

Spring 1987

# Rollins Alumni Record, Spring 1987

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# ROLLINS

ALUMNI RECORD • SPRING 1987



**FREEDOM AND INDIVIDUALISM:**  
"The primary problem in contemporary American life is that we have lost sight of self as part of the community."

**VOLUME 65, NUMBER 1  
SPRING 1987**

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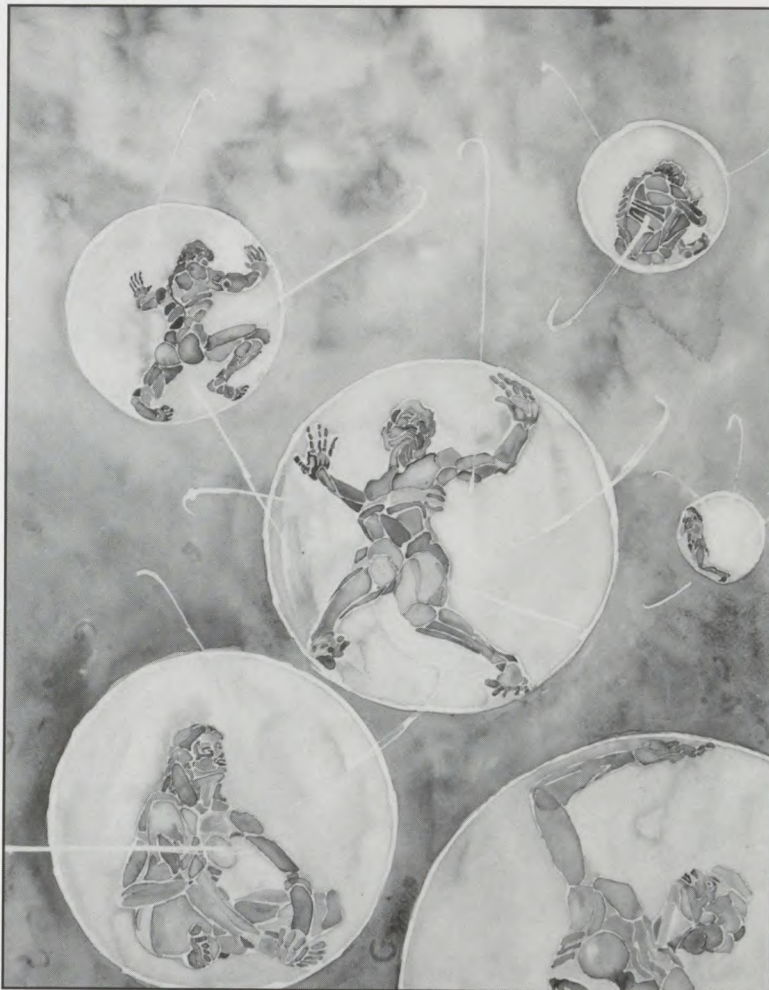
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**ON THE COVER:**



*Rollins senior art major Don Gatanis created this issue's cover concept and art as well as related art on pages 2-5. Don also did the photographs of the young alumni featured on pages 11-17.*

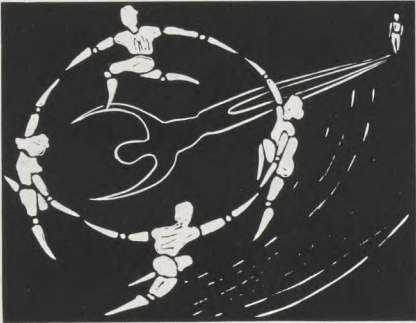
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# ROLLINS

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ALUMNI RECORD

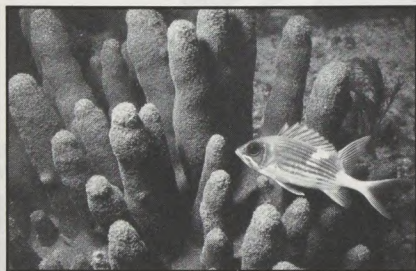
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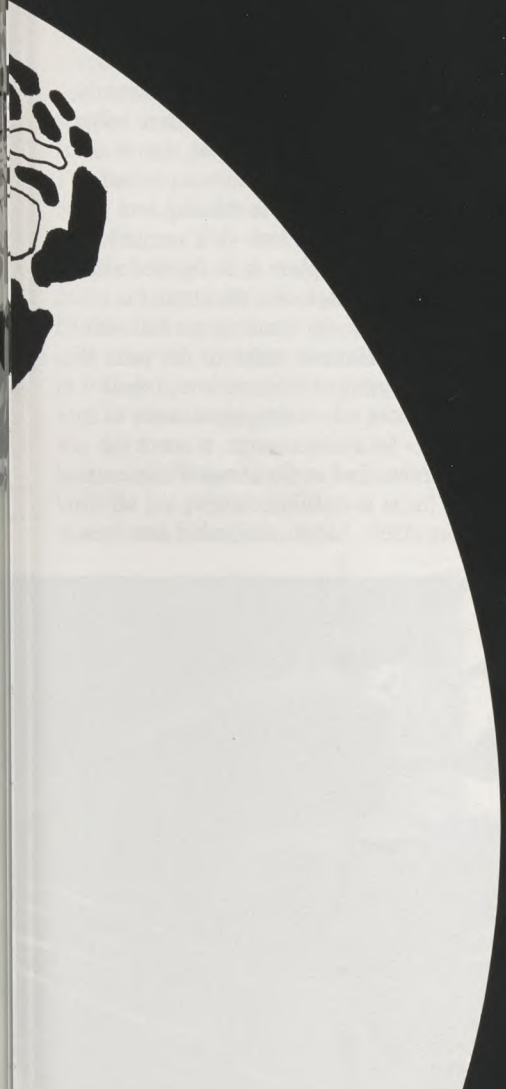
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**O**ften as we ponder the flawed world about us, it is easy to see only Matthew Arnold's "darkling plain," one with "neither joy, nor love, nor light, nor certitude, nor peace, nor help for pain." The modern American landscape seems to be blighted. From the ecological crises to the social ones, in which both crime and schizophrenia are increasing at an alarming rate, we hesitate as we reflect on the gravity of our contemporary situation, a predicament due largely, I believe, to our loss of a sense of who we are as individuals. We are no longer sure of where we want to go and of what sorts of things have meaning for us as human beings.

National reports tell us with alarming consistency that students are attending college not so much to get an education as to get a job—and one that is high paying at that. While it certainly is not wrong to have this as one basis for attending college, the fact that this seems to be virtually the only goal betrays a kind of barrenness, a short-sighted vision of what it means to participate in the human enterprise. More and more, such indications point to the greatest present danger in our culture: that we have lost sight of our selves . . .

# FREEDOM AND INDIVIDUALISM

BY HOYT EDGE

**R**abbi Joseph Lieberman echoes this singular and pervasive plight of our times when he talks about his own fear of judgment as not so much that of being asked by The Almighty, "Why were you not Moses?" or "Why were you not Ezekiel?" Rather, he says, his greatest fear comes from envisioning the potential question, "Why were you not Rabbi Lieberman?"

In a recent and influential book, Robert Bellah has examined the themes of self and meaning in our culture. *Habits of the Heart* is subtitled "Individualism and Commitment in American Life," which indicates that Bellah is interested in the contrast between the individual and the community. The primary problem in contemporary American life, the root of our growing inability as individuals to express a commitment to something larger than the self, to the community, is that we have lost sight of self as part of the community. In fact, we view ourselves as atomistic, as cut off from the community, and this has left a great void in our lives. But, however much we may *feel* this void, Bellah argues that we are almost powerless to understand and to express it. For our primary language, as he calls it, the one that we speak to each other and that seems to make implicit sense to us, is one of atomism and individualism. It is one in which it is assumed that we are to seek only what is good for ourselves and that we should first of all "look out for Number One."

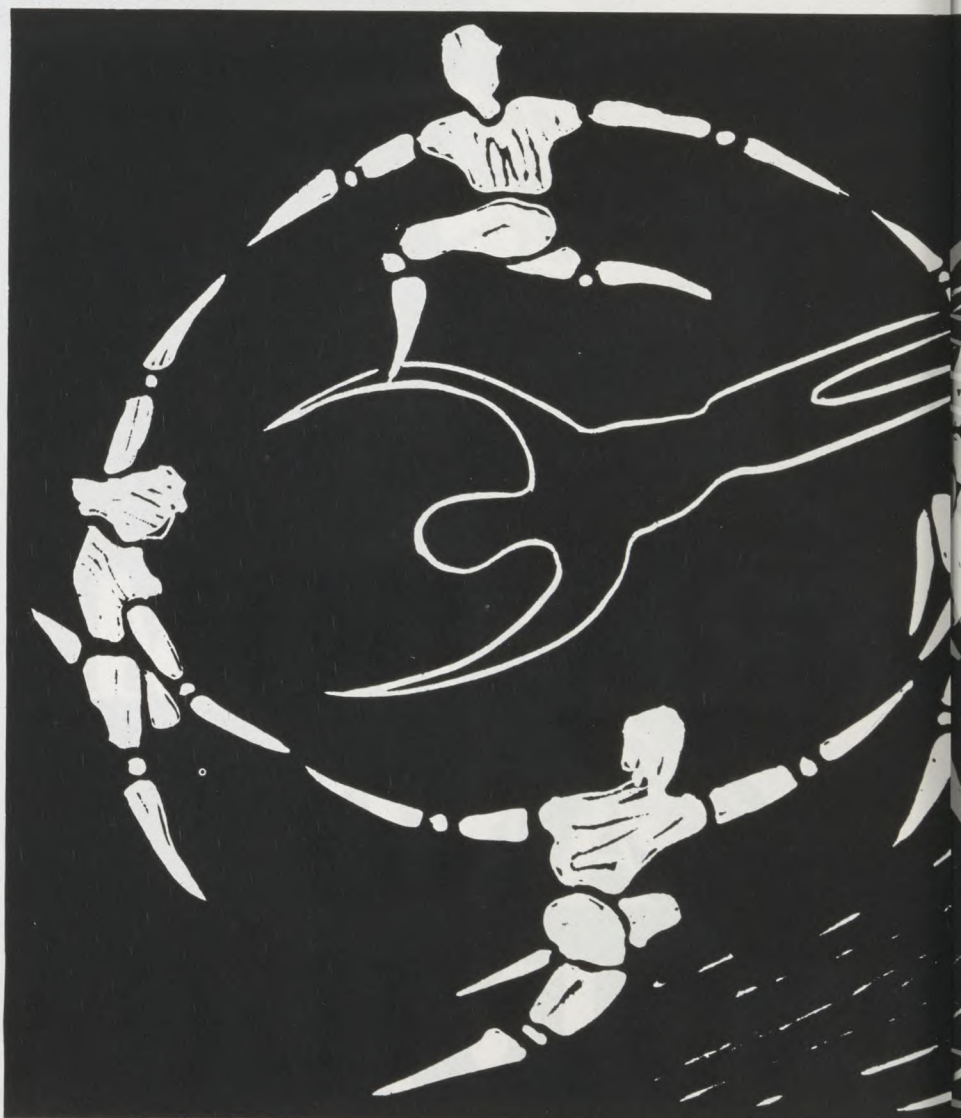
Furthermore, in spite of the fact that we have had in American tradition a second language of community, one which bound us to common goals and ideals and one which would urge us at times to overcome our self-seeking individualism for the good of the whole, this language has largely been lost. The second language now seems to be meaningless, and even if individuals try to live lives of community service, they are reduced to trying to justify this trans-individual concern by reference to their own individual desires. According to this conception, Sister Theresa works out of self-interest, because if she did not want to do the work she is doing, she wouldn't. It simply happens that what she wants to do, what makes her happy, is to help others—and thus, ultimately, her motive is selfish. With this point of view, what we have traditionally taken to be other-directed activity (commitments that we have taken to be trans-individual) is now reduced to individual motivations.

And yet Bellah argues that we still yearn

to live lives dedicated to others and to community, even if a second language fails us in our attempt to formulate and justify these ideals. The particular recommendation that he makes—to return to the Biblical and the Republican traditions that were once strong in America—is not the point of our discussion. What is important here is that Bellah, a sociologist, has chronicled what seems to be a crisis in our culture: the failure to understand who we are and our connectedness with others. Many of us live lives which seem to be dedicated to aspirations beyond ourselves, and yet in our world where the first language revolves so deeply around individualism, we seem at a loss to make sense of our yearning for connectedness.

Perhaps we can take as a kind of allegory of our situation one described by Aristophanes in Plato's *Symposium*. There,

a group of Athenians get together to party through the night and decide, in order to help pass the time, to go around the room with each of them stating his individual views on the topic of love. Aristophanes, better known as a writer of Greek comedy, tells the story that originally human beings were perfect spheres. However, due to an act of the gods, they became cut in half. What love is—and he is thinking here mainly of romantic love—is a yearning for one half of the sphere to be reunited with the other. Thus, love is the attempt to become whole, by reuniting one half with the other. However simplistic this point is when referring to romantic love, I think that we can take Aristophanes' story as a parable for a larger search, a search for wholeness; and in this search wholeness is not found in isolation, in being cut off from others, but in relationship with them.



**W**hy has individualism become so strong in our culture? Why do we find it so natural to speak of ourselves in atomistic ways? This, of course, is a complicated subject and we can only scratch the surface here. Suffice it to say that in describing the physical world, Isaac Newton (and others before him in the 17th century, such as Galileo and Copernicus) found the atomistic model to be a powerful one. They discovered that if they described the physical world in terms of atoms, of tiny, indivisible and impenetrable bits of matter, and then if they mathematically described how these atoms combined to make larger units, they could explain all sorts of physical phenomena. So successful was this mode of explanation that it became quite natural to assume that it might be just as powerful in other areas, also. Through the 17th, 18th and 19th

centuries, then, it became common for thinkers to describe their particular subject matter atomistically. Thus, the model for all explanation came to be that one should first look for the smallest units and describe how these units associate and combine. This mode of explanation became the dominant one not only in chemistry, but also in economics, in psychology, in sociology, even in ethics and a whole variety of other disciplines. Let me give an example in political thought, one which is particularly germane to the notion of individualism in America.

Many of the founders of the American government were influenced by the thinking of the Englishman John Locke, who propounded what is known as the Social Contract Theory. The theory has been used, among other reasons, to justify the authority of government, to express its power and limits, and even to justify civil disobedience against the government. According to the Social Contract Theory, we can describe an original state, called the State of Nature, in which people lived without the benefit of a civil society. In the State of Nature individuals were their own masters, ruling over their own domains of self. Inevitably, however, certain difficulties arose in the State of Nature, leading people to decide that their goals in life could be accomplished with greater security if they banded together to form a civil society in which they gave up their rights of absolute control and received in return the benefits of a lawful society.

It is important to see that this theory is just as atomistic in the fundamental sense as Newton's. Newton argues that if you want to explain the physical world best, what you have to do is to describe the world in terms of atoms and talk about how they combine to form larger units. In the same sort of way, the Social Contract Theory argues that if you want to explain political authority and obligation, you must refer to what was the original condition of human beings, i.e. as independent, autonomous, atomistic units without any natural relations to each other. Through the description of how these atoms combined into the larger unit of society, the Social Contract argument goes, we can explain political obligation, the rights of civil disobedience, as well as a host of other things.

Again, this argument presents the person in the natural state as atomistic, as having no natural affiliation or relationship with

others, as being pre-social. Thus, it is to this pre-social being that the natural rights described in our Declaration of Independence adhere. All of us, as atomistic individuals, enjoy the pursuit of happiness. The predominance of the Social Contract Theory has led us to think of ourselves politically as atoms, as independent and self-sufficient creatures who happen to have entered into political obligations because of the gain it will bring to us as individuals. What has happened in the second half of the 20th century is that the full implication of this atomistic notion of the individual has worked itself out in some rather unhealthy ways.

In this time of one-issue politics, we have a singularly difficult time thinking in terms of the good of society as a whole. We tend to conceptualize politics more on a legal model, in which it is assumed that the truth will be found through each of the sides pursuing its own advantage. It is almost as if we have accepted Adam Smith's atomistic notion of the invisible hand, so that if we each pursue our own self-centered goals, somehow the good of the whole community will result. Ultimately, through such thinking we thus legitimize self-interested individual pursuits as not only being legally or politically *acceptable* but as being altogether appropriate.

Another way of exploring and furthering this conceptualization of the relationship between the individual and the community is to examine in outline our notion of freedom. Freedom has always been at the heart of what America has stood for as a nation, and it is one of our most valued ideas. But from the myopia of any particular age, it is difficult to see how a concept has changed in complexion. In the 16th, 17th, and 18th centuries, the notion of political freedom revolved around the aim of being free from arbitrary decrees. Both religiously and politically, the movement for freedom was a movement on the part of the common person to be freed from the constrictions and constraints placed upon that person by the arbitrary decrees of the person in power. Hence, the slogan for freedom in pre-Revolutionary days was "No taxation without representation." It was a time when the monarchy could do whatever it wanted—and levy whatever taxes it wanted.

In this situation, the idea of freedom became the idea of freedom *from* arbitrary judgment. One achieved freedom in this way by substituting law for arbitrary judg-



DON GATANIS



ment. Freedom was, therefore, found under and within the law, and the lack of law meant lack of freedom because in that case the power was likely to be irrational and arbitrary.

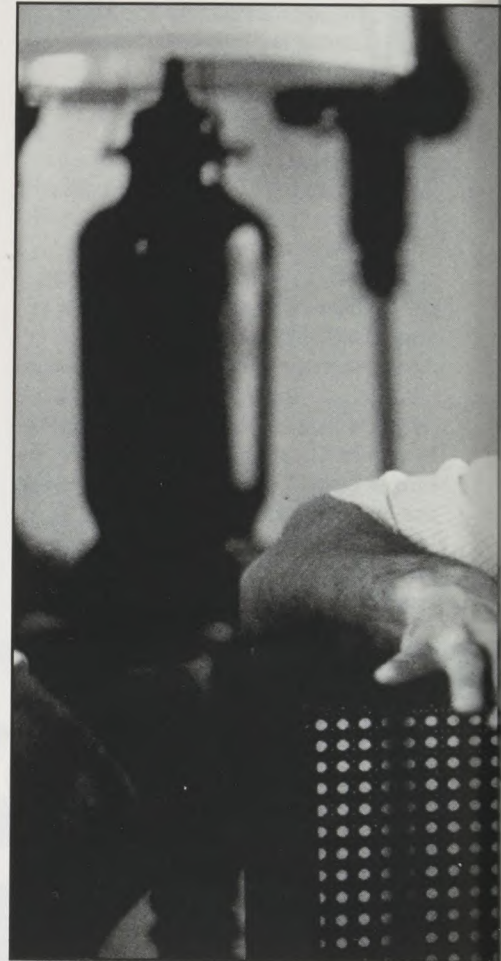
This development of the notion of freedom under law was a significant one and was further emphasized by the fact that the notion of law became attached to divine wisdom. It is clear that in the 17th and 18th centuries intellectuals, particularly the Puritans and Deists in American culture, pursued science to discern God's nature through an understanding of the laws of the physical world. Science, therefore, became an indirect way of doing theology. Certainly, the Puritans maintained, one had revelation to find out about God, but another way to do so was to understand the creator by understanding the created. Just as one can often look at a work of art and see whether it is stern or joyous or powerful, and ultimately deduce something about the artist through that work, so learning about God's handiwork tells us about God, they reasoned. And above all, in a Newtonian world, what such learning told us was that the world worked in a law-like fashion. Just as the best governments worked through laws developed by wise legislators, so scientists found the laws of nature surely reflected infinite wisdom. In this sense, God was the cause and the foundation of all moral and physical laws. Insofar as nature followed law-like behavior, it illustrated the purposefulness, wisdom, and order of God. Laws were created by conscious acts of benevolence and good will, not to restrict, and they showed the ordered interrelationship of all things.

As I previously indicated, our primary concept of freedom thus far has been one of freedom *from*, of wanting to be set loose from the constraints of arbitrary judgment. Charles Darwin, however, radically changed our conception of law when he argued that science should view law not necessarily as a result of God's handiwork but as a result of the random struggle for survival. Now, rather than laws displaying infinite purpose, we were handed ones that simply described causal processes—how things *had* to happen. Thus, natural laws came to be seen as constrictive, as showing us how we had to behave; and insofar as our behavior was "law-like" in this sense, it was not free. As a result, our concept of freedom became more and more associated with the notion of being free from the laws of nature.

Compounding the problem further, twentieth century science has attempted to describe not only the physical world but the human being as well. Thus, behaviorism asserts that every action and every thought can be described (if one had enough knowledge) as an instance of a law. Thus, how we think and how we act is determined, and even the self seems to be the object of lawful description. In such a case, it would appear then that there is *no* freedom for any self that can be scientifically described. Indeed, existentialists have gone so far as to accept this conclusion wholly and argue that the only acceptable notion of the self that retains any sense of freedom is one in which the self is viewed as absolute nothingness, as a void, as nothing, and thus not describable by science.

What is most ironic here is that our search for individual freedom has led us to a notion of the individual as a total void. It looks as if the more free we desire to be, the more empty we must come to be. Needless to say, this is not a conclusion which we readily accept. We need to view ourselves as having some content, but what can that content be?

