

University of Memphis

University of Memphis Digital Commons

The Columns

Alumni Association

2022

The Columns, 1981 February

Follow this and additional works at: <https://digitalcommons.memphis.edu/speccoll-ua-alumni1>

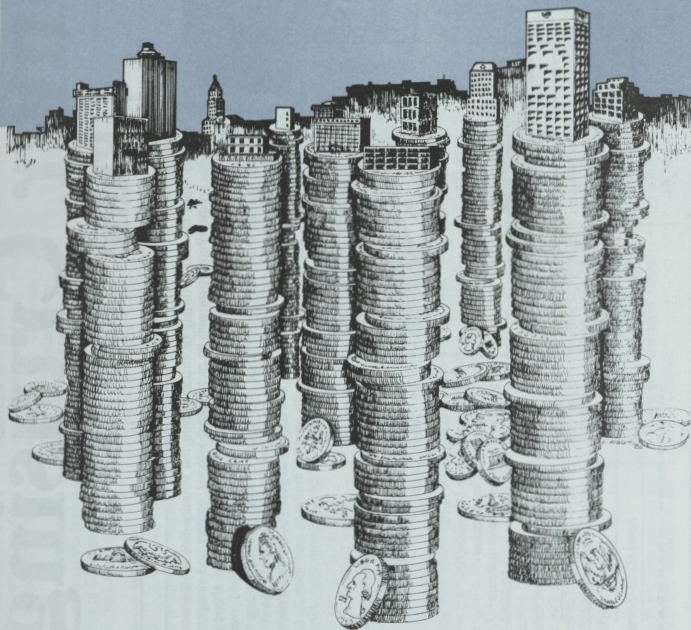
Recommended Citation

"The Columns, 1981 February" (2022). *The Columns*. 98.
<https://digitalcommons.memphis.edu/speccoll-ua-alumni1/98>

This Book is brought to you for free and open access by the Alumni Association at University of Memphis Digital Commons. It has been accepted for inclusion in The Columns by an authorized administrator of University of Memphis Digital Commons. For more information, please contact khhgerty@memphis.edu.

THE COLUMNS

Memphis State University
February 1981, Volume XIV, Number 2



Memphis State annually pumps millions of dollars into the local community—page 1.

THE COLUMNS

Volume XIV, Number 2

Memphis State University

February 1981

MSU boosts local economy

Memphis State University has a major impact on the economy of Memphis and Shelby County, annually pumping more than \$312 million into the local business community, according to a recent study.

The primary purpose of the study, conducted by the MSU Bureau of Business and Economic Research, is to provide measures of selected influences of Memphis State on its surrounding environment.

The study contains detailed empirical observations regarding dollar expenditures made by the University, as an institution, and by individuals affiliated with the University—including faculty, staff, students and visitors to the campus. In addition, the study reports on secondary economic impacts, such as business purchases in the local economy for goods and services in support of University-related demands.

"The relationship of the University with the local community has been a matter of mutual interest," the study states. "Each has come to realize that this is a two-way relationship in which one calls upon the other for assistance and guidance to the benefit of both.

"Thus, in addition to providing an analysis of the sizeable economic benefits which accrue to the Memphis-Shelby County community, the study will help to emphasize the importance of continuing the mutually beneficial relationship which currently exists between the University and the local community's business leaders and citizens."

Among the major findings in the report are the following:

- MSU, directly or indirectly, contributed more than \$312 million in business volume within the local economy during its 1979-80 fiscal year. Of this total, approximately \$169.7 million can be directly at-

tributed to institutional expenditures. In addition, more than \$142.5 million in indirect expenditures—local dollars spent by faculty, staff, students and visitors as private individuals—accrued to the local area as secondary effects of the University's economic impact.

- Total institutional operating expenditures, both within and outside the local economy, amounted to more than \$61.4 million. More than \$6.5 million was spent by the University for institutional requirements through purchases of local business vendors' goods and services. An additional \$39.5 million was paid in the forms of gross wages to all University employees.

- Faculty and staff spent in the local area an estimated \$20.2 million. Of this total, more than \$2.4 million was spent for local rental housing, and well over \$17.5 million went for local non-housing purchases by employees residing within Shelby County. Non-local faculty and staff spent an estimated \$300,000 with local business establishments.

- University students expended an estimated \$125.4 million in the local economy, representing the largest University-related local economic stimulus.

On the whole, the typical University student spent an average \$4,650 annually for food and other non-housing items, over and above tuition and other payments made directly to University sources.

For those individuals renting non-University housing, the students spent an average of \$225 a month for rental expenditures.

