

8-1-1988

## Monitor Newsletter August 01, 1988

Bowling Green State University

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### Recommended Citation

Bowling Green State University, "Monitor Newsletter August 01, 1988" (1988). *Monitor*. 932.  
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# Monitor

Vol. XII., No. 5

Bowling Green State University

August 1, 1988

## Approval needed to use University logos

Sweatshirts, hats, bumper stickers, stationery, mugs and any other product using a Bowling Green logo or symbol must now be approved through the University's new licensing program, according to John Buckenmyer, director of the Bookstore.

A primary purpose of the licensing program, which went into effect July 1, is "to prevent any misuses of logos and symbols that will reflect unfavorably on the University," said Buckenmyer, who is in charge of the licensing program.

Manufacturers will have to pay a 6.5 percent royalty on the cost of producing goods using a University identification mark. "The revenues generated from the licensing will be used for student scholarships, grants and aid," Buckenmyer said.

The licensing program was initiated after a Board of Trustees resolution was passed on Sept. 11, 1987, but the idea has been discussed at the University since the mid 1970s.

Several marks associated with the University have been registered with the U.S. Patent and Trademark Office. These marks include the block BGSU used primarily in admissions and recruitment literature, the falcon head logo, the traditional University seal, the updated University seal (1970) and the name Bowling Green State University.

But prior to the licensing program there was not a formalized effort to enforce the proper usage of marks identified with the University, Buckenmyer said.

Licensing programs are prevalent around the country and originally were started by the larger schools such as Michigan State University and Ohio State University. Within the Mid-American Conference the University of Toledo, Miami University and Kent State University already have implemented similar licensing programs and other conference schools are considering the action, he added.

The program applies to companies as well as individuals wanting to produce merchandise using University logos and symbols. Buckenmyer said the only exemption from the rule at this time applies to the makers of the University's athletic uniforms.

Currently, letters explaining the licensing program are being sent to companies asking them to comply. At least 41 contracts have been mailed out, Buckenmyer said, and he



John Buckenmyer, director of the Bookstore, displays some of the many products for sale featuring the University seal, logos or Falcons. These symbols are now subject to approval for licensing purposes.

receives more telephone calls everyday.

Under the licensing program, manufacturers must send a sample product to Buckenmyer for approval. Approval is based on quality, proper usage of logos and whether the product is designed in good taste. Good taste is a judgment call Buckenmyer admits, but said any "reasonable" product will have no problem being approved for licensing.

Manufacturers not wishing to participate in the licensing program are asked to cease producing the merchandise, Buckenmyer said.

One of the primary concerns with the licensing program was the reaction of local merchants. Information has been sent to local merchants explaining the program and every effort has been made to assure them that the program's intent is not to work against them, Buckenmyer said.

Local merchants also have been requested to provide the names of manufacturers they deal with, so the program can be implemented fairly among all the producers of merchandise that use a University identification mark.

Because the venture is so new, all the effects of the licensing program are not known, but the initial reactions are good, Buckenmyer said. "Many national vendors are already familiar with licensing procedures," he added.

According to Buckenmyer, "starting the program from scratch has taken a lot of extra work." All the forms involved have had to be drawn up and approved by trademark attorneys in Toledo and contacting the manufacturers takes a great deal of time, he said.

Maintaining an updated list of licensed manufacturers also will be an ongoing task. The list will be passed around to retailers, who are being asked to cooperate with the licensing procedures by not buying from unlicensed manufacturers, he said.

"Many of the larger schools have departments with three or four people just in charge of licensing," said Buckenmyer, who has taken on the responsibility of licensing in addition to coordinating the other functions of the Bookstore. --Kari Hesburn

## Volunteers pitched in to help avoid losses

### As the rain came down, water went up in the library

When the water on the first floor of Jerome Library began to rise above two inches last Monday night, volunteers may have briefly considered building an ark--instead, they kept sweeping.

Paul Yon, director of the Center for Archival Collections and one of the volunteers, estimates more than 2,500 gallons of water were swept out of the library during the night following a late afternoon downpour. Rain accumulated on the upper deck and lower oval patio causing water to flood through the front and side exit doors.

Dr. Kathryn Thiede, library and learning resources, said the rain began around 5:30 p.m. and when drains couldn't handle the downpour, the water started pouring into the building. She said the fast and steady work of a large number of volunteers saved the library

from suffering any major losses.

"We lost some supplies that were in boxes on the floor, but there was no substantial loss to any materials," Thiede said. "It appears that some of the floor tiles might be damaged and maybe some of the wood on the card catalogs, but we were lucky."

