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# Main Hall <sup>to</sup> Main St.

Vol. 4, No. 6

Connecting Campus and Community

October 1998



Glazed popcorn in UM spirit colors and an array of sauces are among the new Grizzly Edibles snack line now on store shelves.

## Griz grub satisfies bear of an appetite

Grizzily fans quenched their thirst with bottles of UM spring water in record numbers last year, placing the University fifth in sales among colleges nationwide. Now a line of Grizzly snack foods has hit Montana grocery store shelves just in time for football-season tailgating.

The University has added more flavor to its logo products in the form of marinara sauce, bear-shaped pasta, salsa, bean dip, con queso and tortilla chips in UM spirit colors. The products carry the Montana Grizzlies label and sell at prices ranging from \$2.49 to \$3.99.

"Grizzly Edibles," as the new products are called, can be purchased at Missoula stores, including Albertson's, Bi-Lo Foods, Hennessy's, Rosauer's, Osco Drug, Wal-Mart and The Bookstore at UM.

The new Griz grub also can be found in stores in the Bitterroot and Flathead valleys, said Bob Frazier, executive assistant to UM President George Dennison and the man behind the new product push.

Based on successful logo sales, UM was selected to join Alabama, Auburn, Georgia, Georgia Tech, Michigan, Penn State and Tennessee in introducing

these tasty edibles, which are provided by Collegiate Cuisine.

UM ranks 40th in overall logo sales among the 175 universities nationwide that are represented by the Atlanta-based Collegiate Licensing Co. Marked increases in sales came on the heels of the Grizzly football team's I-AA National Championship title in 1995 and when UM returned to the tradition of using the original spirit colors of maroon and silver in 1996, according to Brian White, university service representative for Collegiate Licensing Co.

"This university has some of the most incredible support I've seen," White told members of the UM President's Advisory Council during its mid-September meeting on campus.

UM will tap into another new market in 1999 when Mattel introduces its line of "Collegiate Barbie" collector dolls, including one outfitted as a Grizzly cheerleader. UM is the only Division I-AA school among 29 Division I-A schools launching the collector Barbie. The UM doll will sell nationwide as part of a collection that includes Florida State, Michigan, Florida and Tennessee.

Also expected in early 1999 is a miniature Monte the Bear version of a bean-filled plush toy.

## Dennison wins leadership award

President George M. Dennison's leadership and vision at The University of Montana have captured the attention of peer institutions across the Northwest.

Dennison will receive the prestigious 1999 Council for Advancement and Support of Education District VIII Leadership Award during the organization's annual conference Feb. 22 in Portland, Ore. This CASE award was started in 1993 to recognize an education leader for outstanding efforts to promote the understanding and support of education within its member institutions of colleges, universities and schools.

The award reflects Dennison's leadership, support of and participation in institutional advancement, and recognition and respect by his peers for his accomplishments, said Cassie S. McVeety, CASE VIII board of directors chair.

Criteria for the award include a leader's ability to create a vision for an institution, establish a positive image for the institution, effectively lead an institution through turbulent or austere times, and increase its stature in and service to the community.

Under Dennison's leadership, funded research at UM has increased each year — from \$7 million when he arrived in 1990, to more than \$26 million in 1997-98. He has spearheaded the most ambitious construction phase in the institution's history and led the most successful Capital Campaign in the history of higher education in Montana, raising more than \$71 million for UM.

CASE District VIII is comprised of professionals in fund-raising, alumni associations, communications, government relations and student recruiting services at educational institutions in Montana, Idaho, Washington, Oregon, Alaska and four Canadian provinces.

Past award recipients include Samuel Smith, president of Washington State University, and John Byrne, president of Oregon State University.



# Making Money:

Business school wins D.A. Davidson's intercollegiate investment contest

**F**inance 495 at UM is one unique class, since it's not every day that business students get to play with \$50,000 in cold hard cash, investing the money where they will.

The money comes from the D.A. Davidson Student Investment Fund. D.A. Davidson & Co., an investment firm headquartered in Great Falls with 26 branch offices in the Northwest, offers the fund to select institutions, giving business students an opportunity to apply real money and modern financial theory to investment decisions and actual market transactions.

During the past year UM competed against eight other universities in the Northwest to see whose business students could squeeze the most profit from \$50,000. UM came out well ahead of the pack with a 12.49 percent increase in its portfolio, and due to the rather bearish turn the market has taken of late, it was the only university to post a positive gain. UM's closest competitor lost 6.9 percent, and the last-place institution was down 31 percent.

The mentor for the 15 students in UM's Finance 495 was Philip Perszyk, an adjunct faculty member for the School of Business Administration and a financial consultant for D.A. Davidson of Missoula. Perszyk said the universities participating in the contest get to keep half of any profits earned beyond 5 percent, and this year he was able to present a check for \$1,855 to the UM business school.

