





# Colleges Finding It Harder to Get Cash From Alumni

**EDITORS NOTE**—Fund raising is an integral part of the life of many colleges and universities. Because their quality may depend on the generosity of Old Grad's. The fund-raising programs of many institutions have just finished for the year. What effect has the stock market slump had on the picture of the nation's institutions of higher learning.

By LOUISE COOK  
(Associated Press Writer)

Colleges and universities are finding it harder than ever to raise money from alumni this year, but most schools say the blame and not the Old Grad's dissatisfaction with student government or unhappiness over how administration handled campus turmoil.

An Associated Press survey of about 100 colleges through the country showed most schools are meeting fund drive goals. But many institutions said it often took repeated efforts to get a donation and the increase in contributions over last year was lower than expected.

Only about a dozen schools said they felt reaction to student demonstrations was mainly responsible for the drop; the others blamed the economy.

"We were fairly well assured of some sums of money that suddenly just were not forthcoming," said Jean Seitz, executive secretary to the president of Prescott College in Arizona. "The market and general economic conditions were directly responsible."

Among other findings: The number of small donors increased, but the dollar volume of contributions dropped. Large donations and several big contributions of stocks were not forthcoming.

Many alumni coupled their contributions with questions about campus unrest; some said they wanted to make sure their money wasn't going to trouble.

this year's contributions are 25 per cent ahead of last year, but added that wealthier and usually more generous alumni didn't give this year. "You get 80 per cent of your money from 20 per cent of your alumni," he said. "It's this group that didn't give as much as last year."

Buxton said more and more of the gifts were being given to specific funds, especially scholarship programs. He said contributions had increased for Berkeley's college-preparation program for disadvantaged high schools.

University of Washington also reported contributions had been earmarked for black studies programs and "upward bound" programs for disadvantaged high school students.

Irv Bloomfield, director of information at the school, said campus unrest had been a factor in deterring giving. He said the school raised nearly \$350,000 — \$100,000 over its goal—but added, "We feel we could have . . . raised more than half a million dollars if it hadn't been for campus unrest. Many donors said they wouldn't contribute to a school where there was campus unrest, but not as many as we had feared."

Ohio State University, scene of some of this year's worst disorders, reported the fund drive just ended was "quite a bit" more successful than last year's.

A spokesman noted, however, the economic slump, which didn't bother the fund last year, began to affect contributions last January.

Michael Claffey, vice president for development at University of Chicago, said the school's fund drive was running about 10 per cent behind last year. The University is in the midst of a drive to raise \$500,000,000 by 1975 and should have raised \$22,000,000 in the fiscal year ended June 30, he said.

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This is considerably higher than the national average of approximately 10 per cent and is attributed to the fact that many of those who attended Wilkes came from families who had been long-time residents of the area.

The difference between Wilkes alumni and those of other local schools was uncovered recently when an effort was begun to reorganize the local chapter of the Wilkes College Alumni Association.

Revealed was the fact that of the 1,000 members of the alumni association, nearly more than half

July 26, 1970  
Greater Wilkes-Barre Area. An effort to bring together a number of the local alumni will be undertaken September at 8 p. m. at Hotel Sterling.

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## Wilkes Alum





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**EDITOR'S NOTE**—Fund raising is an integral part of the life of many colleges and universities because their quality may depend on the frequency of many institutions have just finished for the year. What effect has student hardship had on giving? What effect has the stock market slump had? The following, based on a nationwide survey, gives a detailed picture of the money situation for the nation's institutions of higher learning.

By LOUISE COOK  
(Associated Press Writer)

Colleges and universities are finding it harder than ever to raise money from alumni this year, but most schools say the stock market slump is mainly to blame and not the Old Grad's dissatisfaction with student dissent or unhappiness over how administration handled campus turmoil.

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Times Leader  
Six July 27, 1970

## ALUMNI UNIT TO BE REBUILT

Third Of 7,000 Wilkes Graduates Are Local

Noting that approximately 33% of the 7,000 Wilkes College graduates are still residing in Greater Wyoming Valley, the local institution's Alumni Office has launched a campaign to reorganize the local chapter.

The first meeting toward this end was held recently at Weckesser Hall, under the guidance of Arthur Hoover, director of alumni affairs. The meeting followed a dinner at which the new president of the college, Dr. Francis J. Michelini, and former president and now chancellor, Dr. Eugene S. Farley, spoke to 23 association members who will work on the local chapter campaign.

At the same time plans were discussed for the Alumni Association activities to be held during the 1970-71 school year. Pete Winebrake was named temporary chairman of a committee to work out plans for the annual homecoming which will be held October 16-17-18.

A meeting of the homecoming committee will be held Wednesday evening at 8 at Weckesser Hall. All alumni members who would care to assist with the Homecoming are welcome to attend.

