KU to honor 37
Sumner County seniors

Students from seven Kansas high schools will be honored Wednesday, Sept. 19, by the University of Kansas Alumni Association and KU Endowment.

A total of 37 seniors from high schools in Sumner County will be recognized for their academic achievements and named Kansas Honor Scholars at a 6:30 p.m. dinner program at Wellington High School, 1700 E. 16th St.

The Kansas Honors Program began in 1971 and has honored more than 100,000 students. Scholars rank in the top 10 percent of their high school senior classes and are selected regardless of curricula, majors, occupational plans or higher-education goals.

During the ceremony, each student will receive an American Heritage Dictionary in hardback and CD versions, presented by Danny Lewis, assistant director of alumni programs for the KU Alumni Association.

David Johnston, director of marketing and Internet services for the KU Alumni Association, will speak to the students and their parents and guests.

Students attending from Caldwell are Abbey Bannister and Hayley Bruey.
Kansas kids act in ‘Only Good Indian’

Associated Press

TOPEKA — The American Indian boys, dressed in woolen trousers and collarless muslin shirts, and the girls, wearing long dresses and boots, repeated the alphabet one letter at a time in a one-room schoolhouse.

The year portrayed was 1905, and the children were forced to attend boarding school at Haskell Institute in Lawrence.

The child actors recently took part in “The Only Good Indian,” a movie being shot in Topeka, Lawrence, Wichita and other sites in Kansas.

“The Only Good Indian” is a nationalized account detailing the removal of Indian children from their homes and their forced attendance at Indian boarding schools. The purpose was to indoctrinate them into a white culture and destroy their Indian heritage.

Scott Richardson, a producer, said the movie will be released in theaters in 2008.

An Indian child who was removed from his or her home was put in a whole new world, said the film’s director, Kevin Willmott, an assistant professor of film at the University of Kansas.

When sent to a boarding school, the children’s Indian names were replaced with white names, they learned English and were forbidden to speak their native language, and they couldn’t worship in their native religions.

In the scene shot on a recent morning, some students were learning the alphabet, but Charlie, 15, the movie’s Kickapoo main character, doesn’t recite the letters and instead stares at a book. Of the 20 students in the classroom, most were Kickapoo and some were Potawatomi.

The classroom at Stach School on the west grounds of the Kansas State Historical Society doubles for the Haskell Industrial Institute in Lawrence.

Winterfox Frank Redding, Calif., portrays Charlie.

Charlie flees the school to return to his family at their reservation home, Willmott said, and Sam Franklin, a Cherokee bounty hunter, pursues him. Actor Wes Studi, who is Cherokee, portrays Franklin.

Movie viewers will recognize Studi from his roles as the Toughest Pawnee in “Dances with Wolves” and as Magua in “The Last of the Mohicans.”

Studi also plays Joe Leaphorn in the PBS productions of three of Tony Hillerman’s Navajo novels. Studi’s niece, Delanna Studi, plays Charlie’s mother in “The Only Good Indian.”

Between takes of the alphabet recitation, a crewman told the 20 child actors, “If you look at the camera, it’ll burn a hole in your eyeball.”

Frank grinned, but the other students were silent.

“Just kidding,” the crewman said.

Screenwriter Tom Carmody said the Kickapoos’ resistance to shedding their customs and adopting white customs is the movie’s theme.

Carmody, also a film producer, said the filmmakers are working closely with the Kickapoo tribe in Horton.

“We’re just thrilled they’re allowing us to use their tribal language and customs in the film,” Carmody said. In one scene, Frank and 10-year-old Richard McKinney, who Carmody calls a “natural” actor, speak in Kickapoo.

Willmott wrote and directed “C.S.A.: Confederate States of America,” a 2005 satire of what the United States would be like had the South won the Civil War. Willmott also is writer, director and producer of “Bunker Hill,” another film shot in Kansas that is in post-production work.

In some cases, the child actors loosely portrayed events from the lives of their grandparents.

