12-8-1993

UA11/1 On Campus, Vol. 3, No. 17

WKU University Relations

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Dr. Frank Conley, a 25-year veteran of the WKU faculty, will be among a group of distinguished alumni honored by Eastern Kentucky University at its recognition ceremony for graduates this Saturday (Dec. 11) at 4 p.m. ceremonies at Brock Auditorium.

Conley is being honored by EKU's College of Applied Arts and Technology as EKU's Department of Technology's 1993 Outstanding Alumnus.

"We are very much aware of the role that a department can play in the economic development of our state," Dr. Conley says. "The Center was established to help the University better serve the needs of business and industry in our region by providing a point of contact...with available university resources," he said, adding: "The mutual benefits that both the institution and business and industry derive from close associations are limitless. The ultimate beneficiaries are the citizens of this region."

Dr. Kenneth Mussnug directs the Center and "Dr. Mussnug does a great job and brings a great deal of expertise to the Center," Conley said.

Continued on page two
On Campus

Western Kentucky University

December 8, 1993

Bowling Green Western Symphony in Concert Friday

Celebrating Tchaikovsky with 'Winter Reveries'

An all-Tchaikovsky concert, to commemorate the 100th anniversary of the composer's death, will be presented by the Bowling Green Western Symphony Orchestra this Friday, Dec. 8 at 8 p.m. in Van Meter Auditorium. Winter Reveries will be conducted by BGWC's Music Director, Christopher Norton, and soloist will be Pianist Sylvia Kersenbaum.

The program will include Tchaikovsky's Capriccio Italian, Piano concerto No. 1 in B-flat Minor, featuring Ms. Kersenbaum, and the Symphony No. 1 in G. Minor.

Sponsoring Winter Reveries is the Medical Center at Bowling Green. Tickets are $11 for adults and $6 for students, and they are available at the Capitol Arts Center box office (745-ARTS). Tickets may also be purchased at the door the evening of the performance at Van Meter Auditorium.

Shuttle service will be provided between the parking lot at the corner of 14th and Chestnut streets and Van Meter Auditorium before and after the concert. Van Meter Auditorium is accessible to people in wheelchairs.

For more information about the concert, call 5894 on campus.

Dedicated to sunny memories

Bowling Green Attorney Jerry Parker, left, spoke last Tuesday (Dec. 1) during the dedication of a sundial near the Kentucky Building. The sundial is a gift from Parker and Bowling Green Attorney Ray Buckberry, center. The base is made from stone from the former home of WKU's founder and first President, Dr. Henry Hardin Cherry. At right is WKU President Thomas C. Meredith.

On Campus

On Campus is published biweekly on Wednesdays during the academic year and monthly during the summer by the office of University Relations: Sheila Elsom, Editor, Fred Hensley, Director of University Relations.

On Campus does not represent any special interest group. If opinions are stated in any copy, material is attributed. We reserve the right to accept or reject any material.

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Faculty and staff wishing to use Diddle Arena facilities for jogging, walking, swimming or the auxiliary gymnasium are invited to contact the Athletics Department at 3542 for times and dates facilities are available.

EKU honors Frank Conley

Continued from page one

Dr. Conley has been an active member of the community, serving as a member of the Bowling Green Municipal Utilities Board of Directors, a member of the Kiwanis Club (he was Kiwanian of the Year in 1975-76) and as a member of the Board of Directors of Service One Credit Union. In 1990, he received an award for 15 years service on the Credit Committee.

Dr. Conley works with WKU faculty to select a number of distinguished scholarships for students, and he has numerous memberships in professional societies.

"I have had a wide variety of teaching and administrative experiences and I am able to communicate with people from all walks of life," he says. "I enjoy working with people in business and industry and I firmly believe that lifelong learning is a primary answer to the problem of the decline of American Industry. "Industries must educate and re-educate their workers if productivity and quality are to be improved. Economic development of a community is directly dependent upon educational opportunities."
This friendly face of Carol Barksdale, a member of the Office of University Relations staff, can't help but put us in the holiday spirit! Carol and Frosty were captured on camera answering the phone at the Wetherby Administration Building Information Desk. Their smiles, on behalf of all of us in Institutional Advancement, wish all of you

Happy Holidays!