During the recent meeting, Mr. Hoover explained the college's concern over the rebuilding of the campus chapter of the Alumni Association.

"Right now we have some 20 chapters sprinkled throughout the nation," Hoover said, "and we have plans for many more where concentration of Wilkes alumni will support such effort. But we also feel that the campus chapter—the one which could exist from the more than 2,000 local graduates — should be molded into a stronger unit to form the nucleus around which the out-of-town chapters might become stronger and more active."

W-B Record  
July 28, 1970

## Wilkes Alumni To Make Plans

Meeting Wednesday To Set Homecoming

Wilkes College Alumni Association will meet on Wednesday night at 8 at Weckesser Hall to make plans for the Homecoming Week end October 16-18.

The meeting will be under the direction of Arthur Hoover, director of alumni affairs, and Pete Winebrake, temporary chairman of the homecoming committee.

Wednesday night's meeting is a followup to one which was held last week for the purpose of revitalizing the "Campus Chapter" of the association and at the same time make plans for a series of events which will attract local and out-of-town alumni.

It is anticipated that a string of regular meetings will be held with the main purpose being to build a strong local chapter around which a "parent" unit may serve as a homefront source of information and strength for the more than 20 chapters which are sprinkled throughout the country.

In recent years the local interest has been far less than the number of local alumni would tend to suggest it might be. Alumni office records show that of the some 7,000 alumni about 33 per cent are residing locally.

The action to renew the campus chapter activity has been in response to requests by many of those who make up the more than 2,000 "local" alumni who have expressed a desire to become a closer part of the college development and its activities.

## One-third of Wilkes Graduates in Area

Aug. 26, 1970

A survey of the records of Wilkes College alumni revealed almost one-third of those who attended the local school have remained in the area to work.

This is considerably higher than the national average of approximately 10 per cent and is attributed to the fact most of those who attended Wilkes, especially in its early period, were from families who had been long-time residents of the area. The difference between Wilkes alumni and those of other institutions was uncovered recently when an effort was begun to revitalize the local chapter of Wilkes College Alumni Association.

Revealed was the fact that of the 7,100 members of the alumni association, slightly more than 2,300 are listed as residing in Greater Wilkes-Barre Area.

An effort to bring together a good many of the local alumni will be undertaken September 9 at 8 p. m. in Hotel Sterling. Dr. Carl Urbanski is chairman of the plans for reorganizing the "campus chapter" of the alumni association. Carl Zoolkoski is chairman of the September 9 meeting at which it is hoped plans may be made for the official organization of a local chapter and a program arranged for the 1970-71 school year.

Others serving on the committee are: Dr. John Hossage, Patrick Burke, George Pawlusch, James and Patricia Kozemchak, John and Elva Valentine, Felicia Ferlick, Arthur Hoover, college director of alumni affairs; Thomas J. Moran, president of the alumni association.

## Wilkes Alumni Making Plans For October Homecoming



With approximately one-third of the 7,100 graduates of Wilkes College still living and working in this region, the Alumni Association is combining an effort to revitalize the "campus chapter" with the formation of plans for the 23rd annual homecoming on October 16-17-18. Making plans are, left to right, Arthur Hoover, director of alumni affairs; Carl Zoolkoski, temporary chairman of the local chapter; Dr. Carl Urbanski, who served as chairman of the planning committee; and George Pawlusch, member of the committee. Committee meetings are being held periodically in the evenings with the next one scheduled for Wednesday, August 19, at 8:30 p. m. in Weckesser Hall. A general meeting of all alumni in the area is listed for the Crystal Ballroom of the Hotel Sterling on Wednesday, September 2, at 8 p. m. — Paramount Studio



## Local Wilkes Alumni Will Meet



Invitations have been sent to approximately 2,000 members of the Wilkes College Alumni Association who are living in the Greater Wilkes-Barre Area to attend a general meeting of the organization on Wednesday, Sept. 9, at 8 p.m. in the Crystal Ballroom of the Hotel Sterling.

Homecoming on Oct. 16-18 are, seated, Art Hoover, college director of alumni affairs, standing, Pete Winebrake, chairman of the Homecoming; Ed Burke and Sandra Walters. Carl Zoolkoski was appointed chairman of the Sept. 6 program by Dr. Carl Urbanski, temporary chairman of the reorganization committee for the Greater Wilkes-Barre Area Chapter.—(Photo by Paramount Studio)

## Wilkes Alumni of Area Will Gather Wednesday

A large number of the estimated 2,000 Wilkes College alumni living in the Greater Wilkes-Barre Area are expected to turn out for the initial meeting of the new school year on Wednesday night at 8 in the Crystal Ballroom of Hotel Sterling.

