Endowment Fund Reaches Milestone

by Eva M. Dean '83

Hope College's Endowment Fund has reached a new milestone in its efforts to support the College's educational programs and facilities. The Endowment Fund is a critical component of the College's overall financial strategy, allowing the administration to fund initiatives that enhance the educational experience for all students.

The Endowment Fund has grown significantly over the years, reflecting the College's commitment to excellence and the generous support of alumni, parents, and friends. The increase in the Endowment Fund's assets is a testament to the success of the College's fundraising efforts and the support of its community.

The Endowment Fund provides financial support for a wide range of initiatives, including scholarships, faculty salaries, academic programs, and capital projects. The growth of the Endowment Fund enables the College to invest in programs that support student success and academic excellence.

Grant Supports Broadened International Perspective

Hope College has been awarded a grant by the Exxon Education Foundation of New York to support a faculty development program designed to integrate an international perspective throughout the College's curriculum. The three-year grant, totaling $34,000, will be used to fund the development of interdisciplinary courses and faculty seminars that focus on global issues.

The grant will support the development of a new course on international relations, which will be offered to all students. The course will explore the role of the United States in the world and will examine issues such as global economics, international law, and diplomatic relations.

The grant will also support the development of a faculty seminar on global issues, which will bring together faculty members from different disciplines to discuss and explore the implications of global trends and challenges.

These initiatives are part of a broader effort to broaden the College's international perspective and to prepare students for a world that is increasingly interconnected. The grant is a significant step in this direction and will enable the College to continue to lead in the preparation of globally engaged students.
Campus Nears 122nd Debut

Academic Appointments, Changes Announced

Alumni Fund Has Record Involvement, Support

Campus scene

Trustees Gain Four Members

Four new trustees have been elected, announced Gordon J. van Wyk, president of Hope College, at the beginning of the 1983-84 academic year. They are: O. Kenneth Campbell of Midland, Mich., Max M. DePrey of Zeeland, Mich., and Kenneth G. Elzinga of Wyoming, Mich. Each has been named to four-year terms and five years earlier were: John A. Hoekstra, chairman; Jay G. Elzinga, associate professor of economics; Ronald Faasen, biology; and Marvin M. Beyer, professor of psychology.

Dr. Stephen A. Postma, president, administered the oath of office for the new trustees and thanked each for his service.

Dr. R. Dale Dimnent, interim president, spoke about the importance of the trustees in the academic and institutional development of the college.

New members of the Board of Trustees are: Kenneth G. Elzinga, associate professor of economics; Ronald Faasen, biology; and Marvin M. Beyer, professor of psychology.

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Subtle Sell Advances Hope

by Eileen Beyer

Is the era of selling being replaced by the era of self? Is the dignified, ivy-covered demesne of college administrators giving way to the hard-sell smear that once emanated mainly from used-car lots? Thus query critics of a relatively new development within higher education, the aggressive marketing of colleges.

But with competition for students and dollars keener than ever before, all gut-punchers (is that the right word?) feel survival rather than sacrifice. And, with a few exceptions (such as the college that gave out Freebies at Fort Lauderdale beaches during spring break a few years ago), most institutions have avoided promotional hype in favor of more low-key marketing efforts.

It’s a quality not characteristic of DeYoung—thats the way President Gordon J. Van Wylen expresses Hope’s marketing philosophy. That attitude has filtered down through the halls of the College’s name-crammed print-admissions and development offices. Obviously, success has been skewed by Hope’s development office, under the leadership of Vice President Robert DeYoung. This spring Hope returned to the University for a trip of alumni slug support in competition sponsored by the Council for the Advancement and Support of Education. Hope was recognized both for the percentage of alumni participation and the amount of money contributed over four years, 1979-82.

Moreover, the current fiscal year closed on June 30 with more than $647,000 from 6,200 donors; a healthy participation of 45 percent, twice the national average.

In the commercial world, a catchy slogan or clever jingle is usually behind such successful marketing of a product. At the check-out counter of a pharmacy, however, things are considerably more sophisticated, although it appears that easy-to-remember principles do apply. DeYoung believes that Hope’s success with donors never would have happened without President Van Wylen’s insistence seven years ago that Hope seek the “new” source of mission: Hope’s resultant statement to offer, with recognized excellence academic programs in the liberal arts, in the setting of a residential, undergraduate, coeducational college and in the context of the Christian faith, is far too wordy to be a slogan. But it is the result of much work and proved memorable upon repetition and, according to DeYoung, did and continues to do its job.

“When I came aboard Hope development work in 1975 I think our biggest problem was that we simply didn’t understand our constituency and we didn’t really understand the College. I think Dr. Van Wylen has been a bigger factor in changing that. I think that he was criticized and indeed criticized,” he says.

One need not shuffle through the various development-related publications to gain the impression that while there are a lot more of them than there used to be, Hope’s packaging of needs is far from flashy.

Right now, the external marketing costs spend only about 11 cents to raise a dollar and that includes staff salaries.

Stay away from being clever, Madison Avenue, Beyer advised DeYoung. “We don’t want to be gimmicky. We want to apply the principles of good marketing and sell,” he said. “Selling is not a matter of something being added, to constituencies that might want to be part of our mission.”

One recent example of doing that has been to produce this past year a slide-tape production, “Linked to the Anchor,” which has been viewed by groups of alumni and friends across the country. But even with this medium, which guarantees an audience of an audience held captive by the killing of the lights, there is no handout.

It’s an anti-huckster approach that works well with DeYoung, so totally a navy-shoe, gray-hued kind of guy that one can’t help but wonder if they were part of his lineage. Rather than his fund-raising ability, he likes to emphasize his people-management skills, gleaned from 10 years as Hope’s dean of students, other deanships and an earlier career as a high school coach.

“I’ve always wanted to be more than just a person who asked for money,” he says, with typical earnestness. And those who work under DeYoung claim he’s succeeded, with the tour de force being his ability to organize people around a common goal and, at the same time, motivate individual directions.

Talking with DeYoung about his work, one can’t help but notice his step-back posture, perhaps inevitable in one who was dean of students during the 1960s and early 1970s when the job meant trying to organize the immediate locales of local setting and participants. Or maybe it just works to long ago locker room pep talks, where everyone was always led to believe that they’re the team, that makes the difference.

“I’ll say this: We’re all the same whether we’re adults or kids—we all have the same needs. I’ve learned that if the people around me are fulfilled, things happen.”

“My biggest job is creating an atmosphere of the creativity and gifts of the people that work for me. In some ways, my own lack of gifts in some areas have been a real blessing, because it’s made me use the people around me. I tend to depend on the people that I’m surrounded by.”

All that freedom is constricted by DeYoung’s insistence on setting goals and defining purposes—with at least annual regularity and on paper. He knows that sometimes seems catty at best and bureaucratic at worst to those of whom it’s required. He accepts the grumbling with good nature—and remains unswerving in its effort.

“I think all of us need something to hold on to, to understand where we’re going and how we’re going to get there,” he justifies.

It helps that he puts himself through the tribulations of professional self-analysis. As we were talking after those days putting the College’s best foot forward to its constituency, allways a planned philosophy, DeYoung recently took it upon himself to read up on marketing and draft a statement of his own personal views of how this applies to Hope. As he sees it, the fundamental principles of marketing are borrowed from business, but an institution like Hope must make distinctions.

“Marketing, for us is a little different from the client-oriented marketing where there’s an exchange of fees for a service. We’re not selling potential donors that we’re going to give them something for a fee; we’re appealing to their desires to be part of the Hope College mission.”

“I would say that Hope College’s future is unlimited if we can find a way to not ask but to give people a chance to help Hope.”

In DeYoung’s business one assumes that the dollars are there, all one has to do is secure them. His colleague in charge of admissions, Jim Bekkering, 65, is well aware that he’ll be up against a decade’s numbed body count during the coming years. There’s no argument that the pool of potential students is shrinking. (By 1994 there will be almost 40 percent drop in the number of college-age students in the Midwest, an area currently supplies Hope a whopping 85 percent of the student body.)

With record freshman classes questioning up for Hope during the past few years, the demographics have claimed some holes. But it appears that there may be a little breeze beginning to play: this fall’s new student count will be down at least 20 from last year’s tally of 700.

Many claim that these unarguable facts have created an all-new situation in which admissions work is a matter of catering to a buyer’s market. Bekkering, head of Hope admissions for the past three years, takes issue with that analysis.

“It’s always been a buyer’s market,” he claims. “Higher education in the past decorated young people into thinking it was something else, but only a few of the most nationally prestigious institutions have ever been able to wait for students to come knocking on their doors.”

“I worked in the Hope admissions office for a few years right after I graduated in 1965 (later serving as an educational consultant for the State of Michigan and then moving to Lake Michigan College where he eventually became dean of instruction), and we were actively recruiting back then. We’re a lot more sophisticated in what we’re doing today and we feel we’ve got a lot of it and I truly believe we’re doing it better, but it hasn’t suddenly become a buyer’s market overnight.”

At the same time, Bekkering admits to his own sparse memories of applying to Hope in 1961 and wonders if it was ever that admissions counselors to be pursuing high school halls and counselors’ offices, and in word of mouth. “We’ve created a pattern here,” he says, “communicating accumulating under the umbrella, in these days a directed letter or two closed the enrollment deal.”