Bertha Hill, mother of one extra and an aunt to two others, said her father, now 80, was forced to attend Haskell Industrial Institute, where he learned carpentry and vehicle mechanics.

“He just said he had to go,” Hill said.

Haskell Indian Nations University now offers four-year and two-year degrees.
Report: No loan kickbacks at state colleges

BY BRENT D. WISTROM
The Wichita Eagle

Kansas colleges haven't been engaged in the cozy relationships with student loan companies that schools in other states have been, according to findings from a three-month investigation by the Kansas attorney general's office.

But Attorney General Paul Morrison recommends that all schools adopt a code of conduct that prohibits accepting gifts from lenders and requires officials to base decisions and required actions on every preferred lender lists on the interest of students — not the school's finances.

Some schools already have such policies in place.

Morrison's investigation stemmed from findings in New York and elsewhere that showed university officials were taking kickbacks from loan companies in exchange for being added to preferred-lender lists that students are given when applying for loans.

Please see COLLEGE, Page 3A

"We're glad the Kansas attorney general cleared that smoke and showed there's no fire in Kansas," Cohen said.

Cohen said the university already has a policy for student loan practices that is similar to what Morrison and the New York attorney general are recommending.

He said the school does not have a preferred-lender list.

Attorney General Paul Morrison in May initiated an investigation by sending letters to 55 Kansas schools to assess their preferred-lender practices.

Kansas schools have "routinely declined" lenders' offers, including expense-paid trips, meals and temporary clerical services, Morrison's office reported.

The findings, announced Tuesday, were a relief, but no surprise to officials at the University of Kansas.

"We're very glad the attorney general went to the trouble of doing that," university spokesman Todd Cohen said Wednesday.

In early August the attorney general in New York announced he was investigating whether top college athletic departments nationwide, including at the University of Kansas, steered athletes to education lenders in exchange for kickbacks.

"The New York attorney general investigation created a lot of smoke," Cohen said.
When life coaches call, better parents answer

By KAREN UHLENHUTH
The Kansas City Star

It can make phone calls, connect to e-mail, download music and even play videos. But can the cell phone also be used as a tool for better parenting?

The federal Centers for Disease Control and Prevention thinks so, and the CDC is paying the University of Kansas to help determine whether text messages and phone calls by parenting coaches can help parents — mostly young single mothers — better interact with and manage their children.

Here’s how it works: Parents who enroll in the program are issued cell phones. Their coaches then call them a couple of times a week and send them a couple of text messages almost daily to remind them of the new strategies they have practiced in weekly face-to-face meetings.

The increased frequency — and immediacy — of those contacts is crucial.

Although research into improving parenting skills has

The University of Kansas is taking part in a research study that uses cell-phone calls and text messages to try to improve parenting skills. Shareka Mays of Grandview, with 3-month-old daughter Memori, checked Thursday for messages from her parenting coach.

Parenting coach Yolanda Tapia (from left) visited Thursday with Shareka Mays of Grandview and her daughters Memori Mays, 3 months, and Shamarie Stuckey.

EE CDC | A4

County: Jackson

35212-09-04_1001
produced some effective approaches, they have all been dogged by a much stickier challenge — how to motivate at-risk parents to faithfully attend group meetings or coaching sessions, and how to use their newly acquired skills.

"So much of our time as interventionists involves going to parents' homes, and they're not there," said Judith Carta, a senior scientist at KU's Juniper Gardens Children's Project in Kansas City, Kan., where this project is based. "One-half to one-third of visits are no-shows."

Lack of follow-through with clients is a well-known problem, said Daniel Whittaker, a behavioral scientist at the CDC in Atlanta.

"Parents have busy lives, and particularly parents who may have a lot of stressors," he said. "Those may be the parents most at risk for child maltreatment. If parents can talk to their family coach via cell phone instead of having to find a babysitter or get on a bus to get to a parenting group, we hope that will enhance the parent's ability to participate in the programs."

In many situations, cell phones — along with e-mail — offer an advantage over face-to-face contact that could be pertinent in the study being conducted jointly by KU and the University of Notre Dame, said John Horrigan, associate director for research at the Pew Internet Project in Washington.