Among those playing a major role on the committee headed by Carl Zoolkoski, is Miss Sandra Walters, a member of the recent graduating class. Miss Walters was extremely active as a student leader during her undergraduate days at Wilkes and has continued her interest by moving directly into active participation in the alumni affairs.

Major purpose of the meeting, according to Arthur Hoover, director of college alumni affairs, is to revitalize the "campus chapter" so that it may become the hub around which some 20 to 40 chapters may be organized throughout the country. At present there are approximately 20 regional chapters.

The welcome on Wednesday evening will be by Chancellor Eugene S. Farley, former president of Wilkes College, who will be followed by Thomas J. Moran, president of the Alumni Association, and Pete Winebrake, chairman of the Homecoming scheduled for the weekend of Oct. 16-17-18.

Principal speaker will be Dr. Francis J. Micholini, president of Wilkes College, who will give the president's view on "The Future of Wilkes College."

Also scheduled on the program is Wilkes Football Coach Rollie Schmidt, who will provide a rundown on the prospects for the current season which opens at home on Saturday, Sept. 26, when the Colonels will play host to Lycoming College at Ralston Field.

Among those on the committee planning Wednesday night's affair are: Rachel Winebrake, Ed Burke, Dr. Carl Urbanski, Carol Rhines, Lynn Johnston, Lois Myers, Dr. John Hossage, Pat Burke,



MISS SANDRA WALTERS

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## WILKES PLANS HOMECOMING

9-4-70  
Biggest Alumni Turnout Ever Is Expected



ARTHUR J. HOOVER

Early indications point to what could well turn out to be one of the largest attended annual Homecomings ever held by the Wilkes College Alumni Association, according to Arthur J. Hoover, director of alumni affairs.

Hoover said that announcements and return reservation cards went out to some 7,100 alumni throughout the 50 states and several foreign countries only 10 days and already an "unusually high" number of people have indicated that they will be on hand for the affair on October 16-17-18.

The college alumni director will make a more detailed report Wednesday night when alumni from the Greater Wilkes-Barre Area meet in the Crystal Ballroom of Hotel Sterling.

This latter session, under chairmanship of Carl Zoolkoski, is expected to attract a large number of the estimated 2,100 alumni residing in this region.

## Wilkes Graduates

Approximately 180 Wilkes College graduates, currently residing in the Lehigh Valley, will meet at 8 p.m. Thursday in the Holiday Inn East to organize a regional chapter.

Gerald F. Weber, 502 Ridge Ave., Allentown, will be temporary chairman of the program, which will feature an address by Arthur Hoover, college alumni affairs director.

## Alumni Will Conduct Spring 'Weekend'

The Wilkes College Alumni Association is making plans for a Spring Weekend in May—similar in many respects to the Fall Homecoming—and a committee of local representatives met on Tuesday, December 1, at 8 p.m., at Weckesser Hall to make the arrangements.

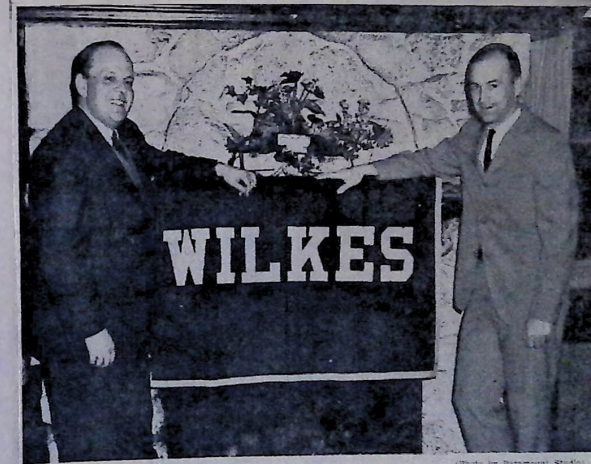
This was announced by Arthur Hoover, college director of alumni affairs, and F. Charles Petrillo, chairman of the committee.

In previous years the alumni met for a one-day seminar in the Spring, but in the recent review of alumni affairs at the college it was brought out that many former students, especially those who were unable to attend the Fall Homecoming, might welcome the opportunity of returning to the campus in the Spring.

Tentative plans call for the Spring weekend to be a combined intellectual and social program.

Serving on the local committee for the Spring Weekend are: Marvin A. Antinnes, Attorney Gifford Cappellini, James Ferris, Joseph Gries, Carl Havira, Dr. George E. Hudock, Doris Merrill, Richard Myers, Carl Rhines, George Siles and Sandra Walters.

## Alumni Week End Begins Friday



James Ferris, right, posed for this picture with Art Hoover, Wilkes College alumni affairs director, shortly after he paid a visit to the campus over the week end to receive a briefing as the newly elected president of Greater Wilkes-Barre Chapter.

