

LSU TODAY

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IN BRIEF

Geoscience museum seeking funds, name

The LSU Museum of Geoscience is looking for a \$300,000 endowment to support its new Dinotrek exhibit building.

The endowment will be used to purchase new equipment, "hands-on" science exhibits like the museum's dinosaur-building computer, retire some leftover construction debt and help to maintain the building.

Museum Director Judith Schiebout is also looking for a name for the Dinotrek exhibit building. Proposed names for buildings must be submitted through campus channels for the LSU Board of Supervisors for approval.

Ethyl gives \$275,000 manufacturing system

Ethyl Corp. has given LSU a \$275,000 system to upgrade computer-aided manufacturing research.

L. Ken Keys, chairman of the industrial and manufacturing systems engineering department, said the new system will become part of the department's integrated manufacturing system program. It will be used primarily by Associate Professor Robert C. McIlhenny, in conjunction with Professor John R. Collier, for development of a high efficiency manufacturing system that produces plastic products from the state's oil byproducts.

Funding for new professorship begun

Robert D. Anding, former manager of the Baton Rouge Exxon chemical plant, has initiated funding for a \$100,000 professorship in chemical engineering at LSU.

College of Engineering Dean Edward McLaughlin said Anding will contribute \$15,000, which will be matched three-for-one by Exxon for a total of \$60,000. The gift will in turn be matched with \$40,000 from the Louisiana Education Quality Support Fund.

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TREE TRIMMING—A 19-foot-tall Christmas tree appeared in the courtyard of the School of Veterinary Medicine last week, the first time in more than four years. A bake sale was held last Wednesday to help raise some money to buy decorations. In the meantime, various members of the school strung lights and garlands to begin the decorating. They are, beginning bottom left and continuing counterclockwise, Vicki Smith, Jerrold Haldiman, John Bryant, Thomas Howze and Harry Howgill.

United Way goal reached at record pace

Although the campaign has not officially ended, the 1990 LSU United Way campaign has already made it mark in history.



As of the Friday before Thanksgiving, the LSU community had donated \$145,205, Dale said.

Todd Barre, budget and planning, said more than 25 percent of the campus has been recorded as participants, but that number is expected to rise by the end of the campaign, the first week of December.

Barre said 259 pledged their "fair share," or 60 cents for every \$100 they earn. In addition, 27 employees promised their "super share," or \$1 for every \$100 they earn.

Kudos go to area coordinator Loren Scott and the College of Business Administration for garnering more than 43 percent participation in this year's campaign, capturing the 1990 Pace Setters award.

Scott said his strategy for the college was simple. He wrote let-

ters to the faculty expressing his feelings for the importance of the United Way campaign. In turn, Scott asked the deans and department heads to write letters giving their opinions.

Apparently, it worked.

In a letter to area coordinators and contributors to the campaign, V. David DeVillier, special assistant to the chancellor and director

of the LSU United Way campaign, said the participation by the LSU community "evidences in a material way, the sense of purpose shared by so many at our beloved University.

"I thank you, and Chancellor Davis joins me by expressing the gratitude of all at LSU for a job well done."

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Curley Hallman era now underway

Hudson (Curley) Hallman has been named the 28th head football coach of the LSU Tigers, pending final approval by the LSU Board of Supervisors.

The LSU Athletic Council voted unanimously Nov. 27 to recommend the 43-year-old Hallman, who has been head coach at the University of Southern Mississippi since 1988.

Immediately afterward, Hallman appeared with Chancellor William E. Davis and Athletic Director Joe Dean at a news conference.

Hallman will receive a five-year contract with a base salary of \$85,000 per year, subject to approval by the Board of Supervisors. The board's next regular meeting is scheduled for Dec. 7.

Hallman, a 23-year coaching veteran, said he is "happy and excited" about being at LSU. "LSU is one of the great schools in the country," he said, and "I hope I can be here a long time. I hope I can retire at LSU." Coaching at a major university like LSU, he said, has been one of his long-time goals.

