

Vol. 17 No. 1. - Florida's Premier Private University - Winter 1998

Stetson

UNIVERSITY

*In Celebration of
One Hundred Years...*



*Rededication of
Elizabeth Hall Chapel*

February 10, 1998 - 7:30 p.m.

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SURE: Student research saves piece of civil rights history

By Rick Tonyan

St. Augustine residents hesitated when Stetson University senior Suzanne Hartley turned on her tape recorder. They knew what she wanted them to do: reach back 33 years into their memories and recount events that still are painful, in order to save St. Augustine's place in the history of the civil rights movement.

Some refused, but most talked about the conflicts that arose when civil rights workers tried to integrate the city's beaches and other public facilities in the early '60s.

St. Augustine was the site of the last major racial disturbances before the U.S. Congress passed the 1964 Civil Rights Act. Some historians say news coverage of the St. Augustine confrontations spurred Congress into passing the act. But after three decades, other cities are remembered as landmarks in the civil rights struggle - Little Rock, Ark., or Montgomery, Ala. - while St. Augustine is forgotten.

With the help of a Stetson University program that finances student research projects, the American Studies major decided to try to change that. Hartley went through the city with her tape recorder, interviewing black and white

residents who were there in 1963 and 1964.

Many preferred that people forget what had happened, but Hartley interviewed all she could, trying to get an historically accurate picture of the mood of the city. "The people who were involved are in their 70s and 80s. A lot of these oral histories were in danger of never being saved," she said.

Her work was financed by a Summer Undergraduate Research Experience (SURE) grant from the College of Arts and Sciences, which pays students' expenses and gives them stipends for major student research projects. SURE was in turn financed by the Hollis Renaissance Grant program, which awards grants to encourage innovative learning techniques.

Hartley's interest in St. Augustine's civil rights history grew out of research first done by her father, Stetson alumnus Wayne Hartley, for his 1972 master's thesis. He went on to earn a doctorate, and after a career as a professor at the University of Oklahoma, Norman, now teaches at St. Augustine's Allen Nease High School.

Memories of the disturbances were relatively fresh when her father did his work, and Hartley said she was surprised to see that the mental and emotional wounds haven't yet healed. "The subject still is difficult for a lot of people," she said. "They

are still angry over the coverage by the (news) media."

The conflict, which brought Martin Luther King Jr. and others from the Southern Christian Leadership Conference to the city, included attacks by white racists. Pictures of the attacks were broadcast by television and printed in newspapers throughout the world.

Hartley plans to continue her work, using the summer work as the basis for her senior research project Paul Jerome Croce, associate professor of American Studies, was her mentor for the research.

Five other students received SURE grants last summer, with projects ranging from biochemical research into faulty cell structures, to a study of how Florida box turtles act in their home ranges. Earlier SURE research subjects have ranged from the calls of frogs, to the portrayal of women police officers in detective fiction.

The students work with faculty advisors, write papers evaluating their experiences, and present their findings to a class. Each student receives \$2,000 for eight weeks of research, plus up to \$500 for such expenses as travel and equipment, and another \$300 for travel to a professional meeting to report on the research.

"SURE is open to anyone doing research at the university, regardless of the field," said Terence Farrell, associate professor of biology; who developed the idea for the grants in conjunction with Diane Everett, associate professor of sociology; John Schorr, professor of sociology; and Kevin Riggs, associate professor of physics.

Begun as a Hollis grant pilot project, the successful program has now been integrated into the regular university budget, with funding to support six SURE internships for the summer of 1998, and the possibility of increased support in the future.

Tonyan is a former Orlando Sentinel reporter, and the author of Guns of the Palmetto Plains, published by The Pineapple Press.

Suzanne Hartley



Photo by Cheri Carlson

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SEA STORIES: ABOARD THE SPOOK

By Don Coonley, '64

White Squall, Ridley Scott's coming-of-age movie, evokes a defining time in my own education at Stetson University.

The incident on which the movie is loosely based occurred in 1961. A school ship out of Connecticut had nearly completed an eight-month voyage in the South Pacific and Caribbean when she was sunk by a sudden, savage storm in the Gulf of Mexico. Six people, including four students, drowned. The following fall, the man who taught English aboard that sailing ship, the *Albatross*, joined Stetson's distinguished English department faculty, then led by Dr. Byron Gibson. I was a sophomore English major.

Richard Langford was an immediate campus legend. He looked like Hemingway in his prime, had a passion for life on his own independent terms, was an excellent writer, and lived in New Smyrna Beach aboard his own sailboat. His aura rose around him like the smoke from his hand-rolled Cuban cigars.

The stories of American literature seemed to me more meaningful filtered through the eyes of this survivor. When Professor Langford lectured on Stephen Crane's "The Open Boat," a tale of men in a lifeboat from another sunken ship, I knew I was experiencing two stories for the price of one.

Early in 1963, I learned that Langford was seeking a crew member for an extended sailing trip in the Bahamas. I applied immediately, assuming that I'd later figure out a way to find time and money to pay for it. I'm still not certain why I was selected over other eager undergraduates, but it wasn't my nautical experience: I had never set foot on a sailboat. After final exams, I worked two summer jobs, received a *bon voyage* from my parents, and nervously anticipated

life before the mast. In late July, I boarded Dick Langford's home, a 28-foot Yugoslavian-built sloop, as she set sail from New Smyrna. The third person on board, David Marcell, a 1958 Stetson graduate, had just completed his doctorate in American Studies at Yale and was poised to begin teaching at Skidmore College in New York. Dave was a Danforth fellow, a weight-lifter, and an incisive, witty, social analyst.

We sailed the 220 miles to Miami, staying close to the coastline or navigating the inland waterway while becoming familiar with the sailboat named *Spook* - in memory of Dick's best friend, the ship's cook who had drowned in the white squall. At Santana's Boatyard, a friend of Dick's helped us stock up on provisions and fine-tune the boat. She and two other women had recently sailed a 50-foot yawl by themselves from Hawaii to San Francisco, and I was awed by her ocean experience. She told me to remember that since the sea would always do what it wanted, I should go with it, not against it. I was too excited to think much about that as we sailed at sundown into Miami's Biscayne Bay on the first leg of our journey into the Bahamas.

For the next month, *Spook's* ports-of-call included tiny islands like Spanish Wells, Hole-in-the-Wall, and Green Turtle Cay. In Nassau, a fourth man joined our now-seasoned crew. Gary Iseminger, like Dave, had just completed a Yale Ph.D. (his in philosophy), and was ready to begin teaching at Carleton College in Minnesota. Articulate, brilliant, and funny, Gary was calm and gentle, but had a difficult time cramming his large frame into *Spook's* compact berths. We sailed south toward Cuban waters, considering perhaps too lightly the implications of the previous October's missile crisis which had brought our sunlit world dangerously close to nuclear war.

We were blown far off course in turbulent seas while crossing the Straits of Florida, and Dick was nearly swept overboard while reefing the mainsail. We were caught helplessly in the Gulf Stream shipping lane, narrowly avoiding a giant oil tanker; we were becalmed for two days in dead-still, dense, tropic air. Dick's friend in Miami, of course, had been right: the sea did what it chose.

We explored the fantastic undersea world of coral reefs and exotic marine life; we swam, unintentionally, with sharks and

barracudas. The transparent azure waters provided us with seafood beyond compare. And we met an array of colorful characters who opted to spend their time in remote, marginal societies. But I most remember two elements of the voyage: the first involved trust and responsibility; the second, my understanding of education itself.

Two days out of Nassau, we approached a small island near Northern Aleuthera. As usual, we consulted the navigational guide book and charts to determine the best way to enter the harbor to anchor for the night. The entrance was narrow-about 75 feet-and rockbound on both

Below: Gary Iseminger and Don Coonley, from left, explore the beach with a resident of Powell Cay and Dick Langford, right, in the summer of 1963.

Facing page: Don Coonley Photo courtesy Don Coonley



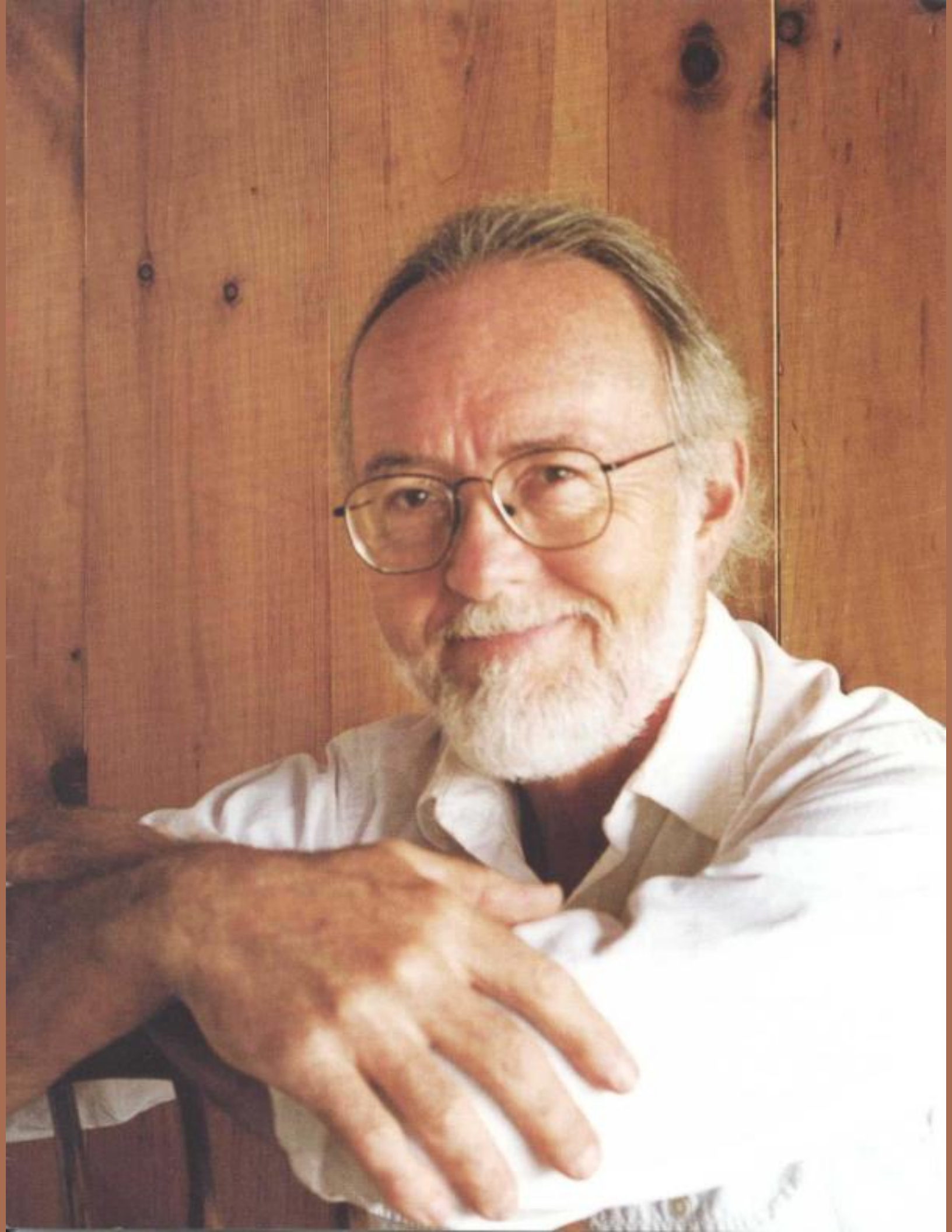




Photo by Dave Marcell

At sea in the rain are, from left, Don Coonley, Dick Langford, and Gary Iseminger.

sides. We planned our entry at high tide, when the current rushing through the channel cut would be neutralized. It should have been routine, but the seas were high and we would have to align *Spook* perfectly with the following 12-foot swells perpendicular to her stern, or risk being capsized and swept into the rocks.

I had complete confidence that Dick would have us safely anchored by dinner-time, but he had something else in mind. He positioned the boat about 500 yards outside the cut, took his hand off the tiller, and moved forward to the bow to watch for submerged rocks. "Take her in, Don," he said.

If extreme tension can shorten one's life, I lost several months during the next five minutes. But if those moments constituted some kind of test of responsibility and trust, at least I passed. Later, reveling in my achievement and half-listening to the nightly after-dinner stories, I knew I was a full-fledged sailor of this small ship. But as far as telling stories, I was still a cabin boy.

Conversation was regularly enriched and fortified with literary allusions. As we learned to sail in difficult waters, Dick recounted Mark Twain's *Life on the Mississippi* in which the veteran river pilot Mr. Bixby taught his profession to a cub pilot. When a larger sailing vessel once appeared out of a dense fog bank, it reminded someone of the ghostly slave ship in Melville's "Benito Cereno." Each time we had difficulty entering a harbor, we remembered the legendary Flying Dutchman, the spectral ship doomed to remain forever storm-tossed, never to rest at port. When we depleted our cash in an island restaurant, we explored Henry James' theme that money is necessary for personal freedom.

