

# Masters return for campus talks

Editor's note: Interviews with the masters were conducted by Daily Nebraskan reporters George Miller, Dick Hovorka, Randy Blauvelt, Sandy Mohr, Barbara Lutz, Liz Crumley, Ann Owens, Ron Ruggless and Betsie Ammons. Masters stories are continued on page 5.

By Dana Green

Nine NU graduates returned to their alma mater last Wednesday through Saturday to participate in the 12th annual Master's Week. The program was designed to enable students to associate with former UNL graduates who have gone on to successful careers in various fields.

"For a speaker's program it's one of the best I've ever seen," said Richard Blunk, president of Innocents, which cosponsors Masters Week with Mortar Board.

"The main purpose of the Masters is to make contact with the students," he said. "We're using them as a resource to give students an idea of career opportunities and as an academic resource."

The masters gave guest lectures and attended seminars during their three-day stay at UNL. They were recommended by the deans of every college at UNL, Blunk said.

Each year five of the colleges are represented by one of their nominees as approved by the Innocents and Mortar Board. Blunk said they try to represent a cross section

of the colleges, but that this year "we seem to be a little bit heavy in political science backgrounds."

However, "Dr. (Ruth) Leverton (one of the masters) is much happier with this year's program than 1964's," he said.

Leverton, who received her degree in 1928, was the oldest attending master.

"We're pleased because this is the first year in the history of the program that the first 10 people accepted our invitations," Blunk said. "However, we only have nine masters this year because the tenth had a scheduling conflict, and it was too late to invite the eleventh person."

"A lot of this comes out of their own pockets and time," said Blunk of the masters. He said the program offered much to UNL without costing as much as a nationally prominent guest speaker would cost for a one day visit.

The Masters Week Program was financed by Innocents and Mortar Board with assistance from the Alumni Association and the chancellor's office.

## Home economist stresses nutrition

Good eating habits must begin with the expectant parent and the very young child, said retired home economist Ruth Leverton.

The 1928 Nebraska graduate, said one of the biggest problems home economists have is informing people about the importance of nutrition.

"We must find ways to motivate people to realize the importance of food and health. Wise food selection is their (individuals) responsibility," she said.

"You can't legislate what people eat," Leverton said.

People, especially college women, do not get enough variety in their meals, she said.

"College men have a smaller problem than college girls because they eat more and so get more variety. In general, they like raw vegetables, but not the cooked ones."



Photo courtesy UNL

She said advertising may be part of the nutrition problem. People see advertisements and food with no nutritional value, she said.

"The foods offered by machines do not offer a variety. They are mostly high in sugar."

Leverton said one solution to helping solve the world's food problem is to combine grains to get good food quality.

She suggests that aspiring nutritionists study the biological and social sciences.

"This field deals with people. You have to be interested in people," she said.

A recipient of two Borden Awards for outstanding research in nutrition, the 1972 Federal Woman's Award and the United States Department of Agriculture Distinguished Service Award, Leverton is teaching a class in child nutrition in developing countries at Howard University. Students from 15 countries are enrolled.

## Prof notes attitude change

Students have become more serious and less occupied with frills since he left the university in 1955, said Francis Nagle, University of Wisconsin professor and former Cornhusker quarterback.

Nagle, a professor of physiology and physical education, said he thinks the UNL faculty is stronger now and more concerned about students' broader interests.

Nagle also noticed a different attitude about Nebraska football, he said.

"It's a rallying focus for the alumni and works to the advantage of the university because of its support, but I think it's overdone," he said.

Nagle said he doesn't think the game is fun for the players, although the game and

the association with other players and coaches probably is fun.

Title IX, which prohibits sex discrimination in sports, was inevitable, Nagle said.

"However we are having problems with financial support of women's athletics, he added.

UNL is complying well with the program, Nagle said, and he praised the Women's Physical Education Bldg.

The most valuable advice he said he could give students, concerns physical fitness.

"People should work some time in the day for some type of physical activity, just as we take time to sleep and eat," he said.

Nagle jogs about 12 to 15 miles a week.

## Competition seems greater

Paul Amen, a 1938 NU graduate, said there appears to be more competition and "stronger peer pressure for grades" at the university now.

"School was important, but I never felt pressure and never worried if I needed to do any better," said Amen, chairman of the board of Lincoln's National Bank of Commerce. "We had more fun (in college) than you have today. There were not as many problems."

Amen said he attended the university during the Depression when money was scarce and cars were few, so there were more campus activities.

Movies were the biggest attraction, he said.

Amen addressed several classes at the College of Business Administration Thursday and Friday. "I would like to see us do everything we can to excel in that college," he said.

"The better the college does, the better businesses can become in the state." Amen said he would like to see UNL's Business College become comparable to such well-known colleges as Harvard, Yale and Warton.

"The university will determine the direction this state is going to go," he said. Because Nebraska is an agriculture state, "the college of agriculture is vital and critical."

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## University 'still a bargain'

Despite inflation, gas prices and the \$2 bill, Nebraska gets one bargain—the university, according to Gene Budig.

"Nebraska is getting more than its moneys worth," the Illinois State University (ISU) president said Friday.

Budig, a 1962 NU graduate, served as administrative assistant to the chancellor, assistant vice chancellor and assistant vice president and director of public affairs at NU. After leaving Nebraska in 1972, he became vice president and dean and professor of educational administration at ISU. He was named president in 1973.

"Tragically, sometimes people forget what the university has given," Budig said. Adequate financing is increasingly difficult to get, he said, but UNL has a strong case for it.

"In Illinois, those colleges taking their cases (for increased funds) to the people are faring well in the budgetary category,"

## Chem engineer: broaden interests

Students need to concentrate on basics and should broaden their base as much as possible, said Ward J. Klingebiel, NU graduate, during a Masters Week talk.

Klingebiel, who received his B.S. in chemical engineering from NU in 1959, his M.S. in 1960, and his Ph.D. from the University of Washington in Seattle in 1964, said he now regrets not being involved in more social activities or taking a wider variety of courses while studying at NU.

"I'm encouraging my son to join a fraternity and broaden his interests," he said. "Now, I realize that I would like to have been involved in other groups while I was going to school."

Klingebiel is associate director of research for environmental protection at Union Carbide's Charleston, W. Va. plant. He heads six research groups which study water and air quality development, environmental health, process safety, cost analysis and environmental systems development.

"We recognize that we have to do this (study environmental health), otherwise, public opinion would be down on us," he



Photo courtesy UNL

"Don't assume you know all the answers," adviser Yvonne Smith told UNL students during her participation in Masters Week.

Smith, cofounder of a marketing and advertising firm, said the best advice she can give students is not to be afraid to ask people for information.

## Students advised to ask questions

"It not only helps you, but it flatters the person you're asking," Smith said.

Smith graduated from NU with a political science degree and became Public Information Officer for the Kansas City Parks and Recreation Dept. She was editor of "Young America Today" a Sears Roebuck Co. publication, in 1966, and in 1973 formed the Ibis Company, which specializes in advertising and marketing for the dairy industry.

Smith attributed her success in marketing to her knowledge of how to use the library, and said that knowledge is the most valuable thing she gained from her college years.

"It is not important to choose a major with a definite career motive in mind, Smith said.

"The broader your background, the easier you will find it to try to do anything," she said. "Ideally, college should give you confidence in your ability to figure things out for yourself."

Smith said there has been a change in the advertiser's outlook of the public since she began in marketing.

"From a healthy point of view, we are talking to individuals, now, instead of just the mass market of suckers," she said. "People are starting to have pride in their differences and advertising is becoming more specialized, geared to specific groups of people."



Photo courtesy UNL