Many people "try to avoid authority figures, and don't trust them as much as they might," he said. "Electronic tools help promote interaction among a population that sometimes goes out of its way to avoid it."

"Mays, a Grandview mother of two young children, is three weeks into the program. She met with her coach the first two weeks as scheduled.

"That's very good," said Kathy Bigelow, a post-doctoral researcher who is coordinating the study.

She noted that Mays, 28, is quite engaged with her children and working at being the best mother she can be. Mays does not downplay the challenges in being the sole parent of Shamauri Stuckey, nearly 5 years old, and Memori Mays, 3 months old.

"Sometimes I'm overwhelmed," she said. "It can get hard; it really can."

Mays aims to avoid some common pitfalls in raising her daughters.

"I'm trying to veer away from yelling and spanking," she said.

Rather than yelling after the fact, Mays said, she has learned that the way to prevent her older daughter from interrupting and demanding attention when Mays is busy with the baby is to get Shamauri engaged with a coloring book or a toy, and to check back on her and praise her for playing independently.

Parents in the project receive checklists that remind them of steps to take to optimize meals, playtime, baths and the other events that define the day.

Memori, who had been in a wind-up swing a few feet away from her mother, began to whimper. Mays immediately got up and took the infant into her arms.

"You're not getting enough attention now, are you?" she cooed.

Mays said she appreciated the frequent text messages and phone calls from her coach, who recently sent a message about an upcoming weekend event that she thought might interest Shamauri.

"That helps a lot," Mays said. "I don't have to find something to do. It's a pretty helpful program."

About 15 families have been recruited into the research project. Bigelow is aiming for about 200.

Carta, from Juniper Gardens, said researchers used cell phones in an earlier study "before cell phones were where they are now" and phoned mothers frequently to check in on what was happening.

In one call, one of the mothers reported how "good" her baby had been — he had not wet one diaper all day. It was an opportunity to teach that young mother that the lack of a wet diaper was not normal and could have been a sign of something more serious.

"It pointed out to us how these calls could be a way of finding out key things," Carta said. "The cell phone was giving us an entree into the children's lives."

That anecdote spurred the CDC's interest in investigating the use of cell phones in parent-training research projects.

"Now," Carta said, "we're kind of catching up with that zeitgeist and finding that text messaging can really be a useful way of interacting with a group of teens and young parents who are very comfortable communicating in that mode."

To reach Karen Uhlenhuth, call 816-234-7813 or send e-mail to kuhlenhuth@kcstar.com.
Area teams offer a variety of packages as companies large and small ride the bandwagon.

By RUTH BAUM BIGUS
Special to The Star

David Sloan admits he has never been a big Chiefs fan.

But this year, the president of Li’l Guy Foods has high hopes and more riding on the city’s National Football League team.

Sloan has agreed to pay about $180,000 a year for Kansas City-based Li’l Guy to be an official Chiefs sponsor for the next five years. Not only are the company’s tortilla chips and salsa being sold at Arrowhead Stadium, but the Chiefs logo will be an integral part of Li’l Guy’s retail marketing and packaging.

Just months into the sponsorship, the company’s red and yellow “Kansas City Chips” are scoring.

“We started getting responses (from people) immediately after the (first preseason) game...and people have really been positive, with sales going well,” Sloan said in late August. “It’s helped our relationship with our retailers, and we’ve seen sales go up there as well.”

Hitching a ride on the sports bandwagon is a popular move.

Based on data from Chicago research firm IEG, eMarketer estimates $9.9 billion will be spent on sports sponsorships this year, an increase of about 12 percent from 2006.

Sprint, Pepsi, Toyota. The names are plastered everywhere — on the sides of NASCAR cars, on the Kansas City Explorers tennis Web page, on the outfield signs at Kauffman Stadium and even on the front of soccer

SEE SPONSORS | D12
SPONSORS: Opportunities, risks

FROM D1

uniforms.

But professional sports sponsorships are not just for the big guys. Smaller businesses — like Li'l Guy — are getting into the game in hopes of becoming a bigger player.

