



8600 UNIVERSITY BOULEVARD

Indiana State University Evansville Magazine

Volume II No. 3 August 1974

8600 UNIVERSITY BOULEVARD

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Volume 2 No. 3 August, 1974

Readers are invited to respond to content in the form of letters signed and addressed to the editor.

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John Dawson

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John Emhuff. Judy Rogers

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Member American Alumni Council

On the Cover

Hawaiian Sunset. Campus photographer John Dawson captured the sunset during a recent trip to the Hawaiian islands. He accompanied the Mid-America Singers' Hawaiian tour when they performed on the islands in June. The sunset was photographed on the island Maui.

ATTENTION ALUMNI

Do you have a new job?
Do you have a new title?
Do you have a new home?
Do you have a new baby?
Do you have good news to tell, or bad news?
Do you have a wedding planned?
Have you been married recently?
Have you been elected or selected for a special task?
What do we need to know about you?
We look forward to having you send us information about yourself, your family, and your friends who are alumni of ISUE. We feel that personal news will interest ISUE alums all across the United States. Take time to send some information today to:

Alumni Association
Indiana State University Evansville
8600 University Boulevard
Evansville, Indiana 47712



Making An Appointment. This young visitor is taking advantage of the ISUE dental hygiene clinic open to the community. The clinic is staffed by students in the dental hygiene program under the supervision of the dental hygiene faculty.

ALLIED HEALTH PROGRAMS

The Department of Allied Health offers four programs in health related fields. They are Dental Assisting, Dental Hygiene, Respiratory Therapy and Radiologic Technology.

Certificates were granted to sixteen students of the Dental Assisting Program at the graduation exercise in May of this year. This was the third class to graduate since the program was established. The Dental Assisting Curriculum was revised considerably this past year. College credit is now given and general education courses of English, speech and psychology have been added. Thirteen graduates of the second class of Dental Hygiene received associate degrees this year and four students will be granted a Bachelor of Science degree with a major in Dental Hygiene.

for the business student

BUSINESS INTEREST GROUPS ORGANIZE

Three new student organizations Pi Omega Pi, the Accounting Club, and the Management Club were organized during the past year in the Division of Business.

Pi Omega Pi is a national honorary society of business education and is affiliated with the Association of College Honor Societies. The new chapter at ISUE is currently serving a six-month probationary period prior to its formal activation.

To be considered for membership in Pi Omega Pi a candidate must have the expressed intention of becoming a teacher of business education, be a sophomore, junior or senior in the upper 35 per cent of his class with an average grade of B or better in all courses in business and education, and have earned a 3.3 grade point average in their major field of study.

A steering committee is currently directing the activities of the local chapter during the probationary period. Dr. Dona F. Frost is serving as faculty advisor to the local chapter with Renita Moss, Robyn Schoenenberger, Sheila Jones, and Roiann Lane functioning as members of the steering committee.

Members of the Accounting Club are afforded opportunities to exchange information and ideas related to the field of accounting, to listen to speakers concerned with various phases of accounting, to promote the high standards of accounting, and to

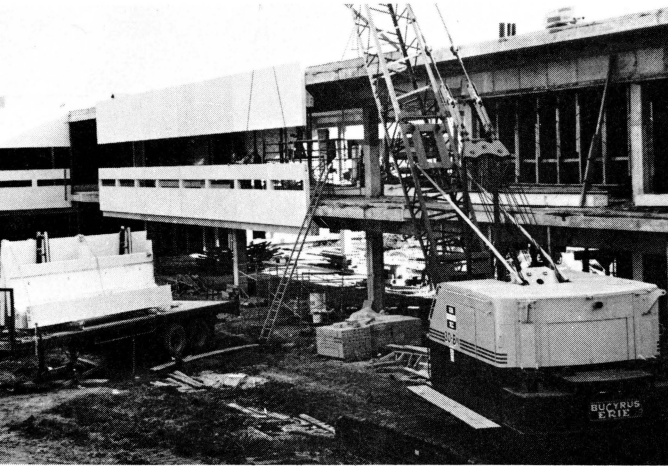
provide interaction among students and persons in the field of accounting.

The Accounting Club of ISUE has announced the officers for the 1974-1975 term. The officers are Billie S. Kuester, President; Joyce Gardner, Vice-President; Jackie Fry, Secretary; Debbie Beckwith, Treasurer and Bob Myers, Program Chairman. These newly elected officers shall direct the functions and activities of the Accounting Club in the upcoming year. Mrs. Wanda Hibbitts and Mr. John Ferrell are co-faculty advisors to the group.

The Management Club has organized for the purpose of expanding the knowledge of business students in the practices and principles of management, establishing leadership capacities, setting high standards of business conduct and to further the welfare of the membership by service to other business students and the University.

Phil Counts, the first club president, has announced the newly elected slate of officers for the 1974-75 school terms. These leaders are: Barry Miller, President; Kerry Neff, Vice-President of Special Projects; John Richards, Vice-President of Membership; Brad Marting, Vice-President of Committees; Jane Hoffman, Secretary and Randy Nord, Treasurer.

Mr. Dale N. Shook will serve as faculty advisor to the newly formed group.



UNIVERSITY CENTER SOON TO BE HUB OF CAMPUS

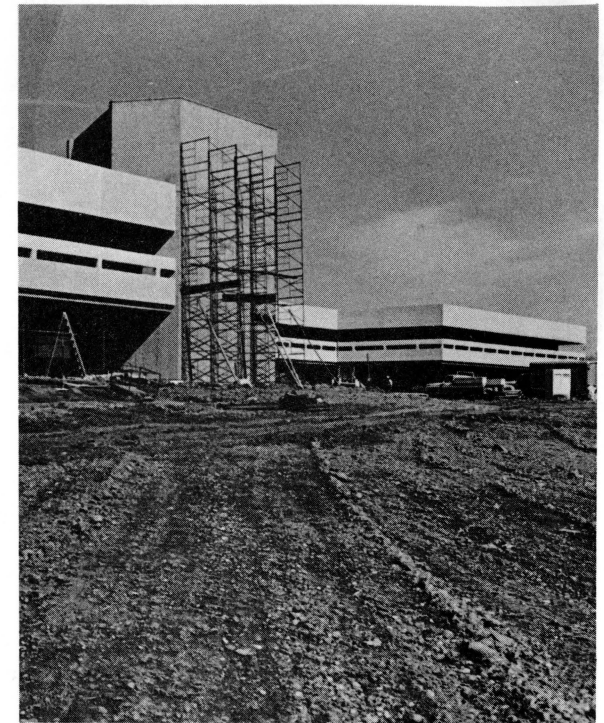


The University Bookstore personnel are packing books instead of unpacking them. The Alumni Affairs Office is stacked high with cardboard boxes and student organizations are making plans for new work space. And they all are waiting for the move to the University Center.

To be completed this summer, the University Center will become the focal point of the campus as it will house the food service areas including a grill and a cafeteria; the University Bookstore; work space for student organizations; and several student service offices.

Designed to complement the Library building, the University Center was begun in November, 1972. The University Center and Library are linked by the Continuing Education Wing (see picture upper left). The Continuing Education Wing has been developed so that it can be one large room or converted to four multi-purpose rooms.