This represents more than \$22.2 million in additional rental income for the local rental housing market, over and above the income received from faculty and staff employees.

- Visitors to the University contributed an estimated \$17.6 million in total annual business volume. These visitors included non-Shelby County residents attending athletic events, educational conferences, workshops and seminars, social and cultural performances or events, new student orientation, as well as those visitors to students, faculty, staff and the University's Chucalissa Indian Village.

The typical University visitor travels a distance of 403.8 miles, stays one or two nights within the area, has a party size of 2.5 persons, purchases an average of \$7.70 in food per visitor day, spends \$14.00 per person per night for lodging, and expends \$12.50 for other miscellaneous item purchases including gas, entertainment and souvenirs.

- Taking into consideration the secondary effects of the initial purchases of individuals affiliated with the University, local businesses purchased over an estimated \$40.7 million in goods and services from other local business establishments in support of their University-related business sales.

More than \$101.8 million was returned to the local money flow as a result of income paid by local businesses to individuals hired to service the needs of the University, its employees and students. More than \$30 million was spent by lo-

cal businesses for real property committed to University-related business volume, as was an approximate \$39 million in inventory and \$73.8 million in other taxable business properties.

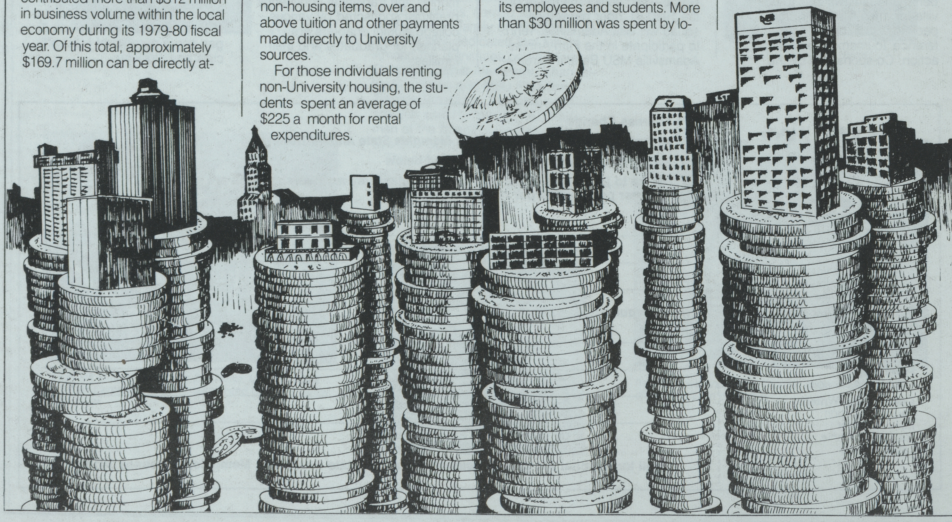
- Construction and design at MSU puts more than \$300,000 per month into the Memphis Community.

- It is estimated that \$1,145,800 worth of municipal-type services were self-provided by the University. Such services include in approximate amounts: police and security services, \$633,000; sanitation services, \$45,800; street lighting and maintenance costs, \$412,000; and other miscellaneous services, \$55,000.

- In terms of impact on the local citizenry, about 9,646 local full-time jobs can be attributed to the presence of the University. This estimate considers not only direct University jobs, but the resultant secondary employment required to service the needs of University employees, students, visitors and the University as an institution.

- Personal income accruing to local individuals as a result of University-related expenditures was estimated to be about \$148.7 million. Of this amount, approximately \$38.6 million went directly to University employees residing within the local area, while more than \$109.2 million went to recipients outside the University as a result of secondary stimulus.

- More than \$4.4 million in durable goods was procured within the local economy as a result of income generated from University-related jobs and business activities.



Events

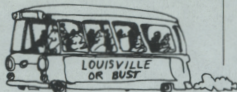
The coming months include a variety of major events for MSU alumni. Jot down the dates and make your plans early. In cases where exact dates have not yet been set, be watching for further announcements. For more information on any of the activities, fill in the coupon below and return it to the National Alumni Association or call the Alumni Center at 454-2701.

Feb. 19

MSU vs. St. Louis—The Memphis State Tigers will roar into St. Louis on Feb. 19 to battle Metro Conference rival St. Louis University at the Checkerdome. In conjunction with this event, your National Alumni Association is sponsoring a pre-game beef burdy dinner and social hour at the Cheshire Inn in St. Louis. The social hour will begin at 5 p.m. with dinner at 5:30 p.m. Prepaid reservations for the dinner are \$9 per person.