That’s pretty archaic compared to today’s practices which at Hope include on-the-road admissions counselors plus counselor meetings, a gaggle of special campus visitation days each year, bus runs from the East, Chicago and Detroit, and a direct-mail effort known simply as “The System,” which guarantees that anyone who solicits information about Hope could end up with as many as 12 letters or phone calls from an admissions counselor on a household that he’ll be sure to come to each household on a special campus visitation day each year.

We’re running a national enterprise. Everything is computerized, including the mailing of letters to 40,000 families last year, the 300 families that we have making a living off the System. We’re simply changing it from a lot of different addresses and get the number of letters (all) that we’ve revamped again and again and again to get to the best possible campus visitation days each year, bus runs from the East, Chicago and Detroit, and a direct-mail effort known simply as “The System,” which guarantees that anyone who solicits information about Hope could end up with as many as 12 letters or phone calls from an admissions counselor on a household that he’ll be sure to come to each household on a special campus visitation day each year.

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What's Happening at Hope?

Chemistry Department Seminars
Weekly, normally Friday Afternoon
An extensive program of research seminars by academic and industrial scientists. If you would like to send the notification of these topical seminars write Hope College Chemistry Department, Poole Science Center, Holland, MI 49423.

Traditional Events
Siblings Weekend, Sept. 30-Oct. 2
An opportunity for younger brothers and sisters of Hope students to spend a weekend on campus. A broad variety of activities is planned to appeal to the wide range of ages and interests of visiting siblings.

The Pull, Friday, Sept. 30
This 86-year-old tradition pits members of the freshman and sophomore classes in a tug-of-war across the Black River. The sophomores won the 1981 Pull in two hours, 27 minutes.

Parents’ Weekend, Oct. 28-30
An annual highlight of the school year. Events this year will include a home football game against Adrian College and the Nykerk Cup competition, featuring women of the freshman and sophomore classes in song, creation and drama.

New Student Bus Trips
East
Each year Hope sponsors trips for students from the East Coast who are interested in visiting the campus. The first trip will leave from New York in Nov. 8, and the second trip next spring will leave from New York on April 4. For further information on the New Jersey trip contact Admissions representative Janet Weisiger, 411 Hope Hall, Dyckman, Wyo. (315)298-1700 or for the New York trip contact Admissions representative Kim Gaido, Hope College, Holland, MI 49423, (616)392-5111, ext. 2200.

Midwest
Trips are also planned for students from the Detroit and Chicago areas on Feb. 27-28. For further information contact the Office of Admissions, 616/392-5111, ext. 2200.

Youth Days
Football Youth Day—October 1
Youth groups of the Reformed Church are invited to attend. These events are designed more as an activity and do not focus on college enrollment as Visitation Days do. Advance registration is required. Contact Office of Admissions for information, (616)392-5111, ext. 2200.

Arts and Humanities Fair
Thursday, October 20
Thirty-one workshops on a rich variety of topics in both the arts and humanities for high school students and teachers. Through first-hand experience participants will come to know and appreciate the nature and the challenge of college work in the fine and performing arts and in the humanities. For further information contact Prof. Sander DeHaan, 616/392-5111, ext. 2200 or Dean Janet Weisiger, 616/392-5111, ext. 2198.

Lampen Mathematics Contest
Held in October
The 11th annual Albert E. Lampen Mathematics contest lets high school students test their math skills against problems written by the Hope math faculty. There is a simultaneous workshop for high school math teachers. Participants are guests of Hope College at an afternoon football game. Contact Hope College Mathematics Department for date and further information, (616)392-5111, ext. 3001.

1983-84 College Calendar
Fall Semester
Aug. 27—Residence Halls Open, 8 a.m.
Aug. 27-29—Freshmen Orientation
Aug. 30—Late Registration 10 a.m. to 3 p.m.
Aug. 30—Classes Begin, 8 a.m., Formal Convocation (evening)
Sept. 5—Labor Day, Classes in Session
Sept. 7—Last to Enroll for Credits
Oct. 7—Fall Recess Begins, 6 p.m.
Oct. 12—Fall Recess Ends, 8 a.m.
Oct. 14-16—Homecoming Weekend
Oct. 28-30—Parents’ Weekend
Nov. 25—Thanksgiving Recess Begins, 8 a.m.
Nov. 28—Thanksgiving Recess Ends, 8 a.m.
Nov. 29-Dec. 2—Registration for Spring Semester 1984
Dec. 9—Last Day of Classes
Dec. 12-16—Semester Examinations

.SETTING STANDARDS FOR GREAT THEATRE again this year is the Hope Summer Repertory Theatre, now in its 12th season. A new artistic director, Susan Hope of Chicago, has proved a talented nameplate to Hope theatre traditions established by longtime ESRP artistic director John Trammell of the Hope faculty, and actor Tom Stathesky is earning systems in his sixth season in Holland. Four productions are being presented in repertory until the season ends on Sept. 3. They are: “Sworder,” a new musical by Mark Rosnovsky based on a story by Tolsky, “Ah, Wilderness,” a Eugene O’Neill classic, “The School for Scandal,” an 18th-century comedy by Richard Sheridan, and “Cynical,” Lerner and Loewe’s musical reliving of the tale of King Arthur and his court.

Run-Bike-Swim
The sixth annual Hope College Run-Bike-Swim will be held Saturday, Oct. 15 as part of the Homecoming celebration. The event, sponsored by ODL, Inc. of Zeeland, Mich., in cooperation with the Hope College physical education department, is designed to appeal to the competitor as well as the recreationalist. It features running, swimming and cycling events and a triathlon combining the three events. Glen Van Wieren of the physical education faculty is chairman of the event. Registration forms may be obtained from the physical education department, Dow Center, Hope College, Holland, MI 49423.

High School Visitaton Days
The admissions office has announced the dates for hosting prospective Hope college students (transfers, high school juniors and seniors) during the 1983-84 school year. Visitation is intended to show students and their parents a typical day in the life of a Hope student. There are ample opportunities to meet students, faculty and staff.

Dates during the 1983-84 school year are Oct. 21, Nov. 4, Nov. 19, Dec. 2, Jan. 20, Feb. 10, March 9, and Apr. 6. The annual Senior Day will be Apr. 6.

The 4th Biennial Conference of the Association for the Advancement of Dutch-American Studies
The Fall Conference of the Association for the Advancement of Dutch-American Studies will be held at Hope College from Sept. 29-Oct. 1, 1983. Dr. E. Kinsman, chairman of the Association for the Advancement of Dutch-American Studies, will be the speaker. Dr. Kinsman is the director of the Research Institute for Women’s Studies at Hope College.

Guest Lecturer
Guest lecturer for celebration of 50th anniversary of the birth of Martin Luther will be Dr. George W. Forst of the University of Iowa who will be on campus Sept. 15.

NEWS FROM HOPE COLLEGE, AUGUST 1983
Tinker, Toner, Saver

by Deb Hall '80

It's not as if a messenger appeared to Roger Davis in a dream and said, "Roger, build me a 12-rank tracker organ and put it in your house." Davis, associate professor of music at Hope, has been building, rebuilding, and repairing organs since he was 17. Some kids hang around gas station garages, hoping for at least a little information—or even better, free parts, trash to the mechanic, treasure to the kids. Some kids, like Roger Davis, hang around Baldwin music stores, striking up conversations with organ salesmen who know which churches are replacing old tracker organs with new electric ones. In Akron, Ohio, where Davis grew up, a Baptist church had just purchased a new electric organ, and for the low price of clearing the old tracker organ out of the chamber, Davis could have it. One kid's muffler is another kid's tracker organ.

Davis rebuilt that organ in his parent's basement and practiced on it until he graduated from Akron University with a degree in instrumental music education. There's a certain degree of accomplishment associated with rebuilding an organ, especially if you're only 17 when you do it, but even more because rebuilding organs is not as common for teenagers as soap-upcycling.

Accordingly, Davis became an All-American organist. The Akron Beacon Journal ran a story on Davis that caught the attention of a reporter at the United Press International wire service. Bigger papers in Cleveland, Chicago, Akron, and New York City picked up the story about the young boy who rebuilt an organ.

That story was not overlooked by one Mr. Al Green, by profession a heating engineer, by avocation a musicologist (he once worked for the Steere Organ Company). Not a mentor, and not really a teacher, Green is described by Davis as a father figure. "He was like a dad showing me new things."

"I'd go and see him, he'd feed me and a couple of buddies and we'd sit and talk," recalls Davis. "I kept at it, reading and exploring. I was always deader with my hands than my mind."

His knack for handwork was matched by his drive. "I learned to play the organ. As a kid, I loved Bach. It used to wear out my dad. I was determined to learn," says Davis of his unusual hobby.

A brief stint in the Army put Davis' hobby on hold. After the service, he worked as a pipe organ technician for an Ohio organ builder while earning a bachelor of music degree in organ performance and music theory from Oberlin Conservatory of Music. The following year he received a master's degree in organ performance from Northwestern University. Explaining how to build an organ is, for Davis, harder than building one. The "why" of his hobby is easier.

"It comes down to time and money," he says, leaving the impression he can actually find more time. "I don't sleep a lot. I used to pick up six to nine hours a week while other guys were watching football."

About 10 years ago he found time to rent a truck and drive to Wooster, Ohio, and pick up a whole tracker organ, vintage 1897, waiting to be rescued from a church whose days were numbered. Bringing an organ back to life requires an unusual combination of skills. Davis is a mechanical engineer, a woodworking craftsman, and a talented musician with a fine ear. Those talents are blended by a vision of what the organ should look like and how it should sound.