The view from the upper level of the University Center takes in a sweeping look at

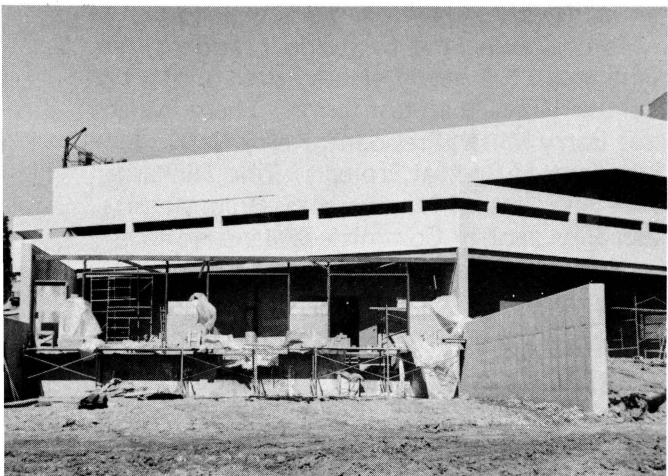


Reflection Lake and the south area of campus. It will become a favorite spot for students and guests alike.

The glass entrance to the University Center gives a clear view of the bright red, purple and orange accent colors to be used throughout the building. A monumental staircase, like the Library staircase, is planned for the entry way.

Construction has also begun on a parking bay for the University Center. With this bay complete, the University will be able to accommodate 1880 motor vehicles. The parking bay is built adjacent to the current lots and swings around in an arc on the south end of campus.

South of the University Center construction is also underway for the Classroom Applied Science Technology Building to be completed next year.



Pre-professional Group Benefits Student Teachers

by Judy Rogers

The Student Education Association, according to Karen Koch, the 1974 Spring semester president and 1974 graduate, is a pre-professional organization for students who are interested in the teaching profession. Goals of the organization are mainly to pass on information to students about teaching and to work with and meet other students and people already in the profession. During the past year, the SEA conducted tours of campus for Future Teachers of America clubs from local high schools and answered questions the high school students had about college. SEA members also benefit by receiving valuable training in working with various programs.

A recently developed program at ISUE has been the tutoring program. Approximately 15 to 20 interested education majors signed up for tutoring in their particular areas. They found that most students needing tutoring are not those ill or handicapped, but ones who simply need help in certain subjects. The fee for this service is nominal, usually \$2.50 per hour, but if the individual to be tutored cannot afford that fee, the students usually

tutor them for no charge. The money earned goes to the student who does the tutoring.

The Student Education Association was organized at ISUE by J. Maxwell Davis, Associate Professor of Life Science, in 1969, and is an active growing organization. Mr. Davis, as Coordinating Sponsor, gives assistance in many ways. Faculty sponsors, Janet Goodrum, Instructor in Education, and Charles Bertram, Assistant Professor of Mathematics, help the organization by publicizing meetings and supporting the organization. They also attend many of the meetings.

188 students were enrolled in ISUE's Student Education Association this past year. Upon joining, a new member receives an insurance liability policy and several professional newspaper subscriptions and magazines. With new rules to be in effect for the coming year, a student will join at the local, state, and national levels together for a fee of approximately \$9.00.

The 1973-74 regional representative from ISUE, which is in Indiana's region 3, was Steve Waller. As regional representative, he attended monthly state meetings and was in charge of contacting other schools to report on the state meetings. He also was active in working on regional planning meetings. The planning committee is instrumental in planning more program meetings than business meetings, with topics designed to help and interest a future teacher. Some of the topics discussed with teachers and principals of various schools over the past year were: sex education in schools, a bussing debate, integration, and the open classroom concept. Dr. Victor Fisher, Vanderburgh Co. Superintendent of Schools, was a speaker at one of the meetings. In another meeting, first semester student teachers spoke to those members who would be student teaching during the second semester. This interchange proved beneficial to those beginning teachers.

The SEA has one money-making project each year, the compiling, printing and sale of the campus calendar. Proceeds from this project go to the organization.

Karen feels that as an SEA member and former president, she has learned a great deal from these meetings. Programs and discussions with teachers, principals and other school officials she feels gives valuable insight into many aspects of teaching, which she hopes to make use of next year as a second grade teacher at St. Wendell Grade School. Also, the contact with these teachers and school officials is not only helpful now for communication, but undoubtedly will help her and other SEA members in their future careers of teaching.

Alumni Information Card

Please complete the Alumni Information Card with updated material and send to Director, Alumni Affairs, ISUE.

NAME _____

ADDRESS _____

CITY _____ State _____ Zip _____

Year graduated and major field of study: _____

Present position (list title and date you started this position):

Recent personal information (Include marriage, births, awards received, business promotions, and other pertinent personal information.)

the GRADUATE ROUNDUP

The Graduate Round-Up features alumni of Indiana State University Evansville who are making noteworthy contributions in their respective fields. Information is gleaned from the Alumni Information Card, friends of alumni, and the Alumni Association officers and Executive Board. Alumni are invited and encouraged to record their accomplishments on the Alumni Information Card (found on page 5) and return it to the ISUE Office of Alumni Affairs.

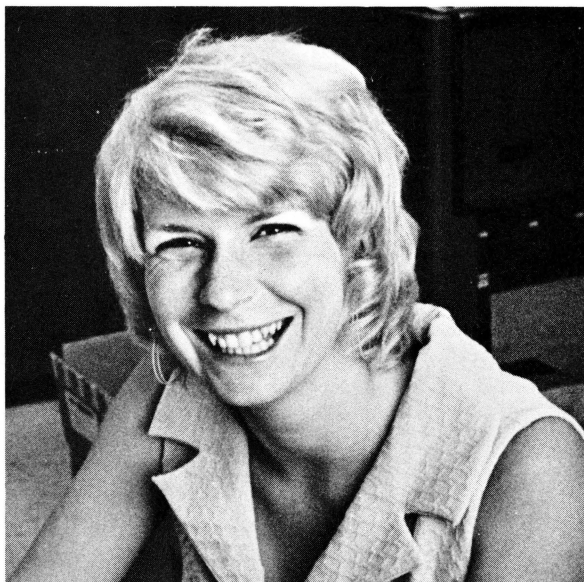
Lawrence Congleton, 1971, is a caseworker with the Vanderburgh County Department of Public Welfare. He graduated as a history major.

1971 graduate **Ralph Dierlam** is working in office personnel at Swanson Nunn Electric in Evansville. Ralph majored in management at ISUE.

Donald Distasio, 1972, is working as an Assistant Director of Education and Crusade for the American Cancer Society in Brooklyn, New York. Don was a history major.

A resident of Kalispell, Montana, **Janet Brown Grossman**, 1974, has started work for Dr. David Downey in Kalispell as a dental assistant. She is married to Joseph F. Grossman III.

Karen Mason



Daniel Groves, 1974, is a program associate of the Tuberculosis and Respiratory Disease Association of South-west Indiana. Located in Terre Haute, Indiana, Dan works principally in the northern six counties of a 17-county area. Dan received his degree in business administration.

Patty Herrenbruck, 1973, is a dental assistant for Dr. Michael Dean in Evansville.

Business teacher **Karl Klusmeier, Jr.**, 1972, teaches at Central High School in Evansville. Karl also serves as Vice-President of the ISTA Business Chapter.