The new president, with other recently elected officers, will be introduced to many returning alumni Friday and Saturday when the association will hold its annual Spring Week End—an event which is expected to attract many of the 2,000 local alumni and many from the 5,200 who reside outside the region.

Highlighting the three-day affair will be the luncheon Saturday with Philadelphia District Atty. Allen Specter as the main speaker and the dinner that evening at which special tribute will be paid to the classes of 1936-41-46-51-56-61-66.

Opening the festivities will be a varied program of music, art and theater on Friday night at 8 in the Center for the Performing Arts. This will be followed at 9:30 by a get-together party at Hotel Sterling.

Saturday morning will be taken up initially with early registration. This will be followed by a welcome from Charles Petrillo, Class of 1906, who is chairman of the affair; remarks by Thomas J. Moran, class of 1949, national president of the Alumni Association.

Brief reports on selected subjects listed in the accompanying program of events will be made by Dr. Francis J. Micholini, president of Wilkes College; Chancellor Eugene S. Farley; Atty. Joseph Savitz, John P. Whitey, Richard Raspern, Dr. Ralph Roselle, George F. Ralston, John G. Reese, James Moss, Dr. Benjamin Fliester and Dr. David Leach.

HAZLETON, PA.  
STANDARD-SPENCER  
D. 22-560

JAN 2 1971

## Wilkes Alumni Meets Tuesday

Wilkes college alumni from the Hazleton area will join those from the Scranton and Greater Wilkes-Barre areas at a chapter meeting in Genetti's Hotel, Wilkes-Barre, Tuesday at 8 p.m., according to Art Hoover, director of alumni affairs. This will be the second meeting of the chapter.

During the season, undergraduate student leaders will discuss as a panel the development and implementation of the Student Judiciary—a group of students, faculty and administrative members who will consider on the Wilkes campus all student disciplinary matters, other than academic. They will then recommend prescribed courses of action. It is to be hoped, according to Hoover, the discussion will lead to other areas of concern. Moss, dean of student affairs and a Wilkes alumnus, is moderator of the panel. Others on the panel include Albo Farnetti, president, Student Government Association; Drew Gabovich, president, Intercollegiate Council; and Bruce Yeager, chairman of the program committee.

SCRANTON  
TIMES  
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9-6-70  
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HAZLETON, PA.  
STANDARD-SPEAKER  
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JAN 2 1871

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SCRANTON, PA.  
TIMES  
D. 52,000

JAN 3 1871

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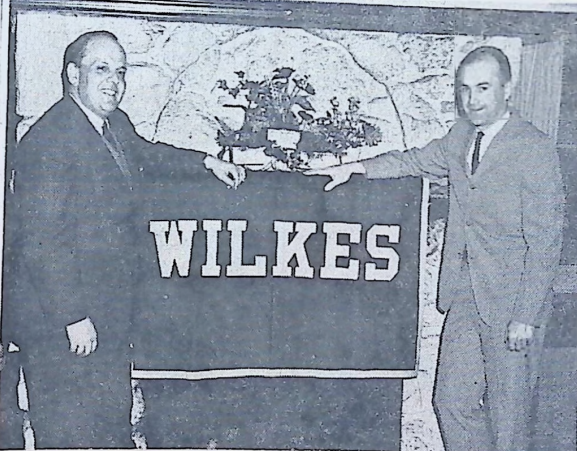
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Ron Rainey, basketball coach, will outline plans for the basketball season and prospects for the Colonels who now have a 4-0 record in the Middle Atlantic Conference.

Future meetings of the chapter are scheduled for March 3 and May 5.

# Alumni Week End Begins Friday



James Ferris, right, posed for this picture with Art Hoover, Wilkes College alumni affairs director, shortly after he paid a visit to the campus over the week end to receive a briefing as the newly elected president of Greater Wilkes-Barre Chapter.

The new president, with other recently elected officers, will be introduced to many returning alumni Friday and Saturday when the association will hold its annual Spring Week End—an event which is expected to attract many of the 2,000 local alumni and many from the 5,200 who reside outside the region.

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Brief reports on selected subjects listed in the accompanying program of events will be made by Dr. Francis J. Michelini, president of Wilkes College; Chancellor Eugene S. Farley, Atty. Joseph Savitz, John P. Whitby, Richard Raspen, Dr. Ralph Rozelle, George F. Ralston, John G. Reese, James Moss, Dr. Benjamin Flester and Dr. David Leach.



### Wilkes Alumni To Plan Homecoming

The discussion of homecoming events will highlight the first executive committee meeting to be held tomorrow evening at 8 in Weckesser Hall by the Greater Wilkes-Barre Chapter of the Wilkes College Alumni Association.

