JOHN WHITTENBERGER SOCIETY ADVISORY BOARD

INDIANA MEMORIAL UNION

Minutes of Second Meeting
November 13, 1982

PRESENT: James Hetherington, Chair
Milton Fireberg
Rosemary Tanner
Suzy Wert
Ann Clausen, Ex-Officio
Deb Cochran, Ex-Officio
Gene Fletchall, Ex-Officio
Winston Shindell, Ex-Officio

ABSENT: Dave Gibson
Jim Pauloski
Robert Richey

Call to order and approval of agenda

Jim Hetherington called the second meeting of the John Whittenberger Society Advisory Board to order at 9:15 am and asked for additions to and approval of the agenda. With no additions and the agenda approved, Winston Shindell was asked to proceed with his introduction and welcome.

Introductory remarks

Mr. Shindell thanked everyone for attending the meeting. He then explained that, after reviewing plans for the upcoming 75th anniversary celebration of the Indiana Memorial Union, he realized that none of his staff members had time to work on the 75th anniversary project and keep up with the demands of their positions, too. He announced that he had hired Deb Cochran as his administrative assistant to coordinate the 75th anniversary campaign, thus creating a vacancy on the Advisory Board. He introduced Suzy Smucker Wert, who has agreed to fill that vacancy, and welcomed her and her enthusiasm to the Advisory Board.

Union Board alumni scholarships

Ann Clausen reported that, as a result of the Advisory Board’s recommendation, two $600 scholarships will be rewarded this year. Applications have been mailed to qualified students, with the applications due Nov. 24, 1982. The selections committee, composed of Union Board alumni, IMU staff members, and a former scholarship recipient, will meet December 2 to choose the recipients. Three criteria will be weighed equally when selecting the recipients. These are academic achievement, quality of service to Union Board, and financial need. In order to get good publicity, the names of the recipients will not be announced until January, 1983. She added that students noticed the $100 increase in the scholarship award, especially in light of the recent cutbacks in financial aid and increases in tuition.
The Advisory Board then discussed the possibility of awarding several small scholarships instead of two large scholarships. Then a consensus was reached that two large scholarships should continue to be awarded, making this a truly special honor.

**Financial report**

Gene Fletchall presented these figures, which were current as of September 30, 1982:

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Whittenberger</td>
<td></td>
</tr>
<tr>
<td>Bryan Room</td>
<td>$8,820.00</td>
</tr>
<tr>
<td>Art Objects</td>
<td>45.00</td>
</tr>
<tr>
<td>North Lounge</td>
<td>75.00</td>
</tr>
<tr>
<td>No Designation</td>
<td>625.00</td>
</tr>
<tr>
<td>Union Board Scholarship</td>
<td>785.00</td>
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<td>Dividends</td>
<td>104.33</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>10,454.33</strong></td>
</tr>
</tbody>
</table>

He added that three pledges have been written off, and the book value of the scholarship fund is approximately $40,000.

The Advisory Board then discussed the John Whittenberger Society Endowment. Some suggestions include:

-- Sending a reminder about the John Whittenberger Society Endowment to Union Board alums right before IU Foundation's telefund calls are placed.
-- Distributing a board-by-board directory of names and addresses to alums at the 1583 reunion.
-- Sending holiday greeting cards to one member of each Union Board so he or she may sign them and send them to members of his or her Board.
-- Explain the need for the Union Board leadership fund to alums. Such a fund could sponsor fall retreats, receptions, dinners for special guests, etc., which student directors currently must pay for out of their own pockets.
-- Identify objects, such as specific pieces of furniture, toward which alums may make a donation, then then establish a way of recognizing those donors.

**Schedule of events for 1983 reunion**

Deb Cochran reported on the initial plans for the kickoff of the 75th anniversary celebration, which will take place at the next meeting of the John Whittenberger Society Nov. 18 and 19, 1983. In order to get a large turnout for the event, two approaches may be used: a direct mail campaign, with very high quality (and therefore noticeable) printed materials; and telephone solicitation by students, inviting alums to attend this special kick-off.

Ideas for special events for the weekend include: unveiling plans for a commemorative project; the debut of a multimedia presentation which would highlight the IMU's history; distribution of a board-by-board account of alums, similar to those made available at class reunions; receptions both before and after dinner at the University Club; Saturday morning breakfast and tour; and reserving a block of 100 tickets for the football game.
The Advisory Board then discussed the reunion, and some suggestions include:
--- Keep the dinner program short.
--- Have a seating chart at dinner.
--- Have memorabilia exhibited in the North Lounge.
--- Make sure a photographer is at the events to take pictures for alums to purchase.
--- Rededicate areas of the building.

Idea for special events and funding projects

Mr. Shindell reported that the IMU staff has come up with some goals and objectives for the 75th anniversary celebration. They are listed in the handout (see attached), and will serve as the parameters within which projects and programs will be planned.

