

# WILKES COLLEGE

WILKES COLLEGE • WILKES-BARRE • PENNSYLVANIA 18766

Fall 1983

Vol. 3, No. 1

## CAMPUS CONSOLIDATION CONTINUES

### Parrish, Chapman Halls Sold

Another round of changes to the Wilkes College campus has taken place during the summer of 1983 designed to result in a more compact, more efficiently utilized physical plant. Among those changes is the sale of Parrish Hall, Chapman Hall, and the "Parrish Parking Lot" to a private developer who plans to convert the structures into an office complex.

Parrish and Chapman Halls were constructed originally by the former Lehigh and Wilkes-Barre Coal Company during the early 1900's; Parrish, in fact, still bears the name of the coal company in its cornice, and several doorknobs with the coal company insignia still remain in the building. Chapman Hall had served as a women's residence hall through the 1982-83 school year.

The administrative offices formerly housed in Parrish Hall have been moved to Sturdevant Hall on South Franklin Street, including the Business Office, Finance, the Registrar and Recorder, and the Office of Graduate Studies, Summer and Evening School. Joining those offices in Sturdevant, formerly another women's residence hall, are Financial Aid (from the lower level of Weckesser Hall) and the Upward Bound Program (from Ross Hall).

The Department of Commerce and Finance, the last remaining academic department in Parrish Hall, has been relocated to Bedford Hall on the corner of River and South Streets, a former men's residence hall. In addition to housing the offices of the faculty, several rooms will be used as classrooms in the building.

"Moving the administrative offices to Sturdevant Hall will be a blessing to the students," remarked Dr. Andrew Shaw, Dean of Management and responsible for the physical plant of the College. "The registrar, finance office, and financial aid will be much closer to the student deans in Weckesser Hall and to the Admissions Office in Chase Hall, thus making it easier for students needing those services to walk from one building to another," he continued.

Three buildings were determined to have outlived their usefulness to the College — Gore Hall and Dana Hall, both residence halls and both on South Franklin Street — have been razed along with Conyngham Hall Annex. The Gore and Dana Hall lots will be landscaped as "green areas" to open the vistas toward

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*Stately Parrish Hall, once the home of such departments as Commerce and Finance, Political Science, Sociology, Psychology, and Education, and a landmark to motorists crossing the Market Street Bridge into the city, is in the process of changing hands, to be developed once again into a commercial office complex, along with Chapman Hall (insert).*

### College Receives Bequest

President Robert S. Capin recently announced that the College has received a bequest in excess of \$500,000 from the estate of the late William L. Evans of Harvey's Lake, PA. A native of Wyoming Valley, Evans died in May, 1983, at the age of 91.

As a tribute to his generosity and philanthropic support for Wilkes and higher education, the Board of Trustees has officially renamed Founders Hall the William L. Evans Residence Hall. Located at the corner of South River and East Northampton Streets, Evans Hall is a 205-unit residence hall which was opened in September of 1982.

"We are extremely grateful to the late Mr. Evans for his generosity and vision which will assist us in maintaining the quality of education at Wilkes," said Capin in making the announcement. "Wilkes remains, and shall continue to be a strong force in the educational, cultural and social development of the students of Northeastern Pennsylvania largely because of wise and unselfish benefactors like William L. Evans."

A graduate of Coughlin High School, Evans began his professional career in the plastering business with his father, Daniel H. Evans, of Wilkes-Barre. Following a partnership with Builders Supply Company here in the city, Evans joined with William Sword in 1942 to originate the Petroleum Services Corporation of Wilkes-Barre.

Evans served as a member of the former Franklin Club, the Westmoreland Club, and Irem Temple Country Club in Dallas.

### Our New Look

The end of the 1982-83 academic year also brought with it the final issue of the Wilkes College Quarterly, the college magazine which was distributed to alumni, parents, and contributors to the College, and published jointly by the Public Relations Office and the Office of Alumni Relations. After analyzing both the costs of the publication and the reaction of its readers to last year's alumni survey, External Affairs Dean Thomas Kelly and his staff decided to change the format to what you are now reading.

The 1982 alumni survey resulted in some interesting data concerning the readership of the Quarterly. For example, of the more than 500 survey responses, 40% indicated that the Quarterly was read only by the alumnae; 48% discarded the magazine within two weeks after receiving it, and only 3% passed it along to someone outside the family after reading it. Based on these findings, it was decided to publish the *Alumnus* as a less expensive black-and-white offering rather than the very costly four-color magazine.

