



University / Alumni Report

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Wisconsin State University at Stevens Point

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Awards For Distinguished Achievement, Service to Highlight Alumni Day, May 2

Washington D.C. Alums Had a Great Party

Washington area alumni dined together at the International Club in our Capitol city on April 2 to hear how their Alma Mater is exercising influence throughout the world.

The party marked formation of an Alumni Club for the D.C. area. In attendance were persons who graduated all the way from 1917 to 1969. The club was named in honor of Prof. Mark Cates of the Political Science Department.

University President Lee Sherman Dreyfus told the Alums that WSU is being called upon by state education officials to place "intense" emphasis on several programs. He said his University would promote natural resources, education of the perceptually handicapped and programs for the culturally and economically disadvantaged.

University involvement with the U. S. Agency for International Development supporting higher education in South Vietnam "puts us in a new league," said the president.

Dreyfus said a coalition between educators of the calibre on this campus plus representatives from the U. S. Dept. of State is a key to future world peace. "What a contribution this could be in influencing our leadership abroad," he said.

"Military bases should be transformed into colleges and universities," he suggested, "especially in South Viet-

(cont. on page 2)



Richard Berndt Service to the U

Dick Berndt must be this University's No. 1 athletic fan. However, Dick has not confined his enthusiasm to cheering from the stands. He is also a No. 1 volunteer who has given his services in many ways. Athletic Director Bob Krueger and his staff know they can always count on Dick to help out, as he has in many an emergency, no matter how menial the task with which they needed assistance.

Dick has been willing to tackle the bigger long range tasks too. It was he who spearheaded the fund drive to honor his former coach, the late Hale

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Edward Fromm Achievement

Edward Fromm who graduated from this school with a high school teaching certificate in the days when Stevens Point Normal was a two year school has gone on since then to become an outstanding businessman as president of Fromm Brothers, Inc., a company that is among the nation's leaders in the fur industry. He has also been an outstanding citizen of Wisconsin.

We are not the first to recognize the abilities and achievements of this man. He was named Man of the Year by the Fur Industry of America in 1961.

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Washington (CONT.)

nam."

The problem of size at Stevens Point was mentioned as a key problem of the 1970s. Dreyfus said with new highways to be constructed through central Wisconsin this decade, Stevens Point will become the crossroads of the state. "Our University could work toward a 20,000 enrollment, but we don't want to. We're thinking more in terms of 10,000."

Student Senate President Wallace Thiel made a surprise visit at the party. He told the Alums to "watch the students in the '70s because they will be forceful in spearheading needed change in society."

In the audience were Alums now doing graduate work in Washington, government career people and teachers along with representatives of Wisconsin Congressmen and Senators.

Robert Froehke, Assistant Secretary for Defense represented Honorary Alumni Member Defense Secretary Melvin R. Laird.

Other honored guests included Robert Konopacky, Stevens Point, Alumni Association president; Mrs. Dean Brundage, class of 1917 who was a Biology Dept. faculty member a half century ago; Dr. C. Joseph Nuesse, Provost and Executive Vice President of Catholic U of America who last May was named an Outstanding Alumnus, and Alumni Director and Mrs. Rick Frederick.

Gordon Malick served as chairman of the Steering committee comprised of Jack Le Duc, Mr. and Mrs. Robert LaBrandt (Charlene Mittelsteadt) and Mr. and Mrs. Paul Schilling (Carol L. Warning).

Chicago Alums

Chicago Alums heard President Lee Sherman Dreyfus report on his month-long education mission to South Vietnam. The group met at the Como Inn in downtown Chicago, March 12.

This was the first Chicago get-together since the club was organized last fall.

Lyle Briscoe and Mr. and Mrs. Harlan Ware took care of the arrangements.

Prospects for Next Year

There will be 9110 students at this University next year and perhaps as many as 9900 says Registrar Gilbert W. Faust. "If last year's ratio holds, we could have as many as 3600 new freshmen in September," Mr. Faust stated.

