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### Main Hall to Main Street, October 1995

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# Main Hall to Main St.

Vol. 1, No. 5

Connecting Campus and Community

October 1995

## Campus to community: UM means millions to Missoula

The University of Montana's economic impact on Missoula hit an all-time high last year, giving a \$157.4 million boost to local businesses.

A report from UM's Bureau of Business and Economic Research shows that the University and its employees, students and visitors spent \$5 million more in 1994-95 than in the preceding year.

BBER Director Paul E. Polzin excluded the University's 17 construction and renovation projects totaling more than \$50 million currently under way from this year's comparison so that figures would be directly comparable to annual updates of the bureau's 1988 study, "The University of Montana and Missoula: Economic Interdependence." This year's figure represents the 'permanent' effect of UM on Missoula County businesses," Polzin said.

The original study in 1988 was commissioned by the UM Foundation for the Excellence Fund's annual business drive. Monica Paoli, Excellence Fund director at the time, said, "We asked the bureau for a survey that we hoped would prove what we felt to be true: that the University is a significant economic boon to this community. The study demonstrated an even greater impact than we had imagined. Annual increases show that growth at the University portends growth for the local economy."

It was the perceived economic impact of the University on Missoula that prompted the UM Foundation to establish the business drive 10 years earlier. Five local businessmen—Tom Boone, Paul Chumrau, Tom David, Dan Lambros and John Ruffatto—recognized that UM was highly significant to the community both as an employer of its people and a customer for local goods and services, Paoli said.

A strong and healthy university, they reasoned, meant a strong and healthy business climate for Missoula. To keep the University thriving in the community, they looked to Missoula to help provide funding for needs that could not be anticipated in a biennial budget.

### Who spends money in Missoula?

11,000+ Student Households	\$104,682,900
1,600+ Faculty and Staff Members	30,470,000
Direct UM Purchases	8,004,900
Out-of-Towners Visiting	
UM Students and Employees	9,043,300
Out-of-Towners Attending	
UM Athletic and Cultural Events	5,216,400

\*See page 2 to find out where that money was spent.

## Excellence Fund Business Drive aims for \$300,000 mark

The University of Montana's annual business drive for the Excellence Fund kicked off this month with a goal of raising \$300,000 to meet immediate academic needs.

Contributions to the 1995 drive will count toward the \$40 million goal of UM's Capital Campaign - Ensuring a Tradition of Excellence.

With the help of campus and community volunteers, the UM Foundation has coordinated the Business Drive each year since 1978. A 20-member steering committee chaired by Jan Parks Cogdill recruits volunteers to solicit gifts for the drive and directs the activities of the fund-raising effort. For the past five years, the Business Drive has used the theme "Count Me In" to encourage the local community to band together in support of UM.

Last year's drive surpassed its goal by \$15,000, raising \$315,000 for the Excellence Fund.

Success of the business drive in recent years is attributed in part to contributions by participants in the Pacesetter Program. Begun in 1993, the program consists of individuals and businesses that make gifts of \$1,500 or more before the drive

## Count Me In!

### Support the UM Excellence Fund

formally begins as a means of inspiring others to join them in support of UM. Pacesetters receive regular invitations from President George Dennison to meetings, campus informational sessions and tours of new facilities.

Larry Morlan, executive director of the UM Foundation, predicts continued growth in the Pacesetters Program.

"When we began the program two years ago, there were 30 Pacesetters," Morlan said. "Last year, the number grew to 42, and as many new people have already joined the group this year."

Volunteers will seek funding for priorities set by Dennison: library access, faculty and staff development, outreach programs, scholarships and student recruitment, the Montana Science Fair, academic programming in the Center for the Rocky Mountain West and the Davidson Honors College, and unanticipated needs.

Funds raised during this year's peer-to-peer solicitation of the local business and campus communities will also apply toward the UM Capital Campaign's "Current Challenges" component, which has an \$8 million goal within the \$40 million total.