Karen Sachs Mason, 1972, is a dispatcher with IBM in Evansville. Karen majored in marketing at ISUE.

1971 graduate, **Richard Mayne** is an office manager with Nations Thrift Plan in Evansville. He is also President of the Rockport Chapter of Kiwanis. Richard was a marketing major.

Keith Meier, 1972, is a second year law student at the Indiana University Law School in Indianapolis. Keith also works as a supervisor in the Office of Environmental Enforcement in the Indianapolis Department of Parks and Recreation. A member of the Phi Delta Phi legal fraternity, Keith was a senator in student government his senior year at ISUE. Keith majored in political science and history.

Chris Melton, 1972, is an Assistant National Bank Examiner for the U. S. Treasury Department. He works out of a subregional office in Evansville.

A 1973 business graduate, **Gary Meyer** is a student at the Indiana University Medical Center working on a Masters in Health Administration Program.

David Miller, 1972, is a student in the Indiana University School of Dentistry. He and his wife, **Julie Mathias Miller**, also a 1972 graduate, live in Indianapolis.

Rebecca Allison Miller, 1973, is a dental hygienist for Drs. Smith and Shellenberger in Evansville. Becky was a cheerleader for ISUE in 1971. She is a member of the American Dental Hygienists Association.

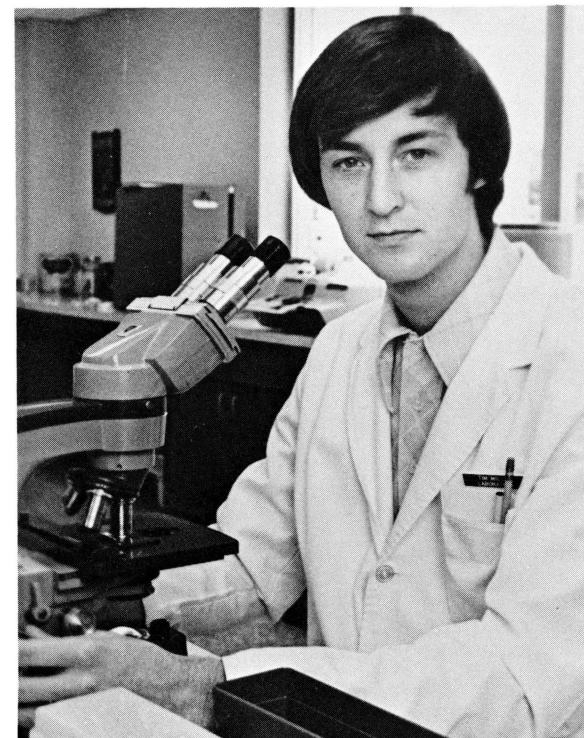
W. Tim Miller, 1973, is a medical technologist in the Pathology Laboratory Service at Deaconess Hospital Laboratory in Evansville. He was in the pre-med program at ISUE and performed with the Mid-America Singers and University Singers.

Ronald Morris, 1973, works as a zoologist at Mesker Park Zoo in Evansville. He majored in life science at ISUE. He is a member of the American Association of Zoological Parks and Aquariums.

Accounting major, **Kent Mosier**, 1973, is an auditor for the Indiana Farm Bureau Cooperative Association, Inc. in Indianapolis.

Accounting major, **Greta Mounts**, 1973, is a finance officer and city treasurer for the city of Olney, Illinois.

1971 graduate **Barbara Moye** is a third grade teacher with the Metropolitan School District of Mt. Vernon, Indiana. Barbara is a member of the Indiana State Teachers Association and on the Advisory Council for faculty at Farmersville School.



W. Tim Miller

1973 Dental assisting graduate **Kathryn Ann Hunter Perdue** is a surgical assistant for Drs. Whitehead, Pfafflin, and Henry in Evansville.

1972 elementary education major **Linda Rhorer** is a fifth and sixth grade teacher in the Henderson Independent Schools. Linda is also doing graduate work at Western Kentucky University in Guidance at the elementary level.

1973 business graduate **Edward Scheibel** is an auditor with Mason & Company of New York.

James Scheller, 1973, is a sixth grade teacher for the Tell City-Troy School Corporation in Tell City, Indiana. Jim is also a junior high coach. Jim was an elementary education major at ISUE.

Jeffrey Simmons, 1972, works at Evansville Psychiatric Childrens Center as a behavior clinician. Jeff received his Masters degree in Psychology at Ball State University in 1973.

Jane Snow, 1973, is completing work on the degree Master in Library Science at Indiana University. Jane was an English and History major at ISUE.

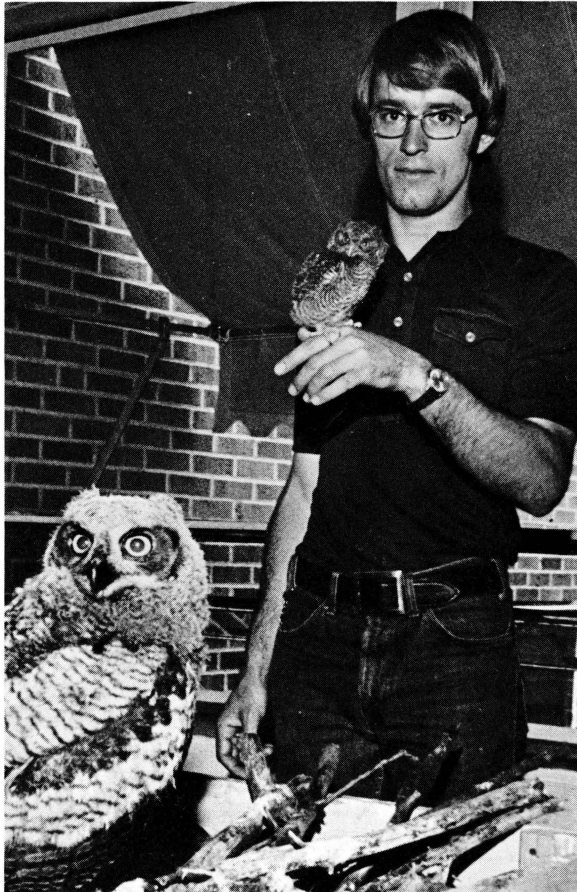
Two year Eagles basketball starter, **Leon Swope**, 1972, is an industrial engineer trainee with Stokely Van Camps in Indianapolis.

1972 graduate **Jerome Wargel** is a buyer for Finke Furniture Company located in Evansville. Jerry was a marketing major and active in Alpha Kappa Psi business fraternity at ISUE.

Michael Weber, 1973, was recently promoted from Junior Accountant to In Charge Accountant with the firm of Ernst & Ernst in Indianapolis, Indiana. Mike, his wife Vicki, and their two-year-old son Michael, live at 2418 Larmen Drive, Indianapolis.

An associate lab engineer at Babcock & Wilcox Co. in Mt. Vernon, **Dwain Zehr** graduated in 1971. His wife is **Beverly Zehr**, a 1973 ISUE graduate. Dwain majored in marketing.

Ronald Morris



The alumni of Indiana State University Evansville span the United States of America according to a report released by the Office of Alumni Affairs. With the addition of 1974 graduates the alumni now

number 1255. ISUE alumni live in 24 states, the states outlined and labeled on the above map. The largest concentration of graduates remain in Indiana, especially in Evansville and Indianapolis.