Davis is a dreamer and a doer. He's the embodiment of a constantly busy, tinker-perfectionist. He could easily be the only mad scientist at Hope whose office isn't in the Peale Science Center.

"I'm always into things," he says. "I'm restless. I've got a lot to do."

His energy is absorbed by the three hats he wears as an organ builder: Davis is an engineer when he works on the pipes and the mechanisms that supply the pressure to feed the wind through the pipes. The pipes rest on chests, which house those mechanisms. Some of the chests Davis crafted himself. They're wooden boxes, close in size to a large shoebox. The pipes are all old—most from the original organ and others salvaged from other organs. Pipes can be wooden or metal, and both types are found together in organs. They vary in size, but basically resemble the shape of an oboe or clarinet. Rebuilding an organ also requires building the cabinet that holds the organ, which Davis did.

The challenge for the artist and musician in Davis is voicing the pipes. Each pipe is actually a whistle. In a 12 rank organ, there are 12 ranks that contain 61 pipes each. Each of those pipes must be individually voiced. As an artist, Davis can make those pipes sound however he chooses. "I can even render them silent."

His own organ is "voiced gently." In layman's terms, his instrument has a sweet round tone, not unlike a child's singing voice—effortless, simple. "Voiced gently" also has to do with the fact that the organ is in a small room with many windows.

"It's like a guy who buys an old car and customizes it," says Davis. "I can make something decent out of junk."

"Junk" may or may not describe the treasure of organ pipes, parts and pieces Davis has tucked in his basement. He has a knack for organizing his inventory, but unless you know at a glance what an organ was, you'd never know what the pipes are. Davis' basement is full of pipes. Once he starts pointing at corners, pulling out drawers, and reaching into every nook and cranny, it would take an engineer to get the basement. The basement is a miniature organ manufacturing plant.

Over the years the hobby has become a practical avocation. For instance, this summer Davis was the organist at the First Reformed Church in Holland. He's set up shop in what looks to be a nursery school room, judging by the sizes of the tables and chairs. Organ pipes lie in trays lined up for the technician's treatment. A former student of Davis', Norene Walters '82, is working with him this summer, learning how to voice pipes.

"It's obvious what errors are in an organ," Davis says. "I pick while picking up a pipe. It's a long thin wooden stick, bent slightly to the tip. You pull the stick of the whistle that protrudes into the pipe, enlarging the opening. He then fastens the pipe on a conveyor belt that is actually a miniature organ—it pumps air through the pipes being tested. The sound coming from the pipe is nasty. A couple more taps and the tone is clear, albeit thin.

Many organs in western Michigan have been attended by Davis. In fact, most of the time he gives to his hobby these days is taken by jobs such as the one at First Reformed Church. In addition to his ongoing avocation, Davis makes leaded glass windows, and he restored and enlarged his older home in Holland, which now includes a music room for the organ. His biggest project to date is the organ installed for beginning students. He taught himself the art of making engraved glass and has hand-produced all the musical examples and pieces in his book, which is scheduled for publication in May 1984.

"I'd love doing a lot of things myself," he says. "But I wouldn't be satisfied with the results if I didn't."

In a way, the organ from the old church in Wooster, Ohio, is finished. In a way, though, it isn't. Davis has yet to voice pipes for more ranks. Unless he told you that, though, you'd never know the organ wasn't perfect. Yet if he did, he wouldn't be able to say so.

That would be a dream of his. He'd be prowling into the ranks of pipes and changing the sound of any one of them.

No voice from heaven has requested a custom-built organ from Roger Davis. But that doesn't mean it won't.
A faculty development fund has been created at Hope College, an alliance in recognition of his parents, the college's business students and members of the faculty. 

Dr. Theodore Ott Yeema, a former professor of chemistry and instrument technician in the Ford Motor Company, has been awarded the Yeema Scholarship.

The fund, created with the proceeds of a faculty development award, will be named in honor of Yeema's parents, the late Dowler and Mary Yeema, and their children for their achievements, primarily in education and research.

Yeema has been in the college's endowment fund for the past three years.

Dr. Theodore Ott Yeema, a 1986 Hope College graduate, was superintendent of schools of physical science last and junior professor of physics and chemistry at Hope from 1893-1916. His wife, Mary Elizabeth Loomis Yeema, herself a teacher, inspired his children to do their part in the search for knowledge.

Although Yeema's parents graduated from Hope College, they didn't apply here. That implies that their ability and need to have a better approach to marketing.

"Our strategy is to attract young people to Hope who will go on to become loyal alumni. That implies a lot. It implies something on satisfaction experiences and out of the classroom into their undergraduate years.

That requires us to attract and everyone else who has contact with these young people, to both their attendance at Hope College, so that the image they perceive is consistent with the actual activities once they graduate. If that happens, then we have very satisfied students.

Thus, Yeema's marketing strategy bears a resemblance to that being shaped across campus. Yeema, like our mailings and the marketing program, is a part of the process of giving the best of ourselves and doing it as honestly and creatively as possible, and then let the facts have the last word.
Thanks to Ellen Folkert Klow '67 and Brad Klow '67 and their children Chris and Jennifer who were joined by Becky Renner.

(A) INFANT SWEATSUIT—For the class of 20??.
50/50 blend Hooded pullover top with raglan sleeves. Matching pants have elastic waistband and cuffs. COLORS: Navy sleeves and pants w/white body. Orange sleeves and pants w/white body. SIZES: 6mo., 12mo., 18mo., 2T, 3T. 4T PRICE OF SET: $12.50

(B) YOUTH BASEBALL SHIRT—Classic baseball style with white body contrasting sleeves. 2 color imprint. COLORS: Navy, Orange SIZES: S(6-8), M(10-12), L(14-16). PRICE: $7.25

(C) CREW NECK SWEATSHIRT—Still a campus favorite. 50/50 blend with traditional flocked imprint. COLORS: Orange on navy, navy on grey. SIZES: S, M, L, XL. PRICE: $12

(D) HOODED PULLOVER—Our #1 bestseller! Comfy fleece with drawstring hood and front pouch pocket. COLORS: Orange on Navy, Navy on Orange or Navy on Grey. SIZES: S, M, L, XL. PRICE: $16

(DD) SWEATPANTS—Matching sweats for the hooded pullover. Drawstring waist and elastic cuffs. SIZES: S, M, L, XL. PRICE: $11.50

(E) THE JERSEY—3/4 length sleeve and athletic styling make this a great Saturday afternoon item. Specify football or basketball. COLORS: Natural with Orange & Blue imprint. SIZES: S, M, L, XL. PRICE: $11

(F) SHORTS—Tricot nylon running shorts to go the distance in. COLORS: Navy, Orange, Silver. SIZES: S, M, L, XL. PRICE: $9

(G) STADIUM BLANKET—Wool blend with sewn-on orange "H". Comes in a carrying case that doubles as a cushion. SIZE: 42" x 62". PRICE: $24

(H) PENNANT—Go Team Go! Navy felt with orange flocked seal and Hope Collage. SIZE: 9" x 24". PRICE: $4

ADDITIONAL ITEMS NOT PICTURED

(I) LICENSE PLATE—Show your colors. Features the college logo and Hope College in orange & white on navy. PRICE: $5

(J) COFFEE MUG—Solid white china mug with orange and blue logo. PRICE: $4

(K) CHRISTMAS VESPERS ALBUM—This "best of" recording highlights performances over the past 10 years of a Hope College tradition. Stereo. PRICE: $4
Optimism Reigns in Fall Sports Camps

by Dick Hoekstra '84

Hope College opens its quest for a record fifth straight MIAA all-sports trophy next month when the fall sports season gets underway.

The football team, under 14-year head coach Ray Smith, is looking to claim its third straight league title and fifth in the last six years. The last school to put together three straight MIAA titles was Albion from 1964-66, although Adrian and Alma shared three straight from 1970-72.

Smith, the 10th winningest coach in NCAA Division III, has guided the Flying Dutchmen to six MIAA championships in the past 10 years. No one has coached more than six champions since football became a league sport in 1984. Others who coached six champions were Royal Campbell of Alma (1923, 1925, 1929, 1930, 1933 and 1935) and Frank "Muddy" Waters of Hillsdale (1934 thru 1939).

The team will be trying to extend an eight-game winning streak and a seven-game home streak. They open the season at the Holland Municipal Stadium against Oliver Nazaarne of Kalamazoo, III. on September 10. In 1983, Hope averaged 4,076 fans per game to finish among the nation's top 20 in Division III in attendance.

The Flying Dutchmen return four all-leaguers among 38 letterwinners for 1983. We feel good about the number of returning proven ball players we have," said Coach Smith.

Leading the Hope offense will be junior quarterback Greg Heeres, of East Lansing, Mich., who was ranked second in Division III in passing efficiency last fall. Heeres further proved the accuracy and strength of his arm in baseball last spring when he finished fourth in the nation in strikeouts.

"Heeres is potentially one of the best quarterbacks we've had in a long time," remarked Smith.

The team and its coaching staff have a lot of confidence in him. In the backfield, junior Mike Sturm of Wyoming, Mich. and senior John Van den Boom of Kentwood, Mich., should full back at halfback. Hope will miss gradurated MIAA MVP Todd Holstege.

"We might have to diversify our offense more this season without Holstege," added Smith.

Other returning veterans on offense include senior co-captain Kevin Kachler of Parchment, Mich.; all-MIAA junior guard Jim Behrend of Clarksville, Mich.; and senior Mike Gamers of Ridgedale, N.J.