In terms of content, the survey respondents indicated their highest interest in the areas of class notes, prominent alumni, and campus happenings. As you read through the pages of this issue, you will notice that we have attempted to include topics from these areas, along with other features that will appear from time to time.

The Alumni Christmas Shopper on page 6, for example, offers graduates and parents, especially those unable to make a personal visit to the Bookstore, the opportunity to purchase souvenir items displaying the College seal as well as a variety of articles of clothing, just in time for the holiday season. If you are interested in purchasing any items not pictured in the Shopper, just call or write Gene Manganello, manager of the Bookstore, for prices and availability of articles. You will want to order quickly, however, to ensure delivery in time for your gift-giving.

Another External Affairs change became effective on June 1, when the Development Office was reorganized under the directorship of Randy Xenakis. Xenakis, who is also the Director of Public Relations and Publications, follows James Aikman, who moved into the area of Administrative Computer Services last spring. Betsy Bell Condron '79 (MSEd), Director of Planned Giving,

*continued on page 2*







## ANNIVERSARY BALL A BALL!

Gala Evening Had by 600



More than 600 people from the community and from the Wilkes College Family were on hand to celebrate the College's 50th Anniversary at a ball held on May 7 at Genetti's Best Western in downtown Wilkes-Barre.

The gala affair was the grand finale for the Golden Anniversary year at Wilkes. Guests included friends from the community, visitors and alumni from across the country — literally. John Jastrem '77, an accounting manager with Arthur Andersen & Company in Los Angeles, coupled a family visit with the opportunity to attend the ball. Jerry Moffatt '63, a member of the Wilkes Board of Trustees and a partner with Arthur Andersen in New York City, also attended, giving us coast-to-coast representation of the Alumni.

Special recognition was given to those whose efforts were instrumental during

the year of celebration, including W. Carey Evans '41, a member of the Wilkes Board and Chairman of the 50th Anniversary Celebrations, and John Chwalek, campus coordinator of the anniversary activities. Also honored were Trustee Emeritus Charles H. Miner, Jr., and the late F. Ellsworth Parkhurst.

Shown in photo at left, seated from left: Chris Mtele Baron '73, Virginia Hahn Zikor '70, Andrea Petrask '69, and Lois DeRonde. Standing from left: John Baron, Jr. '75, John Zikor '69, Robert Silvi '69, and Dale DeRonde '62.

Shown in photo at right, seated from left: Oattie Mae Chwalek, Libby Capin, and Mary Ellen Ferris. Standing from left: John J. Chwalek, President Robert S. Capin '50, National Alumni President James F. Ferris '56, and William Conyngnam, Chairman of the College's Board of Trustees.

## DATA GENERAL INSTALLED

Computers in the classroom have become commonplace, and the public tends to associate the highly sophisticated machines exclusively with science or science-related courses. Wilkes, a traditionally liberal arts institution, will help to dispel that concept as the newly-acquired Data General MV-10000 time-sharing computer system will be used in academic programs in both the sciences and the humanities.

Dr. Umid Nejib, chairman of the Department of Engineering and Director of Computer Services, stated, "We fully expect that all students will benefit. Our Philosophy Department has already de-

veloped a self-learning program for its students, which students can use on an individual basis at times convenient to them."

The computer has a capacity of 8 million characters of memory, 602 million characters of disc storage, a magnetic tape unit, and a 300-line-per-minute printer. It has the capability of performing over 7 million simple arithmetic operations per second and of reading or writing data on disc storage units at the rate of 14 million characters per second.

This kind of speed, according to Nejib, "makes it possible for several users to have access to terminals simultane-

ously." By fall there will be 110 user terminals at various locations on campus, with a potential 85 additional terminals able to be added.

This will allow all students in all disciplines to become computer literate. "Students in the sciences will usually have, by the nature of the field of study, access to computers; however, those who are in the humanities previously had little of the vitally important hands-on experience they will need in a computer-oriented job market," Nejib stated.

The program, once fully developed in place, will be unique in the area, and one of the most important aspects of the MV-10000 is that it will allow Wilkes to put in place a new degree in software engineering and eventually a master's program in engineering.

The Data General, which will be used solely for academic purposes, replaces two Hewlett Packard computers, which previously supported both academic and administrative applications. One of the Hewlett Packard units will continue to service the administrative functions, while several options are being considered for the second unit.