TWO GRADUATES EARN TOP HONORS

The student graduating with the highest scholarship index is graduated summa cum laude. Two ISUE seniors earned that top award in the 1974 graduating class. Both students had the exact grade point average.

The students are Sally Schmidt, accounting major, 1201 McDowell Road, Evansville; and Beverly McClughan, accounting major, 151 Carlisle Drive, Madisonville, Ky.

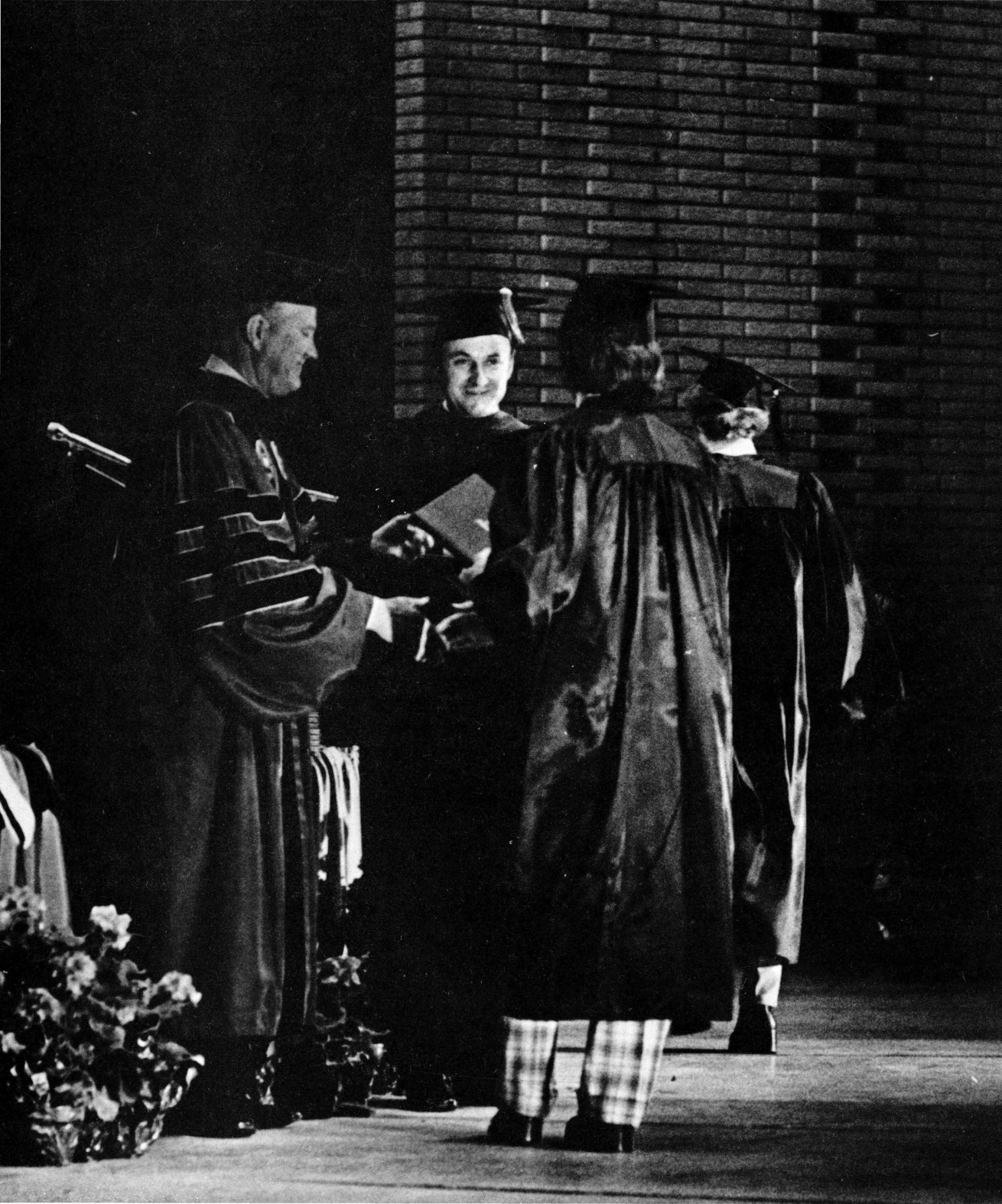
Sally has accepted a fellowship from the University of Notre Dame, South Bend, Indiana, and will begin work this fall on an M. B. A. degree in industrial cost accounting. Sally hopes to work in management.

Currently Sally is working at the Westside license Branch in Evansville.

Beverly is working as Manager of Billing and Collection Department with Ligon Specialized Hauler, Inc. of Madisonville, Kentucky. Her career goals include becoming a certified public accountant and to earn an M. B. A. degree.

DIRECTOR HONORED

Marvin L. Smith, member of the ISUE Foundation Board of Directors, was named a recipient of the 1974 National Management Award by the National Association of Life Underwriters. The National Management Award is given in recognition of professional excellence in agency management.

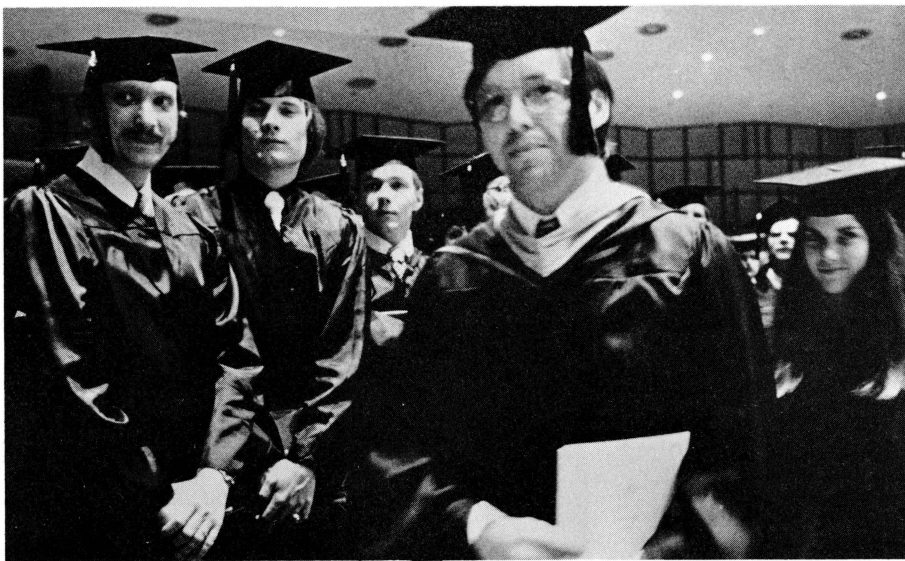


Economist Advises Graduates

Finance columnist Sylvia Porter addressed the 1974 graduates of ISUE during the Commencement exercises. Excerpts from her comments follow:

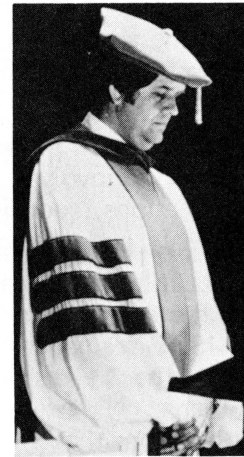
The American marketplace into which you are about to enter now as an adult, is an economic jungle. As in all jungles, you easily can be destroyed if you are ignorant of the basic guides for survival. But you can also come through safely. You even can conquer the jungle if you learn the rules, if you heed them, and if you refine them for your own use.