Joseph Conrad's narrator Marlow told his *Heart of Darkness* from a ship's deck, and I now wonder if the fragile nature of the boat itself forges a connection between the teller and the primal forces of his psyche. Often as we sat in *Spook's* open cockpit under the brilliance of southern constellations, the stories ignited ideas I'd never heard mentioned outside a college classroom. And when my three shipmates talked naturally and casually of the nature of man through Melville's furiously self-destructive Captain Ahab or his innocently self-destructive Billy Budd, I wished I had paid more attention when I was in the classroom. But as our voyage lengthened, an awareness slowly grew which charted the course of my future.

I learned first that the world of ideas and the world of action could co-exist. The two, which I had imagined were separate and distinct, could coalesce into a richer fabric of experience. I was apprenticing with men who moved easily between theory and practice. I listened as they spoke of literature and ideas which had shaped their behaviors and perceptions of the world, and I watched as they moved through that world with purpose and style. Dick, Dave, and Gary differed widely in temperament, outlook, politics, and personal goals; yet they were connected by a passion for, and a willingness to share, both mental and physical adventure. They taught me to sail, to photograph, to spear fish and how to think about the world. And secondly, I learned that this kind of experience that I so admired and was just beginning to understand might be attained by becoming a college teacher myself.

In early September, we headed *Spook*

northwest to Florida. I spent my 21st birthday at sea, although I didn't realize it until two days later. As my senior year began at Stetson, I was acknowledged and perhaps even envied as a campus version of the sailor home from the sea, an initiate into an inner circle of experience and knowledge. I took full advantage of my new status, of course, interpreting our adventures through my own sea stories told to friends and probably to anyone else who would listen.

But even then I knew that what I'd really learned was about learning itself.

Editor's Note: Coonley earned a master's degree at The University of South Florida and a doctorate at the University of Michigan, both in English, and is professor of humanities and director of communication studies at Colby-Sawyer College, New London, N.H. Langford, now retired, lives in DeLand and works as a free-lance writer and columnist. Marcell, a former provost at both Skidmore and Rollins colleges, is vice president for external affairs at The Sage Colleges in Albany and Troy, N.Y. Iseminger is a philosophy professor at Carleton College, Northfield, Minn.

Spook sails on with, from left, Gary Iseminger, Dave Marcell, and Dick Langford.



Photo by Don Coonley

Four who know:
**Scholarships
mean
opportunities**

By Danielle Laprime

Students and their families must consider many factors when choosing a university or college, location, academic and athletic programs, personal preferences, and cost. Very often, students choose a college based on financial considerations and not on what is in their best educational interest.

Tuition at private institutions, such as Stetson, sometimes seems prohibitive. In order to level the playing field between Stetson and public universities, which keep tuition artificially low through funding from lotteries and taxpayers' dollars, Stetson offers merit and need-based scholarships to meet the financial needs of middle and lower-income students. Stetson allocates its entire Annual Fund, in excess of \$2 million, to student financial assistance. As a result, students can concentrate better on their academic careers and enhancing their educational experience.

In the following stories, four scholarship recipients describe college life and the opportunities afforded to them because of the financial assistance they receive.

AMANDA REVELS
Sullivan Writing Scholarship

Earning the Sullivan Writing Scholarship underscored senior Amanda Revels' decision to attend Stetson. Revels came to Stetson as a sophomore. She applied to a number of schools, including Stetson, after high school, but decided to attend Troy State in Montgomery, Ala. Her first year was disastrous. She experienced the loss of a dear family member, an unpleasant breakup with a boyfriend, and a car wreck. Revels was ready to come home. "I told my mother, come and get me," she said. "My family had always encouraged me to go to Stetson. When I reapplied, Stetson offered me a substantial scholarship, which was wonderful."

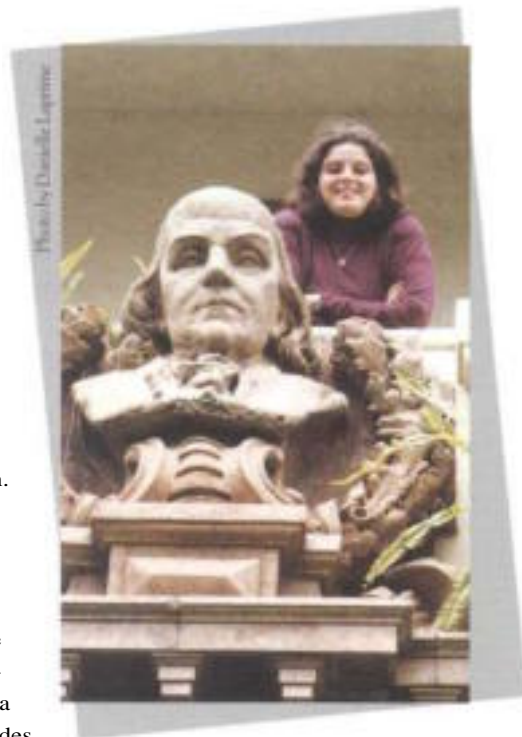
This year Revels also received the Sullivan scholarship for creative writing. "This award meant a lot because writing is something that I truly love to do. One of my assignments was to write the first few chapters of my autobiography. It helped me learn so much about my family and history."

During vacations she helps her mother at Kerrwood, an antique, floral, and specialty shop located in her great-grandmother's home in Palatka. Revels would like to write a novel based on her great-grandmother's life someday.

"My great-grandmother was amazing. She saved all sorts of family and personal records—things that we didn't know until after her death. I think her story is interesting."

An English major, with a minor in sociology, Revels plans to pursue a master's degree in education at Valdosta State College in Georgia. "I've decided to try teaching high school—maybe a professor down the road. I really love literature. It was hard to pick a major, because I like a lot of different things. I've always had great grades, but at Stetson I was driven to excel. It's made me a better person."

A student teacher in Stetson's Discovery Program, Revels advises students to get an early handle on what they want to achieve. "Take time to feel around and get advice. But don't procrastinate. You cannot expect answers unless you work on it yourself. Nobody is going to hand it to you."



MATTHEW HACKERT
William M. and Nina B. Hollis Award

Sophomore Matthew Hackert, a music performance major with an emphasis in digital arts, and his golden retriever, jazzy, a seeing-eye dog, are a familiar duo on campus.

Hackert chose to come to Stetson because of its low student-teacher ratio and the strong reputation of the School of Music. "We looked at many institutions," he said. "Stetson had higher quality and a new Digital Arts Program. Deciding on a private university was difficult because of the cost, so every dime of scholarship money meant a lot."

Born into a family with a strong musical background, he started playing piano at age nine. "My grandfather, a professional trumpet player, and grandmother had an organ studio, where Grandmother gave piano lessons.

"When I first started piano, one of the difficulties was finding a teacher to teach the



visually impaired. Teaching aids I use now weren't available then. We found an instructor who knew the Suzuki method -learning by listening rather than reading music."

Hackert is a member of the Digital Arts Ensemble. "Single notes are translated into digital modules and altered to create an infinity of sounds. Performances are live but can be kept in computer memory, or recorded on a CD or in a computer file," he said.

A member of Phi Mu Alpha music fraternity, Hackert is serving for the second year as a Student Government Association senator, representing his residence hall. "It is a lot of fun and a great way to be involved on campus." Seriously considering a minor in German, he wants to study abroad in Freiburg, Germany, if jazzy can come along.

After graduation, Hackert hopes to compose music for television and film.

he plans to look into internship possibilities, possibly at Disney World, or Universal Studios.

His advice to college-bound students: "Be prepared to work hard. As wonderful as all the opportunities are, they require commitment. Focus on your goals."

BRIAN MISTLER
Hyatt and Cici Brown Scholarship

Brian Mistler, a Missouri native, has lived in Florida for eight years. He was accepted at other schools, including MIT and Georgia Tech, but decided to attend Stetson after an overnight campus visit - an opportunity he recommends to all prospective students.

A lover of learning, Mistler does not focus on grades. "I enjoy learning things that I don't have to, more than things I do," he said. "This can be a problem. But in college you pick the courses you want to take, so everything you do is something you like and want to do."

Mistler began his freshman year last August. Through the Honors Program, he is designing his own course of study with the help of his advisor, Rob Brady, professor of philosophy. The curriculum includes computer science, philosophy, theory of knowledge, and linguistics. Planning to pursue a double major in computer science and French, with minors in religious studies and philosophy, he hopes to work in the field of artificial intelligence. He is currently at



•*Stetson students historically have had a significant level of financial need. The Annual fund provides as much financial assistance to students as possible. In 1996-97:*

•*More than 60% of Stetson students qualified for need-based assistance.*

-*More than 25% had such a large financial need that they qualified for the federal Pell Grant.*

•*Approximately 85% of all students received grants from Stetson funds.*

-*Sixty percent borrowed money, and their average indebtedness was \$20,000.*

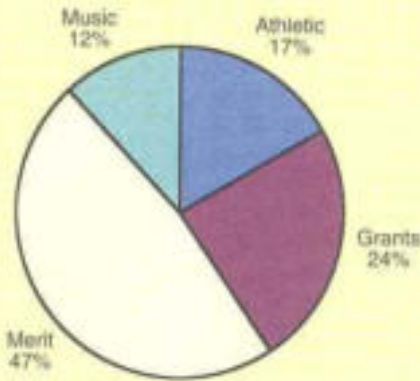
•*Stetson parents borrowed about \$1 million from government loan programs, a figure that does not include money obtained from private loans or borrowed from retirement funds.*

•*The chart, at right, top, represents the 1,388 students who received Stetson scholarships in 1996-97.*

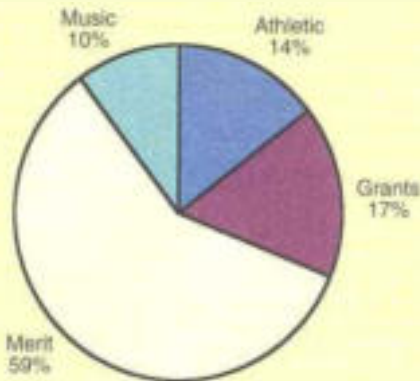
The average scholarship award was \$5,116. The chart, at right, bottom, represents the 1,607 students who are receiving scholarships from Stetson in 1997-98. The average award is \$5,640.

Stetson University Financial Aid Information

**Total Stetson Scholarships
Awarded 1996-97- \$7,100,550**



**Total Stetson Scholarships
Awarded 1997-98- \$9,064,209**



(Charts were prepared by the Office of Institutional Research. These are Stetson monies and do not include amounts from government or private sources.)

work videotaping messages for Brady's new multimedia software program to teach logic.

Mistler views this undergraduate research project as a valuable part of the college experience. "These are the basics for a foundation in critical thinking skills which I will take with me wherever I go," he said.

Mistler hopes to start a language club and participates in Chess Club, Peer Career Council, Circle K, Russian Club, Equestrian Club, and judo. Besides French, he has studied German, Italian, and Czech. He is even taking up piano.

"I fully realize that I would not have anywhere close to the same experience at another university. I can't stress enough how important receiving the Hyatt and Cici Brown Scholarship was to making this possible.

"Everything you do should be life enriching," he said. "I love the fact that college offers so many opportunities. These are the ones that, someday, will affect you the most."

SIPHANDONE PHOULOM

Dolly and Homer Hand Award

Siphandone Phoulom, a freshman from Crescent City, is enjoying her Stetson experience.

Born in Thailand, Phoulom moved to the U.S. when she was ten months old. She speaks some Laotian, and has three brothers and three sisters, but she is the only one who plans to attend college. She thinks she will be the last to do so, for a while, from among the members of her small, close-knit Laotian community.

Her choices were to try college for a year or to enlist in the Air Force. She is still interested in the Air Force, but she chose to attend Stetson.

She commutes from home to save money for tuition. "It's hard to commute, and there's not enough time to participate in campus life," she said, "but I still manage to make friends and enjoy my classes.

"We were looking for a small university near home. It's a big step coming from a small public high school to a private university. But the real reason I could come to Stetson is the scholarship I received."

A sport and exercise science major with a concentration in sports communication, she is a work-study student at the duPont-Ball Library. She works during the summer to save money for school, but decided against a job during the school year. "I need to concentrate on my studies. I'm hoping I continue to receive scholarship money because school is important to me."

Phoulom would love to intern at a broadcasting station. "I'm very interested in public relations and especially would like a career in broadcasting.

"To succeed, you need initiative. I'm trying college and I like it. It is not easy, but it is not too hard

either - as long as you want to work hard, you're OK. I love my University Experience class and my class in religious studies. They have opened my eyes to new experiences.

"I tell all my friends back home to come to Stetson. I tell them all about Stetson. I know what I like, and I like it here a lot. I'm glad I came."





ELIZABETH HALL CHAPEL: A CENTURY OF CELEBRATIONS

By Cheryl Downs

February 10, 1898

More than 1,000 eager patrons from across the country pressed into Elizabeth Hall's elegant new south wing chapel. It was the sixth Presentation Day in Stetson University's brief history, a celebration Jacksonville's *Florida Times Union* hailed on its front page under the headline, "Great Day at Stetson."

"Today was the greatest day in the history of Florida's great school," the story ran, describing standing ovations, wild bursts of applause, and waving handkerchiefs as supporters saluted a university milestone: the addition of north and south wings, three stories high, to the grand centerpiece of the campus, Elizabeth Hall.

