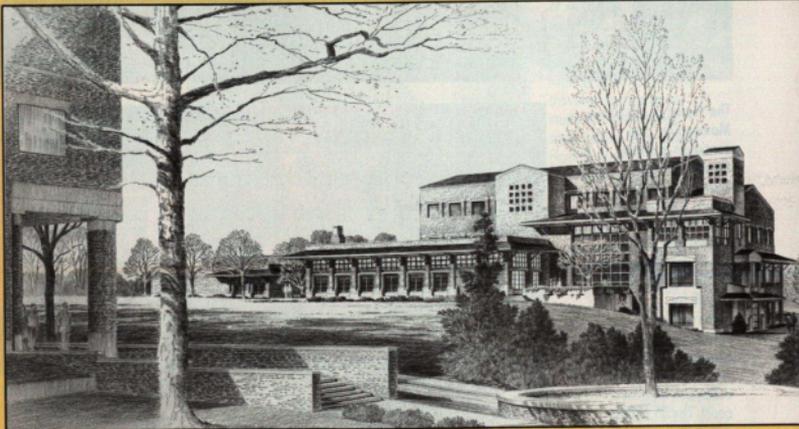


Top left, Grand Marshal Donald W. Reynolds, B.J. '27, right, enjoys the half-time celebration with 1988 Homecoming Queen Ann Marie Highham, left, and King Eric Sherwood. The Centennial Class of '39, top right, celebrated its 50th reunion by donning caps and gowns and marching with the Sesquicentennial Class of '89 in the graduation ceremony May 6. Joining the Class of '39 was the Gold Medal Class—those graduating in '38 and before. More than 260 attended the reunion. The preliminary sketch of the Donald W. Reynolds Alumni Center, bottom, shows the east side, facing the Law Building. The ceremonial ground-breaking for the 64,000-square-foot building will be at 4:30 p.m. Oct. 27 south of Jesse Hall on Conley Avenue between Gentry and Maryland avenues.



What a Year!

The MU Alumni Association's Annual Report

Photos by JEFF ADAMS

Moving into the future while celebrating the past was the theme of the MU Alumni Association's 1988-89 year. To celebrate MU's Sesquicentennial, the Association gave \$75,000 to outfit "The Spirit of Mizzou—Moving On," a 48-foot rig donated by United Van Lines, which is touring Missouri as a minimuseum showing examples of MU's research, teaching and service to the state.

The year also saw an all-time high in membership of 25,978 dues-paying alumni, as well as preliminary plans for the \$9 million Donald W. Reynolds Alumni Center which will be built in the heart of Campus. The firm of Patty Berkebile Nelson Immenschuh Architects in Kansas City is designing the new center. Schematic plans were approved in July at the Board of Curators meeting. The expected date of

completion is fall 1991.

In these times of inadequate appropriations for higher education, LINC, the legislative information network committee, is trying to do something about it. By reviewing bills pending in the Missouri General Assembly that affect higher education and by using alumni throughout the state as liaisons, LINC educates alumni about the legislature's fund-allocation process and legislators about the University's needs through a bi-weekly newsletter published during the legislative session.

RECRUITMENT AND SCHOLARSHIPS

Spreading the word about Mizzou to high-school students is one way the Association helps in recruitment. This year, chapters in Butler, Livingston, Barry, St. Charles, Greene and Cole counties and the St. Louis Engineers sponsored



The "Spirit of Mizzou—Moving On," top, continues to travel throughout the Sesquicentennial to events such as the St. Patrick's Day Parade in Kansas City. Bottom, the Alumni Association Student Board raised \$2,000 for undergraduate scholarships at the oozeball tournament, where students played volleyball on a mud court. The 55 AASB members serve as ambassadors for alumni functions and recruit new students for Mizzou.



Mizzou Nights, where students learn about the University. In September, more than 350 students from St. Louis and Kansas City attended Scholar Nights, a recruitment activity for honor students. "Off to Mizzou" parties in Sullivan, Mercer, Harrison and Davies counties sent new MU students off to college well informed about Campus life. The Alumni Scholars Program gave 101 scholarships worth \$66,568 during the 1988-89 school year.

MEMBERSHIP As a special gift, Sesquicentennial graduates were offered free membership. They, as well as all members who joined in 1988-89, received a limited-edition Sesquicentennial lapel pin. The Association also produced the 16-month Sesquicentennial Calendar, September 1988 through December

1989, which features historic tidbits and accompanying photographs of Mizzou during the past 150 years. The calendar was sent without charge to all dues-paying members. Approximately 2,000 alumni and friends took advantage of the MU Mastercard offer. The Association receives about \$800 income each month from members' use of the card.

MISSOURI ALUMNUS The *Missouri Alumnus* magazine, made possible by membership dues, celebrated the Sesquicentennial by giving a historical overview in the Winter 1989 issue. The magazine contained reprints from past issues and a 16-by-21 inch four-color poster of the lighted Jesse Dome. The *Alumnus* is sent to 125,000 MU alumni throughout the country and overseas. Directed by the Association's communications

committee, this quarterly magazine's primary purpose is to keep alumni informed about their University.

ACTIVITIES More than 22,000 alumni and friends participated in 278 chapter, divisional and other activities, including visits from new head football coach Bob Stull, athletic rallies, scholarship fund-raisers, receptions, banquets and barbecues.

CHAPTERS In 1988-89, the Association had 50 in-state chartered chapters. Out-of-state chapters numbered 20. International chapters are being organized in Hong Kong, London, Taiwan and Thailand, joining chapters already established in Japan and South Korea.

