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FINANCIAL HEALTH OF UNIVERSITY GOOD, ELLYSON REPORTS

Officials of the University declared recently that the institution today is in a more healthy financial condition than it was before its crisis last summer.

The Vice Chairman of the Board of Trustees, Robert C. Ellyson, said that “with some luck we would have a balanced budget this fiscal year.”

Executive Vice President Abraham Fischler said the University has been “revitalized” since the crisis. “We are paying our current bills on a 90-day basis, and reducing our debt.” (Continued page 4)

STANLEY EMERSON HEADS GOLD KEY

Stanley A. Emerson, first vice president emeritus of Univeis, Inc., has become the new president of Gold Key, the University’s support group of business executives and professional men. He succeeds M.R. (Cy) Young, prominent Fort Lauderdale hotel owner and business man, in the position.

Also on the new officer staff are John E. Morris, Jr., Fort Lauderdale attorney, vice president, and Gregory J. Barry, retired, treasurer. Directors are Frederick B. Youngblood, Leo Goodwin, Jr., Earl A. Ross, Earle M. Scott, Dr. Charles Forman, and Mr. Young.

Mr. Emerson, a native of London, was associated with his father in a family optical industry in England, and participated in the development of a variety of multi-focal lenses. He came to this country permanently following the end of World War II, and has lived in Fort Lauderdale for almost a decade.

Mr. Emerson is active with the Museum of the Arts, the Fort Lauderdale Symphony Society and the Boys Clubs of Broward County.

INSTITUTE OF HUMAN DEVELOPMENT TO BE ESTABLISHED

With the Hollywood Education Center nearing completion, preliminary work is in progress toward opening the Institute of Human Development for counseling. The Institute will be carried on by Dr. Marvin Rosenblatt, Fort Lauderdale psychologist, as director, and Dr. Robert Jones of the University faculty, as assistant director, after the building has been completed.

Presently, Dr. Rosenblatt announced, they are engaged in evaluating the needs of the community and making contact with public and private agencies with which they will work.

“We’re formulating ideas as to where we want to” (Continued page 4)

SEMINAR HELD ON OCEANIC PROGRESS

Companies now working with the petroleum industry in oil drilling and exploration currently show the greatest promise in the field of oceanography, a Nova University professor and a securities analyst agreed at a recent university seminar on the subject.

Nova’s director of environmental sciences, Dr. William S. Richardson, told an audience at the Parker Physical Sciences Center that “The finest oil exploration techniques today are found in oceanography.” In contrast to the slow rate of progress being made in other technological areas, he said, in the oil industry “the return is good and things are happening.”

Analyst Robert L. Clark, vice president of the brokerage firm of Hayden, Stone, Inc., said, “The companies now working with the petroleum industry conceptually can become the great oceanic companies that people are looking for.”
DICHTER SEMINAR IN PROGRESS HERE

Dr. Ernest Dichter, the noted authority in motivational research, was conducting a seminar for the University on applications of psychology in management, as this issue of the University News went to press. The event at the Ocean Manor Hotel in Fort Lauderdale is the first of a series of activities planned for the benefit of the local community and visitors for the months ahead.

Dr. Dichter is head of the Institute for Motivational Research at Croton-on-Hudson, N.Y., and was one of the inspirations for the popular book of a few years ago, “The Hidden Persuaders”. His three-day seminar here was designed by Dr. Abraham Fischler for a group of about 30 conferees representing business and industry.

Management executives in American business are well advised to prepare for important changes in the way business is conducted as well as in the way products are marketed, according to Dr. Dichter.

Among the changes which he anticipates is that “the sharp distinction between offices and home will fade away. More people will be working on their own. Offices will help people to enjoy their work - - desks that allow one to lie down and dictate, walls that allow messages to be written on them, or handball to be played against them to work off tensions.”

Dr. Dichter sees a spreading of the philosophy that “people shouldn’t drone their lives away at jobs they don’t like,” and an increase in the number of people “unwilling to work under someone else’s direction.