By giving Kentucky's universities more, you're giving our children more.

The success of the Kentucky Education Reform Act hinges on the quality of our teachers. Great teachers are the products of great universities. And in Kentucky, 90 percent of all certified educators earned a degree from one of the state's public universities. By funding higher education in our state, we help ensure the excellence of university programs that train our teachers.

Adequate funding of our state universities will also help keep tuition low, which means a greater number of children gain the opportunity to go to college.

If Kentucky and its citizens are to continue succeeding in the 21st century, it's critical we maintain the economic momentum created by our colleges and universities. Don't let Kentucky's economic engine run out of fuel. Support higher education: an investment in Kentucky's future.

KENTUCKY ADVOCATES FOR HIGHER EDUCATION
Academic Affairs

Dr. Livingston Alexander, Associate Vice President for Academic Affairs and Director of Graduate Studies, presented "Integrating Research on African American Students, Faculty and Administrators into Academic Practice" in Houston, Texas, Oct. 22 at the Educating One-Third of a Nation Conference sponsored by the American Council on Education.

Arts, Humanities and Social Sciences

ART

Jane-Allen McKinney has been chosen as the artist to create the sterling silver and sardonyx pins for the Nashville YWCA Academy for Women of Achievement. Wilma Rudolph, three-time Olympic gold medalist, has received one of the pins. She is also exhibiting works at the Owensboro Museum of Fine Art's Christmas exhibition through Dec. 20.

GOVERNMENT

Drs. Chris Hamilton and Steve Boillard served as external evaluators at the University of Missouri-Columbia's Student Development Conference Nov. 12-13; Dr. Hamilton on presentations of the Political Development and Social Change panels and Dr. Boillard on Nationalism and European Security panels.

HISTORY

Richard V. Salisbury, Professor, presented "Great Britain, the United States and the 1909-1910 Nicaraguan Crisis" at the 59th annual meeting of the Southern Historical Association in Orlando, Fla. Nov. 11.

MODERN LANGUAGES AND INTERCULTURAL STUDIES

Dr. Camilla A. Collins, Professor of Folk Studies, has been selected to serve on the Appeals Board of the Accrediting Council on Education in Journalism and Mass Communications for 1993-94. She regularly teaches a course on Folklore and Media.

Education and Behavioral Sciences

CONSUMER AND FAMILY SCIENCES


Business Administration

ECONOMICS

The following faculty participated at the 63rd annual meetings of the Southern Economics Association in New Orleans, La. Nov. 21-23:

Dr. Catherine Carey presented "U.S. Capacity Competition, the Investment Tax Credit, and the Dollar Fluctuation of the 1980s"; chaired a paper session dealing with Empirical Models of Exchange Rates and discussed papers concerning International Banking.

Dr. H.Y. Kim presented "The Welfare Cost of Inflation: Exact vs. Approximate Measures and discussed papers dealing with Economic Forecasting.

Dr. Charles Roberts presented "North-South Exchange Rate Differences: 1820-1830," and discussed papers dealing with Demographic Economics and Data.

Science, Technology and Health

BIOLOGY

At the 79th annual meeting of the Kentucky Academy of Science, Dr. Larry Elliott assumed duties as president for 1994. From WKU serving on the KAS board of governors are Dr. Blaine Ferrell and Dr. Val Dunham. Dunham is also director of the Kentucky Junior Academy of Science.

The following faculty presented papers at the meeting:

Dr. Nancy Dawson, Assistant Professor, Light and Electron Microscopic Investigations of a Freshwater Biflagellated Green Algae;

Dr. Joe Winstead, Professor, Sulphur in Liquidambar orientalis from Turkey;

Dr. Jeff Kent, Assistant Professor, with Jeff Stidam and John Riley of the Chemistry Department, Blood Serokin Iron Alteration in Channel Catfish as a Function of Acute Temperature Change;

Dr. Val Dunham, Professor and Graduate Student C. Wu, Purification and Characterization of a Deoxyniruonuclease from Etilated Soybeans;

Dr. Blaine Ferrell, Professor, with graduate student Shannon Yule, In Vivo and in vitro Effects of Light on Ommatidial Morphology of the Cockroach, Leucophaea maderae;

Dr. Robert Hoyt, Professor, with students Jon Barrow, Jason Slaton and David Stiles of the Agriculture Department, Effects of Large Animal Production Units on Stream Water Quality: Fish Community Assemblages and

Dr. Claire Rinehart, Assistant Professor, with graduate student Alan Simmons, Site-directed Mutagenesis of Southern Bean Mosaic Virus Protease.