"It's pretty gratifying to finish at a 12.49 percent increase considering the market we are in," Perszyk said. "I've been teaching the class for seven or eight years, and this is the first time we've seen losses like this. Seven of the eight participating schools lost money, and D.A. Davidson assumes those losses."

The investment fund program was started in 1985. Over the years the number of participating institutions has swelled to include UM, MSU, the University of Idaho, Boise State University, Washington State University, Carroll College, MSU-Billings and Gonzaga University. Brigham Young University will join the program next year.

Perszyk said Finance 495 is a three-credit fall semester class for seniors. After Sept. 1 the students may begin altering their starting portfolio of \$50,000. The program allows students to invest in bonds, but Perszyk limits his classes to buying stocks.

Last year's class actually involved much more than "playing" with money. Students wrote three major papers, and Perszyk said some students get scared off by the amount of work



**Philip L. Perszyk (center), associate vice president/financial consultant for D.A. Davidson of Missoula, presents business school Dean Larry Gianchetta (left) and accounting/finance chair Bruce Budge with a check for \$1,855.**

involved. He also brought in numerous guest lecturers — such as a bond trader and the finance manager for the city of Missoula.

"Then I set students to work examining the existing portfolio," he said. "By mid-semester they give an oral presentation on which stocks they would sell, which they would keep and then tell why. Then we vote democratically to sell portions of or all of the portfolio. I've found students are very serious in this decision making. I have veto power, but I've never had to use it. Our final business decisions are made in December."

Perszyk said students are inclined toward aggressive investments at first, but then they become more conservative as the semester progresses, learning that safer, long-term investment strategies usually pay larger dividends in the end.

An associate vice president for D.A. Davidson, Perszyk committed about 120 hours a semester to teaching Finance 495. UM will be losing a good deal this semester, since Perszyk has decided to take a year off from teaching the class, and he normally returns his salary to the University. However, the University welcomes Tim Kato, Perszyk's fellow D.A. Davidson financial consultant, who is teaching the class this semester.

—Cary Shimek, *University Relations*

## Mansfield Conference examines living and dying well

**A** Tibetan Buddhist monk and psychologist, a Harvard professor of medical anthropology, and a physician who edited the nation's first textbook on complementary and alternative medicine will be featured Oct. 16-20 at the 14th Annual Mansfield Conference.

The conference, titled "The Healing Arts in American and Asian Cultures: A Conference on Living and Dying Well," will be held on the UM campus and in surrounding venues. It will examine integrative medicine — a health-care approach that seeks to join traditional and alternative styles of healing — and look at ways to bridge Asian and American traditions in the pursuit of living and dying well.

The event will include a Korean music and dance performance, panel discussions, film and art exhibitions, workshops, and a health information fair. Phil West, director of the Maureen and Mike Mansfield Center, said the conference will bring together medical experts, complementary and long-term health-care providers, and artists in an effort to foster discussion throughout the western Montana community.

Conference highlights will include:

- "Dying Healthy: Lessons Learned From the East and West" by Marjorie Kagawa-Singer, who researches and writes extensively about the interplay among cancer, nursing and ethnicity. She will speak Oct. 16 at 7:30 p.m. in Christ the King Church, 1400 Gerald Ave.
- "The Integration of Western Psychotherapy With Tibetan Buddhist Concepts in Working With Dying People" by Lobsang Rappag, who authored "The Tibetan Book of Healing." He will speak Oct. 17 at 7:30 p.m. in Christ the King Church.
- A performance of Korean music and dance, including the traditional mask dance and p'ansori storytelling art, Oct. 20 at 7:30 p.m. in the University Theatre.

The Mansfield Center is co-sponsoring the conference with The Missoula Demonstration Project. The conference is designed for public and professional audiences, and all events are free. A full conference schedule is available on the Mansfield Center Web site at <http://www.umt.edu/mansfield> or by calling (406) 243-2988.



# Bear Briefs

**UM Thankful**—Community Days has been revived by UM as a way of thanking alumni and friends outside Missoula for their support of campus and its programs. Fans are honored first at a reception in their communities, then during a home football game at Washington-Grizzly Stadium. Special tribute is paid to individuals who are recognized with UM's Community Service Award. Those honored with the award to date are Bill and Ann Ruegamer of Billings, Ian and Nancy Davidson of Great Falls, and George Ostrom of Kalispell. More Community Service Awards will be presented this fall to other UM boosters.