At the heart of the celebration was John B. Stetson, the university's influential and generous benefactor. In 1892 he had completed the center portion of Elizabeth Hall, the first major building on campus, and named it for his third wife, Elizabeth Shindler Stetson. Architect George T Pearson's Colonial Revival design had been chosen to remind Mr. Stetson of Independence Hall in his home city, Philadelphia. The north and south wings, added in 1897 and also a gift from John B. Stetson, were dedicated to future generations with 19th-century flair and fervor, from morning until night on Feb. 10, 1898.

As *The Stetson Collegiate* described Presentation Day, visitors surged in to tour the laboratories, practice school, business department, library, and the chapel housed in the added wings. On the campus outside Elizabeth Hall, the Stetson cadets drilled, after which a new flag and flagpole, given by Mr. Stetson, were unveiled, drawing rounds of cheers. Professor C.S. Farriss gave

a patriotic oration; the audience sang "The Star-Spangled Banner"; students gave "the Stetson yell"; and cadets in sharp formation fired a 45-round salute. "All the firing was good but that of the third squad was remarkably accurate," *The Stetson Collegiate* detailed.

Back inside the chapel, the University Orchestra completed the morning program with "an informal musical," featuring piano and violin solos.

The evening before, Feb. 9, 1898, the celebrants had lined the cool, polished pews of the chapel for a two-hour dedication recital on the new pipe organ, the first in Florida and another gift of John B. Stetson. His friend and the organist at his mission, Adam Geibel of Philadelphia, was the featured artist. An appreciative audience listened as the sounds of Mendelssohn, Bach, Chopin, Schumann,

and two of Geibel's own works filled the classic chapel.

The Stetson Collegiate had high praise for Geibel's performance: "For two hours he held the audience spellbound by the wonderful music, which he brought from the heart of the great organ."

Presentation Day ceremonies the afternoon of Feb. 10 began with the University Glee Club performing "Our John B.," the premiere of a sentimental tribute written for the occasion. The audience applauded- and applauded - until Stetson finally rose and bowed his acknowledgement. The celebrated educator and president of the University of Chicago, William R. Harper, delivered the main address, "College Ideals," elaborating on the spirit in which an ideal college should be administered. Stetson's first president, John E Forbes, surprised the audience by announcing an endowment fund of \$100,000, half of which was given by Mr. Stetson, putting the university on sound financial feet. After the chorus

sang the Alma Mater, the audience joined hands for the doxology and dispersed for dinner.

The festivities continued, stretching into the night. A former

Elizabeth Hall Chapel in 1903



THUS PASSES INTO HISTORY THE
MOST MEMORABLE DAY
IN CONNECTION
WITH HIGHER EDUCATION
IN THE ANNALS OF OUR STATE.

— *The Florida Times Union*.



ambassador to Spain, J.L.M. Curry, invoked Matthew Arnold and Robert Louis Stevenson in his speech on "Some Phases of Education." As he advised that evening 100 years ago, "The maximum of intelligence, the minimum of government; the minimum of intelligence, the maximum of government." Following the address, the Forbeses, the Harpers, and the Stetsons presided over a reception in

the parlors of Chaudoin Hall.

Amid the orations, the music and merrymaking of Presentation Day, a simple marble tablet on the chapel's south wall was a bittersweet reminder that the beautiful new gathering place was dedicated to the memory of a child, John B. Stetson's son Ben, who died of diphtheria at age six.

"Thus passes into history the most memorable day in connection with higher education in the annals of our state," concluded *The Florida Times Union*.

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**February 10, 1998**

**A** century after Adam Geibel's Presentation Day Organ Recital, another artist stepped to the Rudolf von Beckerath pipe organ that now commands center stage in Elizabeth Hall Chapel. In a concert celebrating and rededicating the chapel, Paul R. Jenkins Jr., Stetson professor of music emeritus, performed music drawn from the original recital program: Mendelssohn's "March," from *Midsummer Night's Dream*; timeless Mascagni, Chopin, Bach, and Schumann selections; and Rossini's "William Tell Overture." As in the recital long ago, the organist once again "held the audience spellbound by the wonderful music, which he brought from the heart of the great organ."

The centennial concert on Feb. 10, 1998, began with the organ recital program of the past but moved to the present with five works composed for the evening by artists representing Stetson University's key constituencies: its students, faculty, and alumni.

School of Music Associate Dean Janis Kindred was determined to capture the charm and mood of the first dedication as she developed and produced the concert. More than a year ago Sims Kline, director of Stetson's duPont-Ball Library, proposed a musical salute to Elizabeth Hall Chapel and drafted university archivist Gail Grieb to research the chapel's history. The research yielded a concert-evening exhibition of rarely-viewed memorabilia, from the preliminary architectural drawings and proposal for interior color schemes, to photographs, programs, and historical footnotes. Grieb also uncovered a noble list of poets, patriots, artists, philosophers, and theologians who have appeared on the chapel's stage over the decades.

Portraying university founder Henry DeLand and his daughter Helen, Bill Dreggors and Janet Bollum were on stage in period garb and good humor to place the concert and that earlier "great day at Stetson" in historical perspective.

First on the program of original works was alumnus Paul Gilreath's "Memories for Celebration," which featured the nine-piece Brass Ensemble. In his program notes, Gilreath, '83, an Atlanta-based dentist and professional musician, said his goal was to capture the emotions of his student days. "I performed my first serious classical piano pieces at Stetson, composed and recorded my first orchestral works, and even continued playing rock and roll... all in Elizabeth Hall; however, my first impressions of the beautiful hall were ones of grandeur, simplified stateliness, elegance, and charm."

A composition and vocal performance student, John Henry Hudson composed "Vicious Triangles" for flute, oboe, and clarinet, describing the piece as "an algorithmic composition highlighting opposites...." Of performing in the legendary chapel, he said it quite simply has wonderful acoustics and its own mystique. "It was exciting for a young composer to be on the program 100 years after the chapel was dedicated, after so many musicians and artists had performed there."

Kari Juusela, assistant professor of theory/composition and director of the Theory/Composition Program in the School of Music, contributed "Natai Boogie." As Juusela's program notes explained, "I composed 'Natai Boogie' to take advantage of the two beautiful pianos we have in Elizabeth Hall and also to showcase our fine piano faculty."

The talented DeLand contractor who built Elizabeth Hall, IT Clake, would have been at home with the sampled building-site sounds of hammering nails, hissing engines, breaking glass, and metal against metal of "The Green Hard-Hat," by Michael DeMurga, assistant professor of digital arts/theory and director of the Digital Arts-Music Program. With organ performance student Christopher Glenn at the sampling keyboard, the festive solo celebrated the process of putting a building together, DeMurga said.

Stetson University's Alma Mater was the inspiration for the centennial concert finale, "Alma Mater Tribute," by Professor of Music Emeritus Richard Feasel, '42, '47.

"In the Alma Mater Tribute,' the dates of the construction of the Elizabeth Hall north and south wings are intoned by musical intervals: the brass quintet opens by pronouncing 1-8-9-7, followed by the woodwinds pronouncing 1-9-9-7," he explained. "This is followed by strings and piano, with each ensemble presenting the Alma Mater in a different musical setting."

Feasel's moving tribute to the university and its celebrated chapel drew the audience members into the finale. Rising, they joined the instruments by singing the Alma Mater.

Before the finale, Mr. DeLand echoed his farewell: "Thus passes into history the second most memorable day in connection with higher education in the annals of our state."



Three of the stained-glass windows designed by art department head William Sharpe in 1897 display Pro Deo et Veritate, the university motto.

# CELEBRATING MORE THAN 100 YEARS OF BUSINESS EDUCATION AT STETSON

By Danielle Laprime



Stetson's Business College circa 1897 in the south wing of Elizabeth Hall

## OPPORTUNITY

*You will find in all walks of business today  
A man, to attain his ambition,  
And reach the highest levels of fame,  
Is the one who has paid for tuition.*

*His foundation is broad, his brain is well-trained,  
He's grasped the chance others ignore,  
While he who has spurned with contempt, the success  
That knocks once at every man's door-*

*Regrets when too late, for this is an age  
Of stern and hard competition;  
The bookkeeper who has the knowledge in hand  
Is the one who gets the position.*

— W.Y.M.

*(Reprinted from the Business College Announcement and Catalog, July 1910; written by William Young Mickle)*



William Mickle

*The Stetson University School of Business Administration has a long and proud tradition in the state of Florida. This document attempts to trace its history from its inception to the present and would not have been complete without the assistance and cooperation of Gail Grieb, university archivist. -DL*

## 1885

Stetson is the first college in Florida to offer business training. Course work consists of bookkeeping, penmanship, commercial arithmetic, general business, commercial law, business forms, and letter writing. Courses are taught at the high school level and there are no scholastic requirements for admission.

## 1886

G. Prentice Carson from the Pierce School in Philadelphia arrives to teach bookkeeping and commercial arithmetic.

## 1894

C. B. Rosa is the first to be given the official title of teacher of commercial subjects. In 1895, he is named teacher of bookkeeping and stenography, and the next year, instructor of bookkeeping and stenography.

## 1897

The wings are added to Elizabeth Hall, and the third floor of the south wing becomes the Business College. • W W Fry, an owner and manager of the Atlanta Business College, is named the first director, with G.T. Cowart as assistant. • A separate designation is added to the catalog for the Business College. A banking and an auditing course join the curriculum.

## 1902

Robert J. Macdougall is appointed director of the Business College.

## 1903

A telegraphy course is added. The last man graduated from this course in 1908. Tuition and board ranges between \$23 and \$27 per month of four weeks and includes room, fuel, lights and laundry.

## 1906

WY. Mickle, a Stetson graduate, is named director of the Business College and serves until 1926 when he resigns to enter the office of the State Auditor.

1910

The Business College moves to the second floor of the north wing, furnished with office desks, and features a model bank, real estate office, and wholesale, commission, and freight offices. The course is non-collegiate.



Charles Fisher

1912

Class offerings include non-collegiate courses, including commerce, advanced commerce, banking, and business law. In addition, a 4-year course in business administration, earning a bachelor of philosophy, is added for applicants eligible for admission into the freshman class of the College of Liberal Arts and who hold a diploma in elementary bookkeeping.

1925

The degree in business administration changes to bachelor of science. The department, still within the College of Liberal Arts, officially is called the College of Business Administration.

1926

Jesse R. Crandall is appointed professor of business administration and serves as the nominal head.



Ed Furlong

1930

Charles A. Fisher is known unofficially as director of the School of Business Administration.



In Fall 1948, a former DeLand Naval Air Station administration building, one of nine acquired by Stetson from the War Assets Administration, is moved from the airport to West Minnesota Avenue on Stetson's campus to be made into a modern classroom building. It contained 11 classrooms, two typing laboratories, one shorthand laboratory, one large accounting laboratory with 60 desks, and ample office space. The building is moved a second time, in 1965, to make room for the construction of Davis Hall.



1938

Russell C. Larcom serves as acting director. Edward C. Furlong graduates and becomes an instructor.

1940

The School of Business Administration becomes a separate division of the university by vote of the trustees.

1943

Larcom resigns; Fisher is reappointed director.

1946

After serving in the Armed Forces, Furlong becomes an associate professor, then is appointed director upon Fisher's resignation.

1948

The School of Business Administration is housed in a former naval administration building moved to campus.

1965

A team of five Stetson seniors from the School of Business Administration participates in the Intercollegiate Marketing Computer competition.

1967

Davis Hall, the new home of the School of Business Administration, is dedicated in November. A master of business administration program is initiated.

1972

Stetson institutes a night graduate course at Walt Disney World leading to a master's degree in business administration for 20 Disney employees. Stetson also continues to participate in a similar program at Cape Kennedy in Brevard County for 100 graduate students. • Students from Stetson's School of Business Administration compete with 38 other teams from Canada and the United States in a computerized business game.

1979

David W Nylan is named dean of the School of Business Administration.

1980

The Roland George Investments Program is established to give students practical experience in investment practices and money management. The student-run fund

has grown from an initial gift of \$500,000 to a current total of \$1.8 million.

## 1981

A small business development regional center is established to serve Volusia and Flagler counties.

## 1985

The School of Business Administration is the second-largest school in the university with an enrollment of nearly 1,000. William W Wright is dean.

## 1989

The Rinker Institute for Tax and Accountancy is established by M. E. Rinker Sr. Foundation. • The J.C. Prince Entrepreneurial Program is inaugurated.

## 1990

Stetson acquires a failed savings and loan building, Empire Bank, through a generous donation from E.M. and Christine Lynn. Renovations begin to convert it to a new School of Business Administration.

## 1991

Classes begin in the newly refurbished Lynn Business Center. The building is dedicated Nov. 15.

## 1992

Stetson receives accreditation from the Association of Collegiate Business Schools and Programs. Paul Dascher is appointed dean of the School of Business Administration.

## 1994

Several annual conferences are introduced on campus to benefit students and the community: Florida Business Outlook is a panel discussion on future trends in the business world presented by business editors of magazines and newspapers; The Quality Forum, known after 1996 as High-Performance Benchmarks, is a conference where area manufacturers discuss quality issues in their areas; and The Gender Issues in Business Forum features prominent speakers discussing gender-related work issues.

## 1996

The Stetson School of Business Administration earns American Assembly of Collegiate Schools of Business accreditation for undergraduate as well as graduate studies in business and accounting.