My special challenge to you is that you now prepare yourself to win in every sphere of your economic life, too. This you cannot do, unless you take advantage of the help that is being increasingly offered to you. Each of you must decide how much and what responsibility you will accept on your own for the protection of yourselves and eventually your family. And this, I admit, is how it should be and how it must be. For neither you nor I would want to be so protected that our choices of goods or services, or whatever, in this jungle would become severely limited, and the marketplace would become a dull neuter sort of place...



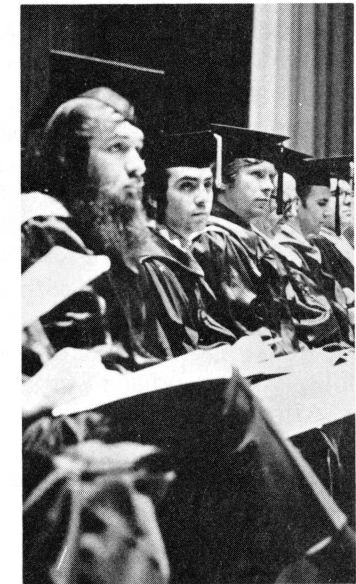
You could save hundreds of dollars a year without necessarily sacrificing any quality whatsoever just by buying large packages in many areas rather than small packages, but there are also infuriating exceptions. A recent nationwide survey revealed that shoppers make the wrong choices a shocking 40% of the time on which can, or bottle or package, or whatever, is cheapest when the packages do not fully explain the comparisons and when they really don't look. These errors translate into an average cost of 10¢ on every dollar that you spend in the grocery store...

Young men and young women, you will borrow money over the years to come, perhaps very big sums of it. Will you know the rules? Will you obey them? Will you know the traps? Will you try to avoid them? Will you try to get rid of them? Will you know the swindlers? Will you go after them? You will buy or rent a home. You will furnish and you will finance your home. Will you know the ways to protect yourself when you are making the biggest investment of your life? If you find that you are faced with a crook, will you try to get rid of the crook?



Will you try to warn others? Or will you fall into the traps, pick yourself up and get into the jungle of which I spoke and never come out again. You will invest and you will speculate in stocks and bonds, mutual funds and commodities, even in the far-out fields ranging from comic books to antique cars, from prints to art to autographs. Will you blindly waste the money for which you will presumably by than have worked so hard? Or will you do what you're doing because you know what you're doing? All your teachers have been able to do and all they could ever do is to give you the basic guidelines and then say, go on. It's up to you.

I am not using silly words nor am I being in any way anti-American to the country I love so much when I tell you this is a jungle, because it is. What I am talking about is nothing less than the very core of your life. I would like to see your generation not only conquer this, but also clean it up a lot more than my generation has been able to do. And the only reason I am here tonight, ladies and gentlemen, is that your Board of Trustees of this great university, has paid me the honor of recognizing that at least I have tried.



BILL STRAEFFER ADMISSIONS DIRECTOR

When Bill Straeffler accepted the Admissions Director position at ISUE last March, it was mid-season for recruiting students. Just coming from the Admissions Office at Western Kentucky University, Bill had recruited locally for that University. On the job with ISUE, Bill came in contact with a student who had heard him speak as a recruiter for Western Kentucky University and now he was hearing Bill speak for Indiana State University Evansville. After the conference was over, the student, totally perplexed, came up to Bill and said, "Now I really don't know where to go-- Western Kentucky or ISUE?"

Western Kentucky won that recruit, but ISUE hasn't lost many since that time.

A handsome, conscientious gentlemen, Bill Straeffler talks about his Admissions job at ISUE with genuine enthusiasm. Personal contact with students, Bill feels, is so im-

portant. "Each student has a particular situation, unique to him or her. We want to help each student at this important time in life." Personal letters, followup phone calls, and individual interviews are not too much when Bill Straeffler is dealing with a prospective student.

In addition to recruitment, the Admissions Office is involved with processing student applications, coordinating advisement for the students, and testing.

Last year 997 applications were received by the Admissions Office. Students enrolling at ISUE are geographically located in Region 13 -- the 11 county area in Southwestern Indiana. Ninety-two percent of the students come from that area, and seventy percent are from Vanderburgh County.

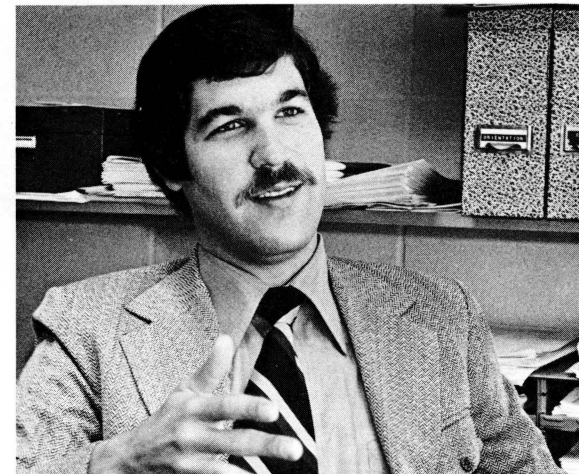
Admissions is a numbers game, many critics claim. "With enrollments dropping in colleges across the United States, numbers are important," Bill explains. "But I feel the quality of the student body is also significant. A good student is much more likely to stay in college for the four-year program, allowing retention rates to remain stable. A poor student often lacks the fortitude to continue the college career."

Notorious for telling jokes to begin a session with prospective students, Bill has an easy manner with the students. He meets with area high school counselors throughout the year and attends "College Nights" where he has the opportunity to meet prospective students and parents.

A most asked question by parents and students alike concerns cost of a college education. "Students are first anxious to see if we have the academic program they want, and secondly what the financial situation will be. Fortunately our fees have not increased in the last three years, and we can offer an economical, quality education program. Scholarships and grants and other financial

assistance programs are also offered through the Financial Aids Office."

The Office of Admissions shoulders much responsibility in student recruitment, for often the student's first contact with the University is through this office. But Bill claims students



can do the most effective job in recruiting for ISUE. "Students listen to other students, and go where their friends are satisfied. A current student's attitude plays a definite role in a prospective student's final decision to come to our University. And that's true for any college or university. It takes a total university commitment from students, alumni, faculty, and administrators in order to attract students."



BE PREPARED is the scout's motto and this summer session student's motto. With pen and pencil handy, he is ready to take any amount of notes. First summer session ended July 16. A second five-week session began July 17.

NEW STRATEGIES for a WORLD AUTO MARKET

By Dale N. Shook, Instructor in Business

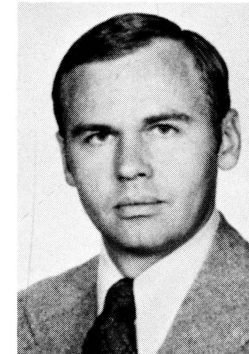
Currency devaluations, inflation, soaring labor costs and growing consumer affluence in Europe, Japan and the Middle East are affecting world auto makers more than the energy problem. These factors, along with study of the expanding multinational operations of the automobile manufacturers, were among the topics considered in ISUE's Seminar in International Marketing, introduced during the 1974 Intersession.