## LANDI, RAUB CITED

National Alumni Association President James F. Ferris awarded citations to two prominent Wilkes graduates at Commencement exercises on Sunday, May 22, 1983. Nancy Lee Maskornick Landi, Class of 1975, and William S. Raub, Class of 1961, were selected for the awards by the National Executive Committee of the Association at its spring meeting from a group of more than 30 nominations made by Alumni, Faculty, and Administrators of the College.

Nancy Lee, who graduated with a B.S. in mathematics, is a Telemetry Project En-

gineer for the Singer Company, working directly with the NASA Space Shuttle Mission. She has been with Singer since 1975 and works primarily with the Shuttle Mission Simulator, which provides mission training for astronauts, and also with Mission Control Center in Houston, Texas. She has specialized in the simulation of the command and telemetry communications systems. This simulation covers all links of the system including the on-board equipment, the satellites, and the ground stations. Nancy Lee was awarded the Distinguished Young Alumna Award for best exemplifying the traditions of the College which create unity and goodwill amidst diversity.

Nancy Lee and her husband Wayne, Class of 1974, reside in Houston with their son Daniel Bryce.

Dr. William Raub earned the B.S. degree in Biology, and the Ph.D. from the University of Pennsylvania in 1969. He is currently the Associate Director for Extramural Research and Training at the National Institutes of Health, Bethesda, Maryland. He is the author of numerous publications, and received the Superior Service Honor Award of the National Institutes of Health. Since he first joined the NIH in 1966, Bill has served as Health Science Administrator for the Division of Research Facilities and Resources, as Acting Chief of the Special Resources Branch, and as Chief of the Biotechnology Resources Branch.

Bill received the prestigious Eugene S. Farley Memorial Alumni Award, presented for "outstanding contributions to the social, economic, cultural, and political life of the community." He resides in Rockville, Maryland, with his wife Joyce and their three children Jennifer, Janice, and Brian.

### ATTENTION, PARENTS!

If this newsletter is addressed to your son or daughter who no longer maintains a permanent address at your home, please clip off the address label below and return it with the correct address to the Alumni Office at Wilkes College. Thank you for helping us update our records.

Wilkes College is an Equal Opportunity/Affirmative Action Institution and does not discriminate on the basis of sex, color, race, religion, national or ethnic origin or handicap in the employment of staff, in the administration of its educational policies, scholarships, loan programs, athletics, or any other college-administered programs.

Wilkes College Alumnus  
Wilkes College  
Wilkes-Barre, Pa. 18766  
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# WILKES COLLEGE

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WINTER 1983

Vol. 3, No. 2

## MARKETING STUDY UNDERWAY

What is Wilkes College? What are the strengths of the institution? The weaknesses? What kind of image do we profess... and project to the community? What characteristics of the college appeal to current and prospective students? Where will Wilkes College be five years from now? Ten years from now?

If these questions seem obvious — as they must to anyone involved in any way with the field of marketing, it is just as apparent that the answers to them are not so obvious. Such has been the feeling of senior administrators at the College for the past several years, during which time the prospect of a marketing study has been under consideration.

As a result of the deliberation, the Long-Range Planning Committee listed the market analysis as one of the institutional priorities for the 1983-84 academic year, and requested President's Staff to make a decision if the study would be performed by College personnel or by an outside consultant. Two professional consulting firms, each experienced in the marketing of institutions of higher education, were invited to the campus to make a presentation and a proposal.

Although both presentations were impressive, with critical and constructive comments along with some insightful suggestions, the approximate \$35,000 price tag on the first year of consulting hastened the decision to use the expertise already assembled on campus by asking a cross-section of faculty and administrators to serve on a Marketing Study task force.

Dr. Thomas F. Kelly, Dean of External Affairs, was named by President Capin to head the marketing study. Subsequently, six task forces were established to deal with the areas of Admissions, Publications-Communications, Student Retention, Financial Aid, Research, and Outcomes And Environment; chairs for the task forces include Dr. Walter Karpinich, Dr. William Sterling, Dr. Lester Turoci, Dr. Virginia Nehring, Dr. Joseph Bellucci, and Dr. James Rodechko/Dr. Thomas Kaska, respectively.

