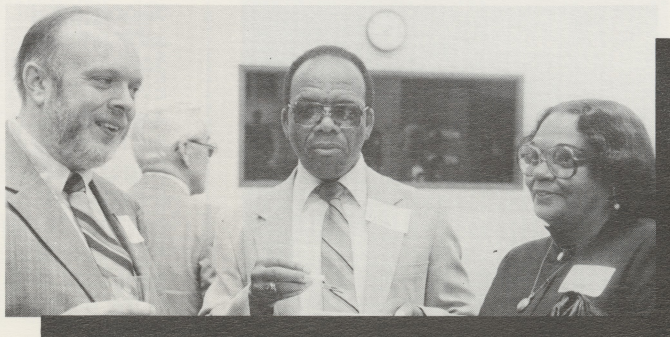


Ed Menge, chairperson of the Division of Management, has found a perfect vintage.



Dan Tarpy, (R) president of Tarpy's Markets, answers questions during the wine-tasting demonstration. ▲

Alumni Association member (L to R) Jim Jackson '76 and Bob Henry '80 and his wife, Theresa, chat during the "happy hour." ▼



Comedy, Drama, Romance Highlight 1983-84 Film Series

From recent box office blockbusters to timeless classics, the Franklin University Student Senate's 1983-84 Film Series has something to offer every movie lover. All alumni and their families are encouraged to attend the free showings, which are held on Fridays at 8 p.m. in Phillips Hall, room 220. Here is the line-up:

December 9

Swingtime - Fred Astaire and Ginger Rogers dance and romance in this 1936 musical.

January 20

An Officer and a Gentleman - A young man whose life has been void of emotional attachments joins the military and learns valuable lessons in honor, discipline, friendship and love. Richard Gere, Debra Winger and Louis Gossett, Jr. star.

February 10

Romeo and Juliet - Franco Zeffirelli's widely acclaimed cinematic adaption of Shakespeare's immortal love story.

March 2

The Graduate - Dustin Hoffman is an inexperienced college graduate who returns to his affluent parents' home and becomes entangled with a married woman and her daughter.

March 30

It's A Wonderful Life - In one of James Stewart's finest performances, he portrays a man who feels worthless until an angel shows him how life would be in a town without his presence.

Professor Sullivan Attends World Computer Congress

Rick Sullivan, professor of computer management, was selected by the National Science Foundation as one of ten United States delegates to the 23rd annual World Computer Congress, recently held in Paris, France.

Sponsored by the International Federation of Information Processing Societies, the World Computer Congress unites computer scientists from 42 member nations.

SEXISM IN POP MUSIC:

On a distant radio, popular music duo Hall & Oates' recent hit "Maneater" ripples through the airwaves. Unconsciously, its upbeat tone has your feet tapping and throughout the day the lyrics are repeated in your mind: "Oh, here she comes, watch out boy, she'll chew you up...she's a maneater."

"Maneater" remained on Billboard's Top 100 chart for 23 weeks from October, 1982 to March, 1983. Although its popularity is undisputed, its message is a bit cloudy. What does Hall & Oates' carnivorous female represent?

According to Dr. Timothy Scheurer, chairperson of Franklin University's Division of Humanities, "Maneater" is merely a contemporary example of a stereotype that has persisted in popular music since at least 1890. For nearly ten decades women have been represented in American popular music by two dominant images—the sweet, honest virgin and the sexy, but evil vixen.

Scheurer is currently researching how women are portrayed in the music Americans listen to everyday via the radio, records, concerts and television. Beginning with 1890, Scheurer's study consists of analyzing the lyrics of popular music from each decade. In addition, he examines how women are represented in other cultural forms such as film, literature and television.

Now in the middle stages of his research, Scheurer has submitted a grant request to the National Endowment for the Humanities. A positive answer will enable him to devote more time to the project and incorporate more resources. Eventually, his research will lead to a book.

The virgin and vixen stereotypes transcend every decade and exist in the lyrics of musicians from Irving Berlin and Cole Porter to the Beatles and Rolling Stones, says the professor of popular culture.

Prior to World War I, the woman was almost always the focus of song lyrics and the man was the narrator. "She is sung about, she is sung to, she is our barometer for evaluating the moral, sexual and romantic cli-



mate of the times," says Scheurer. Yet, while she has been the object of much attention, popular music has been very shallow in its exploration of the woman's many dimensions, he says.