March 2-April 6

MSU Blue Carpet Receptions—The MSU National Alumni Association, the Student Relations Office and the Volunteer Alumni Counselors will co-host MSU Blue Carpet Receptions in various West Tennessee towns and in Nashville. High school juniors and seniors interested in attending MSU will be invited to learn more about MSU. The tentative schedule includes: March 2, Jackson; March 9, Covington; March 15, Dyersburg; March 22, Pickwick; March 24, Nashville; and April 6, Gibson County.



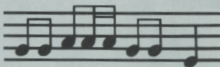
March 4-8

Metro Bus Trip—Alumni, students and fans will bus to Louisville for a fun-filled four days packed with exciting Metro Conference Tournament basketball action. Co-sponsored by the

Metro Conference, the National Alumni Association and the Assistant Coaches' Club, the package trip includes six game tickets, four nights at the Hilton Inn, shuttle bus service to and from games, a daily continental breakfast and a cocktail party/pep rally for MSU fans attending the tournament. Cost is \$212 per person based on double occupancy. Deadline for reserving space on the trip is Feb. 21.

March 10

Engineering Alumni Annual Bar-B-Que—All engineering alumni and their families are invited to attend the Annual Bar-B-Que held at the Schlitz Belle. The evening will feature new head football coach Rex Dockery and Bob Winn, MSU sports information director. Reservations should be made in advance.



March 24-27

University Singers Tour—The Memphis State University Singers spring tour is scheduled for the latter part of March. The group consists of 60 members who perform a variety of musical selections ranging from popular to classical. Concerts are set for the following dates and places:

March 24—Haywood County High, Brownsville, Tenn.; Jackson Central-Merry High, Jackson, Tenn.

March 25—Overton and McGavock High Schools, Nashville. March 26—Western Kentucky University, Bowling Green, Ky.; University of Louisville, Louisville, Ky.

March 27—Clarksville High School, Clarksville, Tenn.

April

Adamsville-MSU Benefit Game—Two senior members of the 1980-81 Tiger basketball squad will visit Adamsville, Tenn., to participate in the Fifth Annual Adamsville-MSU Benefit Parents-

Teachers Basketball Game. Proceeds go to help Adamsville elementary and high school athletic programs. Date to be announced.

April 25

Community Day—MSU's third annual Community Day is scheduled to begin at 4 p.m. April 25 with a wide variety of activities and programs for the whole family. Join other alumni, friends and students of Memphis State on this very special day.

May

Business and Economics Alumni Awards Dinner—This annual event is planned for mid-May. Alumni and friends of MSU's Fogelman College of Business and Economics will meet for dinner and recognize the outstanding alumnus, outstanding supporter and distinguished service award recipient. Reservations should be made in advance. Date to be announced.

May

Senior U-Brew—The National Alumni Association and Student Ambassador Board are sponsoring this activity for all spring semester graduating seniors. To be held in early May prior to commencement, the event will be held at the Schlitz Belle, featuring complimentary beer, snacks, door prizes and music. Date to be announced.



May 9

Commencement—The spring semester commencement ceremonies will be held at the Mid-South Coliseum. Prior to the ceremonies, the traditional continental breakfast sponsored by various college alumni chapters are planned for graduates and their families.



July 2-11

Alaska Cruise—This is another in the series of Travelin' Tiger Tours. The National Alumni Association is sponsoring a delightful trip that includes three nights in Vancouver and then seven days of cruising through the inner passage to Alaska. See Ketchikan, Juneau, Sitka and Glacier Bay. For more information fill out the form on page 7.



July 14-23

Scenic Rhine Tour—Visit Belgium, Germany and France during this beautiful trip. See Brussels, Luxembourg City, Heidelberg, Bingen, Rhine River, Cologne, Paris, Hague and much more. Spend this summer's vacation with other MSU alumni. See page 7 for more information.

Aug. 22

Jackson Tiger Uproar—The third annual "Uproar" is scheduled for late August at the Old Hickory Mall in Jackson, Tenn. West Tennesseans can see the MSU cheerleaders, TOM the Tiger, and a number of MSU officials and students.

THE COLUMNS

Editor:
Randal S. Mashburn

The Columns is published quarterly by Memphis State for alumni and friends of the University. Second class postage paid at Memphis, Tenn. Use of articles, photographs or artwork is unauthorized without permission of the editor, Memphis State University, Memphis, Tenn. 38152. An Equal Opportunity University.