Much has already been accomplished by the various task forces. Since early October, the groups have been meeting to identify the kinds of data needed to accomplish their goals. Ms. Cheryl Scalse and the Office of Institutional Research provided chairpersons with a listing of the types of information already gathered along with recommendations for additional data-gathering devices. In this regard, it is interesting to

(Continued on page 2)



To everything  
there is a season,  
and a time for  
every purpose  
under the heaven.

- Ecclesiastes III

*Best wishes for a happy holiday season —*

*Libby and Bob Capin*

### Tough To Head '84 Appeal



GILBERT D. TOUGH

Mr. Gilbert D. Tough, C.A.M., president and chief executive officer of Blue Cross of Northeastern Pennsylvania, has been named chairman of the 1984 Wilkes College Alumni Fund Drive. Tough will assist the college in raising funds which will help Wilkes "Maintain Excellence Through Scholarships."

A 1956 graduate of Wilkes, Tough is a native of Lehman and graduated from Lehman High School, the Wyoming Seminary Dean School of Business, and the Penn State Extension Evening School, where he received an associate certificate in Surveying and Coal Mining in 1945. In 1973 Tough was designated a Certified Administrative Manager (C.A.M.) by the Professional Accreditation Commission of the Administrative Management Society. Tough was among the first one hundred executives in the United States and Canada to be designated a C.A.M.

Tough has held several positions at Blue Cross, including supervisor of the accounting department, coordinating director, director of services, and vice president of operations. In August, 1983, he was named president and chief executive officer.

"I am very proud of my Wilkes degree in Accounting," Tough stated, "and also proud of the fact that I earned the degree in the Evening College while holding a full-time work position. My own experience tells me how important it is that the College be able to attract and retain capable and deserving students by offering scholarships and other financial support to ease the burden of their educational costs." "And we will rely upon the backbone of this Institution, the alumni, to provide an increasing share of the financial resources that the College must have to continue to serve its students with a program of excellence."

Active in numerous community organizations, Gil is an associate member of the American Management Association and the Administrative Management Society. He serves as a member of the United Way's Finance Committee and is a member of PEG, Pennsylvanians for Effective Government. He resides in Lehman with his wife Vera. They are the parents of two children, Linda, and Gary who completed his B.S. in Business Administration at Wilkes in May, 1983.

Other principals in the 1984 Campaign include Atty. Eugene Roth '57, Chairman of the Development Committee of the Board of Trustees, Harold "Jake" Trethaway, Chairman of the Community Campaign, and Beverly Hiscox '58, Vice chairman of the campaign and head of the Corporate Phase.

The '84 Alumni Fund Appeal will consist of several letters and other direct mailings as well as the annual Alumni Phonathon scheduled for early 1984. The alumni goal for Campaign '84 has been set at \$140,000.











## On The Sports Front . . .

by Phil Wingert, S.I.D.



### Outlooks

First-year head basketball coach Bart Bellairs optimistically looks toward the 1983-84 season with five lettermen returning and a large, talented group of freshmen aboard . . . the Colonels have missed the MAC Championships the past two seasons, losing in a playoff tiebreaker game.

Bellairs welcomes back three year letterman, 6-5 senior co-captain Rick Sheaffer. Joining Sheaffer in the frontcourt are 6-5 sophomore Ken Yakobitis, 6-3 forward sophomore Dave Zapatocky and 6-4 sophomore Tom Allardyce. Providing depth at the forward and guard position are 6-4 sophomore Dave Pivis and 5-8 sophomore Mark Aguilar.

The backcourt must be rebuilt due to the graduation of Greg Hychko and the transfer of Jim Rodway. Among the newcomers expected to play prominent backcourt roles are senior transfer John Duesler (Duquesne) and freshmen standouts 6-0 Eric Jacobs (Easton H.S.) and 6-0 Bobby Collins (Wilkes-Barre G.A.R.).

Expected to battle for starting frontcourt positions are freshmen 6-6 John Bracken (Allentown Allen H.S.) and 6-5 John Buis (Easton Notre Dame H.S.), an All-State honorable mention.

The Colonels will tackle a 23-game schedule that includes 14 away contests. The team is involved in a tournament on January 6-7 at Washington & Jefferson College. Wilkes will visit 20-game winner Moravian College, a NCAA regional qualifier last season . . . the abbreviated home schedule is highlighted by games with East Stroudsburg, Bloomsburg, inter-city rival King's, and 1983's NCAA Division III national champion Scranton University.