On the defensive side, the only returning starter will be junior Scott Donze of Holland, Mich., could be only question marks for the Flying Dutchmen.

However, the defensive line should be a strong point with all-league junior tackle Terrance Cole of Smyrna, Mich., and senior defensive end Dan Driskill of Decatur, Mich. back this fall.

Another strength should be the kicking game where all-MIAA kicker/junior Randy Smith of Holland returns.

Last season, Hope outscored its league opponents 121-21 while compiling a 5-0 mark. Looking at the 1983 MIAA schedule, Smith said, "Our league will be much stronger this year than last."

In other fall sports, the field hockey team will defend its first MIAA title. Coach Mari Snyder's team lost nine seniors including league MVP Mary Lou Ireland, but returns most of its defense which yielded only four goals in 12 MIAA games.

"Although there are many gaps to fill offensively, we return an experienced defense that will keep us in tight games," said Snyder.

The team is led by senior captain Mary Gaffney of Union Springs, N.Y. A first team all-league halfback, Gaffney finished fifth in the MIAA scoring race.

Other top returnees include second team all-conference selections Owen Gerletty, a senior end/linebacker from Fowlersville, Pa.; Melanie Warte, a junior midfielder from Ann Arbor, Mich.; and Andy Gaffney, a sophomore forward from Union Springs, N.Y. and Mary's sister.

In soccer, 11 letterwinners return from the 1982 squad which made its first ever Division III post-season appearance.

Coach Greg Altmann's 12-man captains will be senior goalie Al Coehlers of Wheaton, Ill., a three-time all-MIAA selection, senior back Kevin Roble of Flint, Mich. and junior back Mike Pinson of Saginaw, Mich.

Also returning at the back position will be second team all-league Kevin Benham of Flint, Colo. and senior Mike Sutton of Groveland, N.Y.

Heading the list of returning strikers is junior Donnie Bell of Sycamore, Ill. who finished third in the MIAA scoring in 1982, senior Al Nienaber of Naperville, Ill. and sophomore Tom Kiel of Bloomfield Hills, Mich.

Coach Bill Vandebilt's women's cross country team, which went into the 1982 league meet tied for first place, hopes to move up this season in the MIAA.

The 1981 co-captains are seniors Wendy Sweeney of Spring Lake, Mich. and Carla Johnson of Fountain, Calif.

Two all-conference selections pace the Flying Dutch, who lost only one letterwinner to graduation. They are junior Diane Bougie of Three Rivers, Mich. and sophomore Evelyn Heydenburg of Jenison, Mich.

"A healthy Boughton is a necessity of the team as is to show continued improvement," said Vandebilt about Diane, who was hampered with a nagging leg injury during track season last spring.

Other top returnees include sophomore Karen Goring of Lansing, Mich. and juniors Jane North of Grand Haven, Mich. and Debra Byrd of Lancaster, Calif.

Vanderbilt's men's cross country squad will be striving to regain the league's top spot, which they relinquished in 1982 for the first time in 20 years.

Senior co-captain Steve Underwood of East Lansing, Mich. spearheads the Hope attack. Underwood was an individual with three Hope Invitational. Two ULCM Meet. and two Great Lakes Regional titles among others.

Also leading the Flying Dutchmen this year will be all-MIAA senior Brian Taylor of McLean, Mich. and senior tri-captains Scott Vandervoort and Dick Hoekstra, both of Parma, Mich.

Other key returnees include senior Rick Webster of Denver, Colo., junior Steve Long of Holland, Mich. and sophomore Stu Massey of Bay City, Mich. in volleyball, all starters will return from last year's third-place squad which won the GLC tournament.

Leading Coach Tanya Shry's Flying Dutch will be senior captain Linda Pickett of St. Joseph, Mich. and seniors Cathy Fox of Detroit, Mich. and Ludovico Ruff of Flint, Mich. in volleyball, all starters will return from last year's third-place squad which won the GLC tournament.

Leading Coach Tanya Shry's Flying Dutch will be senior captain Linda Pickett of St. Joseph, Mich. and seniors Cathy Fox of Detroit, Mich. and Ludovico Ruff of Flint, Mich. in volleyball, all starters will return from last year's third-place squad which won the GLC tournament.

"His Touch Comforted, His Counsel Enlightened, His Laughter Sustained Us. For Thirty Years His Presence Enriched and Honored Hope College," President Gordon Van Wylen, Mrs. Ruth Green and Prof. Gordon Brewer, chairman of the department of physical education and recreation, read the words of a plaque signifying the renaming of the Dow Center Training Facility in honor of longtime trainer, the late Lawrence J. Green, who died last fall. A dedication ceremony was held on June 30.
New Wrestling Coach Was Mat Standout

The appointment of Tom Horn as Hope’s new wrestling coach has been announced.

Horn succeeds Jamie Hofer who coached the Dutchmen last season, but has joined the football coaching staff at Grand Valley State College.

Horn, 26, has been the wrestling coach at Jenison (Mich.) High School the past two years and previously coached a year at Holland (Mich.) High.

After graduation from Holland High where he qualified for the state tournament as a senior, he was an AAU state champion and advanced to the finals of the AAU nationals.

Brochures Judged Nation’s Best

Seasonal sports brochures published by Hope College have been judged the first place winner among the nation’s small colleges in competition sponsored by the College Sports Information Directors of America (COSIDA).

The brochures, edited by Tom Reiner’s ’67, director of college relations, are published before the fall, winter and spring sports seasons. These feature each of the 15 sports available to Hope students. Richard Horketsat, a Hope senior from Parma, Ohio, served as a sports information intern last year and was responsible for much of the editorial nature in the brochures.

The honor was awarded in the multi-sport brochure category for NCAA Division III and NAIA Division II member schools.

Judges for the contest were Stan Olson of the Charlotte N.C. News, Charles Frederick of WTVT in Charlotte, N.C., and Polly Fox, a freelance artist and sales representative for a Charlotte, N.C. printing company.

Fall Sports Schedules

FOOTBALL

Head Coach: Bill Vanderveen

Sat., Sept. 10 — OLIVER NAZARENE, Ill., 1:30 p.m.
Sat., Sept. 17 — At DePauw, Ind., 1:30 p.m.
Sat., Sept. 24 — At Oberlin, Ohio, 1:30 p.m.
Sat., Oct. 1 — KENTER, Chico, 1:30 p.m.
Sat., Oct. 8 — At Albion, 1:30 p.m.
Sat., Oct. 15 — At KALAMAZOO, 3:30 p.m.
Sat., Oct. 22 — At Alma, 1:30 p.m.
Sat., Nov. 5 — At Olivet, 1:30 p.m.

SOCCER

Head Coach: Greg Allon

Fri., Sept. 9 — GRACE COLLEGE, Ind., 4 p.m.
Sat., Sept. 10 — At Lawrenceville, Ill., at Calvin, 3 p.m.
Wed., Sept. 14 — ADRIAN, 3:30 p.m.
Sat., Sept. 17 — At Calvin, 1:30 p.m.
Mon., Sept. 19 — GRAND STATE, 3:30 p.m.
Wed., Sept. 21 — At Olivet, 3:30 p.m.
Sat., Sept. 24 — At Albion, 1:30 p.m.
Tues., Sept. 27 — At KALAMAZOO, 3:30 p.m.
Sat., Oct. 1 — At Alma, 3:30 p.m.
Sat., Oct. 8 — At Central Michigan, 7:30 p.m.
Sat., Oct. 15 — At Adrian, 1:30 p.m.
Tues., Oct. 22 — At Calvin, 4:30 p.m.
Sat., Oct. 29 — At Kalamazoo, 1:30 p.m.
Wed., Oct. 26 — At Alma, 1:30 p.m.
Fri., Oct. 28 — At Goshen, Ind., 3:30 p.m.

MEN’S CROSS COUNTRY

Head Coach: Bill Vanderveen

Tues., Sept. 12 — HOPE INVITATIONAL, 4 p.m.
Sat., Sept. 17 — GLCA Meet at Hope, 10:30 a.m.
Sat., Sept. 24 — At Albion w/ Olivet, halftime
Tues., Oct. 4 — At Calvin, 4:30 p.m.
Fri., Oct. 7 — At Notre Dame (Ind.) Invit., 2 p.m.
Sat., Oct. 8 — At Tri-State (Ind.) Invit., 11 a.m.
Fri., Oct. 14 — At Kalamazoo, 4:30 p.m.
Tues., Oct. 18 — At Adrian, 4:30 p.m.
Sat., Oct. 22 — At Central Michigan, 7:30 p.m.
Sat., Oct. 29 — At Alma, 1:30 p.m.

WOMEN’S CROSS COUNTRY

Head Coach: Bill Vanderveen

Tues., Sept. 19 — HOPE INVITATIONAL, 4 p.m.
Sat., Sept. 17 — GLCA Meet, 10:30 a.m.
Sat., Sept. 24 — At Olivet, halftime
Tues., Oct. 4 — At Calvin, 4:30 p.m.
Sat., Oct. 8 — At Tri-State Invit. (Ind.) Invit., 11 a.m.
Fri., Oct. 14 — At Kalamazoo, 4:30 p.m.
Sat., Oct. 22 — At Olivet, 1:30 p.m.
Fri., Oct. 28 — At Alma, 1:30 p.m.