“Many of the criteria and value systems we have looked upon as immutable no longer hold true,” he said recently. “Technology makes possible entirely new architectural design and psychological concepts inside and outside our environments. We will become less static, more mobile.

“The environment of the future will no longer be built on foundations of fear and insulation from the outside world. It will be one that is open to the light of the sun and to the world - - one that liberates us rather than statically offering a feeling of pseudo-security and confinement.”

VALUABLE SAILING SCHOONER LATEST YACHT DONATION

Four more boats have been donated to the oceanographic research work of the University, including a pair of motor sailers, one of 87 feet and the other of 67 feet.

The larger one cannot be identified, the university (Continued next column)

DR. WARREN SEES IMPORTANT GAINS IN CANCER STUDY

By the end of the new decade, science will have learned the nature of the chemical defect which makes human cells become malignant, the director of the University’s cancer research work predicted today in announcing the renewal of federal support for the Germfree Life Research Center.

Dr. Joel Warren said that by 1980 “we will have proven that certain viruses are a major cause of human cancer... leukemia will be a controllable and possibly a preventable disease... and large-scale trials of new vaccines and drugs will be under way - - though it may take five to ten years to prove their effectiveness and safety.

“New diagnostic tests for early cancer will be found,” he added. “With these, we will realize that cancer cannot be eradicated, but that its suffering and high fatality rate can be reduced to the level where they are negligible.

Dr. Warren delivered his forecast in announcing that the National Cancer Institute of the National Institutes of Health has renewed for one year its contract with the Germfree Life Research Center, recently established in the university’s Parker Physical Sciences Center.

He also said that the Tiara Ball, to be held Jan. 22 at the Boca Raton Hotel for the benefit of the GLRC, “will be of very significant help.”

The proceeds, he explained, “will help to repay the money which was borrowed for the construction of our laboratories.”

said, because the donor has to remain anonymous. The other is the Action 1, owned by Charles E. Murphy, Jr., and James M. Crosby of New York, who are represented in Fort Lauderdale by Ralph Trites, a Bahia Mar resident.

Also donated were a 33-foot Chris-Craft Seaskiff, the Dolphin II, a gift of K. H. Harding of Palm Beach and H. F. Whiting of Boynton Beach; and a 19-foot Donzi Hornet given by Robert M. Pace of Pompano Beach.

The Donzi has been loaned to the Sheriff’s Department for patrol work.

The 87-footer, elaborately equipped, was described by a university spokesman as “one of the finest boats of its kind in these waters.”

The burst of yacht donations indicates that “the boating community has begun to understand the full significance of our oceanographic research work, in such areas as currents, marine biology and water pollution,” said Dr. Abraham Fischler, executive vice president.
Open house at the Germfree Life Research Center attracted a good throng of University friends for the first public glimpse of Dr. Joel Warren's cancer research laboratories. The isolators, housed in a specially designed area on the third floor of the Parker Physical Sciences Center with laboratories adjacent, contain animals which have been reared in a totally sterile environment. (See other photos inside.)

Dr. Edward DeLamater of the Florida Atlantic University faculty, with Miriam Sacksteder, deputy director of the GLRC, and Mrs. DeLamater, seen at left.

Research associate Jaqueline left, demonstrating mice feeding techniques to Mrs. Jack Ward, wife of a University student.

Mrs. E. C. Frattini, left, and Mrs. Roy Thompson of Hollywood.

TIARA BALL FOR GERMFREE CENTER WILL BE JAN. 22

Another major social event of the winter season has been added to the calendar for the benefit of the University. The Tiara Ball has been planned for Jan. 22 at 7:30 p.m. at the Boca Raton Hotel, with the proceeds to be donated to the Germfree Life Research Center for its cancer studies.

Sponsoring the ball are the Royal Dames of Nova University, a women's group formed during the past year for the specific purpose of supporting our cancer research. Mrs. Bernard Castro of Fort Lauderdale, who brought about the organization of the Royal Dames, is serving as Chairman of the Ball.

