

SPECIAL EDITION!

# CAMPAIGN TOPS \$20,000,000

## Charles Announces Good News: Goal Surpassed with Six Weeks Left

Roy Charles, chairman of the Campaign for the College, announced this morning that the Campaign has surpassed its \$19 million goal by over a million dollars, with six weeks remaining in the three-year drive.

Charles, who adjourned a brief meeting of the executive committee for the Campaign at about 11:30 a.m., made the announcement from the balcony of the Sir Christopher Wren Building to a crowd of the College's most loyal and active volunteers.

He reported that as of May 10, the Campaign had received gifts and pledges totaling \$20,543,979. The total includes \$3,817,460 in expendable gifts, \$7,747,319 in capital gifts, mainly to endowment, and \$8,979,200 in testamentary commitments.

The \$20 million total does not include more than \$1.6 million from the estate of Jay W. Johns, which was known to be forthcoming before the Campaign kick-off.

Charles was joined at the announcement by President Thomas A. Graves, Jr., Edward Brickell, rector of the Board of Visitors, and Warren Heemann, vice president for development. Together, the four cut loose a huge banner which proclaimed the success of the Campaign and balloons were released from the far side of the Wren Building to say congratulations from Anheuser-Busch.

The Wren bell announced the victory to the town, and the Colonial Williamsburg Foundation answered with the bell in the Capitol Building. Following the announcement, alumni and friends who worked to organize and implement the Campaign climbed to the second floor of the Wren Building to take a turn ringing the bell to celebrate the occasion. Champagne toasts and a picnic lunch in the grassy area between the Wren Building and the Sunken Garden followed.

In making the announcement, Charles recalled that there were those who were skeptical that the Campaign would succeed.

"When we selected \$19 million, I believe that several of the experts thought we had bitten off a little more than we could chew. There were others who believed that with a small staff, and a limited organization of volunteers, we would have a very

difficult time reaching our goal," said Charles. "But what these experts failed to consider was that the excitement about this Campaign, and its vital importance to the College, started at the very top -- with the man standing right here next to me today. President Tom Graves made this campaign his campaign, and became an inspiration to us all. He traveled a grueling schedule to make the keynote address at 16 regional campaign dinners across the country, often flying after midnight in single engine charter planes that offered all the comforts of a Volkswagen beetle. He found a way to put more hours in his day. He visited a number of top prospects to either ask them for support or to warm them up for a later solicitation. Throughout the three years, during the rough times as well as the periods of success, Tom

Graves has remained optimistic, enthusiastic, and always encouraging."

Graves credited the "thousands of individuals who worked and contributed to this Campaign for the achievement of the goal."

"This day, I believe, will go down in the long and illustrious history of the College, not as a day of achieving a financial goal that provides for the College's future, but instead, as a day when the William and Mary family came together to say 'yes, we care about the College, and yes, you can count on us to help make William and Mary's future even brighter than its past.' I thank you all, each and every one of you, for making this day possible," he told the crowd of volunteers.

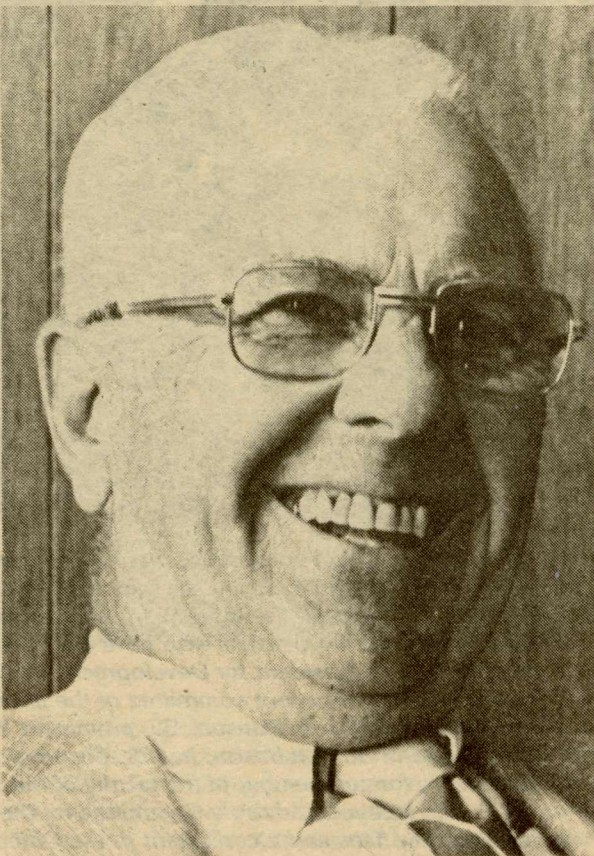
The President also emphasized that a large part of the money collected would be used to support faculty salaries, which the College has identified as its number one priority need.

