

Michigan Today

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The University of Michigan

Robotics gets \$3.4 million

The University of Michigan's new Center for Robotics and Integrated Manufacturing (CRIM) has been awarded a \$3.4 million research contract by the U.S. Air Force Office of Scientific Research.

CRIM was established in late 1981 as one component of a combined State-industry-university effort to revitalize Michigan's economy through research and development of advanced industrial automation. The Center's Research work will focus on robot systems, management systems, and integrated design and manufacturing.

"The Air Force contract will provide funds to support 22 graduate student research assistants and acquire badly needed equipment," stated Daniel E. Atkins, acting director of CRIM. "It will also provide support for 20 members of the U-M engineering faculty participating in CRIM projects." Work conducted under the Air Force grant will concentrate on robotics and information management.

The U-M was one of four major universities which were finalists in national competition for the Air Force awards. The others were MIT, Carnegie-Mellon and Stanford.

New vice president sees U-M as "a magnificent public university with a great future"



Jon Cosovich, newly appointed U-M vice president, will oversee all areas of development, as well as the functions of six university relations units on the Ann Arbor campus. He will assume his duties in January.

Jon Cosovich, director of development for major gifts at Stanford University, has been named vice president for development and university relations at The University of Michigan.

His appointment, approved by the U-M Regents at their October meeting, is effective Jan. 1, 1983, and follows an extensive search process.

In announcing Cosovich's nomination for the post, U-M President Harold T. Shapiro said, "We are delighted to have attracted Mr. Cosovich to Michigan, as he is regarded as one of the nation's foremost academic development professionals. He heads a major gifts program which all of higher education respects. I know that, under his leadership, Michigan's institutional advancement program will move ahead to still higher levels of accomplishment."

"Stanford and Michigan are quite similar in many ways, so that Mr. Cosovich will find much that is familiar in his move to this campus. Both universities have strong commitments in teaching and research."

Cosovich earned a bachelor of arts degree in political science from Stan-

ford in 1957. He joined Stanford's staff in 1961 after work with a San Francisco stock broker and a campaign for a bond issue to finance the city's acquisition of the Avery Brundage Art Collection.

Since 1977 he has been director of development for major gifts, responsible for Stanford's major gift development program, including all activities designed to produce gifts of at least \$25,000 from living individuals, certain private foundations, and closely held corporations.

In commenting on his decision to come to the U-M, Cosovich noted, "There is no university which could have enticed me to leave Stanford other than The University of Michigan. It is a magnificent public university with a great future. I look forward to doing all I can to help bring the promise of its future into reality."

Stanford was surpassed only by Harvard University in private gift support during 1980-81. Stanford successfully completed a \$300 million capital campaign in 1977 and, Cosovich noted, since that campaign the rate of giving to the university has increased dramatically.

The shifting burden: Decreases in percentage of state support cause concern in Ann Arbor

A ten-year comparison of the two major components of U-M General Fund revenues—state appropriations and student fees—reveals the increasing financial pressure on students and their families.

In 1972-73, the state was able to fund just over 62 percent of the University's General Fund budget. Last year the U-M was able to cover just half of its educational and operating costs with state appropriations. And, much of the burden for making up that difference has been shifted to students. Student fee revenues accounted for almost 40 percent of last year's operating budget, up from 28.6 percent a decade ago.

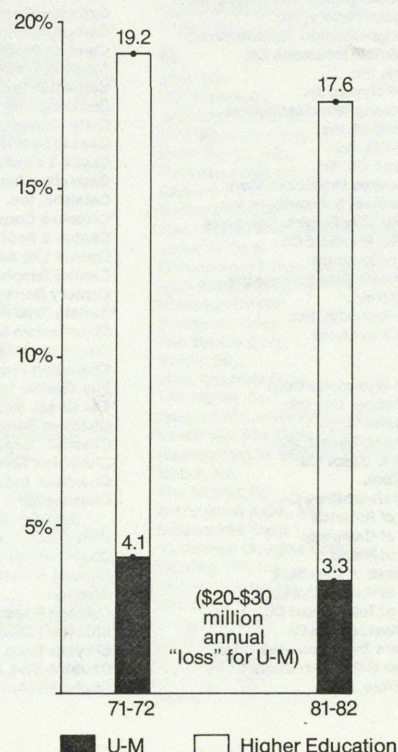
Rising tuition, inflation, and decreasing state and federal student financial aid are making the option of a Michigan educational experience a difficult one for many prospective students.

Of equal concern to U-M administrators is the U-M's decreasing share of state appropriations and a decline in priority that all of higher education in Michigan continues to face. In 1971-72 the U-M's share of state spending was 4.2 percent. In 1980-81 the University's share of a \$4.5 billion budget dropped to 3.3 percent. This amounts to a loss of \$20-\$30 million per year in state support of the University, and ac-

companies a general decrease in the relative priority given all of higher education by state budget decision-makers, down from 19.2 percent of the entire budget in 1971-72 to 17.6 percent of the 1980-81 state appropriations budget.