FIELD HOCKEY

Head Coach: Maricene Snyder

Wed., Sept. 14 — At Albion, 4 p.m.
Fri., Sept. 16 — GLCA at Kalamazoo
Sat., Sept. 17 — At Olivet, 4:30 p.m.
Tues., Sept. 21 — CALVIN, 3:30 p.m.
Sat., Sept. 24 — Univ. of Wis-Stevens Point, 11 a.m.
Tues., Sept. 28 — At Kalamazoo, 4 p.m.
Sat., Oct. 1 — At Calvin, 4:30 p.m.
Mon., Oct. 3 — At Eastern Michigan, 4 p.m.
Fri., Oct. 7 — At Adrian, 4 p.m.
Sat., Oct. 8 — At Calvin, 3:30 p.m.
Fri., Oct. 14 — At Olivet, 6 p.m.
Wed., Oct. 19 — At Albion, 3:30 p.m.
Tues., Oct. 25 — At Kalamazoo, 3:30 p.m.
Sat., Oct. 29 — At Alma, 3:30 p.m.

RESERVED SEASON TICKET

A prime 50-yard-line seat will be reserved for the entire season for only $15

RESERVED PARKING

(Available only to season ticket holders)

$5 per car for the entire season. An option available only to season ticket holders. Arive just before kickoff and avoid a long walk by parking adjacent to the stadium.

1983 HOME SCHEDULE

Sept. 10 — Olivet Nazarene (Community Day), 1:30 p.m.
Oct. 1 — Kalamazoo (Homecoming), 2:15 p.m.
Oct. 29 — Almas (Parents Day), 1:30 p.m.

Enjoy Hope College Football From a Prime Midfield Seat

RESERVED season tickets at $15 each

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Mail order with payment to:
Jane Mason, Hope College Athletic Ticket Manager
Dow Center, Holland, MI 49423

For further information call 392-5111, ext. 3270
MONEY MAY NOT GROW ON TULIPS in Holland, but it sure is a lot easier to get your hands on it than it used to be, as made evident by senior Amy Cook from Montague, Mich. The old Peoples Bank walk-up window on 9th St. has been replaced by an automatic teller machine.

STRAWBERRY TARTS FOREVER: A brand-new Russ' Restaurant signalled the demolition of one of Holland's architectural landmarks, the east-end Russ' diner built in 1947. The wreckers ball also affectionately with all the sunshine of a breeze claiming a hamburger wrapper on a tray. The end of the car-hop era in Holland. But with three Russ' now operating in the city and nine more scattered throughout West Michigan, townies and students alike are assured ample opportunity to sample the no-surprises offerings of Holland's beloved Horatio Alger of hamburgers.

THE MELTING POT: Greater ethnic diversity with Hispanics now accounting for approximately the result of refugee sponsorship programs.
Warp Revisited

Your first taste of Sartre, but Holland, Mich., is where you went. Backs from campus, the life of the city has figured prominently in your memory. It is no surprise to alumni who remember deluges of snow and the coldness. That Holland has also changed with the years may come as a scavenger hunt through your memory. See if you can find the presence of the present. Photos by Dave Sundin ’83.

The greening of downtown began with a landscaping project completed in 1975. A tree-lined 8th St., complete with benches for relaxing and plantings for panache, greets shoppers.
AN EARLY CONFRONTATION WITH THE MACHINE

I had just begun to get a little confidence. After five or ten hours of word processing I was starting to feel at home with the machine. I even had about four or five pages of text in the memory.

Then, perhaps while attempting to delete an unwanted word or two, I hit a wrong key. Suddenly my words were marching with orderly precision into a black hole that had mysteriously developed on my video screen. The place where the black hole had appeared looked different from any other portion of the display except for this: one by one the letters in the words nearest to the spot where the black hole was being drawn into it and disappearing. They did this in a most orderly fashion moving across the video screen like an army of ants, snaking up from one line to the next and then marching in a straight line across the screen until once again it was time to move up another line. I sat transfixed, afraid to do anything lest I make it worse and lose my text at all. Then I decided to risk it. I hit the BREAK key and everything froze. The black hole was no more.

An hour or two later, again by mischance, the black hole came back, but this time with opposite properties. Instead of swallowing my text, it was now spewing them out with reckless abandon. The words were not, however, the ones that had been gobbled up sixty minutes earlier. No, these were words that I thought had been consigned to oblivion with a deliberate and precise use of the delete function. Now they were coming out of the black hole one letter at a time, regrouping as words, and marching across the screen to make room for still more to emerge. It was eerie. This time I hit the BREAK key without a second thought.

IT ALL BEGINS TO COME TOGETHER

As I write this I have been a computer owner for only one month, but it is only today that I have begun to penetrate into the way these machines work. For the past thirty days I have been immersing myself in manuals that appear to be written in English but are really written in some archaic variant of Esquimutian. They speak of bits and bytes and ASCII codes and strings and then go on to deal with even stranger things. It all seemed so confusing, but today I have the beginnings of understanding and I am correspondingly proud because I, the proverbial "intelligent layman," or at least so I hope, figured it out for myself.

Here is what happened. As I read through the various manuals I found myself regularly encountering the numbers 254, 255, and 256. I learned that a VAXicle matrix has 254 rows, that the longest string that can be written in the Basic language is 255 characters long, and that there are 256 characters in the ASCII code and its extensions. (Don't worry if the ASCII code is a mystery to you, I will deal with it later.) So I began to wonder what is special about 256 and its neighbors.

At the same time, I decided that the time had come to master bits and bytes. Here I was, the owner of a brand new computer and a veteran of a month's experience, and I still didn't know the meaning of these basic terms. So I hit the bullet. I looked up the words bits and bytes and struggled to understand the definitions I encountered. Here are the most crucial portions of these definitions.

"The smallest addressable unit of information in a computer" is 8 bits. "A byte is composed of eight bits." Definitions like these tend to be crystal clear to those who regularly speak the language of science. For others like me, however, they can be quite elusive. Clear enough when one reads them, but highly forgettable an hour later. The reason for this is that we non-scientists tend not to have a very full understanding of the context in which the definitions are operating. In this context a bit becomes considerably more comprehensible when it is explained that this is the most basic unit of information in the computer simply means that the presence or absence of electricity is the datum from which all other data can be derived. (A single bit can represent a yes or no answer.)

The presence or absence of electricity is the datum from which all other data can be derived. (A single bit can represent a yes or no answer.)
Endowment Assures Hope for the Future

continued from page 1

while doing this was a special feature."

One of the principal reasons for the push to

raise more endowment money was to catch up with

schools of Hope's kind in the GLCA. Hope's

$4 million in endowment in 1978 placed it

very low on the list relative to others.

Oberlin held the greatest endowment with

$85 million.

Ironically, today Hope still ranks low. All

the while Hope worked vigorously to increase

its funds, so too were the other schools.

Today Oberlin tops the scales at $110

million endowment and Wabash has the most

per-student-endowment with their 800

students studied with $60 million. Van Wylen

is not concerned with Hope's position relative

to the other schools. His emphasis is that

Hope have sufficient funds for its two-fold

commitment—excellence and availability.

And though endowment may seem to be

somewhat of a luxury, in actuality its necessity

flows full strength through the annual

budget."

"The endowment is very much a necessary

cost," comments Van Wylen. "And one other

thing that is really behind it is our desire to

serve students, to keep our costs as low as

possible, to keep it in reach of the students,

and to provide financial assistance to all those

who need it."

In doing these things, the possibility of

using the Endowment of Hope money as an

marketing tool could become a recruiting reality.

The press is now on for colleges to attract

the graduating high school seniors. The number

of college age students is diminishing. So the

competition to win over any potential

recruit may become intense. The endowment

may add some needed support.

The potential Hope has to use its endowment

as an extra attraction to offer more

money to students who qualify to attend

Hope may help this institution maintain its

numbers through the tougher years.

"But I don't want to get trapped into

buying students," Van Wylen says. "I think

that if we can make good financial aid avail-

able on the basis of scholarship and a little

less on the basis of need, we may be able to

help students more effectively."

The effective management of the Endow-

ment of Hope campaign has received special

attention on the part of the Board of Trust-

es. In order to secure the principal and

produce the maximum income from it, the

Board arranged a special investment commit-

teer which looked into the best investing firm

possible, which specifically specializes in

managing endowments. The Board has recog-

nized that the endowment has increased, that

they have a greater responsibility.

The mechanics of collecting and sorting the

endowment money for investment falls on

John Greller, director of planned giving.

Although the goals for the Endowment for

Hope campaign were originated by Greller's

proponent, Karl Van Genderen, Greller has

been with the effort for most of its history.

The nice thing about planned giving

through the endowment is that donors can

make large contributions through a planning

process which will return some income for

them off their principal," states Greller.

They know that they would like to get a

return on an investment. So instead of giving

the gift outright, they give the gift and

then return an income during their lives.

Upon death Hope receives the principal.

It's a nice way to help Hope College and

also help the donors because they receive an

income and there are many tax advantages in

funding a gift of this nature. So we're really

providing a service as well as allowing people

to help Hope College."

Greller adds that the majority of the funds

have come from corporations and founda-

tions. The only changes he may see in dona-

tion amounts and procedures in the future

depends on the ever-changing tax laws. The

approach toward planned giving will remain

the same, making all Hope's constituency

aware of contributing to available funds.

So, yet another major fund-raising cam-

paign has ended, but it's not completed, for

building the endowment will remain an on-

going program. Van Wylen hopes that the

next fund-raising campaign will be a three-

year effort for library improvement, modestly

estimated at $5 million.