Director of University Community Relations:
Charles F. Holmes

Publications Director:
Bill Davidson

Art Director:
Tom Mitchell

Photography:
MSU Photo Services

Contributing Writers:
Laura Derrington
Mary Forrester
Maggie McKinzie
Laurie Petrick

- Address Change
- News item for "People" section of *Memphis State Alumni Review*
- Please send the information requested below
- I'd like to join the National Alumni Association; my membership dues are enclosed (\$15 per person, \$20 per family)

Name _____ Class _____

Address _____ Phone _____

City _____ State _____ Zip _____

News/Request: _____

Mail to: National Alumni Association, Memphis State University, Memphis, Tennessee 38152

Dockery accepts coaching position

Rex Dockery, the new Tiger football coach, says he decided to accept the challenge at Memphis State because he believes it was "the right time and the right place" for him.

"I guess I just believe there's a right time and a right place for everybody," he said. "And I believe Memphis State is the right place for me."

Dockery, 38, has been head coach at Texas Tech University for the past three years. He accepted the MSU position in December, replacing former head coach Richard Williamson.

"It was a tough decision," Dockery said, "but Memphis State has a lot of potential. I'm enthusiastic about the challenge."

Dockery concedes that upgrading the football program at Memphis State will not be an easy task following last season's 2-9 record. "I understand the program is down," he said. "But I feel like life is nothing but a challenge, no matter what you do. I look on this as another in a series of challenges—maybe the toughest I've ever faced."

The new coach said he believes MSU is now committed

to winning football. More funds have been allocated for salaries for assistant coaches and for recruiting.

"I think MSU potentially can have an outstanding athletic program," Dockery said. "The basketball program is on solid ground, and I plan to work as hard as possible to get the football program back on top. I believe in working toward making a program the very best, and I pledge to do that."

Dockery's arrival at Memphis State was somewhat of a homecoming for the native Tennessean. Born in Cleveland, Tenn., he was an offensive lineman at the University of Tennessee in the early 60s.

He coached high school football in East Tennessee at Harriman and Morristown where his team won the state championship, defeating South Side in Memphis. He then moved up to the collegiate level in 1970 as receiver coach at Tennessee. He worked on the staffs at Georgia Tech and Vanderbilt before going to Texas Tech as offensive coordinator in 1975 under Tech coach Steve Sloan. Dockery became head coach in 1978 when Sloan went to Ole Miss.

Dockery is married to the former Wallene Threadgill, who has had a career in broadcasting and has written several children's books. The couple have two children.

Upon his arrival at MSU, Dockery began assembling a



Rex Dockery

new coaching staff. Among his first appointments were the following:

Bob Patterson—Dockery's no. 1 assistant at Texas Tech and a former Little All-American guard at Memphis State. He served previously as a Tiger assistant under Billy Murphy in 1962 and 1963.

Rockey Felker—an assistant

to Dockery at Texas Tech and a former Mississippi State quarterback. A native of Brownsville, Tenn., he will be coaching the Tiger quarterbacks and receivers.

Jon Mirilovich—offensive line coach at the University of Kentucky under Fran Curci. He will be MSU's offensive coordinator.

Greg Mantooth—offensive coordinator and line coach at Austin Peay for the past two years. He is expected to coach the Tiger defensive line.

Dean Lotz—former MSU player who has run a fitness center in Whitehaven. He will serve as strength coach.

Lou Alford—a high school teammate of Dockery who has completed a 55-14 record over the past six years at Bradley Central High School in Cleveland, Tenn. He will be running back coach.

Chris Faros—the assistant head coach and defensive coordinator at Drake University. He will serve as defensive secondary coach at Memphis State.

Chip Wisdom—linebacker coach for the University of Georgia. He has been named Tiger defensive coordinator.



H. Ross Perot



Dean M. E. Bond

Dedication

The Fogelman College of Business and Economics, named in honor of the Fogelman family of Memphis, was officially dedicated last fall. Among the dignitaries on hand were Governor Lamar Alexander, Chancellor Roy Nicks and MSU President Thomas Carpenter. The featured speaker was H. Ross Perot, chairman of the board of Electronic Data Systems Corporation.

The college was renamed in recognition of the contributions to MSU and the community made by Avron and Robert Fogelman.



From left to right, Chancellor Roy Nicks, MSU President Thomas Carpenter, Avron Fogelman and Governor Lamar Alexander.



Avron Fogelman



Robert Fogelman and Dr. Thomas Depperschmidt, chairman of the dedication committee.

Collection

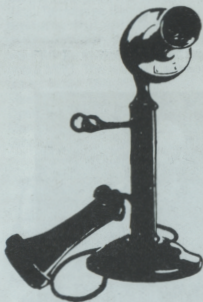
MSU has become the recipient of a collection of personal letters and business papers belonging to Jefferson Davis and members of his family that is helping historians learn more about the man that led the South through the Civil War.