The change in economic conditions here and abroad is forcing GM, Toyota, Volkswagen, Fiat and other auto producers to consider moving into the world's just-emerging auto markets in South America, Asia, Eastern Europe and Africa.

While the primary impetus for this effort is the corporate desire for a larger share of the world market, there is an additional point. All the contestants are attempting to apply the principles that they have learned at home: tight cost control, product innovation, automation, sharper marketing skills and price strategies. Since over half of the world is underdeveloped in terms of the auto market, the contest is vast, financially attractive and increasingly competitive. Only the energy problem could dampen this expansion. The North American Market is rapidly reaching saturation, with one car for every two people. Consequently, the future is in the less developed areas with resources, excess labor and potential markets.

A parallel development is greater integration of overseas auto operations. "The arrow of the future points to more common

products for more geographical areas," says Chrysler's Chairman, Lynn Townsend. In Townsend's argument for the evolution of similar market stratification on a global scale we can see the possible future development of a "world car." This car would be built and sold everywhere, multi-sourced and produced in all major markets. While this seems unlikely in the near future, there will probably be commonization of parts among international car makers to the point where engines,



Dale Shook

transmissions and even some sheet metal will be similar, while grilles, optional equipment, and interior appointment will be tailored to different tastes in various parts of the world.

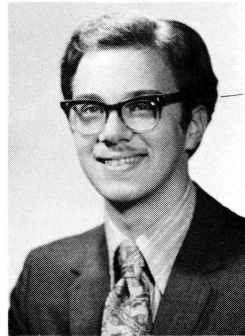
This international marketing pattern should carry over into other consumer and industrial product areas, enabling continued aggressive world economic expansion. Such an activity could forestall the political and economic collapse which observers of the resource and energy shortage situation expect to occur during the coming years. International marketers will be playing an important and dynamic part in this process.

CENTURY CLUB MEMBERSHIP ROSTER

The Century Club of the Indiana State University Evansville Foundation has a total membership of 208 individuals and companies. Donors who contribute \$100 or more annually for unrestricted operating funds to ISUE are Century Club members. Century Club funds aid student scholarship funds, grants-in-aid, and student loans, and strengthen the library collections and various enrichment programs for the campus. E. Donald Elliott of Evansville has served as Chairman of the Century Club since its inception in 1968. His efforts, along with all members of the ISUE Foundation Board of Directors, have made it possible for ISUE to strive for a program of excellence in its academic curriculum and in its role of service to the community. Deep appreciation and gratitude is extended to Century Club members for supporting Indiana State University Evansville.

- † Alcoa Foundation
Mr. C. E. Alvey
American Dairy Co., Mr. Carl Hottenstein
- † American Standard Foundation
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Mr. Donald Anderson
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Mr. B. C. Ashworth
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Mr. and Mrs. William H. Calloway



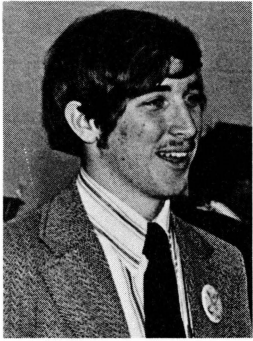
Michael Kroeger, Evansville, is a member of the class of 1976. A chemistry major, Michael serves as Treasurer of the Science Club. He received the Walter Wahnsiedler Scholarship in Chemistry.

Michael Kroeger

- Canteen Service Co., Mr. Don Maynard
Capital Paper Co., Mr. Terry Picker
Mr. William Chance
Chem-Farm, Inc., Mr. Gilbert Betulius
Mr. James Clayton, Jr.
Mr. Joe B. Coker
Mr. and Mrs. Ralph Cole
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Mrs. Eleanor Crow
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Mr. Jewett Davidson

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Mr. Arthur Deig
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Mr. and Mrs. Rolland Eckels
Mr. and Mrs. Michael Ellenstein
Mr. and Mrs. Donald Elliott
Miss Helen Elliott
Dr. and Mrs. John Emhuff
Mr. and Mrs. Robert Engelbrecht
Evansville Courier, Mr. W. Caddick
Evansville Metal Bed Co.,
Mr. John A. Wyber
Evansville Metal Products, Fritz Zurstadt
Evansville Press, Mr. Michael Grehl
Franklin Lanes, Mr. R. B. Neathery
Mrs. Melva Frederick
Mr. and Mrs. Edward Fritz
Mr. John Gaither
Mr. Wallace W. Given
Mr. and Mrs. Raymond H. Goebel
Mr. and Mrs. Alan Graf
Mr. Robert Green
Mr. and Mrs. Paul Grimes
Mr. Kenneth J. Hahn
Miss Louise M. Hahn
Mr. and Mrs. Lloyd Hahn
Hamburg Realty Co.,
Mrs. Selma Hamburg
Mr. and Mrs. Robert Hampel
Mr. Loren D. Herrli
Mr. and Mrs. William Hibbitts
Mr. and Mrs. E. William Hicks
Miss Ramona Hinton

†Matching Gift Firm
*Wife a member in her own right



Van Allen Jones

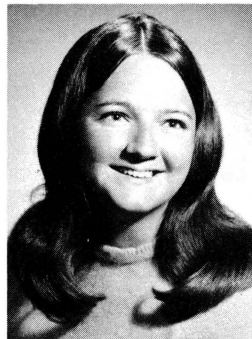
Van Allen Jones, Evansville, is a math major and hopes to teach at the high school level after graduation. A member of the class of 1975, Van served as Vice-President of the Student Government last year, and is active in Student Union, Chess Club, and Science Club.

He was awarded the ISUE Alumni Association Scholarship.

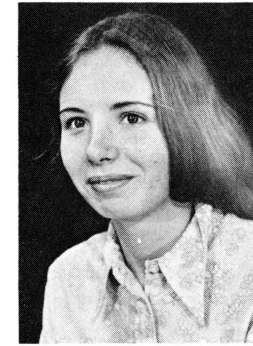
- Mr. John Hironimus
- Hitch Packing Co., Mr. William Hitch
- Hocker Brakes, Mr. E. K. Hocker
- Mr. Donald Holmes, Whirlpool Corporation
- * Mr. and Mrs. Byron Hubbard
- Huber Realty Co., Mr. Curtis Huber
- Mrs. Judythe Hummel
- Mrs. Aline E. Igleheart
- Inland Container, Mr. Robert Slade
- Mr. Victor Johnson, M. D.
- Mr. Edwin Johnson
- Mr. E. L. Johnstone
- Mr. and Mrs. William Keck
- Mr. Fred Kent
- Mr. Kenneth Kent
- Mr. and Mrs. Ralph Kent
- Dr. And Mrs. Glenn Kinzie
- Mr. Fred Kitch
- Klassey Lumber Co., Mr. Roger Klassey
- Mr. Ralph R. Knapp
- Mr. R. Malcolm Koch
- Mr. and Mrs. Robert L. Koch
- Mr. Kurt Kreyling
- Mr. Clarence Krieger
- Kuester's Hardware, Mr. William Nalin
- Mr. Herbert Lamb
- Mr. and Mrs. Walter W. Lancaster
- Mr. and Mrs. Julius Land
- Mr. and Mrs. William Leedy
- Mr. and Mrs. Alexander L. Leich
- Mr. and Mrs. Melvin Lutterbach