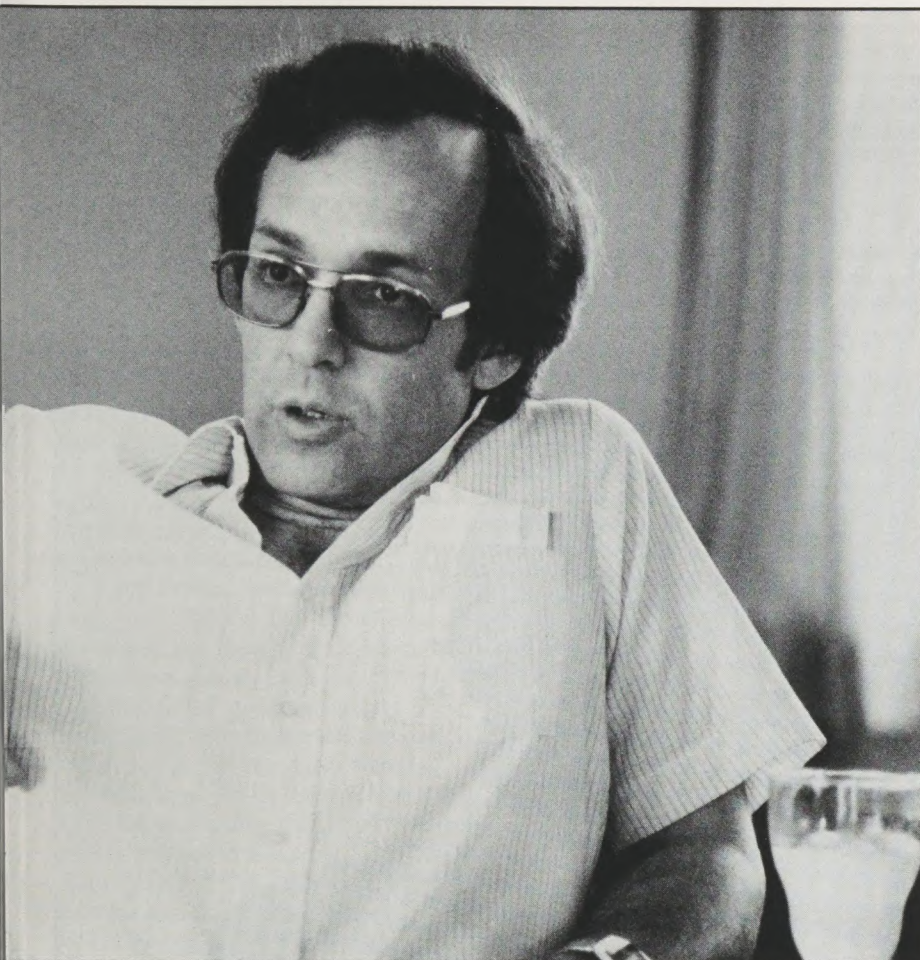
I believe that contemporary culture has inexorably moved toward the following solution: any description of ourselves that makes us like other people, that somehow gives human beings a common essence, seems to be precisely the kind of thing that is most easily describable in a law-like way. Therefore, in order for us to be free, what we each must be is something that is radically unique, something which differentiates us clearly one from the other. We have answered that problem by arguing that each of us is an individual because we have uniquely different needs and desires, and it is this notion of uniqueness which has become our notion of individualism. What makes us individuals, therefore, is our own special combination of needs and desires. Inherent in this view of self is also a specific notion of the meaning of life: to fulfill ourselves as individuals, we must meet our individual needs and desires. Even the briefest analysis of this viewpoint reveals its basic atomistic stance because it says that my primary duty is a duty to myself, a duty that demands total focusing on what I am and on what I want to do. Thus, our contemporary notion of freedom is also clearly atomistic—so long as I leave you free to do what you want to do, I have the right to do what I want to do, to pursue my own individual desires.



Hoyt Edge

Is it any wonder then that, as Bellah points out, there is so much talk today about "lifestyles." We have come to believe that living a life is nothing more than fulfilling a lifestyle, where a lifestyle is viewed in terms of meeting one's needs and desires. Further, it is important to distinguish a community from what Bellah calls a "lifestyle enclave." The latter is simply a group of people voluntarily living together to pursue a similar lifestyle because they believe that this lifestyle can be fulfilled most elegantly in association with other like-minded individuals. (Think of our country clubs and exclusive suburbs.)

On the other hand, a community is a unit which demands commitment to something that transcends individual needs and desires. It is not simply an aggregate of individuals pursuing their needs and desires, but an organic whole which has its own life. A community has both memory and hope, and thus self-knowledge of what it is because it has been built out of the past, a common foundation which helps to



specify the hopes and aspirations of the community. It is in *this* sense that communities legitimately help define what we are as individuals, because it is only within the context of these memories and hopes that individuals make a kind of holistic sense out of their lives and develop their own unique personhood.

Could this contrast between community and lifestyle enclave also account for the high divorce rate our society is now experiencing? Has marriage as well come to be seen more in terms of a lifestyle enclave rather than through the analogy of community? Do we no longer fall in love but simply fall into like-ness? Thus, a lifestyle enclave marriage would bring together two people who see the other as a means to enjoy their particular desired lifestyle; it is conceptualized merely as a merger between people with similar needs and desires. So long as these needs and desires remain similar, the two remain in marriage, but if the desires and individual interests of the pair diverge, there is no longer sufficient

commitment to the union. Is the growing popularity of pre-nuptial contracts simply an indication of the changing emphasis toward the ephemeral and utilitarian uses of marriage rather than to its traditional communal commitments and uses?

**I**n summary, our notion of freedom, as our notion of the self, has seemed to become increasingly empty. Indeed, as long as freedom is viewed as freedom *from*, the more freedom we demand, the more isolated we become, and at the same time the more empty we are. And the same is true for marriage as well as for community as a whole. Clearly, we must begin to think of the self less in terms of individualism and more in terms of communal interrelationship. However, we fear this idea—we worry that the more we give up the notion of individualism, the more amorphous we will become. One person will be just like another; we will lose our uniqueness, what makes us real, human.

The solution to this dilemma is perhaps

not so difficult as it would seem. What we need to do is make a distinction between “individualism” and “individuality,” because it is altogether possible for us to reject our atomistic notion of individualism and still retain the notion of individuality, of self as unique.

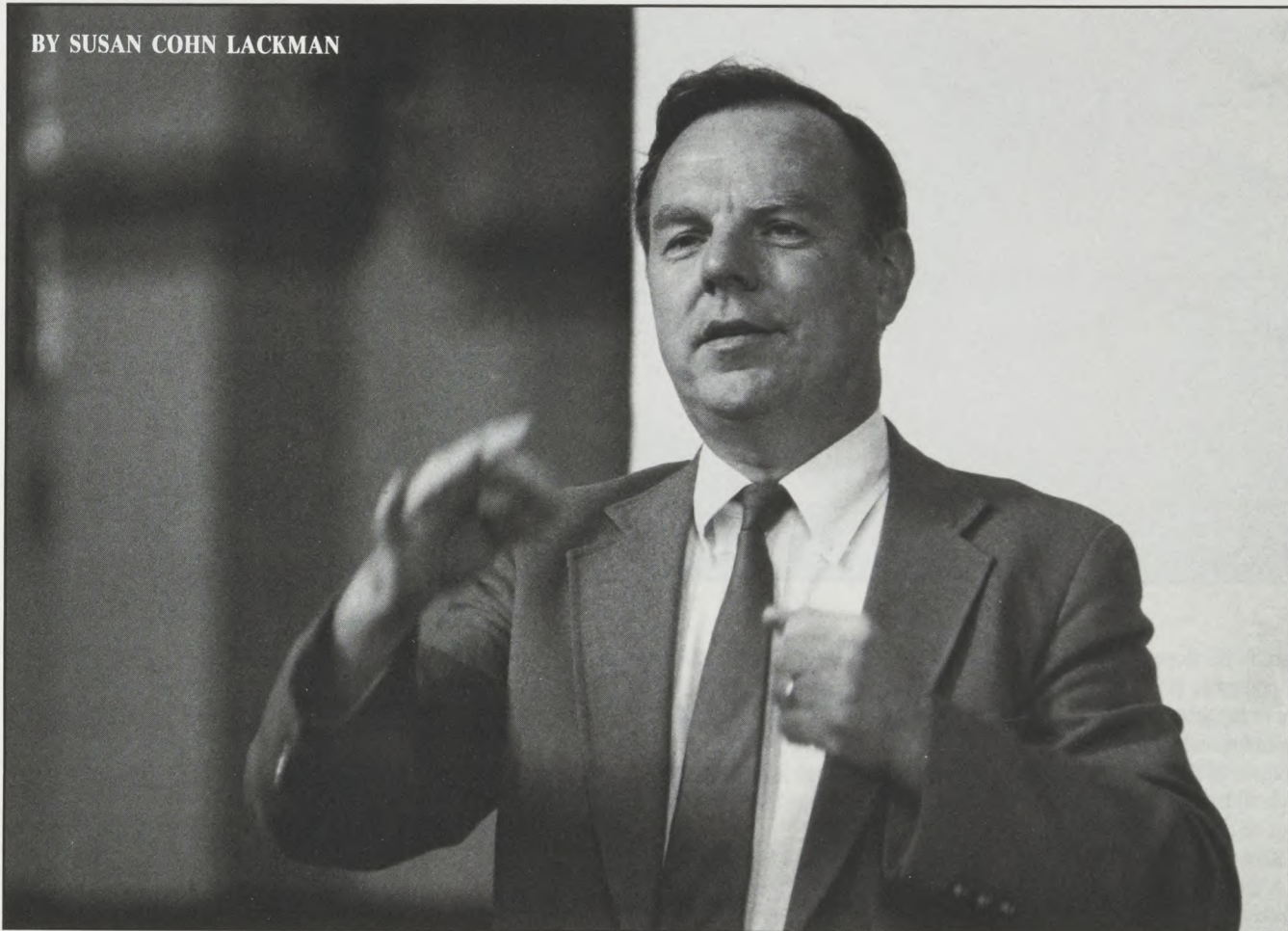
To see that it is possible to reject atomism and still retain individuality, let’s look briefly at our traditional American paradigm of “rugged individualism.” What we find is that it is not really a notion of an atomistic self at all. For who would this mythical pre-social rugged individual be if not the wolf-child, the *Homo sapiens* who has had no contact with other humans but is left to its own animality? In contrast, the real rugged individualists of the West were people who had already been enculturated by our society, people who had learned language, values, hopes and dreams in communities all over America and Europe—who then, later, struck out in an entrepreneurial fashion to conquer their own pieces of the West. But these were not pre-social individuals at all, rather people with memories and hopes which had been inculcated in their families and in their communities. Thus, we see that the myth of the rugged individual standing alone in the wilderness makes little sense if understood as a pre-social individual. For, in fact, these people were simply pursuing the hopes and dreams their communities had helped them define.

Like mosaics, then, we are composites of our communities, our relationships, and our hopes. Because of our individual experiences we are each unique, but also because these experiences occur within a particular culture, we find a context for our individual hopes and dreams. In real life, it is not community which destroys individuality; rather, it is individualism that does so. We need not live our lives trying to be free *from* others, from community, from laws. It is much more important that we develop a concept of freedom where we will be freed *for* fulfilling hopes and dreams that are found and fulfilled *within* a community, not simply *alongside* others in a lifestyle enclave. □

*Hoyt Edge is a professor of philosophy specializing in philosophical psychology. His popular Winter Term course, “Human Potential,” explores the nature and limits of human potential. Edge has served on the Rollins faculty since 1970.*

# Alexander Anderson: Musician Extraordinaire

BY SUSAN COHN LACKMAN



PETER SCHREYER

**Many people don't have a prayer without him.**

**Brides don't start down the aisle unless he's nodded his approval.**

**A wave of his hand and hundreds of people do his bidding . . .**

**F**or seventeen years, Alexander Anderson has dedicated his talents to Rollins as Director of Music for the Knowles Memorial Chapel while establishing his reputation as one of Central Florida's finest musicians. Alex is most visible as choir director and organist for the Chapel where, during the academic year, he plays for weekly Sunday services and directs the choir in anthem and response singing. Preparation for the services takes three hours of rehearsal a week, plus a bleary-eyed Sunday warm-up, but the choristers don't seem to mind: not

only is the Chapel Choir a popular student activity, but many Rollins alumni stay on long past graduation, and several singers from the Winter Park community participate with the group as well. The Chapel Choir carries the name of Rollins College on its tours in Georgia and Florida, and in England, Scotland and Austria.

Alex attracts singers with his genial manner, his consummate musicianship, and his focused wit. He has a magnetic way with orchestra members as well, and audiences pack the halls when an Anderson-led concert is announced. His bubbling person-

ality comes through the music, and what music it is! This fall the Chapel Choir performed Bach's *Magnificat* and Cantata 61, and, at Christmas, the traditional Vespers services as well as Handel's *Messiah*, performed with the Central Florida Choral Society. This spring will feature Haydn's *Lord Nelson Mass*, Verdi's *Stabat Mater*, and Bruckner's *Te Deum*.

A few years ago, Alex, seeing the need for a core of instrumentalists, formed the Orlando Chamber Players, an ensemble of the finest performers in Central Florida. A champion of twentieth century music, Alex has conducted the choir and the Players together in such works as Stravinsky's *Symphony of Psalms*, Kodaly's *Missa Brevis*, Faure's *Requiem*, and Bernstein's *Chichester Psalms*. The latter received such a screaming ovation at last year's Centennial Concert that the last section had to be repeated to mollify the enthusiastic crowd.

Alex's teaching extends beyond the Chapel Choir. A formidable organist and pianist, he also instructs students on the keyboard. Many Rollins students have left Alex's tutelage for fine graduate schools and key positions in schools and churches. "He's wonderful! The best!" declares Bruce Barber '82, who as a student apprenticed to Alex as Chapel assistant. Bruce was eagerly accepted at Yale and is now organist and choirmaster at a church in Connecticut, besides being well-known as a concert artist.

Another dimension of Alex's teaching is found as he encourages talented soloists among the undergraduates at the College. Alex plans his major fall and spring programs around the skills of those at hand: a student soprano who can handle Verdi arias; a teenage pianist who tosses off a brilliant Beethoven concerto; a pair of coeds who delight the audience with a charming Mozart concerto for two pianos. Not only does Alex give these students the experience of being center stage; he also coaches and prepares them for the thrilling ordeal with patience and selflessness. Other students, not yet ready for solo works, join the Players ensemble to perform alongside the finest musicians in town.

The son of a steelworker, Alex Anderson was born in Motherwell, Scotland and survived a youth of soccer and reluctant practicing to become a diplomate of the Royal College of Music. A prize-winning organist, he won a Woodrow Wilson



PETER SCHREYER

### THE CHAPEL CHOIR

The Rollins Chapel Choir is one of Central Florida's leading choral groups. In addition to the Sunday morning services and annual Christmas Vespers in the Knowles Memorial Chapel, the choir's performances of major choral masterpieces are a prominent feature of the popular Music in the Chapel concert series. Since 1976 the choir has undertaken four European tours and has performed extensively in Florida and the Southeast.

The members of the choir are drawn not only from the student body, but from alumni, faculty and the community as well. Alumni choir members include: Jennifer Cosby Anderson '80, Lynn Marie Posenauer Burchfield '80, Cathleen Cramer '80, Phylis Crosby '80, Susan Curran '76, Gerry Wolfson Garlock '76, Mark Garlock '78, Linden Gould '81, Elizabeth Hobbs '78, Don McCallum '76 and Marybeth Koontz McCallum '80.

MUSICIAN EXTRAORDINAIRE




PETER SCHREYER

Fellowship to come to the United States. He contacted famed organist Catharine Crozier (Knowles Memorial Chapel organist from 1955 to 1969) to see if she had any leads on positions in the U.S., and as it happened, she was preparing to leave her job at Rollins for California. Alex arrived at his American home at Rollins in 1969.

Alex's organ playing is internationally respected. He has recorded solo albums which include his fleet fingers creating a cloud of Messiaen mysticism and the amazing feat of performing counterpoint on the pedals. Several choral recordings from Great Britain feature Alex as organ accompanist, and Winter Park's Bach Festival wouldn't be complete without Alex as

organist in his own solo program. Last year alone he was heard in concerts in London, Ontario; Salzburg; Venice and elsewhere in Italy; and in the U.S. at Yale, in Winter Park, Lake Wales and Orlando. And he is regularly the organist of choice for marriages, funerals and other events conducted in the Chapel.

Once a confirmed bachelor, Professor Anderson finally met his match in honors music major Jennifer Cosby '80, whom he married in November 1979. A popular soprano, Jenny continues to sing with the Chapel Choir. The Andersons have two children, and two busy careers can't obscure the fact that this family's close-knit togetherness comes first.

You don't have to be a connoisseur of music to appreciate Alex's exceptional musical talents. His popular Music in the Chapel series, now in its sixteenth year, and his Bach Festival recital have become cultural traditions for music lovers of all ages. Whether attending a concert or performing with the Chapel Choir or Central Florida Choral Society, you can't get a warmer welcome than you'll find with Alexander Anderson, dedicated teacher and musician extraordinaire. 

---

*Susan Cohn Lackman is an associate professor of music.*

# THE SKY'S THE LIMIT

## for five young Central Florida alumni

BY CATHARINE ROGERS

### Chris Russo '82— Talking his way to the top

“**G**ood Evening, SportsTalk, You're on the air. . . .” From 6-8 p.m. every Friday, Saturday and Sunday evening, Chris Russo hits the airwaves with his popular sports call-in show on Orlando's WKIS NEWSTALK 740 AM. His distinctive Long Island accent and rapid-fire delivery make him easy to find on the AM radio dial. A 1982 graduate, Russo has built a successful career in sports broadcasting in only a few years. Although he majored in history at Rollins, sports has always been his best subject.

A bundle of energy, Russo has the qualities for success in the competitive field of sports broadcasting . . . perseverance, enthusiasm and a love of sports.

The dynamic sports reporter credits his unique style with having gotten him where he is in the world of radio. “You need something different . . . something that will set you apart from all the others and let you stand out in the crowd.”

Breaking into radio is difficult, but Russo believes he received good preparation at Rollins. “In a sense it was a trade-off for me. You can't always equate big universities with specialized broadcasting programs as being a guarantee for success in this field. Those schools are like ‘factories,’ and although they do turn out well-



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trained, qualified graduates, there's no assurance that those men and women will have any better chance in the real world than the liberal arts graduate. I got a good, well-rounded education at Rollins. What I may have missed in hands-on experience I made up for by learning how to write and how to think about a problem and solve it,” says Russo. “Besides,” he adds, “hard work and good luck are what play the biggest role in becoming successful in this business today.”

Russo's story is the typical one of “being in the right place at the right time.” With a college degree from Rollins and four years of experience as a sportscaster and DJ at Rollins' WPRK, Russo set out in the summer of '82 to find a job. “I sent demo tapes to every little station from Florida to Montana and Wisconsin with no luck. I finally decided to try and get a job doing play-by-play coverage for a minor league baseball team since I had done that in college and had a good background in baseball.”

As it turned out, his first job was with the Jacksonville Suns, a AA team in the Southern League. But Russo had to pay his dues. He was hired not as a play-by-play announcer, but to sell advertising for the program. "The hook was if I sold enough ads, they'd let me do the play-by-plays."

After several months of selling advertising for the Suns, Russo got a job at a Jacksonville radio station . . . but still selling advertising. "WSKI was a little 'mom and pop' operation, and I gained real insight into what running a radio station was all about. I was also getting pretty good at selling ads.

"As luck would have it, on March 18, 1983 (he still remembers the exact date) their sports announcer resigned and I got the job to fill in. If that hadn't happened, I might still be selling ads somewhere."

Russo worked in Jacksonville for a year before he was hired by WKIS in Orlando in 1984. His radio show has become a very popular spot for the station, and he has cultivated a devoted group of regular listeners and callers.

Listening to Russo carry on a non-stop dialogue for two hours at a stretch is impressive. What makes him so good at his job? Russo says it's his photographic memory for sports trivia and statistics, a passionate interest in the subject, and a great deal of time spent on "doing my homework."

"I read the *Orlando Sentinel* sports section thoroughly, *USA Today* and *Sports Illustrated* from cover-to-cover to get my basic information. I watch the big games and major sporting events on television and try to attend local and regional games whenever I can. I plan themes for my shows and set up phone interviews with guests ahead of time. For example, I interviewed Pete Rose on the show when he broke the home run record and had live interviews from Phoenix, Arizona when the Orlando Magic organization was there making a presentation."

Russo says there is something in all sports that he likes, with football being his favorite to watch. He played soccer and tennis at Rollins, and although he is not a real "jock" himself, he can appreciate the intricacies of different sports and knows the skill and training required to play them well.

As far as sports trivia goes, he says baseball is the only sport in which historical knowledge is really important. "That's because baseball has such a rich history.

My favorite team is the New York Yankees, and that's just because I had an opportunity to meet some of the players when I was a kid and the thrill has stuck with me."

"Creative ideas are the key to producing a live radio program," says Russo. "And you need an enthusiastic audience." His worst fear is that no one will call in during the show. He has actually gone half an hour without hearing a ring . . . "That is a long time to keep thinking of things to say," he says with a grin. "That's why I'm always looking for a new angle or trying to stir up some controversy." For example, Russo interviewed the offensive and defensive coaches of the Superbowl teams and sparked debate on which team had the best game plan. He interviewed Las Vegas bookies for another segment to get the odds on the game. Once he had a panel of regular callers appear live on the show and present their views on various sports topics.

As for sports in Central Florida, Russo believes that Orlando is a good sports town. "We don't have a strong allegiance to any one college team, although of course

there are big fans of the Gators and Seminoles in town, but there seems to be a general backing of the Miami Dolphins," he says. "I believe Orlando is on the verge of becoming very prominent, especially if the Orlando Magic basketball venture becomes a reality. I think we will be able to get a professional basketball franchise here . . . if not this year, definitely next."

Besides doing his show and interviews and reporting for WKIS, Russo is involved in several community activities. He coaches a fifth and sixth grade basketball team in the Winter Park recreation league and is part of the Big Brother program. He also volunteers his time to Meals on Wheels once a week.

