

# BEREA

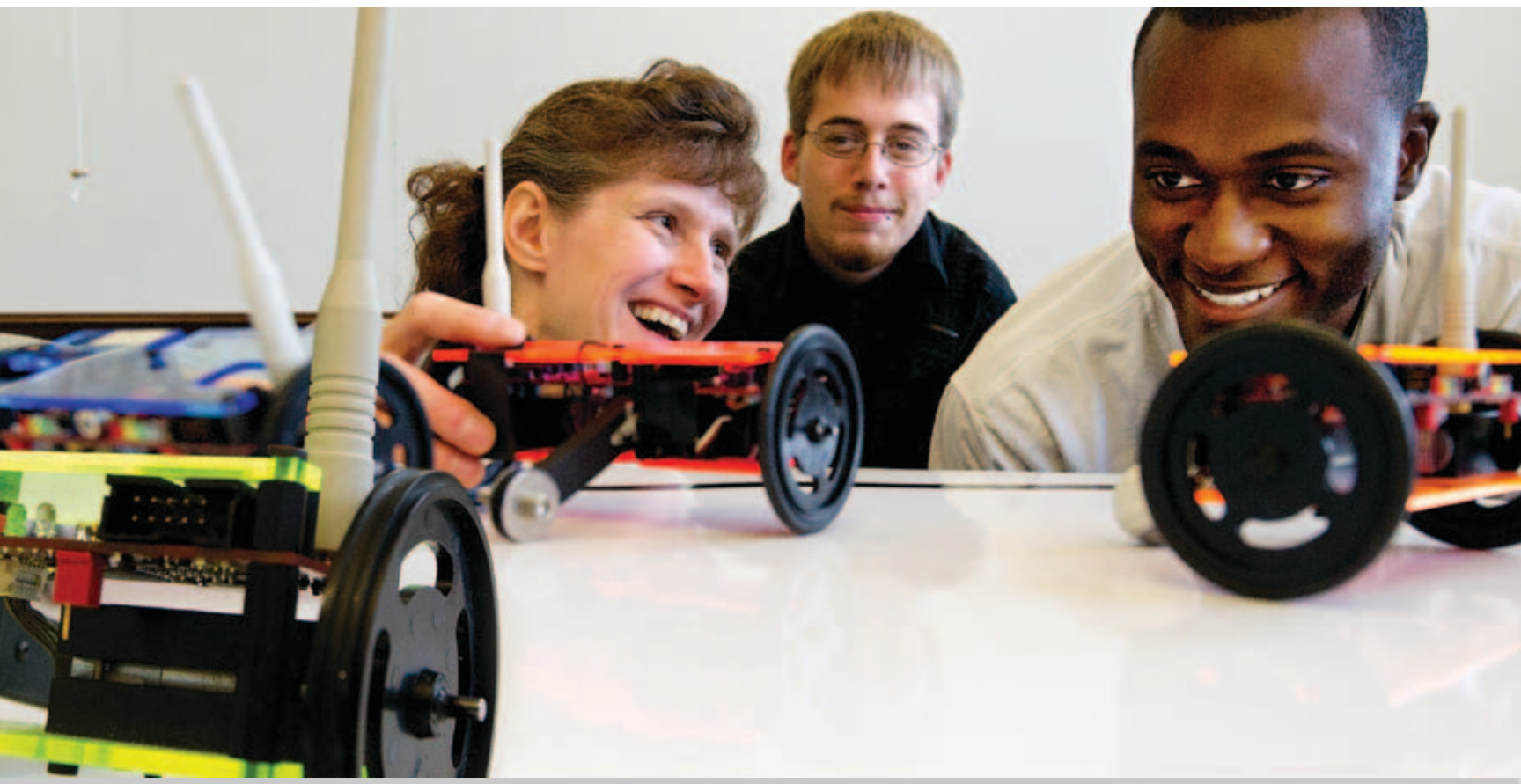
C O L L E G E M A G A Z I N E



As the baton is passed, Berea welcomes its ninth president, Lyle D. Roelofs.

SUMMER/FALL 2012

# THE WORLD'S BEST INVESTMENTS AREN'T ON WALL STREET. THEY'RE IN APPALACHIA.



[www.berea.edu/givetoberea](http://www.berea.edu/givetoberea)

In a small town in Eastern Kentucky there exists a private, liberal arts college like no other: Berea College.

Founded in 1855—a time when African-Americans were denied freedom, a time when women were denied suffrage—Berea College made history, becoming the first interracial, coeducational college in the South.

Today, Berea College continues to break down barriers.

We accept only the best and brightest students, whose sole limitation is that their families lack the means to afford a world-class higher education. Through the generosity of donors, we provide each and every one of our students with a four-year tuition scholarship.

As part of their education, our students work on campus and often volunteer in nearby Appalachian communities—to enrich their hands and hearts as well as their minds.

Berea College students graduate with more than a degree. They graduate with an ethic—an ethic to learn, to work, and to serve, in a way that dignifies themselves, their fellow human beings, and the environment we share.

Berea College is ranked as the #1 liberal arts college in the country by *Washington Monthly* magazine, due to its academic excellence, commitment to service, and opportunity provided to low-income students. Berea is a college like no other, which could not exist without the generosity of alumni and friends like you.