He reported that he then met with persons listed on the handout for their ideas. They discussed funding projects first, and Gene Fletchall was the first person to suggest that the fund drive could probably be more successful if we concentrate on one commemorative funding project for this 75th anniversary year. The project must be tangible, visible, and have a sense of permanence. The most popular suggestion is to develop the garden area between the Riddle Continuation Center lobby and Ernie Pyle Hall. It is a people-oriented area, it meets the criteria mentioned earlier, plans could be unveiled at the kick-off banquet, and contributors could be recognized with plaques on the garden wall.

Mr. Shindell reported that he also discussed projects and programs commemorating the 75th anniversary. These include: commissioning Rudy Pozzatti to do a limited edition print commemorating the IMU's 75-year history; publishing a history of the IMU's 75 years; asking the band to recognize the 75th anniversary at the Purdue game's halftime show; IMU employees wearing commemorative badges during the entire year; publicizing the anniversary in the Alumni Magazine, IDS, IU Newspaper, IDS, ACU-I Bulleting, etc.; having exhibits of historical items on display in the IMU through the year; publishing a booklet about the IMU's art collection; and closing the anniversary celebration on the date of founding, in the fall of 1984, with a groundbreaking ceremony for the commemorative project. He added that Union Board would plan the programming for the 75th anniversary year, but that would involve next year's Board, so plans have not yet been made.

The Advisory Board endorsed the projects and urged Mr. Shindell to continue work on the projects he mentioned.

Suggestions for December letter

The Advisory Board read a draft of a letter to be sent to Union Board alumni from Jim Hetherington, and made the following suggestions: explain Union Board leadership programs more; combine the Charter Room and North Lounge projects under one heading; and try to make the letter warmer and more personal.
Reunion speaker

After considerable discussion, the Advisory Board decided that there should be a speaker at the next reunion, and made the following suggestions: the speaker should be a Union Board alum; the Advisory Board's first choice is Herman B Wells; and the Board's second choice is Richard Stoner.

Commemorative events

Members of the Advisory Board made the following suggestions for commemorative events for the 75th anniversary:
-- Check the possibility of events for Union Board alums after the Purdue game.
-- Have a live band at the reception after the banquet.
-- Begin work soon on a commemorative souvenir for the reunion.
-- Have the plate of Pozzatti's print on display.

Next meeting of Advisory Board

The Advisory Board was unanimous in recommending that Winston Shindell call the next meeting when he thinks it is appropriate.

The meeting adjourned at 11:00 am.

Respectfully submitted,

Deborah W. Cochran
The November, 1983 reunion of the alumni of the Indiana Memorial Union Board of Directors (the John Whittenberger Society) will kick off the 75th anniversary celebration of the Indiana Memorial Union.

Purposes of the 75th Anniversary Celebration:

-- To strengthen the Indiana University connection that links Union Board alumni.
-- To emphasize the IMU's role as a point of identification for the campus.
-- To emphasize the IMU's role as the community center for all members of the Indiana University family.
-- To strengthen the sense of pride of association with the IMU in all its publics.
-- To emphasize the IMU's role as an organization that develops people through programs, employment opportunities, and Union Board experiences.

Commemorative Projects and Programs for Endowment Drive:

-- Acquisition of art objects
-- Commemorative projects, such as an outside programming area, garden, entrance sign, or rededication plaque
-- The collection of memorabilia in the Charter Room, a hotel suite, or the Union Board committee room
-- Publications about the IMU's 75-year history, art collection, and Federal Room
-- Student leadership and development programs
-- Renovation and refurbishing projects

Special Programs/Projects for Anniversary Celebration:

-- Slide show about the history of the IMU
-- Exhibit of historical items from the IMU
-- Badges commemorating the 75th anniversary for all IMU employees' uniforms
-- Halftime shows for basketball and football games
-- Commissioning a commemorative art print to be sold to the public.

Individuals to be Personally Contacted for Input:

-- IMU Staff
-- Union Board Directors
-- John Whittenberger Society Advisory Board
  James Hetherington, Chairman
  Milton J. Fineberg
  Dave Gibson
  Suzy Wert
-- Chancellor Herman B Wells
-- President John Ryan
-- V.P. Kenneth Gros Louis
-- Eugene Fletchall
-- Robert Shaffer
-- Robert Burton
-- Dona Biddle
-- Larry Hudson
-- Wayne Craig

-- Robert Richey
-- Rosemary Tanner
-- Harold Jordan
-- Bob Cochran
-- Jim Green
-- Frank B. Jones
-- Richard Blackburn
-- Ted Jones
-- Perry Metz
-- Claude Rich
As of 9/30/82 John Whittenberger Society.

**Pooled Investments**

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<th>Cash</th>
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<td>Dividends</td>
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<td>Designated Union Board Scholarship Fund</td>
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**Designated**

| Bryan Room | 8,820.00 |
| Art Objects | 45.00 |
| N. Lounge Rehabilitation | 75.00 |
| No Designation | 625.00 |
| Union Brd. Sch. | 785.00 |
| Dividends | 104.33 |
| | 10,454.33 |