As for the future, Russo would like to get into radio in a larger metropolitan area. "I'd love to get a job in Boston, or Chicago, or out on the West Coast . . . but until an opportunity like that comes up, I think Orlando is a thrilling place to be. The city is just starting to reach its potential. It's an exciting time to be working here." □

## Brenda Braddick '86— Looking at art with an eye for business

Long-range planning . . . effective time management . . . efficient use of resources . . . project deadlines . . . To most people, terms like these don't seem to have much in common with the creative world of art. But for Brenda Braddick, mixing the two is a natural combination that has added up to success. A 1986 graduate of the Crummer MBA program, Braddick is president and senior consultant for Administrative Arts, a company she founded to create a happy marriage between art and business.

Administrative Arts is a consulting firm that assists architects, designers and corporate clients with an interesting variety of art-related needs. The company helps clients obtain the highest quality and value of artwork possible within their budget and other constraints.

For example, an architect may call upon Braddick to assist in the selection of a sculpture for the courtyard of a building or use her vast resources to recommend an artist to paint a mural for a large lobby wall. "It is a professional association in the truest

sense," says Braddick. "My primary concern is my client's needs with consideration of factors like their budget, image, and goals. By working with artists and clients to generate the best situation for everyone, I match the right seller with the right buyer and manage the project all the way through."

Braddick really *is* the company, although she has a part-time account executive and relies on free-lance personnel for special projects when necessary. Bubbly, energetic and very sure of herself, Braddick is the driving force behind everything at Administrative Arts. She is the company's best public relations representative, although word-of-mouth from satisfied clients has led to many project referrals.

Braddick says that the basics she learned in business school are the premise of her company: every organization, regardless of its size or purpose, profits from effective planning and efficient time and resource management. "In all cases, the Administrative Arts approach is to plan and manage the art-related portion of the overall architectural or interior design project with

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the same timeliness, proficiency, and professionalism that is generally applied to all other services," she adds.

How did Administrative Arts come to be Bradick's means of livelihood? "My first love has always been art," she says, "but I didn't take the direct route in making it a career. I guess like many things that are meant to be, it followed a natural course of development on its own."

A native of Central Florida, Bradick attended Florida State University where she majored in humanities, art history and criticism. She went on to graduate work at FSU, earning a master's degree in art history. While an undergraduate, she had an opportunity to study in Europe and she still talks about what an impact that had on her love of the great artists and their works.

Following her studies at FSU, Bradick chose to explore a parallel interest in corporate marketing. She joined United Telephone, where she became a marketing manager in charge of a sales force of over 500 people. She earned national recognition for her marketing work for the communications company, which included a variety of duties such as market research, testing, coordinating advertising, and marketing the introduction of a number of new products and services.

While at United Telephone, Bradick enrolled in the Roy E. Crummer Graduate School of Business to pursue her MBA. She attended classes in the evening program and worked full-time during the day. "Many people at Rollins were, and continue to be, very supportive and helpful in making Administrative Arts a success. The education I received at Crummer and the good advice I received from the faculty have made a very positive impact on my company today."

Bradick found her niche in the Central Florida art community by volunteering to share her expertise with local art centers, galleries and artists. "I got involved with many different arts organizations and kept in touch with the art scene in Central Florida and the Southeast," says Bradick. "I had many qualities I thought would be useful to local art groups—a background in art and art history, the ability to create winning marketing plans, and business experience and education. Plus, I was interested and wanted to help."

One of her biggest volunteer successes came the year she chaired the Winter Park



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Autumn Art Festival, held on the Rollins campus. Under her leadership the committee was reorganized, marketing plans were designed and put into action, and the festival enjoyed a leap in attendance and profits.

Because she was so involved in Central Florida arts activities, people encouraged Bradick to work in the art industry. "What happened wasn't really planned," says Bradick. "It was like riding a wave on a surfboard. You know if you catch the wave you can ride it all the way in to shore, or you can stand still and lose it forever. I had a great deal of support from friends, artists, and people I had worked with in volunteer organizations. So I decided to go with it . . . and here I am. Administrative Arts will mark its fourth year in November."

"The education I received through the MBA program has made the entrepreneurial road much smoother. Besides, there aren't too many people in the art industry who have an MBA. Just having that degree has boosted my credibility considerably with my corporate clients—they tend to take me much more seriously."

In addition to working with business clients, Bradick consults with artists and teaches them how to be more professional in regard to business. "I give them tips on how to market themselves professionally, what to expect from someone representing them,

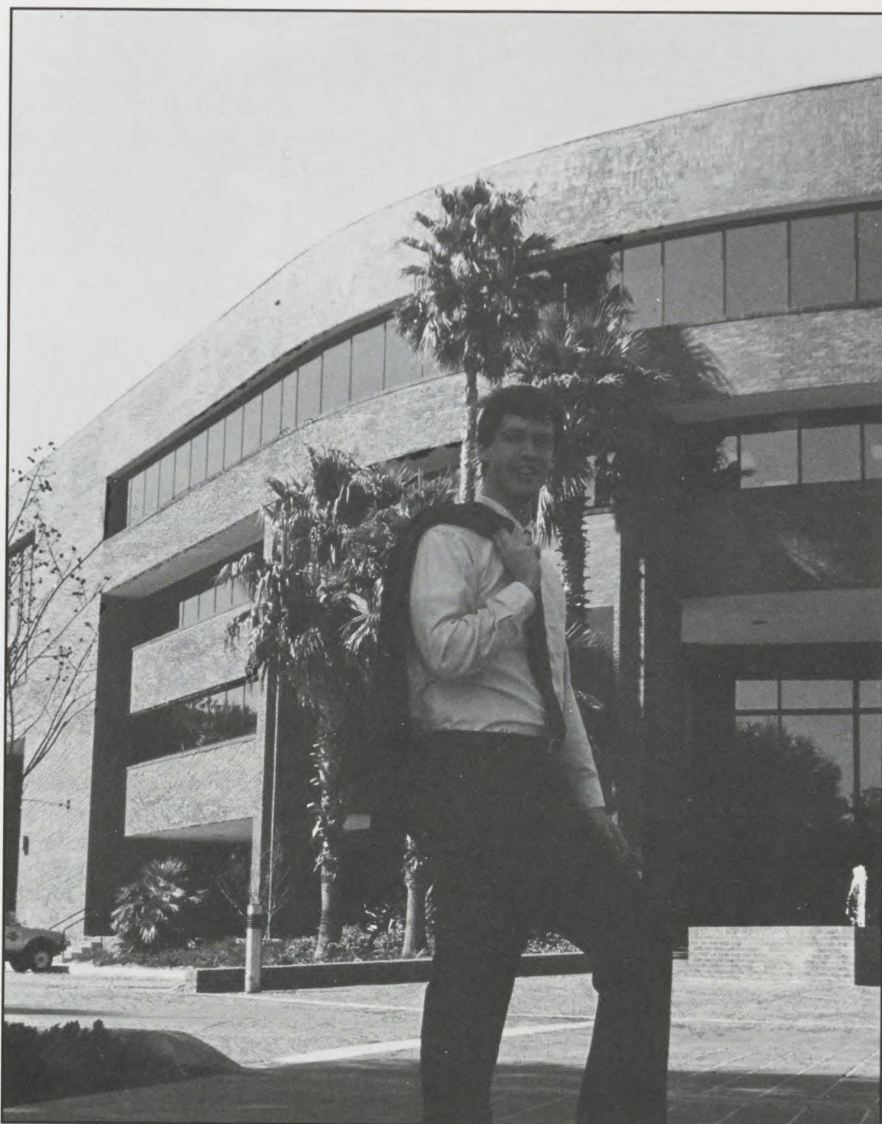
and how to make contacts in the business world." She also presents lectures to business people, artists, and graduate students on what is going on in the art industry.

Bradick has a long list of clients. Among her favorite projects was organizing and managing a two-day art show for the Mitsubishi Corporation's national convention. "The best part of the whole project was realizing that my little company was taken seriously by the top people at a huge corporation. They respected our expertise and treated me and my staff like professionals."

For Bradick, being a success in the business sector has come at some expense. "For the past four years I have had virtually no personal life. I was going to graduate school and starting this business. My office was in my home, so I was working all the time," she says. "Now I'm ready to have some fun. I've reached a level of stability and security with my business so I can take time for myself on weekends." Bradick makes time for volunteer activities with local arts groups and appears often as a guest on WKIS's Life's Finest radio program.

"I never dreamed I'd be doing what I'm doing," says Bradick. "I combined two fields I enjoy, art and business, and came up with a successful company that fills a need. I'm making a living doing what I like best." □





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## Paul Vonder Heide '83— Climbing the corporate ladder

Sitting behind a massive mahogany desk in his tastefully appointed office, its decorator accents of mauve and grey echoing the color scheme of the entire building, Paul Vonder Heide looks too young to be a bank vice president. Waiting outside the door of a "Vice President's" office conjures up visions of a middle-aged, balding, heavysset man on the other side. But 27-year-old Vonder Heide, the picture of the "young executive," erases that idea in a flash.

Vonder Heide says his enthusiasm and hard work compensate for what he lacks in years of experience. It is fitting that a

youthful V.P. works for a newly-established Winter Park bank, the National Bank of Commerce, founded last summer by Crummer graduate Guy Colado '71.

Vonder Heide's close ties to his alma mater are evident just by looking at the top of his desk. Peeking out from under a stack of mail and official-looking bank forms is a xeroxed clipping of a recent *Orlando Sentinel* article exclaiming "Rollins Parties at UCF, 80-74" . . . a happy reminder of the Tars' outstanding basketball season.

At Rollins, Vonder Heide was a business administration major in the Class of '83. He was one of the last seniors to graduate

with a major in business. The business major was eliminated from the curriculum in 1983 when the College reaffirmed its commitment to the liberal arts.

"I never dreamt of banking as a career for me," he says. "I was much more interested in a marketing or sales position." Senior-year interviews at the Career Planning and Placement Center put him in touch with representatives from Southeast Bank. The option of staying in the Orlando area, starting out in a paid training program, and a "guaranteed" position when training was completed were key factors in luring the Chicago native to Southeast Bank.

"When I was interviewing, the banks were definitely interested in a solid record of business courses, but I also think they were interested in the total picture . . . whether I could think and solve problems, how I would handle specific problems and if I had the ability to see long range opportunities."

Vonder Heide set off to Miami for an intensive six-month bank training program which was "like going to school everyday in a business suit." It was a highly structured and difficult program which focused on accounting, economics, credit analysis, case studies and other money- and banking-related subjects.

With the training course behind him and good recommendations from the Southeast instructors, Vonder Heide returned to Orlando to begin a "real" job. He worked in several divisions at Southeast as a credit analyst and in the lending department. Just two years later, he was promoted to branch manager of the Winter Park office . . . a stone's throw across Fairbanks Avenue from his former classrooms at Rollins.

How does he explain his rapid rise up the banking corporate ladder? He modestly replies, "I was lucky." Luck may have had something to do with it, but Vonder Heide also has the qualities he lists as important in a good banker . . . integrity, a talent for getting along well with people, a knack for number-crunching, and the ability to see the total picture and envision future implications of a decision.

In his new position at the National Bank of Commerce, Vonder Heide finds marketing and sales activities are a top priority, too. "Banking has become a very competitive business, and it is especially important for a new bank like ours to attract and keep new clients."

Never too busy to help Rollins, Vonder

Heide serves as Young Alumni Chairman for the Rollins Fund and has been instrumental in fostering new support from recent graduates.

Vonder Heide is currently enrolled in the Crummer MBA program, and although he finds fewer moments of free time these days, he does enjoy being back on campus two nights a week. "The Crummer program is really challenging. Even though my day-to-day business activities involve work similar to my coursework, I find the

material very demanding."

Vonder Heide recently married 1982 Rollins graduate Heidi Tauscher, who is now an attorney in Orlando, and the couple have decided to make Winter Park their home. "I like the idea that the bank I work for is small . . . it's a community bank. I know the people who bank here. I support their businesses. It's a bank that serves the people who live and work in my neighborhood. I like knowing that the decisions we make here, the decisions made by

our Board of Directors, are the final ones . . . there is no 'home office' to call. We are the top."

The Central Florida area is ripe for the banking business, and Vonder Heide is happy with his career choice. "I plan to stay in banking . . . at least while I'm in the Orlando area, where there is currently such an explosion of development. We're experiencing a boom that most other areas are just dreaming about. It's an exciting time to be in this business." R

## Lori Booker '77—Service with a smile spells success

**L**ori Booker's measure of success is having her own office . . . with windows! "You know you've made it when you can sit at your desk and gaze out your window at a lake. Of course, when you're the boss it's much easier to demand these amenities," she says with a smile.

Lori Booker '77 is president of Carlman Booker Public Relations and Advertising, founded two years ago by this 1977 graduate. Through her full-service agency, Booker shares her special creative talent for advertising, public relations and marketing with a growing number of very happy clients.

Booker built her business into a "going concern" through hard work and a service-oriented business philosophy. "I am in business to provide services for my clients. *Service* is what Carlman Booker is all about. I really work to meet the needs of my clients, even if they don't know what those needs are, and I give them 150 percent.

"I'm always seeking ways to promote my clients. The opportunities are out there, but they can get away if you don't jump on an idea and run with it."

Booker decided to start her own agency because she truly believed she could do a better job than others already established in the business. "I'm having a ball. It's wonderful when you can have fun doing something you like and still make a living. I'm a creative being and this business gives me an outlet for all my creative energy."

Booker's good sense of humor and bubbly, energetic personality project the confident, "go get 'em" image that attracts clients and keeps them coming back. "I run my shop with a team approach. Everyone gets involved. I think this has been an important key to our success so far," she says.



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Booker evaluates new ideas with a tested "gut feeling" reaction that comes from experience. "It's kind of an intuitive thing. I just feel 'good' about some ideas. Others, I have a 'gut' feeling that they won't work. Usually these inexplicable reactions prove to be right on the money."

Her business has grown since its start as a one-woman show. Today, she has four people working for her . . . an account executive, assistant account executive, art director and a "full-time" free-lance writer. Booker stays personally involved with advertising and public relations plans for each client and insists on being informed about every phase of the projects her staff

is working on. With typical humor she says the next person she hires will be a secretary who has no desire to be in the advertising business, but just wants to be the best executive secretary of all time.

"The past few months have been an exciting time for us. I'm finally getting an opportunity to bid on the larger accounts. I mean the *big* ones—million dollar budgets. In the past three weeks I've presented nearly four million dollars of business to various clients. We may not get all the accounts, but just being in the running is a giant leap for me."

Booker truly loves what she is doing and it shows. She exudes self-confidence and

presents the competent, sharp image of a public relations professional.

Her clients run the gamut from the Silver Spurs Rodeo (a big annual event in Kissimmee), to Seminole Community College, Weight Watchers of Central Florida and Northern Alabama, and the 1987 Designer Showhouse. "With clients as different as these, all my skills are tested. Two years ago I didn't have the foggiest idea what a rodeo was all about . . . but you can be sure I do now!"

Booker values her liberal arts background from Rollins. "I know a little bit about a lot of things. I have an awareness of many different viewpoints and have been exposed to a cross section of ideas."

Several Rollins faculty members top her list of people who have had an impact on her career. Carolyn Planck, an instructor in the continuing education program, helped Booker develop her knack for public speaking. "She inspired confidence in me and encouraged me to promote my talent for persuasive speaking."

Theater professor Charles Rodgers recommended Booker for her first job. "He said something like, 'I'm not sure what the job entails, but Lori has the ability to do anything she sets out to do, and if you give her some basic instructions she won't let you down.' I got the job!"

Baseball coach Boyd Coffie gave her free reign in developing a marketing program for the baseball team. This project gave her good practical experience in advertising and public relations while she was still in college. "But even more important," she says, "it showed he believed in me and had confidence in my talent."

That first job that Professor Rodgers helped her land was with a local television station as a broadcast engineer. Her next job was with the YMCA as a program coordinator which "let me be a child again." She turned that job into a public relations and marketing position with the YMCA as her client.

Her next career move was to public relations director for WMFE, a public broadcasting radio station. She learned the "ins and outs" of media buying and reaped the benefits of watching the station grow to be number one in the marketplace for its size under her marketing guidance. Her efforts increased the station's listenership 110 percent.

Booker's success at the radio station led to a job with the Florida Symphony as

public relations director in charge of marketing the organization to the Central Florida community. "I had to promote 160 concerts in eight months on a very limited budget. I learned something that I still impress on my clients and staff today . . . creative ideas don't necessarily have to cost a lot of money."

Success for Booker has been bittersweet.

## Tim Webber '80— Entrepreneur mixes right ingredients for success

**W**ho's seen at more parties in Central Florida than even the most social of socialites? Who do

Winter Park hostesses want at their special events to insure success? None other than Tim Webber, a 1980 Rollins graduate who has built a profitable business catering (literally) to the needs of Orlando's hosts and hostesses.

Years ago when he was a student at Rollins, Webber never imagined he would bartend his way to the top . . . but that is the way he launched his current enterprise that provides all the necessary services for a top-notch social affair. Recently he expanded his bartending and catering business and opened a unique establishment, "Tim Webber's Food and Grain," located within walking distance of Rollins.

This combination deli, bar, wine and liquor store and specialty gourmet shop has been a big hit in the Central Florida area since its opening in December, 1985. In a short time it has grown to be one of the city's most popular places for lunch, happy hour, dinner or a late night snack. Three nights a week "Webber's," as it is called by a loyal clientele, features live jazz and reggae music along with good things to eat and drink. In addition to this, it offers a complete selection of imported beer, domestic and European wines and liquor for sale, as well as gourmet comestibles.

How did all this come about? It started in the late seventies while Webber, a native of Boston, was a Rollins student. Webber admits he selected the college "mainly because I wanted to play tennis, although I managed to learn a few things too." He was an excellent player and hoped to make a career of the game. "I taught tennis in New England every summer and had plans to become a tennis pro or open a tennis club. Needless to say, that ambition was

The "Carlman" in "Carlman Booker" is in honor of her father who encouraged her for years to start her own company. "My father was a driving force in my career development. Unfortunately he died of cancer before my business opened, so the top billing is for him. I know he would be very proud of me." ☐

never fulfilled," says Webber, who pledges to get back into the game this year, both for the physical and mental benefits.

During his sophomore year at Rollins, Webber had a part-time job with SAGA, the College's food service, and was asked to bartend for a party at President and Mrs. Seymour's home one evening. "I guess I did a good job, because soon I started getting calls from other guests at the party and before I knew it, I had a great little business going."

In true entrepreneurial spirit, Webber jumped on this money-making opportunity. He organized a bartending service, recruited six Sigma Phi Epsilon fraternity brothers to help him, and was soon working parties every weekend. "Things grew from that early start and the business just took off."

When he served as social chairman for the fraternity, Webber learned some skills he still uses every day. "I had valuable hands-on experience in organizing special functions, ordering large quantities of food and drinks for fraternity bashes, and finding out just what makes a successful party."

During his Rollins years, Webber offered a non-credit bartending class which proved to be very popular and was a means of training potential new bartenders for his rapidly growing bartending service.

After graduation, Webber stayed in Winter Park and established his bartending service in full. Soon vans displaying "Tim Webber's Bartending" became familiar sights at social events all over Central Florida.

His newest venture, Tim Webber's Food & Grain, is located in the renovated Saunders Grain Store on Orange Avenue. In addition to its restaurant and retail business, it also is the home base for the entire scope of Webber's business activities—a large bartending service, complete catering,

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valet parking, specialty catering for theme parties like barbecues, and a supply company that can provide any extra necessities such as table linens, chairs, portable dance floors, or tents.

Careful minute-by-minute organization and hard work are the keys to Webber's success. "Attention to detail is what makes my business better than many others, I think. I have a well-trained staff that is ready for anything . . . and that's why people are satisfied with the job we do," he says with a confident smile.

Webber runs a tight ship and keeps his staff of eight salaried employees and a corps of hourly employees—waiters, waitresses, bartenders, and delivery personnel—on their toes. "I have to be demanding in order to handle several different events a night. It's difficult to estimate the number of functions we do a week. Some are huge gatherings, others are intimate cocktail receptions or catered luncheons. It really is non-stop—especially during the holidays, when entertaining is at a peak."

Webber maintains a rugged schedule himself. The basic 9 to 5 routine does not fit into his fast-paced lifestyle. A bundle of nervous energy, Webber's Jeep can be spotted parked outside his store long before

the 10 a.m. opening time, and he is often the last to leave in the evening. A perfectionist, he likes to keep a close eye on everything that goes on.

Webber prides himself on giving his clients personal service. "Although we may be catering five or six parties in one evening, each person thinks they are the only one . . . and I want to keep it that way."

During business hours, Webber is efficient and friendly—joking with a delivery man, taking calls from hostesses, and buzzing from one thing to another at a frenetic pace. "No problem" . . . "Sure, we can do it" . . . "Don't worry" . . . are the most frequently heard words from his end of the telephone line.

"My original plan was to open a liquor store . . . but the idea of a restaurant seemed to materialize faster, and the restaurant has become the focal point of the business. Now I'm trying to emphasize the store a bit more. The plan took shape in a backwards way."

Webber took a personal interest in the renovation of his building and worked hand-in-hand with the architect and interior designer to create just the right ambiance. The interior space is attractively arranged

and combines wooden floors, tables with umbrellas, and colorful tablecloths to create a comfortable, upscale atmosphere. The college-aged staff dressed in spiffy red aprons and bow ties and crisp, white shirts adds to the charm of the place.

Webber's has received its share of favorable reviews from customers. One important critic, the *Sandspur's* Mystery Muncher, endorsed Webber's with a review that started this way: "Although it sounds like the place to water your horse and belly up to the bar for a shot of Redeye, Tim Webber's Food and Grain is far from that. The second half of the restaurant's name gives it away—Gourmet Foods & Spirits. The yup-o-matic detector just went over 100. No matter. The food is great and the homemade desserts even better. Even I can deal with trendiness if there's good food involved."