NINE

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To order season tickets or for a descriptive brochure, write Great Performance Series, Hope College, Holland, MI 49423 or call 394-6996.

Season Ticket Order Form

Enclosed is $ for the following season tickets for the 1983-84 Hope College Great Performance Series:

- Family Memberships $60
- Adult Memberships $425
- Senior Citizen Memberships $20
- Student Memberships $10

TOTAL

Name

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City

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TOTAL

I have enclosed $ for Season Ticket(s)

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Alumna Predicts Women Will Decide Election

Women will decide the outcome of the 1984 Presidential race and unless President Reagan manages a dramatic image makeove
r the polling will show a substantial increase in the Democratic vote. If the president
party into a minority position for years to come, says Barbara Timmer '69, executive vice
president for the National Organization of Women.

Timmer, along with other feminist leaders who have worked during the last several years to
organized labor. Reagan's strength among women would be diminished. In fact, women could be his
s, with young women especially prominent.

The defeat of the Equal Rights Amendment was probably a factor in ending the war. According to
Timmer, women are changing the political system and party.

We committed ourselves at the end of the Equal Rights Amendment to emphasize electoral policies. There are a gender gap now,
and we're still not going to ask the same question again to pass the ERA. There are women in high office.

A University of Michigan Law School graduate, Timmer chose to concentrate on the Equal Rights Amendment because of women's issues when she first became president of Muskegon, Mich., in 1976. But in the years since she's chosen to align herself passionately with women's issues, she says her perceptions have changed.

"I've come to a better understanding of the women's issues issues that are important to women. Timmer says. And they are family issues, as affecting a woman's responsibilities.

"For women, the Equal Rights Amendment was a battle, but not a war. It was a war for the ERA."

There are a lot of people who have worked on the Equal Rights Amendment who have died. We're in the implementation stage, Timmer says. And in the ways that they've thought about women's issues, women's issues have changed.

"You know, I think the revolution has already occurred. In just 10 years there have been tremendous changes both in women's lives and in the ways we think about women's issues."

Timmer was elected executive vice president of the organization last October. NOW is the nation's largest civil rights organization with a membership of 400,000.

"We're in the implementation stage, and that's in many ways the hardest time."

For the past three years Timmer was legal counsel to the late U.S. Representative Benjamin L. Rosenthal (D-NY) of the Commerce, Consumer and Monetary Affairs Subcommittee, whose introduction of legislation to outlaw counterfeit tax shelters put Timmer's quote in a front-page New York Times story in early 1981.
Esteem

William D. Dykstra '49, founder and president of a visual marketing firm in Grand Rapids, Mich., received the 1983 Distinguished Owner-Manager Alumnus Award from the University of Iowa's School of Journalism.

The award recognizes "significant achievement and innovation in developing a business through management, entrepreneurship, profitability and ingenuity" and also acknowledges "esteem earned as a business and community leader."

Dykstra heads a firm named William D. Dykstra Group, begun in 1956. Clients have included such major firms as IBM, Gulf and Western, SCM Corporation, Steelcase, Dow Chemical, SCA Corporation, Upjohn, Lowes and Arrow.

Although not a graphic designer, Dykstra introduced several innovations in this field. These include product labels that are color-keyed to packaging concepts and the use of marketing criteria as distinct from purely aesthetic standards to evaluate packaging. In addition, he was one of the first in his industry to use "focus groups" to pre-test package design and market strategy.

Dykstra received his M.B.A. from Indiana University in 1956 and then went on to acquire his field of apparel design and construction. As assistant manager of Phyl-Crves Co., of Grand Rapids, he designed and marketed such metal furniture, an achievement that earned him an award of recognition from the Furniture Industry of America.

One year later, at age 25, he founded the Dwight Corporation to manufacture a line of magnesium office furniture that in 1959 won the National Furniture Manufacturers Association Merit Award for Outstanding Furniture. The following year he sold the Dwight Corporation and founded his own visual marketing firm.

Among the awards he has received are: Packaging News magazine's "Artistic Design Recognition," the Graphic Art of America's "Outstanding Achievement Award," the American Fence Association's "Fence of the Year Award," and the Printing Industries of America's "Meritorious Award for Outstanding Service to the Industry."

In 1957 Dykstra married Ann McCullough, an artist and interior designer who operates her own commercial design firm. The Dykstras and their two children are avid boaters.

Active in church, community and professional organizations, Dykstra has also collaborated on three books dealing with management communications and venture planning.

Kudo

L. Bruce Van Voorst '54 published an article: "The Churches and Nuclear Deterrence," in the spring issue of the respected quarterly Foreign Affairs.

Van Voorst is a correspondent for Time magazine. He is a native of Europe, the Middle East and Latin America as bureau chief, and has reported extensively on peace movements in Western Europe and the United States. Van Voorst's article surveys the nuclear debate within the Catholic, Protestant and Jewish communities. His finding is that the nation's religions are beginning to organize and mobilize toward a direct confrontation with the Administration over nuclear weapons and deterrence policy.

Initiative against the use of nuclear weapons is particularly strong within the Catholic Church, van Voorst reports, and he notes that the Catholic Bishops' Pastoral letter draft letter, which sharply redlines traditional teaching on nuclear issues, because of its careful outline of Church teaching and the "just war," documents the question the persuadability of nuclear warfare under any circumstances and concludes that this could not be the case.

In contrast, van Voorst reports that although Protestant denominations have debated nuclear issues for a longer period, beginning with a commission sponsored by the Federal Council of Churches in 1946, their conclusions have lacked a unified voice and have generally failed to wrestle with the ambiguities of the issue. Throughout the early postwar debate, and then again in the 1980s when the Pretreatment of nuclear weapons once again began to speak, most of the statements generated rather than dealt with the ambiguities of nuclear deterrence," van Voorst wrote. "If mentioned at all, deterrence was seen as a guarantor of peace, there was virtually no reflection on the conflict in having to achieve moral goals, and there was very little consideration of what happens if the system breaks down."

The American Jewish community, as a whole, has not participated in the debate on nuclear deterrence, Van Voorst states and he presents some interesting theories which he might be, including the lack of a strong pacifist tradition and a concern for Israel's security.

Van Voorst's thorough report presents little case for Christians seeking a pact on the back for others and churches blackened by their confirmation of nuclear war.

"Many observers have suggested that ultimately the paradox of deterrence, the readiness to commit an evil in hopes of preventing an even worse evil, cannot be resolved," he writes.

"Central lesson in this whole experience may be that, along with the technical and political complexities of deterrence, a sense of responsibility and a desire to try out the moral question."

While unraveling little, van Voorst's report does present that with factual truth, the approach to the issue of deterrence, especially in the United States, is available in a more academic and larger municipal libraries, journals regarding the future of energy, and Van Voorst reports that in George C. Marlin, 86th St., New York, N.Y. 10021.

Honored

Norman C. Cybsters '54 of Columbia, Mo., received the 1983 Distinguished Professional Service Award from the American Personnel and Guidance Association.

Cybsters is president of educational and counseling psychology at the University of Missouri.

He's been active in the National Vocational Guidance Association, the American Vocational Association and the American Personnel and Guidance Association during the past two decades, giving leadership to committees and as a member of the board of the American Personnel and Guidance Foundation and chairman of the American Vocational Association's Guidance Division Legislation Committee.

He has served on many national advisory committees and on several occasions has testified before U.S. House and Senate subcommittees.

He is a member of the National Faculty of the Advanced Study Center of The National Center for Research in Vocational Education in San Antonio, and is editor of Journal of Research in Vocational Education and a member of the editorial board of Career Planning and Adult Development Journal.

Recent honors include the 1983 National Merit Award from the National Vocational Guidance Association.

Holding advanced degrees in guidance and counseling from the University of Missouri, he has published extensively in professional journals and is the author and co-author of a number of books and monographs.

He is married to the former Marilyn Zepf '56, the couple has three children.

Promoted

L. Edward Kirk '68 of Raleigh, S.C., has been promoted to senior clinical research scientist in the virology section of the medical division of Boehringer-Ingelheim Co.

Kirk advises on the company research, develops and manufactures pharmaceutical products for human and animal use.

Recognized

John G. Mulder '31 received the Progress Medal from the Photographic Society of America at an Honors Banquet held this month in San Francisco.

The award is given annually to an individual who has contributed to progress in photography. Among past recipients are notable including movie-maker Walt Disney, Life Magazine's Henry Luce, western photographer Ansel Adams, artistic photographer Alfred Eisenstaedt and underwater photographer Jacques Cousteau.

Mulder, who worked at Eastman Kodak Company for 30 years, last as a vice president, was honored for his technical advances which include the development of international film standards, an innovation in coating and drying methods which revolutionized the manufacture of color films and papers.

Mulder was also cited for having invented an air filter which greatly improved the emission from diesel engines, a project that was adopted as well by the U.S. Atomic Energy Commission to filter atomic particles from air in their laboratories.


A former president and vice president of the Photographic Society of America, Mulder has authored 50 publications and has sold many of his photographs to Eastern Kodak and other companies for use in ads and actual reports. He resides in Sealy, Idaho.

Returned

Artist Mel Andringa '67, a member of the art faculty at the University of Iowa, developed a new short documentary film at Hope College while in residence this spring and also presented a public performance/lecture explaining the work of his own company, "The Drawing Legion," a multimedia art group, founded in 1973 which has toured in Amsterdam, New York and Leeds, City.