Davis Hall, a gift of the Davis family, founders of Winn-Dixie Stores, becomes the home of the School of Business Administration. It features a modern computer lab and an auditorium acoustically designed so that a sound system is not necessary.



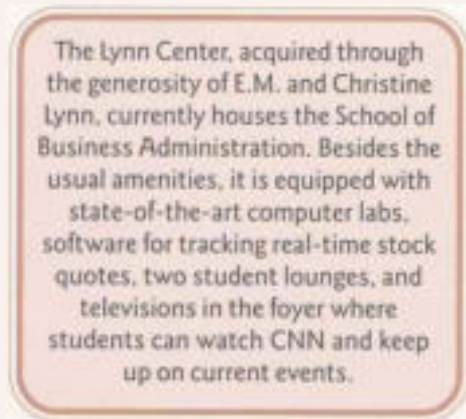
David I'J

## 1997

A six-week summer program of business school study-abroad at the University of Innsbruck in Austria begins. • The Center for the Study of Ethics and Family Enterprise debuts.



William Wright



The Lynn Center, acquired through the generosity of E.M. and Christine Lynn, currently houses the School of Business Administration. Besides the usual amenities, it is equipped with state-of-the-art computer labs, software for tracking real-time stock quotes, two student lounges, and televisions in the foyer where students can watch CNN and keep up on current events.



Paul Dascher





Photo by Devlin Yarnier Good



# STETSON ALUM PROVES PRACTICE MAKES PERFECT

By Davina Yetter Gould, '97

**E**ven on vacation, alumnus Wayne Foster insists on practicing his profession.

On a visit to Florida last summer, the 1990 School of Music graduate took time to practice on the Beckerath organ in Elizabeth Hall Chapel. He was back at the organ in Elizabeth Hall on Feb. 24, giving a recital co-sponsored by the Central Florida Guild of Organists and Stetson's School of Music.

"It's one of the finest instruments I've ever played," said Foster, whose music career takes him to churches and concert halls around the United States and Europe. "Stetson's organ is a real joy; that's important when you are learning."

He learned well. Foster placed first at the 1997 Dallas International Organ Competition in Texas, winning a \$25,000 cash award for first place and the \$5,000 audience prize, determined by vote of a full house during the competition's final performance.

Olin Chism, music critic of *The Dallas Morning News*, credited Foster's success to "consistently strong solo playing and an outstanding performance of William Bolcom's *Humoresk* with the Dallas Symphony Orchestra.... He played it with flair and captured its distinctly American flavor." Yuichiro Shiina of Japan took second place and Holger Gehring of Germany, third.

"He is one of the top students I've had over the years," said Paul Jenkins, Stetson professor emeritus of organ.

In his quest to become a world-class performer, Foster competed nationally while at Stetson, winning first place in the 1986 National Undergraduate Organ Competition in Ottumwa, Iowa; second place in the 1987 Fort Wayne, Ind., Competition; and first place in the 1987 American Guild of Organists (AGO) Regional IV Competition.

*Left, Foster at the Beckerath organ*

In 1988, he was a finalist in the AGO's National Organ Competition. He also served as church organist for two DeLand churches, First Baptist and First Presbyterian; and played organ and piano for the Bel Canto Singers in Daytona Beach.

A French minor, Foster was active in French Club as well. "I got to know many of the European students on campus," he said, and he continued his international friendships as one of nine students from around the world chosen to attend L'École Normale Supérieure de Musique de Paris after his Stetson graduation.

STETSON'S ORGAN  
IS A REAL JOY;  
THAT'S IMPORTANT  
WHEN YOU ARE  
LEARNING.  
—FOSTER

Foster said the French system is different: "First, you must compete against other students to get into the program. At the end of the year, you are judged against the other students in an hour-long recital to receive your diploma - and you only get one chance."

He received the Premier Prix de Virtuosit  from the Paris school in 1991, and remained in Europe for a few years. He served as associate organist of the American Cathedral of the Holy Trinity in Paris, and performed solo recitals in Paris churches, and concerts with ensembles and orchestras in Paris and the provinces.

In 1995, Foster followed Jenkins' suggestion that he study harpsichord with Lenora McCroskey at the University of North Texas in Denton. McCroskey, a 1966 Stetson

graduate who also studied with Jenkins, encouraged Foster to compete internationally.

"He had ordered a harpsichord from a builder with a three-year waiting list, and he asked me how in the world was he going to pay for it," said McCroskey. "I said, 'Win some competitions.' The first that he won was the 1996 William T Hall Pipe Organ Competition in San Antonio, a \$1,200 prize. Then the Dallas competition came along...."

"It was the ultimate competition for me to win," said Foster, whose first-place finish earned him international recognition and the chance to premiere a newly-commissioned Samuel Adler concerto for organ with the Dallas Symphony Orchestra. In addition to signing a recording contract, Foster will join a two-year international tour with the Dallas Symphony.

Admitted to the doctoral program at the University of North Texas, Foster has placed school on hold while on tour. But he had no problem finding a use for his Dallas prize money: it will go toward that harpsichord - the better to practice his profession.

*Gould received a bachelor's degree in communications studies from Stetson in May of 1997, and is employed by Mercer University's Office of Advancement in Macon, Ga.*



*Foster*

# A LEGACY BY ANY OTHER NAME...

By Amy Broutman Schultz, '90 MED

**W**hat's in a name? This fall, Stetson welcomed more than 747 new students. For the first time in Stetson's history, more than 100 of them are members of a group nicknamed "Stetson Legacies." Legacies have a special ownership in Stetson because they follow in the footsteps of a family member who attended Stetson before them. They share in age-old traditions and will help to create new ones.

"A family legacy of attending Stetson is so important to us in the admissions office,"

Edmund Austin Hill stands next to Great-Great-Uncle Ollie's oak on campus.



Photo by Chris Carlsson

says Mary Napier, dean of admissions. "Many students are here because of family members - siblings, parents, grandparents.... That 'connection' gives students an instantaneous good feeling. It often reinforces the positive discoveries that they make about Stetson's place in their plans, as they explore college life."

"I'm not surprised that there are so many of us in Stetson's new class," says legacy Edmund Austin Hill, unusually confident despite his short tenure. He likens his impression of Stetson to his hometown and to his previous alma mater, Savannah Country Day School.

"There is so much history to these places. Their reputations are fabulous. There's beauty everywhere, especially the oak trees planted on Stetson's campus. My favorite one," he adds with genuine humility, "is the oak planted in memory of my great-great-uncle, J. Ollie Edmunds." (Edmunds graduated in 1925 and received a master's degree in 1927 and a law degree in 1928. He later served as both president and chancellor.)

Already a freshman representative for Wesley House and an Alpha Kappa Psi business fraternity pledge, Hill



Photo by Chris Carlsson

Lisa Marsh

chose his affiliations very carefully. "I prefer to focus on one or two things and do them very well. I have proven the value of this to myself time and time again, particularly when I became an Eagle Scout. That experience also taught me that you've got to love what you do." He smiles. "I've also learned this from my parents and Uncle Ollie.

"I enjoy being a finance major. When I walk into the Business School and see the old bank vault, I feel like I've already started my career. It's very motivating. I can't wait to go back to Savannah Country Day and recruit students on Stetson's behalf. Hearing stories of my uncle and other Stetson alumni encouraged me that Stetson was the right choice. I want to help increase that awareness in others."

"My mom (Karen Kelly Marsh, '68) really got into her undergraduate experience at Stetson," says Lisa Marsh, a transfer student with a twinkle in her eye. "SUB, Hatter yearbook, Parents' Weekend Hostess... you name it. But Dad's experience (Dave Marsh, '75) was much different. He had a full-time meteorologist position at the local NBC affiliate waiting for him as soon as he graduated, and by that time he and Mom already had me. Mom really helped him get it done, and he's been with Channel 2-WESH-TV ever since."

Marsh shares a special closeness with her parents. "They are the greatest people. I never had a specific path chosen for me, but messages were loud and clear. Mom would always say 'Lisa, you're a star,' so I never considered doing anything but my best."

Marsh's parents' positive experiences helped influence her decision to attend

Stetson. "My passion is quarter horses, so after I graduated from high school, I spent three years in national and world-level competitions. It's the best thing I've ever done. It made me become completely responsible for myself and my horse, my partner. I learned quickly that if you don't prepare, plan, and practice, you're not going to meet with success."

After many successes during those three years, Lisa Marsh attended Hillsborough Community College, finding continued success there as a member of the 1997 USA Today Phi Theta Kappa All-American Team. She chose Stetson as a place where she and her fiancé, Kerry Wheeler, could continue succeeding because of Stetson's "academic excellence and caring accessible faculty." In addition to his premedical studies, Wheeler is an emergency medical technician at Halifax Medical Center.

"I truly enjoy the learning process," she explains. "I've never heard of anybody that more education hurt. In fact, the smartest people never stop learning."

Napier says a certain closeness and trust is essential in forging a bond among alums, the university, and the legacies. "In a very practical sense, our alumni are also volunteers, assisting our recruitment efforts in real ways. Some alumni represent Stetson at college fairs; others drive students to campus for personal tours and interviews; others recommend that students begin looking at Stetson. This spring, alumni will contact and congratulate newly-admitted students to Stetson. Hopefully, their positive experiences will make Stetson more real to prospective students."

Because of their special ties to alumni and the university - like Hill's pride in his Uncle Ollie, Marsh's confidence that she would receive the quality education that her parents did, or Campos' (See story and photo sidebar at right) enjoyment of being in school with her sister - legacies make wonderful additions to the Stetson family, Napier says.

*Schultz received her master's degree in education from Stetson in 1990, and has worked in the Student Life Department, including a stint as interim director; and in the Alumni Office as associate director of the Alumni Association and director of the Alumni Fund. She recently moved to Massapequa, N.Y., to join her husband, Brian Schultz.*



## SIBLING LEGACIES SHARE STETSON EXPERIENCE

Tampa native first-year student Marianella Campos, right, joined her sister Susana, a sophomore at Stetson, last fall. Marianella maneuvers on crutches, with unsuppressed energy. "I was injured on my first day of soccer practice," she explains, "but I still don't miss a day of practice or a game."

Marianella decided to come to Stetson because of her sister, the soccer team, and coach, and because Stetson has such a good reputation. She says that it's a lot harder than high school. "So many papers!"

Susana feels everyone who comes to Stetson values education and wants to make something of their lives. "Getting used to a day-to-day study routine to achieve that goal is the hard part," she says. "Marianella just needs to learn to work first and play later."

"...and Susana needs to remember to relax and have fun, too," her sister laughs.

The two are close and watch out for each other. Marianella appreciates the fact that Susana is there for her when she needs her. "I think that's part of our Hispanic culture," she says. "Even though we're so different, we defend each other. It's funny; people don't even believe we are sisters."

# Her statistical challenge:

# TEACHING

SUCCESSFUL  
TEACHERS ... BREAK  
DOWN THEIR  
SUBJECT TO  
WHATEVER LEVEL  
IT TAKES FOR  
THE STUDENT  
TO COMPREHEND  
IT....  
THE ACADEMIC  
WORLD IS A  
GREAT PLACE,  
WE CHALLENGE  
STUDENTS  
TO THINK.

-- THORNE

By Carol Stanley, '92

Through her Lynn Center office window, the cupola on Elizabeth Hall gleams brilliant white in the sun. Her computer's screen-saver motif reads *Psalm 136:1: Give thanks unto the Lord, for He is good*. She teaches statistics in Stetson's business school, but Professor Betty Thorne calls her Christian faith the most important thing in her life.

"If I am a good teacher, it's because I try to the best of my ability to follow the teachings of the master teacher. In whatever realm I'm in, whether it's my church, the community, my home or at Stetson, I try to be an example of what I think the Lord would want me to be."

Last year, in addition to winning the university's 1997 McEniry Award for Excellence in Teaching, the highest honor given to a DeLand faculty member, she received the first Outstanding Teacher Award from Stetson's School of Business Administration, and published a statistics textbook, *Applied Statistical Methods: For Business, Economics, and the Social Sciences* (Prentice Hall, 1997), with William L. Carlson of St. Olaf College. This fall she took on the additional role of acting chair of the Department of Decision and Information Sciences.

She insists that doing statistics is fun—and not that hard. Students have difficulty, she says, because they must take what they are learning and apply it to new situations.

"Students have learned to memorize formulas and dates. But in statistics you can memorize all you want and it won't do any good. The challenge I have is really teaching students how to think.

"I was very honored to receive the McEniry Award," she says. "But I also feel recognition when I see my students cross that stage at graduation. Many of them stay

in contact through the years, so I feel a sense of accomplishment through what they become, through where their careers take them."

Thorne emphasizes that statistics are only a tool. "I'm not teaching students who are going to have careers in statistics. But out there in the business field they need to know when to use statistics, when to call a consultant. I hope that my students will know when to call in help, and how to work on a team. Those are very important aspects of business."

Her concept of teamwork shows up on the cover of her statistics textbook, which features a photo of an Alaskan Iditarod dog-sled race team. "We wanted something that would convey not only teamwork, but preparation and training. Business is a race. I'm getting my students ready. Understanding the principles in our textbook will help them face problems they don't even know about yet."