"The number of gifts we have received earmarked specifically for faculty support shows that our friends and alumni recognize that we must do everything we can to retain and to attract the most qualified professors available," he noted.

Brickell presented a resolution drafted and approved by the Board of Visitors which communicated the Board's "admiration and appreciation to those who have made the Campaign for the College a strong success and a landmark for future efforts to increase private resources for the College."

Heemann, who has directed the day-to-day operations of the Campaign since its inception, praised the work of volunteers who wrote letters, placed telephone calls and made personal visits to assure the success of the Campaign. "Some of these volunteers live and work hundreds of miles away from their alma mater, yet they still feel very close to the College, and worked very hard to secure its future," he noted.

Although the announcement proclaimed the successful achievement of the Campaign goal, the accounting period for the Campaign does not officially close until June 30. Heemann told volunteers that the College will push on toward the \$21 million mark, and hopes that a number of substantial gifts will come in before the close of the Campaign.



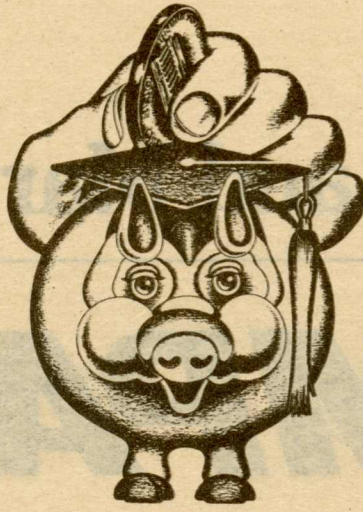
Chairman Roy Charles



## DOLLARS GO A LONG WAY

Whatever way you look at it, \$19 million is a lot of money. In \$100 dollar bills, that amount would make a nifty stack, 158 feet tall.

In one dollar bills, laid end to end, \$19 million would stretch from Williamsburg to Grand Junction, Colorado. It would cover a 52.2 acre area and would cover the area in front of the Wren Building from Jamestown to Richmond Road in a carpet 26 dollars deep.



## BIG BUCKS FOR TRICENTENNIAL

"Do Not Open Until 2076" is the tag on the tricentennial gifts of \$500,000 from Hinton T. Smith '18 of Boykin, Va., and \$50,000 from Thomas P. Duncan, a Newport News businessman whose wife attended the College. When income can be drawn from the gift, it is estimated that the interest will have swelled the original gift to \$150 million -- 10 times their present gift.

# Three Years of Dedication Finally Pay Off

It was a day in May when it all began.

On May 14, 1976, a group assembled in the Great Hall of the Wren Building to hear J. Edward Zollinger of Fort Lauderdale, a member of the Board of Visitors, outline the goals of the first major fund raising campaign the College had ever undertaken -- \$19 million in three years.

It is now May again, and once again a crowd has gathered in front of the Wren Building. This time Chairman Roy Charles, who replaced the late Mr. Zollinger as chairman, has announced that with the final day of the Campaign still six weeks away, the goal is in hand, with a little to spare.

A lot has happened between those two days in May.

Just prior to the official opening of the Campaign in 1976, President Graves told alumni their financial support was needed "to help the College out of the tightest financial squeeze in generations."

"There exists a misconception that William and Mary is rich," warned William J. Carter, vice president for business affairs. "I worry that this general assumption may be a dangerous threat to the College's future."

Over three years, alumni and friends of the College apparently got the message -- private funds are desperately needed. They gave more money to the College than ever before.

And not all the contributions were in cash. Sculptor Joseph Lonas '49 gave the College sculpture and other art work valued at \$153,000.