Plans will be made to welcome the 510 members of the class of 1971 into the existing ranks of 7,200 Wilkes College alumni as part of the program.

A report will be given by Arthur Hoover, College Alumni Affairs director at Wilkes, concerning the efforts made by the alumni in raising funds for the new Learning Center. Work on the center is scheduled to begin later this year.

Officers of the association are: James Ferris, president; John Tasker, vice president; Penny Ruckno, secretary; and Tim McGinley, treasurer.

Executive committee members include: John Lychos, Richard Myers, Carl Urbanski, Pete Winebrake, W. Brooke Yeager and Arthur Hoover.

### Wilkes Alumni Meet Tonight

#### Homecoming Event Will Be Planned

Tonight's meeting of Executive Committee of Greater Wilkes-Barre Chapter, Wilkes College Alumni Association, will come to life with the planning of this fall's homecoming events.

Among the items to be covered at 8 in Weckesser Hall are various committee assignments and plans for the upcoming year.

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September 24, 1971  
BARRE RECORD, FRII

## Homecoming Set at Wilkes

### Area Alumni Will Plan Event Tonight

Wilkes College Homecoming plans will be discussed at the first meeting of Greater Wilkes-Barre Area Alumni Club tonight at 8 Hotel Sterling.

Dr. Francis J. Micheline, president Wilkes College, and Dr. Ralph Rozelle, chairman of the graduate and research department will speak. Dr. Micheline will discuss the campus scene at the start of the new academic year.

Wilkes-Hahnemann Medical School program will be the topic of Dr. Rozelle. He will review advances made by the college the past few years.

Football coach Rollie Schmidt and his staff will present a preview of the grid season. First game of the season will be away Saturday against Lycoming.

### 9-3-71 Alumni Club Of Wilkes Will Meet

As the academic year gets into full swing for the undergraduates the Greater Wilkes-Barre Area Alumni Club of Wilkes College begins its own schedule of fall activities with the first meeting of the year this evening at 8 in Hotel Sterling.

Dr. Francis J. Micheline, president of Wilkes College, and Dr. Ralph Rozelle, chairman of the Graduate and Research Department at the college, will speak. The recently announced Wilkes-Hahnemann Medical School program will provide the topic for Dr. Rozelle.

Coach Rollie Schmidt and his staff will give a preview of the 1971 grid season. The first game of the season will be this Saturday against Lycoming. Len Mulcahy, 1971 homecoming chairman, will outline plans for the 24th annual alumni homecoming on October 29-31. Art Hoover, director of Alumni Affairs at the College will report on plans for the club's first "Weekend in New York."

**Wilkes Plans 3-day Event**  
8,000 Invited to 24th Annual Event

The Greater Wilkes-Barre Chapter of the Wilkes College Alumni Association began during the week to plan the 24th annual homecoming which will be held at the campus and in the Hotel Sterling on the weekend of October 29-31.

The activities early and George Murock, second row, Leonard Mubach, president of the campus again will announce a program designed to attract a large percentage of the 3,000 alumni in Luzerne and Lackawanna counties, as well as the 5,000 who reside outside the county.

Some 8,000 members of Wilkes College Alumni Association, including 3,000 who reside in the Greater Wyoming Valley Area, have been invited to return to the campus next week end for the three-day, 24th annual homecoming.

Members of the 1971 Wilkes Homecoming Committee.



—Photo by Paramount  
The Greater Wilkes-Barre Chapter of the Wilkes College Alumni Association began during the week to plan the 24th annual homecoming which will be held at the campus and in the Hotel Sterling on the weekend of October 29-31.

Second row: Clifton Kramm, George Pawlusch, Patrick Burke, James Ferris, Dr. Ralph Rozelle, Dr. Francis J. Micheline, Leonard Mubach, president of the campus again will announce a program designed to attract a large percentage of the 3,000 alumni in Luzerne and Lackawanna counties, as well as the 5,000 who reside outside the county.

Playing a major role in the formation of plans for the 24th annual Wilkes Homecoming which will be held next week end are Arthur J. Hoover (left), college alumni affairs director; and Leonard Mubach, general chairman of the year's event.

The unofficial start of events will be Thursday night when a bonfire will be held adjacent to the athletic field in Edwardsville, while the official start of activities will be Friday night.

Photos by Paramount

ENING NEWS, WILKES-BARRE, PA. 7  
Wilkes Alumni Plans Homecoming

The affair will open Friday Dr. Francis J. Micheline and the first time



**Area Alumni Will Plan Event Tonight**

Wilkes College Homecoming plans will be discussed at the meeting of the Greater Wilkes-Barre Area Alumni Club tonight at 8 Hotel Sterling.

D. James Ferris, president, and John Lychock, chairman of the range board, will report on the progress of the research program and the plans for the fall season. First view of the grid season. First Saturday, August 15, 1971.