THE PRIORITY GAP

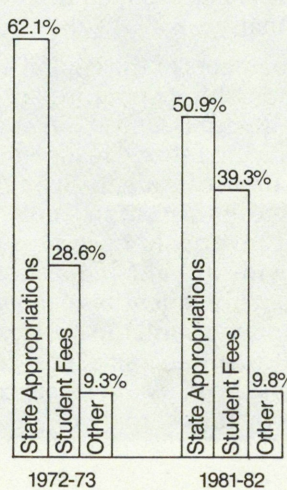
Percentage Share of Total State Spending: U-M & Higher Education



Some of the U-M's budgetary shortfall is due to Michigan's distressed economy, which the University and others must simply "wait out." However, school officials and others are working now to address the issue of higher education's priority in future budget decisions. They hope to create a better understanding among state government leaders of the vital role higher education plays in the social and economic well-being of the state and the nation, and to bring about a more appropriate balance in the state's future allocation of resources.

THE SHIFTING BURDEN

U-M General Fund Revenues Percentage Share by Source



Contributors prompt award

For the fifth consecutive year, the U-M Development Office won the Council for Advancement and Support of Education (CASE)/U.S. Steel Foundation Award for sustained excellence in alumni giving. The award-winning U-M program includes activities of various schools and colleges as well as programs of the Central Development Office. Criteria for the award include the amount of alumni financial support and percentage of participation.

In addition to the CASE/U.S. Steel award, two U-M publications and a special conference were cited in the 1982 CASE Recognition Program. A dance department calendar received an exceptional achievement award in visual design and "On Becoming a Doctor," a Medical School recruiting publication, was awarded a citation in the magazine special issues category. The committee which planned the November 1981 conference "Michigan Mindpower: The Most Valuable Resource for Michigan's Future" received a CASE citation award.

In commenting on the awards, Harvey K. Jacobson, acting vice president for university relations, noted that they "continue the University's tradition of recognition by other institutional relations professionals for Michigan's excellence in university relations and development activities."

Matching gifts provide increased support for University programs

The company matching gift program, a very special partnership involving the business community, the University and its alumni, provides the U-M with an ongoing additional vital margin of private support.

Begun in 1955 by the General Electric Foundation, the matching gifts program now boasts more than 900 participating companies nationwide, according to CASE (Council for Advancement and Support of Education) which serves as a clearinghouse for information on the program. More than 1,000 companies are known to have matching gifts programs in alliance with The University of Michigan.

This important aspect of the outstanding level of private support afforded the U-M by its alumni resulted in more than \$745,000 in additional gifts during 1981-82—a vital margin of supplemental support in financially challenging times.

Donors can double gift value

Basically, the matching gift program means that a company employing an alumni donor will match the alumni gift to the University on a one-to-one basis, thus doubling the value of the donor's contribution. Many companies match on a greater than one-to-one basis, providing an opportunity for donors to triple or quadruple the value of their support to the University. Some companies extend the eligible pool of participants in their matching gifts program to include employee spouses, retirees and board members.

Seven-year growth remarkable

Growth of the U-M matching gifts program over the last seven years (those for which comparable statistics are available) is impressive. Overall, the amount of dollars contributed by companies, in matching alumni gifts to the University, has increased more than five times—up from \$142,700 in 1974-75 to \$745,500 in 1981-82.

A 24% increase in the number of gifts (up 1,071) and a 20% increase in the number of companies participating in the last year demonstrate the growing popularity of the matching gifts program.

This special partnership provides companies with an opportunity to show their appreciation for the high level of educational training employees have received at the University, provides alumni with an opportunity to increase the value of their contributions to the University, and provides the University with additional private assistance necessary for the maintenance and enhancement of its educational environment.

Donor participation is easy

Donor participation in the matching gift program is easy. Donors need only obtain a matching gift form from their company personnel or contributions officer, complete it and send it along with their gift to the University.

As always, donors' contributions can be designated for a particular University department, program, school, college or campus. Or, deci-

sions on the use of gifts can be left to the discretion of the University—to go to an area of greatest need. In general, company matching funds will follow any designations specified by alumni donors.

The organizations appearing in the following listing will match alumni gifts to The University of Michigan. If your company is not included, check with your personnel or contri-

butions officer, as more companies are joining the list each day. In addition, the list may not include separately-named affiliates, divisions or subsidiaries of larger companies. If your company does participate in the matching gifts program, consider joining the special partnership that helps the U-M maintain its vital margin of excellence in higher education.

More than 1,000 companies are ready to help you help the U-M

Those companies with * preceding the name will provide a greater than one-to-one match. Companies which restrict their matching gift contributions to private institutions are not included in this listing.