A bequest from the estate of Col. Warren J. Green, for several years director of the Campus Center, included an antique grandfather's clock which is on display at the Alumni House.

Mrs. Gladys Guy, widow of William Guy, Chancellor Professor of Chemistry Emeritus, and Mrs. Beryl Parker, longtime Williamsburg resident, gave their homes to William and Mary.

The Williamson Collection, one of the finest collections of Paleo Indian artifacts in the New World, was purchased for the College by an alumnus, Thomas G. Paynter '42 of Weston, Conn.

Lewis L. Gluckman '45, of New York, donated 3000 shares of stock with a market value of approximately \$87,000, specifically for support of graduate study in history.

The Society of the Alumni presented the College with a pair of early 18th Century British portraits purchased from the estate of Thomas E. Thorne, professor emeritus of fine arts.

Noted wildlife artist Guy Coheleach provided the College with signed prints of his work for the benefit of the Marshall-Wythe School of Law Environmental Law Fund.

Virginia's only two-time governor, Mills E. Godwin '36, gave his papers to Swem Library.

In April 1977, an estate commitment of over \$1 million was received from a student who only attended for one year. A second such \$1 million commitment was received later in the Campaign from a long-time supporter of William and Mary, W. Hinton Smith.

And the list goes on and on.

Starting in September '78, President Graves went "on the road" for the Campaign, visiting 16 cities in Virginia, along the East Coast, and on the West Coast.

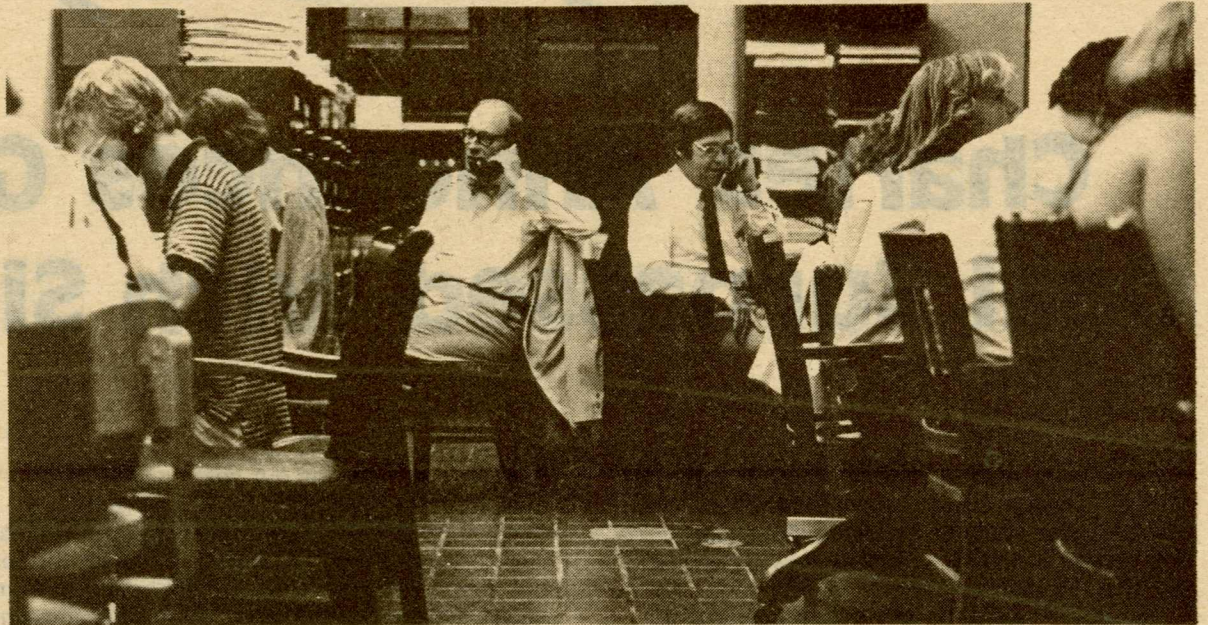
Alumni supported publication of a William and Mary Theatre book by Howard Scammon, long-time director of the William and Mary

Theatre and "The Common Glory." Linda Lavin '57, TV's "Alice," is special chairman of the fund-raising project for the book.