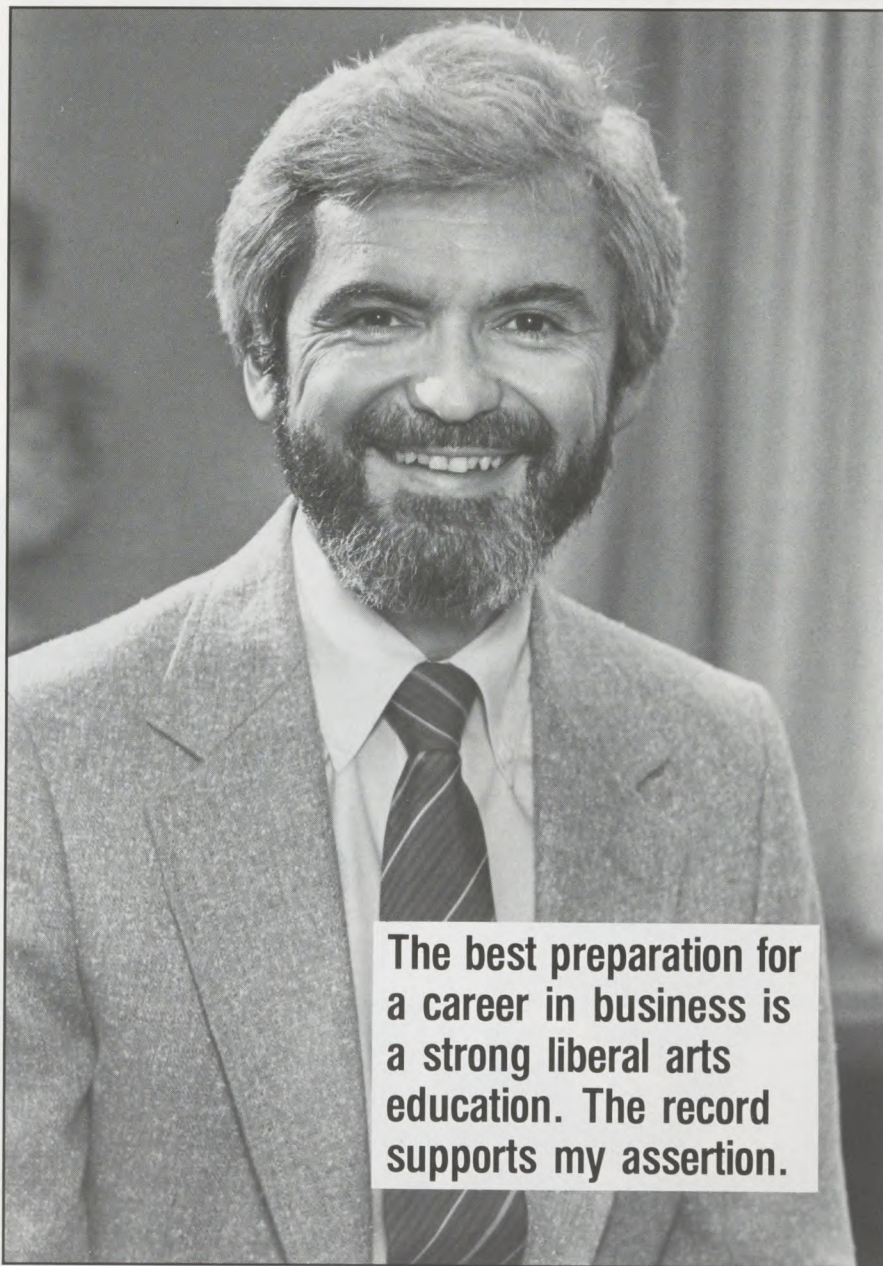
What's next for the young restaurateur? No doubt the future promises more of the same. Early ventures prove that Webber knows how to make a party a blast, a routine lunch a pleasant respite from the daily grind and an office gathering much more than a meeting in the employee lounge. Whatever he does next, Tim Webber will do it right! □



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# The Liberal Arts and the Needs of Business

BY DANIEL R. DENICOLA



**The best preparation for a career in business is a strong liberal arts education. The record supports my assertion.**

**W**hat is it you are looking for when you set out to hire a new employee? You try to put your expectations into the job description or the ad—but however detailed it seems always to fall short. What you want seems elusive.

Of course you expect basic literacy, and you probably want competence at certain technical tasks. You may demand experience at the same or similar jobs. So, if an applicant has these attributes and generally “gets along well with co-workers,” what else could you expect? Where does the description fall short?

These attributes are great for the short run; they fill a pressing need. But the long run health of your company requires more. Organizations large and small thrive on talent, commitment, and the ability to learn.

They need people who can read, write, and think effectively. They need men and women who can recognize, define, and analyze a problem; who can imagine, research, and synthesize solutions; who can present and evaluate the results effectively. They need people who can deal with the world in quantitative terms without losing appreciation for qualitative goals and standards. Above all, since the world is new every day, they need people who have learned how to learn.

What is missing from your job description is fundamental: you need someone who is liberally educated.

What I am asserting is this: the best preparation for a career in business is a strong liberal arts education. Accept no substitutes. In this age of formal schooling, this means an undergraduate liberal arts degree from a good school.

At my institution, Rollins College, we believed this so wholeheartedly that we eliminated our undergraduate business

administration program—when over one-third of our students were business majors! (I might add that our applications and enrollment have reached record levels, and our students are being vigorously recruited by some of the best corporations across the nation.)

The record supports my assertion. Liberal arts graduates often obtain lower entry-level jobs in some industries, but they tend to outdistance their peers over the long haul in climbing the corporate ladder. A recent survey of prominent chief executive officers revealed a disproportionately large number of liberal arts graduates.

When so many educators and prominent business executives know about this link between the liberal arts and business, why is it not more widely understood? I suppose that part of the problem is our fondness for specialization. It seems so obvious that to prepare for a job, one learns that job; that one who is destined for a career in business should specialize (read: major) in the study of business.

But “business” is a false specialization. The “business world” includes small companies and large multi-national corporations, organizations that are non-profit and for-profit, public and private organizations, and enormously complex volunteer organizations. It’s a vast and diverse world, and under a broad definition nearly everyone who works has a career in business—including liberal arts professors. It is not an appropriate focus for the depth of study in an undergraduate major.

Still, colleges and universities market their undergraduate business degrees to planeloads of recruiters who restrict their interviews to students majoring in “business-related” areas like finance or management and believe that at least they’re getting employees who are serious about the workaday world and have practical skills. Now I ask you, is there anything sillier or sadder (or sometimes more annoying) than a twenty-one year old with a degree in management who has never managed anyone or anything? Yet so many students and their parents are convinced that a business major is essential that schools are fearful of acting on their commitment to the liberal arts. Some colleges have distorted their mission by chasing after short-term markets for business specialties.

There is a way that formal schooling can appropriately focus a depth of study on business. It is at the graduate level, through a modernized version of the MBA degree. And then it works best if the students have had previous significant work experience. (At Rollins, for example, we chose to support the development of our Roy E. Crummer Graduate School of Business, which offers an AACSB-accredited MBA degree. Like other top business schools, the Crummer School prefers that its entering students have some experience in business and a solid liberal arts undergraduate degree.)

A liberal arts education is usually contrasted with training. Competence in technical tasks is critical for quality control, though often the technical training is best done on the job or at least in a corporate or industrial setting. Merely well-trained persons (grateful as we all are to find them) know what to do in a specific situation, but may not know why; may know the skill but not when to refrain from using it; may know how to do the job, but not when to leave it. Training is certainly important—and even

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**Training is important,  
but it helps an  
organization only when  
it functions in a  
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liberal arts majors are required to master certain techniques—but it helps an organization only when it functions in a context of broader perspective and intelligent purpose.

The Greek words which are given the usual translation “liberal arts” might just as appropriately be translated “the skills of freedom.” Such an education should engender the knowledge and skills and attitudes that enable one to be a truly free and effective person, to be a generalist who can derive the most from practical experience and advanced study. The study of philosophy, to take one example, should yield a person who can think critically, disclosing hidden assumptions and values, formulating problems clearly, and discerning the impact of ideas. It is an inoculation against the force of empty slogans, hype, and blind conformity. And, like other liberal arts disciplines, it deepens one’s understanding of what tasks are worth the trouble.

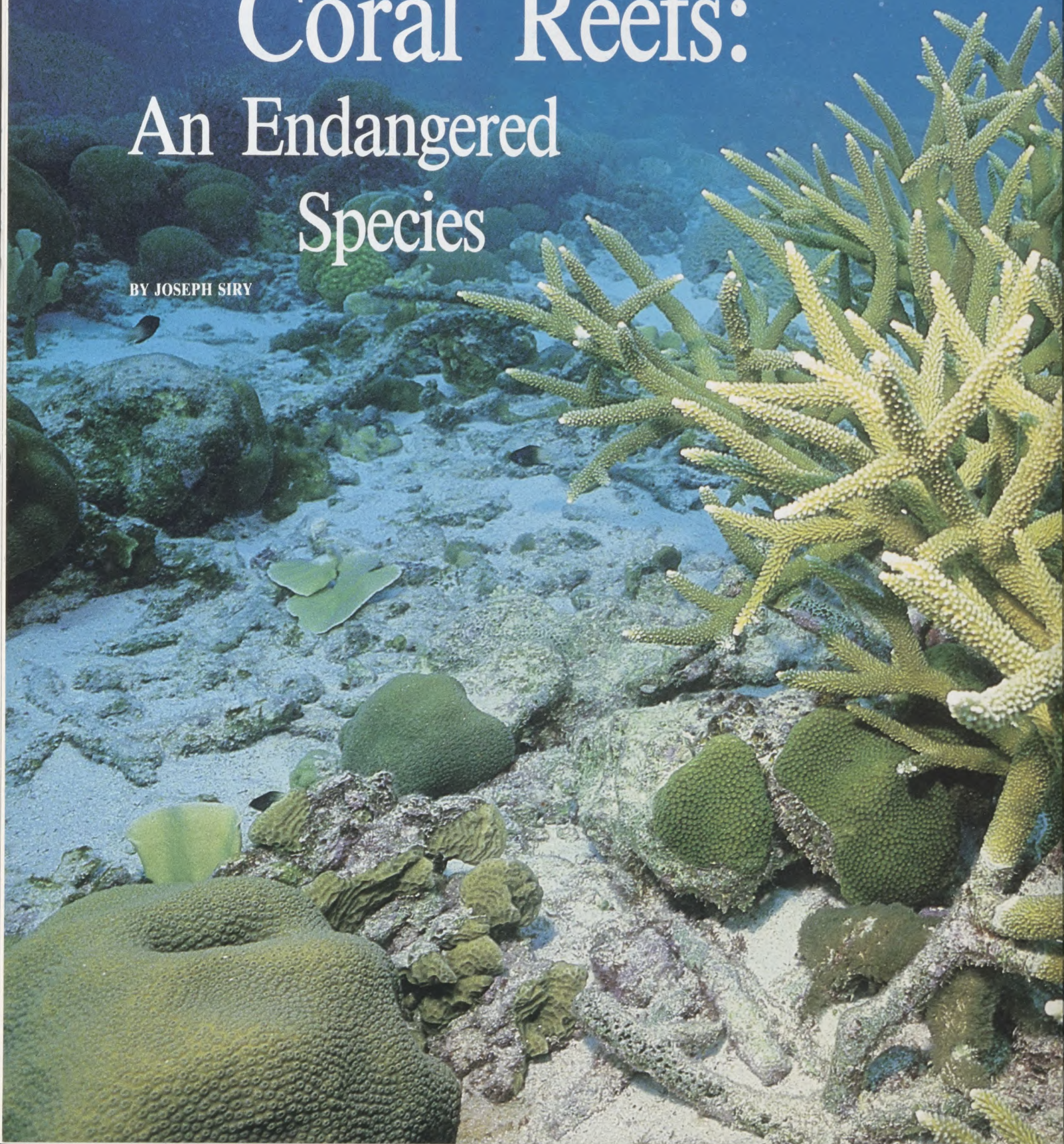
This assumes, of course, a strong liberal arts program. Quality control is a problem for colleges, too, and employers have every right to complain of liberal arts graduates who can’t write or think well. Nevertheless, the message is getting out. Rollins has received an increasingly favorable response to the risky decision to eliminate the business major—from parents, prospective students, educators, and corporate recruiters. The *Wall Street Journal* recently reported that “the gap [between liberal arts and technical graduates] appears to be narrowing as more types of employers court the generalists.”

One final point: liberal education is not finished with the baccalaureate degree. It is a life-long project and delight. It needs time and a hospitable environment. Businesses can do their part by encouraging the “skills of freedom” of their employees, by openly valuing critical thinking and literacy, by rewarding those who can both analyze well and keep the “big picture.” If a new recruit thinks his education was completed in college, throw him back—he didn’t get the point. But once you’ve hired well, encourage that new employee. Give her liberal arts education time, tasks, and resources to prove its value and its vibrancy. ☐

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# Florida's Coral Reefs: An Endangered Species

BY JOSEPH SIRY





**R**ising in the central lake district south of Orlando, the waters of Florida's fabled Everglades flow south imperceptibly through a vast and shallow grassy savannah country, supplying the glades and Florida Bay with valuable bird and fishery habitats. While the Everglades is to be restored to its pristine condition by a coalition of state environmental agencies and other environmental organizations, a lesser-known but equally important natural asset to Florida may be lost.

A vast bank-barrier reef system stretches south along the offshore waters of the Florida Keys, forming a series of submerged obstacles to storm surges and tides. These diverse patches of reef extend 165 miles from Biscayne National Park, south of Miami, to the Dry Tortugas, representing the only coral reef habitat in the continental United States.

The reefs are actually the geological precondition for the existence of the Everglades. When the sea reached its present level 10,000 years ago, the coral reefs of the Florida Keys began to grow upward through the brilliantly clear water, forming an immense natural bulwark against the rising sea's fierce waves and swells. Without these reefs, the Keys themselves could not support the vast beds of sea grasses that exist in the lagoons on the lee side of the reefs. In these quiet waters, salt water forests called mangroves have taken root and secure the islands, or keys, from further erosion by the sea and rainfall.

The coral reefs are among the most diverse ecological communities on earth, and they sustain a rich array of fish and wildlife. While international migratory species are protected by treaties, resident creatures are protected by the state in which they are found. The state actually owns the wildlife and is entrusted by regulation with the general protection of any habitat that sustains wildlife.

But Florida's two important submerged habitats, the coral reefs and sea grass beds, lack specific legislation to protect the fisheries and wildlife that frequent, feed or nurse in these rich areas. Although the reefs and Florida Keys form a protective barrier along the Caribbean bioregion of south Florida, the United States Fish and Wildlife Service deliberately excluded them from the Barrier Islands legislation of 1982—a law meant to protect the rare



## FLORIDA'S CORAL REEFS

offshore island habitats of the Atlantic and Gulf coasts. The Keys were excluded from the protection afforded under the bill because they are the geological remains of 100,000-year-old reefs, now slightly protruding above the sea's surface. This exclusion from federal legislation may have been misinterpreted by state officials, who sought to protect the, as yet, undeveloped portions of the Florida Keys. Although the Keys are not protected by federal law, much of Florida Bay, which is the shallow river mouth, or estuary, of the Everglades, is protected as part of the Everglades National Park, and lands and waters north-east of Florida Bay are protected by the Biscayne National Park. There is another critical link in the Everglades coastal ecology, however, resting between the national park to the north and another to the south, that is currently vulnerable to development.

The confusion over these jurisdictions of state and federal agencies becomes ever more complicated because of the little understood ecological connections among the offshore barrier reefs, the sea grass beds of the lagoons, the mangrove forests of the islands, and the estuarine, intracoastal lagoon that separates Key Largo from the Florida mainland.

Biologist Marsten Bates describes the coral reefs as "unsurpassed areas of both natural beauty and biotic diversity where anyone might use a snorkel, mask, and fins to encounter one of nature's most uncommon displays of community-building." These reefs are dramatic displays of "symbiotic" communities—where rock lobsters, crabs, grouper and snapper live with colorful angel and parrot fish. Because healthy coral reefs support a variety of creatures and defend the shore against erosion, it is important that they be protected against tampering with water quality or other actions that may result in their damage.

The living coral reefs are the least appreciated in the public's wider comprehension of the ecological importance of Florida's tropical seas. Coral reefs are rare tropical habitats that require relatively warm, very clear water, rich in oxygen and devoid of suffocating sediment. The waters off the Florida Keys, although tempered by the Gulf Stream, are among the coldest ocean areas where coral reefs grow. But the Florida reefs are not thriving as they once did. The reef-building organisms, called

polyps, in the Florida waters are suffering from a variety of factors attributable to uncontrolled population growth throughout the Keys. Both increased sport fishing and extensive diving along the reefs have taken a toll on the corals that live on the Florida reefs. Reef specialist Gilbert Voss, biologist at the University of Miami Marine Biological Station, has demonstrated in his extensive writings that dredging along the shore to deepen navigation channels can stir up fine grained sands called oolite. These fine sediments make for murky water and thus decrease the amount of sunlight reaching

the algae which has a vital role in the polyps' reef-building process.

As Voss and others have pointed out, corals are actually two organisms living together in a harmonious, or symbiotic, relationship. Within the polyp resides a species of algae that takes sunlight and converts it into food and oxygen which is in turn used by the animal polyp for its survival. The polyp then produces carbon dioxide and other waste products which are required by the algae as a source for the food it manufactures from nutrients, water and sunlight. Through this mutually benefi-



## FLORIDA'S CORAL REEFS

cial relationship, the animal polyp and the algal plant support the reef ecosystem. The coral polyps secrete calcium carbonate, the same hard substance found in shells and bones, creating a "bunker," or tube, within which the polyp resides. Different species of polyps develop into particularly shaped corals that grow only in certain zones of the reefs. The massive boulder, star and brain corals can sustain the full force of the open ocean, while the elkhorn coral grows on the crest of the reef and the more delicate rose, finger and staghorn corals thrive in the calmer waters behind the crest.

Due to the coral polyp's sensitivity to light, temperature, substrate and wave exposure, the diversity of corals growing on the reefs is a constant biological indicator of the condition of the surrounding water. As Voss and others have noted, sediment in the water can settle on the corals, smothering the polyps. Some species of corals try to shake off the sediment by wriggling their branching stalks. Others secrete a mucous covering in an attempt to remove the fine grained oolite sediment from their polyps. However, by secreting this mucus the coral defeats its purpose—

for the secretion attracts marine bacteria which swarm around the polyp and begin the decay process. In addition, the bacteria can severely deplete the water's oxygen supply upon which the marine life depends for life.

Degradation of oxygen also occurs when sewage is dumped offshore away from the populated Keys. Both Miami Beach and Key West have disposed of untreated sewage on the reefs, destroying the habitat which ironically protects, if not supports, the economy of the entire region.

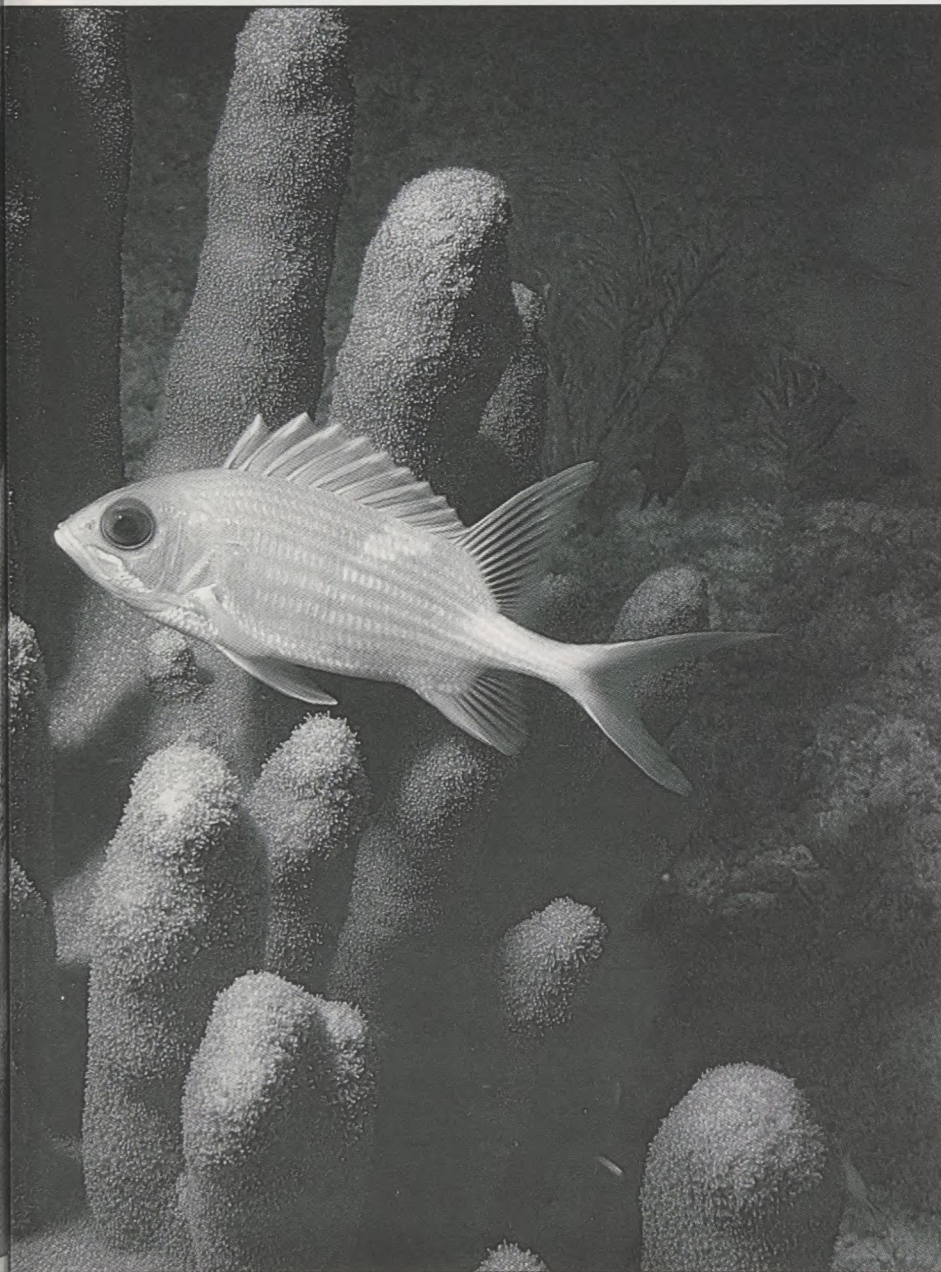
Pleasure crafts have damaged the corals as well by anchoring on the reefs. And then there are the souvenir hunters who break off branches of the delicate, attractive corals to keep as mementos of their tropical vacation.