A

AMF, Inc.
ARA Services Inc.
Abbot Laboratories
*A.S. Abell Co. Foundation, Inc.
Abex Corp.
Adams, Fox, Marcus, Adelstein & Gerding
Aeroglide Corp.
Aerogel-General Corp.
*The Aerospace Corp.
Aetna Insurance Co.
*Aetna Life & Casualty
Aid Assn. for Lutherans
Air Products & Chemicals, Inc.
Aircor, Inc.
Air Reduction Co.
Ajax Magnethermic Corp.
AKTion Associates, Inc.
Akzona, Inc.
*Albany International Corp.
Alco Standard Corp.
Alexander & Alexander
Alexander & Baldwin, Inc.
Allegheny International, Inc.
Allegheny Ludlum Steel Corp.
Allen Aircraft Products
Allen Group, Inc.
Allied Corp.
*Allis-Chalmers Corp.
Allstate Insurance
*Aluminum Co. of America
*AMAX, Inc.
Amerada Hess Corp.
American Airlines, Inc.
American Bank & Trust Co. of Pa.
American Brands, Inc.
American Broadcasting Co. Inc.
*American Can Co.
American Credit Corp.
American Cyanamid Co.
*American Express Co.
American General Corp.
American Hoechst Corp.
American Home Products Corp.
American Hospital Supply Corp.
American Medical International, Inc.
American Motors Corp.
American Mutual Insurance Cos.
American National Bank
American National Bank & Trust Co. of Chicago
American Natural Resources System
American Optical Corp.
American Standard, Inc.
American States Insurance
American Sterilizer Company
American Stock Exchange
American Telephone & Telegraph Co.
American United Life Insurance Co.
Ameritrust Co.
Amfac, Inc.
Amstar Corp.
Amtel, Inc.
Analog Devices, Inc.
Anchor National Life Insurance Co.
Aqua-Chem
Arthur Andersen & Co.
The Andersons
Anheuser-Busch Companies, Inc.
Appleton Papers, Inc.
Arkwright-Boston Manufacturers Mutual Insurance Co.
*Armco, Inc.
Arco/Polymer, Inc.
Armstrong World Industries
Arrow-Hart, Inc.
*ASARCO, Inc.
*Ashland Oil, Inc.
Associated Dry Goods Corp.
Athos Steel & Aluminum, Inc.
Atlantic City Electric Company
*Atlantic Richfield Co.
Austin Company
Automatic Data Processing
AVCO Corp.
Avon Products, Inc.
Avtex Fibers, Inc.

B

BASF Wyandotte Corp.
The Badger Co., Inc.
Badische Corp.
Baird and Warner, Inc.
The J. E. Baker Co.
Ball Corp.
Bancroft-Whitney Co.
Bank of America
Bank of California
Bank of Maine
The Bank of New York
Bank of the Southwest
Bank of Tokyo Trust Co.
The Bankers Life Co.
Bankers Trust New York Corp.
Banner Gelatin Products Corp.
C. R. Bard, Inc.

BarclaysAmerican Corp.
Barnes & Roche, Inc.
Barnes Group, Inc.
Barry Wright Corp.
The Barton-Gillet Co.
Baxter Travenol Laboratories, Inc.
*Beatrice Foods Corp.
Bechtel Power Corp.
A. G. Becker, Inc.
Beckold Co.
Becton, Dickinson & Co.
Beech Aircraft Corp.
Bell Federal Savings & Loan Assn.
Bell & Howell
Bell of Pennsylvania
Bell Telephone Laboratories
*Bemis Co., Inc.
The Bendix Corp.
The Bergen Evening Record Corp.
Loren M. Berry Fdn.
Best Products Co.
Bethlehem Steel Corp.
BFC Chemicals
James G. Biddle Co.
Bird Cos.
Bituminous Casualty Corporation
Blandin Companies
Blount, Inc.
Blue Bell, Inc.
The Boeing Co.
Boise Cascade Corp.
Borden, Inc.
*Borg-Warner Corp.
Bowater, Inc.
The Bowery Savings Bank
Brakeley, John Price Jones, Inc.
Bernd Brecher & Assoc. Inc.
Bristol-Myers Co.
Brookway Glass Co., Inc.
Brookwood Studio, Inc.
Brown-Forman Distillers Corp.
*Brunswick Corp.
Buckbee Mears Co.
Buckeye International, Inc.
Bucyrus-Erie Co.
Buell Industries, Inc.
Buffalo Color Corp.
Buffalo Evening News
Buffalo Savings Bank
Bundy Foundation Educational Aid Program
Bunge Corp.
*Bunker Ramo
Burlington Industries, Inc.
Burlington Northern
Burroughs Wellcome Co.
Business Men's Assurance Co. of America
Butler Manufacturing Co.

C

CBS, Inc.
CNA Financial Corp.
*CPC International
*Cabot Corp.
Cadillac Gage Company
Calex Mfg. Co., Inc.
The Callanan Road Improvement Co.
Campbell Soup Co.
Canadian General Electric Co., Ltd.
Carborundum Co.
Carolina Power & Light Co.
Carolina Telephone & Telegraph Co.
Carpenter Technology Corp.
Carter Hawley Hale Stores, Inc.
Carter-Wallace, Inc.
Cassell Systems, Inc.
Castle & Cooke, Inc.
Caterpillar Tractor Co.
Catalytic, Inc.
*Celanese Corp.
Central & South West Corp.
Central Life Assurance
Central Telephone & Utilities
Century Banks, Inc.
*Certain-Teed Products Corp.
Chamberlain Manufacturing Corp.
Champion International Corp.
Champion Spark Plug Co.
The Charter Company
*The Chase Manhattan Bank, N.A.
Chatham Super Markets, Inc.
Chemed Corporation
Chemplex Company
Chemtech Industries, Inc.
Chesapeake & Potomac Telephone Co.
Chesapeake Corp. of Va.
Chesebrough-Pond's, Inc.
Chessie System
Chevron
Chicago Pneumatic Tool Company
Chicago Title & Trust
Chrysler Corp.
Chubb & Son, Inc.
Chubb LifeAmerica