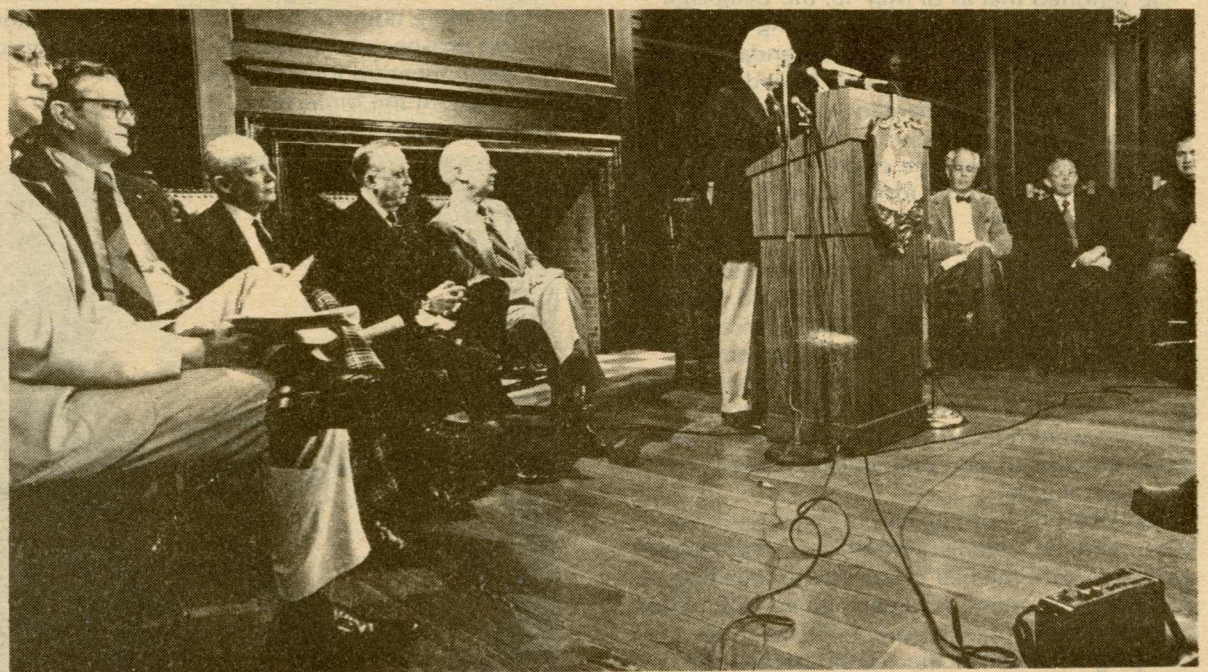
Why do alumni and friends support the College? For a lot of different reasons.

"I probably didn't do as well by William and

Mary as it did for me, but that's one of the reasons I try to do what I can now through annual giving. If it had not been for a very low tuition, a state scholarship, the Campus Grill and the College's PR Director, I couldn't have gotten through school," said John W. Leslie '52,



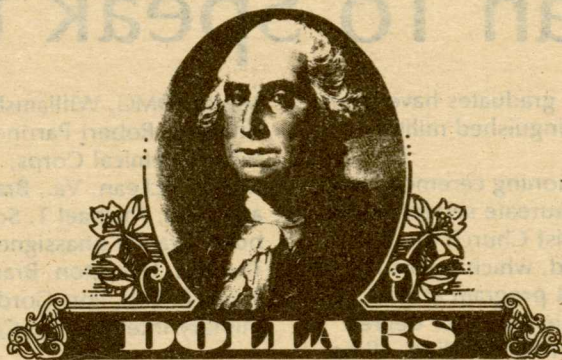
President Graves (l) and Gordon Vliet, executive vice president of the Society of the Alumni, participate in the William and Mary Fund phonathon, "Williamsburg Calling," from an "exchange" set up in the Development Office of the third floor of Old Rogers Hall on campus.