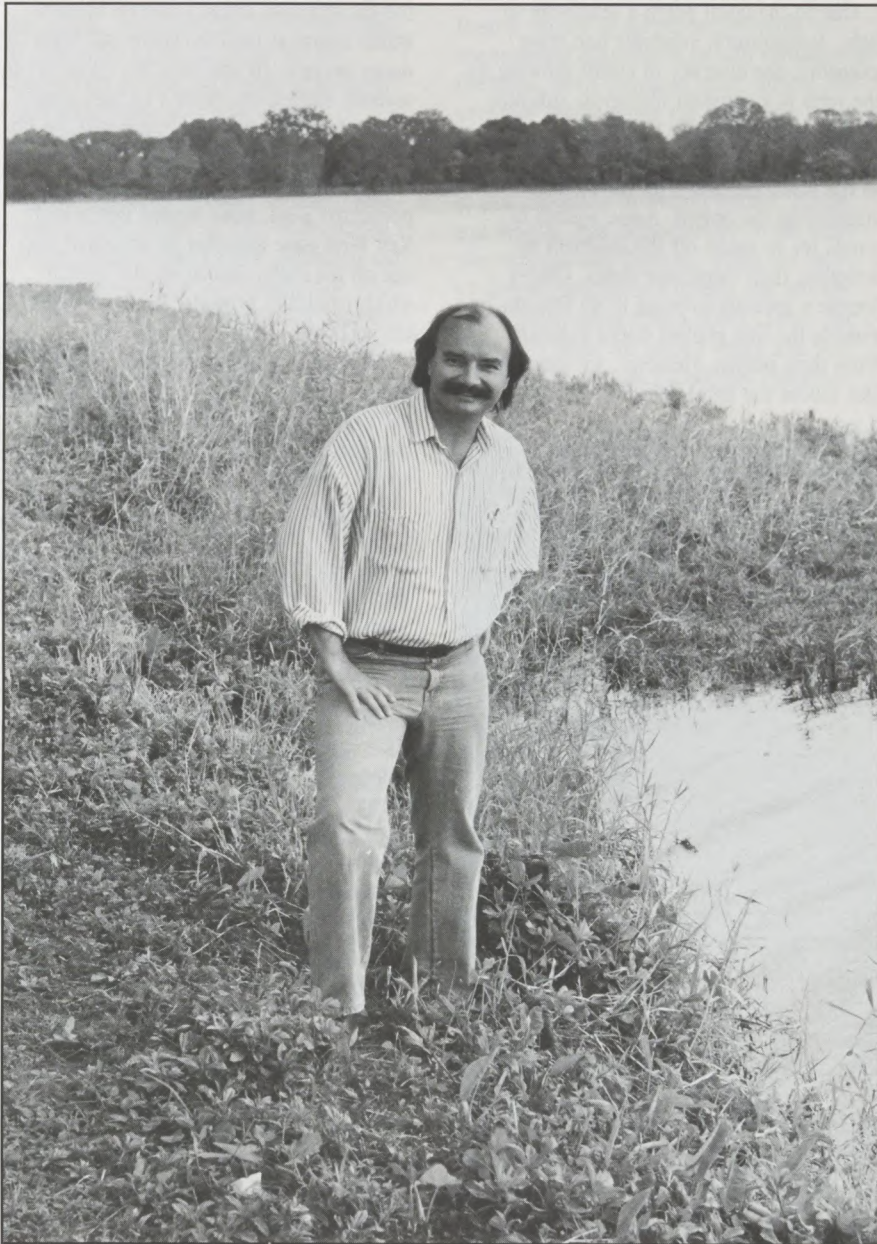
Adequate protection of the coral reefs is particularly important in light of the prediction that rising sea levels will threaten the world's shorelines within the next 50 years. Marine geologist Orrin Pilkey of the University of North Carolina has eloquently written and frequently testified before Congress about the inevitable rise in sea level that would eventually destroy the existing barrier islands of North America. Although the Florida Keys are not considered barrier islands by the U.S. Fish and Wildlife Service, they will not be spared this fate.

Beyond the numerous services provided to the state of Florida by healthy coral reefs there is another significant reason for protecting the ecological integrity and biological diversity of the coral reefs. For hundreds of millions of years calcium carbonate secreting polyps have been building up great barriers to the sea, allowing the development of submerged symbiotically maintained communities. Florida's coral reefs are thus of intrinsic value to scientists and naturalists because they provide a look at the biological world before the arrival of mammals.

The living coral barrier reefs that stretch along the only tropical shores of the continental United States have no legal redress from the destruction posed by further development of the Florida Keys. Many of these islands remain in private holdings, and although the State Legislature in 1972 declared the Keys "a critical area of State concern," the State has failed to seriously address the issue of protecting the submarine vegetation of these tropic isles.

Many people have tried to possess the beauty of the Florida Keys since railroad and hotel magnate Henry M. Flagler operated the "overseas railway" from Miami to Key West in the 1920s. Land sales and de-





Joe Siry

velopment have since been the lifeblood of the economy in south Florida. But for all the attention given the Keys, the reefs and sea grass beds continue to be ignored because they are submerged. And unfortunately, this neglect, if allowed to continue, will take its toll on the Keys. For without the barrier reefs and their submerged lush, grassy meadows, the sport and commercial fisheries would disappear, and eventually the islands would be destroyed by erosion. Unfortunately the short-term investment in real estate is considered to be more profitable than the

long-term investment in maintaining the health of the marine fisheries' habitats.

The submerged corals and grasses of Florida's Caribbean bioregion are an integral part of the visible biota surrounding them. Like the land which it protects, the coral reefs of south Florida are ecologically related to and of vital importance to the Everglades. For landward of the coral reefs that lie several miles offshore of the Florida Keys the sea grasses thrive. Between the Keys and the mouth of the Everglades are more acres of these grasses, which provide

nursery grounds for all manner of commercial shell and fin fish. Like the coral reefs on which they depend for protection, they are not deemed worthy of protection by state or federal agencies. If the Everglades are to be restored, the coral reefs must not be degraded by waste disposal, endangered by oil spills, or traded for profit. Yet habitat conservation plans involving the trade of valuable tropical forests for private development are now being drafted by developers at state and federal expense. For habitat conservation plans to effectively serve as legal rights-of-way for the development of rare habitats or endangered species, they must rest on ecologically conservative and scientifically refutable evidence. Ultimately, any habitat conservation program that fails to recognize the integral relationship between the offshore reefs, submerged sea grass beds, mangrove forests and the Everglades will fail scientifically.

A major threat to the reefs and submerged grasses is the planned development of northern Key Largo as a tourist mecca to rival historically attractive Key West. There is a disturbing irony in this proposed development. For the last several years, the federal Environmental Protection Agency has been holding conferences on and giving research grants for the study of sea level rise. Over the last 10,000 years, sea level has gradually risen to flood Florida Bay, which was once a river of grass—an extension of today's Everglades. Without protection of the reefs, the Florida Keys would not long exist above water if the predicted rise in sea level is accurate. The rising sea would in fact eventually inundate half of Florida south of Lake Okeechobee.

Instead of planning to develop the remaining wild habitats in the Keys, people concerned about the sanctity of private property should be taking steps to protect the reefs upon which the life and economic well-being of this region depend. ☐

*Dr. Joseph Siry, Assistant Professor of Environmental Studies, is a historian concerned with ecological, social and intellectual issues in America and Europe. Interested in encouraging widespread adoption of ecological realism and ethical responsibility in land-use planning, he has written a history of coastal wetland conservation. Siry offers a Winter Term field course on Florida Keys natural history.*

MARK CUNNINGHAM



DON GATANIS

# QUANTITY OR QUALITY?

BY FRANCIS MARTIN, JR.

**T**he Rollins College Art Museum (since 1978 known as the Cornell Fine Arts Center) has grown up and out—it's gotten too big for its riches. More precisely, its holdings have outgrown its holding space. This may seem a delightful dilemma. It isn't.

We're talking storage crisis. A three-million dollar collection of approximately 1,500 works stored under painfully crowded conditions.

We're talking a state of emergency. Something's gotta give so the Cornell can live, move along, upgrade, keep pace . . . and keep the faith of the many whose gifts have built the collection that's been in the making since the turn of the century, even a bit earlier.

While not the best method of amassing a collection, considering the alternative (no collection), the College's policy was sound: appreciative acceptance of the magnificent, the good, the mundane, the questionable, the inelegant.<sup>1</sup>

Now, there is only one viable solution to the overstuffing of the Cornell: a good housecleaning . . . handled, of course, with delicacy, deliberation, scholarly expertise.

Deaccessioning of several hundred obviously substandard works would free about 30 percent of the museum's total storage area of 1,750 square feet, provide elbow room for properly showcasing and maintaining an inventory of only the meaningful, the inspiring, the enlightening.

Deaccession? Horrors, you say? Maybe not. Why continue to keep, insure, store and maintain at considerable expense those works that entered the collection before the museum's present collecting guidelines were instituted? Keep the important works that give the museum its backbone, but cut the flab, the flummadiddle, and poppycock.

Some of this cacophony is in such poor condition (and presumably was when someone who didn't know what else to do with it gave it) that it is not worth even the time and trouble to repair. Other items are so artistically poor that they have never been exhibited.

It's hard to part with gifts, especially those symbolizing so much support from so

## QUANTITY OR QUALITY?

many for so long. Yet donors undoubtedly would be most understanding of the Cornell's predicament and its commitment to guard and advance artistic integrity. They gave for the sake of such principles.

Besides, deaccession is more routine than unique at virtually all upstanding and long-standing museums, whether large or small, public or private.

Yet eliminating anything from a museum's holdings can be painful (Why you can't be serious! That's my favorite piece!) and tricky (The donor isn't going to like this!).

Certainly, museums must not convert important art assets into dollars to finance a new wing, roof or display cases, to pay utility bills or staff salaries, or to reshape the collection along lines more in tune with the current director's interests. But a collection should never be sacrosanct when it contains rubbish; what should be sacred is its quality and maintaining it. Assiduous pruning can be a valuable tool for preserving this, as well as highlighting what is unique and extraordinary.

It is never enough for a museum to be a quiet enclave devoted to the exhibition, study, preservation and interpretation of art. Its collection, of whatever size, should be the finest of its kind—a stronghold of excellence, consistently providing an art experience of a very high caliber. That's a big order, requiring a discipline and allegiance to flexible perfection of focus. Without this, a museum is far from exemplary and may be a little feckless.

Like most other museums, the Cornell now politely avoids inappropriate contributions; it accepts gifts only unconditionally. (Legally, a gift is a gift with no strings attached other than an IRS ruling that museums retain gifts for at least two years after acceptance.)

Agreements between donors and museums are usually oral. Any correspondence should be worded with caution; such letters can constitute legal contracts. Also, museums should carefully consider their obligations to, and relationships with, donors in handling arrangements for acquisitions. In turn, potential contributors should be candid in asking about a museum's deaccession policy.

The museum world is filled with byzantine stories about donors' expectations

conflicting with museum practices.

Remember the recent case of a donor suing the Whitney for wavering on their commitment to show his donation?

Before implementing a program of deaccession, a museum should establish guidelines by which it will operate. It should then appoint a small, select group of experts to whom staff members would submit works of doubtful worth.


Many considerations would go into judgment calls, including the new tax reform law's possible effect on the method of future deaccessions.

Of primary concern, of course, would be the merits of individual works. A peeling landscape might be pondered as solemnly and intently as a Pulitzer nominee in drawing a fine line between pieces worth their keep and those that are not . . . to the museum, that is.

Even the Cornell's large and impressive ethnographic collection would come under scrutiny because it falls outside the museum's principal areas of concentration as defined by the Collecting Committee Policy.<sup>2</sup> Space is limited, but so are true treasures.

Of major concern also would be ways and means of divestment; whether to run an ad, auction off, contribute to a charity, discard.

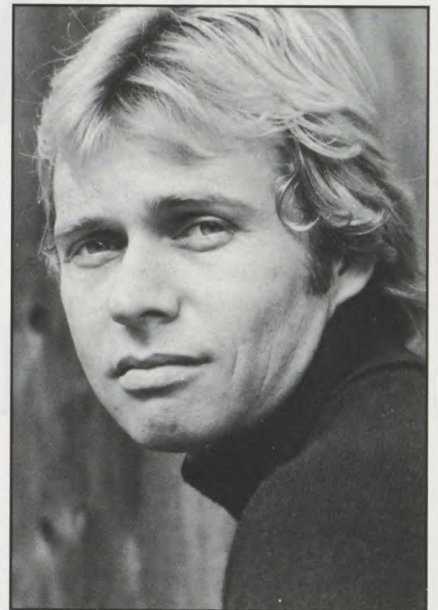
All of this provided that the Cornell opts to go with re-assessing, pruning, paring.

To deaccession or not to deaccession? To which Gertrude Stein might have added, "Is that the question?" For the Cornell, the answer lies in yet another question, "quantity or quality?" 

### FOOTNOTES:

<sup>1</sup> The Friends of Cornell, the museum's first and only support group, has recently established a small acquisition fund, from which two drawings by William Glackens (American, 1870-1938) have been purchased for the permanent collection. If the fund continues and grows, it will allow the museum to develop and implement a collection focus/direction—something it needs and has never had.

<sup>2</sup> The museum's collecting areas are: 1) American Painting, Pre-1940; 2) European Painting, Pre-1940; 3) Prints and Drawings, 15th century through 20th century; and 4) Photography, 19th century through 20th century. These areas constitute the "heart" of the collection.



*Francis Martin received his Ph.D. in Art History from U.C.L.A. His specialties are American Art and History of Prints and Drawings. He has published numerous magazine articles, catalog essays, and, as former art critic for The Orlando Sentinel, has written extensively on the arts in Central Florida. He also occasionally lectures in art history.*

*Dr. Martin, a fine art appraiser and former museum curator, is currently serving on the Cornell's Board of Visitors as acquisition chairman. This past summer he conducted a careful review of the museum's collection, identifying several previously anonymous works and, in some cases, firming up questionable attributions. This article is based on his conclusions.*

# RETURN OF AN OLD IDEA

## A program at Rollins' Crummer School gives students business experience and guidance

BY LINDA MASHBURN

Some ideas are so persistently sensible that they just won't stay on the shelf. One idea that's been dusted off and is now in its first year of implementation at the Roy E. Crummer Graduate School of Business at Rollins College is the Mentor Program, and it's creating a good deal of excitement among everyone involved.

The plan allows first and second year MBA candidates to test the waters of corporate life by providing them with sponsors, or mentors, who allow their designated student to "shadow" them through at least one full business day. There's also a follow-up luncheon or dinner meeting which allows an opportunity for a more informal exchange of ideas.

Historically, the mentor system has worked beautifully. In fact, the word itself is actually a name from Greek mythology: Odysseus's trusty counselor. During the Renaissance, if a fledgling artist, writer or inventor lacked a mentor, or patron as they were sometimes called, it spelled oblivion. Patrons nurtured young talent, advised and educated them and competed with other affluent community leaders for the distinction of discovering and fostering the more precocious talents of the day. Galileo was free to explore the complexities of the solar system, courtesy of his patron, the Marquis

Guidobaldo del Monte. Michelangelo enjoyed early support from Lorenzo de Medici, a member of one of history's most determined family of patrons.

In looking for a way to better prepare their MBA students for the "real" world beyond academia, the Crummer School wisely decided the mentor system was an idea whose time had come again. Letters outlining the proposed plan and soliciting participation were sent to Central Florida business leaders, many of them graduates of the Crummer School.

To 79 community leaders, it sounded like a program they wanted to support. So, they became charter participants in a movement that may be unique to American university curricula. No one associated with the program is aware of a counterpart.

According to Anne Kerr, Assistant Dean of the Crummer School, MBA students and their mentors are matched randomly with no attempt to correlate fields of interest. The rationale is that the most important benefits to be gleaned are top-level decision-making skills, staff interaction and the like. It may also be the catalyst for some MBA students causing them to rethink their chosen field of specialization.

A case in point is Jennifer Newsom, a first-year MBA student who earned a BS degree from Stetson in biology.

Now, thanks to the Mentor Program, she has discovered a new world. It's called television.

In her words, her student assignment to Michael Schweitzer, WCPX-TV's vice president/general manager, "was a lucky draw. . . he and his entire staff have allowed me complete access to all facets of the business. At first I was apprehensive; I was afraid I would be considered an outsider, but everyone's been wonderful."

Originally from Connecticut, Jennifer worked as a medical technologist following graduation from Stetson, then as a technical recruiter for a bank, and gradually realized that the isolated world of science was far less attractive to her than one that offered interaction with people. Now Jennifer sees herself as "definitely a people person" and desires to continue participating with Channel 6 in the Mentor Program as long as possible. "I look at this as a once-in-a-lifetime opportunity and I'm not about to let it go."

Perhaps as the program matures and gains mentors in a full range of professions, the Crummer students will have the opportunity to have mentors in both their chosen field and in an auxiliary one. Either way, since the majority of our lives is spent at our jobs, any and all vocational fine-tuning has to be beneficial.

"I like the idea of the Mentor Program," says Schweitzer, "because it's similar to one of the things that we do here at Channel 6. Once a month I have my managers take on another job. They'll go out with the news reporters and do shoots or run a camera and such. It aids in understanding."

Another aspect of Schweitzer's management style is "quality circles," a philosophy that originated in Japan which allows employees the latitude to work out their own solutions to problems. He feels the Crummer School Mentor Program is analogous: "You place a person in all departments, at all jobs and allow them to interact with all the people. They're able to ask questions of those who really know the answers about the jobs."

Does Schweitzer wish he'd had the benefit of a mentor program in college? "Looking back, I feel cheated. Had I had that involvement in a company and been able to get a total perspective from top management, I think when I entered the business world I would have had a better view and progressed faster."

Georgia Foster, vice president of NCNB Bank in charge of the Trust Division, is also a mentor. Her student, Anne Sofarelli, is a second year MBA student and a former junior high school English teacher. "Anne's met with our city executives, sat in on a staff meeting and commercial loans discussions, met with our retail people."

Have they ever discussed any negative aspects of professional life? "We've touched on some," continued Foster. "There are so many war stories that you hear of corporations not recognizing and promoting women. That is definitely not the case with NCNB. And banking in general seems to offer fertile opportunities for women."

John Byrd is a first year MBA student from western Virginia who holds a BS degree in business administration from the University of Richmond. Since marketing and economics are the focus of his MBA studies, his mentor match-up offers access to a corporation many feel is the ultimate master of marketing, Walt Disney World Company. John's mentor is Charles Luthin, vice president in charge of finance. Like Schweitzer, Charles Luthin expressed regret at the absence of a similar program during his college training. "That's why I got excited about the Mentor Program.



MBA student Ann Sofarelli receives guidance from mentor Bill Hill, president of Century Alarm.

MARK CUNNINGHAM

And when I structured John's time, I thought about what I would have wanted to know if it had been me in his place. John toured market research and met with financial analysts. We showed him as much of our 'real' world in the area he wants to work in as we could. We also spent a lot of time talking about not only how to do a financial analysis, but how it's used by the decision maker." John, in turn, was "very impressed with the experience. They continually used 'we' instead of 'I' in terms of policy and decision making. It's a very open, very cooperative environment. A joint effort by everyone. The Mentor

Program provides an excellent opportunity to learn how people view their own company. That says a lot about them."

The Mentor Program says a lot about the Crummer Graduate School's commitment to developing enlightened corporate leadership. The mentor system may not be a new idea, but it took a special brand of creativity to revive it in a fashion that fits the '80s just fine. □

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## AUTONOMY

An Essay in Philosophical Psychology and Ethics

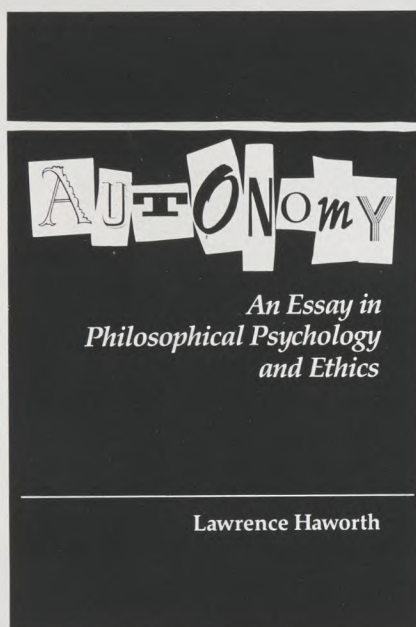
By Lawrence Haworth. Yale University Press, New Haven and London, hardcover.

The word "autonomy" comes from two classical Greek words meaning "self" and "rule." The autonomous person is thus one who is self-ruling. It will seem obvious to many that autonomy is a value—that it is a condition all (or nearly all) seek, and should seek. The idea of autonomy goes naturally with a range of other ideas: those of being in control of one's life, of being independent, of being free, of its being "my life, and I have a right to live it as I want."