"If a brand is associated with another brand, the familiarity of the smaller brand should grow," said Tim Bengston, associate professor of strategic communications at the University of Kansas in Lawrence.

And yes, indeed, Bengston calls that a "win-win" situation.

Teamwork

In Kansas City, packages vary quite a bit among the area's professional teams, although most include standards such as signage, game tickets and special events.

Tammy Fruits, Chiefs vice president of sales and marketing, said Chiefs sponsorships generally start around $7,500 and go into seven figures. The team has about 100 sponsors, about 75 percent of which are national companies. Many pay a premium to be official or exclusive.

"When it says 'official,' we don't let any other company use that line, but that doesn't mean we wouldn't partner with another company in the same industry," Fruits said. Exclusivity gives a company the sole sponsorship rights in its industry.

Assets range from a name and logo on pocket schedules to stadium signage and player appearances.

"We like to try to determine what a sponsor's marketing objectives are and build from there," Fruits said.

The Kansas City Wizards soccer team, which shares Arrowhead Stadium as home with the Chiefs, has about 45 sponsors, said James Buckman, the soccer team's director of corporate partnerships.

About $1,000 will buy a name and logo on a Wizards e-blast, and $5,000 will put a name on the home page. Buckman said the average Wizards sponsor spends about $50,000, but this season several local companies came on board at lower levels.

Sponsorship opportunities are ramping up for the Kansas City Brigade as the Arena Football League team plans a move into the new Sprint Center next season. The team landed Dollar Rent-a-Car as a sponsor at its new General's Club level, which starts at $80,000.

"Having the opportunity to play in a state-of-the-art facility makes our product more appealing to sponsors both locally and at the national level," said Brigade's Greg Rodden, director of game-day operations.

Meanwhile, the T-Bones minor league baseball team brings in sponsors for as little as $250. That's what it costs to have a display table in the concourse and pass out information during a T-Bones game at CommunityAmerica Ballpark.

"You have to really work at it to increase sponsorships," said Rick Muntean, T-Bones general manager. "We've raised it a tiny bit each year, and I'm happy with that. The competition in this market is absolutely fierce."

Connecting with customers

Sponsorships offer a unique marketing avenue.

"It's more effective than advertising because with advertising you're interrupting what the customer is doing to send your message," said Joe Sciarra, senior vice president of sponsorships and events for Bar- zley, a Kansas City marketing agency.

He said sponsorships allow businesses to connect with customers in a personal way.

"It tells a consumer about a company's beliefs and values, and it shows that a company has a common interest with its customers," Sciarra said.

At Li'l Guy, the value of a Chiefs connection was clear in 2005, when the company introduced Kansas City Chips using the Chiefs colors accompanied by football-themed promotions and packaging. Sloan talked with the Chiefs at the time about sponsorship, but it was beyond the company's budget, he said.

When the Chiefs ap-
proached Lil' Guy in December 2006 about a sponsorship, Sloan jumped at the chance. "I’ve wanted to expand, and this provided the perfect opportunity for us," he said. This month, Lil' Guys is introducing a line of flavored tortilla chips as well as reclosable bags for all products. "To be able to partner up with possibly the strongest brand in Kansas City — the Chiefs — goes a long way with our (business) strategy," Sloan said. "It gives us a leg up on the competition." Milwaukee-based M & I Bank, with 13 area locations, signed on as a sponsor of the Wizards this year to create "an experiential relationship with our current and future customers," said Pam Berneking, regional president. The bank declined to specify what it paid for the one-year package, but the deal includes stadium signage; mention during Metro Sports TV broadcasts; and reduced ticket pricing for customers and employees. "Soccer and its interests are being driven by youth in this country," Berneking said. "(Major League Soccer) and specifically the Wizards understand that dynamic and provide high-quality entertainment for the entire family, (and) that's something that we want to support." Of course, things don't always work out as planned when it comes to live events. When it was announced that British soccer star David Beckham joined the LA Galaxy and would play in Kansas City against the Wizards in September, the bank added the event to its sponsorship package, with plans to participate in half-time activities. Beckham has since been injured and is not expected to play in the Kansas City game.

