





LYCOMING

COLLEGE REPORT November 1971 Volume 24 Number 9

SPECIAL ISSUE — THE TRUSTEE CHALLENGE!

THE CHALLENGE

The following proposal was approved by the College Board of Trustees at their annual meeting on October 28, 1971:

It is proposed that the Board of Trustees commit itself to give \$15,000.00 or more in undesignated money during the fiscal year July 1, 1971, to June 30, 1972, to stimulate alumni giving, as explained in the attached proposition from the Alumni Board and that a similar amount be promised by the Board for the fiscal year ending July 30, 1973, as matched by the Alumni. All contributions by alumni who are members of the Board will be credited to trustee giving rather than alumni giving to the Lycoming College Fund.

The Challenge Formula

- To match with 50 cents every dollar given by alumni above the 1970 total of \$20,610.00 to the 1971 Lycoming College Fund by alumni (maximum challenge: \$5,000.00)
- To give \$50.00 for each alumnus added to the Leadership Clubs above the total membership of all clubs in 1970 which was 130. This is limited to 100 additional members (maximum challenge: \$5,000.00)
- To give \$500.00 for each percentage point increase up to 10% in the amount of alumni participation (number of givers) in the Lycoming College Fund over the 1970 level of 127 (maximum challenge: \$5,000.00)

WHAT THIS CHALLENGE MEANS:

Dan Fultz '57, President of the Alumni Association explains what this challenge means:

The Alumni Executive Board has been seeking a challenge gift for some time. We decided to make the challenge to our Board of Trustees for the 1971 and 1972 fund years.

In essence, we have said to the Board of Trustees that we are going to meet all the requirements in the three points of the formula which we presented to them so that the College can realize an additional \$15,000 in unrestricted funds. We have given them a challenge and they have accepted it in a fine spirit of cooperation.

Now it is a real challenge for our association! We need the help of every alumna and alumnus of the Seminary, Junior College, and the College if we are going to help the Trustee Board of \$15,000, and we need that help now!

Our immediate goal is to raise, as much as possible by December 31st. If you have not sent your gift, get it in the mail without delay. If you have never given to the College, this is the time to begin!

MEANING OF THE GREAT STREAM

The name Lycoming is derived from the Indian word "Lacumic" or "Lycumick"—from the vocabulary of the Muscogee Indians, the Wolf Tribe of the Delawareans—meaning "great stream."

The Great Stream is an appropriate theme for the Lycoming College Fund. Our students come to the College from many tributaries forming a body that flows—some times placidly, some times turbulently—but always dynamically to the larger body of society. As we view The Lycoming College Fund, its tributaries—alumni, parents, friends, church, business, industry and foundations—will form the stream of financial support so imperative to Lycoming's future vitality as a private college.

Two issues of the Great Stream will be coming to you in rapid succession before the end of the year.

AREA TELEPHONS DIAL FOR DOLLARS

—In the Philadelphia Area—Hal Shreckengast '50 and Bob Winter '68 headed this very successful telethon on October 22nd and 23rd. Over \$1,300 was pledged in "specific" amounts with a number of other alumni pledging to send an "unspecified" amount to the 1971 Fund.

Callers included Morlin Spotts '63, John Joe '59, Jack Parsons '62, Henry Long '56, H. Spencer Born '32, Andy Tanger '70, Walt Dunston '57, Dale Bower '59 and the chairman. In the two nights, they attempted to call all alumni in the Philadelphia area. Alumni who did not receive a call either had an unlisted number, were not at home, or were unreachable for some other reason. The callers worked on the lists with great persistence and persuasion.

—In the Harrisburg Area—Fred Spanuth '81 headed the callers. They raised over \$1,200 in two nights of telephoning in an area which included Lancaster, York, Chambersburg, Lebanon, and Lewisberry. Many callers would have been helpful, but Mel Campbell '70, Larry Swartz '57, Jack Hakes '59 and Dale Bower '59 helped Fred get the job done.

—In Baltimore—Ann Pittinger '84 is making the final arrangements to repeat their successful endeavor of a year ago.

