



WILKES COLLEGE

Report ...

Winter, 1973-74

Campaign Plans Outlined by Umphred

The advance gifts portion of the annual Wilkes College Campaign assumed an active status during a recent meeting in the campus board room when William Umphred '52, chairman of the current drive, outlined plans for the appeal which will carry into spring of next year.

Umphred, an executive with the Commonwealth Telephone Co., holds the unique distinction of being chairman of the campaign and chairman of the Planning and Development Committee of the Wilkes College Board of Trustees.

The kickoff meeting included a welcome and message of encouragement from Wilkes President Francis J. Michelini, who was introduced by Umphred. Dr. Michelini told the gathering of key community residents that there is a "continuing need for support to Wilkes College during this second post-flood year."

It was announced by Umphred that the original need after the flood to cover areas not included in the assistance provided by federal funding was \$2,200,000. The last campaign raised \$1,618,730 in pledges from alumni, friends, foundations, corporations and bequests.

The balance of \$581,270 continues to be of vital importance to the completion of the college's flood recovery plans and has been designated as the goal of the campaign now getting underway.

During the advance gifts campaign efforts will be aimed at obtaining pledges that will lead into a goal of \$250,000 for the community and alumni phases of the appeal in the spring. The balance needed to meet the goal



Members of the advance gifts committee for the annual Wilkes College Campaign met last month in the board room on the campus to map plans for the drive during the current academic year.

Left to right are (seated) John M. Coon, E. B. Mulligan, Richard Hogboom, Frank M. Henry and Richard Ehsst.

Standing — Wilkes President Francis J. Michelini, Carl Zoolkoski '59, division leader; Thomas Peeler, division leader; Joseph J. Savitz, campaign planning committee; William Umphred '52, campaign chairman; Thomas Kelly '69, college director of development; and Clark Bittner, division leader.

Absent when photo was taken were the following members: Thomas Kiley, chairman of the board of trustees; Louis Shaffer, past-chairman of the board; Charles Epstein; Thomas Shelburne, campaign vice chairman; and Division Leaders Harold J. Rose, Jr. and Frear Scovel.

hopefully will come from private sources outside the area.

Information provided for use in this campaign by Thomas Kelly, college director of development, revealed a tax credit program which is expected to be an aid in obtaining gifts.

Kelly explained that the Pennsylvania Department of Community Affairs has recog-

nized a need to assist flood-affected students at Wilkes and has declared the college eligible under the Neighborhood Assistance Act Program.

This action means that the college can solicit support from Pennsylvania corporations, banks, savings and loan associations and insurance companies. Gifts received

(cont'd on page 8)

CATLIN DISPLAY OPENS SORDONI GALLERY



Participants in the press conference which announced the formal opening of the Sordoni Art Gallery and the George Catlin collection at the college were, left to right: Prof. Henry Casilli, chairman, Wilkes College Art Department; Vivian Varney Gulyer, director of the new Sordoni Art Gallery; Andrew J. Sordoni III, president, Sordoni Enterprises; Wilkes President Francis J. Michelini; Sylvia Danoff, coordinator of the Catlin Exhibition; and Prof. J. Phillip Richards, member of the Art Department.

Thirty-six paintings from the seldom-circulated national collection of works by George Catlin were placed on public display by Wilkes College for a six-week period on Nov. 25 at the Sordoni Art Gallery, which is

located in the new \$6-million Stark Learning Center on the campus.

The collection was brought to Wilkes College on loan from the Smithsonian Institution's National Collection of Fine Arts and the National Gallery of Art.

Catlin, who was born in Wilkes-Barre in 1796, gained international acclaim as a portrait painter and a miniaturist, but is best known for his paintings of the American Indian. His works date back to almost a century and a half and represent his work with both North and South American subject matter.

Wilkes College President Francis J. Michelini called the presentation of Catlin paint- (cont'd on page 6)

Testimonial to Eugene S. Farley

A "Testimonial in Memoriam" to Dr. Eugene Shedden Farley, first president of Wilkes College who died unexpectedly on September 17, was adopted as an official and lasting tribute in action taken by the Administration, the Faculty and the Board of Trustees.

