

January 31, 2014



# WSU EMERITUS SOCIETY

*Retired Faculty Serving the Future*

Owen Library 343  
(509) 335-8090  
emeritussociety@wsu.edu

## Let Us Know!

Send responses to  
emeritussociety@wsu.edu

- What have you been up to? Do you have any announcements you'd like to share?
- What activities would you like to see the Emeritus Society Sponsor?
- Who would you like to nominate for the Legacy of Excellence Award?

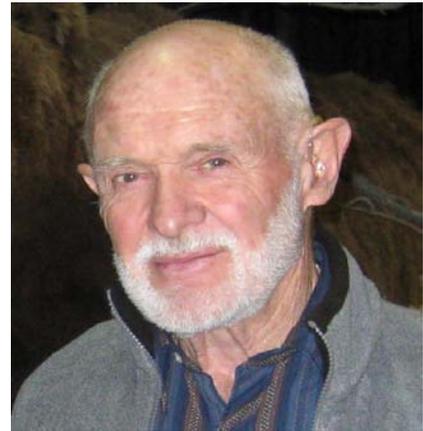
## Legacy of Excellence Award Announcement

***Congratulations to this year's winner: Dr. Norman Whittlesey!***

Dr. Norman K. Whittlesey has been awarded the 2014 Legacy of Excellence Award. He will be honored at WSU's annual Showcase Celebrating Excellence on Friday March 28<sup>th</sup>. He will also be congratulated and give a brief lecture at an Emeritus Society celebration event on March 26<sup>th</sup> at 4:00 PM in Todd 276.

Norman K. Whittlesey was raised on a farm in Western Colorado. His high school years were spent in Basalt High School. From there he received a B.S. degree at Colorado A&M, later to become Colorado State University. He then served in the Army 101<sup>st</sup> Airborne Division for about three years. Afterwards he went back to CSU for an M.S. degree and later to Iowa State University for a Ph.D., received in 1963.

Norm is Professor (Emeritus) of Agricultural Economics at Washington State University, where he has been since 1964. During his tenure at Washington State University he has been heavily involved in research and teaching related to production agriculture, irrigation development, water policy, and environmental economics throughout the West. Studies of water value, allocation, and conservation have been central to research and policy development activities during the past two decades. He has authored over two hundred publications related to these fields. In 1987 he won the prestigious Award for Professional Excellence from the American Agricultural Economics Association in recognition of his distinguished policy contribution for work in water policy related to irrigation development in the west.



**Dr. Norman K. Whittlesey**  
**Water Resource Economist**

In 1998 he was honored as a Fellow of the American Agricultural Economics Association in recognition for years of path breaking research in water policy and irrigation management. He has been involved in many consulting efforts in the past. These include three U.S. Supreme Court cases involving disputes between states over allocation of cross border rivers. He has served on numerous regional and national committees and task forces engaged in policy development for solving problems of natural resource and environmental management.

Norm and his wife Cynthia will celebrate their 60<sup>th</sup> anniversary later this year. Norm has a daughter, Norma Bishop, and son, Craig Whittlesey, who both work in healthcare. Norm also has four grandchildren between the ages of 19 and 24. His hobbies include wood carving, fly fishing, trail riding, bird hunting, and fishing trips to Alaska or Mexico about every year. He still engages in reviews and critiques of proposed water development projects in Washington and the PNW, trying to bring economic reality to political and bureaucratic plans for spending the public's money. Norm also serves as one of our Emeritus Society Executive Committee members.

## Emeritus Society Events



*Please attend some of our biweekly Emeritus Coffees scheduled every few weeks and held in the Emeritus Society Lounge (Owen 339).*

### **BIWEEKLY COFFEES:**

The Emeritus Society holds biweekly coffees throughout the semester which are scheduled and promoted every few weeks. These coffees are always held in the Emeritus Society Lounge (OWEN 339). This semester coffee hours will typically run from 10:00am to 11:00am on Friday mornings– unless specified otherwise.

Please feel free to stop by anytime during the scheduled coffee hour to enjoy the presence of your fellow emeriti. In addition to the friendly conversation, attending our coffee hour is a great way to weigh in on ideas surrounding Emeritus Society events and happenings. We always love seeing you!

### **LEGACY OF EXCELLENCE AWARD RECEPTION:**

We will be holding the reception to celebrate Norm's Legacy of Excellence Award on Wednesday March 26<sup>th</sup> at 4:00 in Todd Hall 276. There will be light refreshments available and Norm will give a talk recapping his exciting career as a professor and water resource economist.

### **EMERITUS SOCIETY SCHOLARSHIPS:**

This March the Emeritus Society will give out 4 scholarships to outstanding applicants participating in the Showcase for Undergraduate Research and Creative Activities. If

you are interested in helping the process of determining the scholarship award winners please let us know!

### **NEW EVENT IDEAS:**

Every so often we try to plan special events, such as lunches or other gatherings. For example, last spring we had a wine social, in addition to other events.

If you have any ideas for events, please let Brady know! You can reach him at the following address:

[emeritussociety@wsu.edu](mailto:emeritussociety@wsu.edu)

## Meet Your New Graduate Assistant



The Emeritus Society is sad to say goodbye to former Graduate Assistant Arielle Aguado, but happy to introduce the next Graduate Assistant, Brady Blankevoort. Brady will serve as the graduate assistant until the end of the Spring '14 semester. He is currently a member of the on campus MBA program in Pullman. He grew up in Spokane, WA and has a background primarily focused in

financial services and sales. He is excited to be on board with the Emeritus Society and to help contribute to the greater good of the society and the University.