The cooperation of First Tennessee Bank and the Davis Family Association has resulted in Memphis State's Mississippi Valley Collection being chosen as the permanent depository of the collection.

Valued at \$20,000, the Jefferson Davis-Joel Addison Hayes Jr. Family Papers, 1864-1882, primarily concern Davis' life after he moved to the Mississippi Gulf Coast in 1877 until his death in 1889.

The papers document the business affairs of Davis as handled by his son-in-law, Joel Addison Hayes Jr., a bank officer in Memphis. The collection also includes papers relating to Hayes' own business dealings in Memphis and Nashville and personal correspondence from Varina Davis, Davis' wife; his daughter Margaret Davis Hayes, and other family members.

Eleanor McKay, curator of the Mississippi Valley Collection, said the papers are valuable to researchers because they are from a period in Davis' life not well documented.



Phon-A-Thons

The 1980-81 Shelby County Annual Fund Phon-A-Thons will be conducted during the weeks of Feb. 16, March 2 and March 9, Monday thru Thursday.

The Phon-A-Thon effort this year is led by George Lewis, executive vice-president of First Tennessee Bank in Memphis. He is assisted by Nancy McKinnie, also with First Tennessee, and Linda Fields, a speech pathologist and clinical instructor with the Memphis Speech and Hearing Center. All are MSU alumni. The Phon-A-Thons will raise money for the 1980-81 Annual Fund program.

Phon-A-Thons will begin at 5:30 p.m. each evening on the Memphis State campus and include a complimentary dinner for volunteers. All alumni interested in helping for an evening should call the Office of Development at 454-2155.

Update

The 1980-81 Annual Fund led by J. Olin Atkins, national chairman, generates funds for academic enrichment of the University in the form of faculty development programs, library improvement and scholarships.

Women's Day

Because of the success of last year's first "Women's Day" at MSU, plans have already been made for the program to become an annual event.

The 1981 program has been scheduled for Sept. 12 and preliminary plans call for a nationally known keynote speaker and numerous seminars and workshops of interest to area women.

The Women's Day program will also be the occasion for presentation of MSU's second annual "Woman of the Year" award. The 1980 recipient was Dr. Jean Murray Hawkes, a clinical professor of medicine at the University of Tennessee Center for the Health Sciences.

Contestants

MSU's "Mighty Sound of the South" Marching Band has been invited to be among the 15 bands representing the United States at the 1981 Marching Bands of America Intercollegiate Championships in England.

The Memphis State band was selected out of an original field of 300 bands expressing an interest in participating in the competition. The bands were selected by the Marching Bands of America (MBA) organization.

Art Theil, band director, said it will cost around \$200,000 to send the band to England for the competition, which will begin Dec. 26, 1981. To raise money for the trip, the band members and band alumni are involved in several projects, including solicitations at athletic events, a cheese drive, collection of aluminum cans for recycling, discount coupon book sales and a high school marching band contest.

Some students may pay their own expenses and the MSU Office of Development and the National Alumni Association will be assisting in the fund-raising, Theil said. Fund-raising events will also include a Phon-A-Thon, benefit concerts sponsored by the band alumni and other special projects.

"We consider the Memphis State University Marching Band as a representative of the nation's finest," said Dr. Nicholas J. Valenziano, executive director for MBA. Some of the other bands chosen to participate include Purdue University, Texas Christian University, Northeast Louisiana State Col-

lege, the Coast Guard Academy and the University of Massachusetts.

While in England, the band members will have opportunities for cultural and historical enrichment, as well as the chance to meet and talk with other bands from the United States and England.

Accreditation

The National League for Nursing's Board of Review for Baccalaureate and Higher Degree Programs has voted to grant initial accreditation to the baccalaureate program at Memphis State.

The accreditation is retroactive to the department's first graduating class who received their degrees in May 1980. Since that time, approximately 30 students have received the bachelor of nursing degree at Memphis State.



Inauguration

The fall commencement was highlighted by the inauguration of Dr. Thomas G. Carpenter as the ninth president of Memphis State.

Although Carpenter joined the University during the summer, he was officially installed by Chancellor Roy S. Nicks at the Dec. 20 ceremonies. Earlier in the month he had been presented the MSU Presidential Medallion by the MSU Foundation Board of Trustees. The medallion, a replica of the University seal, was commissioned by the foundation in 1974.

Approximately 980 students, including 137 honor graduates, received degrees during the fall commencement. For the first time in several years, the degrees were individually conferred.

Counselors

The National Alumni Association is seeking participants for its Volunteer Alumni Counsel-

ors' program to assist the University in informing prospective students about the educational opportunities at MSU.

