



A year of new traditions

By Rob Hill and Joan M. McKee

Welcoming a new chancellor, the first year in the centrally located alumni center, philanthropic Homecoming events and hundreds of devoted alumni volunteers made 1992-93 a memorable year for the MU Alumni Association. MU also lost a friend and benefactor, Donald W. Reynolds, BJ '27, who died in April. Reynolds donated \$9 million for the center bearing his name.

Alumni Center becomes home

New traditions are created every day in the Donald W. Reynolds Alumni and Visitor Center. In its first year of operation, the University Club has become a social and dining center for the community. A Columbia native and a member of the Alumni Center management committee, Madelynn Cunningham Garffie, BS '79, held her wedding reception at the center in May 1992. "It was a beautiful place for the reception and so convenient," Garffie says. "It was so classy."

Garffie's ties to the club continue while she serves on its board of directors.

The club, which opened its restaurant in September 1992 and banquet facilities in February, boasts 1,700 members. Club business generated \$1.2 million in gross revenue during its first year.

Fifty-four percent of club members are Association members with current and retired faculty and staff making up the remainder.

Scholarships aid students

Of all the traditions observed by the Association and its members, one stands pre-eminent. Financial assistance in the form of scholarships to students is a constant theme of Association events.

The St. Louis chapter led all others with approximately \$9,000 donated to the scholarship fund, followed closely by the Kansas City chapter with approximately \$8,500 and the K.C. Business and Public Administration chapter chipped in another \$6,000.

Overall, 110 students benefited from \$73,112 in scholarships from 39 association chapters and organizations. Scholarships contributions from the chapters and organizations are matched up to \$500 by the Association.

Reunion renew ties

Old traditions were renewed and new ones were established when more than 200 people attended the 50th anniversary class and Gold Medal reunions at the Reynolds Alumni Center April 29 through May 1. About 220 alumni and

spouses attended the weekend event.

"We were really thrilled to see the new Reynolds Center," says Bernice Hitzemann White, BS Ed '49, of Norborne, Mo., who attended the reunion with her husband Thomas, BS Ag '43. "We've both been very active in cooperative extension and we've maintained our ties to the University through that, but the reunion was very special."

Besides renewing college friendships, alumni toured campus and Columbia, attended educational seminars and visited with representatives of their school and college.

Homecoming happenings

Homecoming '92 lived up to its name for a Columbia family when the campus Habitat for Humanity and Homecoming volunteers teamed up to build MU's first Habitat house.

Mizzou's Homecoming steering committee spearheaded 27 campus and community groups' building efforts, which took shape on the ROTC practice field the week before Homecoming. The structure was later moved to a Columbia neighborhood. Approximately \$20,000 in funds and labor were donated to make the house a home.

A venerable comic book character returned home during Homecoming '92. The Beetle Bailey statue was unveiled by artist Mort Walker, AB '48, who was grand marshal of the parade, as well as the William Francis English Scholar-in-Residence for the College of Arts and Science.

Blood donors made Homecoming '92 one of the largest drives on a university campus when 2,956 units of blood were

Alumni volunteers gather in front of the Reynolds Alumni Center after the Association's fall national board meeting. There are first row from left: Susie Robison, Reng Winters, Tom Lawson, Carolyn Wiley and Anne Nelson. Second row: Mark Miller, Betty Spaar, Lisa Schlichtman, Bruce Loewenberg and David Hitzhusen. Third row: Susie Cox, Brock Hessing, Mitch Murch and Gerald Johnson. Fourth row: Jeff Jasper, Dick Dickinson and Dick Moore. Fifth row: Chris Schlarman, Bryan Forbis, Jean Snider and Don Cahalan. Sixth row: John Saunders, Bob Dixon, William Phelps and George Gale. Seventh row: Ro Sila, Joel Denney, David Litteken, Jean Cerra, Hal Jordan and Bob Wilson. Eighth row: Greg Luzucky, Mary Ann Beahon, Ron Carpenter, L. Joe Scott and Diane Kilpatrick.

donated during the five-day drive.