- Dr. Jackson L. Marr
- McCarty's Colonial Garden Center,
- Mr. Fred Hoefling
- Mr. Harold O. McCutchan
- Mrs. John E. McCutchan
- * Mr. and Mrs. Frank McDonald
- Mrs. Irene McDonald
- McMurtry-Martin Paper Inc.,
- Mr. Donald W. McMurtry
- † Mead Johnson & Company
- Mr. Richard E. Meier
- Mr. and Mrs. D. Bailey Merrill
- Dr. Daniel Miller
- Monarch Insurance Agency, Inc.,
- Mr. Gerald M. Finney
- Mr. Carl Moutoux
- * Mr. and Mrs. William J. Moutoux
- Mr. William Muller
- Mr. and Mrs. John Munger
- Mr. William R. Needler
- Nix Construction, Mr. Chris Nix
- Mr. and Mrs. Albert T. Noelle
- Mr. Dorris J. Nunn
- Mr. and Mrs. M. C. Oberhelman
- Mr. John M. O'Daniel
- * Mr. and Mrs. Joseph E. O'Daniel
- Mr. Glen L. Ogle
- Ohio Valley Container Corp.,
- Mr. V. Bradley
- Lt. Governor and Mrs. Robert Orr
- Mr. Robert D. Ossenber
- Mr. and Mrs. Donald Paro

Deborah Ann Reis



Deborah Ann Reis, Evansville, was the recipient of the Frost Memorial Scholarship. Debbie is majoring in business education and hopes to teach at the high school level. Debbie is a candidate for entry into Pi Omega Pi Business Honorary Fraternity.



Jacqueline Bridges

Jacqueline Bridges, Evansville, is a junior business education major. She was named recipient of the Secretaries of ISUE Scholarship for the second year. She also received an ISUE academic scholarship her freshman year. Jackie is a member of Alpha Kappa Psi Little Sisters and serves as Vice-President of Alpha Omega Psi Little Sisters. Jackie plans to be a teacher.

- Dr. and Mrs. Julius Pastor
- Mrs. Mary Patterson
- Peerless Pottery Co., Mr. Charles Weaver, Jr.
- Pepsi Cola Bottlers, Inc., Mr. James D. Brooks
- Mr. Bernard Powers
- Mr. and Mrs. Thomas L. Pugh
- Dr. Wayne Ratcliffe
- Mrs. Aline Nunn Renner
- Dr. and Mrs. David L. Rice
- Riverside Supply Co., Mr. Thomas Ingle
- Mr. and Mrs. Charles Roberts
- Ross, Inc., Mr. William Ross
- Royal Typewriter Co., Mr. Wayne Bennett
- Mr. and Mrs. J. Marshall Rushing
- Mr. Alvin R. Rust
- Mr. Ronald Sater
- Mr. Arthur G. Schlamp
- Mr. Richard A. Schmidt
- Mr. Walter A. Schlechte
- Mr. Chester Schroeder
- Mr. and Mrs. James Schwegel
- † G. D. Searle & Co
- Seidman & Seidman, Mr. Robert Kelley
- Dr. and Mrs. Kenneth Settle
- Mr. Norman Shane, Sr.
- Mr. William Simmons
- Dr. Robert Small

†Matching Gift Firm

***Wife a member in her own right**



Candace Mulkey

Candace Mulkey, Poseyville, was awarded the Barbara Corrigan Memorial Scholarship. A Communications major, Candy serves as Vice-President of the Communications Arts Club and has participated in a number of ISUE theatre productions. She hopes to pursue a career in broadcasting or the advertising field.

Small & Schelosky Co.,

Mr. Robert Schelosky

Dr. and Mrs. Clarence Smith

Mr. and Mrs. John Soucie

Mr. and Mrs. Carl E. Stocker

* Mr. and Mrs. James Stocker

Mr. and Mrs. James Stevens

Mr. and Mrs. William Straeffer

Drs. Frank M. and Ruth F. Sturtevant

Swanson Nunn Electric, Mr. Jack Buttrum

Mr. and Mrs. Lloyd Thomson

Mr. W. Paul Torrington

Mr. and Mrs. Fred Trautvetter

Mr. Jerry Vaughan

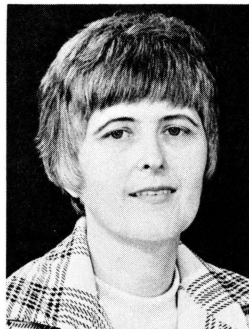
Mr. D. W. Vaughn

Dr. and Mrs. L. John Vogel

Dr. and Mrs. T. E. VonderHaar

Eva Michaels, Evansville, was awarded the American Business Women's Scholarship. A senior, Eva is majoring in elementary education. She is a member of the Student National Education Association and works in vocational education at North High School.

Eva Michaels



Mr. Walter J. Wahnsiedler
Col. and Mrs. Wallace Wardner
Mr. John H. Weikel, Jr.
Dr. Mell Welborn, M. D.
Mr. George B. Welch
Mr. Charles A. Wesselman
West Side Nut Club, Mr. John Taylor
Mr. Garth Whipple
Mrs. Eloise M. Whitehead
Mr. John Wilkie
Mr. James K. Will
Miss Kathy J. Will
Mr. and Mrs. Albert Woll
Mr. C. Wayne Worthington
Mr. Byron Wright

CENTURY CLUB

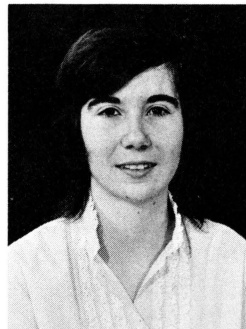
IN MEMORIAM

Mr. George Benedict
Mrs. Walter Bixby
Mr. Donald Davis
Mrs. Rosa Igleheart
Mr. John McCutchan
Mr. Douglas McDonald
Mr. Charles Weaver, Sr.

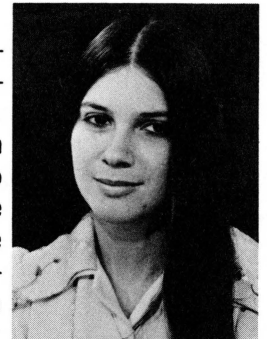
†Matching Gift Firm

*Wife a member in her own right

Karen Cotter



Karen Cotter, Evansville, is a member of the class of 1975. A secondary education math major, Karen is a member of Sigma Zeta and the Math Club. She received the Alcoa Foundation Scholarship. Karen received the math award for an underclassman last year.



Terry Lynn Warf

Terry Lynn Warf, Evansville, is a junior elementary education major. Terry received the Alcoa Foundation Scholarship Award. She will serve as President of the Student Education Association in Fall 1974. An honor student throughout her college career, Terry received an ISUE academic scholarship her freshman year.

ADDITIONAL SCHOLARSHIP WINNERS

Joseph Ballard, Evansville, is a senior. A history major, Joe wants to pursue the history curriculum in graduate school. Joe received the Walter Wahnsiedler award for History. He also has received a Hoosier Scholarship.

Philip Bender, Poseyville, received the Walter Wahnsiedler Scholarship for Elementary Education. Phil is a senior and a member of the Student Education Association. An honor student, Phil plans to enroll in graduate school at Ball State University after graduation.