The virgin image is perhaps best characterized in the Harry Von Tilzer and William Dillion 1911 classic "I Want A Girl." In it the songwriters proclaim the virtues of constancy and fidelity:

*"I want a girl, just like the girl
that married dear old Dad,
She was a pearl and the only girl
Dad every had,
A good old fashioned girl with
heart so true
One who loves nobody else
but you,
I want a girl, just like the girl
that married dear old Dad."*

On the other hand, the vamp image became more prevalent in the 1920s as a result of the popularity of the flapper, says Scheurer. The vamp is shown as cold hearted, destructive and sexually overpowering, yet men cannot stay away. This image is probably best documented in the Sophie Tucker 1924 song "Hard Hearted Hannah:"

*She's a gal who loves
to see men suffer
To tease 'em and thrill 'em
To torture and kill 'em
Is her delight, they say.
I saw her at the sea shore
with a great big pan;
There was Hannah pouring water
on a drowning man"*

While women have made great strides by entering the workforce and in the struggle to overcome their traditional social roles, these accomplishments have, for the large part, gone unrecorded in popular music. Even though 51 percent of all American women now hold jobs outside of the home, songs such as Kenny Rogers' "She Believes In Me" about a traditional, almost selfless wife, continue to sell millions of records. And, the vamp image is just as predominant today as it was at the turn of the century. In the current Michael

THE BEAT GOES ON

Jackson hit, "Billie Jean" is a conniving young woman who falsely accuses the narrator of fathering her child. And, with much of the flavor of "Hard Hearted Hannah," the woman in "Maneater" is described as the "lean and hungry type" who "could really rip your world apart."

By stereotyping women into these two images, popular music, as a whole, has failed to convey the basic human emotions and life experiences of women, says the professor. With the emergence of the female singer/songwriters, Scheurer believes, the music of the early 1970s has given us the greatest insight into the thoughts, feelings, ambitions, fears and joys of women. He points to the music of Carly Simon, Carole King, Janis Ian, Joni Mitchell, Carla Bonoff and Aretha Franklin as positive portrayals of the contemporary woman. For instance, Simon's "That's the Way I Always Heard It Should Be" is narrated by a young woman who discovers that womanhood differs from the image she developed while growing up. In "At Seventeen," Ian touches on the emotions of a teenage girl confronted with the social pressures associated with dating and high school popularity:

*"I learned the truth at seventeen
That love was meant for
beauty queens and
High school girls
with clear-skin smiles
Who married young,
and then retired
The valentines I never knew
The Friday night charades of youth
were spent on one more beautiful
At seventeen, I learned the truth."*

While Scheurer's research has focused on mainstream popular music, he has observed differences in women's representation in various music styles. Rock-n-Roll, considered the young generation's revolution against the traditions of their parents, has done little to erase the stereotypes, he notes. Soft rock songs such as the Beatles' "Michelle" and Toto's Grammy Award-winning "Roseanna" idolize women, while hard rock songs such as "Under My Thumb" and "Some



Girls" by the Rolling Stones degrade women. Even in the classic socially rebellious song "Like a Rolling Stone," Bob Dylan attacks women for being empty-headed. Scheurer has noticed.

Country and Western music generally upholds the traditional theme of the woman standing by her man, as Tammy Wynette sings. However, Blues and Soul music have expressed the sexuality of women more than other music styles.

So what do the findings from Scheurer's research mean? Do they imply that women are not as liberated as they like to think? Scheurer believes that the popularity of songs with chauvinistic themes may indicate that the American society may not be taking the feminist movement seriously. "The continuation of these stereotypes does suggest that lip service is being paid to feminism," he says. "Many people will always cling to the traditional, clearly-defined roles for men and women."

"Music lyrics are not reality, but they do reflect and react to reality," he says. "Like any other cultural form, music is a barometer which measures and presents social attitudes."

And, the implications of musical messages can have far-reaching effects. "Although many will assert the opposite, nothing is ever read, watched or listened to just for the sake of entertainment. Something is always learned," says Scheurer implying that music messages may have the power to influence the way we feel about ourselves.

A substantial increase in the number of male and female singer/songwriters who are sensitive to the feminist viewpoint might initiate some positive changes, but the future of the virgin and vamp stereotypes is ultimately controlled by the music-buying public, Scheurer says. As long as they generate profits for radio stations, music television and the recording industry, songs promoting these images will continue to hold comfortable reign of the airwaves and weekly top forty.