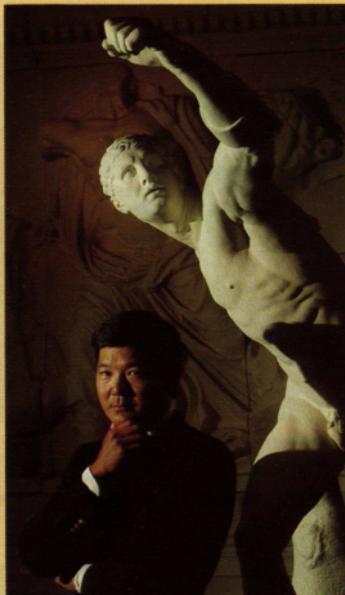
DIVISIONAL ORGANIZATIONS AND CONSTITUENT GROUPS Seventeen of MU's schools, colleges and departments have chartered alumni organizations. Constituent groups include the Black Alumni Organization, Fulbright Alumni and NROTC Alumni. These groups help alumni keep ties with their professors, classmates and their profession by holding events and raising money for scholarships.

TOURS The Tourin' Tigers traveled on 14 group-rate tours during the year, including a two-week trip to Russia and a 10-day tour of Egypt. Other destinations were Africa, South America, the Alps, the Mexican Riviera and the Gulf of St. Lawrence.

ATHLETICS Meeting three times a year, the alumni athletic committee has representatives from all 14 alumni districts in Missouri and provides the athletic department feedback from Missouri alumni. The four alumni members on the University's intercollegiate athletic committee, which advises the chancellor and athletic director on athletic matters, also come from this committee. This year, it helped MU's athletic department in searches for the director and football coach. It also provided reports of media coverage of the Tigers around the state to the athletic department and is developing a program to help student-athletes find summer jobs.

ALUMNI CENTER The Alumni Center continues to play an important role on Campus as 26,359 people attended 539 events this year. The Alumni Center management committee manages the center, which houses the offices of alumni relations, development, and records and research.

LEADERS' DAY During 1988-89, 20 of the most active chapters—14 in Missouri, three out-of-state and three divisional chapters—earned honor status. This year was the first time divisional chapters were included in the honor program, and the College of Education, the School of Medicine and the Walter Williams



Dr. Lawrence Okamura, left, assistant professor of history, received one of 14 MU Alumni Association Faculty Development Incentive grants totaling more than \$10,000. Okamura traveled to Jordan to study Roman cultural sites. Below, Chancellor Haskell Monroe, left, and 1988-89 MU Alumni Association president Carl Schweitzer congratulate Virginia G. Young, Arts, Journ '38, who was awarded the Distinguished Service Award—the Association's highest award—at the Faculty-Alumni Awards banquet Sept. 16.



Club in Houston became the first divisional honor chapters. The Association honored the officers of these groups at Leaders' Day Sept. 8 in Columbia.

COMMITTEES Rules and finance joined the Association's standing committees this year. The other committees include alumni center management, athletics, communications, faculty-alumni awards, tours and membership.

BOARDS OF DIRECTORS A 64-member board of directors governs Association affairs. Included are the officers and other members of the executive committee, Missouri district directors, divisional organization representatives, heads of standing committees, out-of-state regional representatives, at-large members and student representatives.

The 1989-90 national MU Alumni Association officers are, from left: Ed Travis, BS BA '56, of Des Peres, president; Bob Dixon, BJ '56, of Flossmoor, Ill., president-elect; Richard Moore, AB '54, JD '56, of Ballwin, Mo., vice president; Gerald Johnson, BS Ag '52, DVM '56, of Independence, Mo., vice president; and Thomas Lawson, M Ed '61, EdD '70, of Poplar Bluff, Mo., treasurer.



Jeff Adams photo

The Kansas City chapter's past president, Jack Revare, BS BA '54, second from right, congratulates current president Mark Meierhoffer, BS BA '70. From left are Phil Acuff, BS BA '53, and Carl Schweitzer, BS BA '52.



The executive board of the Washington, D.C., chapter plans events such as a brunch for the Sesquicentennial Singers, a cruise on Chesapeake Bay and a Congressional breakfast.



Homecoming '89 kicks off with alumni photo

Become a part of history by joining fellow alumni on Francis Quadrangle for the Sesquicentennial Alumni Photo at 11 a.m. Oct. 28 after the Homecoming parade. Dress in style for the picture by ordering a Homecoming '89 History in the Making T-shirt. The cotton shirt, featuring a Tiger on the back and a Homecoming logo on the front, can be ordered from the MU Alumni Association for \$7 plus \$2 postage and handling. You will be properly attired for the Oklahoma State game.

When making plans to attend MU football games, don't forget the pre-game luncheons at the Alumni Center. The luncheons are served before all home games beginning at 10:45 a.m. Call or write the Association to reserve your place.

Pep rallies before away games should get the Tigers in a winning mood. Find out when and where by calling the Association. Lunch will be served at these away games: Indiana, Arizona State, Colorado and Oklahoma.

As the Sesquicentennial Celebration draws to a close, so does the chance for non-members to get a free limited-edition Sesquicentennial lapel pin when they join the Association. The pin will be sent to all new members through December.

Adventurous alumni and friends will

A record-breaking crowd of 736 attended the St. Louis chapter's annual picnic at Grant's Farm July 15. Some of the money raised at the auction will be added to the scholarship fund. The chapter gave four \$1,000 scholarships last year.



Bob Hill photo

want to attend the Tourin' Tiger Preview at 4:30 p.m. Sept. 9 at the Alumni Center after the Texas Christian University football game. At the wine-and-cheese reception, travel agents will answer questions about trips that are already planned. Suggestions for future adventures will be discussed.

For more information about these and other events and services, write the MU Alumni Association, 132 Alumni Center, Columbia, Mo. 65211 or call (314) 882-6611.

—Joan M. McKee



MU Alumni Association