

# Grote, architect of S'craft's second decade, takes his leave

By Tim Richard  
staff writer

He looks dignified and presidential in his paneled office at Schoolcraft College. At 53, he is a little greyer but not much jowlier than when he arrived 10 years and two months ago. The three-piece suit is reserved without being imposing.

But C. Nelson Grote talks like a kid about the job he starts Aug. 1 in the state of Washington.

"It would be easy to stay here the rest of my career. I have the support of the board. But after \$4 or \$5, your mobility is almost lost," the community college president said.

"So I made a two-part decision: It was not good for Schoolcraft to have a president for 22 years (which is how long he would serve if he stayed until retirement), and it was not good for Nelson Grote.

"I intend to burn out, not rust out.

"I DIDN'T feel as fulfilled in the job. There was a sense of *deja vu*. I was finding satisfaction in doing other things.

"So in June of 1980, during my review, I told the board I would look for another job. But I would be very selective because there are not many jobs better than what I have."

Grote is making an economic sacrifice to take the presidency of Washington



C. Nelson Grote  
New challenge

Community College District No. 17, based in Spokane.

The \$50,000 salary may be little if any better than he would have made here next year, and the fringes aren't quite as good. Housing costs are 25 percent higher in Spokane than Livonia, and the interest rate on his new mortgage will be 4 percent higher.

"But I'm excited about the new job. It's worth it. The things I do reasonably well are the things they want," he said.

THE DAY in March when two trustees from Washington came to the Schoolcraft campus to check him out was the day Grote had to be in Lansing to pry money out of the Joint Capital Outlay committee of the Michigan Legislature for a Culinary Arts addition.

He got the money. The visiting trustees were highly impressed.

"They wanted someone who can work effectively with the legislature — they haven't been successful," he said.

"They were looking for a person with strengths in organization management, a good fiscal manager, because their resources are less plentiful. Washington has some of the same problems we do with more money going into social services and corrections.

"Little has been done in the way of articulation" — that's an educator's word for integrating the skills taught at the high school, community college and four-year college levels. Grote has a major record of making articulation agreements with high schools and four-year colleges.

"THEY WANTED someone who would be active in the community because they liked what (retiring president) Max Snyder had done."

Already Grote has a committee job

in the Spokane Chamber of Commerce, a seat on the Economic Development Commission and a role in the United Way campaign.

"They have a foundation that has struggled and not been terribly successful," Grote said. "While I haven't been extremely successful, we at Schoolcraft are one of the few community colleges around with a foundation."

His new district has 27,000 students, second in size only to the Rose Bowl-losing University of Washington. It has two campuses, and Grote will operate from a separate headquarters between the two, much like the physically separate administration building of Oakland Community College.

Spokane is about the size of Flint or Grand Rapids, but its population, financial institutions, hospitals and businesses dominate an "Inland Empire" which consists of Washington east of the Cascade Mountains, the northern finger of Idaho, and Montana west of the Continental Divide.

One of the great frustrations of Grote's career here was the college's inability to get voter approval for new operating and capital money. No property tax increase request got more than 42 percent support.

"The highest number of 'no' votes we ever had was 7,200. We had 10,000 enrolled in credit courses that year. Had

our own student body voted yes, we could have passed every one. Another 30,000 persons attend banquets, athletic events, concerts or cultural events here. That's a total of 40,000 a year," said Grote.

YET HE is sure he is leaving Schoolcraft in sound shape.

The one-time farm boy from the wrong side of the tracks in southern Illinois had moved up the ranks from high school industrial arts teacher in big and small schools to a state post in Kentucky and then to dean of the school of applied sciences and technology at Morehead State University, surrounded by the hills of Kentucky, when Schoolcraft hired him in 1971.

His specialties were vocational-technical education, which the Schoolcraft board had wanted to emphasize, and continuing education for adults.

In Schoolcraft's second decade, "the Grote years," the college doubled the proportion of students in voc-tech programs and made immense efforts in community and continuing education offerings.

He summed it up: "I sense a lot more pride now that Schoolcraft College is part of the community. We are doing what the community wants us to do. We have been responsive."

"There may be areas — target populations, specific interest groups — where more is needed. But if you look

at the age profile, the sex profile, the socio-economic mix of northwestern Wayne County, we're almost identical to it.

"This isn't an ivory tower. It's not a University of Michigan. But it's no longer 'Haggerty High.' It's a mature, solid, quality institution of post-secondary education."