CLASS NOTES

William H. Shrieves '60

has taken early retirement after 36 years with Nationwide Insurance. Shrieves joined Nationwide as a mail clerk in 1947, became a claims examiner in 1948, served as claims services manager for two operating regions, and was a member of the insurer's decentralization task force from 1951 to 1954. He was in Nationwide's systems and data processing office for the past 29 years, most recently as a systems specialist. A veteran of the Army Air Corps and World War II, Shrieves holds the professional Chartered Property and Casualty Underwriter (CPCU) designation. He resides in Columbus.

Gene Buckingham '72

recently accepted the position of general manager of Woodland Cemetery Association of Dayton, Ohio. Previously, Buckingham was general manager of Oakgrove Cemetery Association in Delaware, Ohio where he was general manager for 11 years of his 20-year tenure.

Ronald C. Hickson '74

holds a new position as manager of group insurance for the Brown-Forman Corporation. He is responsible for the design, implementation and administration of all group insurance programs for the corporation and its subsidiaries. Brown-Forman Corporation, through its various divisions, markets Jack Daniel's Tennessee Whiskey, Canadian Mist, Canadian Whiskey and a number of other well-known whiskies, brandies, and wines.

Ed Boysel '75

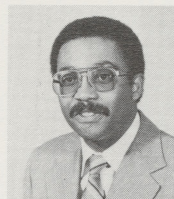
has been named controller of The Flexible Corporation in Delaware, Ohio. His new responsibilities encompass supervision and direction of financial reporting, and preparation of forecasts, budgets, and internal financial statements. Boysel was assistant controller for Grumman Flexible Corporation from 1977 to 1983. He became a Certified Public Accountant in 1975. A member of the American Institute of CPAs, the Ohio Society of CPAs and the National Association of Accountants, Boysel resides in Dublin, Ohio.

Lee F. Neubauer '75

has been promoted to shift superintendent, Bearing Plant of The Timken Company in Canton, Ohio. Neubauer began his career at the Timken Company's Columbus Bear-



Shrieves

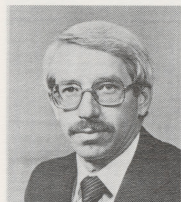


Hickson

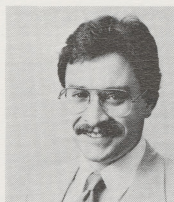
ing Plant in 1964 as a tool grinder apprentice and successively held the positions of training instructor, supervisor - cage and roller forming and general supervisor - cage and roller forming. Prior to his promotion, he held the position of shift superintendent - Bearing Plant - Gambrinus.

Hearcel F. Craig '78

is now a sales representative for Metropolitan Insurance Companies in Columbus. Previously, Craig was director of the Micrographics-Records Department at J.C. Penney Casualty Insurance Company. He is pursuing an M.B.A. at Xavier University.



Boysel



Adams

William H. Adams '80

has been appointed to oversee project development and sales for The Daimler Group, a real estate development and construction management company, located in Columbus. Adams was previously a marketing representative for the Pickett Companies. A member of Tau Pi Phi National Honor Society, he will manage project marketing and sales and will act as real estate broker for the Daimler Group, which

specializes in the coordination of commercial and industrial real estate development, as well as the rehabilitation of existing structures. Adams is a member of The Columbus Commercial Industrial Realtors Association, The Columbus Board of Realtors, The Ohio Association of Realtors and The National Association of Realtors.

Ken Dayton '81

was elected president of the Sales Advisory Division of the Ohio Association of Realtors at their recent convention held in Cincinnati. Dayton will represent the more than 25,000 sales-oriented members of the Realtors' organization in Ohio during 1984. Dayton is Director of Business Development and Training for REALTY WORLD of Ohio, headquartered in Columbus, and is a member of the Columbus Board of Realtors.

Bruce Treiber '82

is now employed in the Personnel Department at Glenwood Range Company in Delaware, Ohio. Treiber will start graduate work towards a master's degree in industrial relations at Ohio State University this winter.

Robert Henry '80

has been elected division director for the Central Ohio Chapter of the Association for Systems Management. He also has been elected secretary-treasurer of Division Council 14 for the Association. The Division Council consists of 7 chapters located in Ohio, Kentucky, and Indiana. Henry is systems analyst at American Electric Power Company in Columbus. He is active in both the C&SOE and Downtown Alumni clubs.