His office hours are currently held from 11:00 to 2:30 on Mondays and Wednesdays and from 3:00 to 4:30 on Tuesdays and Thursdays. Please feel free to contact him or

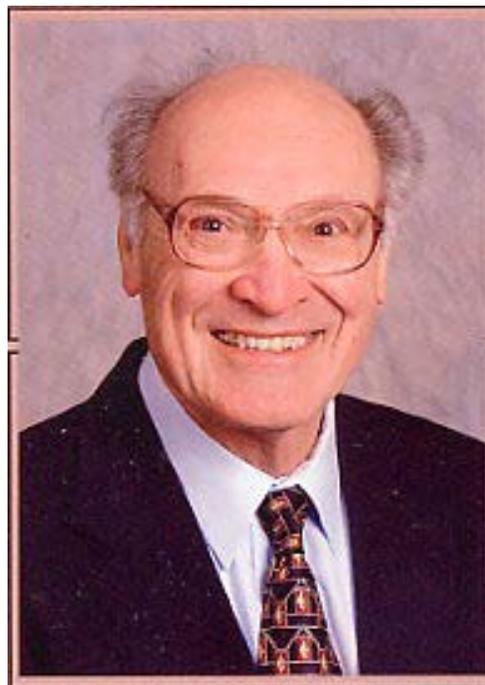
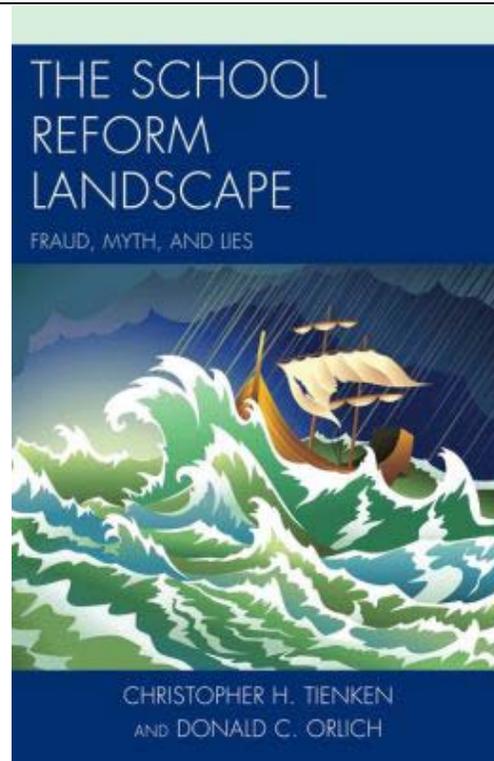
stop by his office hours with any and all questions or concerns you may have.



## Get to Know Your Fellow Emeriti

Enjoy this excerpt of the book review written by Michael Ian Cohen of WSU Professor Emeritus Don Orlich's book, *The School Reform Landscape: Fraud, Myth, and Lies*. (both pictured at right)

Readers of this text get an insider's view of the dirty politics of American education reform and the mainstream media's ill-informed and unsophisticated portrayal of it. Analysis of declassified presidential files, for example, shows us how the Eisenhower administration used the Russian launch of Sputnik in 1957 to create a sense of inferiority in science and math education among the American public; how evaluators of the National Assessment of Educational Progress, the 'Nation's Report Card' have made sweeping claims of educational decline founded on arbitrary and ideologically-based notions of 'proficiency'; and how international test scores and the use of national standards have no statistical relationship to economic competitiveness. In order to move beyond critique, however, Tienken and Orlich make a series of substantive recommendations, including a discussion of how the federal education department might be repurposed with a view toward creating a more equitable and adequately funded system for all. Rather than denying the need for standards, the authors argue for better standards, with developmentally-appropriate objectives based on cognitive psychology and room for local teachers to create curriculum and assessment according to students' needs and interests. Educators in international schools have a special stake in this book, that argues that curriculum developed close to the child, not in a distant federal office, and honors local autonomy, is the only curriculum that has empirical evidence in its favor. The political class, federal bureaucrats, and their lobbyists may be more comfortable with national standards and measures, but our students and the health of our democracy need something very different. What they need, ironically, is a 21st century education that bears much similarity to the models developed by early- 20th century progressives like Dewey and Tyler: one that poses problems, promotes critical thinking, differentiates according to individual needs, and aims to create a socially conscious populace.



**WSU Professor Emeritus Don Orlich**

### NEW EMERITI:

Every new semester brings new emeriti!

So far this semester, we have had one new member join the Emeritus Society:

**R Keith Campbell**  
Pharmacy



### **Volunteers Needed**

*WSU Psychology Department*

**Are you a cognitively healthy adult between the ages of 65-85?**

Men and women in these age groups are needed for a study exploring the role of reasoning and emotion in decision making across the lifespan. Your participation in this study will provide insight into how we process incoming information and then utilize it to make decisions.

**The testing session may last up to 3 hours.**

**You will be compensated \$50**

For more information, please contact graduate student Cristina Wilson at (509) 335-4906

*Washington State University's Institutional Review Board reviewed and approved this research study for human subject participation.*