IN WASHINGTON state, Grote will be on ground he has at least heard about.

His mother was raised in his new, 12,000 square mile college district and taught there before she married. Her four children all became teachers, earning three master's and two doctoral degrees in total.

The Grotes' daughter Carol and her husband Sonny Jones recently moved from Spokane to Seattle. Carol was the one who first told her dad about Max Snyder's pending retirement.

Daughter Jan Potts is moving from Texas to Seattle to work for a graphics firm.

Wife Wilma and son Mark, who will be a high school senior, are satisfied they have good cello and piano teachers lined up for him.

Jack LaRue, a Schoolcraft trustee when Grote was hired, is retired in Seattle and having a terrific time.

## Prof predicts pay hikes, but don't plan on feeling richer

During the next 20 years, you can expect your income to rise considerably, but you will probably still be in the same social class, a Michigan State University professor predicts.

"Affluent and super-affluent families will emerge," said Dr. William Lazer, professor of marketing systems and future environments.

Incomes in these families will exceed \$50,000 in 1977 dollars. Also, two-thirds of the nation's women will be in the work force by 1995.

Speaking during the annual meeting of the American Marketing Association in San Francisco, Lazer said forecasting the lifestyles and values of Americans will continue to be an important part of market strategy planning for business.

In order to understand what the public will buy, it is important to know what they deem important and what they aspire to be — knowing how much spendable income they have isn't enough, he said.

Values, because of their deep cultural commitments, will change slowly over time and the turn of the century, Lazer said. The lifestyles of the future will show more changes, however, he said.

"UPPER CLASS Americans, especially younger ones, will probably see themselves as being more sophisticated and more tolerant than their less-endowed fellow citizens. They will continue to have a profound effect on our culture and politics.

"They will be more receptive to change than their parents and will be more humane with the disadvantaged.

"The middle class will continue to be concerned with respectability and conformity. The class will grow and gain in importance over the next two decades.

"This may mean increased spending on larger homes, on the raising of children, education and cultural experiences and travel.

"The working class, though smaller, will provide a good market for new products and gadgets."

Working-class families will spend money on transforming basements into recreation rooms with bars, new status automobiles, season tickets to sporting events, big and expensive appliances, and camping, boating, hunting and fishing equipment, he said.

"OVER THE next 20 years, American lifestyles may become less distinguishable by social class because each class will contain a wider variety of lifestyle themes."

He elaborated on three of several major lifestyle themes that he believes will influence consumer behavior in the future:

"Living my life my way" — Consumers with this philosophy will spend on themselves in order to enjoy life, get rid of chores and obtain space to do their thing.

"Enhancement of physical self" — These consumers will be concerned with monitoring their physical well being and maintaining a healthy, youthful appearance. They will place emphasis on diet, exercise, health foods, home health care, vitamins, recreation clothing and "fat farms."

"Convenience and immediate gratification" — According to Lazer, this consumer believes, "I can afford it, and I want it now." Emphasis will be on fast service, ease of purchase, convenient financing and availability. This desire will not only extend to durable goods, but to eating and communication preferences.

The emerging life style orientations will be a major key for future product and market opportunities, Lazer said.

## Heart association elects new officers

Donald W. DuCharme was elected president and Marion VanderVeen was named chairman of the board of the Michigan Heart Association recently.

DuCharme, a senior research scientist for the drug company Upjohn who lives in Kalamazoo, has previously held a number of research-oriented volunteer posts with the group. He has been a member of the board of trustees since 1979.

Ms. VanderVeen, who lives in Jackson, also has long experience with the group and was named volunteer of the year in 1973.

# GORMAN'S GALLERY OF GOOFS

Every year or so we look through our furniture stock and find stuff we never remember ordering (stuff no one will fuss up to ordering anyway). Then we put it all on sale. We have to admit, some of the pieces are real eyesores, some are unusual and some are downright ugly. But when they can be had at up to 50% savings they begin to look alright. And you can describe them to your friends as "one of a kind" — or "it's kind of cute/funny-looking like Woody Allen or somebody". Plus everything in the store is 10 - 50% off! Come on in and visit our quasi-legendary Gallery of Goofs Sale.

It's worth a bundle of bellyaches and a barrelful of savings.