BIRTHS

To Robert E. Curtin '73 and Lorraine

a daughter, Kelly Nicole. She was born on May 16, 1983 at Mount Carmel Hospital. Curtin is an income tax administrator for the City of Columbus.

To Gary James a'71 & '71 and Fran

a son, Matthew Stephen. He was born on October 18, 1983 at St. Ann's Hospital. James is Principal of G.W. James and Associates and immediate past president of the Alumni Association Board of Directors.

PROFILE

Ink Sells "Well" For Franklin Graduate

Ron Strahler intends to do for quick service printing what McDonald's did for hamburgers and the Colonel did for Kentucky Fried Chicken. No, he is not developing a menu, rather, he is building a nationwide operation of franchises.

Strahler, president of the Ink Well, Inc. saw his eleventh location open in northwest Columbus at the end of September. His twelfth location, on South Hamilton Road, will be completed by mid-November. The Ink Well consists of four company-owned stores and eight franchises.

While Columbus will remain its base, Strahler has tentative plans to carry the chain into Michigan, Florida and Illinois. He has targeted 1,000 Ink Well stores across the nation within the next 15 years.

It was in 1972 that Strahler, a Franklin University business administration senior, began the business. The young entrepreneur had already established a meat distribution company when his interest shifted to the printing industry. After research suggested that quick-service printing was a growth field, he developed the Ink Well concept. Strahler remembers dashing between classes to help pour the concrete for his first Ink Well store at 488 E. Main St., just a few blocks east of campus.

The start of the business was truly a united effort on the part of Strahler and a group of Franklin University professors, he recalls. While Professors Irel Clendenon and John Bowers offered accounting and legal advice, respectively, President Joseph Frasch and Pro-



fessors William Bryan and Les Burke donated their time and expertise to the sprouting enterprise.

The coursework at Franklin was especially relevant, the Ink Well president recalls, because of the daily application of class material. Strahler had earned an associate degree in 1967 in engineering drawing technology. But, after returning to Franklin following three years of service in Vietnam, he says his commitment to education and hard work was even stronger while he pursued the bachelor's degree.

The Ink Well's services include offset printing, typesetting, layout and design, copying and bindery. While these services are typical of most printing companies, Strahler believes it is the attitude of the Ink Well management and staff that makes it stand out in the crowd of competitors. "We have a tremendous team," he says. "Our stores work together to get the job done in as professional and convenient manner as possible."

"During my 12 years in the business, I have debated with myself how to rank in order of importance:

Ron Strahler '72 at his Bexley Ink Well, located at 2783 E. Main St. ▽

price, service and quality. I have finally concluded that service is the top priority," says Strahler, who will be profiled in the January issue of *Entrepreneur*, a national magazine.

The Ink Well's customers are generally other businesses, says Strahler. "Our clients are as diverse as the State of Ohio and the corner drug store." But, he also finds that businesspersons are also "Mr. and Mrs. Public" who bring in wedding invitations, resumes and miscellaneous announcements.

Community involvement is an essential element of success for independent businesspersons, the Franklin graduate believes. A member of Franklin's Alumni Association, Strahler currently serves as recording secretary and chairperson of the Alumni Day Committee. He has also been active on the TeleFund, Commitment to Excellence and Student Recruitment committees.

In addition, he serves on the boards of the Central Ohio Lung Association and Six Pence Schools. He was past secretary and treasurer of the West Central Sertoma and past president of the Ohio Chapter of the National Association of Quick Printers.

Strahler encourages his franchise owners to assume a similarly active role in community organizations "because we get our income from the community and it is important to give something back." The Hyatt-Ink Well Mile, held last June on North High Street, was a combined effort on part of all franchise owners and company stores.

Strahler believes the Ink Well will set a new industry trend as the printing shops evolve into communication centers. While the printing process is not expected to change greatly, information will be transferred from customer to printer through electronic and computerized channels.

Also on the Ink Well horizon is the development of an educational program for employees. With a much broader-base than a company orientation, the program would resemble a college curriculum and include courses in such areas as management, writing and salesmanship.

Whether or not it will achieve the recognition associated with the golden arches remains to be seen, but Ron Strahler is confident that someday the orange and yellow Ink Well logo will be seen from coast to coast.