Announcement of the action by the three major bodies of the college was made by Wilkes College President Francis J. Michelini, who read the testimonial before each group.

The "Testimonial in Memoriam" reads:

"The President, Administration, Faculty and Trustees of Wilkes College address this resolution in memory of their late colleague, Eugene Shedden Farley, the first president of Wilkes College.

"As long as there is a Wilkes College the name and spirit of Eugene Shedden Farley will linger in the hearts and minds of those who will walk along the pathway of education that he brought forth from nothing but inspiration and hope and made into a vibrant, productive educational womb.

"Each of us knew him in a different way. And, yet, in many ways we knew him in the same way as children in a large family come to know their parents.

"He was a man who could be as gentle and compassionate as a warm Summer breeze gliding across a farmland. And when the occasion arose, he matched the barriers that stood in the way of progress with a fierce determination and thunderous temperament that swept aside seemingly impassable obstacles.

"The man whose memory we honor in this testimonial was a dreamer. But he dreamed of goals he was willing to fight to attain. And when he had attained them, he dreamed beyond.

"When he passed away suddenly on September 17th of this year, he had achieved a goal that far surpassed anything that even he had dared dream of almost four decades earlier.

"He had not only built a magnificent educational institution, but he had accomplished a parallel goal of helping a once-depressed community share and grow with his institution of higher learning.

"Wilkes College will never stop missing Dr. Eugene Shedden Farley because there will be forever a part of him involved in every step forward.

"Ten years ago to the month that he passed away, Dr. Farley addressed the incoming freshman students on the subject of 'Great Thinking Is High Adventure.'

"What he said in the closing two paragraphs of that address are worth repeating in this testimonial. The words, which he was so adept at lacing together in a way that invited you to think deep, appear now to have been almost a final message of guidance. This is what he said:

Perhaps I should now tell you that I could wish to venture with you in your quest for high adventure and magnificence. Although this is my desire, it is only a desire. You will soon outstrip me, for each generation must move beyond the generation that precedes



it. If your years at Wilkes are productive, your thoughts and your understanding will move beyond the generation that assists with your education. These of us who are your teachers would hope it so, for this is our purpose and our desire.

I hope, with all my heart, that you will gain the necessary vision and develop the essential capabilities. Great effort and great self-discipline will be required of you. Satisfaction in constructive work may be your greatest reward.

"With these guiding final words and the memories that each of us holds of Dr. Farley, we pay this honor to the memory of Eugene Shedden Farley, never forgetting that he humbly sought only to point the way to the accomplishment of goals that men as dedicated as he would dream of after he had departed."

Learning Center Begins Phase Two

Bids have been sought on construction in excess of \$1-million by Wilkes College to complete the third and fourth floors and construct a 300-seat lecture hall of the new Stark Learning Center on South River Street, Wilkes-Barre.

President Francis J. Michelini identified the next step in the completion of the \$6-million learning center as "Phase II" and explained that it represents a continuation of a specific plan that had been reviewed and approved by the board of trustees.

The college is currently using the four-story brick building on a limited basis, but President Michelini and members of the board are anxious to see the structure completed so that the improved facilities that will be included can be made available for instructional purposes as soon as possible.

Progress on the construction was delayed for a period because of the flooding in June of last year. This has resulted in the conclusion of the interior work on the first two floors being continued at present in parts of the section being used.

Completion of the upper two floors of the building will provide facilities for the computer center; the Department of Environmental Science; psychological testing facilities and experimental psychology laboratories under the Department of Psychology; nursing laboratories, offices and classroom; and classrooms for the Department of Mathematics.

President Michelini expressed his appreciation for the assistance from friends of the college and private industry and business during the recent campaign, which provided a sizeable portion of the more than \$1-million that will be needed to cover the cost of completing the center.