In his book *Autonomy*, Lawrence Haworth seeks to do two things: first, to set out in detail what is involved in being autonomous; and secondly, to tell us why autonomy is to be highly valued. Haworth argues that autonomy is fundamental to being human. Autonomy, he claims, is a more basic value than happiness, a community of shared values, satisfaction of people's wants, and even liberty. For Haworth holds that these other things are humanly valuable only when they pertain to the lives of autonomous creatures. Autonomy is *the* most fundamentally important feature of a human life.

Although he claims novelty for his synthesis of them, Haworth modestly admits that his ideas are not themselves new. The main lines of the picture painted by Haworth can be found in the philosophical tradition which runs from Plato through Descartes, Kant and John Stuart Mill to the present day. *Autonomy* does a fine job of showing how seminal themes of that tradition can find a unified expression across the domains of contemporary political theory, moral philosophy and sociology.

No doubt this notion of autonomy has been a force for good in many ways in times past. The abolition of slavery, universal suffrage, and much of the gradual, fragile but real increase in social justice in the western world in recent centu-



ries may owe in part to the influence of a conception of all human beings as equally valuable rational beings whose true nature is duly acknowledged only if they are accorded the opportunity to determine the course of their own lives. Haworth quite rightly notes John Stuart Mill as an eloquent protagonist of much the line of thought that his own book proposes. Mill saw the people of his time under constant threat from "the tyranny of the prevailing opinion and feeling; (from) the tendency of society to impose, by means other than civil penalties, its own ideas and practices or rules of conduct on those who dissent from them." He therefore saw an insistence on individual liberty (as enabling the realization of one's autonomy) as having a primarily *negative* force—as a counter-balance to the pressure of social conformism.

Yet Mill is like one who, believing our diet to be short of fibre, repeatedly and

rightly emphasizes the great importance to our health of eating lots of fibre. But when the deficiency has been corrected, a continued great emphasis on fibre may become injurious to our health, by leading us to overlook, and perhaps even to deny, the other elements of a well-balanced diet. We are no longer in the middle of the nineteenth century, and the deficiencies and dangers Mill perceived around him are not ours. I think that to continue to place primary emphasis on autonomy is to act like the out-of-date dietician. The model of the self implicit in Haworth's book I think now distorts important aspects of our humanity. In what way?

Think of the range of places in our lives of grief, love, humor, and even gratitude and anger. What would become of these ways of being alive to each other if it were demanded that they satisfy the criteria of autonomy? As soon as we find ourselves grieving, or loving or laughing, or feeling grateful or angry, we must check ourselves in mid-flow to reflect critically on our dispositions? One who always did this, or even who tried to do it, would be not a moral paradigm, but a monster. As I said, reflection on our emotional life may sometimes be appropriate: we may reckon ourselves to be too timid, too prone to infatuations, or too given to quick anger. But we stunt ourselves if our ideal here is conceived in terms of greater autonomy, control and independence.

To value the life of feeling is implicitly to conceive of one's self and one's relation to the world in terms other than autonomy, independence and control. For it involves being related, engaged, interdependent, and thus to be *at risk*, to be vulnerable, to be launched on hope, and always to be a potential victim of circumstance—people one loves can be killed, will die, one's plans and hopes can be unfulfilled through no fault of one's own, and so on. Of course in response to hurt, we can and often do seek to make ourselves *less* vulnerable by closing up the access and passage to feeling. But thus to seek greater control and independence is to cure by killing.

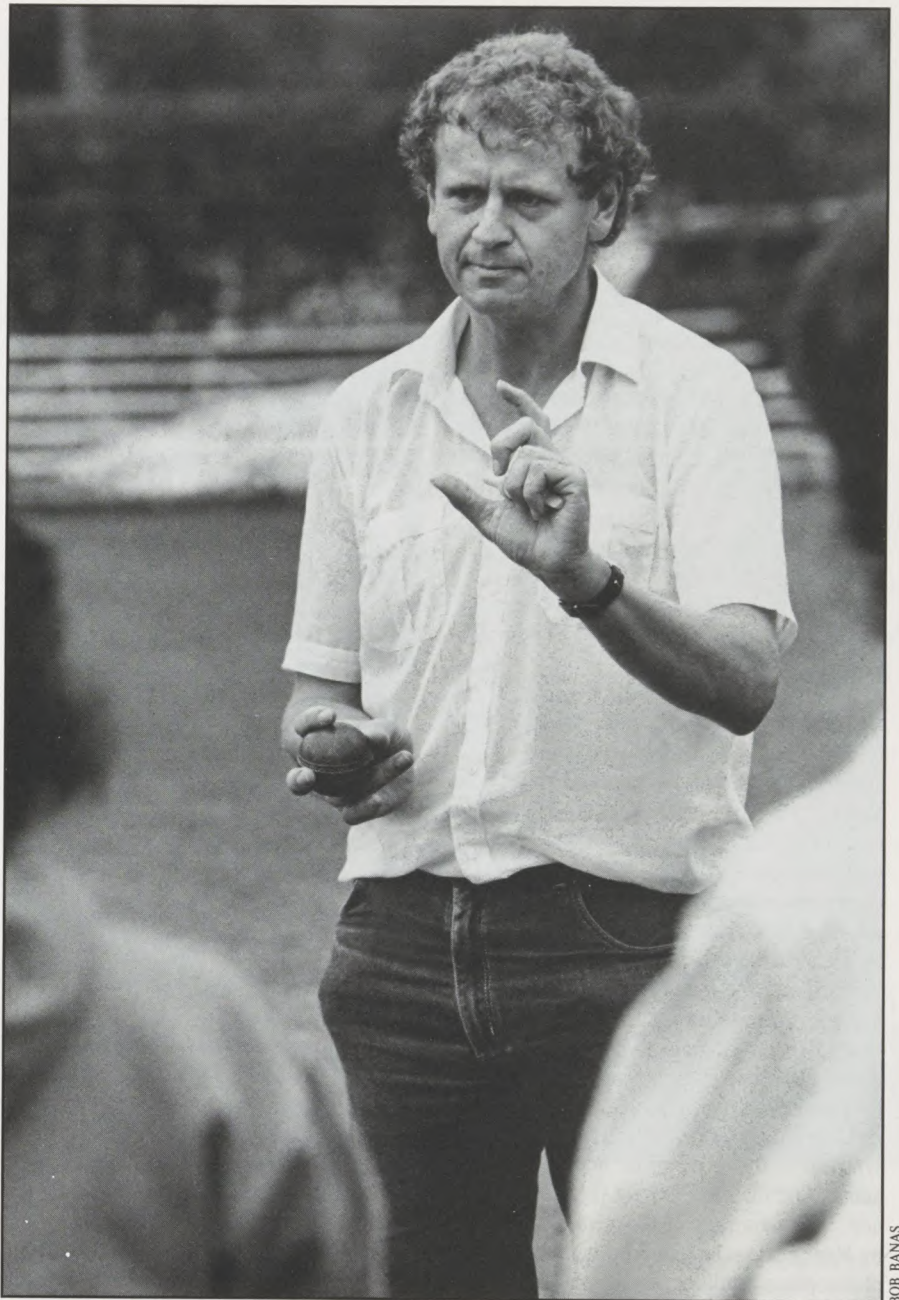
We may benefit from a model of the self and its relations to the world which is very



different from that of autonomy, independence and control. Think of the downhill skier. How is his activity best conceived? He must have a *feel* for the snow through his skis. He must go with the snow and with the contours of the slope, fluid in his responsiveness to its subtly shifting demands. If he sustains an ever-changing balance, and remains in harmony with the whole snow/slope/course context of his activity, we may well find his movement strikingly graceful. Fluidity, balance, harmony, grace: these will be the key terms for characterizing his activity. But these terms bespeak a sense of the skier as engaged, interdependent with his world, rather than independent of it; as seeking to harmonize with it rather than to control it; as seeking not to dominate or control one "part" of himself with another part, but to achieve a *flow* of activity. The best skier is the one able to *give* himself most fully to the activity, the one most fully *open* to the ever-changing context of action, the one most fully in *harmony* with the situation.

Suppose we were to build a conception of ourselves—of what it is to be fully human—along these lines. We would no longer have an adversarial view of our relation to the world; distancing from our feelings would no longer be the norm; we would not think of ourselves as "essentially" atoms isolated from one another; we would no longer have a conception of detached rational reflection as the paradigm basis for acting; we may no longer think of the world as a field of independent objects to be merely exploited. We might leave behind a sense of ourselves as *technocratically* related to the world, to others, and even to our own activities, and recover a sense of ourselves as organically *connected* with the world. Then, instead of seeking independence, control, autonomy, we might seek to increase our vitality, our exuberance, aiming at richer, deeper, fuller, more open *engagements* with others and with the world.

These remarks are of course not an argument. They are the sketch of a task. Or perhaps of two tasks. The first is to give a much fuller account of the destructive impact on many parts of our lives of the picture of the self as ideally independent, autonomous and in control. Some thinkers have already been eloquent about this. The second, and harder, task is to develop a philosophy of the self and of morality



Chris Cordner

BOB BANAS

which can help us to find a different way of living. This task still lies before us.

Although I have been urging different themes, Haworth's book remains valuable for us. As a subtle and thorough defense of autonomy, it will help prevent us from undervaluing the strengths and attractiveness of a picture of ourselves and of our relation to the world which nevertheless we may need to alter. [R]

*Christopher Cordner received a Rhodes Scholarship to do his doctorate work at Oxford University and came to Rollins in 1985 as an assistant visiting professor of philosophy. He recently returned to his hometown of Melbourne, Australia to accept a research grant at the University of Melbourne that will allow him to finish his book on the alternative to autonomy he is suggesting in this article.*

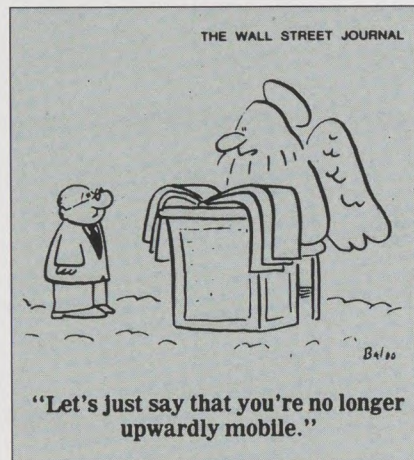
# How to Win the Giving Game with Life Insurance

**W**ould you like to be a philanthropist? Even a middle-income donor can become one by using life insurance as a gift vehicle. Eighty-six percent of families own it and 615 million policies are in force. Insurance is an often overlooked way to remember Rollins and other good causes in a painless, personally rewarding way.

**Outmoded Insurance.** After their family was grown, Helen and David Remer donated an old whole life insurance policy to Rollins in return for a life income agreement. The College cashed in the policy and placed the proceeds in a gift annuity to pay the two Remers a generous rate of interest for the rest of their lives. They received an income tax deduction for making the gift and part of all income they receive is non-taxable. They converted a non-income-producing asset into a safe source of regular payments. The Remers also had the satisfaction of making an investment in the future excellence of Rollins.

When she reviewed her insurance coverage, June Reinhold Myers '41 discovered that she could upgrade two policies she had given to Rollins in a way that would be beneficial to her as well as the College. She suggested that Rollins cash in the original insurance and purchase a new single premium policy, using the cash accumulation. Because of revolutionary changes in the insurance industry, Rollins was able to obtain a greater death benefit at lower cost than the old policies provided. Mrs. Myers was pleased that the College had immediate access to the difference between the cash value of the old policies and the cost of the new one. She plans to continue annual contributions for current operations for at least the amount

BY THE  
TAXWISE GIVING COMMITTEE



of the old premiums even though she no longer has any premiums to pay on the new policy. This will eventually come to Rollins as with her original estate provision.

**New Policy.** Wishing to make an estate provision for Rollins, Susan Probasco Thompson '68 took out a new life insurance policy, naming the College as owner and irrevocable beneficiary. Her annual premiums, which she only has to pay for seven years, are tax-deductible. Ultimately, she will provide a generous legacy to build the endowment of the College.

Robert Teall, CLU, established a scholarship in memory of his daughter, Betsy. Each year he adds to the endowment, the income from which is already assisting promising students at Rollins. In order to guarantee that the principal

reaches the substantial sum he has in mind, if he dies before his objective is achieved, Mr. Teall has taken out term insurance, which he will renew as long as necessary. Mr. Teall's outright gifts to the Betsy Anne Teall Memorial Scholarship Fund are tax-deductible, as are his life insurance premiums.

**Partial Interest.** Lynne Kaelber Behnfield '58 wished to honor Wendell Stone, a Rollins professor who had greatly influenced her life, by establishing a scholarship in his memory. She assigned one-third of the proceeds of an insurance policy to Rollins. That portion of the premiums is tax-deductible and ultimately the proceeds will go to the Wendell Cornell Stone Scholarship Fund, the income to be awarded annually to junior and senior philosophy majors chosen on the basis of academic excellence and financial need. Meanwhile, she hopes other former students and friends will activate the fund now so it will be of immediate benefit to Rollins students.

**Group Insurance.** Other alumni and friends of the College have assigned all or part of their group insurance to Rollins. Should you choose to follow this route, you will not receive a charitable deduction if your employer is paying the premiums, but these assets are removed from your estate. The first \$50,000 in employer group insurance is a non-taxable employment benefit. Premiums paid by an employer for coverage above that amount are taxable to you unless you assign the insurance above \$50,000 to charity. If you do, this is an easy way to make a significant gift and avoid paying income tax on the premiums.

In recent years there have been sweeping changes in the range of life insurance

products available. It is important to review your insurance policies on a regular basis, just as you should check the other elements of your financial plan. If protection is still needed, you may find that you can obtain greater coverage for the same or lower premiums.

If life insurance is no longer necessary or a lower amount would be sufficient, you can donate paid up or obsolete policies and obtain an immediate tax deduction for the cash value of the policy. The dividends of an existing policy can be assigned to the College and are tax-deductible. Rollins can be named as primary beneficiary of all or part of the policy, as secondary beneficiary, or as last beneficiary, if all prior beneficiaries predecease you.

A new life insurance policy can be used to guarantee a pledge, to replace money or other property given to charity, to create an instant estate for a young person or to help a high-income individual with a few assets to make a large future gift.

A gift of life insurance may be the best way for you to help assure the future excellence of Rollins College. If you already own it, no cash outlay is needed. Donating it is a simple matter of obtaining the necessary forms from the insurance company and notifying the College that you are making the gift. The Taxwise Giving Committee will work with you and your insurance adviser to design a mutually beneficial program. If you do not already have such an adviser, we can suggest the names of several experienced consultants who are alumni or friends of the College.

Call us about making a gift of life insurance that will bring you immediate satisfaction and ensure the on-going strength of Rollins—305-646-2606. You will be glad you did. ☐

**Taxwise Giving Committee:** *Angus S. Barlow '69, C.P.A.; Marion Haddad Brown '73, C.P.A.; Christopher Clanton '68, Trust Officer; Sara Harbottle Howden '35, Civic Worker; Warren C. Hume '39, Trustee and Business Executive; Allan E. Keen '70, Real Estate Investor and Developer; Michael Marlowe '65, Attorney; Robert F. Stonerock '41, C.P.A.; Harold A. Ward, III, Trustee and Attorney; M. Elizabeth Brothers, Associate Vice President.*

## CALENDAR

### APRIL

- 1 Baseball: University of Tampa, home
- 1 Cornell Fine Arts Center: "Portraits of Shakespearean Characters," Anne G. Baum, through May 3
- 3-5 Women's Golf: Ryder Corporation's Florida Collegiates, away
- 4 Crew: Augusta Invitational Regatta, Augusta, Georgia
- 4 Baseball: Eckerd College, home
- 5 Baseball: Eckerd College, away
- 5 Festival Concert Series: Sylvia Reynolds, pianist, Annie Russell Theatre
- 5-7 Men's Golf: Southeast Collegiate, away
- 6 Softball: Barry College, away
- 7 Baseball: St. Leo College, away
- 7 Softball: St. Thomas University, away
- 8 Men's Tennis: University of South Florida, away
- 9 Softball: Florida Southern College, home
- 9 Women's Tennis: Stetson University, home
- 10 Softball: Sunshine State Conference Tournament
- 11 Baseball: St. Thomas University, home
- 11 Crew: Governor's Cup, Melbourne
- 11 Rollins College Dance Series: "Rollins Dance," Annie Russell Theatre
- 11 Women's Tennis: University of South Florida, home
- 12 Baseball: St. Thomas University, home
- 12 Rollins College Concert Series: "Colonial Choral Music," First Congregational Church of Winter Park
- 12 Women's Tennis: Florida State University, home
- 13 Men's Tennis: Sonoma State, home
- 14 Men's Tennis: Jacksonville University, away
- 14 Baseball: University of Central Florida, home
- 15 Baseball: University of Central Florida, away
- 15 Men's Tennis: Washington and Lee University, home
- 15 Women's Tennis: University of New Orleans, home
- 16 Women's Tennis: University of Florida, home
- 17-19 Women's Golf: William & Mary Spring Invitational, away
- 18 Baseball: Florida Southern College, home
- 18 Crew: Florida Intercollegiate Championships, Tampa

- 19 Baseball: Florida Southern College, away
- 21 Baseball: Eckerd College, away
- 22 Baseball: Eckerd College, home
- 22 Men's Tennis: Tennessee-Martin, home
- 22 Women's Tennis: North Florida, away
- 24 Baseball: Stetson University, away
- 24-26 Women's Golf: Women's Golf Association Small College Championships, away
- 25 Baseball: Florida Institute of Technology, home
- 25 Crew: Southern Intercollegiate Championships, Oak Ridge, Tennessee
- 25 Women's Tennis: University of Miami, away
- 26 Baseball: Florida Institute of Technology, away
- 26 Music in the Chapel: "Honors Recital by Rollins Music Students," Knowles Memorial Chapel
- 28 Baseball: Florida Atlantic University, away
- 29 Baseball: Florida Atlantic University, away

### MAY

- 1-9 "Brighton Beach Memoirs," Annie Russel Theatre
- 2 Baseball: University of Tampa, away
- 3 Baseball: University of Tampa, home
- 4 Baseball: Stetson University, home
- 4 Music in the Chapel: Central Florida Choral Society, Rollins Chapel Choir, Orlando Chamber Players
- 8 Crew: Dad Vail Regatta, Philadelphia
- 8 Festival Concert Series: "Verdi Requiem" Bach Festival Choir, Florida Symphony Orchestra, and Soloists
- 9 Cornell Fine Arts Center: "Senior Art Show"
- 11-17 Men's Tennis: NCAA Division II Tournament, away
- 12 College Sports Banquet
- 13 College Academic Awards Banquet
- 16 Commencement: Crummer Graduate School of Business
- 17 Commencement: Patrick Air Force Base Branch
- 23 Commencement: School of Continuing Education and School of Education and Human Development
- 24 Commencement: Full-time undergraduate program

## Kudos

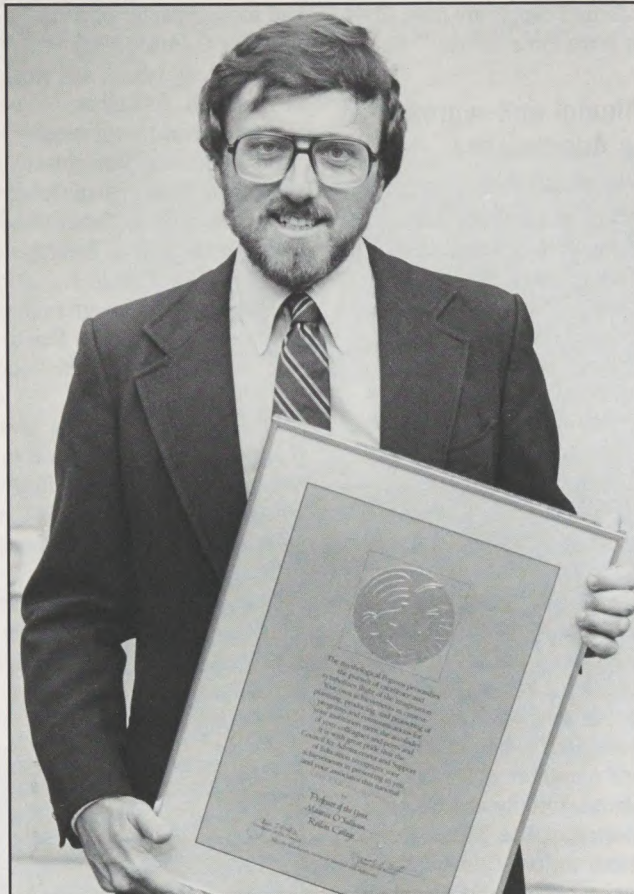
The editors of *American Studies* recently announced that the prize for the best essay published in the 1985 volume goes to Professor A. Arnold Wettstein, Dean of the Knowles Memorial Chapel, for his article "Churches, Cults and Constitutionality." The award committee said that Wettstein was "thoroughly versed in the appropriate secondary literature" and that his article provided "good historical background and an effective argument." The article was also commended for its "cultural scope and intellectual richness."

Maurice J. "Socky" O'Sullivan, Chairman of the English Department at Rollins, was a silver medalist in the 1986 National Professor of the Year competition sponsored by the Council for Advancement and Support of Education (CASE). O'Sullivan was cited for his "achievements in creative planning, producing, and promoting of programs and communications" for his institution. He was nominated for the award by his colleagues and peers at Rollins.