A longtime admirer of statistician W. Edward Deming, Thorne believes in quality control in business. "The old management method was detecting errors at the end of a production line. Say you were producing a car. What do you have if it doesn't work? Scrap! And what does scrap do? It's waste, and it costs you profits. The whole Deming principle calls for inspecting along the way, rather than at the end. It's so logical; you are continuously monitoring and improving your processes. You can detect problems. The emphasis is on prevention, not who made a mistake, but why, or what's wrong, and how to fix the process."

During her 18 years at Stetson, she has seen many changes in the curriculum. Right now she is excited about a proposal the business faculty is considering: "In industry there's a concept called 'just in time,' where a business doesn't stock a lot of inventory, but orders it 'just in time.' In the business school we are now exploring the idea of

# STUDENTS TO THINK

teaching 'just in time.' Instead of teaching statistics as a whole course, I would come in and teach it when it is needed. When a finance professor is dealing with risks of various stocks, for example, that's the time for me to come in and talk about the expected value and variance of a probability distinction. I would cover the same statistical concepts that I always do, but 'just when the students need them' in each of the disciplines. Business schools are interested in the concept. I can see it going across the country."

A planning member of an international organization called *Making Statistics More Effective in Schools of Business*, she meets annually with fellow statisticians to discuss research and teaching issues. She also organizes a yearly conference called *High-Performance Benchmarks*, a day-long community program focusing on quality in business. "Each year we look at a different area. In the field of entertainment, we had the top executives from Sea World come in. In health care, we had a speaker from South Florida who discussed a trauma unit in her hospital. We want to tell as many people as we can how to improve business through quality techniques," she says.

The Ormond Beach resident and mother of four says her family helps her balance her multiple responsibilities and gives her fresh insights. She and her husband own a cruise agency, where she puts her business knowledge into practice; and her teaching skills came in handy when she home-schooled two of her high-school-age children. With three children now in college, she's gained new insight into teaching: "I see things through their eyes and not just through my eyes and years of teaching experience."

An active member of the United Brethren Church, where she plays the keyboard for the music program, Thorne stresses a practical Christianity. "One of

the things our pastor has been teaching this year is a 'conspiracy of kindness,' which is simply doing small acts of kindness.

We'll do free carwashes at the church, for example, or free blood-pressure checks on Sunday afternoon."

Thorne believes that a good teacher is a compassionate teacher: "I think successful teachers are able to break down their subject to whatever level it takes for the student to comprehend it, without making the student feel inferior. The academic world is a great

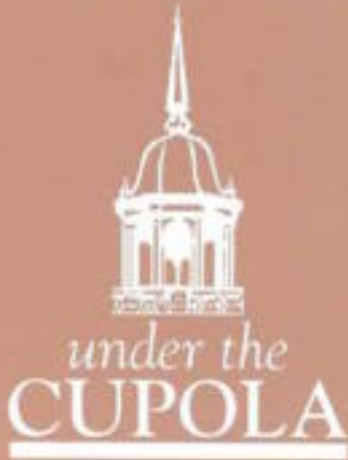
place; we challenge students to think. I'm not trying to tell them what to think, but rather to think for themselves, and to search for what I would call *The Truth*."

*Stanley graduated from Stetson in 1992, winning the Byron Gibson Award as the outstanding graduate in English. She also won the William E. Taylor Prize for Creative Writing in both her junior and senior years. She is now working on a novel.*

Betty Thorne



Photo by Chris Carlson



## Stetson on line with green tourism web site

**H**ad enough of the Fiberglas trees and fake, electronically, operated animals of Florida's theme parks?

Then log onto the Internet and check out Stetson University's virtual guided tour of another Florida - a Florida of rare, endangered animals, dense green forests, and historic sites, all captured on a World Wide Web site put together by Brian Kermath, Stetson assistant professor of geography and environmental science, and a team of students.

In business circles, what Kermath is doing is called eco-tourism - or green tourism - promotion. It is designed to attract prospective visitors interested in ecology, history,

and cultural activities; to help tourists who might want to see manatees in their natural habitats, the remains of 17th century Spanish forts, or collections of European art treasures. The web site allows them to use their home computers to check out everything from spring runs with canoe trips, to bed-and-breakfast inns.

Stetson University's Florida Search is accessed on the Internet by typing <http://www.see-florida.stetson.edu>. Rectangular boxes - marked Search, Weather, Volusia County, and Ecology - appear beside a map of the state. Moving the computer's cursor to each box takes the user to that area.

Most of the tourist information is packed into the Search box, which divides the state into Panhandle, North, Central, and South regions; and lists 29 activities alphabetically, from "aquariums and zoos" to "trails." Selecting "aquariums and zoos" in the North region brings up Jacksonville Zoological Gardens, for example. Clicking on that gives directions for finding the zoo, its telephone number, operation hours, and other information.

The Weather box contains forecasts for 12 major cities in the state.

The Volusia County box summarizes the cultural, historic, and environmental attractions in Stetson's home county.

The Ecology box gives facts on various features of Florida's environment, such as which endangered species live in the state, and environmental issues of special concern.

The site is designed to teach prospective tourists something about the state before they arrive. While they learn, they may also



Photo by Chris Carlson

*Brian Kermath, assistant professor of geography, pulls up Stetson University's Florida Search web site that he and students designed to promote ecological, cultural, and historical tours of Florida.*

## Margin for error?

Dear Editor:

In the centerfold of the Summer 1997 *Stetson University* magazine, it is stated that, in 1944, J. Ollie Edmunds "became a candidate for the U.S. Senate (but was) defeated by a small margin by Claude Pepper...."

According to Allen Morris' *The Florida Handbook*, the results of the 1944 Democratic primary were:

|                    |         |
|--------------------|---------|
| Claude Pepper      | 194,445 |
| Ollie Edmunds      | 127,158 |
| Millard B. Conklin | 33,317  |
| Finley Moore       | 14,445  |
| Alston Cockrell    | 9,551   |

As Pepper received more than 50 percent of the vote, a second primary was not needed, and he defeated Republican Miles Draper in the 1944 general election. In the primary, Dr. Edmunds received only 34 percent of the total.

I do not know what you think constitutes a "small margin," but when a man runs for political office, and there are nearly twice as many people voting against him as for him, I think the margin is anything but "small."

Your comments are invited.  
John Paul Parks, '78, '81 JD  
Lakeland, Fla.

*Ed. Note: As we noted at the time, the sketch of J. Ollie Edmunds' life was excerpted from one written in 1967 by his contemporary and colleague, the late Olga Boiven, longtime university archivist. The words are hers, but we are happy to add your insight here.*

## By any other name...

Dear Editor:

Thank you for the latest issue of Stetson's magazine. It is, as always, well done. However, I have to comment that I am not pleased by the name change. I like tradition. I attended Stetson, in part, because of its adherence to tradition and excellence. I would say that if Stetson's students, faculty, and alumni are not "comfortable" with the Latin phrase that is so important to Stetson, then there are bigger issues to be addressed.

Please consider changing the name back to *ProVeritate*.

Tony Baumgartner, '89  
Indianapolis, Ind.

start to care about preserving Florida's natural, cultural and historic resources, Kermath said.

"How can you care about downtown historic districts if you don't know anything about them?" he asked. "By promoting historic downtowns, you're promoting an ethic of preservation."

Kermath and his students have been compiling information for the site since the summer of 1995. A Hollis Renaissance Grant, which the university gives to promote innovative teaching programs, funds most of the work. Volusia County government has contributed supplies.

Six students and five graduates, from fields as diverse as political science and digital arts, have helped with the project. They have put more than 3,000 entries into the database; and plan to keep adding, adjusting, and updating the information. "It's a tremendous database," said Kermath.

The students get practical experience in working in the world of cyberspace and also learn about Florida's culture, history, and resources. "We're really doing this for educational purposes," Kermath said. "We're soliciting the tourist market while we educate the students."

### *New ways to communicate on campus*

Stetson's Center for Information Technology (CIT) is transforming the way people communicate on campus. The university's Internet web site has been growing, a campuswide e-mail system is operating, and a recently implemented Intranet holds promise of further improving the flow of information.

The new Intranet offers discussion lists; bulletin boards; announcements; a universitywide calendar for faculty, staff, and students; and access to personal student/employment information - all behind a protective fire wall limiting it to campus use. The Intranet also offers links to outside web sites such as the city of DeLand and various news organizations.

CIT's campus impact began with the upgrading of computers in the labs and in offices. A five-year plan for eliminating obsolete equipment is ahead of schedule and may be completed in three years, according to Vice President for Information Technol-

ogy Shahram Amiri. In 1996, for example, 365 campus computers were upgraded, and in 1997, 284 systems were provided to campus users, including 218 Pentium-class systems and 34 486-type PCs, nearly all with Windows 95 software; and 16 Power Macintosh systems.

With over 700 new or refurbished computers on campus, the need for training is high; more than 350 members of the Stetson community attended educational seminars last year, and CIT staff members also provided individualized training to 24 departments.

In addition, CIT offers HelpDesk services, where faculty, staff, and students may call for assistance with technology-related questions. During the 1996-97 academic year, CIT HelpDesk consultants resolved more than 6,900 problems involving software, hardware, networking, or telephones. CIT also has trained student lab assistants to provide a similar service to students in the computer labs.

The networking of the DeLand campus, a massive project begun in 1996, is nearly complete. A buried duct bank system links 58 residence, academic and administrative buildings with fiber-optic cable that will integrate voice, video, and data into classrooms, offices, and residence-hall rooms. Installing the network required 25 miles of fiber-optic cable between the buildings, 5,700 network drops within the buildings, and 267 miles of high speed data cable to wire the buildings' interiors.

### **Did you know?**

**The College of Arts and Sciences is home to most of Stetson's undergraduates - 1,190 students pursuing 36 different major fields of study. The School of Business serves 540 students in eight majors, and the School of Music serves 178 students in seven majors.**

**There are also 304 graduate students on the DeLand campus, and 645 graduate students at the College of Law in St. Petersburg.**

"Now that the infrastructure is in place, we can begin to explore the real uses of technology," said Amiri. "Technology is not an end in itself, but a tool for teaching and learning."

Still to come is an expanded video conferencing facility, which will allow real-time voice/video interaction between people at different sites. Smart classrooms are also planned, with a lab in Elizabeth Hall and one in the Lynn Center already equipped with electronic white boards allowing professors to send information written on the board directly to a file. This also provides the ability to communicate with other white boards in remote sites, such as the College of Law in St. Petersburg.

A Public Branch Exchange (PBX) telephone system is also being planned and will include such features as campuswide voice mail and student access to grades and registration information.

In addition, the university is exploring the purchase of a new integrated software package for its administrative computing needs. The implementation of a new enterprise software system is possible now that the administrative software has been moved to a Hewlett Packard server and is part of the university network.

"Information technology is only a tool, but it is a very useful one," said Amiri, adding that one of CIT's goals is for Stetson to be recognized as a leader in information technology in the South.

### *Prof. E. Earl Joiner, 'landmark Stetson figure,' dies*

Earl Joiner - author, historian, and Stetson professor of religion for 37 years - died Aug. 2 of cancer. He was 73.

President Doug Lee praised him as a landmark Stetson figure: "He stood among the university's most gifted intellectuals and was one of our faculty's most prolific authors."

Son of a Georgia sharecropper, Joiner served in World War (Continued on p. 23)



Joiner

# FACULTY RECOGNITION AND AWARDS

## *DeLand faculty honored for service, scholarship, creativity*

Three Stetson faculty members, Elizabeth Schumaker, Kari J Juusela, and Joseph "Rusty" Witek were honored in May with special awards established by Stetson College of Law graduate Dolly Hand and her husband, Homer, of Belle Glade.



Schumaker

Schumaker, associate professor and chair of Sport and Exercise Science, received the first annual Dolly and Homer Hand Faculty Service Award during the annual Quality of Service Employee Recognition Breakfast. The award recognizes a faculty member for service to students, the Stetson community, and the university as a whole. Schumaker, who joined the Stetson faculty in 1979, has served as faculty athletics representative to the NCAA, chair of the University Athletics Committee, faculty athletics representative to TAAC, and member and chair of the 1997 NCAA Self-Study. She also has designed and directed exercise programs for patients with Parkinson's disease, and worked to enhance existing physical education programs in the public schools.



Juusela and Witek received the 1997 Hand Awards for scholarly and creative work. Presented annually during Stetson's Spring Commencement, they recognize faculty members who are dedicated teachers and have notable scholarly or creative achievements.

Assistant professor of music theory and composition, Juusela is described as "a highly admired and dynamic teacher" whose

compositions, publications, and recordings "demonstrate extraordinary professional achievement in a wide range of areas." Juusela's opera, *Meet Me Tonight in Dreamland*, was one of four finalists in the prestigious 1994 Vienna International Competition for Composers. A key figure in the development of the popular digital arts major at Stetson, the Finnish-born teacher and composer joined the faculty in 1993.

A faculty member since 1989, Witek, associate professor of English at Stetson, is a national authority in his specialty, comic



books as literature. His book, *Comic Books as History: The Narrative Art of Jack Jackson, Art Spiegelman, and Harvey Pekar*, a study of comics as a literary form, was the inaugural work in the University Press of Mississippi popular culture series. Witek's students describe him as a "brilliant reader of the written word and printed image" with "a rare gift of being able to present his original theory and interpretation in terms that are accessible to students and colleagues."