"I can't promise victories," Hallman said, but he said his teams "will play hard, play smart and the fans will be proud of them." Hallman said his coaching philosophy involves hard work,



Hallman addresses the media during his first news conference as LSU head football coach.

discipline and concentration. He said his life-long association with coaching has taught him that "if you work hard enough, long enough, you will be successful."

Louisiana, and especially Baton Rouge, will be the nucleus of his recruiting, Hallman said.

"I know how much LSU fans love their football. They're not going to be patient. They want to win."

During his career, Hallman served 17 years as a college assistant coach under some of the best known coaches in the country, including the late Bear Bryant at Alabama, Jackie Sherrill and Gene Stallings at Texas A&M, Danny Ford at Clemson and Richard Williamson at Memphis State. He coached on two national championship teams, at Clemson and Alabama. In addition, as a player and coach, Hallman has participated in 11 bowl games and has been associated with eight conference champions.

At the University of Southern Mississippi, he established a win-

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New logo, letterhead format adopted for LSU

A new letterhead design has been announced for the LSU and A&M campus by Chancellor William E. Davis.

The redesigned letterhead makes use of a new graphic symbol, or logo, that Chancellor Davis has approved for use in developing a visual identity program for LSU. The visual identity package will include letterheads, envelopes, business cards, mailing labels, publications and advertising produced by University departments.

The chancellor has directed that the university's printing department—Graphic Services—begin using this new design format on all stationery orders received in the future. To avoid waste, departments are requested to use up all current stationery before switching to the new letterhead.

Departments will have the option of printing stationery on



white or ivory stock with the watermarked seal of the University. The ink can be purple and black, just purple, or just black (in case of mass mailings).

The new letterhead makes more prominent use of the name of the University within a bolder,

yet simpler, format, and allows the department name to be used at the top with the address at the bottom of the page. Use of this new letterhead by all offices is expected to reinforce the identity of the University and help establish a uniform graphic image for consistent marketing of the institution.

The chancellor directed that any problems in accommodating correspondence requirements within the new format should be called to the attention of the Office of Public Relations which is responsible for developing the uniform graphic image. Exceptions to the letterhead are discouraged, and any deviation must have prior approval of the Office of Public Relations.

A graphics standards manual is being produced by public relations to establish guidelines on use of the new logo which incor-

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Self-guided tour of library on cassette

With a collection of more than 2 million volumes, 2 million microform holdings and 7 million manuscripts, the LSU library system contains enough information to satisfy the majority of people—if only they could get at it.

In an effort to help library users find material, Middleton Library has designed a taped-cassette tour. The pilot program helps familiarize newcomers and refresh established patrons to the resources of the library.

The self-guided tour walks participants through all public areas of the library while explaining how to locate various resources. It introduces users to LOLA, the online card catalog system, and to the several CD-ROM indexes to periodicals and government publications.

Each floor is illustrated and explained, including the Business Administration/Government Documents collection, Listening Room and Instructional Materials Center in the basement; the Ref-

erence Department, Reserve Area and Circulation Department on the first floor; and Microforms/Newspaper collection, Serials Room and Copy Services on the second floor.

The tour also tells users of other libraries on campus.

Available from the Reserve Desk in the Circulation Area of the first floor, the cassette tour takes about 25 minutes to complete and is free.

After 12 weeks, the program received very favorable reviews, according to library staff members. "After taking the tour, participants generally feel more confident about their ability to use the library," said Gayle Poirier, the reference librarian who wrote the script for the tour.

The tour was designed and developed by the reference staff of Middleton Library and was produced by K.C. Hoppood, a local radio professional, and Joey Newton, an LSU student, who volunteered their services.



INAUGURAL TALK—Department of Chemical Engineering Professor Louis Thibodeaux, left, director of the LSU Hazardous Waste Research Center, recently presented the inaugural lecture to mark his being named the Jesse Coates Professor of Engineering. He is shown with Jesse Coates, former chemical engineering professor and departmental chair, who served LSU for 37 years.