Church Mutual Insurance Co.
CIBA-GEIGY Corp.
Cincinnati Bell, Inc.
Citicorp & Citibank, N.A.
*Cities Service, Inc.
The Citizens and Southern Corp.
Citizens & Southern Georgia Corp.
Citizens Fidelity Bank & Trust Co.
Clark Equipment Co.
*The Cleveland-Cliffs Iron Co.
Cleveland Electric Illuminating Co.
Cleveland Trust Co.
Clinton Mills, Inc.
The Clorox Co.
Clow Corp.
Coats & Clark, Inc.
The Coca-Cola Co.
The Coleman Co., Inc.
Colgate-Palmolive Co.
Collins & Aikman Corp.
Colonial Bancorp, Inc.
Colonial Parking, Inc.
Colonial Penn Group, Inc.
Columbia Gas System, Inc.
The Columbus Mutual Life Ins. Co.
Commercial Credit Co.
Commonwealth Energy Systems, Inc.
Communications Satellite Corp.
Con Edison
Connecticut Bank & Trust Co.
*Connecticut General Corp.
Connecticut Mutual Life Insurance Co.
Connecticut Natural Gas Corp.
Connecticut Power & Light Co.
Connecticut Savings Bank
*CONOCO, Inc.
Consolidated Civic Fdn.
*Consolidated Foods Corp.
Consolidated Grain & Barge Co.
Consolidated Natural Gas Co.
*Consolidation Coal Company
Container Corp. of America
The Continental Corp.
The Continental Group, Inc.
Continental Illinois National Bank and Trust Co.
R. A. Cooch Company
Frederic W. Cook & Company, Inc.
*Cooper Industries, Inc.
Cooper Tire & Rubber Co.
Coopers & Lybrand
The Copley Press, Inc.
Copolymer Rubber & Chemical Corp.
Cordis Dow Corp.
*Corning Glass Works
Covington & Burling
Crane Company
Criton Corp.
Crocket National Bank
Crompton Co., Inc.
Crompton and Knowles Corp.
Crown Central Petroleum Corp.
Crown Zellerbach Corp.
Crum & Forster
*Cummins & Engine Co.
*Customized Computer System, Inc.
Cutler Hammer Fdn.
Cyclops Corporation
Cygnus Consulting Engineers
*Cyprus Mines Corp.

D

DLJ Foundation
Dadaou Law Firm
Dain, Kalman & Quail, Inc.
Dana Corp.
*Daniel International Corp.
Dart & Kraft
Dart Industries, Inc.
Davis Polk & Wardell
Davy, Inc.
Dayton Malleable, Inc.
Deere & Co.
DEKALB AgResearch
Deleuw, Cather & Company
Del Monte Corp.
Deloitte Haskins & Sells
*DeLuxe Check Printers, Inc.
Deposit Guaranty National Bank
Detroit Edison Company
*The Dexter Corp.
Diamondback State Telephone
Diamond Crystal Salt Co.
Diamond International Corp.
*Diamond Shamrock Corp.
A. B. Dick Co.
Dickinson, Wright, McKean, Cudlip & Moon
Dickson Electronics Corp.
Difco Laboratories
Digital Equipment Corp.
Dillingham Corp.
Donaldson Co. Inc.
Donaldson, Lufkin & Jenrette
*R. R. Donnelley & Sons Co.
Donovan Leisure Newton & Irvine Fdn.

Kresge grant underwrites new library for Business School

A \$2.5 million challenge grant from the Kresge Foundation has been awarded to the University's Graduate School of Business Administration. Along with other major gifts and commitments from Michigan-based foundations and corporations, the Kresge gift has put the school over the halfway mark in its \$15 million capital campaign.

Funds from the Kresge grant have been earmarked for construction of the new Kresge Business Administration Library.

In addition to the library, the campaign will fund a new facility to house classrooms for the school's Division of Management Education and expanded computing operations, and a residence for executives attending on-campus training programs.

Campaign volunteer general chairman and General Motors vice president John R. Edman is enthusiastic about the campaign's progress to date, and confident that it will be a success. "In the many contacts I've already made, no one has had an unkind word to say about the University. Many graduates who have been successful in their careers don't hesitate to say their success has been attributable, in part, to their Michigan education. And, they're eager to support our campaign effort, to do what they can to assist the business school and the University."

The corporate and foundation commitments to the campaign have been gratifying to Edman and Gilbert

R. Whitaker, Jr., dean of the business school. "Our graduates are one of the greatest resources available to business and industry," noted Whitaker. "We are proud that these organizations recognize our contributions, and that they have confidence in our efforts to make an excellent school of business an outstanding one."

The University of Michigan was recently ranked as one of the nation's leaders in providing training for top executives. A study conducted by Standard & Poor's Compmark marketing service ranked the U-M fifth among U.S. colleges as a bestower of combined graduate and undergraduate degrees to top executives, seventh in undergraduate degrees, and fourth in graduate degrees. The majority of the degrees were business degrees. The business school's bachelor's program has been ranked second in the nation by a University of Virginia study, and the MBA program has consistently been ranked in the top ten nationally.