Proceed cautiously

While the hoopla and passion of sports can be intoxicating, sponsorship commitments should be considered carefully. Elisa Waldman, business consultant with the Kansas Small Business Development Center at Johnson County Community College, said that while sponsorships can provide visibility before a large number of people, "you must consider what you're trying to promote or if it fills a need of the demographic." The trick, she said, is to reach the right population at the right price. Sciarra at Barkley said sports team sponsorships can prove particularly effective because that audience is often a hard-to-reach segment, mainly men who don't watch much TV. "You need to use it to communicate what you're about and give the fan access to the sport or enhance the sport through various (sponsorship) activities," he said. Waldman advises businesses to track results. An IEG survey found that nearly half of sponsors in 2007 planned to spend less than 1 percent of a sponsorship's total budget on research to determine impact. And nearly one in three would spend nothing. "Make sure you find some way to measure your outcomes — with a coupon, a code, sales or something," Waldman said. "Make sure you can pay off on the goods or services you offer through the sponsorship." In April, the Kansas franchise of Panera Bread stopped one of its sponsorship activities with the Royals — a Baker's Dozen promotion in which fans could redeem their ticket stub for bagels if the Royals got 13 or more hits in a winning game. It was replaced with sponsoring the purchase of 5,000 tickets for disadvantaged youths and others to attend Royals games. "We switched from one sponsorship item to another because it was more in line with our community relations approach and community giving spirit," said Eric Cole, the franchise's vice president of operations. At first, Panera took some heat from fans for the switch, but once the company explained its reasons "people were very understanding and supportive," Cole said. Experts say whether a team wins or loses doesn't matter so much. "The quality and size of the audience and their passion has more of an impact on a sponsorship's success than the team's record," said Jeff Fromm, of Kansas City's Link Marketing. For some local sponsors, though, winning is quite important. Chiefs wide receiver Eddie Kennison this year signed his company on as a Chiefs sponsor. Kennison Brown Real Estate Co., Kennison's venture with partners Shawn Brown and Damon Tauer, is the "official real estate company" for the Chiefs. "(The deal) helps us in aggressively going after developments," said Tauer, who declined to say how much the company paid for the sponsorship. "It helps us with credibility and puts us on the map. We can take advantage of the city and how it feels about the Chiefs." The company can put the Chiefs name and logo on its marketing materials — including T-shirts Kennison passed out to Chiefs players and personnel at the team's training camp in River Falls, Wis. Kennison wore his shirt while HBO filmed the cable TV network's "Hard Knocks" series. Lil' Guy's Sloan says he's become a bigger Chiefs fan since joining the sponsor ranks. "We hope to move up to No. 5 in chips sales (in our area) from our No. 9 position and do about $2 million in revenues off of this program out of a total of $5 million," Sloan said. And Sloan, like many fans, is hoping for a winning season as it gets under way this week. "Definitely I want them to win," Sloan said. "The longer the season, the longer the selling season for us."
Chiefs fans, like those of other professional sports teams, are surrounded by official sponsors, including Sprint, which has mobile carts in the lower concourses of Arrowhead Stadium.

### IN THE PROGRAM

A look at the sponsorship programs of some of Kansas City's professional sports teams:

#### KANSAS CITY ROYALS

**Sponsors:** 100, Including AMC, Watson's Pools & Spas, HCA, Sprint, Bob Evans Restaurants, Hy-Vee, Pepsi.

**Sponsorship price tag:** $50,000 to $1 million

**Sampling of items:**
- Logo rights, signage, tickets, suites and group nights.
- Merchandising programs such as bobblehead night.

Source: The teams.