**Wilkes Alumni Meet Tonight**

**Homecoming Event Will Be Planned**

Tonight's meeting of Executive Committee of Greater Wilkes-Barre Chapter of Wilkes College Alumni Association will be held at 8 Hotel Sterling.

A report will be given by Arthur Hoover, college alumni affairs director, concerning the raising funds for the new learning center. Work on the center is scheduled to begin later this year.

Officers of the association are: James Ferris, president; John Lychock, vice president; Penny Burke, secretary; and Tim McGinley, treasurer.

Executive committee members include John Lychock, Richard Myers, Carl Urbanski, Pete Winebrake, W. Brooke Yeager and Arthur Hoover.

**Wilkes Alumni To Plan Homecoming**

Plans will be made to welcome the 24th annual Wilkes College Alumni Homecoming which will be held next week end and are Arthur Hoover, college alumni affairs director at Wilkes, concerned with the planning of the new Learning Center. Work on the center is scheduled to begin later this year.

Officers of the association are: James Ferris, president; John Lychock, vice president; Penny Burke, secretary; and Tim McGinley, treasurer.

Executive committee members include: John Lychock, Richard Myers, Carl Urbanski, Pete Winebrake, W. Brooke Yeager and Arthur Hoover.

**Alumni Club Of Wilkes Will Meet**

As the academic year gets into full swing, the Greater Wilkes-Barre Area Alumni Club of Wilkes College begins its own schedule of fall activities. The first meeting of the year will be held at 8 Hotel Sterling.

Dr. Francis J. Miehle, president of Wilkes College, and Dr. Ralph Rozelle, chairman of the College Research Department at the college, will be the recently announced Wilkes-Hahnemann Medical School program will provide the topic for the evening.

Dr. Miehle, Schmidt and his staff will give the address on the 1971 grid season. The first game of the season will be this Saturday against Lycoming. Len Mulcahy, 1971 homecoming chairman, will outline plans for the 24th annual homecoming on October 28-31.

The College will report on plans for the club's first "Weekend in New York."

**WILKES NEWS, WILKES-BARRE, PA.**

**Wilkes Alumni Plans Homecoming**



The Greater Wilkes-Barre Chapter of the Wilkes College Alumni Association began during the week to make plans for the Fall Homecoming which will be held at the campus and in the Hotel Sterling on the weekend of October 28-31.

Coordinating the activities again this year is Arthur Hoover, college alumni affairs director, who is working with James Ferris, president of the campus chapter, and Leonard Mulcahy, chairman of this year's event. Shown at the planning meeting are, from left: first row, Sandy Walters and Andrea Peterson; second row, Clayton Karant, Arthur Hoover, George Pawlusch, Burke, James Ferris, Patrick Mulcahy and George Murdock. The committee is aiming at exceeding last year's record-breaking attendance and once again will announce a unique theme and a program designed to attract a large percentage of the 3,000 alumni in Luzerne and Lackawanna Counties, as well as the 5,000 who reside outside the area.

—Photo by Paramount Studio

A final group of plans was made by the 13-member committee charged with the responsibility of mapping the three-day homecoming program which will open 28-31.

Wilkes members of the committee who met during the week are, left to right, seated: James Ferris, president; Sandy Walters, Andrea Peterson; John Lychock, Harry Hoover and Assistant Dean James Moss, Standing: Rick and Myers, Pete Winebrake, Carl Urbanski, Patrick Burke, Arthur Hoover, Leonard Mulcahy and Harold Heesch.

A full three-day program has been planned to attract the 8,000 Wilkes College alumni, of which some 3,000 reside in Wyoming Valley area.

The affair will open Friday night at 7 with a campus tour and the judging of displays on the various dorms. This will be followed by a homecoming program in the morning, featuring Dr. Eugene S. Peterson's program in the morning, featuring Dr. Eugene S. Peterson's program in the morning, featuring Dr. Eugene S. Peterson's program in the morning.



Photo by Paramount Studio

**Wilkes Homecoming Committee Meets**

*Record, Oct 21, 1971*

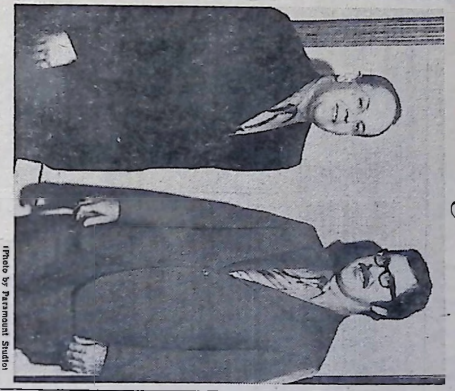


Photo by Paramount Studio

**Homecoming Aides**

Playing a major role in the formation of plans for the 24th annual Wilkes College Alumni Homecoming which will be held next week end are Arthur J. Hoover (left), college alumni affairs director, and Leonard Mulcahy, general chairman of this year's event.