If Bellairs can blend the talented freshman class with the seven returnees, look for the Colonels to improve last year's 8-15 record.

On the wrestling scene, head coach John Reese enters his 31st season at the helm of the program with a team laden with talent but lacking in depth. "The key to a successful season will be keeping starters healthy and getting the lower weights in the correct weight class," commented Reese.



It will not take the Colonels long to get an indication of what they can do as their first three matches are against Oregon State, Navy, and Lehigh . . . the team's top returnees include seniors Kurt Rowlette (14-4), Mark Correll (18-8-1), and sophomore Marc Sodano (41-8-2). The return of Gene Clemens (3rd place EIWA in 1979) has given the team a big boost in attitude. Top recruits include Glenn Whiteman (2nd PIAA State Tourney, at 145), Tony Troyan (5th PIAA State Tourney at Hwt.), John Cherry (3rd PIAA at 132), John Pauley (4th NY State Tourney at 105), Gary Lee (3 time District II, PIAA champ at 155), and Brandon Serratore (Region champ in PA at 119), who recorded a 39-1 season in his senior year.

A very tough schedule lies ahead for the grapplers . . . top home matches include Oregon State, Navy, Temple, Penn State and Indiana State. Road matches are at Lehigh, Harvard, Princeton, Army-Rutgers, and the Virginia Duals (LSU, Wisconsin, Missouri, Ohio State, and North Carolina).

If the Colonels perform up to ability and avoid key injuries, look for them to be back in the top 20 after a disappointing 12-7 dual record last year.

### Fall Recap

**SOCCER . . .** The Colonels booters finished their best season since 1976 with a record of 8-8-2, which included a 1-0 loss to Division I power Notre Dame.

**CROSS COUNTRY . . .** The harriers recently placed 11th in the Middle Atlantic Conference championships at Fort Indiantown Gap, PA. Leading the way for the colonels was freshman Mike Keohane, of Livingston, NJ.

**FOOTBALL . . .** Coach Unsworth's charges continue to improve, posting a 2-7 slate for the 1983 season. Ed Kennelly, Allan Roberts, Gerry O'Neill, Don Sparks, Mike Slepian, Rich Murray, and Tony Popple all played their last game as Colonels. Highlight of the season had to be the FDU-Madison game, which the Colonels won 30-26 after trailing 20-6 at halftime.

**FIELD HOCKEY . . .** Congratulations to Yvonne Pierman, Debi Cometa and Allyse Croft on their selection to be United States Field Hockey Association National Tournament as representatives of the Mideast Section.

## THE WILKES COLLEGE CONNECTION

FOR 24-HOUR INFORMATION ON WILKES COLLEGE EVENTS.

717-826-1135



Wilkes College is an Equal Opportunity/Affirmative Action Institution and does not discriminate on the basis of sex, color, race, religion, national or ethnic origin or handicap in the employment of staff, in the administration of its educational policies, scholarships, loan programs, athletics, or any other college-administered programs.

### BASKETBALL

Head Coach: BART BELLAIRS

Tues., Nov. 29	Alvernia	Away	7:30
Thurs., Dec. 1	Delaware Valley	Away	8:00
Sat., Dec. 3	*Lycoming	Away	3:00
Mon., Dec. 5	E. Stroudsburg	Home	8:00
Thurs., Dec. 8	*King's	Home	8:00
Sat., Dec. 10	*F.D.U.	Away	3:00
Fri., Jan. 6	Wash. & J.	Away	6:30
Sat., Jan. 7	Tourney	Away	8:00
Wed., Jan. 11	Misericordia	Home	8:00
Mon., Jan. 16	Moravian	Away	8:00
Wed., Jan. 18	*Aubright	Away	8:30
Sat., Jan. 21	*Scranton	Home	8:00
Mon., Jan. 23	*Elizabethtown	Away	8:15
Wed., Jan. 25	*King's	Away	8:00
Sat., Jan. 28	Delaware Valley	Home	8:00
Mon., Jan. 30	Allentown	Away	8:00
Thurs., Feb. 2	*Susquehanna	Away	8:00
Sat., Feb. 4	Lycoming	Home	8:00
Wed., Feb. 8	*Scranton	Away	8:15
Sat., Feb. 11	*F.D.U.	Home	3:00
Mon., Feb. 13	Bloomsburg	Home	8:00
Wed., Feb. 15	Phila. Pharm.	Away	8:00
Sat., Feb. 18	*Juniata	Home	8:00
Fri. & Sat.			
Feb. 24-25	MAC		