This is the second year of the program, which is a cooperative effort between the alumni association and the MSU student relations staff. Volunteers in the program participate in a training session and are provided information and materials to help counsel prospective students.

"One objective of the Alumni Counselor program is to involve alumni in spreading the message of Memphis State to students in their area," said program director Lee Morris-Williams. "Who is more qualified to do this than an MSU alumnus? We feel that this personal level of communication can only compliment efforts already being made by MSU staff and students to attract outstanding students."

Another objective of the program, Williams said, is to provide a liaison between the University and the community. "The strength and effectiveness of an organized effort of the University and our alumni can do much to contribute to the continued success of Memphis State as a vital force in higher education," she said.

For more information on the program contact: Lee Morris-Williams, Volunteer Alumni Counseling, National Alumni Association, Memphis State University, Memphis, Tenn. 38152. Phone 901-454-2701.

New Program

A new program in higher education at Memphis State has been approved by the Tennessee Higher Education Commission.

"This program was developed in order to provide an option for students whose positions in higher education settings require them to function as generalists rather than specialists," said Dr. Barbara Burch, associate dean of the College of Education.

As a result of the approval, the College of Education now offers a graduate program leading to a doctor of education degree with a major in higher education. The degree is administered through the office of the dean of the College of Education and the Center for the Study of Higher Education.

The program allows for individualized planning based on the student's prior experiences and his professional goals. It is designed to prepare graduate students in higher education who do not need to concentrate in a single departmental area of specialization.

For students who may wish a more specialized program in higher education, the departments of educational administration and supervision, counseling and personnel services, curriculum and instruction, and educational foundations each offer majors with concentrations in higher education.

MSU Distinguished Alumni

Eight persons recently received Distinguished Alumni Awards for their years of service to Memphis State University.

MSU's National Alumni Association established the Distinguished Alumni Award to give special recognition to individuals who have, through their service and achievements, brought honor and distinction to the University. Tennessee State Senator Curtis Person chaired the committee which selected the honorees.

The 1980 recipients join Ellen Davies Rodgers, the first awardee who was honored in 1977. This award is the highest honor bestowed upon alumni by the University and the National Alumni Association.

The 1980 Distinguished Alumni Award recipients are:

Dr. Cecil C. Humphreys

Dr. Cecil C. Humphreys served as president of Memphis State University from 1960-72. From 1947-59 he served as coordinator of public relations, director of athletics, director of the graduate school and assistant to the president.

He has served under three presidents of Memphis State, J. W. Brister, Richard Jones and J. M. Smith. During his 25 years at the University, enrollment increased from less than 1,000 to more than 20,000 students.

Humphreys has also served as the first chancellor of the State University and Community College System of Tennessee. He has been designated as chancellor emeritus of the system and president emeritus of MSU.

He received the Human Relations Award from the National Conference of Christians and Jews and the Legion in 1970.

Frank Magoffin

Frank Magoffin served as president of the MSU National Alumni Association for two terms, 1938-40 and 1949-50, and received the first Outstanding Alumnus Service Award in 1964. He graduated from MSU in 1932 and received his law degree in 1937.

Magoffin has served as president and vice president of Greater Memphis State Inc. and was elected to the Memphis State University Athlete Hall of Fame in 1975.

He is currently the administrator of Oakville Memorial Hospital in Memphis, a position he has held since 1941. He is a life member and past president of the Tennessee Hospital Association and has received its highest award, the Distinguished Service Award. He has also served in other positions including president of the Memphis Hospital Council and the Southeastern Hospital Conference.

Harvey F. Maxwell

Harvey F. Maxwell served as president of the National Alum-



Dr. Cecil C. Humphreys



Frank Magoffin



Harvey F. Maxwell



C. L. (Billy) McComas



Flora Hayes Rawls



R. M. (Bill) Robison



J. Millard Smith



Bob T. Williams

ni Association from 1974-75, and received the Memphis State Outstanding Alumnus Service Award in 1971.

Maxwell is a charter member of Greater Memphis State Inc. and is a past president of the Memphis State University Foundation. He currently serves on the MSU President's Council. He served as National Chairman for the Third Annual Fund in 1968.

Upon his graduation from MSU in 1946, he joined the IBM Corporation in Memphis, later serving as branch manager in Winston-Salem, N.C.; Richmond, Va.; and Baltimore, Md. He returned to Memphis as branch manager in 1967 and was named Manager of the Year by his company in 1963.

C. L. (Billy) McComas

C. L. (Billy) McComas served as president of the National Alumni Association from 1957-59 and received the Outstanding Alumnus Service Award in 1968.