**Paddler's Paradise**—UM enjoys a long-standing national reputation for its strong academic programs and affordable tuition. More recently it has been known for its national championship football team. Now the University is known for having prime paddling close at hand. Paddler — an international canoeing, kayaking and rafting magazine — christened UM one of "the nation's best paddling colleges" in its September/October 1998 issue. The magazine highlighted the many close waterways for student paddlers, UM Outdoor Recreation's floatable fleet, and campus lectures about river safety.

**Before Voters**—Renewal of the six-mill levy is one of the most critical challenges facing the Montana University System in the coming year, President George Dennison said in his annual State of the University Address Aug. 28. The levy, which will appear on the November general election ballot, provides about \$140 million to the system over 10 years, with roughly half that amount coming to UM. Passage of Referendum 113 would renew the tax, but not increase it. The levy costs the owner of a \$100,000 home about \$23 per year.

**Representing Higher Ed**—Pat Williams, a senior fellow at UM's Center for the Rocky Mountain West and former U.S. representative for Montana, has been named to the Association of Governing Boards of Universities and Colleges. The association, headquartered in Washington, D.C., serves as a continuing education resource for higher education administrators by providing workshops, publications, consulting and other services.

**Top Bear**—The new body in the "Monte the Grizzly Bear" costume showed some real bear flair at a recent regional cheerleading and mascot camp in Washington: He walked away with first place in overall performance. He also placed first in skits and brought home the leadership award, which is voted on by all of the mascots at the camp.

The new Monte, who must remain anonymous according to mascot etiquette, replaces Scott Stiegler, who graduated last May after going incognito for five years.

**Griz Central**—UM graduates will never know the hassles and long lines those who came before them had to endure during registration, thanks to the premiere this fall of Griz Central. The new service brings together under one roof most of the

services students pay for, said Registrar Phil Bain.

Housed on the newly renovated second floor of the Lodge, the center allows students to register for classes, deal with financial aid, pick up a Griz Card, and pay residence hall, dining and parking fees.

**Stay Connected**—UM-Missoula began the academic year with a new Web home page that features graphics and an expanded menu. Check daily for information on academic events, campus lectures and concerts, Grizzly sports and other items of interest to the community. UM's Web site is <http://www.umt.edu>.

**Family Weekend**—Family and friends of UM students are invited to campus Friday through Sunday, Oct. 16-18, for Family Weekend. Open houses, receptions, meals and a Grizzly football match against the Northern Arizona Lumberjacks are planned for visiting relatives. For more information, call Bridgit Sommer, UM community relations and outreach coordinator, at 243-2488.

**Export Assistance**—The U.S. Department of Commerce has opened its first-ever Export Assistance Center in Montana, and it's located at UM in the Montana World Trade Center. Staffed

by Mark Peters, a representative of the Commerce Department's Commercial Service, the EAC will support international expansion efforts of Montana companies and offer export counseling and trade finance services.

Previously, Montanans had to travel to Boise, Idaho, for the nearest access to Commerce Department information or wait for a commerce representative to swing through the state once a year.

**Fine Dining**—Visitors to special events on campus can attest to what the National Association of College and University Food Services proclaimed in July: UM's Dining Services is tops. Dining Services won the grand prize in the Catering Special Event category at the NACUFS conference. The award recognized the services' catering performance for the Region VIII NACUFS conference held on campus in spring 1997.

UM also received a second-place award for a residence halls dining experience that featured American Indian foods, spirituality and culture.

**New Face**—An Alabama university administrator has taken the helm of the UM Foundation. Fred Brooke Lee, former vice president for university advancement at the University of Alabama at Birmingham, began his duties in September. He brings 19 years of experience in fund raising for higher education.

Lee replaces Larry Morlan, who resigned from the post May 1 and recently accepted a position at Illinois State University. Sharen Peters, the foundation's associate executive director, served as interim executive director.

**Another New Face**—V. Scott Cole, former chief planning officer at Arizona State University, was hired during the summer to replace Jim Todd as UM's vice president for administration and finance. While at ASU, Cole developed a \$234 million five-year capital improvement plan for the state's university system campuses.

Associate Vice President Rosi Keller filled in until Cole's arrival in mid-August. Meanwhile Todd, who retired July 1, is not forgotten. The new continuing education and printing services building on the east side of campus has been renamed the James E. Todd Building in his honor.



# UM merger saves \$11 million

University of Montana President George Dennison knew that merging the Montana University System would result in savings. But the \$11 million he recently reported to the State Board of Regents took even him by surprise.

The savings has come over the four years since the merger of UM with Montana Tech, Western Montana College and the Helena College of Technology.

The savings aren't "all hard cash,"

Dennison said, "but it is benefits of one kind or another that came along with restructuring."

Efficiencies that translated into savings were in sharing of administrative services and consolidation of revenues and debt service. The biggest savings — about \$3.3 million — occurred when all of the campuses bought the same computer system.