## SOUTHFIELD

Dining or lounge chairs imported from Italy. Why they left these chairs off the boat is a mystery to us. Rumored to be the chairs that gave Mussolini recurring nightmares. Available in Brown only. So if you don't like brown, forget it.  
Reg. \$395 Now \$199

Twin Bachelor Chests. Add these to your bedroom and we'll guarantee you'll be a bachelor for a long, long time. Umber finish (art students know what color this is). Comes with reflective mirror. Made by Baker. But which Baker, we're not sure.  
Reg. \$2195 Now \$1089 over 1/2 off!

Bar Stools in bright yellow metal with chrome frame. These chairs look more like potty chairs than bar stools. And they've got to be murder on your back. But they're not bad for the price.  
Reg. \$229 Now \$88

Pierre Cardin Sofa by Selig. Looks like it was a project at a Montessori Day Camp. Hopefully we'll be kissing this baby au revoir real soon.  
Reg. \$1295 Now \$699

Rectangle Glass Top Dining Table (72" x 40"). Great if you like comparing shoes while you dine. Needs to be polished every two hours as dust really stands out. Plus you'll stand out as a poor housekeeper. The thick chrome legs look like girder from an industrial complex.  
Reg. \$1050 Now \$525

Dark Brown Wicker Chairs by Drexel. We were planning on using the wood for kindling this fall, but we're giving it one last shot to get rid of them. The flower print covers look like they were designed by Idi Amin on a Singapore Sling Bender.  
Reg. \$389 Now \$199

Olive Ash Console Table. With burled parquet top. Probably intended as a sacrificial altar for the Bushmen of the Kalahari. The real tragedy here is that a nice tree was sacrificed to make this truly bizarre piece of furniture.  
Reg. \$775 Now \$488

Etagere (Bookshelf to the 250 million Americans who don't speak French) It's a glass and chrome tiered bookshelf that's guaranteed to bring tears to your eyes. Looks like it was designed by R2D2 of Star Wars fame.  
Reg. \$880 Now \$299

Smoked Glass Sideboard with Chrome Trim. Imported from Italy. Sure the Italians lost the war but this is a despicable way to get revenge. They say it's the Roaring 20's style. One look at it and your friends will be roling for twenty minutes.  
Reg. \$1025 Now \$495 over 1/2 off!

Bamboo Frame Living Room Group. A Lon Chaney nightmare. Sofa, love seat, chair, cocktail, end table and plant stand. Violet print fabric. Not recommended for homes with young children.  
Reg. \$2695 Now \$1395

Heritage Love Seat. It's French Provincial and Lord knows some poor racialist must have really scoured the countryside to come up with this one. Old-fashioned isn't the word — it makes your Great Aunt Madelyn look like Brooke Shields. And the peach, chaireuse and grey striped fabric looks like an Iraqi test pattern.  
Reg. \$1775 Now \$999

Cane'd Rocker with Chrome Finish. Made in Poland. These chairs have been the brunt of many in-store jokes. Probably made by Solidarity Unionists while they were on strike. If nothing else, at least you can sit your friends there if they're European.  
Reg. \$149 Now \$88

Off-White Matesse Sofa by Heritage. Roll-arm style but it's not even strong arm anyone into buying it. Maybe the 1/2 off price will help. A word of caution — the brocade trees in here look like they're in the fourth stage of Dutch Elm disease.  
Reg. \$1619 Now \$799

Pool Side Chaise. Welded some old bike frames together. Then wrap 60 yards of garden hose around them and this is what you end up with. Available in Citron (east coast for yellow) and camel (light brown).  
Reg. \$215 Now \$107

Woodard Serving Cart. Made from wrought iron. Solid construction — great for toting an MX missile across your patio. Also handy for rolling lawns.  
Reg. \$249 Now \$119

5-piece Canopy Bed Setting. Includes queen cane back canopy bed, double dresser, large mirror, and two night stands (twice the fun of one night stand). Free handles on drawers! Looks like it was made in rural Bulgaria.  
Reg. \$2599 Now \$1399

Heritage 6-piece Sectional. It's known as the "Sherbet Group." And boy we sure bit the dust when we bought this one. Features green, yellow and pink chairs and includes over 14 pillows! (You guessed it — 15.)  
Reg. \$5085 Now \$2990

Odd Corner Chair. Odd is right. We sold a sectional but the person refused to take this piece. White brocade fabric with self pattern. Comes with loose pillows. They say it'll fit anywhere. Hopefully it'll fit in your living room so we can get it the hell out of here.  
Reg. \$690 Now \$329

WS-4 Wall System. Two Pecan wood sections from a bookshelf wall system. They're quite narrow and will fit nicely against a small wall. Perfect if you happen to live in a wall shed.  
Reg. \$778 Now \$499 for both.