Lucky indeed. Yon said the library installed a \$250,000 computer two weeks ago and it is located in a room by the circulation desk--just several feet from the front door.

"Volunteers with brooms circled the computer room and just kept pushing the water away," Yon said. "It was kind of like the last stand--they weren't going to let any water get by them."

Library staff, spouses, students assistants and their friends, library patrons, custodial workers and maintenance crews pitched in to

push and pump the water out of the library. Yon said Keith Pogan, plant operations and maintenance, brought crews with three pumps to remove the water from the lower patio. As soon as that water was removed, volunteers inside could sweep the water out of the building.

Most volunteers were able to leave by 11 p.m. while a small group stayed until 2 a.m. to finish mopping the remaining large puddles. But even with most of the water gone, Yon said he didn't think the library could open the next day because of puddles under shelves and furniture. "The custodial staff really deserve a lot of credit. During the night they cleaned up the rest of the water and we were able to open by 8:30 a.m. the next morning. I was amazed," he said.

Continued on back

## Register for new parking decals

All transferable hanging decals and bumper decals currently in use on University employee vehicles will expire Aug. 13. New parking decals will be needed by all faculty and staff at the start of the 1988-89 academic year.

Employees will be given a choice between one transferable hanging decal or one non-transferable bumper decal. To obtain a decal, each staff member must present a fee waiver form completed and signed by the budget administrator. Only one fee waiver will be accepted for each employee and only one decal will be issued per each staff member.

Various registration points are being set up on campus for parking registration. Prior to arriving at the registration site, employees should fill in the information on the fee waiver and the parking registration form obtained from the budget administrator. Staff requesting bumper decals should include the year, make, state and license number information for their vehicle in the "Comments" section of the registration form.

Registration points and times are:

On Aug. 1, registration will take place from 7:45-10 a.m. at plant operations and maintenance in the grounds department; and from 10:30 a.m.-1:30 p.m. in the west lobby of the Administration Building.

On Aug. 2, employees can register at the Education Building from 7:45-10:30 a.m. in the second floor south lobby; or from 11 a.m.-1 p.m. in the first floor east lobby of the Life Science Building.

On Aug. 3, registration will occur from 7:45-10 a.m. on the first floor of Jerome Library; or from 10:30 a.m.-1:30 p.m. on the second floor lounge of the Student Services Building.

On the final day, Aug. 4, registration will take place from 7:45-10 a.m. at the second floor corridor of the University Union; or from 11 a.m.-12:30 p.m. in the east side conference room of the stadium.

Employees unable to register on one of these dates can register after Aug. 8 from 7 a.m.-7 p.m. Monday through Thursday at Parking and Traffic, 104 Commons.

## Summer hours end

The Office of Personnel Support Services reminds faculty and staff that the summer work schedule will end Aug. 12.

Beginning Aug. 15, regular work hours will resume. In most cases, offices will be open from 8 a.m.-noon and 1-5 p.m. Monday through Friday.

## Walkers challenged for summer exercise

The Student Recreation Center's Walker's Challenge has kept University employees on their feet during the summer months. Participating departments record the number of miles its employees walk each week and at the end of August awards will be given to individuals and offices with the most miles.

Tammy Summers, Recreation Center, said the public relations office had the highest total for June with 414 miles and nine staff members participating. Linda Swaisgood, public relations, led the pace with 108 miles that month. A few steps behind is the Musical Arts Building staff with six participants walking 354 miles. Edwin Betts, musical performance studies, leads the staff with 95.5 miles.

Other participating departments include the Student Recreation Center with six participants covering 213 miles in June; Continuing Education with six participants covering 159 miles; and the Instructional Media Center with one participant, Debi Weirauch, covering 70.5 miles.

Total mileage for June was 1,211.5 miles with 28 walkers. Any employees who would like to join the Walker's Challenge should contact Summers at 372-2711.

## Datebook

### Monday, Aug. 1

**UAO Monday Musicians**, featuring The Sex Beatles, 11:30 a.m., Union Oval. Free.

### Tuesday, Aug. 2

**Photography Exhibit**, "Reclaiming Paradise: American Women Photograph the Land," Gallery, Fine Arts Building, through Aug. 11. Gallery hours are 10 a.m.-4 p.m. Tuesday through Thursday and 2-5 p.m. on Sunday. Free.

**Huron Playhouse**, "You're a Good Man, Charlie Brown," 8 p.m., McCormick School, Ohio Street, Huron, through Friday (Aug. 5). Also, 3 p.m. matinee performances on Friday

(Aug. 5) and Saturday (Aug. 6). For ticket information, call 433-4744.