UM's merger with Missoula's vocational technical center resulted in about \$1.67 million saved.

## UM-Missoula maintains enrollment

Another record was shattered this fall when UM-Missoula posted a slight increase in its student headcount, enrolling 12,157 — 33 students more than during fall semester 1997.

Full-time equivalents (FTEs) also rose to 10,924, an increase of 49. An FTE represents 15 undergraduate or 12 graduate semester credits.

UM recorded an 11 percent increase in graduate student enrollment, up

from 1,301 to 1,441. Of UM's total number of students, 8,539 are from Montana. Non-resident students total 3,618.

"We didn't anticipate a large increase this fall, so these numbers look good," UM President George Dennison said. "It shows that students still find The University of Montana an attractive place to attend school. We're particularly pleased with the graduate student enrollment increase."

## UM, FVCC offer dual admission

Students will have an easier time transferring from a two-year college to a four-year institution, thanks to a partnership between The University of Montana and Flathead Valley Community College in Kalispell.

An agreement signed last month by UM President George Dennison and FVCC President David Beyer makes it easier for students to transfer from FVCC to one of UM's four campuses.

A dual admission application form will allow students to apply to FVCC and

UM. Students enrolling in the program will not pay an application fee at the time of entry to FVCC or when they transfer to a UM campus.

Students will receive a UM student ID card allowing limited campus use, such as library services.

UM also will accept equivalent classes toward general requirements for FVCC students who do not have a degree.

The dual admissions program is one of several partnerships between the two institutions.

## Radio takes Grizzlies statewide

Fans across Montana can track Grizzly football with the turn of a radio dial this fall.

Included in the Grizzly Football Network are KGHL-AM, Billings; KOPR-FM, Butte; KXGN-AM, Glendive; KMON-AM, Great Falls; KLYQ-AM, Hamilton; KPQX-FM, Havre; KCAP-AM, Helena; KOFI-AM, Kalispell; KXLO-AM, Lewistown; KPRK-AM, Livingston; KMTA-AM and KKRY-FM, Miles City; KGVO-AM Missoula; KATQ-FM, Plentywood; KCGM-FM, Scobey; and KSEN-AM, Shelby.

Listeners also can find out about current events, research and issues on campus by tuning into the games' half-time shows, which feature interviews with UM faculty and administrators. The broadcast is provided by Grizzly flagship radio station KGVO in Missoula.

Mick Holien is the "Voice of the Grizzlies" on the air. He entered his sixth season this year as the play-by-play announcer for Grizzly football and basketball. Scott Gurnsey, a Grizzly wide receiver from 1991 to 1994, provides color for the broadcasts.

## UM Calendar

### Wednesday, Oct. 14

**Big Sky 1998 Career Fair**— 10 a.m.-4 p.m., University Center Ballroom. To feature your business, contact UM Office of Career Services at (406) 243-2022.

**Art exhibits**—"Elaborate Expressions" by artist Nathan Perry, 10 a.m.-4 p.m., Mon.-Fri., through Oct. 30, University Center Gallery; also prints and sculpture by Richard Mock and Compositions in Neurotopography — Skins, Tents and Other Undressings by Julia M. Becker, 11 a.m.-3 p.m., Mon.-Sat., through Oct. 24, Gallery of Visual Arts, Social Science Building. Free.

**Drama production**—"Laughter On The 23rd Floor," 7:30 p.m. nightly through Oct. 17, Masquer Theatre, Performing Arts and Radio/TV Center. Tickets \$9/general, \$8/students and senior citizens; call 243-4581.

### Saturday, Oct. 17

**Football**—Grizzlies vs. Northern Arizona Lumberjacks, 1:05 p.m., Washington-Grizzly Stadium.

### Wednesday, Oct. 21

**Used Outdoor Gear Sale**— noon-5 p.m., public sale, University Center Atrium.

### Thursday, Oct. 22

**President's Lecture Series**—"Devolution, Federalism and the Tenth Amendment," by Ann O'M. Bowman, government and international studies professor at the University of South Carolina, 8 p.m., Montana Theatre, Performing Arts and Radio/TV Center. Free.

### Monday, Oct. 26

**Candidates' Debate**—Pi Sigma Alpha and the League of Women Voters host the 1998 U.S. House debate between Republican incumbent Rick Hill and Democratic challenger Dusty Deschamps, 7 p.m., Montana Theatre.

### Saturday, Oct. 31

**UM Days**—for high school juniors and seniors and their parents. Register by Thursday, Oct. 29, by calling (800) 462-8636 or 243-6266 or e-mail [admiss@selway.umt.edu](mailto:admiss@selway.umt.edu).



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