"The members of the capital campaign leadership committee are impressed with Dean Whitaker and his visions for a strong leadership position for the Graduate School of Business Administration," noted Edman. "To have quality people, we must provide a quality education. The leadership potential of the U-M's business school, and the richness of its educational programs, will be greatly enhanced by the resources provided by the campaign."

Dove-Knight and Associates, Pa. Architects
 The Dow Chemical Co.
 Dow Corning Corp.
 Dow Jones & Co., Inc.
 Dravo Corp.
 *Dresser Industries, Inc.
 Wilbur B. Driver Co.
 Duke Power Co.
 *Dun & Bradstreet Co., Inc.
 Dundee Cement Company
 Dyson Kissner Corporation

E
 EG&G
 Eastern Gas and Fuel Associates
 Eaton Corp.
 Jack Eckerd Corp.
 Economic Research Consultants
 Educators Mutual Life Insurance
 Efficient Engineering Co.
 Egan Machinery Co.
 Elis Olsson-Cheasapeake Fdn.
 The EL PASO Company
 Emerald Marine Corporation
 Emerson Electric Co.
 Emhart Corp.
 Ensign-Bickford Foundation
 Envirotech Corp.
 Equimark Corp.
 *Equitable Life Assurance Society of the United States
 Equitable of Iowa
 Erie Savings Bank
 Ernst & Whinney
 Ervin Industries, Inc.
 Esmark, Inc.
 Esterline Corporation
 *Ethicon, Inc.
 Ethyl Corp.
 *Ex-Cell-O Corp.
 *Exxon Corp.

Gates Foundation
 The Gates Rubber Co.
 Gatx Corporation
 General Accident Insurance Company of America
 General Color Co.
 General Dynamics Corp.
 General Electric Co.
 *General Foods Corp.
 General Foods, Ltd.
 *General Mills, Inc.
 General Ohio S & L Corp.
 General Public Utilities Service Corp.
 General Reinsurance Corp.
 General Signal
 *General Telephone & Electronic Corp.
 The General Tire & Rubber Co.
 Genesee and Wyoming Industries
 GenRad, Inc.
 Georgia Pacific Corporation
 Getty Oil Co.
 Gibbs & Hill, Inc.
 Giddings & Lewis, Inc.
 Gilford Instrument Laboratories, Inc.
 The Gillette Co.
 Gilman Paper Co.
 Girard Trust Bank
 Glosten Associates, Inc.
 Goldman, Sachs & Co.
 B. F. Goodrich Co.
 Goodyear Tire & Rubber Co.
 Gould, Inc.
 Government Employees Insurance Co.
 Grace Foundation, Inc.
 Graco Foundation
 Grand Rapids Steel & Supply
 Alexander Grant & Co.
 W. T. Grant Co.
 The Graphic Printing Co., Inc.
 Graybar Electric Company
 Great Lakes Carbon Corp.

I
 IBEC Inc.
 ICI Industries, Inc.
 ICI Americas Inc.
 *INA Corp.
 IU International Corp.
 *Illinois Bell Telephone Co.
 *Illinois Tool Works, Inc.
 Inco United States, Inc.
 Incom International Inc.
 Index Systems, Inc.
 Indiana Bell Telephone Co.
 Indiana National Corp.
 Industrial Fuel & Asphalt Corp.
 Industrial Indemnity Co.
 Industrial National Bank of R.I.
 *Industrial Risk Insurers
 Ingersoll-Rand Co.
 Inmont Corp.
 Integon Corp.
 Intel Corp.
 Interlake, Inc.
 *International Business Machines Corp.
 International Flavors & Fragrances, Inc.
 International Harvester Co.
 International Minerals & Chemical Corp.
 *International Multifoods Corp.
 *International Paper Co.
 International Telephone & Telegraph Corp.
 *InterNorth, Inc.
 Interpace Corp.
 Inter-Regional Financial Group, Inc.
 Investors Diversified Services, Inc.
 Itek Corp.

J
 JSJ Corp
 Jaju, Inc.
 Jamesbury Corp.
 The Jefferson Mills, Inc.
 Jefferson-Pilot Broadcasting Co.
 Jefferson-Pilot Corp.
 Jersey Central Power and Light Co.
 *Jewel Cos., Inc.
 John Hancock Mutual Life Ins. Co.
 Johnson Controls Co.
 *Johnson & Higgins
 *Johnson & Johnson
 S. C. Johnson & Son, Inc.
 Jones & Laughlin Steel Corp.
 Josten's Inc.

K
 Kaiser Steel Corp.
 Kansas City Southern Industries, Inc.
 Karmazin Products Corp.
 Katten, Muchin, Gittles, Zabin, Pearl & Galler
 Kearney-National Inc.
 Keck Mahin & Cate
 Keebler Co.
 Kellogg Co.
 M. W. Kellogg Co.
 The Kendall Co.
 Kennametal, Inc.
 Kennecott Corp.
 The Kerite Co.
 Kerr-McGee Corp
 Kersting, Brown & Co. Inc.
 Walter Kidde & Co.
 Kimberly-Clark Corp.
 Kingsbury-Machine Tool Corp.
 The Kiplinger Washington Editors, Inc.
 Kirkland & Ellis
 Kirsch Company
 Kobacker Stores, Inc.
 Koehring Co.
 H. Kohnstamm Co., Inc.
 *Koppers Co., Inc.
 Ralph Korte, Inc.