The Campaign for the College was formally undertaken on May 14 at a meeting held in the Great Hall of the Wren Building. At the microphone, the late National Chairman J. Edward Zollinger outlines the aims and goals of the three-year undertaking to raise \$19 million in private funds. With Zollinger for the occasion were others who have been actively engaged in the Campaign: (l-r) Warren Heemann, Vice President for Development; William S. Hubard '47, of Roanoke, who until recently headed the development committee of the Board of Visitors; Davis Y. Paschall, President Emeritus of the College; Arthur B. Hanson, '39, prominent Washington attorney and a member of the President's Council; John R. L. Johnson, Jr., '28, Chadds Ford, Pa., then Rector of the Board of Visitors; T. Carter Gleysteen, former member of the faculty of the School of Business Administration and chairman of the Public Relations Advisory Committee for the Campaign; J. Wilfred Lambert, former Vice President for Student Affairs and a consultant in the Office of Development; and Richard Maxwell Brown, former member of the history department faculty and then chairman of the College Coordinating Committee for the Campaign.



There may be a citation awarded to Campaigning College Presidents patterned after the noble motto of the mailcarrier who purportedly cannot be deterred from his labors by threat of a long list of physical discomforts. President Graves was a gallant campaigner even when the situations were not ideal -- and sometimes they were not. He flew a small plane out of Boston one night after midnight, in freezing temperatures, with no heat. A chilly plane ride wasn't enough to slow him down, but he was forced to cancel one speaking engagement. Instead of being enroute to his assignment he was being rushed to the hospital emergency room with a painful broken arm.



Even though the goal of \$19 million looked very far off to campaigners during the early days, they were certainly getting the job done. For fiscal 1976-77, according to the American Association of State Colleges and Universities, the College of William and Mary was first in fund raising among 122 institutions of similar size.

president of Institutional Advancement Consultants in Washington, D.C.

"It's a college where one puts down roots. And once they are down, one simply cannot, nor does he ever want to, rip them up," said C. Malcolm Sullivan '42, president of J. Walter Thompson Company in Chicago, Ill.

"In the Great Depression year, 1931, my father gave me \$100, and put me on a bus to Williamsburg. His instructions to me were to get the college education he could never afford and to prepare myself for a life better than his. I owe a great debt to my sacrificing father and I give credit for whatever success I have attained to my years at William and Mary," noted Richard A. Velz '36, retired vice president of the A. H. Robbins Company.

"When alumni return to campus, it's not what they see and hear that tells them this place is special -- it's what they feel," said Gordon Vliet, executive vice president of the Society of the Alumni.

That feeling of "specialness" cropped up also in the minds of Friends of the College who donated generously to the Campaign.

"The College, which was here before the town itself, has meant so much to the development of our Nation . . . and today it benefits the citizens of Williamsburg in so many ways. It has been our fondly adopted college for many years," said Mrs. Nollie A. Haynes, owner of the Lord Paget Inn in Williamsburg, who made a testamentary gift commitment of more than a half million dollars to the Campaign.

"As business leaders in the Williamsburg area, we benefit greatly from having the resources of a university community here. I don't think the average person realizes how really important the College is to us," said J. B. Hickman, chairman of the Friends of the College committee.

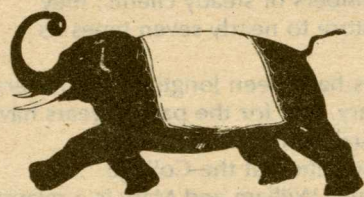
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Roy R. Charles '32 of Norfolk, National Chairman of the Campaign for the College, goes over the latest figures with President Graves at left, Harriet Nachman Storm who headed up the 1978-79 William and Mary Fund and William R. Van Buren, Jr., chairman for the Newport News regional meeting. The occasion was a dinner meeting, November 28, at the James River Country Club, the 13th such meeting arranged last fall on behalf of the Campaign.



Four of the principals for the Campaign as it got underway in May of 1976, pose with a copy of the special development literature developed for the Campaign. Left to right, Davis Y. Paschall, President Emeritus of the College and honorary National Chairman of the Campaign; President Graves; J. Edward Zollinger of Fort Lauderdale, Fla., National Chairman (at chairman Zollinger's death in November, 1976, Roy Charles of Norfolk was named National Chairman of the Campaign), and John R. L. Johnson, Jr., then Rector of the Board of Visitors.



### Gifts Welcome in Various Shapes, Forms

Do you want to become a part of the successful Campaign for the College, but you just can't spare the money to make a gift?