#### KANSAS CITY WIZARDS

**Sponsors:** 47, Including Time Warner, Gail's Harley-Davidson, Adidas, Budweiser, John Deere, M & I Bank

**Sponsorship price tag:** Next season the program will have four levels from $20,000 to $80,000.

**Sampling of items:**
- Signage, Web site, e-blasts, pocket schedules, TV broadcasts.

#### KANSAS CITY BRIGADE

**Sponsors:** 35 for the 2007 season, including Toyota, KU Medical Center, HealthSouth, Velocity Sports Performance, Dick's Sporting Goods

**Sponsorship price tag:** $5,000 to seven figures

**Sampling of items:**
- Signage -- everything from banners and booth signs to electronic scoreboards, Web site, TV broadcasts, schedules, programs, magazines.

#### KANSAS CITY T-BONES

**Sponsors:** 90, including Community America Credit Union (ballpark sponsor), Burger King, Cabela's, Toyota, Bob Evans Restaurants, Arthur Bryant's, Big Biscuit, David Baker Photography.

**Sponsorship price tag:** $250 to $20,000

**Sampling of items:**
- Event nights, signage, suites, schedules, video boards, in-game activities.
Lawrence Journal-World, on tuition costs: (8/21/07)

Are tuition premiums placed on some areas of study at Kansas University and other U.S. colleges pushing low-income students into majors with less career potential?

According to comments by KU Provost Richard Lariviere in a recent New York Times article, the answer to that question appears to be “yes.” ...

KU began charging “differential tuition” (now referred to on the KU Web site as “course fees”) in the early 1990s. The fees were justified as a way to insure students in certain majors have the up-to-date equipment and top-notch faculty necessary to succeed in their careers.

However, the tie between higher course fees and majors that lead to higher paying jobs is undeniable. ...

It’s worth noting that even this year’s entering freshmen, who will pay the much-touted four-year “guaranteed” tuition, must pay course fees. ...

The evidence that low-income students are avoiding majors with additional course fees may be anecdotal, but it is nonetheless disturbing. ...

Acquiring a well-paying job may be one goal of a university education, but universities shouldn’t be in the business of placing a relative dollar value on various fields of study.

It’s also unsettling for university officials to point to scholarship programs that are funded by the additional fees. That amounts to having students who pay full tuition and fees actually subsidizing the education of some of their classmates. ...

Too many students already are being left behind because of the rising costs of higher education.

There’s nothing wrong with being a history major, but it doesn’t serve the state of Kansas and its economic future to push people into liberal arts majors rather than encouraging those who are interested to pursue professional degrees.

If even anecdotal evidence that course fees are having that effect doesn’t worry KU officials, it should.
Bannwarth joins Mortar Board

Emily C. Bannwarth, daughter of David and Marlene Bannwarth of Independence, was recently initiated into the University of Kansas Mortar Board.

Miss Bannwarth is a graduate of Independence High School and is now a senior at KU majoring in Marketing.

The initiation ceremony was on April 15 at the Kansas Union on the campus of KU, followed by a reception at the chancellor’s residence for student and alumni members and their families and invited guests.

Mortar Board members are selected based on distinguished ability and achievement in scholarship, leadership and service. Students must have a 3.0 grade-point average or better and hold senior status during some or all of the academic year.

What has become KU’s Mortar Board chapter was founded in 1912 as the Torch senior women’s honor society. In 1924, it affiliated with the national Mortar Board women’s honor society. Mortar Board opened membership to men in 1975. This year, 85 applied for membership at KU.
Students pledge sororities at KU

Two Independence freshmen and a Fredonia freshman at the University of Kansas pledged sororities during fall formal recruitment by the KU Panhellenic Association.

Lauren Lester, daughter of Doug and Arlene Lester, and Kelsey Stelting, daughter of Kelly Cox, both from Independence, were among 567 women who pledged to 13 sororities. Sara Sommer, daughter of Joe and Susan Sommer of Fredonia, pledged Alpha Delta Pi sorority.

Lester, a pre-optometry major, pledged Pi Beta Phi sorority and Stelting, a pre-medicine major, pledged Gamma Phi Beta sorority. Sommer also is a pre-medicine major.