L
 The Lamson & Sessions Co.
 Lanier Business Products, Inc.
 The Law Company, Inc.
 Lawler, Felix & Hall
 Lear Siegler, Inc.
 Leeds & Northrup
 Leeson Corp.
 *Lehigh Portland Cement Co.
 F. R. Lepage Bakery
 Lever Brothers Co.
 *Levi Strauss & Co.
 The Liberty Corp.
 *Liggett Group, Inc.
 Eli Lilly and Co.
 Lincoln National Corp.
 Linkabit Corporation
 Thomas J. Lipton Co.
 Little, Brown & Co.
 Loeb & Loeb, Inc.
 Loews Corp.
 Lone Star Industries, Inc.
 Louisiana Power and Light Co.
 *Lubrizol Corp.
 Ludlow Corp.
 Lukens Steel Co.
 Lutheran Brotherhood
 Lutheran Mutual Life Ins. Co.
 Lydall, Inc.

M
 MCA Inc.
 MSI Insurance
 M&T Chemicals, Inc.
 MTS Systems Corp.
 Mack Trucks, Inc.
 MacLean-Fogg Co.
 Maguire Oil Co.
 Mallinckrodt, Inc.
 Manistique Paper Charities, Inc.
 Manville Corp.
 Manufacturers Hanover Trust Co.
 Manufacturers Life Ins. Co.
 *Marathon Oil Co.
 Maramont Corp.
 The Marine Corp.
 Maritz, Inc.
 Mark Controls Corp.
 The Marley Co.
 Marsh & McLennan Cos., Inc.
 *Martin Marietta Corp.
 Massachusetts Mutual Life Ins. Co.
 Mattel, Inc.
 The Maytag Co.
 McCormick & Co., Inc.
 McDonald's Corp.
 McDonnell Douglas Corp.
 *McGraw-Hill, Inc.
 McQuay-Perfex Inc.
 The Mead Corp.
 *Meadville, Corp.
 Mechanics Bank
 Medtronic, Inc.
 *Medusa Corp.
 Mellon National Corp.



Merck & Co., Inc.
 Meredith Corp.
 Merrill Lynch & Co.
 Mesa Petroleum Co.
 Metropolitan Life Ins. Co.
 Mettler Instrument Corp.
 Michigan Bell Telephone Co.
 Michigan General Corp.
 Midcon Corp.
 Middle South Services, Inc.
 Middlesex Mutual Assurance Co.
 Midland Federal Savings
 Midland Mutual Life Insurance Co.
 Midland-Ross Corp.
 Midatlantic Banks, Inc.
 Miehle-Goss Dexter, Inc.
 *Milton Bradley Co.
 Minneapolis Star & Tribune Co.
 Minnesota Mining & Manufacturing
 The Minnesota Mutual Life Ins. Co.
 MITE Corp.
 The MITRE Corp.
 *Mobil Oil Corp.
 Mohasco Corp.
 Monarch Capital Corp.
 Monroe Auto Equipment Co.
 Monsanto Company
 *Montgomery Ward & Co.
 Monumental Corp.
 Moog, Inc.
 Moore McCormack Resources, Inc.
 Morgan Construction Co.
 Morgan Guaranty Trust Co. of N.Y.
 Morgan Stanley & Co.
 Morris Coupling & Clamp Co.
 Morrison & Foerster
 Morrison-Knudson Co. Inc.
 Morton-Norwich Products, Inc.
 Motorola, Inc.
 Mountain Bell
 Mountain States Mineral Enterprises
 Munsingwear, Inc.
 *Murphy Oil Corp.
 Mutual Benefit Life
 Mutual Trust Life Ins. Co.
 The Mutual Life Ins. Co. of N.Y.
 Mutual of Omaha

N
 N.C.R. Corp.
 NL Industries, Inc.
 NLT Corp.
 NRC, Inc.
 Nabisco, Inc.
 Lanier Business Products, Inc.
 National Bank of Detroit
 National Bank of North America
 *National Can Corp.
 National City Bank
 National Detroit Corp. (NBD)
 *National Distillers & Chemical Corp.
 National Gypsum Co.
 National Life Insurance Co.
 National Medical Enterprises, Inc.
 National Steel Corp.
 Nationwide Mutual Insurance Co.
 *Natomas Co.
 Nepera Chemical Co., Inc.
 New England Electric System Cos.
 New England Merchants National Bank
 New England Mutual Life Insurance Co.
 New England Petroleum Corp.
 New England Telephone
 New Jersey Bell Telephone Co.
 New Orleans Public Service Inc.
 New Prospect Fdn.
 *New York Telephone Co.
 The New York Times Co.
 The New Yorker Magazine, Inc.
 Newsweek, Inc.
 Nordson Corp.
 Normano, Ltd.