As a first step in limiting enroll-



Faculty Member, Mark Cates Honored

Our newest Alumni club, in Washington, D.C., has been named in honor of Mark Cates, Assoc. Professor of Political Science. Cates has taught here since 1963. This is the first club to give itself a name.

Appropriately, the club is composed chiefly of graduates now involved in government related activities.

His former students credit Cates with providing "inspiration of practical political perception," and with being instrumental in the growth of the Political Science Department. He will soon assume the chairmanship of that department.

He was twice nominated for WSU's Outstanding Teacher Award. He also organized and advised the Political Science Association which hosted such headliners as Richard Nixon, Hubert Humphrey, Edmund Muskie, Eugene McCarthy and Melvin R. Laird.

An afternoon reception was held in his honor in the U. S. Capitol Building before the chapter's first

party at the International Club.

Cates told the group his department was moving into the mainstream of American problem solving by formulating new programs in public administration and the politics of the environment. He said his colleagues have "great concern for the great bleeding sores on our old body politic—the cities."

To support emphasis on saving the quality of life in America, Cates announced that his department has hired a new man whose training in the politics of the environment have included a bachelor's degree in engineering, masters in biology and doctorate in political science.

Cates said he will support programs to get students into gettos and overseas as undergraduates. He expressed hope enrollment here could be limited to assure quality instruction.

ment, President Lee Sherman Dreyfus has announced elimination of three in a room in the women's residence halls and a planned review of admitting new students other than on a first-come-first served basis.

The president thinks it will be necessary to modify admission standards according to academic achievement, proposed major and/or location of student's home.

The major problem is housing. No new dormitories are to be built this year. The U is negotiating locally for a facility which could house up to 200 students.

WSU Goes to Washington



OUR CAMERAMAN JOHN ANDERSON SAW:

Top row left — Mrs. Edwin A. Loberg, visiting with Mrs. C. Joseph Nuesse and Mrs. Dean K. Brundage (Mary L. Jones).

Top row center — Rick Frederick, Alumni Director; Senator Mike Mansfield, Jack LeDuc, President Lee Sherman Dreyfus and Mark Cates, chatting in the Capitol.

Top row right — Wm. B. Cherkaski, Senator Gaylord Nelson's representative with our Prof. Cates.

Center left — Pres. Dreyfus relaxing with Gordon Lewis and Robert Konopacky.

Center middle photo — Guests enjoy a humorous moment at the banquet.

Center right — Mr. and Mrs. Paul Schilling who helped host the affair.

Bottom left — Assistant Defense Secretary Robert Froehlke, who represented Defense Secretary Melvin R. Laird, with Karen Pfflner, Gordon Lewis, Robert Konopacky, Rolf Larson and Gordon Malick.

Bottom center — Admiring our new traveling seal are Mrs. Alexander L. Dommerich III (Janice Lathrop), Miss Martha Sorenson, C. Joseph Nuesse, James Sutherland, representing Congressman John Byrnes, and Rick Frederick.

Bottom right — Mrs. Dean Brundage, Class of 1917, who also taught in the Biology Dept. here a half century ago.



Berndt (CONT.)

Quandt, and it was he who had the honor of announcing the establishment of the Hale Quandt Scholarship Fund at a banquet honoring Quandt before his retirement. Dick was personally instrumental in arranging for the return of many former athletes who came back to the University to honor their coach.

This past year he has given a great deal of his time to the establishment of the Athletic Hall of Fame, heading the organization and presently serving as chairman of its nomination committee.

He has helped through the years to make the "S" club Alumni one of the strongest alumni groups this University has had.

He has not limited his service to the athletic program, but has helped in other areas as well. For the past 10 years he has assisted with the driver education courses, serving as guest lecturer on insurance legalities and safety aspects. He has also served on the Chamber of Commerce Education Committee helping foster better community relationships with the University.

The University thanks Richard Berndt.

Fromm (CONT.)