Andringa's unique approach in creativity combines painting and theatre in original productions which reflect his human and his inventiveness. His works are small performances which use simple sets, usually less than 14 posters and frequent improvisations of dialogue and action within a pre-determined structure. Each draws from historical and popular subject matter, engaging a variety of artistic and electronic media.

“Five Floors,” the performance developed at Hope this spring, for example, gives a child performer who constructs five giant paper cutout people which depict, in turn, leaves, a rug, a street, a bed and a bed of tulips.

Next fall in Iowa City the group, along with 20 University of Iowa students, will present a new multimedia extravaganza about consciousness called "Everything Else." And the group's work entitled "Camillau" was featured at the 1983 Holland Festival in Amsterdam.

Reward

At afternoon ceremonies at her home, Mrs. George Bush, wife of U.S. vice president, presented an award to Warren Kane '57 for his donation of more than 45 years of blood to the American Red Cross.

Kane, a senior staff member of the U.S. Senate Committee on Appropriations, ranks third among donors to America's Blood Centers, participating in an effort coordinated by Labes of the Senate Red Cross Unit, of which Mrs. Bush is president.

Kane works closely with Sen. Ernest F. Hollings (D-S.C.) with particular regard to the funding of the Department of State, Justice, Commerce, the Judiciary and related agencies.

He is active in Arlington United Methodist Church, and has lent support to young organizations in his youth over the years.

Kane and his wife Dale have two children, Susan '82 and Eric. He is a past president of the Hope College Alumni Association.

H-Higher Education Week

October 1 to 8, 1983
alumni news

alumni beat

by Vern Schipper '51
Associate Director of College Relations for Alumni Affairs

Historical homes, elegant restaurants, on-water bars—these were just three of the attractions at Hope College alumni gatherings and friends who gathered at 19 regional meetings held this year across the country. The events, sponsored by Hope College alumni and friends, featured a wide range of programs, from on-location alumni and the excitement expressed as Hope enthusiasts gathered for the upcoming new slide-tape production, "Link to the Anchor," was uplifting to those who represented the College.

SOUTHEAST—President Gordon VanWylen, Margaret VanWylen, and Director of Planning Gunter Gietzels, presenters

COLUMBUS, FLA.

Florida alumni along with the warring "mothers" were hosted by Jack 41 and Phyllis Newcomb 43. Flags for the homecoming celebration, November 24 and 25, were proudly displayed. The meeting was held at the Rambler Inn February 24. Thirty-one attended.

SARASOTA, FLA.

The Rev. James 55 and James Wessman 60 sponsored an all-day reunion at a Sarasota meeting of Hope alumni and parents in many years. Thirty-seven gathered at the Miami Beach for breakfast before the reunion was scheduled to be held February 16.

ATLANTA, GA.

On April 17 a new alumni group was formed under the leadership of Scott Vandervelde 63. The meeting was attended by three alumni, all of whom were members of the original Hope Class of 1968. The meeting was held on the 23rd of April.

MIDWEST

HOUSTON, TEXAS

A first for Hope College was a meeting of Hope College alumni under the leadership of Mary Scott 71 and Spero Kanas 71. In addition, they brought the group together for the first time at the Galleria for a dinner and tax planning discussion. The group was well attended and included alumni in attendance.

TUCSON, ARIZONA

Will and Althea Daniels, parents of a Hope College graduate, David Daniels, welcomed alumni to the Golden Eagle Restaurant for dinner on January 16. The input of parents was particularly gratifying at this meeting.

PHOENIX, ARIZONA

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DALLAS, TEXAS

Alumni members and friends gathered on January 20 at the Summit Hotel for a meeting of alumni and friends of the Hope College alumni association. The meeting was held in the area of the welcome center for the first time.

DENVER, COLORADO

Nevra 56 and Dorothy Webster served as host and hostess for a dinner for 38 Hope alumni and friends at the First Reformed Church of Denver. It was a warm and friendly evening for the members of the group who had an opportunity to visit over punch prior to the dinner and remain for the program.

SOUTHEAST—President Gordon VanWylen, Margaret VanWylen, and Director of Planning Gunter Gietzels, presenters

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WILL POWER—HOW'S YOURS?

YOUR WILL—DO YOU HAVE ONE?

About 7 out of 10 people don't have a Will, but that's no excuse not to have one. Most people spend a lifetime accumulating an estate, but not much time in planning its distribution. Just thinking about your Will is not enough. Plan now to protect your loved ones

Only you can do that!

IF YOU HAVE A WILL—WHEN DID YOU LAST CHANGE IT?

Your Will can become outdated in only a few years. Why update it?

- MARRIAGE
- BIRTH OR ADOPTION OF CHILD
- NEED TO NAME OR SWITCH GUARDIANSHIP
- MOVE TO ANOTHER STATE
- ACQUISITION OF PROPERTY IN ANOTHER STATE
- CHANGES IN YOUR BUSINESS STATUS AND INTERESTS
- SUDDENLY APPRECIATED OR DEPRECIATED SECURITIES
- WHEN A CHILD REACHES AGE OF MAJORITY OR MARRIES
- BIRTH OF VIRGIN CHILDREN
- CHANGED PERSONAL OR FINANCIAL STATUS OF A BENEFICIARY
- RETIREMENT
- INHERITANCE
- CHARITABLE INTERESTS
- DEATH OF A CHILD OR SPOUSE
- CHANGES IN THE TAX LAWS

HAVE YOU REMEMBERED HOPE COLLEGE IN YOUR WILL?

You can establish an Endowed Scholarship through your Will in your name or in that of someone you know. Your Will can also be added to your existing plans.

Contact the Office of Planned Giving to find out more about the advantages of planning your estate. Write or call: John H. Greitl, Director of Planned Giving, Hope College, Holland, MI 49423, (616) 394-3115, ext. 4140.

Please send me in confidence and without obligation:

- How to Write a Will That Works—40 pages to acquaint you with a Will
- Information about establishing an Endowed Scholarship
- Planning Your Giving—a booklet which describes how to make a planned gift or bequest to Hope College.

Name

Address

City, State, Zip:

NEWS FROM HOPE COLLEGE, AUGUST 1983

Curriculum to be Internationalized

continued from page 1

be in line with ... an international perspective through which courses in the liberal arts curriculum...Some examples of how this might be accomplished include the incorporation of...literature and cultural dimensions of the liberal arts curriculum. For example, students seeking a major in...foreign students to the Home campus and send...to places around the world.

In spite of all that has been accomplished we are aware that the current international...limited to too few students," admitted Soldana. "Our goal will be to provide every Hope College student with...perspective...by offering a number of courses that have a rigorous international perspective...such courses that will provide students with...success rests with the faculty," specifically, this program will enable faculty to learn about...to develop international perspectives...of these students," he said.

Over a three period, beginning next spring the College will will evaluate such projects to implement the program, including a...college forums, student workshops and a...summer faculty development program...to develop competencies in their specialized areas.
Distinguished Service

The Honorable Wendell A. Miles ’38, chief judge of the United States District Court, received the Distinguished Service Award from the Association of Independent Colleges and Universities of Michigan (AICUM) at the association’s 25th annual meeting.

The award is presented annually to persons who have extended invaluable services to AICUM. Hope President Gordon J. Van Wylen, former chairman of the association who is retiring from the executive committee after six continuous years of full-time service, presided over the award ceremony.

Miles was appointed member of the Michigan Higher Education Facilities Authority which oversees independent college bond issues.

While chief judge of the district court in December 1979, he was Ottawa County prosecutor 1948-1955 and U.S. District Attorney for Western Michigan 1955-1965. During the following nine years he was special assistant federal attorney for the City of Grand Rapids and the Grand Rapids Board of Education.

Miles served as circuit judge for Ottawa and Allegan counties before receiving the federal appointment in 1974.

He was a past executive officer in Hope’s business administration department.

Gordon ’56 and Devon Southland ’57 Lamam are on a six-month sabatical from their work in Japan, where Gordon is on the faculty of the Tokyo Union Theological Seminary. They are residing in Nagoya, Japan.

Ann Bloodgood ’57 Howell is a music teacher at Westfield Friends School in Conestoga, N.J., and at the Church Music School in Haddeland, N.J. Ann will serve as organist at the Southern New Jersey United Methodist Church Annual Conference in Ocean City, N.J.

Leonard Rowell ’37, pastor of First United Methodist Church in Balmy, N.J., is also an educational consultant for the development of a model for continuing education for clergy and lay at Drew University Theological School.

Melford Tucker ’48, a “house husband” while residing in 15-room Victorian home, Atwood, N.J., has formed his own profit-group seeking charity in a N.Y.S. Educational Institution which will create a living museum like colonial Williamsburg but with a Paladin emphasis.

Jane Conners ’38 Harrison authorized the Hope College Diocese Art Center to give a special showing of the works of her late husband.

Harrington ’38 in conjunction with the 25th reunion of the Hope College Class of 1958. Sam was on the faculty of the Hope art department from 1946 until his death in 1980.

Richard Brockmeier ’39 spoke to the Holland (Mich.) Rotary Club on computers and personal privacy.

60’s

Waver Vanderbilt Hill ’60, director of the Honors College and professor of history at Ball State University, will spend the Autumn 1983 term in England as Ball State’s first exchange professor with Westminister College, Oxford. While there, Waver will present lectures to Oxford faculty and students on interpretations of American national character and on recent developments in American documentary.