He is a charter member and past president of Greater Memphis State Inc. and is a past president of the MSU Foundation and a former chairman of the executive advisory council for the College of Business Administration, which has honored him with its Distinguished Service Award. He is also a member of the board of directors of the Memphis Speech and Hearing Center. McComas currently serves as a member of the MSU President's Council.

He is a senior associate for Pilot Life Insurance Company and currently serves on the executive committee of the Memphis and Shelby County March of Dimes.

Flora Hayes Rawls

Flora Hayes Rawls received her bachelor's and master's degrees from Vanderbilt University and pursued additional studies at the University of Wisconsin and Peabody College. In 1938 she was named principal of Memphis State's training school, and in 1947 she became Dean of Women, a position she held until her retirement in 1970.

She was appointed chairman of the Governor's Committee on the Status of Women by Governor Frank Clement and was on the board under Governor Buford Ellington. Miss Rawls was named Memphis' Outstanding Woman in Education in 1964, and was also honored as one of 10 women from the Mid-South who contributed most to the area in the 1960's.

Since her retirement, she has been active with the Emeriti Club and with her church and civic organizations.

R. M. (Bill) Robison

R. M. (Bill) Robison earned his bachelor's degree at Southwestern at Memphis and his master's degree at Peabody College. He joined the faculty of the Campus School in 1925 and became principal in 1933.

He served as bursar of the

college and registrar until 1946, and in 1947 he became dean of the University. In 1960 his title was changed to academic dean.

During his years of service to the University, he planned and executed 54 commencement ceremonies. He served for 26 years as chairman of the faculty athletic committee and for 30 years as chairman of the discipline committee.

Robison served as dean of students beginning in 1961 and as executive dean of students in 1967. In addition to his duties as dean of students, he served as assistant to the president from 1968 until his retirement in 1971.

J. Millard Smith

J. Millard Smith in 1946 became the first Memphis State University alumnus to become president of the University. He received his master's degree in 1930 from Peabody College in Nashville. Throughout his term as president, he directed the growth of the academic program and led the efforts of the school to attain university status in 1957.

In the 1930s Smith served as principal of the training school and dean of the University. He left that position to become commissioner of education under Governor Gordon Browning.

After serving as president of Tennessee Polytechnic Institute and director of instruction for Memphis City Schools, he returned to Memphis State to serve as president, a position he held until 1960.

Smith died Jan. 6, 1976, after having become one of Tennessee's best known educators.

Bob T. Williams

Bob T. Williams served as president of the MSU National Alumni Association in 1967, and received the Memphis State Outstanding Alumnus Service Award in 1970. He received his bachelor's degree from MSU in 1958 and his law degree from Vanderbilt University in 1963.

Williams has served as national chairman of the Annual Fund and has served for many years as a member of the MSU Foundation board of trustees. He is president-elect of the Tennessee Exchange Club and a past president of the East Memphis Exchange Club.

He is a partner in the firm Williams, Benham and McDaniel, P.C., and formerly served as assistant city attorney. He is the secretary and member of the board of directors of the Security Title Company. A former local YMCA president, he is on the development council of Briarcrest High School.

Nominations are now being accepted for 1981 recipients of the Distinguished Alumni Awards.

Planned giving opportunities abound

By Barlow Mann

During the past few years Memphis State University and other charitable organizations have benefited from a number of major gifts. An estimated \$40 billion from individuals went to non-profit organizations in 1980. In excess of \$1 million in private gifts was received by Memphis State in the past fiscal year.



Barlow Mann

There are several reasons for these gifts. One is that many of these organizations have developed to such a degree that the public places considerable faith in their ability to carry out educational and social missions. The public has demonstrated this faith by contributing to many charitable organizations.

Another reason for supporting charitable organizations is that our tax system encourages charitable gifts. The U.S. government encourages such giving by allowing income and estate tax savings. As April 15 approaches, numerous taxpayers itemizing returns will be taking deductions for contributions to charitable organizations. This deductibility feature can vastly reduce the cost of charitable giving. But to take full advantage of this benefit, it is important to consider all the

opportunities for planned giving and its effect on your taxes.

Contributions of Money

A gift of money by check or cash is probably the most convenient charitable donation. Millions of people make cash gifts every week. These dollars are essential to the smooth operation of the nation's schools, churches, hospitals and other charitable organizations. In addition, many companies encourage cash gifts by offering payroll deduction and matching gifts programs.

Appreciated Property

Real estate and securities which have increased in value and which you have owned for at least 12 months may provide you with a way of reducing the after-tax cost of your gift.

The cost of the gift is reduced because you receive a federal income tax deduction for the full fair-market value of the property. Furthermore, the donor avoids paying capital-gains tax on the appreciation in value of the contributed property.