Drs. Rudolph Prins and Claire Rinehart were participants at the annual meeting of the Association of Midwest College Biology Teachers Oct. 28-30 in Decatur, Ill. Dr. Prins conducted a workshop on judging pre-college science fairs, and Dr. Rinehart conducted a workshop on working with multimedia and computers in the classroom.

Dr. Prins also presented a paper on the development of biology labs for elementary education majors at the National Science Teachers Association annual meeting in Louisville Nov. 11-13.

Student Affairs

COUNSELING SERVICES CENTER

Dr. Richard Greer has been named to serve a three-year term as associate editor of the college Student Affairs Journal.

STUDENT LIFE

Mike Shanks, Janet Walls and Steve Briggs of Residence Life presented a program on Creative Components: Building Partnerships Between Students and Staff Through Training at the Southern Associa-
Helping the elderly maintain quality

Western Kentucky University will receive a $1.8 million grant from the National Institute on Aging (NIA) to become one of six new Centers for Research on Applied Gerontology. The funds received by WKU will be used by its Center to Enhance Mobility in the Elderly for the research and development of programs and products to help keep the elderly mobile by being able to continue to drive.

The project, directed by WKU psychology professor Karlene Ball, will be funded by the five-year grant. “Most grants are only for basic research,” Dr. Ball said. “This is different in that it has a direct application for creating programs and products from research to help keep people mobile and to keep visual skills optimal.”

The major project of the Center to Enhance Mobility in the Elderly is designed to promote independence by maintaining and improving skills needed for safe driving. Dr. Ball will build on her earlier work which suggests that a measure of visual attention, called the Useful Field of View, may help predict driving competence. Ball is working with several motor vehicle departments, American Association of Retired Persons, Hartford Insurance Co. and several medical schools, including Johns Hopkins Wilmer Eye Institute and The Rehabilitation Institute of Chicago.

The primary goal of the Center is to develop and evaluate new ways to prevent cognitive and attentional declines which can result in problems with everyday activities such as driving, leading to new products and opportunities for older Americans to enhance their quality of life.

The other five centers will be established at: University of Miami; Hebrew Rehabilitation Center for the Aged in Boston; Cornell University; the New England Research Institute, Inc. in Watertown, Mass.; and a consortium of the University of Georgia, Athens; Georgia Institute of Technology, Atlanta, and Memphis State University.

A benefit for WKU will be international recognition and opportunities to collaborate with other universities and private enterprises.

ABOUT YOU

Kathy Kanz, Howard Bailey and Dave Parrott presented a program on Dealing Assertibly with Cultural Difference at the Greenville conference.

University Libraries

LIBRARY PUBLIC SERVICES

Sally Ann Strickler spoke on Utopia Achieved? The Roles of Women in Shaker Society at the Austin Peay University's Women in Religion Symposium Nov. 9.

Cynthia Etkin, Assistant Professor and Government Services Supervisor, has been appointed to the Depository Library Council by Acting Public Printer of the United States Michael F. DiMario. WKU has been the home of a depository library since 1934, one of the oldest in the state, and serves the government informational needs for the 2nd Congressional District.

LIBRARY SPECIAL COLLECTIONS

Nancy Baird spoke on Entertaining the Troops: Women of the USO Camp Shows at the Southern Historical Association's 59th annual meeting in Orlando, Fla. Nov. 10-13. She also has been appointed to the SHA's membership committee. On Nov. 16 she spoke on Emil Yandell: Kentucky Sculptor to the Speed Museum & Friends of the Wome's Center at the University of Louisville.

Hardin Planetarium's The Star of Bethlehem is currently showing Tuesday and Thursday evenings at 7:30 and Sundays at 2:30 p.m., through Dec. 19.

The presentation shows the audience the Bethlehem sky around the time that Christ was born, and several astronomical possibilities for the Christmas star will be discussed. Doors open 15 minutes before show time. No one will be admitted after the lecture begins. Children 12 years and under should be accompanied by an adult. Admission is free. Call 4044 for more.