Although the main thrust of the Campaign has been to collect unrestricted cash gifts, alumni and friends of the College are also encouraged to consider special gifts in kind. In particular, the College would appreciate items of sentimental value, such as memorabilia, paintings by notable artists and old College documents and publications.

If you feel you may have such an item which you would like to contribute to William and Mary, please write a letter of inquiry to Warren Heemann, vice president for development.



# General Forman To Speak to Cadets

Brigadier General Robert C. Forman, Commander of the United States Army Training Support Center at Fort Eustis, will be principal speaker for commissioning ceremonies at the Department of Military Science, at 10:45 a.m., Saturday, May 12, in Phi Beta Kappa Memorial Hall.

Twenty-two Army ROTC cadets will receive their commissions in the Regular Army or United States Army Reserves. Eight members of the graduating class will be awarded Regular Army Commissions, one of the highest percentages in recent years. Eight graduating seniors will take educational delays to pursue graduate study.

Five members of the graduating class are women; two of them will receive Regular Army commissions.

Eleven of the graduates have been designated distinguished military graduates.

The commissioning ceremony will follow a baccalaureate service at the United Methodist Church on Jamestown Road, which opens the 1979 commencement program at the College. A picnic lunch for degree candidates and their families will be held in Crim Dell meadow from 11 a.m. to 2 p.m.

General Forman has been an Army officer for more than 24 years. He has served overseas in Germany, Korea and Vietnam and has held several important staff posts in Washington, D.C. Before coming to Fort Eustis, he was assistant chief of staff for the VII Corps in Stuttgart, Germany.

General Forman began his military career at the U.S. Military Academy, West Point. He received a commission as a second lieutenant of field artillery in 1954. A native Virginian, he was born at Fort Monroe.

#### To Be Commissioned Second Lieutenant, Regular Army

Walter L. Davis, DMG, Stephen's City, Va., Field Artillery; Samuel L. Eure, Jr., DMG, Newport News, Air Defense Artillery; Nancy L. Fahy, DMG, South Bend, Ind., Military Intelligence; Neil R. Kingsley, DMG, New Canaan, Conn., Branch unassigned; Duncan M. Lang, DMG, Columbia, Mo., Military Intelligence; Thomas S. Mayberry, Jr., DMG, Williamsburg, Va., Military Intelligence; Mark W. Meuschke, DMG, Roanoke, Va., Field Artillery; and Roseanne Ondarza, DMG, Hampton, Va., Transportation Corps.

#### To Be Commissioned Second Lieutenant, USAR

Paul K. Barr, McLean, Branch unassigned; Michael W. DeYoung, Fairfax, Branch unassigned; David J.

Lozier, DMG, Williamsburg, Va., Infantry; Robert Parrino, Vancouver, B.C., Chemical Corps; Carl Siebentritt, DMG, McLean, Va., Branch unassigned; Michael T. Solis, Fredericksburg, Branch unassigned; Linda B. Thomas, Hampton, Branch unassigned; Hugh F. Tito, Fort Gordon, Ga., Military Intelligence; Caryn A. Wagner,

DMG, APO New York, Military Intelligence; Emily E. Yowell, Bealeton, Va., Medical Service Corps; David A. Zobelein, Fort Royal, Va., Engineers; Thomas L. Bell, Williamsburg, Va., Infantry; Brian G. Brooks, Falls Church, Branch unassigned; and Charles A. Hammaker III, Alexandria, Va., Infantry.

## Dalton, MacNelly Set to Speak at Commencement

Jeffrey D. MacNelly, two-time Pulitzer prize-winning editorial cartoonist for the Richmond News Leader and Governor John N. Dalton, parent of a graduating student, will deliver remarks at Commencement exercises, Sunday afternoon at 2 p.m. in William and Mary Hall.

MacNelly and Governor Dalton will join historian Richard Beale Davis and author and educator Daniel J. Boorstin as recipients of honorary degrees which will be presented along with some 1,300 graduate and undergraduate degrees.

Davis, who is recognized as the nation's foremost scholar on the literary intellectual history of the early south, will receive an honorary doctor of literature degree.

Boorstin who currently serves as Librarian at the Library of Congress in Washington, will receive an honorary doctor of literature degree.