He was named the outstanding Library Trustee of Wisconsin in 1956. He has been honored for his civic interest in his hometown of Hamburg, Wis. and by the Chamber of Commerce at Wausau for his continued interest in improving Urban and Rural Relations.

He is a curator of the Wisconsin State Historical Society, has been president of the Wisconsin Library Commission, has served on the Merrill, Wis. Board of Education and is an honorary member of the Wisconsin Chiefs of Police Association.

Ed Fromm has even had the unusual experience of being written up as a character in a book, "Bright With Silver" by Katherine Roberts, a shortened version of which has also appeared in the Readers Digest.

The University salutes Edward Fromm.

Join Your Classmates and Come Back to WSU—May 2

Sat., May 2

All Alumni Day

Sat., May 2

The day is for all Alumni
— but there will be special
reunions for these classes:

Class Reunions

1965	1940
1960	1930
1950	1920

Mail To:

Alumni Office
Nelson Hall
Wisconsin State University
Stevens Point, Wis. 54481

Reservation Form

Names _____ Class _____

_____ Class _____

Address _____

City _____

State _____

Zip _____

Enclosed is \$ _____

I will be there:

☐ All Day \$5 per person

☐ Lunch Only . . \$2 per person

☐ Dinner Only . . \$3 per person

Indicate by Number your
areas of interest.

See preceding page.

_____ First Choice

_____ Second Choice

May 2

May 2

ALL ALUMNI DAY

(PUT SATURDAY MAY 2 ON YOUR CALENDAR NOW WHILE YOU THINK ABOUT IT.) THE DAY IS PLANNED FOR ALL ALUMNI, BUT THERE WILL ALSO BE SOME:

Class Reunions

(IF YOURS IS ONE OF THEM, YOU'LL HEAR FROM YOUR CLASS AGENT.)

1965 — Oliver (Bud) Steiner

1960 — Mr. and Mrs. Ron Nelson
(Judith Heintz)

Mrs. Robt. Engelhard (Karen Beebe)
Mrs. James Purcell (Goldine Schmaker)

1950 — Mr. and Mrs. Richard Berndt
(Esther Murat)

1940 — Ethel Hill, Marjorie Warner,
Warren Lensmire

1930 — Mary Agnes Boyle Frazee

1920 (50th) — Carl Vetter,
Norman Knutzen, John Whitmer

Cost

COST FOR ALUMNI DAY IS \$5 PER PERSON, \$10 PER COUPLE. IF YOU CAN ATTEND JUST THE LUNCHEON, IT IS \$2 PER PERSON. IF JUST THE EVENING BANQUET, IT IS \$3 PER PERSON.

Schedule of Events

- | | |
|--------------------|---|
| 10 a. m. - 12 Noon | General registration and Class meetings. Coffee and rolls at University Center. |
| 12 o'clock | All Class Luncheon at the University Center |
| 1:00 p. m. | President's Report — Dr. Lee Sherman Dreyfus |
| 1:30 p. m. | Campus Growth — Ray Specht, Campus Planner |
| 2:00 p. m. | Campus Tours — Student guides |
| 3:00 p. m. | Coffee Time and Round Table Discussions on topics we think will interest you: |
- | | |
|---|--|
| 1. Campus Unrest — V.P. William Stielstra, Student Affairs Staff and Students. | 7. Vietnam Project — Dr. Burdette W. Eagon, Assoc. Vice President for Academic Affairs. |
| 2. If Not Drugs, What Then? — Dr. Leonard J. Gibb, Assoc. Dean of Men, Dr. Donald D. Johnson, University Physician. | 8. Pollution — Dr. James A. Bowles, Chairman, Department of Natural Resources. |
| 3. Fraternities and Sororities — Interfraternity Council and Panhellenic Council presidents. | 9. P.R.I.D.E. (Programs Recognizing Individual Determination Through Education) — The University's emphasis on the American Indian, Robert Powless and Ada Deer. |
| 4. Coping with Student's problems — Dr. David Coker, Counseling Center Director. | 10. Fine Arts Facility and Department — Dr. William J. Hanford, Dean, School of Fine Arts. |
| 5. Semester Abroad Program — Dr. Pauline Isaacson and Dr. Allan Lehman and Students. | 11. Learning Resources — Dr. Frederick Krempel, Dean of Learning Resources. |
| 6. New Programs in Education — John J. Gach, Director of Student Teaching and Dr. Thomas McCaig, Assoc. Professor of Education. | |
- 5 p. m. Buses leave the University Center for a Cocktail party at the new Stevens Point Country Club with cocktails dutch treat, but hors d'oeuvres will be served.
- 6:30 p. m. Reunion Banquet at DeBot Center — All classes - University Swing Singers, Presentation of Alumni Awards, Distinguished Alumni — Service to the University — Class Memoirs