## *Bickel receives national law award*

College of Law Professor Robert D. Bickel received the Harrison Tweed Award for Special Merit in Continuing Legal Education (CLE) in August from the American Law Institute-American Bar Association Committee on Continuing Professional Education.

A pioneer in the concept of interdisciplinary continuing legal education, particularly in the field of higher education law, Bickel joined Stetson's law faculty in 1978.

Perceiving the need for lawyers and higher education professionals to discuss solutions to legal challenges facing higher education, he organized a National Conference on Law and Higher Education, and opened it to

non-lawyers as well as attorneys. Now its 19<sup>th</sup> year, it attracts nearly 700 registrants annually.

Chair of the College of Law's CLE committee, he helped establish the CLE Office with its full-time professional staff, and is largely responsible for the level of programming that makes Stetson Law a leader in CLE for both Florida and the nation.



## *Law professors take research honors*

Professors Roberta Kemp Flowers and Royal C. Gardner received the 1997 Hand Awards for scholarly and creative work at the Stetson University College of Law, during the awards ceremony on the eve of the May Commencement. Established by law graduate Dolly Hand and



Flowers

her husband, Homer, of Belle Glade, the awards recognize dedicated teachers who are also noted for their scholarship and creative achievements. Flowers has been on the law faculty since 1993, teaching trial practice and evidence. A former assistant U.S. attorney for the Southern District of Florida, she has served as a criminal trial lawyer in the major crimes and political corruption units. Recently, she developed teaching materials for prosecutors as part of The Florida Institute for Litigation Ethics at the College of Law.

Gardner joined the law faculty in 1994, teaching courses in environmental law and land-use. He also oversees the Environmental Law Practicum and co-directs Stetson's International Environmental Law Moot



Court Competition. A former U.S. Defense Department employee, he helped negotiate international agreements with Russia, Ukraine, Kazakhstan, and Belarus to facilitate the dismantling of the former Soviet Union's nuclear weapons.



Gardner

### **Dickerson wins law teaching award**

**D**arby Dickerson, associate professor of law, received the 1997 Award for Teaching Excellence at the College of Law, during the May award ceremonies in Gulfport. Dean Lizabeth Moody noted that Dickerson "made a tremendous impact on our students and faculty from the moment she arrived on campus. She approaches everything she does with incredible enthusiasm and energy"

A member of the law faculty since 1995, Dickerson teaches legal research, writing, and appellate advocacy; and administers the Moot Court program. Her research interest is civil procedure. She is a former litigation attorney for Locke, Purnell, Rain & Harrell of Dallas, Texas. Named Outstanding Young Lawyer of Dallas in 1995, she holds bachelor's and master's degrees from the College of William & Mary, Williamsburg, Va.; and a juris doctor from Vanderbilt University, Nashville, Tenn., where she was senior managing editor of the Vanderbilt Law Review.

Dickerson and Lee



(Continued from p. 21)  
 II, graduated from Stetson in 1949, and earned both a master's degree and a doctorate in theology from Southern Baptist Theological Seminary in Louisville, Ky. He joined Stetson's religion faculty in 1955, specializing in Christian ethics, and became chair in 1981, the same year he was appointed to the Sam R. Marks Endowed Chair of Religion. Named emeritus professor on his June 1992 retirement, he received Stetson's prestigious Doyle E. Carlton Award the following year, and continued to serve as an advisor in church relations.

"I love Stetson because of what Stetson meant to me as a student," said Joiner when he received the Carlton Award. "Here I learned how to think and how to do research, and how to broaden my intellectual and spiritual horizons."

Past curator and secretary-treasurer of the Florida Baptist Historical Society, and a past president of the Southern Baptist Historical Society, he published many books, including *A History of Florida Baptists*. Internationally recognized for his study of Protestant reaction to the Holocaust, he volunteered with many community organizations, including the West Volusia Council on Human Relations, Habitat for Humanity, and the Boy Scouts - for whom he led Appalachian Trail hikes for many years.

In addition to his wife of 51 years,

#### **Looking back...**

**In September of 1927, Gypsy Wilson of Pineville, Ky., traveled by Pullman train to DeLand to study at Stetson. The trip cost \$8.63 and took 27 hours and 3 minutes, according to a detailed record she kept.**

**When she arrived, she and her fellow first-year students were greeted as "freshie rats" or "lowly spirogyra of antediluvian pusillanimity," and were required to wear "rat caps" and attend all football games and practices....**

**Geraldine**, he is survived by a daughter, three sons, two sisters, and five grandchildren. They ask that memorial contributions be made to the West Volusia Holocaust Memorial Committee, the Appalachian Trail Conference, West Volusia Habitat for Humanity, or the endowment fund for Stetson's Earl Joiner Chair in Religion.

### **Evans Johnson, longtime history professor, dies**

**E**vans C. Johnson, 75, Stetson history professor for 43 years, died Jan. 5 after a long illness.

Calling Johnson a very special person, President Doug Lee said he "personified Stetson's ideal as both scholar and teacher, and he cared deeply for his students. We will miss him."

Born in Alabama, Johnson held degrees in psychology and history from the University of Alabama, and earned his Ph.D. in history from the University of North Carolina. Joining Stetson's faculty in 1953, he chaired the history department from 1971-89, and was named professor emeritus when he retired in 1996.



Johnson

An expert in Southern and U.S. modern history, he published numerous journal articles, and his book *Oscar Underwood: A Political Biography* won the 1983 John Sulzby Award from the Alabama Historical Association.

His students were close to his heart, and for more than 25 years he compiled and circulated a biannual newsletter for history alumni and friends, which kept up the ties.

"You became a part of our lives, not just someone who was standing in a classroom. You cared enough to require us to think," wrote Pinellas County Court Judge Tom Freeman, '66, '69 JD, to Johnson recently, for example.

Active in fund-raising, Johnson and history colleague Malcolm Wynn raised close to \$30,000 for Stetson's duPont-Ball Library through the Wynn-Johnson Book Fund drive, and he had recently begun a new Student Retention Scholarship Fund



***A doctorate for a star***

Jim Beasley, vice president for campus life and enrollment management, left, and Wayne Dickson, humanities professor and official university mace-bearer, right, show Julie Harris the ropes before Fall Commencement. Harris, winner of five Tony Awards, received an honorary doctorate in humanities during the ceremonies. "Exemplifying the best in the authentic and historical theatrical tradition, you have shared your talent and person with Broadway and film cultures throughout the world," said Chancellor Pope Duncan in conferring the honor. Harris spent time at Stetson last fall while starring in *The First of May*, a movie based on a novel by Stetson English instructor Gail Radley which was produced in the DeLand area by director Paul Sirmons and screenwriter Gary Rogers.

Looking back...  
 From the 1915  
 Bulletin of Stetson's  
 Business College:  
 "Are you working behind a  
 counter for from \$6 to \$10  
 per week when you could  
 just as well get from \$15 to  
 \$20 per week?  
 "We have on our records  
 names of scores of young men  
 and women graduates who are  
 earning from \$1,100 to  
 \$2,500 per year, who when  
 they came to us were  
 earning barely enough  
 to live."

for students who do well at Stetson but cannot meet tuition increases.

With his wife, Betty, associate director for technical services at the duPont-Ball Library, he enjoyed traveling abroad every summer, often to South America. Other hobbies included the stock market, antiquing, and walking.

In addition to his wife, he is survived by a brother, sister, and several nieces and nephews. They ask that memorial donations be made to the Stetson University Student Retention Scholarship Fund.

***Kenan Charitable Trust endows Henry Flagler Scholars***

The William R. Kenan Jr. Charitable Trust of Chapel Hill, N.C., has announced a \$100,000 endowment grant to Stetson for a scholarship program honoring Florida railroad magnate Henry

(continued on p. 26)

# STETSON

After months of study, Stetson's NCAA self-study committee found the university's intercollegiate athletic program basically sound in governance and rules compliance, academic integrity, and fiscal integrity, making only minor suggestions. In the area of equity it made snore recommendations - the most far-reaching being that another sport for women should be designated as major. Currently, two men's sports, basketball and baseball, and one women's sport, basketball, are designated as major. Since major sports receive more funding, equity in men's and women's sports will be strengthened by the designation of another women's sport as major, the self-study committee reasoned.

An NCAA visiting team, chaired by Richard Landini, president emeritus of Indiana State University, spent a week on campus in December interviewing faculty, staff, and students, and reviewing the self-study committee's report. The visiting team's report and recommendations will follow in early 1998.

Pete Dunn, men's baseball coach, will serve as assistant coach for the USA Baseball National Team that will compete in the Baseball World Championships in Italy next summer. His duties with Team USA won't interfere with his Stetson coaching. He'll be working with former Mississippi State head coach Ron Polk, for whom he worked in the early '70s at Georgia Southern. Now in his 19<sup>th</sup> season at Stetson, Dunn is a four-time Trans America Athletic Conference Coach of the Year, with a 686-391-2 record.

**Men's Soccer**

The men's soccer team experienced its best season since 1989, posting an 11-8 overall record and a 4-4 conference mark. The 11 wins were the second-most in school history (13 in 1989), and the Hatters came within a goal of qualifying for their first TAAC Tournament. They were led by sophomore Stian Tobiassen, who scored 11 goals and added three assists. Fellow sophomore Scott Bower scored six goals with three assists.

# SPORTS UPDATE

Britt Young was nominated for Academic All-American honors. Bower was named first-team All-TAAC and Tobiassen was named to the second-team.

## Women's Soccer

The women's soccer team struggled to a 2-12-2 record playing the toughest schedule in the program's history. The Hatters had nine seniors but couldn't overcome the loss of all-time leading scorer Melissa This, who missed the season's first two games after knee surgery. She returned, but couldn't regain the form which helped her score 10 goals and earn All-TAAC honors in 1996. Melissa Engle led the team with three goals and Kristi Porcelli tied a school record with six assists. Porcelli also tied another record with three assists in Stetson's 3-0 win over

St. Peter's. Engle was named second-team All-TAAC.

## Volleyball

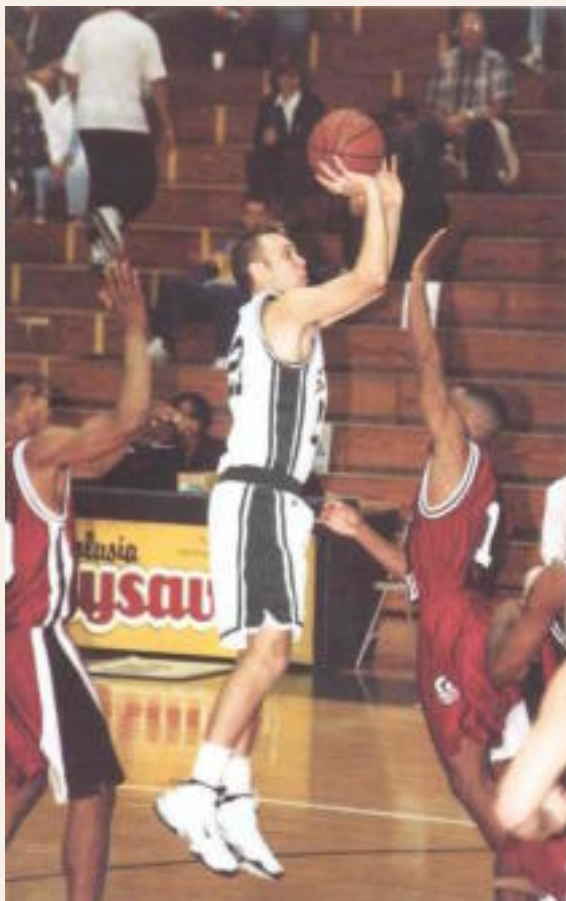
Playing mostly freshmen and sophomores, the Hatters struggled to a 7-20 record, including 0-6 in the TAAC. The leader was Melissa Roy, a senior from Glastonbury, Conn., who set new Stetson career records for kills and digs. She was named second-team All-TAAC and middle blocker Miki Ford, a freshman from Portland, Ore., was named to the TAAC All-Newcomer team.

## Men's Cross Country

The men's cross country team placed 12th at the 1997 TAAC championships in Birmingham. Mario Jaramillo placed 62nd to lead the men. The Hatters had one Top 10 finish this season, placing third at the Stetson Invitational.

## Women's Cross Country

The women's cross country team placed 11th at the 1997 TAAC Championships. Kari Miller placed 56th to lead the team. The women had two Top 10 finishes, placing ninth at the UCF Invitational and third at the Stetson Invitational.



*Garrett Davis, a junior from Plano, Texas, makes a basket in Stetson's win over Troy State January 12.*

## Did you know?

**The top 15 majors among the 1996-97 DeLand campus graduates:**

- General Business Administration-39**
- Marketing-36**
- Psychology-32**
- Elementary Education-29**
- Accounting-28**
- Management-25**
- Finance-22**
- English-21**
- Biology-20**
- Communication Studies-19**
- Music-18**
- Sport & Exercise Science-16**
- Political Science-16**
- History-14**
- Sociology-12**



Photo courtesy Nathen Page

### Front Page event at Stetson

Stetson University's Howard Thurman Program brought jazz guitarist Nathen Page to campus this spring for a program entitled "Jazz: America's Classical Music." Page, who has appeared in concert at Carnegie Hall and the Hollywood Bowl and at many jazz festivals including the Newport Jazz Festival, was the fourth presenter in the spring series, which also included former Fisk University President Walter J. Leonard; historian Howard Dodson; and Tyler Stoval, author of *Paris Noir: African Americans in the City of Light*.