Commencement activities begin Saturday morning with a baccalaureate service at the United Methodist Church, Jamestown Road at 9:30 a.m. ROTC commissionings will be held in Phi Beta Kappa Memorial Hall at 10:45 a.m. A picnic lunch for all degree candidates and their families will be held in Crim Dell. In case of rain the

luncheon will be held in the College Commons.

One of the traditions of commencement weekend, the President's Reception, hosted by President and Mrs.

Graves, will be held at the President's House and the Campus Yard. In case of rain the reception will be moved to the Wren Building. The William and Mary choir has scheduled two concerts in the Wren Chapel at 4:30 and 5:30 p.m.

A parent-faculty reception for graduates of the Marshall-Wythe School of Law will be held at the National Center for State Courts on Newport Avenue, 5:30 - 7:30 p.m.

The senior class candlelight ceremony in front of the Wren Building at 8:30 p.m., will precede the commencement dance for candidates and their families in the Campus Center Ballroom beginning at 9:30 p.m.

On Sunday, seniors will meet at the Wren Building and at 1 p.m. to begin their procession across campus led by honorary marshals of their own selection. Commencement exercises at William and Mary Hall will begin at 2 p.m.

Schools and departments have scheduled presentation ceremonies for graduates to receive their diplomas at announced locations across campus.

#### SPECIAL NOTICE TO FACULTY

The faculty will assemble for the academic procession for Commencement on Sunday, May 13, at 1:30 p.m. in William and Mary Hall. The robing rooms are 225-221 on the arena level.

#### FACULTY PROMOTIONS

The following faculty promotions have been announced by the Board of Visitors, effective, September 1.

*Associate Professor to Professor:*

William S. Cobb, philosophy

William F. Davis, English

Dudley M. Jensen, physical

education for men

Elizabeth S. Reed, philosophy

*Assistant Professor to Associate Professor:*

Michael K. Donegan, mathema-

tics and computer science

Trudier Harris, English

Terry L. Meyers, English

Walter P. Wenska, English

## Hickmans Donate \$100,000 for Faculty Support



Mr. and Mrs. Hickman

Two of Williamsburg's longtime merchants have made a commitment of \$100,000 in cash for endowment to the Campaign for the College to support one of the College's most crucial areas of need—faculty support.

Mr. and Mrs. J. B. Hickman, owners and operators of Binns Fashion Shop on Merchants Square, have made their pledge during the final weeks of the three-year Campaign to help the College meet its \$19 million goal.

J. B. Hickman has for the past three years served as chairman of the Friends of the College advisory council at William and Mary and has spearheaded fund-raising efforts among local businesses. He has also been an active member of the William and Mary Endowment Association trustees, the Athletic Educational Foundation and the President's Council.

A native of Tennessee, Hickman has been active in the fashion industry for some 45 years. He started his career during the depression era in Lynchburg, where his uncle managed to get him a job in the men's department at Leggett's. He also worked in Burlington, N.C., where he met and married his wife Mildred, before landing a job at a department store in Smithfield. Following a stint in the military, Hickman moved to Williamsburg in 1945 to manage The Williamsburg Shop and then Casey's.

In May 1960, the Hickmans purchased Binns Fashion Shop and began a series of renovations and expansions. Over the next decades, to handle

the growing numbers of steady clients, they expanded the store to nearly seven times its original size.

The Hickmans have been longtime supporters of William and Mary, and for the past 10 years have sponsored annual fashion shows for the Panhellenic Association at the College.

"I think because William and Mary is a relatively small school, and because its standards for students are so high, it attracts the cream of the crop, the best students in the country," said Hickman. "We cater to this kind of clientele, and over the years the relationship between Binns and William and Mary has grown closer and closer. Quite a few students, particularly those in the Washington area, will still come back to do their shopping at Binns even after they graduate."

"We feel that the College has helped us and now we're helping them," noted Mrs. Hickman.

"What would Williamsburg be like without William and Mary?" said Hickman. "All of us would miss the sports events, the cultural activities, and all the special people the College attracts to our area. But most of all, I think we would miss the opportunity to meet and become friends with a new group of bright young people every year."

The Hickmans, who each work longer than eight hour days six days a week, describe themselves as "people who like doing things with and for other people."