—In Rochester—The telethon will be headquartered in the Volplex Manufacturing Office Building through the courtesy of Mr. and Mrs. Raymond Lander. Mrs. Lander is the former Margaret Fowler '41, and a former faculty member of the Junior College. Dennis Kitzman '59 is also helping with arrangements for this telethon during the second week in November. So many Alumni may also be included in the Rochester telethon, so watch for the yellow postcard announcing "Lycoming Calling!"

—Lycoming County—Alumni who can be reached will receive a call later in November as the telethon moves closer to the campus. You are urged to be ready to make a pledge when your fellow alumnus calls you.



DICK CRAMER '58 REPORTS NEED

Dick Cramer '58, alumni representative to the College Board of Trustees has been particularly interested in the Leadership Clubs. He reports that, "The college could expand and further refine its academic program if more funds were available."

He urges fellow alumni to join him in becoming a member of one of our Leadership Clubs. Membership is available as follows:

President's Cabinet—Gift of \$1,000.00 or more per year
Dean's List—Gift of \$500.00 to \$999.00 per year
Century Club—Gift of \$100.00 to \$499.00 per year

The College is indebted to the Leadership Club members for their generous support of The Lycoming College Fund. Membership is always open to all alumni.

WALT DUNSTON '57 URGES ACTION

Walt Dunston is an action minded Alumnus and, as such, represents his fellow Alumni with distinction on the College Board of Trustees.

His Philadelphia dental practice reflects his ability to organize and move with determination. When back on campus for meetings, he talks to students, and his positive personality always comes through.

Walt sees a great need for the small private college. Lycoming has meant much to me and to my brothers John and George. I have always appreciated the careful counsel and attention which I received as an undergraduate, and I am anxious to do all I can to preserve this atmosphere for today's students. At the same time, the College must have the funds available to keep her academic standards current and at the highest level possible. Our Alumni can guarantee these funds if they examine their priorities carefully.

BILL WILLARD '55 REPRESENTS US

Bill Willard '55, one of our three Alumni representatives to the College Board of Trustees,



TWO FRESHMEN AND THREE TRUSTEES enjoy a light moment when they meet in front of the Academic Center. Mary Sue Ballantine must be holding a very funny story as Natalie Marsh looks on. The trustees on campus for their annual fall meeting, are (from the left) Fred Pittinger, chairman of the board, and alumni representatives, Walt Dunston '57 and Bill Willard '55.

reminds us of the Trustees as always being first in the opinions of our Alumni. Since one third of the present Board members are Alumni of the Seminary, Junior College or College, we are well represented in any policy actions taken.

Bill further reminds us that "Our voice is made even stronger as our contributions increase. We must, therefore, increase our Alumni giving as rapidly as possible."

MATCHING GIFTS COUNT TOO!

If you work for a matching gift firm, be certain that you complete their Matching Gift Form and enclose it with your gift to the College. It means additional money credited to your giving record and of course, additional money to the college. Matching gifts will be of great help in reaching the goals of The Challenge.

If you are not aware of the matching gift policy of your employer, ask someone in your payroll or personnel department about it.

IF YOU HAVE ALREADY SENT YOUR GIFT . . .

You can take advantage of the Trustee Challenge by sending an additional gift before December 31st. It will mean an additional 50¢ for each dollar you send. Also—if you are not already a member of a *Leadership Club*—will you consider sending the additional amount to make you a century club member? It will mean another \$500.00 (on the Trustees' six-point 2 of challenge) into the Lycoming College Fund. Help your Alumni Association to meet the challenge!

IF YOU HAVE MADE A PLEDGE . . .

Pledges have been made by members of the Classes of 1968, 1969, 1970, and 1971. The payment of these pledges will help in *The Challenge*. Payments which are increased will help even more.

Television pledges are also applied to the total giving of the Lycoming College Fund, but they can help only after the payment is made and recorded in the alumni office.

If you are holding a pledge which is due, you are urged to make the payment promptly, and before December 31, 1971.

FRANKLY SPEAKING by Phil Frank



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LYCOMING RECEIVES \$5,000 KODAK GIFT

Lycoming has received a special grant of \$5,000 from Eastman Kodak Company under the company's 1971 Educational Aid Program, it was announced October 22 by President Harold H. Hutson.