The Wilkes president explained that the flood-caused delay in construction worked against efforts to complete the building under cost estimates set prior to the disaster. During the interim construction costs have gone up sharply. This has caused great concern to the college in planning for completion of the new learning resources center.

ALUMNI MEET CHALLENGE



During a break in this year's homecoming activity, Atty. Jeffrey Gallet '64 was presented a certificate of appreciation for his leadership in the 1973 national alumni fund drive. Participating were, left to right, Dr. Francis J. Michelini, Wilkes president; Atty. Gallet; Art Hoover '55, Director of Alumni Relations; and Carl Havira '60, regional vice-president, Wilkes Alumni Association.

Wilkes College traces its gift giving back to 1937 when Conyngham and Chase Halls were presented to the college by Mrs. Bertha Conyngham and by Admiral and Mrs. Harold Stark.

To adapt these buildings to college use, a sum of \$30,000 was requested from the community and the effort exceeded its goal.

This was followed by gifts from two trustees, Gilbert McClintock and Dorothy Darte. These donations were for the purpose of assisting deserving students with the problems of tuition.

Since these early efforts the college has alternated annual campaigns to raise scholarship monies with special campaigns for funds with which to acquire or construct essential facilities.

By far one of the most ambitious drives ever conducted was the recently completed "Alumni Challenge" which was charged with raising \$300,000 from 3,000 alumni by June 30, 1973.

It took some late-hour activity by many concerned alumni using such means as a local telephone campaign which made over 1,000 calls in the Wilkes-Barre vicinity, but the goal finally was attained.

Art Hoover, Director of Alumni Relations, had nothing but praise for the many workers and alumni donors: "It is hard to single out any one person but it was rather gratifying to see so many people working together to achieve our challenge."

Special tribute was paid during the 26th Annual Homecoming Weekend to Atty. Jeffrey Gallet '64, who headed the 1973 Alumni Fund appeal down the stretch.

Gallet, a member of the law firm of Seavey, Gallet, and Fingert in New York City, was instrumental in directing the "Alumni Challenge" to meet its goal.

A resident of Bayside, New York, Jeff is married to the former Jill Marks. Gallet, a Political Science major at the college, graduated from the Brooklyn Law School in 1967. He recently received a faculty appointment at the Brooklyn school to teach real estate law.

Whitby Reflects on Recruitment



"Alumni have played a major role in aiding admissions in the past and we hope that they will continue to help us in the future," was the way Dean of Admissions John Whitby reflected on the contributions of alumni in student recruitment.

"It is usually difficult for many to engage in recruiting because of jobs and other commitments," Whitby said, "but many of our graduates, especially in the teaching field, have steered prospective students toward Wilkes."

"Anyone can help and we urge alumni to seek out interested students. A good start would be to fill out the form below and return it to the office as soon as possible. We will take over from there and forward an application and catalog," Whitby added.

In the near future, the Admissions Committee of the college is preparing a list of guidelines which should spell out additional alumni involvement.

BE A RECRUITER

Do you know a high school student who may be interested in coming to Wilkes College?

If you do, the Admissions Office would appreciate hearing from you. As an alumnus of Wilkes, you are the best "resource person" we have.

Upon receipt of the form below, the Admissions Office will follow up from there. Mail to the Office of Admissions, Wilkes College, Wilkes-Barre, Pa. 18703.

PROSPECTIVE STUDENT

Student's name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Will graduate from high school in _____

Name of high school _____

My name is _____

I was a member of class of _____

Address _____

City _____ State _____ Zip _____

Comments: _____

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I certify that the statements made by me above are correct and complete.

George G. Pawlush, Editor

1973 HOMECOMING HIGHLIGHTS

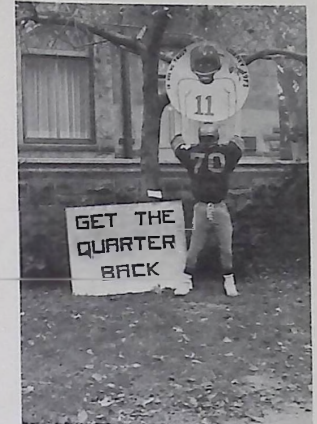


One of the most successful alumni homecomings in Wilkes College history came to a close on Sunday with a combined ecumenical-memorial service for Dr. Eugene S. Farley at the Center for the Performing Arts.