North American Phillips Corp.
 Northeast Utilities
 Northeast Illinois Gas Co.
 Northern Machine Tool Co.
 Northern Trust Co.
 Northwest Airlines
 Northwest Bank Southwest
 *Northwestern Bell Telephone Co.
 Northwestern Financial Corp.
 The Northwestern Mutual Life Ins. Co.
 Northwestern National Bank of Minneapolis
 *Northwestern National Bank of St. Paul
 Northwestern National Bank Southwest
 *Northwestern National Life Insurance Co.
 *Norton Co.
 W. W. Norton & Co. Inc.
 John Nuveen & Co. Inc.

O
 Oakite Products, Inc.
 Occidental Petroleum Corp.
 Oglebay Norton
 Ohio Bell Telephone Co.
 Ohio National Life Insurance Co.
 Oklahoma Gas and Electric Co.
 Old National Bancorporation
 Old Stone Bank
 Olin Corp.
 Olinkraft, Inc.
 Oneida Ltd.
 Ontario Charitable Fdn.
 *Ortho Pharmaceutical Corp.
 Oxford Industries Inc.
 Owens-Corning Fiberglas Corp.
 Owens-Illinois, Inc.

P
 P&H Group
 PPG Industries, Inc.
 *PQ Corp.
 PACCAR Foundation
 PACCAR Inc.
 Pacific Mutual Life Ins. Co.
 Pacific Resources, Inc.
 Louis Padnos Iron & Metal Co.
 Pan American Life Insurance Co.
 *Panhandle Eastern Corp.
 *Parker-Hannifin Corp.
 Ralph M. Parsons Co.
 Paul Revere Life Insurance Co.
 Peabody International Corporation
 Peat, Marwick, Mitchell & Co.
 Peavey Company
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 *Pennsylvania Power & Light Co.
 Pennzoil Co.
 Peoples Energy Corp.
 PepsiCo., Inc.
 PET Inc.
 Petro-Tex Chemical Corp.
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 *Philadelphia National Bank
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 *Phillips Petroleum Co.
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 *The Pillsbury Co.
 The Pioneer Group, Inc.
 *Pioneer Hi-Bred International
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 Playboy Enterprises, Inc.
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 Provident National Bank
 *The Prudential Insurance Co. of America
 Public Service Electric & Gas Co.
 Purity Supreme, Inc.

Q
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 *The Quaker Oats Co.
 Quaker State Oil Refining Corp.

R
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 Ralston Purina Co.
 Arthur D. Raybin Assoc., Inc.
 Raytheon Co.
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 Ross, Johnston and Kersting, Inc.
 Röspatch Corp.
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 Rust Engineering Co.
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S
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 SKF Industries
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 STP Corp.
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 Saga Corp.
 St. Joe Minerals Corp.
 St. Paul Cos., Inc.
 St. Petersburg Times
 *St. Regis Paper Co.
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 Sanders Associates, Inc.
 Sandoz, Inc.
 *Santa Fe Industries, Inc.
 Santa Fe International Corp.
 Santa Fe Railway Fdn.
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 Schindler Houghton Elevator Corp.
 The Schlegel Corp.
 Charles Schwab & Co., Inc.
 Scientific Brake & Equipment Co.
 Scott Foresman & Co.
 Scott Paper Co.

(continued, page 4)



F
 FMC Corp.
 Factory Mutual Engineering Research/Service Bureau
 Faegre & Benson
 Fairchild Industries, Inc.
 *The Family Line Rail System
 Farm Credit Banks of Springfield
 Federal-Mogul Corp.
 Federal National Mortgage Association
 Federal Signal Corporation
 Federated Department Stores, Inc.
 Ferro Corp.
 The Fidelity Bank
 Fiduciary Trust Co. (Boston)
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 *Fireman's Fund Insurance Co.
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 Gulf & Western Fdn.
 *Gulf & Western Industries, Inc.
 *Gulf Oil Corp.
 Gulf States Utilities Co.
 The Gurin Group, Inc.

H
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 Hallmark Cards, Inc.
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 Hammermill Fdn.
 Hammermill Paper Co.
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 Harris Trust & Saving Bank
 Hart, Schaffner & Marx
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 *Hershey Foods
 *Heublein Inc.
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 Hewlett-Packard
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 Hoffmann LaRoche, Inc.
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 Huyck Corp.



Presidents Club tops 3,500

Membership in the Presidents Club at the end of June reached 3,518, with representatives in 48 states and 10 countries. Member volunteers assisted the U-M in recognizing over 30% of the 351 alumni and friends who joined during 1981-82. Twenty of the 66 individuals and couples who joined during June, July and August did so through the efforts of volunteers. Presidents Club membership recognizes individuals who have contributed \$10,000 or more in support of the University. The new members are:

Dr. & Mrs. Jules Altman, Rollin S. Beach, D.D.S., George & Patricia H. Bearup, Melvin J. Bernia, Nancy D. Bishop, Dr. & Mrs. Orren A. Bolt, William C. & Suzanne Brannan, Robert & Esther Bridge, Richard & Stefani Carter, Bosco P. Chan, D.D.S., Sam C. H. & Barbara W. Ching, Dr. & Mrs. Richard L. Christiansen, John R. Cook, D.D.S., Patrick A. Coyne