Lycoming is one of twenty institutions to receive an unrestricted special grant from the company this year. Kodak awards special grants on a non-recurring basis to colleges and universities offering curricula of particular interest to the company or for capital improvement programs. This year, Kodak has contributed \$1,200,000 in special grants.

During the past decade, Kodak's support to higher education—more than \$30,000,000—has benefited more than 400 educational institutions. In 1971, the company's contribution amounted to \$3,300,000.

Commenting on how today's financial pressures are compelling institutions to seek aid from all segments of society, Dr. Louis K. Eilers, Kodak chairman, and Gerald B. Zornow, Kodak president, said in a joint statement: "We at Eastman Kodak Company are willing and proud to do our share because we believe that the importance of education in the life of our society must not be underestimated. Well-educated young men and women are vital to our company's growth. Our Educational Aid Program is designed to recognize those schools that have helped provide Kodak's manpower needs as well as institutions of higher learning that conduct research beneficial to the company's progress."

PARENTS VISIT THE CAMPUS

Approximately 1,000 parents visited the campus during Parents' Weekend, October 15-17. Some traveled from as far away as New Hampshire and North Carolina to be present. Registrations revealed that parents from eleven states and Washington, D. C., attended.

The Fall Reception was well attended. Parents appeared to enjoy the informal conversations with members of the faculty in Primmington Lounge.

The dining room served brunch to about 930 visitors in addition to about that many students. The serving lines grew a little long at times, but no one complained too much.

The football game between Lycoming and Juniata was very well attended. Pre-game and half-time music was provided by our concert band which performed better than ever. The outcome of the error-ridden game was of course disappointing.

Parents attendance at Saturday evening events was gratifying. Next year we hope to have an even greater variety of events. We were especially pleased with the student participation in all of the weekend activities. We did a fine job and we are proud of that.

ALUMNI GIVING TO DATE:

This partial report covers the first ten months of the 1971 Lycoming College Report. Its totals indicate that we are slightly ahead of last year at

the same time. You can help your class record by sending your contribution now. You will also help to meet *The Challenge*.

Class Year	Number in the Class	Number 1971 Contributors	Class Year	Number in the Class	Number 1971 Contributors	Class Year	Number in the Class	Number 1971 Contributors
1897	3	2	1923	36	7	1947	131	8
1900	4	0	1924	24	3	1948	122	12
1901	2	0	1925	29	5	1949	77	11
1902	2	0	1926	46	3	1950	167	15
1903	5	1	1927	56	5	1951	148	11
1904	5	1	1928	57	6	1952	166	9
1905	7	1	1929	49	5	1953	165	8
1906	4	0	1930	39	2	1954	145	12
1907	17	2	1931	48	7	1955	100	8
1908	15	1	1932	72	2	1956	128	8
1909	15	4	1933	64	6	1957	191	13
1910	19	3	1934	54	6	1958	194	16
1911	13	1	1935	68	1	1959	251	31
1912	24	4	1936	79	6	1960	182	15
1913	22	3	1937	82	6	1961	204	17
1914	26	5	1938	73	9	1962	203	15
1915	11	2	1939	66	2	1963	228	16
1916	29	5	1940	87	2	1964	313	29
1917	12	4	1941	75	4	1965	323	27
1918	22	5	1942	94	7	1966	262	17
1919	20	1	1943	60	2	1967	305	22
1920	24	3	1944	37	0	1968	371	41
1921	19	2	1945	41	2	1969	351	26
1922	30	6	1946	57	5	1970	313	50

Total Educational Gifts: 6,753
 Total Gifts Received: 6,291
 Total Amount Given to the 1971 Lycoming College Trust by Alumni: \$17,122.55
 Total by December 31, 1971: \$30,000.00

REMEMBER — THERE ARE ONLY



GIVING DAYS

until December 31

Help meet *The Challenge* with your gift!



MEMBERS OF MOEMS (above) met at Parent Weekend, JUNE 11, WOODBRIDGE, to discuss plans for a Banquet on the campus, held back by Mr. and Mrs. John F. Woodruff (right) on the Lycoming Park, New Jersey.

For more details on SEVEN MEALS (under the Martin, Chick, and the Trust) contact the office of the Institute and Mrs. and Mrs. Frank Szymanski, Trustee, c/o Chris Szymanski, c/o Washington, D. C. 20002.