Some of the principals and guests at the tribute included, left to right — Congressman Daniel J. Flood, Reverend George Conway '70, who delivered the sermon; Reverend Dr. Jule Ayers, who paid tribute to the late president; and Richard Simonson '69, chairman of the Homecoming Weekend.

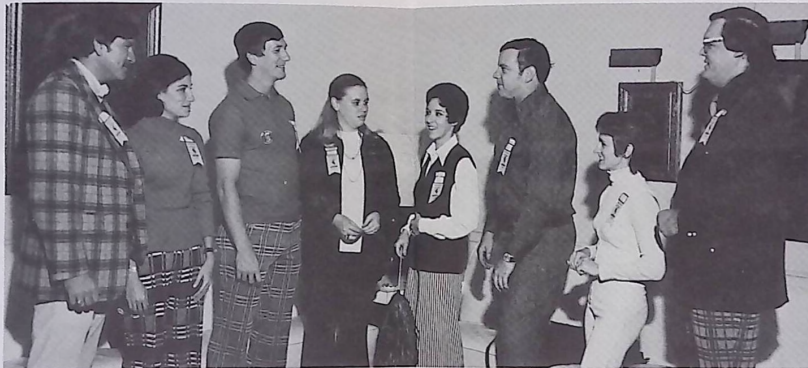


Amid all the pomp and ceremony during halftime ceremonies of the Wilkes-Upsala Homecoming grid contest, Dr. Michelini is shown introducing the queen and her court of princesses. Pictured left to right with their escorts are Princess Kathy Mansbury, Warren Township, N.J.; Princess Monica DeLucca, Hazleton; Queen Marjorie Czulewicz, Wilton, Conn.; and Joanne Bartle, Montgomery, N.Y.



"Get the Quarterback" was the theme of another of the many campus displays. This colorful one was positioned alongside Chase Hall.

The lawn opposite Weckesser Hall is the site for the Chemistry Club's "No Oarsing Around with the Norsemen" along with a Viking boat built with chicken wire and crepe paper.



Football and other sports was a favorite conversation piece among returning grads as some former gridgers from the not so distant past held a pre-game discussion in the Adams Room of the Hotel Sterling.

Shown in session are (left to right) Michael Connolly '69, Luzerne; Mrs. Michael Connolly, Joe Skvarla '69, Wilkes-Barre; Mrs. Joe Skvarla '71, Mrs. Paul Merrill, Paul Merrill '69, Glen Lyon; Mrs. James Wolfe, Jim Wolfe '72, Wilkes-Barre.



Normally a non-spectator sport, the Wilkes cross country team received full exposure as the 4.7-mile race started and ended at Ralston Field during the first quarter of the Homecoming football game. Tom Kelly '69 started the Colonel and Rider harriers on their jaunt through Kirby Park.



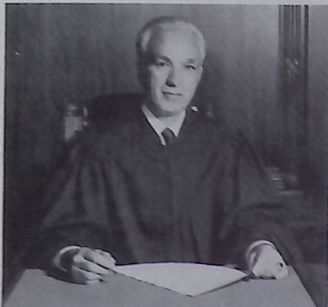
Homecoming 1973 offered returning graduates a chance to renew old acquaintances as well as make new ones. Enjoying the fellowship are, left to right — Dr. Rudy Schonfeld '63, Parsippany, N.J.; Mrs. Rudy Schonfeld, Mrs. Ronald Silverstein '63, Ronald Silverstein, Parsippany, N.J.