Dr. Aaron W. Hughey, assistant professor of educational leadership, and Susan Hudson Zimmermann, graduate student in the master's program in Student Affairs, had Cults on Campus published in the November issue of Talking Stick, news magazine of the Association of College and University Housing Officers International.

Dr. Ronald E. Milliman's (Marketing) article, Music: Its Effects on Buyer Emotions, Attitudes and Behavior, appeared in the September 1993 issue of CISAC Marketing Communications journal.

Dr. Lou Turley, Marketing, co-authored Foreign Language and Culture for Marketing Majors: Views from Department Heads and Coordinators, which appears in Marketing: Satisfying a Diverse Customercplace, the 1993 Southern Marketing Association Proceedings. Turley's article, Physiological Approaches to Gauging Atmospheric Effects, was published also in the same publication.

Upon request, for persons with print-related disabilities, this publication will be made available in alternative format. Please contact Huda Melky, ADA/504 Coordinator, Office of the Dean of Student Life, 2791.
COMING UP

December

8

Trees of Christmas. Continues through Dec. 20. 1115 Adams Street. Fee: $1 Adults, $5.50 Children. For more information contact the Houchens Center, 842-3416.

Doll Exhibit. Sponsored by the Kentucky Museum. The entry-way of National City Bank. Continues through Jan. 1. For more information contact Earlene Chelf, 745-5263.

“Light Up a Life Christmas Tree.” Continues through Dec. 22. Greenwood Mall. For more information contact Christi McGown, 782-9047.

8 a.m. Child Protection and the Law. Institute For Economic Development. For more information contact Martha Loveless, 745-4137.

8 a.m. New Employee Orientation. Garrett Conference Center Ballroom. For more information contact Martha Loveless, 745-4137.

8:30 a.m. WKU Art Faculty Exhibition. Continues through Dec. 15. Ivan Wilson Fine Arts Center Gallery. For more information contact Marsha Heidbrink, 745-6403.

9:30 a.m. Girl Scout Holiday Tree at the Kentucky Museum. Continues through December 17. The Kentucky Museum, WKU. Fee: $1 per child, $2 per adult, $5 per family. For more information, 842-8138.

10 a.m. Victorian Christmas Tour. Continues through Dec. 17. Historic Riverview at Hobson Grove 1100 W. Main Ave. 10 a.m.-4 p.m. Tuesday-Saturday, 1 p.m.-4 p.m. Sundays. For more information contact Sam Terry, 843-5565.

3:30 p.m. Capture the Flag Month. Sid Carr Memorial Gym. Continues through Dec. 17 (Wednesdays and Fridays). For ages 6 and up (boys and girls). For more information contact Sandra Young, 842-9063.

7:30 p.m. The Star of Bethlehem. Hardin Planetarium. Continues through Dec. 19. For more information contact Hardin Planetarium, 745-4044.

8 p.m. Hilltopper Basketball. WKU vs. North Florida. E. A. Diddle Arena. For more information contact Sports Information, 745-4298.

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Volleyball NCAA Playoffs. For more information contact Sports Information, 745-4298.

7 a.m. President’s Faculty Breakfast. Garrett Conference Center Executive Dining Room. For more information contact the President’s Office, 745-4346.

8 a.m. New Employee Orientation. Garrett Conference Center Ballroom. For more information contact Martha Loveless, 745-4137.

11 a.m. New Directions in Federal Practice. Academic Complex. For more information contact Martha Loveless, 745-4137.

3:15 p.m. Faculty Senate Meeting. Garrett Conference Center Ballroom. For more information contact Uta Ziegler, 745-2911.

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Volleyball NCAA Playoffs. For more information contact Sports Information, 745-4298.

8 a.m. New Employee Orientation. Garrett Conference Center Ballroom. For more information contact Martha Loveless, 745-4137.

3:30 p.m. Christmas Tree Ornaments. Sponsored by the Bowling Green Parks and Recreation. For ages 60 years and older. Fee: $5 for paint and supplies. For more information contact Paul Smith, 843-3249.

7 p.m. Lady Topper Basketball vs. Kentucky. E. A. Diddle Arena. For more information contact Sports Information, 745-4298.