\*MAC Northern Games

### WRESTLING

Head Coach: JOHN REESE

Thurs., Dec. 1	Oregon State	Home	8:00
Sat., Dec. 3	Navy	Home	8:00
Tues., Dec. 6	Lehigh	Away	8:00
Sat., Dec. 10	Holstra	Away	3:00
Sun., Dec. 11	Delaware Valley	Away	1:00
Thurs. & Fri.			
Dec. 29-30	WILKES OPEN		
Wed., Jan. 4	Indiana State	Home	8:00
Sun., Jan. 8	George Mason	Home	2:00
Fri., Jan. 13	VA DUALS-Missouri-LSU-Ohio St.		
Sat., Jan. 14	N. Carolina-Wisc.-Old Dominion		
Wed., Jan. 18	Bucknell	Away	8:00
Sat., Jan. 21	Temple	Home	2:00
Wed., Jan. 25	Keystone Jr. Col.	Home	7:30
Sat., Jan. 28	S.-Connecticut Quad	Away	
Wed., Feb. 1	Penn State	Home	8:00
Sat., Feb. 4	Harvard & Princeton		12:00
Wed., Feb. 8	Lycoming	Home	8:00
Sat., Feb. 11	Army-Rutgers	at Army	12:00
Wed., Feb. 15	E. Stroudsburg	Home	8:00
Sat., Feb. 18	F. & M.	Home	2:00
Fri. & Sat.			
Feb. 24-25	EIWA	at Navy	
Thurs., Fri., Sat.			
March 8-9-10	NCAA at Meadowlands, NJ		

### WOMEN'S BASKETBALL

Head Coach: NANCY ROBERTS

Thurs., Dec. 1	Delaware Valley	Away	6:00
Sat., Dec. 3	*Lycoming	Away	11:00
Sat., Dec. 10	Marywood	Home	7:00
Fri., Jan. 6	Letterwomen	Home	TBA
Sat., Jan. 7	Tourney		
Thurs., Jan. 12	Moravian	Away	8:00
Sat., Jan. 14	Upsala	Away	2:00
Mon., Jan. 16	Dickinson	Home	6:30
Thurs., Jan. 19	Aubright	Away	8:15
Sat., Jan. 21	*Juniata	Away	2:00
Mon., Jan. 23	*Elizabethtown	Away	6:15
Sat., Jan. 28	Scranton	Home	6:00
Mon., Jan. 30	Phila. Textile	Home	6:15
Thurs., Feb. 2	*Susquehanna	Away	8:00
Sat., Feb. 4	*Lycoming	Home	6:00
Mon., Feb. 6	Bloomsburg	Away	7:00
Wed., Feb. 8	*Susquehanna	Home	4:00
Fri., Feb. 10	Muhlenberg	Away	7:00
Sat., Feb. 11	*King's	Away	7:00
Tues., Feb. 14	*Elizabethtown	Home	6:30
Sat., Feb. 18	*Juniata	Home	6:30
Wed., Feb. 22	East Stroudsburg	Home	7:00

\*MAC Game



**Alumni Help Needed  
For Corporate  
Entree**



Marilyn Krackenfels Snyder '62

Every institutional development officer worth his salt knows the "big three" of alumni involvement: recommending the College to prospective students through the Alumni Referral Process; assisting the Office of Career Services by identifying job opportunities for recent graduates; and supporting the institution financially by participating in the Annual Alumni Fund. These three avenues have certainly been well-traveled by Wilkes Alumni, and we are justifiably proud of the interest shown by our graduates in each of the areas.

A fourth major opportunity for alumni awareness was recently unveiled by President Robert Capin and Dean of External Affairs Thomas Kelly: the identification of corporate foundations which might be approached by Wilkes through a formal proposal. It was recognized that many business organizations had such charitable gift offices or committees, and if entree to these offices or committees could be obtained, the College could then present its case for support.

Capin and Kelly then drafted a letter, targeted at alumni employed by organi-

zations with "matching gift programs," that is, any gift made to the College by an alumnus would be matched dollar-for-dollar with a corporate gift, and asking those alumni for advice. In Capin's words, "... you may also be able to help the College in another important way. You may be able to provide entree for us to present a proposal to your corporation's charitable gift committee."