### Wednesday, Aug. 3

**UAO Sweet Wednesday**, free popsicles or watermelon, 11:30 a.m., Off-Campus Student Center courtyard (or inside if it rains).

**UAO Movie**, "The Blues Brothers," 8 p.m., Eva Marie Saint Theatre, University Hall. Free.

### Thursday, Aug. 4

**POM Staff Appreciation Picnic**, 11:30 a.m.-1:30 p.m., next to Central Services.

## Staff joins University

The following people have recently joined the administrative staff. They are: **Linda Bakkum**, counselor-coordinator, tutorial services, academic enhancement; **Gordon Carpenter**, polygraph technician, psychology; **Janece English**, residence hall complex coordinator, residential services; **Anita Knauss**, assistant director, public relations, continuing education (formerly classified); and **Deborah Long**, assistant director, research services.

Also, **Laura Perez**, mathematics specialist, academic enhancement; **Mark Scarce**, administrative assistant, College of Musical Arts; **James Shorter**, media specialist, instructional media; **Ofir Sisco**, reading specialist, academic enhancement; and **Patricia Kania**, information services manager, computer services (formerly classified).

Also, **Roderick Stokes**, assistant basketball coach, intercollegiate athletics; **Dr. James Kettinger**, staff physician, Student Health Services; **Gregory MacVarish**, acting director, orientation; and **Marilyn Rosinski**, part-time assistant, television information, WBGU-TV.

### Monitor

The Monitor is published weekly by the Office of Public Relations for faculty and staff of Bowling Green State University. The deadline to submit material for the August 8 issue is 5 p.m. Tuesday, Aug. 2.

## Classified Employment Opportunities

The following classified positions are available:

### New vacancies

Posting expiration date for employees to apply: 10:30 a.m. Friday, Aug. 5.

8-5-1 8-5-2

8-5-3

**Cashier 1**  
Pay Range 3  
Food Operations  
Academic year, part-time

8-5-4

**Food Service Worker**  
Pay Range 1  
Food Operations (Bake Shop)  
Academic year, full-time

8-5-5

**Food Service Worker**  
Pay Range 1  
Food Operations  
Academic year, full-time

8-5-6

**Secretary 2**  
Pay Range 27  
Vice president for academic affairs

## Faculty/staff positions

The following faculty positions are available:

**Special Education:** Assistant professor/instructor (temporary). Contact Edward Fiscus (2-7293). Deadline: Aug. 1.

The following administrative positions are available:

**Admissions:** Assistant/associate director. Contact Anmarie Heldt (2-2558). Deadline: August 5.

**Athletic Department:** Assistant men's hockey coach. Contact Chair of the Search and Screening Committee, c/o the athletic department (2-2401). Deadline: August 1.

## Keep records updated

In order to keep employee records accurate and up-to-date, Personnel Support Services and the benefits/insurance office are requesting staff to contact the offices with any personal data changes.

These changes include new addresses, name changes, marital status changes or new additions to the family.

Employees with changes should notify the personnel office at 372-8421 or the benefits/insurance office at 372-2112.

## Flooding from the front page

This isn't the first time the library's first floor has been flooded. Sherril Gray, circulation desk, said a similar storm occurred nine years ago in July and water gushed in through the main entrance that time, too. However, the water filled only the front lobby area before volunteers managed to sweep it out.

"We've been open 21 years and this is only the second flood," Gray said. "Both times there was plenty of help. But thank heavens the storm didn't happen at 2 a.m., no one would have been around to catch it then."

Volunteers, including library and University staff members, who helped stem the library flood, were: Mary Beth Zachary, Angela Lindley, Victor Wagher, Sue Bumpus, Ann Bowers, Charlene York, Regina Kostyu, Faye Lam, John King, Paul Yon, Bob Heidler, Eric Honeffer, Cliff Glaviano, Joan Repp, Matt Hungling, Gloria Gregor, Jean Geist, Chris Geist, Rush Miller, Lee Norden, Laurene Zaporozhietz, Paul Kostyu, Patty Tussing and Kim Sebert.

Students, graduate assistants and volunteers included Linda Geyer, Richelle Frabotta, Kathryn Kepke Rudd, Scott Juhnke, Greg Miller, Ann Halsey, Rebecca Williams, Susan J. Winkle, Kerry Milligan, Pam Boehm, Lisa Evans, George Vascik, Eugene Van Vorhis, Kelly Burdine, Mike Kimmey, Joanne Wojtowicz and Jim Corbuss.

There also were many staff members from plant operations and maintenance who took care of the custodial work, water pumping, oval clean-up and carpet cleaning.