Intra - mural Sports Cramped for Space

This campus needs more recreational facilities and programs for its soaring population. Once spacious athletic-recreational facilities are now cramped. Students are missing out on the needed benefits of healthful recreation.

"All too often," says Lee Sherman Dreyfus, president of WSU-SP, "we enter the main stream of life ill equipped to handle our allotted recreational time. Unless a student is fortunate enough to participate in organized athletics, such as football, baseball, basketball or track, he may never have an outlet for his energies. It is paramount that we provide spaces and facilities that will accommodate the needs of our students. The intra-mural program, to my way of thinking, provides part of the answer for giving our students other outlets besides the classroom."

Coordinators of the athletic program here can be proud of their accomplishments and foresight as acknowledged by another recent statement of President Dreyfus in the winter edition of **Emphasis**, the Alumni Association magazine. "WSU-SP has the highest proportionate number of intra-mural sports programs in the university system."

James Clark, intra-mural director, stated that over 2300 male students and an unestimated number of co-eds participate in activities such as touch football, basketball, swimming, volleyball, softball, badminton, bowling,

handball, soccer, fencing, judo, karate and others.

"We like to think all our programs are the best," said Clark, "and that we offer something for everyone. However, the most highly organized and those generating the greatest number of participants (involving 120 teams in '69-'70) are touch football, basketball, volleyball and slow-pitch softball."

"If competitive athletics is good for a few varsity teams, it is good for the whole student body through intramurals," describes the concept behind the program here.

The program is divided into four major divisions: the Residence Halls program, which promotes competition among the 4500 residents; the Fraternity program, the Independent program, for off-campus students, and the General Recreation program which involves other than competitive sports.

"It is our philosophy," reads the Intra-mural Handbook, "that this structure will contribute to physical and social development of all . . . during their stay at Stevens Point. Perhaps a greater contribution will be in helping the new student adjust to campus life and create an 'esprit de corp' in the wing, hall and University."

The Stevens Point intra-mural program is the most outstanding in the WSU system, yet a number of vital problems exist as testified to by President Dreyfus. "We want to expand the program not curtail it and we have requested additional athletic

facilities to serve that program, but they have not been approved." At present the goal of the intra-mural department is to initiate several actions felt necessary to maintain an adequate program:

1. Involvement of more of our off-campus population.
2. Promotion of Campus Sports Days when sister schools will be invited to enter their intra-mural champions against ours.
3. Promotion of a Wednesday night co-educational recreational program.
4. Construction of an Intramural Sports Building for men and women. The Physical Education program and varsity teams presently compete for existing facilities.

This problem only promises to become more acute. The campus population is expected to soar to over 9000 in September, which in turn will increase the demand for intra-mural programs. The situation was capsuled in a recent statement of the president:

"We have succeeded . . . in building a new baseball field, new tennis courts and a fine track. In line with my thinking that we should provide areas for recreation we plan to install metered lights on the dual tennis-basketball courts. To do things like this, we must have additional support if we are to keep pace with the needs of our students."

University/Alumni Report
Wisconsin State University
at
Stevens Point

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Stevens Point, Wis. 54481