7 p.m. Blessing of the Manger. Fountain Square Church with procession to the park. For more information contact the Fountain Square Church, 782-0037.

8 p.m. “Winter Reveries.” Bowling Green-Western Symphony Orchestra with Sylvia Kersenbaum, Piano. Dr. Christopher Norton, conducting. See story, page two, this issue. Van Meter Auditorium. Admission will be charged. For more information contact Chris Norton, 745-5894.

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4 p.m. Hilltopper Basketball vs.小额 State. E. A. Diddle Arena. For more information contact Sports Information, 745-4298.

6 p.m. A Christmas Legacy. Continues through Dec. 12. Cave Mill Baptist Church. For more information contact 842-1400.

7:30 p.m. Christmas Eve In My Home Town. Sponsored by Mammoth Cave Barbershop Chorus. Fountain Square Church. For more information contact 745-4986 or 842-3214.

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Christmas (Music) in the Cave. Sponsored by the Mammoth Cave Barbershop Chorus, the Mammoth Cave National Park. For more information contact 745-4986.

11 a.m. “There’s A Song In The Air.” Sponsored by the Meadowland Church Worship Choir. 1188 Detour Road. For more information contact 782-3262.

2:30 p.m. The Star of Bethlehem. Hardin Planetarium. Continues through Dec. 19. For more information contact Hardin Planetarium, 745-4044.

6 p.m. “A Day in a Manger.” Bowling Green Christian Church. For more information contact the Bowling Green Christian Church. 842-6231.

6 p.m. A Christmas Legacy. Continues through Dec. 12. Cave Mill Baptist Church. For more information contact 842-1400.

6 p.m. Children’s Choir Program. Sponsored by Living Hope Baptist Church. 1805 Western. For more information
13
Final examinations. Through Friday.

14

8 a.m. New Employee Orientation. Garrett Conference Center Ballroom. For more information contact Martha Loveless, 745-4137.

8 a.m. WKU Art Faculty Exhibition. Continues through Dec. 15. Ivan Wilson Fine Arts Center Gallery. For more information contact Marsha Heidbrink, 745-6403.

7 p.m. The Star of Bethlehem. Hardin Planetarium. Continues through Dec. 19. For more information contact Hardin Planetarium, 745-4044.

15

10 a.m. Private Childcare Investigations. Institute For Economic Development. For more information contact Martha Loveless, 745-4137.

16

7 a.m. President's Faculty Breakfast. Garrett Conference Center Executive Dining Room. For more information contact the President's Office, 745-4346.

8 a.m. New Employee Orientation. Garrett Conference Center Ballroom. For more information contact Martha Loveless, 745-4137.

7 p.m. Two-Year Degree Nurses Pinning Ceremony. Downing University Center Theatre. For more information contact Gina Pike, 745-3391.

17

5 p.m. Christmas Party. Sponsored by the Bowling Green Parks and Recreation. Parker Bennett Center. For ages 12 years and under. For more information contact Bev Fleener, 842-3310.

5:30 p.m. Christmas Party. Sponsored by the Bowling Green Parks and Recreation. For ages 12 years and under. For more information contact Sandra Young, 842-9063.

7 p.m. Lady Topper Basketball vs. Wright State. E. A. Diddle Arena.

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2 p.m. Christmas Carriage Rides. Continues through Dec. 19. Downtown Bowling Green Fountain Square Park. Begin at 2 p.m. and will leave every 20 minutes until 8 p.m. For more information contact the Downtown Business Association, 782-0037.

7:35 p.m. Hilltopper Basketball at South Alabama. Mobile, Alabama. For more information contact Sports Information, 745-4298.

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2:30 p.m. The Star of Bethlehem. Hardin Planetarium.

20

5 p.m. A Christmas Carol. Phoenix Theatre. Sponsored by the Public Theatre of Kentucky. For more information contact the Bowling Green Christian Church, 842-6231.

6 p.m. For Unto Y'All. Bowling Green Christian Church. For the young adult and teen choir musical takes the contemporary country and western music as well as the time period of that style. For more information contact the Bowling Green Christian Church, 842-6231.

6 p.m. A Live Nativity. Continues through Dec. 23. Meadowland Baptist Church. For more information contact the Meadowland Baptist Church, 842-3580.