Kelly reports that the responses to the inquiry letter have been most encouraging. "We have already heard from alumni with information on more than 20 organizations, each of which has some form of charitable giving. We are now analyzing the recommendations of our alumni and deciding on the best way to present our request for assistance," he commented.

One of the problems with the target group of the letter, however, is the realization that there are other organizations which do not participate in an alumni matching gift program but which do support either a foundation or a program of charitable giving. It was felt that the most effective way to reach such alumni would be through the pages of the *Alumnus*. Consequently, your help is now being sought: Does the organization you work for provide such support? If the answer is yes, and if you know - or can identify - an individual in your company responsible for this area, you are encouraged to contact Tom Kelly in the External Affairs Office. Tom can be reached at 824-4651 from the local area, at 342-5617 toll-free from the Scranton area, or by using the College's toll-free WATS numbers - (800) 572-4444 from within Pennsylvania or (200) 537-4444 outside of Pennsylvania.

Tom also extends thanks to the following individuals who have responded to the original request for help: Carol J. Allen '72, Andrew J. Gubanich '71, Philip E. Howe '69, and Stephen J. Lear '78, with Air Products & Chemicals, Inc.; Theodore M. Levitsky, with Alexander & Alexander; Colleen Gries '81 with Arthur Andersen & Co.; Larry P. Williams '60 with Bethlehem Steel Corp.; David C. Kowalek '75 with Chase Manhattan Bank; Lynne Mazzanti '79 with Burroughs Corp.; Robert R. Eltus '51 with Corning Glass Works;

Samuel L. Owens '50 with Ford Motor Credit Co.; Stewart B. Hettig '46 with General Electric's Real Estate and Construction Operation; John Goobic III '70 with General Foods; Joseph Raksis '63 with W.R. Grace & Co.; Charles Masters, Jr. '66 with Hewlett Packard Co.; Michael A. Dziak '67, David H. Matway '80, Robert V. McFadden '52, Irma Bianconi Molitoris '56, David E. Vann, and Lynne Herskovitz Warshal with IBM Corp.; Catherine McCarthy '75 with Life Insurance Company of North America; G. Garfield Jones '72 with Johnson & Johnson; Raymond M. Gritsko '55 with Mobil Oil; William P. Lloyd '58 with Norton Company Construction Division; William H. Tremayne '57 with Prudential Insurance Co.; W. Marshall Evans '66 with Sun Refining & Marketing Co.; and James Dunn '66 with Edward Weck & Co.

**ON  
THE  
LOCAL  
SCENE . . .**

Wyoming Valley Chapter members will want to jot down some dates of future activities planned here on campus, including a Fabulous Fifties Night on January 27, featuring the James Dean film "Rebel Without A Cause;" a repeat of last year's overwhelmingly successful dinner-theatre on February 24 and 25 in conjunction with the Theatre Department's presentation of "Three Penny Opera;" and a Music Alumni Reunion on March 17, the date of the Spring concert of the College Wind Ensemble. Complete details will be provided on these activities as the dates approach. And, of course, local and regional alumni are encouraged to suggest other ideas for group activities of graduates in the various areas.

**ATTENTION, PARENTS!**

If this newsletter is addressed to your son or daughter who no longer maintains a permanent address at your home, please clip off the address label below and return it with the correct address to the Alumni Office at Wilkes College. Thank you for helping us update our records.

**AROUND  
THE  
REGIONS . . .**

Thank you to those alumni who gathered with us for receptions and dinners in October and November. Special thanks to the following individuals who acted as local contacts and advisors: George Pawlusch in Hartford, CT; Harry Heesch in Boston, MA; Larry Chase in New York City; and Chris Sulat in Philadelphia. In each instance, the accommodations were lovely and the foods were excellent. The success of each evening was evident in the fellowship that we all enjoyed.

**IN  
THE  
FUTURE . . .**

A Spring 1984 round of dinners and receptions is now being planned for the Washington, DC area, Pittsburgh, PA, Richmond, VA, and the triple cities area of Binghamton, NY. Alumni in those areas are urged to watch for mailers about the events, and to make every effort to attend. We promise an evening filled with "fun, food, and fellowship" at a reasonable price, and we also promise that you will meet the nicest people there.

**WILKES  
COLLEGE  
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ASSOCIATION**

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**Wilkes College Alumnus**  
Wilkes College  
Wilkes-Barre, Pa. 18766  
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