Another 1986 CASE award went to the *Rollins Alumni Record* for Periodicals Improvement. The Award of Excellence was presented "in recognition of superior planning and performance, plus creative talent and execution." R

## Alcohol/drug program stresses student responsibility

As a result of a decision made last year, fraternity and sorority rush at Rollins is now completely alcohol-free. This change stems in part from a practical need for the College to comply with the new Florida



*Socky O'Sullivan—Professor of The Year Silver Medalist*

statute raising the minimum drinking age from 19 to 21. But according to Dr. Bari Watkins, Dean of the College, it also is a sign of the times at Rollins and at many other colleges across the nation.

"Colleges are reflecting society's concern with the problems of drug and alcohol abuse," said Watkins. At Rollins, the strategy has been to help students come up with their own solutions to those problems.

Two years ago Watkins and a group of concerned administrators began a program called ADEPT (Alcohol and Drug Education Planning Team) with a grant from the Christopher D. Smithers Foundation. Specialists were brought in to

talk to students about the consequences of drug and alcohol abuse.

"We began as a group of concerned administrators hoping to reach out to students," said the Dean, "but the real proof of the program's success has been student involvement." During the past two years, the students of ADEPT have sponsored everything from workshops for residential aides in dormitories and other campus housing to a faculty colloquium on drugs and alcohol on campus. A full scale "Drug and Alcohol Awareness Week" has garnered support from Greek and other campus social organizations. And social gatherings at

Rollins, including fraternity parties, are offering alternatives to alcoholic beverages.

"For the first time students are being challenged to think of ways of socializing without depending on alcohol and other substances," Watkins said. "They are responsible for planning the events and for enforcing regulations on campus social behavior."

According to Watkins, ADEPT has made a concerted effort to mobilize campus leadership. "We knew that students were not interested in hearing administrators discuss the problems of drug and alcohol abuse," she said, "so we developed a peer influence model. We knew they would listen to people they want to emulate."

During Freshman Orientation, for example, new students were treated to a panel discussion on the campus social scene. Panel members included athletics and presidents of campus organizations. "The goal was to let them know that you don't have to drink or do drugs to be popular at Rollins," Watkins explained.

Being a member of ADEPT is taking on a certain status on campus, Watkins said. Students are chairing sub-committees and carrying out tasks that are crucial to the life of the program.

The Kappa Alpha Theta sorority has turned what was once a lackluster Alcohol and Drug Awareness Week into a rousing success. The week now includes such activities as programs with representatives from Mothers Against Drunk Driving (MADD), talks with professional drug and alcohol counselors, and a police-supervised drinking and driving demonstration featuring the Dean and other members of the College administration. ▶

"Students are concerned because they have seen what happens to their friends who use drugs and alcohol," Watkins said. "They are learning to spot problems and to help us to help people in trouble."

Like many other colleges, Rollins deals with student offenders through the Dean's Office and Student Hearing Board. Two campus ministers serve as ombudsmen for the students, and often recommend counseling either through the Rollins Office of Personal Counseling or through community agencies. "We have to ask ourselves a basic question in each of these cases," Watkins said. "Can we help them through campus counseling programs, or do they need more intensive professional treatment?" Watkins says the College can sometimes rely on the help of "sophisticated" and "caring" parents. "We work with the student and parents to help overcome the problem and get the student back on track," she said.

A student referred for professional help generally withdraws from school and may enter a residential treatment program, the Dean said. Students are given the option of returning to campus following recovery, but the College requires strict documentation during the treatment period.

Watkins said, "Based on conversations with colleagues around the country, we expect that by the time students reach college age, they already have established certain drinking patterns and many are likely to have experimented with some illegal drugs."

Since the implementation of the ADEPT program, awareness and sensitivity to drug and alcohol problems is up on campus and abuse is down, Watkins says. "The strategy of the

program is to help students make responsible choices. We believe informed people are more likely to make those choices." [R]

### Alumni well-represented in Admissions/Financial Aid

One of a college's best marketing resources is its alumni, says David Erdmann, Dean of Admissions and Financial Aid. Erdmann apparently had this philosophy in mind when shaping his staff.

Julie Beckman '86 joined the Admissions staff in July, 1986, shortly after her graduation. Her responsibilities include planning the College's annual on-campus "Preview" program for accepted applicants and representing the College on the West Coast and in Maryland and D.C., Virginia, Kentucky and Indiana. At Rollins Julie was a foreign language major and a member of the Chi Omega Sorority and Omicron Delta Kappa, a leadership honor society. During her senior year she was captain of the Women's Varsity Golf Team and head resident aide.

Yvonne Barton '87 has worked in Admissions since 1980. As administrative assistant to the dean of admissions of financial aid, she plans all major fall Admissions receptions and monitors the office budget. Yvonne's graduation from Rollins was preceded by that of son Todd '84 and daughter Carrie '85. Yvonne majored in English, completing her studies in the School of Continuing Education while working as a full-time employee at Rollins. She currently serves on the Rollins Staff Advisory Committee.

Carinne Meyn '84 began her work in Admissions in 1985. She is director of the Rollins Centennial Award Program for outstanding Florida high school

students, is the Admissions liaison with the Alumni Office, and has geographic responsibility for Colorado, New Mexico, Long Island, and most of the South. At Rollins Carinne pursued a combined major in business administration and German, interning her senior year with the International Department of Barnett Bank. She was a student ambassador, was treasurer of the little sisters of Sigma Phi Epsilon, and served on the Dorm Council.

William Peisner '86, like classmate Julie Beckman, was hired by the Admissions Office shortly after graduation. Bill organizes the annual phonathon for accepted admission candidates and has regional responsibility for New Jersey, Ohio, the Mid-West, and parts of Florida. Bill majored in psychology at Rollins. He was a member of

the Phi Delta Theta Fraternity and the Rollins Outdoor Club, and he announced sports events for WPRK.

Two other members of the Admissions staff, Susan Schilling and Michael Short, will soon join the ranks of Rollins alumni. Sue is pursuing her MA in the School of Education and Human Development, and Mike is working toward his MBA in the Roy E. Crummer Graduate School of Business.

Linda Downing '82 has rejoined the Rollins administration as Director of Financial Aid. Linda served Rollins for five years, from 1980 to 1985, as associate director of financial aid before her appointment to the position of supervisor of financial aid and veterans affairs at Seminole Community College. She received her MSM degree from the Crummer Graduate School of Business in 1982. [R]

## ROLLINS COLLEGE

# Master Liberal Studies Program

### MLS program accepting applications

Rollins' new Master of Liberal Studies degree program is now accepting applications for its first class. No more than 25 students will be selected during the months of April and May to enter the graduate evening program in September 1987. Rollins' MLS is the first graduate liberal arts degree to be offered in the state of Florida. To obtain a program prospectus and application, please contact the School of Continuing Education, Campus Box 2725, Rollins College, Winter Park, FL 32789; (305) 646-2232.

# Volunteers: The Lifeblood of the Rollins Fund Campaign

BY SANDRA PHILLIPS, DIRECTOR OF ANNUAL GIVING

Rollins has set out to accomplish an ambitious goal of raising an unrestricted \$1.3 million this year to balance the College's operating budget. This is no easy task for a comparatively small institution and would be virtually impossible were it not for the increase in the number of volunteers assisting the Annual Giving office.

Individual fund-raising goals, which together total the \$1.3 million, have been established for the College's various constituencies. Alumni, for example, are being asked to contribute \$583,000 this year. The largest portion of this amount will come from graduates of the full-time undergraduate program, although participation is increasing annually by non-graduates who attended the College for at least one year as well as graduates of the School of Continuing Education, the Patrick Air Force Base Branch and Rollins' graduate programs.

"Friends" of Rollins also have a major role in supporting the Rollins Fund. Community support has traditionally been generous because of the intellectual, cultural and athletic activities offered by the College to area residents.

The Parents Fund is another important part of the Rollins Fund. This year's 80-member Parents Committee is perhaps the best example of a successful team effort. This group came to the campus last fall for an informational meeting and solicitation training. Armed with packets of printed materials and assignments, they went right to work calling other current parents. At the end of the calendar year, their efforts were rewarded when a report was released indicating that the 1986-87 Parents Fund had already surpassed the total number of dollars raised during the previous fiscal year.

The corporate sector also plays a vital role in maintaining Rollins' financial stability. The competition for funds from corporations in the Orlando area is intense. It is important, therefore, that Rollins recruit highly visible top-level executives to assist in the solicitation of other corporate leaders.

There is a great deal of "in-house" fund-



1986-87 Rollins Fund Committee: (l.-r., seated) Miriam Fort Holmes, Mary Ellen Berlo '87, Dorothy Aubinoe Griffith '48, Brian Sherwin '57, Bonnie Murrell; (standing) Ray Mayhall, James H. Robinson '55, Paul Vonder Heide '83, Lt. Col. William C. Cogswell '74, Kenneth B. Hobbs; William R. Gordon '51, Q. Doyle Oldham '68; (not pictured) E. Peter Krulewitch, Richard A. Lima.

raising at Rollins as well. Each year since 1984, when class representative Christine Dutter initiated the senior class "Beginnings" campaign, seniors have competed in teams raising dollars from their classmates for the Rollins Fund. This spring the College's faculty and staff, having been challenged by the seniors, will wage a similar competition.

Since the 1986-87 Rollins Fund Campaign was launched last fall, many new volunteers have been recruited to assist with fund-raising. Rollins Fund committees have been established in such cities as New York, Palm Beach and Tampa which have large concentrations of alumni. Phonathons held in New York, Boston and Ft. Lauderdale have involved local alumni who have enthusiastically donated their time and energy to the Rollins Fund cause by calling their classmates for gifts.

On-campus phonathons are becoming more personalized and sophisticated. This fall young alumni volunteers from the Central Florida area spent three evenings phoning classmates to encourage Fox Club memberships with gifts of \$50 or more. School of Continuing Education students and alumni

also spent three nights calling their peers for contributions to the Rollins Fund.

Several alumni, seeing the low participation percentage rates of their classes, have written to the Annual Giving office this year volunteering to make calls to help increase those numbers.

As Rollins' national visibility and credibility as a fine liberal arts college continues to grow, many more volunteers will emerge to play on this winning team. The opportunities for Rollins volunteers are as diverse as the College, and assignments can be matched to the individual's interests and time restrictions.

The rewards of voluntarism are many. Rollins Fund National Chairperson Dorothy Griffith gives testimony to this: "Even though I was a student here, have returned to campus frequently since graduation, have served on a million Rollins committees and have been an Alumna Trustee for three years, I have learned more about how Rollins functions during my year-and-a-half as Rollins Fund National Chair than in all the other years combined." Has she enjoyed it? Just look at that smile and be your own judge! ☐

## UPDATE

**29** **Marguerite Atterbury** has been working in China for the past 40 years and is currently doing public relations work for free China in Taiwan.

**30** **Virginia Stelle** enjoyed a two-week cruise this November as she sailed the Royal Viking Star from Singapore to Thailand, Borneo, the Philippines, and crossed a rough South China Sea from Manila to Hong Kong.

**35** At a "Salute to Women" banquet last September at the Citrus Club of Orlando, **Sara Harbottle Howden** was presented with a summit award by the Women's Resource Center for her contributions to the advancement of women. The center described Sara as a "friend, mother, teacher, world traveler, grandmother, dean, leader."

**47** **Ann Reiner Bien** and her husband Al celebrated their 25th wedding anniversary in Anaheim, California last year. Both are retired and travel extensively in their 32-foot Ketch sailboat. Their latest trip was on the Nile in January. **Ray Biggerstaff** married Ruth Marie Rosier on November 29, 1986 and is working for the engineering department of the city of Pembroke Pines, Florida. **Ann Cory Stone** and husband Randolph are both retired from teaching and spending their time in New Hampshire and Pennsylvania.

**50** **Hall Tennis** married Susan Sachs on October 31, 1986. The couple will be moving to Paris early this year.

**51** **William Frangus** was recently elected to the national Board of Directors of Literacy Volunteers of America Inc., a volunteer literacy organization.

**56** **David King** has received a Certified Financial Planner (CFP) designation. He is the first CPA in the Bay Area of Texas to also become a CFP.

**62** We extend our sympathy to **F. Whitner Chase** on the death of his father, Central Florida citrus magnate Franklin W. Chase.

**63** **Peter A. Marino** has been appointed to the new position of executive vice president for Lockheed Electronics Company in

### KEY

If alumnus/alumna graduated from any Rollins program other than the full-time undergraduate day program, the program is indicated in parentheses after the alum's name, using the following abbreviations:

- SCE**— *School of Continuing Education*  
**PAFB**— *Patrick Air Force Base Branch*  
**SEHD**— *School of Education and Human Development (formerly Graduate Program in Education)*  
**MSCJ**— *Master of Science in Criminal Justice Degree Program*  
**CR**— *Crummer Graduate School of Business*

Plainfield, New Jersey. Peter comes to LEC from the Central Intelligence Agency, where he held a number of positions during a 16-year career.

**67** **Kathryn Anne Ten Eyck Marshall** received her Master of Instruction degree from the University of Delaware in December 1985.

**68** **Ronny Joan Kessler Hornung** has been promoted to the position of public relations and marketing director of the Kentucky Center for the Arts in Louisville, Kentucky. Her husband, Bob, is a stage manager at Actors Theatre of Louisville and co-owner of Mom & Pop's Cone Corner in New Albany, Indiana, a soft-serve dairy bar that is about to open for its first full season in March. Ronny and Bob are expecting their first child early in March.

**69** After serving his alma mater for seven years, **David H. Lord** is leaving his position as associate vice president of business at Rollins to become business manager of Colorado College in Colorado Springs. He will be greatly missed by all of us at Rollins.

**71** **Noel and Carol Pitt Eggleston '73** announce the birth of a son, Brian, on June 16, 1986 in Radford, Virginia. **Patricia Knoll Russo** (SEHD) retired last October after 19 years of teaching in the Brevard County School System in Florida. She remarried five years ago to Patrick Russo, a retired Air Force lieutenant colonel. **Jeffrey Skinner**, poet and

playwright, has just been awarded a \$20,000 fellowship grant from the National Endowment for the Arts. Some thirty such grants are awarded annually. Jeffrey currently lives in Lewes, Delaware with his wife, Sarah, who is also a published poet, and their two young daughters, Laura and Bonnie. His poems have appeared in many magazines, including *The New Yorker*, *The Atlantic*, *The Nation*, *Yankee Magazine*, and *Poetry*.

**72** **Glenda Hood** was profiled as one of the "Movers and Shakers" of our community in the January issue of *Central Florida Magazine*. As city commissioner for Orlando, Glenda has served her community for the last four years. She was reelected last year and has been the president of the Florida League of Cities.

**75** **Jeff Siskind** (SEHD), a Lyman High School guidance counselor, has been nominated for outstanding high school counselor in the country by the Seminole County school district of Florida. The American School Counselor Association will select the nation's top counselor in April. Good luck, Jeff! **Beth Jubert** and husband Jerry announce the birth of their third son, Thomas John, 6 lbs. 3 oz., on June 22, 1986. **Marguerite Dannemiller Tremelin** married Scott Shepard in Akron, Ohio on November 1, 1986.

**76** **Robin Jewell Mori** recently wed Thorpe Mori in Winchester, Massachusetts. Robin had been working as an editor for *Seventeen* magazine in New York City. The couple now resides in Jacksonville, Florida. **Barbara Lewis Harrison** and husband Jim welcomed a baby girl, Hilary Scheper, to their family on May 23, 1986. **Barbara McKinley** (SCE) retired last May from Pan Am World Services, Patrick Air Force Base, where she was a technical editor and an adjunct professor for Rollins and Brevard Community College. Barbara is now living in Yamato, Japan, near the U.S. Navy base at Kami Seya with her daughter Alice. **James C. Liakos** is vice president southern division manager of 375 Spirits Company, a House of Seagram Division in Tampa. **Donna Ronnick Cook** and her husband Fred announce the arrival of twin sons, Morgan Robert (5 lbs. 4 oz.) and Keaton William (5 lbs. 11 oz.) on January 19, 1987. They join big brother Cameron Wade, now 4 years old.

**77** **Lynne Bartlett Suehrstedt** and husband Richard had a baby girl, Lauren Elizabeth, on July 6, 1986. **Carol Dominick**

## Daniel P. Matthews '55 named rector of New York church

**Pederson** (SEHD) and her husband Dave announce the birth of their son, David Leslie, on July 2, 1986. **John Baxter Pattyson** and Diana Lynn Smith were married in September in Santa Monica, California. **Anthony E. DiResta** is now working for Dow, Lohnes & Albertson in Atlanta. **Henry Battagliola**, a chiropractor in New York, married Laura Eackloff, a podiatry student. Air Force captain **Johnnie D. Ainsley** (PAFB) graduated in December from the University of Oklahoma with a master of arts degree in communication. Johnnie is the director of public affairs for the worldwide operation of the Air Force AWACS aircraft, headquartered at Tinker Air Force Base, Oklahoma. **Bonnie Manjura** was featured in the January issue of *Central Florida Magazine*, along with two other Rollins graduates, as one of the "Most Interesting People of 1986 and Who to Watch for in 1987." It is not surprising Bonnie is considered a "mover" and a "shaker," with one job as executive director of special projects for Heathrow and another position as executive director of the Centerra Group, representing 18 developers in the Lake Mary region. Bonnie still finds time to be active in 13 civic and cultural organizations. She was formerly director of tourism for the Greater Orlando Chamber of Commerce. **Nancy Hubsmith Malan** and husband Bill welcomed the arrival of their second daughter, Brittany Michelle, on November 13, 1986. **Lori Carlman Booker**, president of Carlman Booker Public Relations and Advertising, was named Outstanding Director of the Year by the Orlando area chapter of the Florida Public Relations Association.

**78** U.S. Navy Pilot **George E. Westwood III** recently transferred from San Diego to the naval air station in South Weymouth, Massachusetts. His third child, Joseph, was born February 25, 1986. **M. L. "Joe" Meyer** (SCE), former south division distribution manager for United Telephone of Florida, has been named director of network staff at UTF. **Sunni Caputo** received her master's degree in communication from the University of Central Florida and is now living in Maitland, Florida with her new husband, Dan DeNicola, Rollins' vice president for academic affairs. Sunni and Dan were married on July 13, 1986. **Emily Walton Rogers** gave birth to twins, Elizabeth Claire and Thomas Ashby, Jr., on April 24, 1986. **Laura Gramas**, a school teacher in Newfoundland, New Jersey, married Ernest Oakes on August 9, 1986. Attending the ceremony were **Janet Gramas Jones '81**, **Adair Wilmer**, **Noel Thomas Tyra**, and **Katie Noyes '76**. **William S. McCalmont III** has received the designation of Chartered Financial Analyst

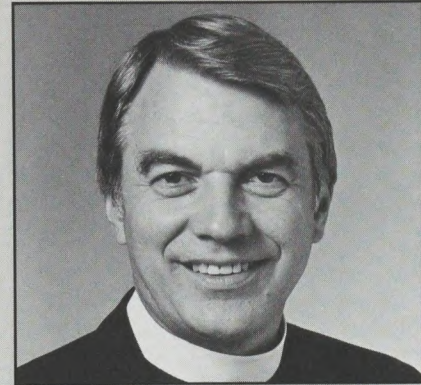
The Reverend Daniel Paul Matthews '55, a priest of the Episcopal Church since 1960 and Rector of St. Luke's Episcopal Church in Atlanta since 1980, has been selected from among 125 candidates to become the rector of one of America's wealthiest parishes—Trinity Church on New York's Wall Street. Matthews will be the sixteenth rector to serve the 290-year-old parish.

In Atlanta, Matthews became a well-known figure through his involvement in community affairs and his popular televised Sunday morning services. At St. Luke's he headed a staff of ten clergy in the development and extension of the parish's community-wide ministries, including facilities for the homeless, a food bank, the largest daily soup kitchen operation in Atlanta, a parish-sponsored school for dropouts, a center for Hispanic ministry, and work with television and theater.

Active in the national church, Matthews serves on the Standing Commission for Metropolitan Ministries and has twice been a deputy to the General Convention, the Episcopal Church's top legislative body.

Born in Chicago, the 54-year-old Matthews graduated from Rollins in 1955 and the Church Divinity School of the Pacific in 1959. CDSP and Rollins awarded him honorary doctorate degrees in 1984 and 1986 respectively for his pioneering efforts in the development of community religious television. He has also done graduate study at Dartmouth College's Amos Tuck Graduate School of Business and the Vanderbilt Divinity School.

As Rector of what is widely considered to be one of the most diverse and complicated parish structures in the country, Matthews will lead a staff of fourteen clergy and over 350 lay employees in administering the country's fifth largest religious



grants-making program supporting ministries and missions throughout the world.

"The reason that one would accept this call is to participate in long-range decisions affecting issues like peace, hunger and the direction of evangelism worldwide," said Matthews. "The job is not as much a task-oriented job as a broad-scoped leadership and visionary position. I will have enormous responsibility for making grants."

Chartered by King William III of England in 1697, Trinity Wall Street is one of the oldest and most financially well-endowed parishes in the United States, with assets of over \$300 million and an annual budget in excess of \$25 million. It is recognized as a unique institution in the national and international religious communities, with particular ministry expertise in the areas of theological education of clergy, communication, philanthropy, care of the aging, and business ethics.

Matthews and his wife, Diane (Vigeant) '52, have three grown children. Gail, age 28, is a PhD Candidate in American Folklore at the University of Indiana; Daniel Jr., age 24, is studying at the Virginia Theological Seminary in Alexandria; and Lauren, a 1986 Rollins graduate, is teaching second grade in Orlando. [R]

(CFA). Following an eight-month battle with cancer, **Vickie M. Lockwood** died from complications of chemotherapy on September 22, 1986 in Houston. Vickie lived in Puerto Rico where she was a practicing attorney.