Following is a breakdown of the \$157,417,500 in estimated expenditures by the University, its students, faculty and staff, and UM-related visitors to Missoula during 1994-95\*

Retail Trade Establishments	\$69,203,300
Apparel & Department Stores	10,822,300
Car and Truck Dealerships	13,348,900
Eating & Drinking Establishment	8,808,400
Food Stores	19,802,900
Furniture & Appliance Stores	3,064,600
Gasoline & Vehicle Services	8,419,800
Other Retail Businesses	4,935,800
Wholesale Trade Establishments	1,353,900
Manufacturing Businesses	916,000
Services	24,551,600
Business & Professional Services	3,285,400
Child Care	1,393,100
Lawyers & Accountants	2,338,600
Medical, Dental & Vision Care	10,720,700
Motels & Lodging Places	1,168,200
Plumbers, Electricians, Repairs	2,317,100
Theaters, Golf Courses & Other	
Recreation Services	2,367,200
Other Services	1,045,700
Utilities (gas, electricity telephone & water)	13,278,200
Garbage Collection & Cable TV	1,099,200
Housing (mortgage & rents)**	25,420,500
Charitable Donations	2,086,400
Transportation (bus & airlines)	5,339,800
Other Missoula Expenditures	14,084,800

\*because of rounding, amounts do not total \$157,417,500.

\*\* excludes SIDs and UM family housing and dormitory rents

Source: The University of Montana Bureau of Business and Economic Research, *The University of Montana and Missoula: Economic Interdependence* (Missoula, MT; The University of Montana 1988) and unpublished data.

## UM's Mansfield Conference features Forest Service chief

U.S. Forest Service Chief Jack Ward Thomas and former Japanese First Lady Kayoko Hosokawa will join a host of experts in U.S. and Asian environmental issues this month at the 1995 Mansfield Conference and academic symposium.

"Landscapes and Communities in Asia and the Pacific Northwest" will be held Oct. 15-17 at UM.

Besides in-depth examination of environmental issues and priorities, this year's conference will feature Balinese music and dance. All events are free and open to the public.

Philip West, acting director of UM's Maureen and Mike Mansfield Center, said the conference program builds on last year's theme, "Imagining a Global Community," but with an emphasis on the degradation of natural landscapes, the loss of traditional values, the breakdown of communities and the growing gaps between the rich and the poor.

The conference will begin at 7:30 p.m. Sunday, Oct. 15, with the Balinese music and dance troupe *Camelan Sekar Jaya* in the University Theatre of UM's Fine Arts Building.

Thomas, a wildlife biologist who has headed the forest service since 1993, will deliver the first of the conference's two keynote addresses at 7:30 p.m. Monday in the Montana Theatre of UM's Performing Arts and Radio/Television Center. He will discuss "Biodiversity and Community in the Pacific Northwest."

Hosokawa, the second keynote speaker and the leader of grassroots movements on social issues, will discuss "Voluntary Organizations and Activities in Japanese Communities" at 7:30 p.m. Tuesday in the Montana Theatre.

The conference theme will also pervade a two-day academic symposium featuring local and international speakers who will examine the issue from a host of perspectives including biology, sociology, literature, philosophy, history, biochemistry, religious studies, anthropology, forestry, agriculture and geography.

Symposium topics include the way that a sense of place helps define cultural identities; the impact of EuroAmerican ideas and worldwide economic forces on the idea of "place"; and efforts by communities in Asia and the Pacific Northwest to protect biological diversity and traditional values. Sessions are scheduled from 9 a.m. to 5 p.m. Monday and from 8:10 a.m. to 4 p.m. Tuesday.

For more information on the conference and symposium, call the Mansfield Center, 243-2988.

## Missoula conference mulls financial future of higher education

**T**ight financial times are here to stay, and public universities must be innovative and enterprising to continue serving their students, communities and other constituencies.