Billie Sue Koester, Evansville, is a junior who is majoring in accounting. She is president of the Accounting Club. The recipient of the Women of ISUE Scholarship, Billie hopes to be a certified public accountant. She is currently working for the Housing Authority of Evansville.

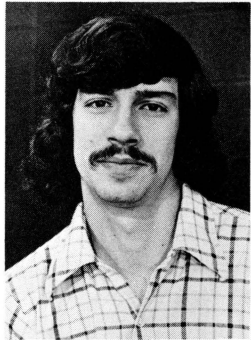
A senior finance major, Tim Mattingly, Evansville, received the Evansville Printing Corporation Scholarship. Tim is vice-president of Alpha Kappa Psi and public relations officer for Chi Gamma Iota. Tim received the outstanding student in economics award this year.

Walter Messex, Evansville, received the Joe Aaron Journalism Scholarship. Walt is a member of the class of 1975. A communications major, Walt is a photographer for the campus yearbook, Transitions. Walt wants to pursue a career in broadcasting.

SCREAMING EAGLES VARSITY CLUB

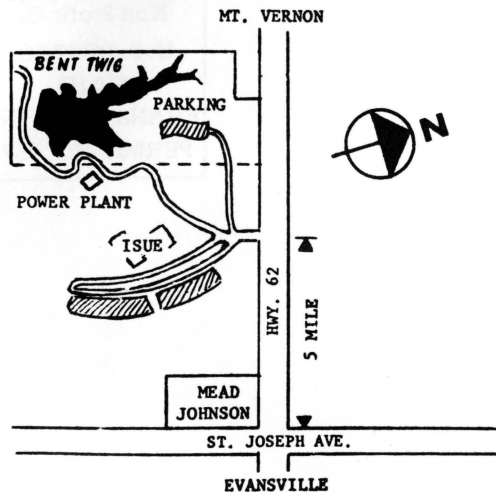


The Varsity Club unites friends of ISUE who aid the athletic program at the campus. The official athletic booster organization, the Screaming Eagles, aid in recruiting athletic talent to the campus and financially supporting athletic scholarships. The following names made up the Varsity Club roster this past year:



Michael Niemeier

Michael Niemeier, Evansville, is a senior pre-med student. He was named to receive the Walter Wahnsiedler Scholarship in Life Science. Mike was Vice-President of Sigma Zeta last year. He plans to enter med school upon graduation.



Plan a picnic at ISUE'S Bent Twig Trails!
Stroll along the foot trails at your leisure.
Open daily sunrise to sunset.

- I. Lysle Abbott
- John T. Almon
- * Altstadt Business Forms
- * Gerald Altstadt
- Larry Arp
- Baynam's
- John Behme
- Ben Franklin Store
- Donald Bennett
- * Bernardin, Inc.
- Bertha Becker Insurance
- Charles Bertram
- Grant Blake
- Kenneth Brack
- Malcolm Bransdon, DDS
- Canteen Service
- Jerry L. Carter
- * Central Steel & Wire Co.
- * William C. Couch
- Raymond Covey
- David Deering
- Deig Construction
- * Dr. W. G. Denning
- Paul Eichoff
- Richard Emigholy
- Evansville Central Lions
- + Evansville Clearing House
- * Evansville Sheet Metal Works
- Fendrich Golf Course
- + George Koch Sons, Inc.

- * Hahn, Inc.
- Bob Hamilton
- Helfrich Golf Course
- * James Helfrich
- * Loren D. Herrli
- * Hironymous, Knapp, Given Assoc.
- * Mark C. Hubbard
- * Jasper Rubber Products
- * Edwin W. Johnson
- Keck Motor Company
- Ralph H. Kent
- Key Motors Corp.
- Malcolm King Jr.
- Maurice King
- Leonard Koresell
- * Lamasco Bank
- William B. Leedy
- * Russell Lloyd
- * Mr. & Mrs. Edward Marting
- * Mead Johnson
- * Merry Go Round Restaurant
- Miller Real Estate
- Robert Miller
- * Wm. J. Moutoux
- William J. Muller
- * Northwestern Mutual Life
- Dorris J. Nunn
- * Lockett Nunn
- Glen L. Ogle
- Dennis R. Orsburn
- P & J Tavern

- Gary Patton
- * Peerless Pottery
- People's Bank & Trust Mt. Vernon
- * Postal Film
- * Aline Nunn Renner
- David Rice
- Elmer Sander
- Richard W. Schmidt
- * Arno Schnakenburg
- * Otto H. Schnakenburg
- Kathleen Schuetz
- * Marvin L. Smith
- * Jerry Steckler
- David A. Stinnett
- * Carl E. Stocker
- William Straeffler
- * Swanson-Nunn Electric
- * Telesis Corporation
- Fred Trautvetter
- Albert Umbach
- Jerry Vaughan
- Don Vowels
- Edward T. Walker
- Wallace Wardner
- * Patrick C. Weigman
- + West Side Nut Club
- West Side Pharmacy
- * James L. Will
- Dr. & Mrs. Jack Wilson
- Byron Wright

+ Bald Eagle Member (\$500 or more)
* Golden Eagle Member (\$100 - \$500)

TELEFUND: 74



Of the 363 alumni contacted by volunteers who participated in Telefund '74, 294 indicated they would send a contribution to the Annual Fund. Alumni in the Evansville, Indianapolis, Mt. Vernon, and Newburgh areas were contacted by phone. Alumni who could not be reached by phone were sent a letter and pledge form.

Pat Hinkle, Chairman of Telefund '74, explained that if 80% of the ISUE alumni respond to the mail campaign, 1974 will mark the greatest year ever for the ISUE Alumni Annual Fund. To date, \$1,905.50 was pledged to the Annual Fund.

Pat Hinkle and John Emhuff, Director of Alumni Affairs, wish to thank all volunteers who worked so diligently. And they send their special appreciation to the alumni who responded to the request from the volunteers.

DIVISION NEWS

NEW APPROACH TO ENGLISH CURRICULUM

The English Department has gained approval for some major innovations in its composition curriculum. Beginning next year, students who complete their first semester of Freshman English will no longer be required to take a single course (the old English 102) to fulfill the second half of their General Education Requirement. Instead they will be able to choose one of three options: a course in Exposition and Argumentation, a course in Advanced Composition, or a course in Creative Writing. Students will be encouraged to take these courses after their freshman year so they will not have to discontinue their study of language once they become sophomores.

Barbara Marting, Professor of Business, was presented the first annual Education Award by the Babcock and Wilcox Management Club of Mt. Vernon. The Education and Training Committee of the B & W Management Club plans to annually honor an individual, group

or institution that has made a significant contribution to higher education in the business community.

Frank Stanonis, Chairman of the Division of Science and Mathematics, was chosen as an Outstanding Educator of America for 1974. Outstanding Educators of America is an annual awards program honoring distinguished men and women for their exceptional service, achievements, and leadership in the field of education. Humanities student Jim Greer was awarded first prize in an outdoor sculpture contest conducted by Holtzman and Silverman of Detroit; Jim's work will be part of the landscaping in a new construction project planned by the Re-Development Commission.

James Blevins, Humanities Division Chairman, will be on sabbatical leave for the 1975 Spring Semester. Dr. Blevins will travel to UCLA where he plans to take courses in film history and criticism.



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Evansville, Indiana 47712

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