#### Looking back...

**The 1927-28 Hatter football team wowed pundits by beating Auburn 6-0 in the season opener. "It was the first defeat suffered by Auburn on her own field since 1908," reads a yellowed newspaper clipping. "Fighting against seemingly insurmountable odds (Stetson) Coach (Herbert R.) McQuillan's little band of fighters have surprised the entire nation and perpetrated what has been styled by news writers from New York to Los Angeles as the greatest upset of the season."**

**The little band of fighters remained undefeated that year, too.**

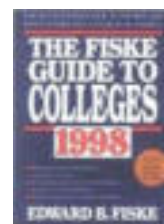
Morrison Flagler. Income from the fund will benefit students selected as Henry Flagler Scholars.

Chemist, engineer, and industrialist, William Rand Kenan Jr. joined Flagler in developing his Florida business enterprises, which included the Florida East Coast Railway and the Florida East Coast Hotel Co. In 1901 Flagler married Kenan's sister, Mary Lily.

Flagler's Stetson association began with his friendship with John Forbes, the university's first president, and an endowment gift of \$10,000. In 1901, Flagler donated \$60,000 to construct a campus building. Completed in 1902, Flagler Hall has been home to many of the university's academic activities, including Florida's first law school. The landmark was renovated in the late 1970s by Flagler's granddaughter, the late Jean Flagler Matthews. In 1967, the Kenan Charitable Trust donated \$500,000 to Stetson to establish the William R. Kenan Jr. Professorship, now held by mathematics professor Gareth Williams.

### Fiske: Stetson a 'Best Buy'

Stetson "is not for hedonists," but its rigorous academic climate, demanding professors, and diverse programs add up to one of the best educational bargains in the nation, according to the 1998 edition of *The Fiske Guide to Colleges*.



Edward Fiske, former education editor of *The New York Times*, singles out Stetson and 299 other public and private schools as "the best and most interesting" of four-year colleges in the United States. Combining cost data with academic and other information, Fiske goes a step further to come up with 43 institutions - 21 public and 22 private - "that offer remarkable educational opportunities at a relatively modest cost." Stetson and New College of the University of South Florida, Sarasota, are the only Florida schools on the Best Buy list.

For the 11th year, Stetson was also recognized as one of the best comprehensive regional universities in the nation in U.S. *News & World Report's* 1998 special edition, "America's Best Colleges."

**American Studies prof wins grant for science and religion course**

American Studies Associate Professor Paul Jerome Croce has won a \$10,000 John Templeton Foundation grant for an undergraduate course examining the relationship between science and religion.



Croce

Croce developed and first taught "Darwinism and the Divine in American Culture" at Stetson in the Spring of 1997 and will offer it again in Spring 1999. The majority of the grant funds will be used for undergraduate internships to

research issues surrounding science, religion, and the humanities, he said.

An expert in American culture and intellectual history, Croce has discussed the course and its teaching innovations twice this year at Templeton Foundation conferences.

**Miller to lead in marketing and communications**

Brian G. Miller, manager of corporate brand planning for Lexmark International of Lexington, Ky., has been named executive director of marketing and communications at Stetson.



Miller

"Working under Vice President for University Relations Mark Whittaker, Brian Miller will develop an integrated marketing strategy for the university, and direct the Office of Public Relations,"

President Doug Lee announced.

In addition to his corporate marketing experience at Lexmark, Miller has a broad background in public relations, marketing communications, and journalism.

**Noyes named vice president for facilities management**

David S. Noyes, who has led Stetson's facilities management department for more than three years, has been promoted to vice president for facilities management.

"He has done an excellent job in leading his department, as well as in keeping the university's three-year, \$9.5 million building initiative on track in a competitive construction market," said President Doug Lee.



Noyes

The new position means increased responsibility for Noyes. Business services, including the university's auxiliary housing, bookstore, post office, print shop, purchasing, and warehouse, will be added to his current facilities management responsibilities.



Cotton

**Thurman speaker challenges Stetson community**

Dorothy Cotton, who worked closely with Martin Luther King Jr. as Southern Christian Leadership Conference education director from 1960-72, shared her experiences with Stetson students, faculty, and staff during two October lectures sponsored by Stetson's Howard Thurman Program and the Office of Multicultural Affairs. Touching on both gender and race in the civil rights movement, she challenged students to boldness and honesty as they work for better understanding between people. Other Thurman speakers last fall were Gayraud Wilmore, professor and author of *Black Religion and Black Radicalism: An Interpretation of the Religious History of the Afro-American People*; Lawrence Jones, minister and former dean of Howard University School of Divinity; and Marvin Chandler, musician and retired pastor of San Francisco's Church for the Fellowship of All Peoples.

**Looking back... Stetson students in 1927 could walk downtown to the Pollyanna Candy Shop (131 N. Boulevard; Phone: 88) for homemade candies, sodas, ice cream, or sandwiches. A plain boiled ham sandwich cost 10 cents, as did American cheese, peanut butter, or jelly; but ham salad, Swiss cheese, pimento cheese, deviled ham, or lettuce sandwiches were 15 cents. At the high end of the menu was a nut olive sandwich at 20 cents; or, at the very top - for 25 cents - chicken; lettuce and egg; or lettuce and tomatoes. Toasted? Five cents extra...**

# BOOKS, ETC.

## YOUNG & LONG: COUPLE RELATIONSHIP CHALLENGING

Counseling and Therapy for Couples, by Stetson counseling education professors Mark E. Young and Lynn L. Long, offers help to counselors and therapists working with couples in committed relationships.

"Becoming a couple is one of the most difficult and complex tasks of adulthood. Surprisingly, this milestone is frequently portrayed as the easiest and most romantic stage in the life cycle," they write, warning that "few other relationships have as much power to challenge us and to cause such anguish."

Designed as a textbook in family counseling, the book integrates the major theories for counseling couples, using case studies and role-playing to apply the concepts to the real-life problems of all types of couples: heterosexual, same sex, culturally mixed, bi-nuclear, dual-career, married, or unmarried.

Counselors are encouraged to focus on the practical - to identify workable goals and lead couples to agreement rather than to spend time analyzing the personalities of the individuals. Communication problems are discussed, as well as intimacy, conflict resolution, divorce, infidelity, and problems with alcohol, all in

terms of the couple's unique relationship.

**(Brooks/Cole Publishing, 1998)**

## BOLDING'S PAINTINGS VIEWED IN MEXICO, U.S.

Diez Pinturas, a May 1996 solo exhibition of 10 oil paintings by Stetson art professor Gary Bolding in the Galeria Tinta Negra in San Miguel de Allende, Mexico, was one of six recent solo showings of his work. His paintings were also shown in one-man exhibitions at Stetson's Duncan Gallery of Art; the Chattahoochee Valley Art Museum, La Grange, Ga.; Arts on Douglas, New Smyrna Beach, Fla.; Taylor Contemporanea, Hot Springs, Ark.; and Edison Community College Gallery of Art, Fort Myers, Fla. In addition, Bolding's work was featured in group exhibitions at the Lakeland Center for the Arts, Lakeland, Fla., and the University of Arkansas, Little Rock.

The paintings exhibited in Diez Pinturas, such as "Self-Portrait with Two Friends" (shown on poster from the Stetson show) were done in Mexico during a

1995-96 sabbatical leave.

Daytona Beach News-Journal fine-arts writer Laura Stewart calls his approach "a little mischievous, a little boyish, and a lot serious.... He reflects the everyday world with a decided warp, while seeming to show it straightforwardly, photographically - more real than reality, and more telling."

(Six solo, two group shows, 1996-97)



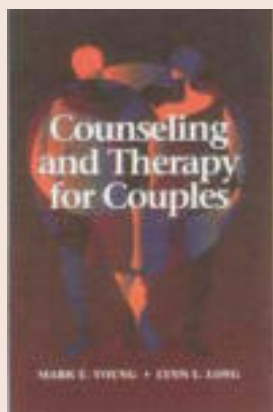
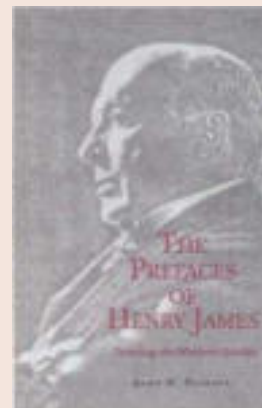
## PEARSON EXPLORES JAMES' ATTEMPT TO FRAME HIS WORK

The Prefaces of Henry James: Framing the Modern Reader, by John H. Pearson, Stetson English professor and chair, discusses the 18 prefaces that James wrote toward the end of his life for a collection of his work called the New York Edition. After selecting and revising his novels and stories for the new edition, James added the prefaces to serve as a commentary on his fiction.

"Frequently in the prefaces, James refers to other writers and other works to offer those references as signs of the literary-historical, aesthetic, and sometimes critical contexts in which he, and by extension his works, are to be understood and identified," says Pearson.

Pearson sees the prefaces as James' attempt to construct an ideal reader, a knowledgeable reader who will appreciate and understand James' literary art. The prefaces frame the works in ways acceptable to James, instructing the reader in the Jamesian aesthetic of fiction, Pearson says. His book examines the framing strategies James employs and considers the broad theoretical implications of reading the works through the prefaces.

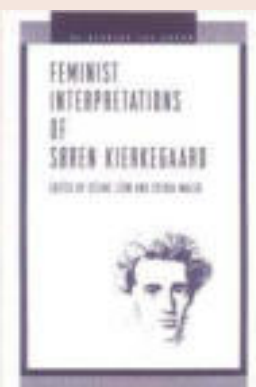
(Pennsylvania State University Press, 1997)



## WALSH FOCUSES FEMINIST LENS ON KIERKEGAARD'S THOUGHT

Feminist Interpretations of Soren Kierkegaard, edited by Sylvia Walsh, Stetson adjunct professor of philosophy, and Céline Leon, professor of French and humanities at Grove City College, brings together essays examining the Danish philosopher's writings in terms of their meaning for women. The book is part of a series called "Re-Reading the Canon" that looks for gender bias in the works of major philosophers.

"What value does a feminist re-reading of (Kierkegaard's) writings have for contemporary feminists?" ask the editors. "...His attitude toward women, the feminine, and the rapport between men and women is at best ambiguous." On the one hand, they say, he insists on "equality of the sexes before God," while on the other hand his work contains "stereotyped, degrading, and patriarchal remarks about woman."



Kierkegaardian scholarship is complicated by his use of pseudonyms, with whose viewpoints he does not always agree. He does

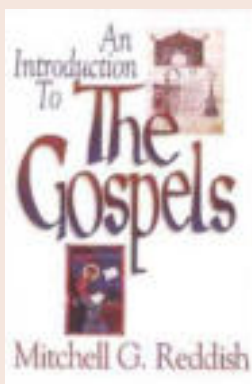
tackle issues of interest to feminists, however, and the essays, including two by Walsh and one by Stetson philosophy chair Robert Perkins, take varying viewpoints in accounting for his ambiguity about women.

(Pennsylvania State University Press, 1997)

## REDDISH PROVIDES GUIDE TO GOSPELS' DISTINCT VOICES

An Introduction to the Gospels by Stetson religious studies professor and chair Mitchell Reddish provides college and seminary students with an introduction to the major issues in Gospel studies, along with a concise reading guide for each Gospel. In addition to covering each of the four Gospels individually, the book covers their origin, development, and interrelationship; and gives an overview of the political, social, and religious world from which they arose.

A final chapter discusses the non-canonical gospels produced in the early Christian environment, the



process of canonization, and the relationship between the Jesus presented in the Gospels and the historical Jesus.

Reddish says he drew upon several critical approaches to biblical studies in writing the book, but that it is basically a literary inquiry into the Gospels: "The authors were creative

writers, each telling his (or her) own distinctive story about Jesus of Nazareth. I have tried to listen to each of these stories and to enter into the story world of each Gospel."

(Abingdon Press, 1997)

## HALE'S ELECTRONIC TEXTBOOKS OFFERED ON INTERNET SITE

Margie Hale, Stetson mathematics and computer science professor, has a collection of interactive electronic textbooks published on the Internet, including Animations, Differential Equations Set, Introduction to Mathwright Texts, Chaos, The Pendulum, De Tools, The Spring, and Modeling Populations. All can be downloaded from the Mathwright Library, located at <http://isaac.engr.washington.edu/mathwright/> for free use by faculty members and students.

The Mathwright Library is being developed with support from the National Science Foundation (NSF), and is an outgrowth of the Mathematical Association of America's Interactive Mathematics Text Project, which began in 1992 with support from NSF as well as IBM.