Alumni Association names new board

James R. Peltier, a Thibodaux dental surgeon, was elected president of the LSU Alumni Association board of directors at the group's recent annual membership meeting.

Mary Lou Applewhite, who has represented the 2nd Congressional District since 1988, was chosen president-elect. Dallas finance and real estate consultant W. Griffin Jones, who served as the association's 1990 president, will remain on the board as immediate past president when Peltier assumes the one-year presidential term Jan. 1.

New Orleans physician Jack A. Andonie was elected to fill Applewhite's unexpired seat as representative for the 2nd district.

Other changes in the association's board include the election of Michael Valentino, the New Orleans owner and manager of French Quarter Hotels, to represent the 1st district; Jerry E. Shea Jr., president of Bayou Management Services Inc., to represent the 3rd district; Charles S. Smith, an attorney from Monroe, to represent the 5th district; and Richard C. Oustalet, a Jennings automobile dealer, to represent the 7th district.

J.C. Johnson of Sibley and William H. McMillian of ARCO Oil and Gas Co. in Dallas were re-elected to serve as at-large representatives.

The board members will serve two-year terms beginning Jan. 1, 1991.

Brent Steven Honore of Hon-

ore Harvey Construction Co. in Baton Rouge was elected as alumni representative to the LSU Athletic Council, and Donna "Tutta" Vetter was elected to a one-year, at-large seat. Edward E. Jeffries, a Baton Rouge family physician, will serve another year as National Fund chairman.

Senate discusses smoking policy

Todd Pourciau, president of the Staff Senate, explained a new university smoking policy to senators present at the Nov. 21 meeting.

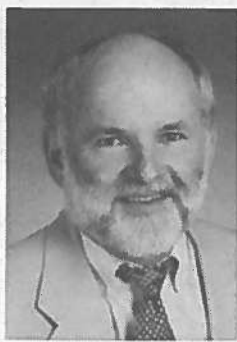
Pourciau said the policy will allow for persons working in individual buildings on campus to make decisions regarding designated smoking areas.

Pourciau, who, along with Nisha Jain of the Chancellor's Office and Ralph Kinney, president of the LSU Faculty Senate, is working to form an affirmative action advisory board for LSU, said 60 names had been submitted for membership and that he would meet with the executive committee of the Staff Senate to work on the selection of 12 persons for the board.

Governor Buddy Roemer has, Pourciau told the senators, denied the request by the LSU Black Faculty and Staff Caucus for the creation of a statewide bi-racial committee. Pourciau said he wrote a letter to Roemer in support of the creation of this committee.

Pourciau requested volunteers for an ad hoc committee on fund raising for the Staff Senate

PEOPLE AT LSU



Attoe

Kimberly Arp, art (printmaking), won first place in the fourth annual juried art exhibition held in the LSU Union. JoAnn Moser, chief curator for the Department of Graphic Arts at the Smithsonian Institution, with exhibit participants, selected the winners, which were chosen from 242 drawings and paintings by more than 80 artists.

Wayne Attoe, architecture, has had *The Architecture of Ricardo Legoretta* published by the University of Texas Press. Attoe edited the book about the prominent Mexican architect.

Dinos Constantinides, music, has been invited to become a member of the advisory board of the National Association of Composers USA. The invitation came from NAC president and noted composer Marshall Bialosky.

Ruall Jordan Cook, social work, has been appointed to the advisory committee of the Louisiana Commission on Promoting Self Esteem.

Joanne K. Daniloff, veterinary anatomy, attended the annual meeting of the Society for Neuroscience in St. Louis, Mo., where she presented "Trans-

scholarship. The senate agreed to have a Christmas buffet at its Dec. 19 meeting. Logo

Senate discusses smoking policy

The senate agreed to have a Christmas buffet at its Dec. 19 meeting.

Logo
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porates Memorial Tower in an enclosed arch with LSU at the bottom.

The adoption of this visual identity program comes after many months of review of graphic symbols produced by LSU design students and professionals in public relations. The new logo and letterhead design was developed by Judy Johnson, a graphic designer in public relations.