Invitations have been sent to friends of the University in Palm Beach and Dade counties as well as in Broward.

Among those serving on various committees for the Ball are:

Mrs. Russell French, Mrs. Nellie F. Goettei, Mrs. Louis W. Parker, Mrs. William Runnstrom, Mrs. A.J. Ryan, Sr., Mrs. Bruno C. Schmidt, Mrs. Kelly Y. Siddall, Mrs. Lester H. White, Mrs. Warren J. Winstead, and Mrs. Sixten Wollmar.

DR. STEWART HAS 'REALIST' APPROACH

Dr. Judith Steward, Assistant Professor of Psychology, takes a realistic approach to research in her class in Research Methods in Behavioral Science. Dr. Steward's objective is to prepare her students for the future by concentrating on activities in which they will actually be involved as scientists in the advancement of education and other areas of human behavior.

Her belief is that one "learns by doing" and thus develops critical facility. Consequently, the class incorporates practicum as well as theory. Students have the opportunity to pursue individual interests by determining their own research questions. They are then required to utilize the proper techniques of data gathering through observations and interviews and to

(Continued page 4)
JIM BISHOP JOINS BOARD OF TRUSTEES

Jim Bishop, left, and President Winstead as the author and new trustee explored the machine shop of the cancer research laboratory.

Best-selling author Jim Bishop, a resident of Hallandale, has been elected to the board of trustees of the University, Chairman James Farquhar announced. Mr. Bishop described himself as "a firm believer in the whole Nova concept," and added, "I hope I can be of some help."

The syndicated columnist and author of such books as "The Day Kennedy Was Shot" has two daughters in Nova High School. "It makes education interesting and entertaining," remarked Bishop, commenting on his gratification over the girls' increased interest in their studies.

"In a state which ranks something like 46th in education in this country, it's good to have an institution like this here in our own community."

The trustees, Farquhar said, "are highly pleased that Jim has accepted a position on the board, and feel that he can make an immeasurably important contribution to the advancement of the university."

Bishop recently donated his yacht to the university's oceanographic research program, after concluding that his travels would no longer permit him to make full use of it.

ELLYSON REPORTS (Continued)

Both men credited the improvement primarily to "a large gift from Board Chairman James Farquhar."

Dr. Fischler, acting operating head of the institution while the Trustees seek a successor to resigning President Warren J. Winstead, announced the receipt of a $17,885 one-year institutional grant from the National Science Foundation.

The cancer research center is in full operation, wholly supported by national health agencies. Construction of the Hollywood Education Center is about two-thirds completed and the work is progressing steadily. The $1.6 million facility will give the University six buildings on its 300-acre campus.

Hopes are that the first building will be erected on the permanent Oceanographic Center site at Port Everglades before spring, Dr. Fischler said.

Mr. Ellyson, Fort Lauderdale accounting firm executive, said that after the crisis "we tightened our already snug belt. The budget was pared to the minimum essentials for carrying on our academic program. Since July, our financial condition has improved. We really have much to be encouraged about.

HUMAN DEVELOPMENT (Continued)

go," Dr. Rosenblatt explained, "and we hope to begin services on a piecemeal basis before the building opens."

Completion of the building is expected some time in March.

The functions of the Institute will include providing psychological services to children and families with learning or adjustment problems... providing psychological services by special arrangement to organizations within the community... providing courses and experiences in group activities... and establishing a setting and opportunities for research into complex human behavior.

One objective of the Institute will be, Dr. Rosenblatt said, to relieve some existing agencies of the burdens on them caused by the rapid expansion of the population.

DR. STEWARD (Continued)

analyze the information they have compiled. The completion of this work enables them to propose their next aspect of research.

The course encompasses interviewing, questionnaire construction, sampling, attitude measurement, observational methods, sociometric techniques, the ethics of research, and content analysis.