FOOTNOTES

Campus Reception Introduces Marketing Major to Business Community

To introduce the new marketing major, the College of Business and Public Administration hosted a cocktail party for marketing, sales, advertising and public relations executives on November 4. Guest speakers were Archa A. Knowlton, executive vice president of Vitt Media International, Inc., and Dr. Barry Berman, professor of marketing at Hofstra University. Mel Jacobs, coordinator of the marketing program said since September 1, 80 students have declared the major, which College officials describe as the latest option in their portfolio of business programs.

Overseas Study Program Takes Students to England for Classes

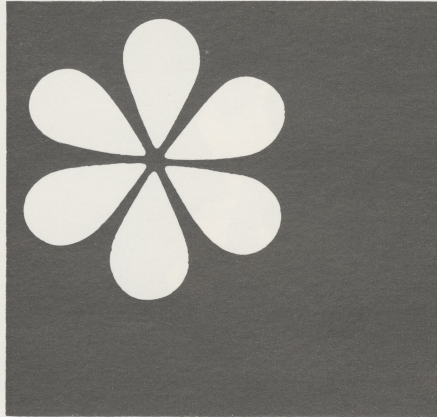
Franklin University has offered courses at off-campus Columbus sites for several years now. But, this summer Franklin students will be able to study so far off campus they will be across the Atlantic Ocean.

Through a recently established affiliation with the American Institute of Foreign Studies, Franklin University students will be able to attend the Richmond College in London, England and then have their course credits transferred back to Franklin. Alumni and other Columbus residents who are not currently enrolled at Franklin are also welcome to participate in the program.

Students may opt for four, six or eight weeks of study at the Richmond College, with an additional week of organized or independent travel time. A private, liberal arts institution, the Richmond College is a fully accredited American college. Courses are offered in business administration, political science, computer science, sociology and the humanities.

The overseas summer program gives American students exposure to new cultures through field trips and tours, interaction with students from different countries and the opportunity for further adventure in Europe.

Dr. Howard Whitney, coordinator of the program, expects between



ten and 20 students to participate in the 1984 summer school program. Professor Darby Williams will serve as an advisor to the students studying abroad.

Founded in 1843, the Richmond College was a constituent institution of the University of London until becoming fully independent in 1972. Throughout each year nearly 600 students from more than 60 nations study at the Richmond College. In 1982, over 200 American students were enrolled in the Summer School program.

The faculty is supplemented with a group of visiting lecturers from other British institutions including Kings College, the London School of Economics and Brunel University.

Whitney believes Richmond College's international business course will be especially beneficial to Franklin students since the global economic climate requires all businesses to be interdependent. In addition, the College's wide selection of humanities courses will introduce students to new viewpoints and a diversity of cultural orientations, he said.

Dr. Joseph Blair, Roscoe Brubaker Retire In August

Dr. Joseph S. Blair, professor of speech communication, and Roscoe Brubaker, veterans coordinator, retired from Franklin University at the end of August.

Dr. Blair, who served on the faculty for nearly 20 years, was granted the title professor emeritus by the Board of Trustees. Since joining the faculty in 1964 as an adjunct instructor, he has taught a wide range of courses, including sociology, American government, principles of business, Ohio history, salesmanship and speech

communication.

From 1948-59, he worked for the YMCA as a college executive in New York and later as a college executive for Ohio, overseeing 21 campuses. After completing work for his Ph.D. from the Ohio State University in adult education, he joined the Nationwide Insurance Company as educational services manager. He became a full-time professor in 1968.

Roscoe Brubaker has helped veterans settle into college life at Franklin University for nearly 33 years. Brubaker began his career here in 1950 after earning an associate degree in business administration. Serving as the link between the University and the Veteran's Administration, Brubaker counseled students and oversaw their progress through college.

Through the course of his career, Brubaker has seen Franklin University grow in several significant ways. The 800 student enrollment in 1950 has now reached 5,200; the combined faculty and staff has expanded from a handful to hundreds and the University's headquarters moved from the YMCA to an 11-acre campus.

Black Managers Face Cultural Barriers, Professor Says

Climbing the corporate ladder is no easy task. But, for Black managers, cultural differences, stereotypes and tokenism are additional obstacles which clutter the path to success, says a leading authority on the subject who conducted a workshop at Franklin University this fall.