That message pervaded a three-day conference that drew about 140 state legislators, business executives and university officials from 13 states to Missoula Sept. 17-19.

The conference, "Quality...Access...Cost: The Financial Future of Public Higher Education in the West," was funded by private contributions and hosted by Gov. Marc Racicot, Commissioner of Higher Education Jeff Baker and UM President George Dennison.

The old model for financing higher education, Dennison said, was based on a feeling that "society should pay because society was the major beneficiary" of a well-educated citizenry. But, he said, "the new trend is that the student should pay because the student is the major beneficiary."

"Most of my colleagues are saying that this is a permanent change," Dennison said. "This is something we have to deal with. It's not

something where we'll wait a couple of biennia and it will go away."

Universities and their faculties must become more entrepreneurial, he said, noting that faculty members increasingly "will have to find ways of funding themselves, of helping to deal with a problem that we have left, in the past, for policy makers to solve."

Conference sessions addressed the issues of quality, access and cost from varied perspectives, with presentations from university system executives, higher education board members, students, legislators and business people.

A legislative panel urged educators to explain and market their product to lawmakers and the public.

Not only do many lawmakers not understand the complexities of higher education funding issues, Montana Speaker of the House John Mercer said, they don't understand the basic value of that education.

And educators don't help matters when they talk over legislators' heads in a kind of academic code, he said, citing an "intellectual arrogance" in higher education circles.



The University of  
**Montana**

*Main Hall to Main Street* is published monthly by University Communications at The University of Montana-Missoula. Send questions, comments or suggestions to Rita Munzenrider, editor, 317 Brantly Hall, Missoula, 59812, or call 243-4824. Contributing writers are Terry Brenner, Kristin Rodine and Kathie Urbanec. Photographer is Todd Goodrich.



# Bear Briefs

**Music for Missoula**—One advantage to living in a university town is access to cultural events at affordable prices or no cost at all. UM's Department of Music offers a continuous schedule of faculty, student, community and guest artist recitals and concerts throughout the academic year. Included in this month's concert schedule are: lutenist Paul O'Dette, 8 p.m. Friday, Oct. 6, (\$7 for general admission and \$5 for students and seniors); violinist Margaret Baldrige at 8 p.m. Tuesday, Oct. 10 (free); the University Orchestra at 8 p.m. Tuesday, Oct. 24 (free); and the Symphonic Wind Ensemble at 8 p.m. Tuesday, Oct. 31 (free). All concerts will be performed in the Music Recital Hall at the Music Building, except for the wind ensemble, which will perform in the University Theatre.

**Dazzlin' Dave**—Grizzly fans have



Quarterback Dave Dickenson leads teammates onto the field for the Homecoming 1995 thrashing of Boise State.

been turning out in record numbers this fall to see senior quarterback Dave Dickenson in his final season of play at Washington-Grizzly Stadium. Thanks to stadium expansion, tickets are still available for the two remaining home games against Weber State, Oct. 7, and Idaho State, Nov. 4. Call 243-4051 or (800) 526-3400 to reserve your seats.

**Community to Campus**—The work of Missoula Public Schools art instructors will be in the spotlights of UM's Gallery of Visual Arts Oct. 6-21. "Motivators of the creative spirit," will be open for public viewing from 11 a.m. to 3 p.m. Monday through Saturday in

the gallery on the first floor of the Social Science Building.

Missoula art teachers featured in the exhibit are Jackie Alford, Linda Browning, Dan DeGrandpre, Sally Friou, Steve Gustuson, Heidi Haight, Doosy Habbe, Terry Harper, Cindi Jobe, Barbara Karst, Katherine Lynch, Barbara Mino, Tim Warner Nielson, John O'Bannon, Marvin Pauls, Janet Potts, Katrina Ruhmland, Brian Schmid, Susanne Woyciechowicz and Nancy Zadra. A public reception will be held for the artists from 5:30 to 7 p.m. Thursday, Oct. 19, in conjunction with the Montana Education Association/Montana Federation of Teachers Educators Conference.