Hale has been a text developer for the project since 1993. Her most recent contribution, published in December of 1997, is entitled Newton's Method, which she describes as a calculus-based method of approximating solutions to equations. (Mathwright Library, 1997)



# LIKE MONEY IN THE BANK...

By Betty Brady

If you appreciate the value of money in the bank to your family's security, you understand the value of endowment funds to a private university. Stetson's endowment is lower than that of some comparable institutions (see chart below), but last year it topped the \$100 million mark, and is growing fast.

"Building endowment is one of Stetson University's chief financial goals," said Vice President for University Relations E Mark Whittaker. "Endowment dollars may fluctuate with the market in which they are invested, but they are relatively safe and they keep growing, as long as the university follows a careful investment policy and spends only a portion of the earnings. The endowment is like a trust fund."

Stetson's Board of Trustees' Investment Committee oversees the fund, ensuring that it is invested prudently enough for safety and growth, and wisely enough to provide reasonable income. In the 1997-98 total university budget of \$64.7 million for both the DeLand and St. Petersburg campuses, for example, \$5.2 million of the budgeted expenditures are covered by endowment earnings, according to Dean Speer, acting

director of finance in Stetson's Finance Office.

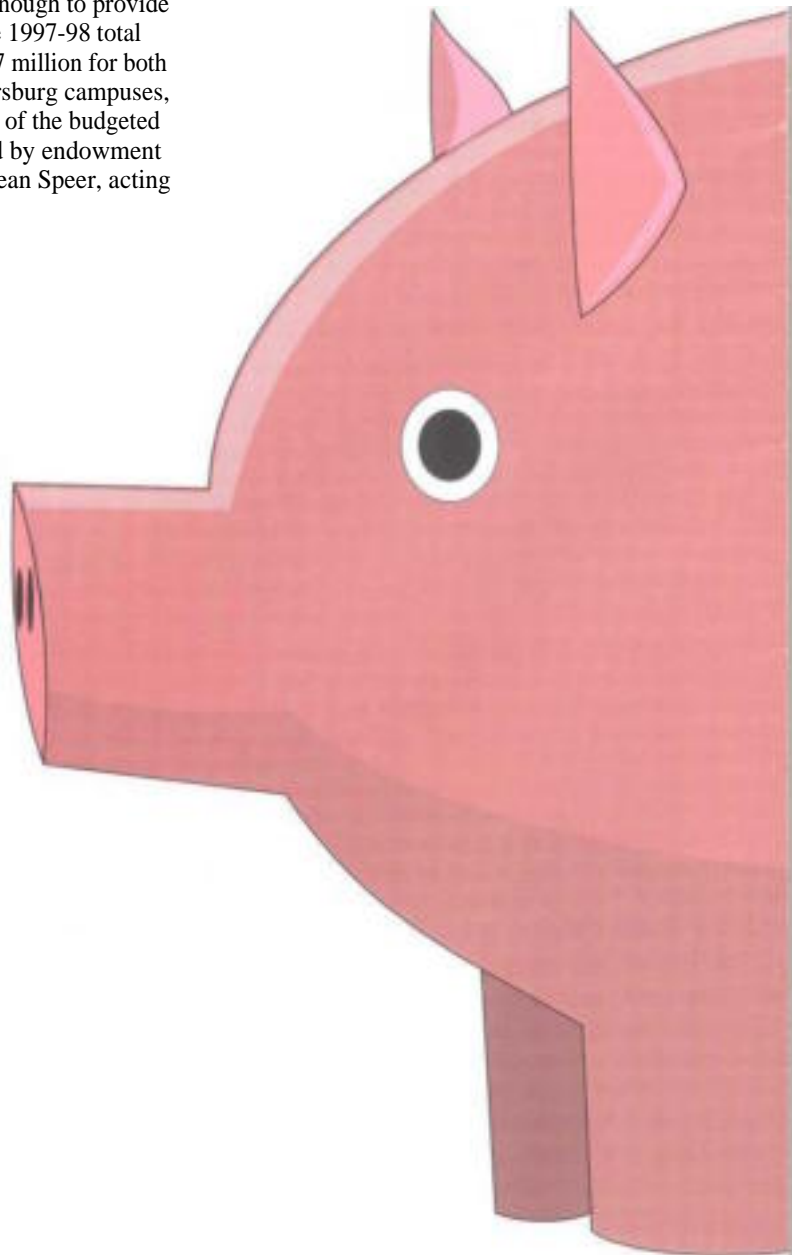
Stetson's endowment history (see chart at right) began at \$20,000 in 1890, only seven years after the university's founding. The fund grew slowly but steadily for many years, although it dropped with the Depression that followed the October 1929 stock market crash. After that, it grew slowly until the presidency of Pope Duncan, when it jumped from \$6.78 million in 1980 to \$20 million in 1987.

In the past 10 years, Stetson's endowment has increased more than fivefold under the leadership of President Doug Lee. Last year it crossed the \$100 million threshold, and now exceeds \$105 million. The goal is to add another \$25 million by the millennium, as the university completes its \$200 Million Campaign, yielding an endowment of \$130 million. A portion of its income is available

## ENDOWMENT MARKET VALUES FOR SELECTED COLLEGES & UNIVERSITIES (FY 1997)

|                             |                      |
|-----------------------------|----------------------|
| University of Richmond      | \$671,000,000        |
| Washington & Lee University | \$640,891,000        |
| Trinity University          | \$476,554,000        |
| Furman University           | \$179,588,000        |
| St. Lawrence University     | \$172,017,000        |
| <b>Stetson University</b>   | <b>\$105,156,000</b> |
| Rollins College             | \$ 83,763,000        |

(Source: Stetson University  
Institutional Research Office)







each year to support scholarships, faculty salaries, and academic programs.

Endowment funds come from a variety of sources. Stetson's largest single endowment gift to date came from the estate of Archie Greenberg, a Daytona Beach resident who routinely donated money to universities in exchange for annuity income - interest earned on the donated principal - for as long as he lived. At his death in 1992, four days before his 93rd birthday, he left \$8 million in accumulated interest to Stetson, which was used to endow six professorships.

More recently, Otto Stahl, Jr. of Jupiter, Fla., gave \$1 million to endow a School of Business Administration Scholarship in memory of his son, Mark Richard Stahl, a 1992 Stetson business graduate killed in a motorcycle accident the year after he graduated.

A minimum of \$25,000 is generally required to establish an endowed fund. In many instances, donors will make gifts to their scholarship fund over several years to cross the \$25,000 threshold. On his retirement in 1997, for example, former Vice President for Church Relations John Pelham, a 1950 graduate, established an endowed fund for ministerial scholarships with a personal pledge of \$10,000, backed up by additional gifts and pledges from family and friends. That fund now stands at \$90,000.

Endowment funds can also be channeled through a trust. Redden and Joanne Reeves Thames, both graduates from the '50s, have established a trust in excess of \$250,000 to help endow a chair in religion honoring the late Earl Joiner, longtime professor of religious studies.

Donors of more limited means who want to give to the endowment can contribute to already existing endowed funds, such as the

John L. Pelham Ministerial Scholarship Fund, or the Earl Joiner Endowed Chair of Religion Fund. Alumni and friends often choose that option in order to honor the person for whom the endowment is named.

"The growth of our endowment puts Stetson's future on a solid foundation," said Whittaker. "Endowment funds are a more predictable source of financing the essential needs of the university than tuition dollars or annual fund donations. All three are important, but the endowment allows us to plan more effectively, because we can count on that money being there. It's like money in the bank."



### STETSON UNIVERSITY ENDOWMENT HISTORY

| Year | Amount       |
|------|--------------|
| 1890 | \$ 20,000    |
| 1900 | \$ 200,000   |
| 1910 | \$ 400,000   |
| 1920 | \$ 1,023,000 |
| 1930 | \$ 1,500,000 |
| 1940 | \$ 1,155,021 |
| 1950 | \$ 1,273,882 |
| 1960 | \$ 1,582,293 |
| 1970 | \$ 4,964,506 |
| 1980 | \$ 6,777,356 |

(Source: Stetson University:  
The First 100 Years,  
by Gilbert L. Lycan)

| Year    | Amount        |
|---------|---------------|
| 1986-87 | \$ 20,000,000 |
| 1991-92 | \$ 38,000,000 |
| 1995-96 | \$ 80,000,000 |
| 1996-97 | \$105,156,000 |

(Source: Stetson University  
Finance Office)

# WILSON ATHLETIC CENTER: FOR THE LOVE OF STETSON



**MADE POSSIBLE BY AN INITIAL GIFT OF \$750,000 FROM PAT AND PATRICIA WILSON, THE \$1.6 MILLION, 12,157-SQUARE-FOOT WILSON ATHLETIC CENTER IS HOME TO THE UNIVERSITY'S RAPIDLY-GROWING SPORT AND EXERCISE SCIENCE, ALLIED HEALTH AND ATHLETIC FITNESS PROGRAMS. IT CONTAINS SOPHISTICATED SPORTS MEDICINE AND EXERCISE PHYSIOLOGY LABS; A FITNESS AND ACTIVITY ROOM; COMPUTERS AND SPECIAL EQUIPMENT; CLASSROOMS; AND FACULTY OFFICES.**

**THE MCDONALD BENEVOLENT FOUNDATION INC. OF CORAL GABLES CONTRIBUTED ANOTHER \$670,000 TO THE FACILITY, TO NAME ROOMS FOR HAZEL M. MCDONALD, AND IN MEMORY OF ALUMNI F. H. MCDONALD, FRANK H. MCDONALD JR. AND R. DALE MELCHING, '44. STETSON TRUSTEE DENNIS HIGGINBOTHAM AND HIS WIFE, ANNE, ALSO PROVIDED FUNDING TO NAME THE SPORT AND EXERCISE SCIENCE DEPARTMENT CHAIR'S OFFICE.**

By Betty Brady

**T**he day the Wilson Athletic Center opened, lead donors Pat and Patricia Wilson, both alumni, said they were pleased to be giving something back to Stetson- where they met over 50 years ago. "We both love Stetson," Patricia Maxcy Wilson explained in a recent telephone interview.

A 1947 Stetson graduate, she majored in business and minored in physical education. She played basketball in high school, the only sport offered to women. "Girls were kept in the background in sports at the time," she said. At Stetson she played basketball and softball in intramurals. "I loved every minute of it," she said.

"During the war, Stetson only had about 125 students, and 100 of them were women. The 25 men were all preachers," she added. "Then in 1946, after the war, all the men came back. Those of us who were seniors hated to graduate!"

Pat Wilson was among the returning servicemen who entered Stetson during her senior year. A former U.S. Navy Seabee from North Carolina, he and Patricia Maxcy married as soon as she graduated; he graduated two years later. "There were eight or ten





Pat and Patricia Wilson, from left, are congratulated by Stetson President Doug Lee after the Dec. 9, 1997, dedication of the new Wilson Athletic Center, which bears their name.

***Luella Melching, '42, center, and daughters Gail Melching Phillips, left, and Karen Melching Brown, standing behind her mother, recall old times with former humanities professor Kathleen Johnson, right, at the Wilson Athletic Center dedication. The center's fitness room is named for their husband and father, the late R. Dale Melching, '44, who was one of "Doc's boys," a group of students close to Johnson's late husband, Carl "Doc" Johnson, '31, '36 MA, a longtime Stetson geography instructor and baseball coach. "Doc's boys" remained his friends long after graduation, and in 1987, Dale Melching, a Stetson Sports Hall of Fame member, and Robert H. Brown of DeLand helped establish a Doc Johnson Baseball Endowment Fund honoring their former coach, for baseball scholarships.***

Stetson couples who did the same thing," she said. "The women finished, but the men were behind because of the war."

Married now for more than 50 years, they have five children, many grandchildren, and the gratitude of Stetson student athletes. Longtime residents of Frostproof, the Wilsons are active in civic, religious and business affairs. He has served for more than 20 years as president of The Latt Maxcy Corp., a cattle and citrus enterprise, and she serves on the board of directors of the Polk County Taxpayers' League and Stetson's Athletic Development Task Force. A Stetson trustee from 1986 to 1996, she is a former member of the College of Law Board of Overseers and the Florida Education Council. They were the first couple to receive a joint Distinguished Alumni Award from Stetson, in 1981.

"I started preaching about athletics when I was on the Board of Trustees," she said. "Stetson was already known for academics, but we were looking for more recognition. I thought we needed to be known for something else as well. Students told me they needed a team to rally around. I thought that if we improved our facilities, we could bring more athletes to campus, and that would bring recognition and more students."

The Wilsons have long provided scholarships for varsity athletes, and other program funds for the athletic department. They hope that the new Wilson Athletic Center will boost Stetson University athletics. "I'll be watching," said Patricia Wilson. "I want to go to a College World Series and root for Stetson before I'm in a wheelchair!"



# HAT DAY FOR THE HEAD HATTERS



Pictured clockwise: It was hats off to Stetson University last fall when the Board of Trustees met at the Mission Inn in Howey-in-the-Hills to examine the university's long-term strategies; Trustee Chair Mark Hollis of Lakeland, right, a 1956 graduate who has been a trustee since 1979 and also chaired the board from 1987-89, offers a trophy to President Doug Lee, one in a long string of after-dinner "tokens of appreciation" presented in recognition of the countless items Lee has given to donors during 20 years of service to the university; Vice President for University Relations Mark Whittaker, right, caps the parade of presentations to Lee. Photos by Mark Van Fleet