



	Ed Kennedy	Gene Trumble	Werner Mueller	Bob Atkin	C. B. Fitzgerald	
	Lloyd Turner		Mark Swearingen			Herb Harvey
Dr. Adeline Hoffman	Joe Hoover	Dr. Joe Fisher	Jim Rutter		Ramon Gass	Dr. Gerry Johnson
Marvin McQueen		B. W. Robinson			Bob Stemmons	
				Elinor Gaunt		Karl Wickstrom
				Garth Landis		

Alumni Leaders Return to Campus

To 'cast their eyes downward and see where they had been' in seeking future direction for their continuing role of service to the university

"THE KIND OF INSTITUTION this is 20 years from now will depend on the support and help of its alumni," Chancellor John W. Schwada told representative alumni leaders returning to campus Sept. 16-17 to plan activities for the forthcoming year.

"You are our associates in building a great University," he challenged them as they reviewed the objectives of the Association, were given a "Red Carpet" tour of the campus to rediscover old haunts interspersed with the "new look," and glimpsed the future "in depth" at the University Reactor, the completely automated library complex, and schools or departments of their choice.

Concurrent with the meeting of 26 members of the Alumni Association Board of Directors and six out-of-state chairmen was a meeting of the membership committee under the leadership of Garth Landis, St. Joseph, Mo., which set as its goal for 1967, 20,000 active members, an increase of approximately 5,000. This committee will conduct a major campaign to involve direct mail, telephone and personal solicitation, a pilot program for which will be launched in Tulsa, Okla., Nov. 11, with the cooperation of area chairman Norbert Miller.

ALUMNI ASSOCIATION MEMBERSHIP provides a two-way communication between the University and its graduates and former students. It aspires to be informed of the needs and problems of the University, to create programs of value to both, and to be of service.

Proposals for the 1966-67 year as outlined by Marvin D. McQueen, St. Louis, president of the Alumni Association, continue such traditional programs as homecoming, class reunions and alumni meetings, amplify the divisional programs and services, provide publications such as the *Missouri Alumnus* and *The Panorama of Progress*, an annual report sent to all dues paying members, and keep up-to-date all biographical records on graduates and former students.

In addition, the alumni leader indoctrination program, of which this was the first meeting, will be extended; influential visitors will be sought for campus appearance and University speakers at alumni and public gatherings will be sponsored; and assistance will be provided to the University in presenting its fiscal needs to the General Assembly.

Already accomplished this year is the erection of six more signs in the alumni-sponsored Campus Identification System (pictured elsewhere in this issue). Outdoor maps to guide visitors have been placed at the intersections of Highways K and 740, College Avenue and Highway 740, Stewart Road and Providence Road, College Avenue and University Avenue, Elm Street and



Above, Dr. Frank Williams and Nancy Madden (left) talk with Bob and Connie Stemmons.



Alumni leaders during a coffee break in the Faculty-Alumni Lounge of the Student Union.



From left to right are Bob Atkin, Dr. Adeline Hoffman and B. W. Robinson.

Herb Harvey and family came from Eldon, Mo.





In 1956, we had 3,500 Tigers.



By 1968, we want 20,000 Tigers.

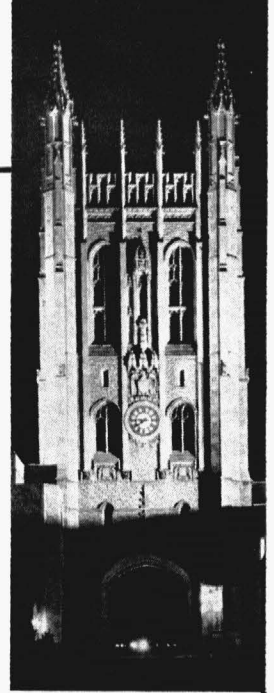
Ninth Street, and the Eighth Street Circle in the vicinity of the Columns. Other special alumni-sponsored projects are enumerated in the box at right.

In urging leaders at the Seminar to seek new directions for the future, McQueen paraphrased Ghandi, who said "Cast thine eyes downward and see the imprint of thine own footprint." Our role," he continued, "is to organize the opinion of the graduates and former students in support of the administration, the staff, and the school to enlarge and to enrich the program of the University."

The Alumni Leaders Seminar, attended by six new Board members—Robert Stemmons, Mt. Vernon, Mo.; E. S. Hamilton, Richmond; C. B. Fitzgerald, Warrensburg; Herbert Harvey, Eldon; Lloyd Turner, Chillicothe; and Dr. Adeline Hoffman, Iowa City, Iowa, representative from the School of Home Economics—was planned by Mrs. William Gaunt, Columbia, chairman; Don Shuey; Robert Aikin, Rolla; Robert Hoffman, Montgomery City; and Werner Mueller, St. Louis. Other Board members attending were: Vice presidents, John Miller, Kansas City and B. W. Robinson, Jefferson City; treasurer, Hartley G. Banks, Columbia; Mark Swearingen, Monroe City; Bob Dallmeyer, Jefferson City; Dr. Frank Williams, Kansas City; Karl Wickstrom, Marshfield; Eugene Trumble, Hopkins, Minn., and Joe Hoover, Western Springs, Ill., Midwestern Region; Dr. Joe Fisher, St. Joseph, medicine; Jim Rutter, Shelbina, agriculture; Dr. Gerald Johnson, Independence, veterinary medicine; Ramon Gass, Jefferson City, forestry; and Ed Kennedy, Tulsa, Okla., Southwestern Region. The six state chairmen were Dave Goodman, Miami, Fla.; Don Blume, Houston, Tex.; Harry Landis, Dayton, Ohio; Bob Arkes, Des Moines, Iowa; John Gatchell, Oklahoma City, Okla., and Dallas Nelson, Memphis, Tenn.

Members of the Membership Committee include Lloyd Turner; Cordell Tindall, Fayette; Bill Symon, Jr., and Martha Freeman, Kansas City; Bill Tyler, St. Louis and Eugene Trumble. □

Some Projects of the Alumni Association During The Past 5 Years



Various awards including \$1000 stipend for Distinguished Faculty Award	Since 1961
Development of recreation area at Rollins Springs	1961
Decoration of Alumni Lounge and Board Room in South Wing of Union	1962
Lighting of Union Tower	1963
Significant gift to University Student Aid Fund	1963
Partial financing of University Singers appearance at the New York World's Fair	1964
Pattern gift to Chancellor of St. Louis Campus	1964
Financial assistance for Band and Cheerleaders appearance at Bowl games	1965
Sponsorship of campus visitation program—Bringing important visitors to the campus	1965
Campus Identification System—signs and maps recently installed on campus to help visitors find their way about	1966
Engineering drawings for new Field House	1966
Continuing financial support of information program designed for better University relations with General Assembly	
Other projects in support of various organizational, departmental and divisional activities through the years	