Grants enhance faculty

Last year, Dr. Diann Jordan, assistant professor of soil microbiology, met in France with other soil researchers who work with more than 100-year old agricultural plots similar to MU's Sanborn Field. These scientists, who are interested in collaborating on agricultural practices and their impact on pollution, invited Jordan to attend an international conference in July to help develop long-term studies in historical field sites. Jordan turned to the Association for help with expenses and became one of 17 faculty members to receive a Faculty Incentive Grant. This program, which awarded \$12,000 in 1992-93, provides money for projects that might not otherwise be funded by the University.

Chapters span the globe

Now that writer, actor and book publicist Joe Rinaldi, AB '81, is no longer commuting to New York City, the time was right to join other alumni who wanted to help revitalize the Association's New York chapter. As co-president, he has helped alumni gather for football- and basketball-watching parties and a "Meet the Chancellor" dinner. This fall, the chapter is planning a trip to the football game against West Virginia and is starting a membership campaign. Promoting MU and the Association is important to Rinaldi and he thinks the New York area is the place to do it. "There are 2,500 Mizzou alumni in the tri-state area, so it's crazy not to

see things happen."

Further south, the Dallas chapter became the first out-of-state alumni group to become a member of the Jefferson Club by pledging \$25,000 over 10 years. "We wanted to establish a role model for chapters outside of the state," says President Curtis Rippee, BS Acc '89. "We wanted to show that chapters outside of Missouri can have just as much impact."

Alumni in 27 in-state and 18 out-of-state chapters plus an international chapter in Korea served MU this year.

Organized to help

When many workers are relaxing on their holidays, Mark Miller, BS '78, MS '82, can usually be found at MU. As president of the Black Alumni Organization, he has been busy planning the events for the 25th anniversary of the Legion of Black Collegians, which include a yearlong celebration of the black experience on campus that begins this fall. (See story on Page 13.) Last year the organization held a Homecoming brunch where more than 150 people attended and three scholarships were presented. It also helped sponsor Fall Fest, a welcome back to campus for students; Kwanzaa, an African-American holiday based on African tradition; a graduation celebration; and recruitment dinners for prospective students and their parents in Kansas City and St. Louis. Miller also is working with the Association's legislative information network committee to identify black alumni in each representative district to work on

behalf of BAO and the University. "It's important to me to take the time to try to make a difference on campus and to help communication between the campus and alumni and students," says Miller, the director of the governor's commission on minority business development in Jefferson City.

Other alumni constituent groups include the Fulbright Alumni, Navy ROTC, Army ROTC and the Student Alumni chapter. Fifteen schools, colleges and departments have active alumni organizations.

Membership enriches MU

The 26,278 members of the Alumni Association will start noticing one change this year when they renew memberships: Dues are now payable once a year in February. Rather than renewing on the anniversary of joining, members will now receive renewal information the first quarter of every year.

One way to avoid the annual ritual of renewing is to become a life member of the Association. A new life membership was approved by the Association's executive board in March. Individuals may become life members for \$1,000, which can be paid in five installments; couples may join for \$1,500, also payable in five installments.

In addition to his regular duties, Athletic Director Dan Devine pitched in by helping to recruit new Alumni Association members. Along with Association Executive Director Jim Irvin, BS Ag '60, PhD '70, Devine is urging MU alumni to "bury the bird" by outpacing membership of the University of Kansas Alumni Association.

Students are involved, too

Jessica Oswald is bound to discover some old traditions of the Alumni Association Student Board as well as establishing a new one: She is the first historian for the organization.

Oswald, a sophomore exercise science major, from Eldon, Mo., is hoping to create a written history to supplement the oral tradition of the group. "I know a lot of things have been lost," Oswald says. "Nothing of what we've contributed to alumni is really down on paper."

For five years, the student board has been providing freshmen and transfer students an early peek into life at MU. *The Next Generation* is a yearbook



Smiley Elmore Jr., BS BA '90, MA '92, coordinator for alumni relations, center, introduces Kevin Potter, BES '83, left, to Chancellor Charles Kiesler at the Black Alumni Organization's student recruitment dinner March 10 in St. Louis. Potter is a sales representative with Procter and Gamble Distribution Co. Each spring the organization brings MU staff and alumni together with potential students and their parents in Kansas City and St. Louis.

featuring photographs of incoming freshmen and transfer students as well as information on campus activities

News about Mizzou

Not only is the *Missouri Alumnus* maintaining ties of alumni to their University, the publication is trying to attract alumni of retirement age back to Columbia.