The unofficial start of events will be Thursday night when a bonfire will be held adjacent to the athletic field in Edwardsville, while the official start of activities will be Friday night.

**Wilkes Plans 3-day Event**

**8,000 Invited to 24th Annual Event**

Some 8,000 members of Wilkes College Alumni Association, including 3,000 who reside in the Wyoming Valley Area, have been invited to the campus next week end for the three-day, 24th annual homecoming.

Members of the 1971 Wilkes Homecoming Committee





Chiefly responsible for success of recent Homecoming weekend at Wilkes College, as aides to Arthur Hoover, seated, director of alumni affairs, are, from left: Judy Walsh of student government organization, Assistant Dean James Moss, Michael Mariani and Richard Lukesh, both in student government organization.

15—THE SUNDAY TIMES, SCRANTON, PA., NOVEMBER 14, 1971

August 30, 1972

TIMES-LEADER, EVENING NEWS, RECORD, WILKE



**FLOOD RELIEF DISCUSSED**—Flood Relief Fund and "Operation Snapback" were main topics of discussion as the National Executive Committee of the Association met at Weckesser Hall. Attending the session were members of the board as well as regional vice presidents. Shown on campus, left to right, kneeling, Dr. Joseph Stephens, treasurer, Randallstown, Md., and Joseph Weinkie, regional vice president, Rockville, Md. Standing: Arthur Hoover, director of Alumni Affairs; Jerry Berk, regional vice president, Garden City, N.Y.; Reese Jones, president, Bethlehem; John Wills, regional vice president, Garden City, N.J.; Carl Havira, regional vice president, Wilkes-Barre and Glen Klinger, regional vice president, Cornwall Heights.

## Eugene S. Farley, 9-17-73 Wilkes President Many Years, Dies

Dr. Eugene Shedden Farley, 74, first president of Wilkes College and an outstanding community leader, died Monday afternoon at his farm in Beaumont, the victim of a heart attack.

Dr. Farley was known widely as a result of his 34 years in higher education, which included 10 years as president of Bucknell University Junior College and then 24 years as president of Wilkes College, which became chartered in 1947 as an independent liberal arts co-educational institution.

While serving more than three decades in his capacity as president, he established himself as a community leader in the Wilkes-Barre area. Retiring in June, 1970, he then accepted the position as the first chancellor of Wilkes College. A year later he retired from all active service at the college to devote his efforts to community endeavors and personal writing.

In 1972, he was honored by the Wilkes College Board of Trustees by being named president emeritus.

Born Sept. 29, 1899, in Phoenixville, he was graduated from Swarthmore High School and earned his Bachelor of Science degree in 1921 from Pennsylvania State University. Dr. Farley went on to win his master's degree in 1927 and, in 1932, received his Doctor of Philosophy from the University of Pennsylvania.

His professional experience included teaching in Germantown Academy (1922-25); instructor in Pennsylvania (1927-29) and director of research for the Newark, N.J., Board of Education (1929-36). He then came to Bucknell University Junior College. He was also a Harrison Scholar and Fellow at University of Pennsylvania from 1923 to 1927.

Dr. Farley also held honorary degrees from Alliance and Lafayette Colleges. He was an Army veteran of World War I and belonged to the Society of Friends.

He is survived by sons, Robert C. and Dr. Eugene S. Jr., and daughter, Mrs. Ethel Farley Douglass. His wife, Eleanor Coates Farley, died eight years ago.

Funeral arrangements pending arrival of the children.



DR. EUGENE S. FARLEY

of these professional societies: American Association of Junior Colleges, Middle States Association of Junior Colleges, Foundation for Independent Colleges, Commission for Independent Colleges.

Farley served on the boards of Wyoming Valley Hospital, Greater Wilkes-Barre Industrial Fund, Inc., Osterhout Library, Pennsylvania Power and Light Company, Pennsylvania Millers Mutual Insurance Company.

Farley had done extensive writing on educational periodicals between 1933 and 1964.

Two weeks ago, Dr. Farley played host at a picnic at his farm, held for the incoming freshmen class of Wilkes College. The picnic has been an annual orientation week affair for many years.

He is survived by sons, Robert C. and Dr. Eugene S. Jr., and daughter, Mrs. Ethel Farley Douglass. His wife, Eleanor Coates Farley, died eight years ago.

Funeral arrangements pending arrival of the children.





Successes of recent Homecoming... as aides to Arthur Hoover... from left: Judy... Assistant... Michael Mariani and Richard... government organization.