Fraternity and sorority life program director Laura Bauer said the Panhellenic Association implemented an online recruitman tool this year, campus director, which lets women create an account and register online for recruitment. The new system also let recruitment counselors and sorority chapters perform all of their data entry and new member updates online.
Area law enforcement officers graduate from Training Center

HUTCHINSON — Officer John Walker of the Cedar Vale Police Department and Deputy Rodney Young of the Sumner County Sheriff’s Department were among 52 graduates of the Kansas Law Enforcement Training Center at an Aug. 10 ceremony at the 4-H Encampment Building on the Kansas State Fairgrounds.

The graduates, who began their training course April 30, represented 37 municipal, county and state law enforcement agencies from across Kansas. They were the 191st basic training class of graduates.

The training center is a unit of University of Kansas Continuing Education. Established in 1968 as the central law enforcement training facility for the state, the center is near Yoder.

Graduates receive certificates of course completion and Kansas law enforcement certification from the Kansas Commission on Peace Officers’ Standards and Training, the state’s law enforcement licensing authority. The training course fulfills the state requirement for law enforcement training. Classroom lectures and hands-on applications help train officers to solve the increasingly complex problems they face in the line of duty.

The center trains the majority of municipal, county and state law enforcement officers in Kansas and oversees the training of the remaining officers at seven authorized and certified academy programs operated by local law enforcement agencies and the Kansas Highway Patrol.

About 350 officers enroll annually in the 14-week basic training program. The center offered continuing education and specialized training to more than 2,500 Kansas officers last year. Funding for the training center is generated from court docket fees from municipal and state courts. No funds from the state’s general revenue are used to operate the center.
Gallery talk features couple, their collection of Kansas artwork

By Adrianne DeWeese
KANSAS STATE COLLEGIAN

Husband and wife Bill Tsutsui and Marjorie Swann saw themselves as just passing through Kansas when they accepted teaching jobs at the University of Kansas.

Fifteen years later, the couple said their collection of artwork by Kansans covers "every flat surface in our house."

Tsutsui and Swann presented a gallery talk on their exhibition "Making Kansas Home: Selections from the Marjorie Swann and Bill Tsutsui Collection" at the Marian Kistler Beach Museum of Art on Sunday afternoon.

The exhibition's title, "Making Kansas Home," describes the transition the couple has made during the last 15 years, Tsutsui said.

"In many ways, the Beach Museum is what inspired Marjorie and I to begin collecting Kansas art in the first place," Tsutsui said. "When we first came to Kansas, we saw ourselves as more or less just passing through.

"After a while, we real-ized we really liked Kansas. When we started to get into the artwork, we appreciated the landscape and the beauty and heritage of this state."

"Making Kansas Home" went on display at the museum June 1, and it included more than 40 pieces of Kansas paintings, woodcuts and pottery.

Instead of discussing specific exhibition pieces, Tsutsui and Swann presented a lecture about what makes a collection.

"A collection is a group of objects that have been selected, gathered together and separated from everyday use," Swann said.

"Everyday use" separates socks and artwork in their collection classifications, she said, which brought laughter from audience members.

The couple purchased their first piece of Kansas artwork in 1999 at a small gallery in Lawrence. Herschel Logan constructed "Monday Morning," a woodcut on paper, in 1934. The couple framed the piece and hung it in a guest bathroom.

In less than one year, the couple said they had collect-ed more than 100 of Logan's woodcuts, which often portray Kansas during the Great Depression and Dust Bowl.

Tsutsui said he and Swann developed a "collecting bug" for Kansas artwork, and their collection is open-ended.

Swann is originally from Canada while Tsutsui is from Texas, but the couple said their Kansas art collection "has come to touch both ends of the spectrum."

Swann also said the Great Plains culture is similar to Canadian culture.

"It takes a while to get to know a Canadian, and I think it's that way with Kansans, too," Swann said.

Karen McCulloh, Friends of the Libraries director at Hale Library, said she enjoyed Tsutsui and Swann's explanation of collections.

"I think this is really important for people to see what two people with relatively modest incomes can collect," McCulloh said. "It shows that anybody can have an art collection -- you just have to collect what you like"