"After utilizing many focus groups for feedback, it became clear that most people consider Memorial Tower the central landmark unique to the LSU campus," said Garry Ballard, director of public relations. "Therefore, we focused on a simple visual element utilizing the tower."

Ballard said that by bringing some uniformity to campus letterheads, mailing labels and other printed materials, "we should be able to do a better marketing job as well as reduce printing costs for campus departments."



Cook

planted Schwann Cell Cultures Support Regeneration in Severed Nerves."

Edouard Glissant, French and Italian, attended an international colloquium in Portugal in October, the subject of which was his writings. More than 40 scholars from France, Spain, Portugal, Germany, Greece, Ireland, Brazil and the United States presented lectures on Glissant's poetry, theater, novels and essays on poetics, philosophy and cultural theory. The gathering was sponsored by the city of Porto, the Spanish Institute of Culture, the Chamber of Commerce of Porto and other private and commercial foundations.

S.S. Iyengar, computer science, has received two grants and a contract. He was awarded \$58,302 from the Board of Regents Louisiana Education Quality Support Fund for the project "Fault Tolerant Distributed Sensor Network Structures." The National Science Foundation gave him \$5,000 for an LSU-SU-UNO distinguished lecture series in robotics. He has also received a contract for \$32,198 from the Department of Energy for "A Study on Intelligent Control of HERMES III Using APS in Real Time Environment." Iyengar was also appointed to the editorial board of the *Journal of Computer Science and Informatics*.

L. Ken Keys, industrial and manufacturing systems, spoke on revitalization of American manufacturing during a panel discussion at the dual meeting of the Institute of Industrial Engineers Integrated Systems and the Soci-



Glissant



Mohan

ety for Integrated Manufacturing held recently in San Antonio, Texas.

W.H. Koppenol, chemistry, presented an invited lecture, "Catalysis of Oxyradical Reaction by Iron," at the fifth biennial meeting of the International Society for the Free Radical Research in Pasadena, Calif., last month. He also co-chaired a session on "Transition Metals in Oxidative Stress."

John Larkin, Margaret Henk, Haichao Wang, Randall Gayda, Ling Zheng, Alice Simmons, Douglas Braymer, Jeff Corbett and Alan Biel, all of microbiology, and Harry Roberts, coastal studies, presented papers at the South Central Branch meeting of the American Society for Microbiology last month in Little Rock, Ark.

Brij Mohan, social work, has had his book *Denial of Existence*, which was published by Charles C. Thomas, selected by the American Psychological Association for inclusion in its database. The selection is the result of a search which yielded the names of authors who had published with the top ten publishers between 1985 and 1989.

Milton Rush, plant pathology and crop physiology, served as visiting expert and instructor earlier this fall at the Atomic Energy Center in Guatemala City during a workshop on mutation breeding in rice. The workshop was sponsored by the International Atomic Energy Agency in Vienna, Austria.

L.A. consultant to direct LTRC

Peter Stopher, a public transportation management and planning consultant from Los Angeles, has been named director of the Louisiana Transportation Research Center at LSU.



Stopher

A London-educated civil engineer with a specialty in traffic studies, Stopher replaces Ara Arman, the center's first director, who retired recently.

The center is funded by the Department of Transportation and Development and draws on the expertise of engineers from all state colleges and universities.

Stopher, who will also carry

the title of professor in the Department of Civil Engineering, comes to LSU from the Applied Management and Planning Group in Los Angeles, where he was the principal and chief financial officer. He also directed the transportation planning and economic studies division of the L.A.-based Evaluation and Training Institute.

Among his many professional accomplishments, Stopher has contracted or consulted on more than 60 transportation and planning management research projects in California, Colorado, Australia, Texas, Missouri, Florida, Hawaii, Puerto Rico, Michigan, Illinois, New York, Virginia, Oregon, Washington, Arizona and Washington, D.C.

—Terry English



NEW CENTER—A new \$3 million Aquaculture Research/Extension Facility soon will be ready at the Agricultural Center's Ben Hur Farm research unit south of the campus.