Elegant Heritage Love Seat. Non-offensive off white color. Includes 4 lounge pillows. The oriental brocade scenes on this piece are right out of the musical version of "30 Seconds Over Tokyo." Fortunately for you and your guests they're hard to see with the naked eye.  
Reg. \$1642 Now \$899

French Arm Chair. Louis the 15th or 14th or something like that. The wood looks like it was carved by a schizophrenic woodchuck. This is the chair the plucky French revolted against during the French revolution. Cane back. The pink fabric is bright enough to make blind men's eyes bleed.  
Reg. \$825 Now \$485

All items subject to prior sale.

# GORMAN'S

Southfield - Telegraph at 12 Mile - Phone: 353-9880 • Troy - W. Big Beaver at Crooks - Phone: 649-2070 • Fairlane - 280 Town Center Drive - Phone: 336-0340 Across from Fairlane Mall  
All stores open Daily 10 to 6; Monday, Thursday & Friday 10 to 9; Troy and Fairlane open Sunday Noon to 5:30.

## TROY

90" Lemon Yellow Sofa. It's affectionately known as the "Mellow Yellow" but there's absolutely nothing mellow about it. You'll need sunglasses just to sleep on this baby. Unusual herringbone pattern resembles road jerseys of the Toledo Mud Hens.  
Reg. \$1831 Now \$889  
Ottoman Reg. \$344 Now \$99

Drexel Contemporary Chair. Big, boxy, bulky and you'll break your back moving it. Rust colored covering was inspired by the scrap heap of a muller shop. Similar in appearance to the Soyuz II Spacecraft.  
Reg. \$529 Now \$299

Drexel Brown Suede Chair and Ottoman. Made from old Hush Puppies. Complete with scratched surface — must have gone through savage cat-o-nine beating. While it's not much on looks, at least it's comfortable.  
Reg. \$1944 Now \$788

Rattan Table 22" high x 30" x 30". The Jerry Lewis of furniture. Sozary looking it could make even the Aytollah crack a smile. One customer so was overcome with craziness he gnawed the corner off.  
Reg. \$485 Now \$88

Orexel/Et-Cetera Korean Bunch Chests - Bar Units. Your guests won't come near these with a 10 foot marlin glass. Round brass plates look like someone spilled solder on them. And the fruitwood finish is for a select few — unfortunately the select few have yet to stop in.  
Reg. \$649 Now \$299 ea.

Bun Feet Love Seat. Voted the chair of the year in Nebraska. This piece of furniture is just plain dull. However, if your idea of fun is playing canasta and drinking Boston Coolers, this could be the furniture of your dreams. Material made from old rags trash picked from a Pittsburgh car wash.  
Reg. \$1249 Now \$399

Heritage Down-Filled 75" Sofa - Oriental Chintz Print. Imagine two tin woodmen carp fishing from the Belle Isle Bridge with a Chinese restaurant in the background and you have a good idea what this sofa's design looks like. Features a high-gloss finish — probably from over-ironing when it was a set of curtains at the Snooz-O-Rama Motor Lodge.  
Reg. \$2293 Now \$989

Queen Size Drexel "Precident" Bookcase Storage Headboard. Really sets a precedent for unusual ideas. A Bookshelf Headboard? Useful for drinkers who'd like to mix a little nightcap without getting out of bed. Perhaps more useful as a 3-4 size toilet chest for the bathroom.  
Reg. \$349 Now \$188

D.I.A. Split Rattan Seamer. Has to be every bit of 5' tall. Great if you're Slam Aruga or High Pockets Williamson. But for those of us under 7' tall, only the bottom drawers are accessible without a ladder. Rattan resembles Quanset hut siding of TV's M\*A\*S\*H fame.  
Reg. \$1360 Now \$499

Drexel's "Et Cetera" Octagonal Party Table. These have been gutting dust in our storage room for quite some time and frankly, we'd rather they collected dust in your storage room than ours. It's virtually indestructible (and looks it). A favorite of residents along the San Andreas Fault Line.  
Reg. \$795 Now \$199 (2 available)