**79** **Manuel Celis** has been promoted to operations manager of Zenith Manufacturing Division in Douglas, Arizona. **Marie**

**Louise Goldsborough** married David C. Merrick on August 9, 1986 in St. Michaels, Maryland. Classmate **Maria Curran** was a bridesmaid. Marie Louise is now working full-time as a program coordinator for a private special education school while she pursues her PhD in the same field. **Ginger Ross Landers** and husband Ned recently moved to West Palm Beach to fly for Jet Aviation. They have a new addition to their family, Ruth Ann Landers, born October



# Update us...

so we can update your classmates. Send us news of your degree, new job, promotion, move, marriage, children—anything you'd like us to include in the Update section of the *Rollins Alumni Record*.

News \_\_\_\_\_

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16, 1986. **Chris and Jeanne Barr Sullivan '80** announce the birth of their first child, Patrick Ryan, 7 lbs. 13½ oz., on October 12, 1986. **Diane Bronstein** received her MBA in marketing from Memphis State University in 1985 and married Mark Halperin on November 15, 1986. **Anne Shuttleworth** continues her work as a cash management sales associate with Citicorp. She recently relocated from New York to Chicago to handle corporate customers in the midwest. **Carmen M. Fogarty**, former customer relations representative for United Telephone of Florida in the Winter Park district, has been promoted to district customer relations manager. **Sheila Peck** married Timothy Platt Pettee on July 5, 1986 in Grosse Pointe, Michigan. Attending the wedding were **Susie "Scuppy" Gordon Kern, Titian Compton Maxwell, Martha Glover Perry '78, and Mimi Stefik**. The couple recently moved to New Canaan, Connecticut, and Sheila has started a new job as a portfolio manager with the investment counseling firm Peter Ehrlich Assoc. in Bedford Hills, New York.

**80** **Cindy Anderson Briery** and husband Robert had their first child, Timothy William, on October 17, 1986. The family is currently living outside of Boston, where Cindy owns and operates Jellybeans, Inc., specializing in handpainted children's clothing. **Laura Riegel**, a media information assistant for the Louis Vitton Co. in Wilmington, Delaware, spent some exciting times in Fremantle, Australia as an American representative to the press at the America's Cup events. Her job was to provide information about the races to the media as fast as possible and keep the public relations centers in New York abreast of the results. **Robin E. Hardy** is now assistant personnel director for the Radisson Plaza Hotel in Orlando. **Tracy L. Tabor**, a legislative assistant living in Lansing, Michigan, was very active this past year in her work as campaign assistant to Michigan Representative Engler, the first black and first woman to run for the office of Governor and Lt. Governor. Tracy recently began her work as an aid to Representative William R. Bryant from Grosse Pointe. After working with Illinois Bell Telephone Co. for five years, **Michael J. VonderHeide** has accepted a position with A.C.E. Hardware Corp. as director of telecommunications. Michael and wife Sue are living in Downes Grove, Illinois and would love to hear from Rollins alumni. **Gail A. Tomasetti** and Edward Whitehead were married in Austin, Texas on September 7, 1986. **Tracy Strickland '81** was Gail's maid of honor. Also in attendance at the ceremony were **Beth Shepherd Kleinschmidt** and her husband, Peter. **Steve Emery** and wife **Vicky (Fazio) '82**

celebrated the birth of their second child, Katherine Frances, on August 24, 1986. An 8 lb., 22-inch baby boy, Sean Michael, was born to **Debra Cox Fourcand** and her husband Serge on August 2, 1986. **Brad "BJ" and Beverly Gould Hayes '83** also welcomed an 8 lb. baby to their family this October—their first child, Shaelyn Dana. **Kathleen Marie Schweizer** has a new position with Proctor and Gamble as the only female in military sales. Kathleen married Lonnie R. Wright on December 27, 1986.

**81** **Tracy T. Strickland** has been promoted to a consultant in the professional software department at Price Waterhouse in Tampa. Marine first lieutenant **Lloyd G. Tetrault (PAFB)** recently participated in a weapons and tactics instructor course at Baker Peaks, Tacan, Arizona. **Andrea T. Eliscu (SCE)** was featured as one of the area's top "News-makers" in the January issue of *Central Florida Magazine*. She is the president of Medical Marketing Inc., and has been awarded the 1986 Outstanding Woman in Business award by the Women's Executive Council of Downtown Orlando.

**82** **Christine Goodman Price** and husband Taylor moved into a new apartment in New York last July. Christine is working as a substitute teacher. **Robin Davis McGinty** and husband Brian announce the birth of twins, Brian Francis and Sarah Louise, on October 3, 1986. **Martin Schappell** married Janet Watson on May 31, 1986 in Charlotte, North Carolina. Martin is clinical director of High Point Family Service. **Dr. Carolyn Paige Feltus** announces her engagement to Dr. Andrew Mahlon Atkinson of Tampa. **John Tierney** recently left his job with AMP, Inc. and is now working as a staff accountant for RMG Main Hurdman. John's future plans include finishing his MBA at Penn State University and obtaining his CPA certification. **Ann Marie Varga**, account executive with Gary Bitner Public Relations, was voted Outstanding Member of the Orlando area chapter of the Florida Public Relations Association.

**83** **Ellen Anderson Rixie**, formerly service center supervisor for United Telephone of Florida in Leesburg, has been promoted to customer accounts manager in Ocala. **Debbie Hewitt Kelley** and husband John announce the birth of their daughter, Caroline Elizabeth, on July 3, 1986. **Diane Brophy** married **John Rowland '85** on July 26, 1986 in Boca Raton, Florida. Alumni in attendance included **Gigi Meehan Greene, Ray Harding '85, Steve Langenkamp '85, John Cohenour '85, Joe Maus '85, Mike Tyson '85, Robin**

## UPDATE

**Shaffer Irwin, Amy Powell Baribault, Steve Crout '85, and Pat Dorien '85.** The Rowlands are now residing in Aberdeen, New Jersey. **Kim Helms** is working as the senior reimbursement specialist for Baxter-Travenol Laboratories in Orlando. She is engaged to be married to Timothy Campbell of Syracuse, New York in November of this year. **Abby Andrews Tierney** is completing her third year of law school at the Dickinson School of Law in Carlisle, Pennsylvania. Abby is editor-in-chief of the *Dickinson Law Review*. After graduation in June, she will take the Pennsylvania bar examination and then fulfill a two-year position as clerk to the Honorable Clarence Newcomer, Judge of the United States District Court for the Eastern District of Pennsylvania. **Roger Viera** moved to Boston in May and is working as an account executive for Drexel Burnham Lambert, an investment firm. He is engaged to marry **Maryann Moriarty '85** on June 20, 1987. **Katherine M. Butler Grimm** has been assigned to West Germany as a department of army civilian until January 1988. **Elizabeth Robinson**, daughter of **Charles Robinson '51**, was featured in the *Indianapolis Star* for her innovative hand-painted knits. Her collection—Ebell Ink—is marketed exclusively in the Indianapolis area through the interior design studio Kasler At Home. Elizabeth uses motifs found in home fashion and adapts them to clothing—from children to adult sizes.

**84 Tanya M. Lalos** married Michael S. Dietz of Potomac, Maryland on May 17, 1986. Bridesmaids included **Madge Jackson '83** and **Brenda Tamburo '85**. Dimitri Lalos was best man. Also attending the wedding were **Pam Darmstadt '83, Ruth Bice, Jo Day, and Inky Olson '85**. **Lisa Sealock** and Kristofer Schleicher held their wedding ceremony in Naples, Florida on August 2, 1986. Bridesmaids included **Jacqueline Branson '83** and **Elisa Portilla '83**. **Carolyn Mapes** was the soloist at the ceremony. Other alumni in attendance included **Kathy Hart McLain, Bobbi Critchfield Teller, Bill Young '82, John Morgan, Emily Goss Welch '84, Elaine Fluent, Randy Huston, and Robert Kirby**. Both Lisa and Kristofer are doing graduate work at Emory University—Lisa is working on her master's degree in sociology, and Kristofer is working on his PhD in social psychology. **Kitty Kaminski Keys** serves as a bridal consultant for Dayton-Hudson Corp. She is a recent bride herself, as she joined Michael Keys in marriage on June 20, 1986 in St. Paul, Minnesota. **Carinne Meyn** and **Lisa Simoneau '83** were bridesmaids. Also in attendance was **Jeff Ritacco '81**. **Laurie Galbraith Reinwald** and her new husband Neil, a captain in the

army, are currently living in Bamberg, Germany. **Robin Rouch** married Robert "Scott" Kladke on December 2, 1986 after a 14-hour engagement. The ceremony took place at the Lyman annex of the Orange County courthouse with "file cabinets in attendance." Robin continues her work as a computer specialist for Threshold, Inc. and is pursuing an advanced degree in computer science at UCF. A Kappa Kappa Gamma reunion took place at the wedding ceremony of **Kim Bistran** and Rick Slater in Long Island, New York on July 12, 1986. In attendance were **Tammy Duggar** (who was married on October 25, 1986 to Howard Miller in St. Petersburg, Florida), **Mary Beth Williams, Margaret Genovese, Julie Larsen, Kirsten Suder, Jo Day, Fifi Max, and George Overall.**

**85 Debra Breeze** (PAFB) has been awarded the first meritorious service medal from Patrick Air Force Base as TSGT from the Air Force Technical Applications Center. She is now an ensign in the U.S. Navy stationed at Portsmouth Naval Hospital in Virginia. **Paul Butler** and **Stephanie Mauceri '87**, daughter of **Ellery Sonking Mauceri '67**, were married on August 9, 1986 in Kingston, New York. **Barrie Lynn Houston '84** was the maid of honor and **John Ford '87** was the best man. The couple is now residing in Winter Park. **Grey Squires** is beginning her third year of law school at Stetson University. **Jennifer Bowling Taylor** (PAFB) moved to West Tennessee in April 1985 and married Billy Taylor, Jr. on August 31, 1986. She is working in truck/rental leasing at Volunteer International in Jackson, Tennessee. **Sarah Shannon** is living in Orlando and is employed by Highlands Elementary School in Kissimmee as a kindergarten teacher. **Gigi Goldstein** recently began a new job at RAM Integrated Systems in Orlando as marketing/convention coordinator. **Vicki Szabo** and **Joe Raymond '84** were married on June 7, 1986 in Cott's Neck, New Jersey. In the bridal party were **Mary Lopuszynski, Jennifer Quinn '86, Sue Babos, Michael Napoliello '86, and Ken Marshall**. Vicky is currently a fitness consultant at New Woman Fitness Center and Joe is the owner/manager of Raymond's Home-stead Restaurant, where **Gary Hayes '86** is employed as sales director. Both Joe and Gary play on a semi-pro soccer team, the New Jersey Americans.

**86 Gemma Crews** is participating in the executive training program at Bloomingdale's in New York, working directly with the buyer of fine jewelry. **John Partin** was featured in the November 23, 1986 issue of *Florida Magazine* in an article entitled "The Last of the

Cowboys" by Rowland Stiteler. **Donna Rollins** is working the front desk at the Hyatt in Orlando. **Jennifer Speer** began working in October as a sales representative in the college division of McGraw-Hill Publishers. She is currently taking graduate classes in marketing research towards her MBA at Queens College in New York. **Dana Peterson** is an account executive for Statcircle Employment Magazine in Winter Park. **Tracy Kuller** is living in Vail, Colorado and is working as a sales representative for a local designer. Air force sergeant **Gary L. Johnson** (PAFB), a scientific measurements technician, has been assigned to duty with 7217th Air Base Group, Turkey. **David Sarney** was married to **Elizabeth "Beth" Davis '87**, daughter of **Richard '74** (SCE) and **Martha Davis '75** (SCE), on January 10, 1987 in the Knowles Memorial Chapel. In attendance at the ceremony were **Peter Zies '87, Shelley Kirschner '88** and **Judy Jones '85**. David and Beth are living in Sarasota, where Beth works in the bookstore at New College/University of South Florida—South Campus and David is employed as a business writer with *The Sarasota Independent*, a new, privately-owned daily newspaper. David reports that **David Greenberg '85** has also joined the *Independent* staff, as a sportswriter.

### In Memoriam

**Pauline "Polly" Nuckolls '18**, February 20, 1986.  
**Theodore Campbell Thompson '24**, November 21, 1986.  
**Gwen Hirlman Griffin '32**, September 5, 1986.  
**Frances Lee Moffet '35**, December 22, 1986.  
**Ellen McElroy Keith '39**, April 13, 1986.  
**Harry J. Huerbin '41**, September 21, 1986.  
**Carson T. Seavey '43**, December 21, 1986.  
**Charles Harwood, Jr. '44**, January 21, 1987.  
**George E. Victor '49**, October 28, 1986.  
**Barbara Dilley Thorpe '52**, October 5, 1986.  
**Joy Elizabeth Woods Barnes '56**, October 19, 1986.  
**Gloria Giles Van Trump '67**, August 1986.  
**Richard C. Kugel '69** (SEHD), February 28, 1986.  
**Leon Jay Jensen '84** (PAFB), October 13, 1986  
**Joanna Hughes '89**, January 21, 1987.

## THE LAST WORD

**V**oter participation in last fall's congressional and gubernatorial races averaged 37.3 percent nationally, the third lowest turnout in U.S. history. Why are so many eligible voters failing, or refusing, to go to the polls?

Part of the answer lies with the character of election campaigns in particular cities and states. In Florida, as in many other states, the big issues recently have been crime and drugs—largely in response to the crack cocaine threat. Although these issues may evoke a visceral response, evidently they do not link up with real concerns at the center of peoples lives sufficient to draw them to the polls in large numbers.

Yet low voter turnout must also be placed in the context of a much practiced American tradition: not voting. For all our professed love of democracy, Americans' voter turnout rates are lower than those in most other modern democracies. In recent presidential elections, around 54 percent of eligible voters have gone to the polls, a figure that has declined from the 79 percent high in 1896 when voters chose William McKinley over William Jennings Bryan. For comparison, the turnout rate in national elections is in the 80 percent range in France, Germany, and Sweden, and in the mid-70 percent range in Britain. In 1980, Ronald Reagan won the presidential election with 50.7 percent of the votes cast. Yet only 28 percent of the eligible electorate voted for Reagan. By contrast, French President Valery Giscard d'Estaing received the vote of 40 percent of the pool of eligible voters in *losing* his 1981 re-election bid (85 percent of France's electorate voted). Thus, Giscard could claim a considerably larger mandate in losing than Reagan received in winning.

Among political scientists, the meaning of non-voting is subject to debate. In the 1950s, it was asserted that non-voting reflected a fundamental consensus upon American values and institutions. If people were dissatisfied, it was reasoned, they would go to the polls and express their discontent. (Richard Nixon, in the pre-Watergate years, used a similar argument in claiming to represent the contented "silent majority.") It has also been asserted that Americans are less likely than their European counterparts to seek govern-

# Don't Blame Low Turnout on Voters

BY RICHARD E. FOGLESONG

mental solutions to their problems. Thus, the thinking goes, we vote less because we want less from government, or because we loathe government more. Somewhat distinctly, it has been argued that the American political system would be overloaded if, as in the 1960s, political participation dramatically increased.

None of these explanations is entirely satisfactory, however. Non-voters tend to be concentrated in lower socio-economic groups. It stretches credulity to think that these groups, who ostensibly have much to gain from expanding the American welfare state, would be more committed than other groups to pursuing private solutions to their problems. Demonstrably, it is persons from these lower economic groups who provide voter support for Europe's more bountiful welfare states. Moreover, efficient and effective government is surely consistent with voter participation well in excess of fifty percent. To believe otherwise is to reject democracy as a practicable form of government.

Indeed, the voter abstention practiced in the U.S. reflects unfavorably on the vitality of our democracy. Low turnout rates suggest that our political system is disconnected from the real concerns of the American people. An interesting fact in this regard is that, in modern democracies having higher rates of voter participation,

there are left-labor and socialist parties, linked to organized labor, that serve as regular vehicles for advancing the interests of the working class and poor. By raising issues concerning the control of the workplace, the disposition of society's savings and investment, the distribution of wages and profits, and the state's responsibility for social welfare, these parties mobilize people to vote—in some cases for fear of what the other party might do. Moreover, in the more highly organized party systems of European democracies, a voter can be more confident about what a given candidate will do if elected. That is because politicians run on coherent party platforms rather than, as in the U.S., on individual campaign pledges that are often little more than slogans.

There are also institutional barriers to voting in the U.S. In a society characterized by transience, voter registration is made unnecessarily difficult and time-consuming, although less so than before passage of the federal Voting Rights Act of 1965 that outlawed the most restrictive state registration laws. Voter registration could be greatly facilitated, for example, by allowing registration through the mail. Congressional Democrats have proposed measures for postcard voter registration several times over the last decade, only to be defeated by Southern Democrats and Republicans who apparently fear eased registration laws. There is also no good reason why elections should be held on Tuesdays, a workday. Why couldn't we vote on Saturdays or Sundays, or on a national holiday? The practice of voting on Tuesdays appears almost intended to restrict the suffrage.

Candidates for public office can make a difference in expanding the active electorate by sharpening their stands on issues of substance, notably on economic issues. Yet, without institutional changes—in our party system, registration laws, and election day—massive non-voting will continue to blemish our democracy. □

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*Richard E. Foglesong is an assistant professor of politics. His book, Planning the Capitalist City, a history of American urban planning, was published this year by Princeton University Press.*

# The Rollins Resolution



*President Seymour presented a token of appreciation to R. Michael Strickland, National Chairman of the Rollins Resolution, at the campaign kick-off dinner in New York City.*

The Rollins Resolution, the College's \$33.8 million capital campaign, has nearly reached the \$20 million mark. The total stands at \$19.4 million, with momentum growing as more and more people lend their support.

Following the official public kick-off of the Rollins Resolution in Orlando on November 1, four dinners were held across the country to promote the campaign in cities of primary importance to its success.

On November 20, Washington D.C. alumni and friends gathered to celebrate the campaign and the future of Rollins. The next dinner was held in New York City at the University Club on January 20. The highlight of this event was news of an anonymous \$1.2 million gift designated for the Olin Library. One million dollars of the gift will be used for endowment to purchase books and materials, and \$200,000 was spent immediately for the same purpose to meet present needs of the library.

On January 27, Rollins College hosted 100 special friends at The Breakers in Palm Beach. Plans were unveiled for the new Cornell Hall, the keystone of the social sciences project, honoring George D. and Harriet Cornell who generously pledged \$3 million to the campaign. The last of the black tie dinners was held in Jacksonville on February 10 at The River Club.

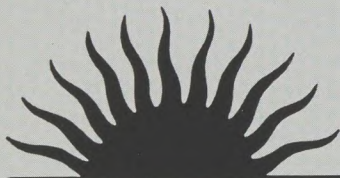
These events have played a vital role in promoting the Rollins Resolution on a national scale and have been well received by supporters all over the country. The dinners have boosted enthusiasm for Rollins College, have offered an opportunity for friends of the College to find out about the capital campaign and plans for the future, and have encouraged participation and support.



*In Jacksonville, Honor Trustee Ira Koger received a special gift of appreciation from President Seymour at The River Club.*



*R. Michael Strickland, National Chairman of the Rollins Resolution (l.) and President Thaddeus Seymour (r.) joined George D. and Harriet Cornell at the Orlando dinner, where the Cornells' generous \$3 million campaign gift was announced—bringing the total to \$16.5 million on Nov. 1, 1987.*

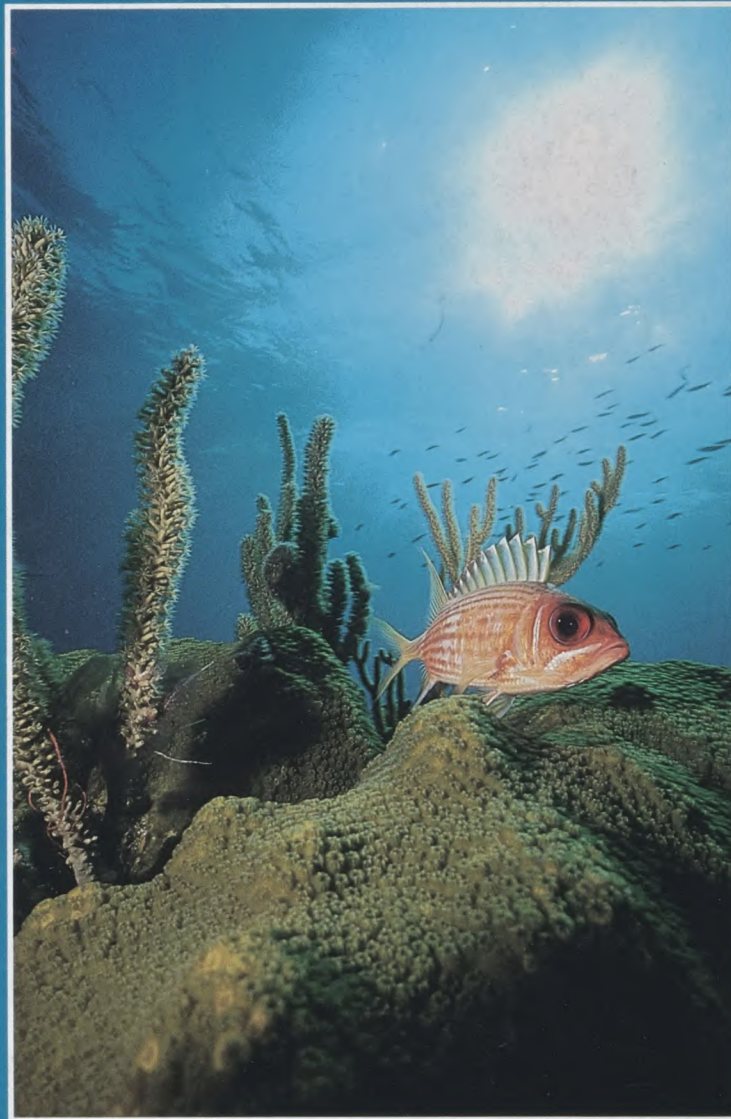


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