Joy Phillips ’60 Vanderbilt Hill will accompany Warren to England. She will be an “leave from her position as a fifth-grade teacher” and will devote herself to studying primary schools in England and Scotland.

Terry VanDe Water ’60 was awarded a Gold Medal Award of Excellence from the International Association of Business Communicators. Jack Mellen ’62 is the new chairman of the History Department at California State University at Fullerton, Calif.

Richard VanDommett ’62, associate professor of biology at Memorial University of Newfoundland, has devoted the past 20 years to investigating the movement of ions, the nature and powers of the nucleus and muscles in muscular dystrophy, and the effects of certain drugs on the course of that disease. Ted’s research projects continue to help unravel the mysteries of muscular dystrophy and to shed new light on understanding some diseases of the human brain.

Clifford Cross ’63 resigned as head basketball coach at Western Mich. High School, ending a 20-year career.

Diane Murray ’64, secretary, service director at Hope College, is the chairman and chairperson elect of the Michigan Library Consortium.

Mark Sewn ’64 has been promoted to general manager, employee relations department of the “Tars” (Great Lakes Div. of the Pacific Coast). Richard VanderBorgh ’64 is the past of the Old North Reformed Church in Dorr, Mich.

Paul Heusel ’65 is a 1983-84 visiting professor of English at Calvin College in Grand Rapids, Mich.

Karen Hayek ’65 Julian is the organist at Blessed Sacrament Catholic Church in Jenison. Ark., and soon married to John Hayes.

M. Ellis Julian ’65 is an assistant professor of voice, piano, history and sacred music at Arkanas State University in Little Rock, and chairman of Blessed Sacrament Catholic Church in Jenison, Ark.

Bruce Turkstra ’65 is an assistant professor of English at Grand Valley State College.

Peter Vanwyk ’66, a consultant and associate professor of United Presbyterian Church in Michigan, is a former chairman of the History Department of American Methodist Seminary. He has been the chairman of an international graduate student in New York State, and a member of the American Historical Association.

Ronald Wozniak ’65, a professor of chemistry at Lycoming College in Williamsport, Pa., has been appointed chairman of the Biology Department of the College.

Donald Oszubek ’65 is a full professor of chemistry at St. Bonaventure University in New York.

Maurice de Caude ’66 is the administrative assistant in Oxford. (A)lum Companion of Consumer Corporation of America.

Theological Seminary. They are residing in Holland, while restoring his home in the southern Michigan beauty.

Who Am I?

And Other Sermons

FROM DIMMENT MEMORIAL CHAPEL
HOPE COLLEGE, HOLLAND, MICHIGAN

Who Am I? is a collection of Dr. Ivan Dykstra’s sermon delivered at Hope College. Hope’s Chaplain.

Gerard Van Heest writes in “One is an impression that the sermon and addresses are, how relevant to the present moment... Yet one ought not be surprised, for D. van Heest explains, ‘The fact of eternal God. Each sermon is a gem. Our minds are challenged, our hearts warmed, our wills claimed... The reader realizes that the writer is indeed a philosopher, if philosophy is... the art of knowing what we mean by what we say when we talk about what we do.”

A copy of Who Am I? and Other Sermons will be given to any donor to the 1983-84 Annual Fund. Further information will be provided in the fall.
graduation honors

Susan C. Card
Jennifer Anderson
Robin Bakker
Robert Briscoe
Barbara Centre
Daniel Des Harrants
John Griffin
Thomas Keidel
Thomas Sturms

Mapa Cottin-Lavale
Ingrid Anderson
Richard Arva
Steven Ayers
Kristine Beards
Christian Brud
Jo Lynn Campbell
Brod Briscoe
Marie Des Gardin
Dale D'Velows
Mary Depperv
Darryl Dover
Lynn Duke
Scott Edwards

Sally Gallet
Michelle Gillman
Constance Goldinger
Sorina Hargraves
Angela Johnson
Stephen M_soup
Kimberly Metzger
Linda Miller
Mary Miller
Matthew Nard
Bruce Mark
Kath Madal
Stew Mald
Lea McFarland
Lisa Fassett
Rudy Mark
John Rahay
Hom Reed
Roberta Bernet
William Squires
Susan Stude
Theresa Phyllis
Kim Van Der Don
Vanessao Van Dijk
Peter Wamer
Bill Warlit
Arlene Warriner

Mary Wyne Weidner
Duke Yung

James Zilchuko
Jeff Yung
Dominique
Steven Carlson
Amy Clark
Tamara Groome
Kimberly Hall
Lawrence Hell
Debra Harvey
Leanne Hayes
Nicholas Hodgden
Robert Holmoe
Maggie Hulter
Jane Van Der Borch
Brian Maunder
John McCall
Jo McLeod
Jennifer Nell
Kathleen Olson
Robert Paak
Daniel Portugal
Sharon Silver
Lana Slok
Michael Schmidt
Cynthia Smith
Linda Smelt
Paul Stevens
Heather Pack
Janine Johnson
Stacy VanDeventer
Christina Vanally
Margeret Visk
Linda Weis
Cecil Werner
Andrew Westman
Kim Yoeman
Jan Zilch

The Alumni and International Education offices are eager to survey alumni and friends of Hope as to your interest in foreign travel and study tours. Each tour will focus on a specific issue or theme appropriate to the country or region being visited and will be accompanied by a Hope faculty member, administrator, or Professor Emeritus. Whenever possible, each study tour will visit our overseas alumni and friends. Also as part of Hope's continuing education program the option will exist for gaining college credit.

To assist us in developing these tours we would greatly appreciate your taking a few minutes to complete the questionnaire below and return it to us. Please check those items which indicate your major interest.

Seasons: Summer Fall Winter Spring
Length of Time: 10 days 2 weeks 3 weeks 4 weeks
Price Level: Economy Moderate First Class
College Credit: Non Credit
Your comments are invited:

Name:
Year of graduation:
Address:
Tel. No.

Please return by September 20 to Vein Schipper, Alumni Office, Hope College, Holland, Michigan 49423

Dedicated to friends and families of the Class of 1983, the Class of 1984 and all those who have contributed to the success of the Class of 1983.

The Class of 1983

The Class of 1983
for NEWS FROM State University in East Lansing.


Bartels '80

Long Steel

Mr. Lamps was a member of the United Methodist Church in Brooklyn, Mich. The funeral service was held at the Fourth Reformed Church in Holland where he was a member. The funeral service was held at the Fourth Reformed Church in Holland where he was a member.


Wallace Hughes '43, a member of the class of 1943, was buried in the Michigan State University Cemetery, May 11, 1983, in a funeral service performed by the Rev. Dr. John Hosta, University Chaplain for many years.


Robert J. DeWitt, a member of the class of 1982, was buried in the Michigan State University Cemetery, May 11, 1983, in a funeral service performed by the Rev. Dr. John Hosta, University Chaplain for many years.


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OktoberFest

CELEBRATE HOMECOMING '83

FRIDAY, OCTOBER 14
DeWitt Dedication Day
11 a.m. All-campus OktoberFest picnic for students, faculty, staff, and guests. Van Raalte Commons
12:00 noon DeWitt Dedication Van Raalte Commons
1 p.m. Special Luncheon for honored guests Phelps Hall
10 a.m. Volleyball, Hope J.V. & Hope Alumni Dow Center
H-Club Reception & Luncheon DeWitt Center Commons
10:30 a.m. Field Hockey, Hope vs. Alumni Buys Field
11 a.m. Sorority/Fraternity Luncheons (see schedule)
2:15 p.m. Football, Hope vs. Kalamazoo Holland Municipal Stadium
After the game DeWitt Center open house and celebration for alumni, parents, and friends
Cider and Donuts DeWitt Center Jazz Concert "Kletz"
8 p.m. Sorority/Fraternity Activities (see schedule)
8 p.m. Film Winants Auditorium
8 p.m. "Our Town" DeWitt Theatre

SATURDAY, OCTOBER 15
Homecoming Day
8:30 a.m. Alumni Receptions and Registration DeWitt Center
9:30 a.m. Reunions—5 and 10 year classes Class of 1978 Commons, Western Seminary
Class of 1973 Phelps Hall

SUNDAY, OCTOBER 16
11 a.m. Morning Worship Dimnent Memorial Chapel
Preaching: Robert W. Bedingfield '56, Pastor, Bronxville Reformed Church, Bronxville, NY
Music: Hope College Choir and the Alumni Choir, Prof. Roger Rietberg '47, Director
Worship Leader: Gerard Van Heest '79, Chaplain Hope College
4 p.m. Faculty Chamber Music Concert Wichers Auditorium

Fraternity/Sorority PREGAME Programs
Alpha Phi 11:00 a.m. luncheon Delphi 11:00 a.m. luncheon, Holiday Inn Kappa Chi 11:00 a.m. luncheon, Otte Room Sigma 11:30 a.m. luncheon, Sorority Room Gilmore Hall
Sigma 11:00 a.m. luncheon, First Methodist Church

Fraternity/Sorority POSTGAME Homecoming Programs Alpha Phi Post game open house, Sorority Room, Dykstra Hall Arcadian Post game open house, 8.00 p.m. Dance Cosmopolitan Post game open house, 8.00 dinner/dance at Holland Elks Club Emersonian Post game open house, 8.00 dance Fraternity Post game open house, 8.00 dinner/dance Knickerbocker Post game open house, 8.00 dinner/dance

For further Homecoming activity information contact:
ALUMNI OFFICE
HOPE COLLEGE
(616) 392-5111 Ext. 2030