"Cultural Differences Between Blacks and Whites Which May Impact on the Workplace" was a two-day workshop and seminar held on November 14 and 15. The instructor/facilitator was Dr. Rabi S. Bhagat, was an associate professor of organizational behavior and international management at the University of Texas at Dallas.

Census data show that Blacks have prospered in economic development since the 1960's, says Bhagat. "A good portion of Blacks are in managerial positions and salaries have increased, but this does not mean their miseries are any less," says the professor.

One of the largest stereotypes persisting in the workplace is that

Black managers are guided by extrinsic, rather than intrinsic or internal reward systems, says Bhagat. For example, a successful Black manager is often viewed as being more concerned with salary, benefits and quick advancement, rather than the challenge of the job and loyalty to the company, he says.

This stereotype and others depicting Blacks as lazy and dishonest have economic roots, says Bhagat, the author of over 25 articles. In America as well as other countries more powerful social classes use stereotypes to keep other classes down and to justify unfair reward systems, he says.

While affirmative action legislation has opened the door for many Blacks to enter management, it has also created problems, including tokenism in hiring practices. Bhagat has found many cases in which promoted Blacks receive more prestigious job titles, while responsibilities remain the same.

When Blacks are indeed promoted as tokens, a "black tax" is placed on all others, he says. This tax is a feeling of uncertainty about the reason for promotion—was it awarded for true merit or merely for appearances? "This implies that the Protestant Work Ethic, "if you work hard, you will succeed," may not always be applicable to Blacks, he says.

Bhagat says that stereotypes, prejudice and other attempts to keep Blacks from succeeding in the workplace are even more prevalent in recessionary times. "When the economy is strong, there is more generosity," he says, "but, in hard times, everyone is fighting for a small piece of the cake."

As a result of these stereotypes and misconceptions, many Black managers strive even harder to prove themselves and, as a result, are often under more stress than their White counterparts. Successful Blacks often have poor support systems because the Black community often perceives that they have "bought into White society." On the other hand, Whites may view them as being overly aggressive.

A native of India, Bhagat is currently writing a book entitled *Management Across Cultures*. He holds the Ph.D. from the University of Illinois and is the recipient of a National Science Foundation grant.



Campaigning On Campus

Columbus mayoral candidate Michael Dorrian discusses campaign issues with Franklin University students a week prior to his narrow defeat in the November 8 election. The Franklin County commissioner is a former Franklin student.

Franklin Welcomes New Faculty, Staff Members

New faces on campus include: Professors Martha A. O'Loughlin, accounting; Dr. Marion Gilliland, humanities; Gregory McGlone, humanities; Patricia McCann, developmental education.

Jane McGough, student activities coordinator; Sandra Crome, acting director of Career Planning

and Placement; J. Michael Geary, veterans coordinator; Kathie Basehore, admissions recruiter and Charles Hanks, business manager.

Judy Signoracci is now acting director of Admissions and Dr. Jeff Sherrill is serving as acting director of Academic Counseling.

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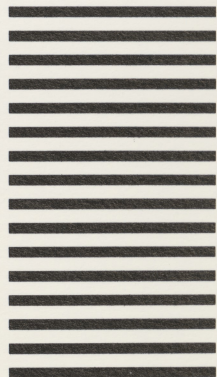
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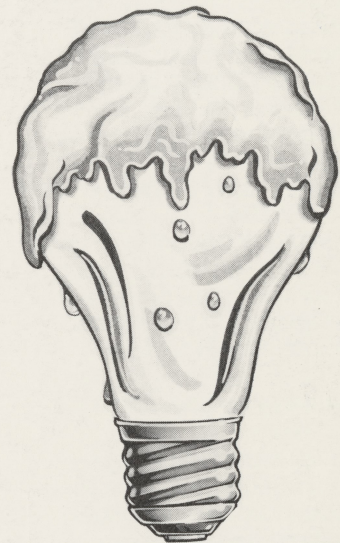
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Winter Classes at Franklin
Registration Begins November 28
Classes Begin January 3



See an academic counselor for details
on these new programs:

- Marketing • Human Resources Management
- Computer Science • Applied Communication
- Employee Assistance Counseling
- Computer Management

Luncheon Reservation

- Luncheon on January 20, 1984 at Franklin University
Guest Speaker: John Christie, President, Columbus Area
Chamber of Commerce
\$5.00 per person
Sponsored by the Alumni Association and the Downtown Alumni Club
Mail in reservation(s) by January 6, 1984

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