Trusts May Be For You

There are many kinds of trusts, and they can be used for many purposes. The following two types of trusts can provide incomes for a number of lives and leave the remainder interest as a charitable gift.

First, there is the charitable

remainder trust which provides an annual adjusted income for the life beneficiaries. Each year the trust pays you a fixed percentage of the value of the trust assets. The income increases or decreases as the value of the trust assets rise or fall.

Second, there is also the charitable remainder annuity trust. This plan provides for fixed annual payments determined by value of the trust assets at its inception. In this trust, the annual payments remain the same year after year.

A trust can be inter vivos (during life) or testamentary (through a will). If you are considering any type of trust, you should consult professional advisors before a final decision is made.

Giving Through Your Will

There is as place in every will for a charitable provision. A contingent charitable provision is a last-chance feature to prevent one's assets from reverting to the state if no heirs survive the decedent.

A charitable bequest or outright gift through your will is another alternative to consider. A bequest would enable you to support causes that you believe in, but it would not require you to make any sacrifices during your lifetime.

Such a gift receives favorable tax treatment and becomes more attractive as an estate grows larger since the

estate tax rates are graduated.

Other Types of Gifts

Gifts-in-kind or of personal property have been gladly accepted through the years. For example, MSU in recent times has received rare books, live orchid plants, works of art, boats, buses, and even a diesel engine. The actual-use value of these objects is often immeasurable.

In some circumstances, individuals have found life insurance policies and life income plans (like gift annuities or pooled income funds) to be the best way to accomplish philanthropic goals.

In summary, established methods of planned giving include outright contributions such as cash, appreciated securities, life insurance policies, real estate, gifts of personal property, bequests and testamentary trusts, and life income agreements. Some of these gifts can be quite simple while others are very complex; so, it is important to carefully review your situation before a major gift is made. Since each taxpayer's goal may be somewhat different, it is advisable that you consult with those who adequately understand your specific circumstances.

"Your Financial Future" is a regular feature in *The Columns*. Barlow Mann, an attorney, is director of planned giving and estate planning at Memphis State.

Summer Cruising

Rhine

River Scenic Circle • July 14-23 • \$1,449



Travel from the beautiful city of Brussels into the country-side of Germany. Cruise on the Rhine River with its picturesque villages, castles and vineyards. Sip wine in an outdoor cafe in Heidelberg or just explore the small shops for that one special purchase, then across France to Paris, a city that has everything to offer. Paris—stroll along the river Seine or visit the shops along the Avenue Champs-Elysees. In nine days you will visit three countries, large cities and small villages, you will meet people with varying interests, yet friendly and helpful. What better month than July to see it all.

Alaska

Alaskan Cruise
July 2-11 • from \$1,648

This summer take a cruise aboard the Sun Princess, a ship of British registry with British officers. First spend three days seeing the sights of Vancouver, then begin a seven-day voyage along the inner passage to Alaska. See Ketchikan, Juneau, Glacier Bay and Sitka. Includes air fare, lodging, meals and much more.

For further information contact

National Alumni Association,
Alumni Center,
Memphis State University,
Memphis, TN 38152
or telephone 901-454-2701.

Please send information concerning the following tours:

RHINE RIVER ALASKA

Name _____

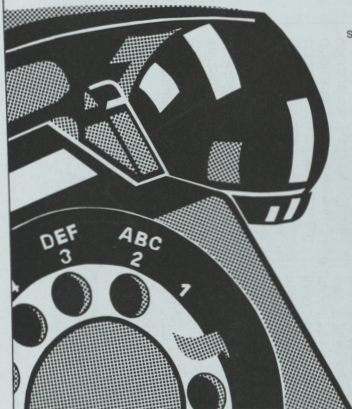
Address _____

City _____

State _____ Zip _____

Telephone _____

DON'T CALL US WE'LL CALL YOU



Between Feb. 16 and March 12 alumni, students and faculty will be gathering on the campus of Memphis State to conduct the 7th annual Shelby County Spring PHON-A-THON.

We hope when you receive a phone call you will again respond with a pledge to the 1980-81 Annual Fund Program. Annual gifts provide for needs promoting academic quality that are beyond the means of state funding.

If you reside in an area outside Shelby County where alumni meet regularly, your local alumni will be gathering to call in April and May.



MEMPHIS STATE UNIVERSITY
Suite 311, Administration Building
Memphis, Tennessee 38152
(901) 454-2155

Annual Fund

THE COLUMNS (PUB562760)
National Alumni Association
Memphis State University
Memphis, Tennessee 38152

Second Class Postage
PAID AT
Memphis, Tennessee