HANTON, PA. NOVEMBER 14, 1971

30, 1972

EVENING NEWS, RECORD, WILKE



Dr. Joseph Stephens, treasurer, Randall... president, Rockville, Md... regional vice president, Bethesda, Md. regional vice president, Wilkes-Barre and Glen...

# Eugene S. Farley, 9-17-73 Wilkes President Many Years, Dies

Dr. Eugene Shelden Farley, 74, first president of Wilkes College and an outstanding community leader, died Monday afternoon at his farm in Beaufort, the victim of a heart attack.

Dr. Farley was known widely as a result of his 34 years in higher education, which included 10 years as president of Bucknell University Junior College and then 24 years as president of Wilkes College, which became chartered in 1947 as an independent liberal arts co-educational institution.

While serving more than three decades in his capacity as president, he established himself as a community leader in the Wilkes-Barre area. Retiring in June, 1970, he then accepted the position as the first chancellor of Wilkes College. A year later he retired from all active service at the college to devote his efforts to community endeavors and personal writing.

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Dr. Farley also held honorary degrees from Alliance and Lafayette Colleges. He was an Army veteran of World War I and belonged to the Society of Friends of Church. He was past president



DR. EUGENE S. FARLEY

of these professional societies: American Association of Junior Colleges, Middle States Association of Junior Colleges, Foundation for Independent Colleges, Commission for Independent Colleges.

Farley served on the boards of Wyoming Valley Hospital, Greater Wilkes-Barre Industrial Fund, Inc., Osterhout Library, Pennsylvania Power and Light Company, Pennsylvania Millers Mutual Insurance Company.

Farley had done extensive writing on educational periodicals between 1933 and 1964. Two weeks ago, Dr. Farley played host at a picnic at his farm, held for the incoming freshmen class of Wilkes College. The picnic has been an annual orientation week affair for many years.

He is survived by sons, Robert C. and Dr. Eugene S. Jr., and daughter, Mrs. Ethel Farley Douglass. His wife, Eleanor Coates Farley, died eight years ago.

Body was removed to Nulton Funeral Home, Beaufort, with arrangements pending arrival of the children.



11/10/77

### 1968 Wilkes Graduate Named to Head Alumni

Judy Simonson Arenstein, a 1968 graduate of Wilkes College, recently was selected for a two-year term as national president of the college's Alumni Association.



JUDY ARENSTEIN

Also named to national offices were: James Ferris, a 1956 Wilkes graduate, executive vice president; Lauren Harris O'Hara, a 1974 graduate, secretary; and Steven Paradise, a 1965 graduate, treasurer.

Mrs. Arenstein, who succeeds Dr. Joseph Stephens as president, is a district operations manager for AT&T-Long Lines Department in White Plains, N.Y. In addition to her BA degree in mathematics from Wilkes, she also holds an MBA degree from Pace University.

Jim Ferris, who previously served in the association as regional vice President of Region I, is the senior high school principal of the Wyoming Valley West School District.

He received his BS in secondary education from Wilkes and his MS in education from Bucknell University.

Lauren O'Hara, elected for a

second term as secretary, is a librarian at the West Pittston Library. Having received her BA in English from Wilkes, she is currently pursuing an MS in reading from Marywood College.

Also moving up from a regional vice president's slot is Steven Paradise of Merrick, N.Y., who served as head of Region 6, which includes the Metropolitan New York Area.

An insurance broker in Long Island, he is a member of the national, state, and county association of Independent Insurance Agents.

The Regional vice presidents who also were recently selected include: Richard Simonson, Mountaintop, (Region I); Drew Gubanich, Whitehall, (Region II); Thomas Kransho, Harrisburg, (Region III); Thomas Trost, of Philadelphia, (Region IV); Peter Perog, Sparta, N.J., (Region V); Bruce Brugel, East Islip, N.Y., (Region VI); and Robert Lianberry, Syracuse, N.Y., (Region VII).

Also Paul Klein, Duxburg, Mass., (Region VIII); Thomas Richards, Annandale, Va., (Region IX); John Wodraska, Jupiter, Fla., (Region X); Mrs. Maria

Sternik Zubrisky, McKees Rocks, (Region XI); and Mrs. Barbara Denny Campbell, Lodi, Cal., (Region XII).



11/10/77

# 1968 Wilkes Graduate Named to Head Alumni

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BY ARENSTEIN

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**Insurance Broker**  
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Also Paul Klein, Duxburg, Mass., (Region VIII); Thomas Strickland, McKeesport, Pa., (Region IX); and Mrs. Richards, Annandale, Va., (Region X); John Wodraska, Joplin, Mo., (Region XI); John Derry Campbell, London, Ky., (Region XII); and Mrs. Harris, Fla., (Region XIII).