Most of the Homecoming attention was focused on the grid tilt which attracted 4500 alumni and fans to Ralston Field. The Colonels didn't disappoint the large throng, belting Upsala, 32-7. Freshman Mickey Calabrese (23) is being pulled down while Coach Rolfe Schmidt watches. "Fifth Quarter Huddle" which followed at Artillery Park was a very successful innovation.



Taking a brief interlude during Friday night's activities at the Hotel Sterling are, left to right — George Murdock '60, Wilkes-Barre; Mrs. George Murdock, Mrs. Richard Rees '62, Mountaintop; and Sam Lowe '58, Washington, D.C.

Wilkes Alumnus Elected To Bench



Wilkes College gained the distinction of having one of its alumni elected to the Luzerne County Court of Common Pleas in the recent general election.

Arthur D. Dalessandro '49 was selected to serve a full ten-year term. Judge Dalessandro was appointed to his post by Governor Shapp on Dec. 31, 1971.

The Exeter resident is the second member of the Wilkes College Alumni Association to be elected to a judicial post. A fellow member of the Class of 1949, Edwin M. Kosik was elected to the Lackawanna County bench last year.

Graduating with a B.S. degree in Commerce and Finance, the Luzerne County justice later attended the Dickinson School of Law, where he received a Doctor of Law Degree in 1954.

A trial lawyer for 17 years, Judge Dalessandro has practiced in the U.S. Supreme Court, U.S. Court of Appeals, and various Pennsylvania Courts.

He is married to the former Florence Yasako Darling of Hanover Green. The Dalessandros are parents of a son, David.

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Winter, 1973-74

NOTICE

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Education Alumni Survey

To All Former Student Teachers:

Having experienced the reality of what it means to be a teacher, you are now in a position to evaluate the quality of your preparation for the position you fill.

You can help us to improve our teacher preparation program by answering the ques-

tions below and returning the attached section to us. Please feel free to write us in greater detail if you wish; we value your suggestions.

Cordially yours,

EUGENE HAMMER
Education Department

DETACH

1. What year did you graduate? _____
2. Was your preparation in (a) art, (b) elementary, (c) music, or (d) secondary education?
3. Have you earned an advanced degree?
(a) no, (b) master's only, (c) doctorate
4. Was your preparation for teaching (a) good, (b) fair, or (c) poor?
5. Compared to your colleagues from other colleges, was your preparation (a) better, (b) about equal, or (c) poorer?
6. Which part of your program was most helpful to you: (a) general courses, (b) major courses, or (c) professional courses?
7. Please identify what you consider to be (a) the strengths and (b) the weaknesses in your program of preparation.

Please detach and return to:

EDUCATION DEPARTMENT
WILKES COLLEGE
Wilkes-Barre, Pennsylvania 18703

CAMPAIGN (cont'd from page 1)

from these organizations by June 30, 1974 will result in the donor receiving a state tax credit amounting to 50 percent of his gift. In making Wilkes College eligible for this program a ceiling of \$123,750 in tax credits has been established.

The next meeting of the committee will be on Wednesday, Dec. 5. At this time division leaders will report on the progress of the advance gift campaign and will consider selections for team captains in the general community campaign to be held in the spring.

A report sent recently to individuals and private organizations broke down the areas of need not covered by federal funds as they existed prior to last year's drive to raise \$2,200,000.

These needs are:

1. Replacement of Library Holdings (The cost of replacing lost volumes by microfilm

and the extensive labor cost of handling and cataloging such replacements adds increased burdens on the college.), \$250,000.

2. Scholarships to Flood-Affected Students (Several hundred students resided in the flood area and stand in need of financial aid.), \$350,000.

3. Supplies (Federal funds provide replacement of a one-month stock of supplies. Like most firms and institutions, the college kept an inventory of several months' supplies which were consequently lost.), \$300,000.

4. Landscaping (Replacement of shrubs, lawns, trees, and gardens is not provided for by federal assistance.), \$100,000.

5. Learning Resources Center (The completion of this facility, already under construction, was vital to the college prior to the flood. Post-flood recovery plans relate even more heavily to this crucial facility.), \$1,200,000.