"The Final Voyage" watercolor, by Barbara Karst, 1993

**Broadening Horizons**—To learn how to find and maintain a career, or about employment and hiring trends, UM is the place to be this month. "Broadening Horizons: A Career Information Conference," will be held in the University Center Tuesday and Wednesday, Oct. 17-18. The annual Big Sky Career Fair and the Opening Doors to Your Future Career Conference have merged this year to create the largest college career event in Montana. For the first time, the career conference will include all affiliated campuses of the University of Montana as well as Salish Kootenai College and Flathead Valley Community College. Call Anna Kloss or Eric R. Smith at 243-4613 for more information.

**Translating Text**—UM's Disability Services for Students has been invited to participate in a national pilot project for the production of electronic text, which provides printed materials in an accessible computerized format to students with print disabilities. DSS qualified by placing second in a

nationwide survey conducted by Recording for the Blind and Dyslexic of Princeton, N.J. The survey reviewed the ability of 16 colleges and universities to provide electronic text. UM is in good company for the pilot program. Other participants are UCLA, the College of St. Catherine in Minneapolis, Arizona State University and Ball State University in Indiana. Each school produces electronic text to give students access to academic information, and then passes it on to RFBC for distribution to people with print disabilities worldwide.

**Help in Humanities**—The Montana Committee for the Humanities, which provides grants and services for public programs in the humanities, is



seeking applicants for its governing board. Up to three new volunteer members will be chosen at the committee's December meeting to replace Bozeman,

Glendive and Missoula members whose terms have expired. The committee consists of 19 members, half are scholars in the humanities and half represent the general public. Four members are appointed by the governor; 15 are elected by sitting board members. The committee seeks balanced geographic, gender, ethnic and academic representation. Members serve for four years. Applicants must submit two letters of recommendation, a résumé and a letter declaring willingness to serve to: Montana Committee for the Humanities, P.O. Box 8036, Missoula, 59807, by Oct. 30. Call (406)243-6022 for more information.

**Season Starts**—UM's Theatre & Dance season opens Tuesday, Oct. 31, with "Blithe Spirit," a clever Noel Coward farce about an eccentric medium and a man who must face his jealous former wives when they return from the afterlife to haunt him. The play will run through Saturday, Nov. 4, at the Montana Theatre in the Performing Arts and Radio/Television Center. Cost is \$10 for general admission and \$9 for students and senior citizens.

## CALENDAR

### Thursday, Oct. 5

**Outdoor Lecture/Film Series—**"Sandpoint to the Sawtooth—A Climbing Tour in Idaho," by Doug Colwell, UM alumnus and veteran climber, 7 p.m., Urey Lecture Hall. Free.

### Friday, Oct. 6

**Painting exhibit—**by artist Andrew L. Hofmeister, through October 28, 8 a.m.-noon and 1-5 p.m. weekdays, 11 a.m.-3 p.m. Saturdays, Paxson Gallery.

**Volleyball—**Lady Griz vs. Boise State, 7:30 p.m., Harry Adams Field House.

### Saturday, Oct. 7

**Football—**Grizzlies vs. Weber State, 1:30 p.m., Washington-Grizzly Stadium. Band Day.

**Volleyball—**Lady Griz vs. Idaho State, 7:30 p.m., Harry Adams Field House.

### Tuesday, Oct. 10

**Outdoor Lecture/Film Series—**"An Evening with Alex Lowe," top active alpine climber in the world, 7 p.m., Urey Lecture Hall.