6 p.m. "Celebrate Life." Living Hope Baptist Church. For more information contact the Living Hope Baptist Church, 843-9462.

17

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Lady Topper Basketball at San Juan Shootout. TBA. For more information contact Sports Information, 745-4298.

5 p.m. A Christmas Carol. Phoenix Theatre. Sponsored by the Public Theatre of Kentucky. 5 p.m. and 7:30 performances. Continues through Dec. 22. For more information contact 781-6233.

6:30 p.m. Hilltopper Basketball at Louisville. For more information contact Sports Information, 745-4298.

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Christmas Day. Greenwood Mall will be closed. For more information contact Christi McGown, 782-9047.

26

7 p.m. Cosmic Conflict Seminar. Continues through Jan 1. Cottage Chapel S. D. A. Church. For more information contact 796-8551.

27

6 p.m. Hilltopper Basketball at Hoosier Classic. WKU vs. Princeton. For more information contact Sports Information, 745-4298.

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5:45 p.m. Hilltopper Basketball at Hoosier Classic. Consolation Game, followed by the Championship Game. For more information contact Sports Information, 745-4298.

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6:30 p.m. First Night Of Bowling Green. Downtown Bowling Green. For more information contact Martha Hills, 782-2787.

Happy Holidays!
Perspective on national health care and Ky.

By Bob Skipper

As President Clinton unveiled his proposal for health care reform, a professor at Western Kentucky University said Kentucky could benefit by being one of the first states to devise a state system to comply with federal guidelines.

Dr. Wayne Higgins, a professor of public health, said Clinton's proposal would leave states with a "fair amount of flexibility" in drafting their health care systems. And the administration's plan will also include incentives for states to move forward with the reform.

"It would be to Kentucky's advantage to be one of the first states in because — at least in Dr. Higgins's view — there are some start-up monies available to states that are early compilers that will not be available, perhaps, to states that come along later," Dr. Higgins said. "So I think it will be to Kentucky's benefit to be one of the first states, possibly the first state, to develop a system to comply with the new federal program."

Paralleling President Clinton's attempts at health care reform is the state's emphasis as well. Gov. Bereton Jones has been an advocate for reform, which would include universal health insurance coverage.

A national plan should help Kentucky set up its reform plan, which is expected to be a major topic when the General Assembly convenes in January, Dr. Higgins said.

"I think there is a general recognition on both sides of the aisle in Congress that something has to be done to control the rate of growth in health spending and that it is necessary to provide the uninsured with insurance coverage. Beyond that there is a great deal of disagreement," Dr. Higgins said.

"It's going to be a real donnybrook when it gets into Congress."

Even while Congress debates the issues in health care reform, Kentucky can take steps to move forward with its plan.

"One reasonable course of action would be to begin to do those things that you pretty well know you're going to be required to do by a reform proposal — begin to set up the purchasing alliances if that's the route you chose to go, strengthen the data collection requirements that were passed during the special session, begin to make some efforts to develop some strong cost control systems, some of the quality assurance requirements that are going to be in the plan, begin to look at malpractice reform — these are some things, I think, the General Assembly could very profitably go forward with," Dr. Higgins said.

Whatever happens, the average citizen could see limits on physician and hospital choice, tax deductability for health insurance premiums reduced and an increased emphasis on primary and preventative care, such as annual physicals, he said.

Dr. Higgins is available to discuss President Clinton's reform proposal in general and specifically health care reform in Kentucky. He can be reached at his office at 5869 or at home at 782-0984.

Warmth, women and the children

The Bowling Green Junior Woman's Club is helping make the holidays brighter for the children in the Campus Child Care program on campus.

Members of the club's Home Life Committee have donated books and clothing for the program's children, and are making coats available for some of the children from disadvantaged families.

The club has also donated more than $600 toward the purchase of a prone stander, a piece of physical therapy equipment that will help one disabled child participate more in the program's activities.

"This is just an incredible gift for us," said Colleen Mendel, project director for Training/Technical Assistance Services.

Carin Jeffers, left, and Christy Yates Briley, right, members of the Bowling Green Junior Woman's Club, and young friends from the Campus Child Care Program admire new coats for the children, courtesy of the club. Also, the club has donated books and money for equipment to help the 100 children involved in WKU's program.