A special section in the summer 1993 issue touted the benefits of the city as a retirement location.

Besides learning more about *Money* magazine's No. 2 city in the nation, the more than 215,000 alumni and friends of the University who read each issue of the quarterly magazine keep informed of Association and MU happenings.

Tourin' Tigers see the world

Association member Clarita Morris didn't need to attend the history lecture on the Panama Canal when she and her husband, Harry Morris, BS BA '51, traveling with the Tourin' Tigers joined alumni from other Big Eight schools for a January cruise. "I was excited about seeing the canal because I had read its history before I went on the trip," Clarita says. But she took advantage of the other amenities. "The ship was the tops in terms of relaxation." She says she enjoyed the food, the friendly staff and the stage productions. "It was unbelievable. We might as well have been in Hollywood; the performances were so polished."

Last year, alumni and friends traveled on 12 Tourin' Tigers tours, which

included visits to the Canadian Rockies, the Soviet Union, Alaska, New England and the Antebellum South. Tigers also cruised the Nile, Rhine, Danube rivers as well as the Sea of Cortez and the Bay of Fundy.

The charge that pays

Christy Weber, AB '90, carries a Mizzou Visa credit card featuring the Columns. A student working on a nursing degree, she receives compliments when people see her card. "People tell me my card is attractive and a nice advertisement for MU," Weber says. But for those times when she and the other 3,725 Mizzou credit card holders use their cards, MU benefits. Commerce Bank in Kansas City gives the Association a percentage of every purchase made on either the Mizzou Visa or MasterCard that displays a photo of Jesse Hall. In the 1992-93 school year, the program generated \$43,946 for the Association, which uses the funds to support activities benefitting students and faculty.

Committees guide Association

As chairman of the rules committee, Greg Lucecky, JD '77, keeps law and order. He and the other members have been hard at work preparing a standardized set of bylaws for chapters to adapt so there will be consistency among the groups. He also worked on an application for a group tax exemption that all chapters can use. "The larger chapters have done this on their own, but now the Alumni Association can act as an umbrella for all the chapters," Lucecky says. "This will

help us out financially and keep us from running afoul of the tax laws."

Working on this committee of the national board was Lucecky's next logical step in service to MU. He has been active in the St. Louis chapter for many years, where he has served as president. Currently he is on the chapter's board of directors.

Forty-eight other volunteers joined Lucecky last year by serving on the Association committees, which include athletic, alumni center management, communications, faculty-alumni awards, finance, membership and LINC, the legislative information network committee.

Board directs it all

"I enjoyed the opportunity to work with dedicated volunteers who really do love Mizzou and want to see it prosper," says Association President Tom Lawson, M Ed '61, EdD '70. The city manager of Poplar Bluff, Mo., he also serves on the University of Missouri Advisory Committee on the 21st Century, which is making long-range plans through the year 2020.

During his 1992-93 term, he helped welcome Dr. Charles Kiesler as MU's new chancellor and saw the development of the Donald W. Reynolds Alumni and Visitor Center as a meeting place for alumni, faculty, staff and students. "It was memorable seeing the new center become one of the focal points of MU," Lawson says, "and realizing the potential that the new chancellor and his philosophy could have on the progress of the University and the Alumni Association." ☐



Not only do members enjoy fine dining at the University Club, but students in hotel and restaurant management use the facilities to learn the fine art of food service.



Judy Johnson, and Association vice presidents Carolyn Wiley, BS Ed '64, and Gerald Johnson, BS Ag '52, DVM '56, and Thom Guthrie, director of the alumni center operations, help raise scholarship money at the April 23 Boone County casino night.



On Oct. 2, President Tom Lawson, M Ed '61, EdD '70, left, and Provost Gerald Brouder, right, present Bus Entsminger, BS Ed, M Ed '50, with the distinguished service award.