### Sunday, Oct. 15

**Performing Arts Series—**Gamelan Sekar Jaya, music and dance of Bali, 7:30 p.m., University Theatre. Free.

### Monday, Oct. 16

**Exhibit—**Robert Granger charcoal art, 10 a.m.-4 p.m., University Center Gallery.

### Wednesday, Oct. 18

**Women's Studies brown bag—**"Anti-Choice Legislation: An Update," by Deborah Frandsen, director of Planned Parenthood, and Sally Mullen, director of Blue Mountain Clinic, noon, Law School's Pope Room. Free.

**Used Outdoor Gear Sale—**noon-5 p.m., University Center Mall. Call 243-5172 for details.

### Friday, Oct. 20

**Volleyball—**Lady Griz vs. Weber State, 7:30 p.m., Harry Adams Field House.

### Saturday, Oct. 21

**Volleyball—**Lady Griz vs. Northern Arizona, 7:30 p.m., Harry Adams Field House.

### Wednesday, Oct. 25

**Soccer—**Lady Griz vs. Hawaii, 2 p.m., UM South Campus Field.

**Outdoor Lecture/Film Series—**"The Bear Facts - Grizzlies in the Northern Continental Ecosystem," by Greg Smith, 7 p.m., Urey Lecture Hall.

## President's Lecture Series features militia, music topics in October

A leading authority on George Washington and military history will examine the historical context of the militia in America Thursday, Oct. 5, at UM.

Don Higginbotham, Dowd Professor at the University of North Carolina at Chapel Hill, will present "Fears of a Federalized Militia: The Second Amendment in Historical Context," at 8 p.m. in the Montana Theatre.



Higginbotham

Higginbotham is the second speaker in the 1995-96 President's Lecture Series. All lectures are free and open to the public.

Higginbotham is the author of seven books, including "The War of American Independence: Military Attitudes, Policy and Practice, 1763-1789," first published by Macmillan in 1969. He has penned countless articles and essays on the American Revolution and Washington.

"He is probably the leading American

scholar on the subject of George Washington and the military history of the American Revolution," said Harry Fritz, UM history professor. "He is number one, top of the heap."

The series will feature "A Beethoven Evening with Ignat Solzhenitsyn," Thursday, Oct. 12, at 8 p.m. in the Music Recital Hall. The 22-year-old son of exiled Russian author Alexander Solzhenitsyn, pianist Ignat Solzhenitsyn is widely regarded as one of the most versatile young musicians in the nation.



Solzhenitsyn

He has performed at Carnegie Hall and virtually every major hall on the concert circuit.

"He gives us the added advantage of his Harvard training and a very deep knowledge of the history of the music he plays," said Richard Drake, UM history professor and organizer of the lecture series.

## KUFM receives broadcasting boost to the tune of \$494,000

A \$494,000 grant to UM from the U.S. Department of Commerce will add more than 100,000 Montanans to KUFM-radio's potential listening audience and improve service to some areas of the state already receiving the station's programming.



The grant goes to KUFM's Signal Extension Project for buying telecommunications equipment to upgrade the station's origination facilities in the UM Performing Arts and Radio/Television Center. The improved facilities will provide new service to Dillon and better service to Butte, Hamilton, Helena and Kalispell.

With the new equipment KUFM's current microwave delivery system will be expanded to include a satellite delivery system, which is better suited to Montana's mountainous terrain. The station's digital signal will be uplinked

to a satellite, then downlinked to receivers and transmitted to the extended service area.

"The Signal Extension Project has long been a dream of both the station and fans of public radio," said Madelaine Thompson, the station's assistant director of development. For years, KUFM has received requests from people in areas without access to extend the signal to their communities.

The federal grant, awarded under the National Telecommunications and Information Administration's Public Telecommunications Facilities Program, will provide 75 percent of the total cost of the project. KUFM staff will need to raise another \$175,000 in gifts and grants from individuals, businesses, foundations and other granting agencies.

Established in 1962, the Public Telecommunications Facilities Program has awarded about \$500 million to improve public telecommunications services, helping extend public radio to nearly 90 percent of the U.S. population.