William T. & Kirsten J. Darnton, Edwin W. Deer, Jr., David C. Dimendberg, Dr. & Mrs. Robert E. Doerr, Dr. & Mrs. John R. English, Lewis E. & Joyce M. Fleuelling, Raymond R. Fullerton, Lynda & Joel Goldschein, Sylvia & Marvin Gordon, Kelly & Verna Goss, Dr. & Mrs. Mervin E. Green

David O. & Margaret C. Harlbart, Henry Hicks, D.D.S., John E. & Carolyn A. Jacobs, Dr. Richard L. & Deborah A. Jankowski, Robert & Phyllis Johnston, Roger H. & Dulce G. Kappler, George J. & Barbara C. Kausler, Edward F. & Sybil H. Kickham, Mr. & Mrs. Calvin Klyman, Richard P. & Joan J. Kughn, Dr. & Mrs. James Labes, Mr. & Mrs. Richard A. Lenter, Robert L. & Jeraldine H. Litt

Dr. Samuel & Susan Mallory, Mr. & Mrs. Gregory W. Maxwell, Dr. & Mrs.

Peter K. McLeod, Louis H. Meyers, D.D.S., Leonard & Eileen Newman, Mr. & Mrs. William K. Newnan, Barbara Osborn, Frank E. Pavlis, Terrence G. Perris, Esq., Mrs. Doris D. Potter, Dr. & Mrs. George S. Quick, Dr. Mark F. & Linda Rottenberg, Charles R. Rouhier, M.D.

Mr. & Mrs. Wilbert G. Schwer, Dr. & Mrs. Raymond S. Shegos, Thomas P. Slavin, Paula & Paul W. Smith, Carl J. Suedhoff, Jr., Professors Charles & Louise Tilly, Charles D. Todd III, Henry J. Trefz, Harry H. Utes, Drs. Tsuguyasu & Harue Wada, Kim A. & Sandra L. Wahtera, Dr. & Mrs. G. Richard Watterson, L. James Wilson, Kwok Leung Yu & Yuen May Yu, Mr. & Mrs. Gilbert L. Ziegler

"Serendipity" to benefit Museum

"In Search of Serendipity," an art and antique auction and sale slated for October 1983, will benefit the permanent collection acquisitions program of the University's Museum of Art. The three-day event, including a preview, public sale and live auction, is being arranged by the Friends of the Museum of Art under the guidance of volunteer general chairman Carolyn Lichter of Ann Arbor.

Serendipity is defined as "the gift of finding valuables and agreeable things not sought for." Your "treasures" could prove to be just the serendipity the Friends are seeking. Donations of items for both the sale and auction are now being accepted.

Acceptable items include paintings, original prints, sculpture, jewelry, ceramics, rare books and maps, textiles, Oriental rugs, folk art and antiques. If you have an item to donate, contact Pru Rosenthal, % U-M Museum of Art, Ann Arbor, MI 48109, (313)665-0941.

U-M pianist is Tchaikovsky finalist

Jonathan Shames, a U-M doctoral student under School of Music professor Theodore Lettvin, was a finalist in the seventh International



Tchaikovsky Competition held in Moscow this summer. Held every four years, the Tchaikovsky competition is the most prestigious music competition in the world.

Though Shames was not the ultimate winner, just making it through the grueling month-long elimination process to the finals is considered a great honor. He was one of 13 pianists to make it to the final round, from an original group of 79 entrants.

Freshman quality remains high

The academic quality of incoming students at the U-M has remained high, according to an Admissions Office report. This year's freshmen have higher standardized test scores than the 1981 entering class. More than 50 percent of the 4,400 entering students placed in the top 5 percent of their high school graduating class, 85 percent in the top fifth of their class. In commenting on the report, Clifford Sjogren, director of undergraduate admissions, also noted that the U-M continues to lead the nation in the number of students presenting College Board Advanced Placement Program scores.

However, the financial challenges facing students precipitated a percentage decline in the number of admitted students who enrolled. This year, 64 percent of admitted Michigan residents enrolled, compared with 69 percent in 1981; 35

percent of admitted non-residents enrolled (42 percent last year).

A tuition increase averaging 15 percent, combined with reduced financial aid from state and federal sources, left many students with fewer options.

However, Sjogren added, "the quality of the U-M is holding up nicely. While parents and students are asked to make some financial sacrifices, the benefits that accrue from those sacrifices should be very satisfying."

U-M's "popcorn" car wins rally

A car powered by an alternative fuel that smells like cooking popcorn was the overall winner in an Independence Day alternative fuel car rally in Nebraska. The rally was designed to test the efficiency of various alternative fuels on a 150-mile course.

Developed by U-M engineering professor John Hilliard and his students, the new fuel is a combination of ethanol alcohol, soybean oil and castor oil and is designed to be a substitute for diesel fuel.

"The fuel is a completely non-petroleum product," Hilliard pointed out. It is successful in eliminating the black smoke of diesel fuel and in reducing diesel pollution by about 50 percent. In terms of highway performance, "it's virtually indistinguishable from diesel fuel," he added.

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