**Give to the college whose students are given  
a chance—a chance to give back to the world.  
Give to the Berea Fund.**

*Please respond by visiting us on the web at [www.berea.edu/givetoberea](http://www.berea.edu/givetoberea), by calling 800.457.9846, or via e-mail at [Berea\\_Fund@bera.edu](mailto:Berea_Fund@bera.edu)*

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[www.bereamag.com](http://www.bereamag.com)

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## BEREA COLLEGE MAGAZINE

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66 Trees	30,061 Gal. Water	6,242 Lb. Emissions	1,825 Lb. Solid Waste
It's the equivalent of			
Trees: Enough oxygen for 33 people annually			
Water: Enough water to take 1,748 8-minute showers			
Solid Waste: Trash thrown away by 397 people in a single day			

O'Neil Arnold, '85

## EDITOR'S NOTE

In the Spring, 2012, issue of the Loyal Jones Appalachian Center's newsletter, interim director Silas House wrote, "I have learned so much in my short time here but perhaps my most profound lesson was that Appalachia is in such good hands with a new generation of students who care about the region in a profound way....truly the greatest blessing of being a teacher is the wisdom we gain from our best students....[It is] the student leaders who are the real movers and shakers of not only the Loyal Jones Appalachian Center and Appalachian Studies but are also the beating heart of the region itself."

While Silas was writing about the students he knows through the LJAC and classes, the same can be said about many of Berea students who originate from other parts of the country and foreign nations. Whether from earthquake-stricken Haiti, or war-torn Pakistan, or Liberia reconstructing after years of civil war, there is an honored sense among our students—many of whom have endured some of the roughest conditions—to return to the homeland and improve upon it. In just about every issue of *Berea College Magazine* that I have published, there is a profile or story that references a student or an alumna(us) giving back. That this seed becomes implanted in so many of our students is a testament to the nurturing culture and values that are embraced by Bereans both at home and abroad.

This issue of the magazine welcomes Lyle D. Roelofs, Ph.D. as our ninth president. Roelofs comes well prepared to lead the College in this second decade of the 21st century and onward. He not only embodies the values that come together to form Berea's distinctive identity but also his background in academia is broad and deep. Read more about him on page 6.

We also have some great features. Robert Moore, '13, spent time of last spring (between classes and other magazine assignments) researching and writing about Bruce Barton who attended Berea in 1904. Urged by his father, class of 1885, to have "sympathies...on the side of the boys and girls who have to work hard for their education," Barton spent his freshman year at Berea and later referred to it as "the happiest and most productive of my college years." In

1925, having founded the powerful New York advertising agency, BBDO, and become a household name along with P. G. Wodehouse and F. Scott Fitzgerald, Barton embarked on what was the most successful one-time direct fundraising appeal of all time for Berea College. His story starts on page 10. Professor of English, Libby Falk Jones, combines poetry with prose to express her love of running. It is a heartwarming piece that touches on childhood but quickly advances to middle age when, in response to grief, she took up running in earnest. Settle into a comfy chair and enjoy this essay which starts on page 14. There is also a thoughtful essay on the brain's neurology based on a convocation lecture by best selling author David Eagleman (p. 18).

There is news to report in this issue too. Berea has joined First Lady Michelle Obama to train nurses in post-traumatic stress disorder (p. 22), an ecological design class led by Jason Coomes learned about conducting custom energy assessments through a non-profit called Home Energy Partners (p. 23), and chemistry professor Mary Robert Garrett invited five recent alumni who are in graduate schools to lead a panel discussion with her summer research seminar (p. 27). We continue to feature faculty who are chairs of the new six-division structure and this issue features Jan Pearce who is heading up computer science, economics, sustainability studies and technology (p. 28) as well as Robert Hoag who is overseeing philosophy, political science, history and religion (p. 29).

Since the last issue, we've graduated 235 "lives with great promise" and Parker J. Palmer, a prolific writer and "public philosopher" who addresses issues surrounding education, leadership, and spirituality was the commencement speaker at this year's graduation (p. 30). We've also hosted 575 alumni and friends for the annual summer reunion (p. 32).

Although it's been a long and hot summer with little rain, Berea's campus remains beautiful. As always, it's a great time to be a Berean.

*Jennie K. Leavell*



Ray Davis, '11



# Meet Lyle D. Roelofs

## BEREA'S NINTH PRESIDENT



O'Neil Arnold '85

By Jennie K. Leavell

A new era at Berea College has begun with the arrival of our ninth president, Lyle D. Roelofs, Ph.D.

Dr. Roelofs (pronounced \ru-lafs\ ) comes to Berea with 35 years of experience as a renowned physicist, an innovative and effective professor, and a skilled administrator. A graduate of Calvin College, he earned his bachelor of science degree in mathematics and physics with honors. He went on to the University of Maryland, earning a masters of science degree in experimental physics and a doctorate in theoretical physics. After two post-doctoral years at Brown University, he joined the physics department at Haverford College in 1982. He served at Haverford for a total of 22 years, was promoted along the way to a distinguished chair in computational science, and in 2001 was named associate provost, his first administrative post. In 2004, Roelofs joined Colgate University as provost, dean of faculty and professor of physics. From 2009-2010, he served as interim president at Colgate. Our ninth president has demonstrated strengths in building community, managing college relations, and enhancing philanthropic development,

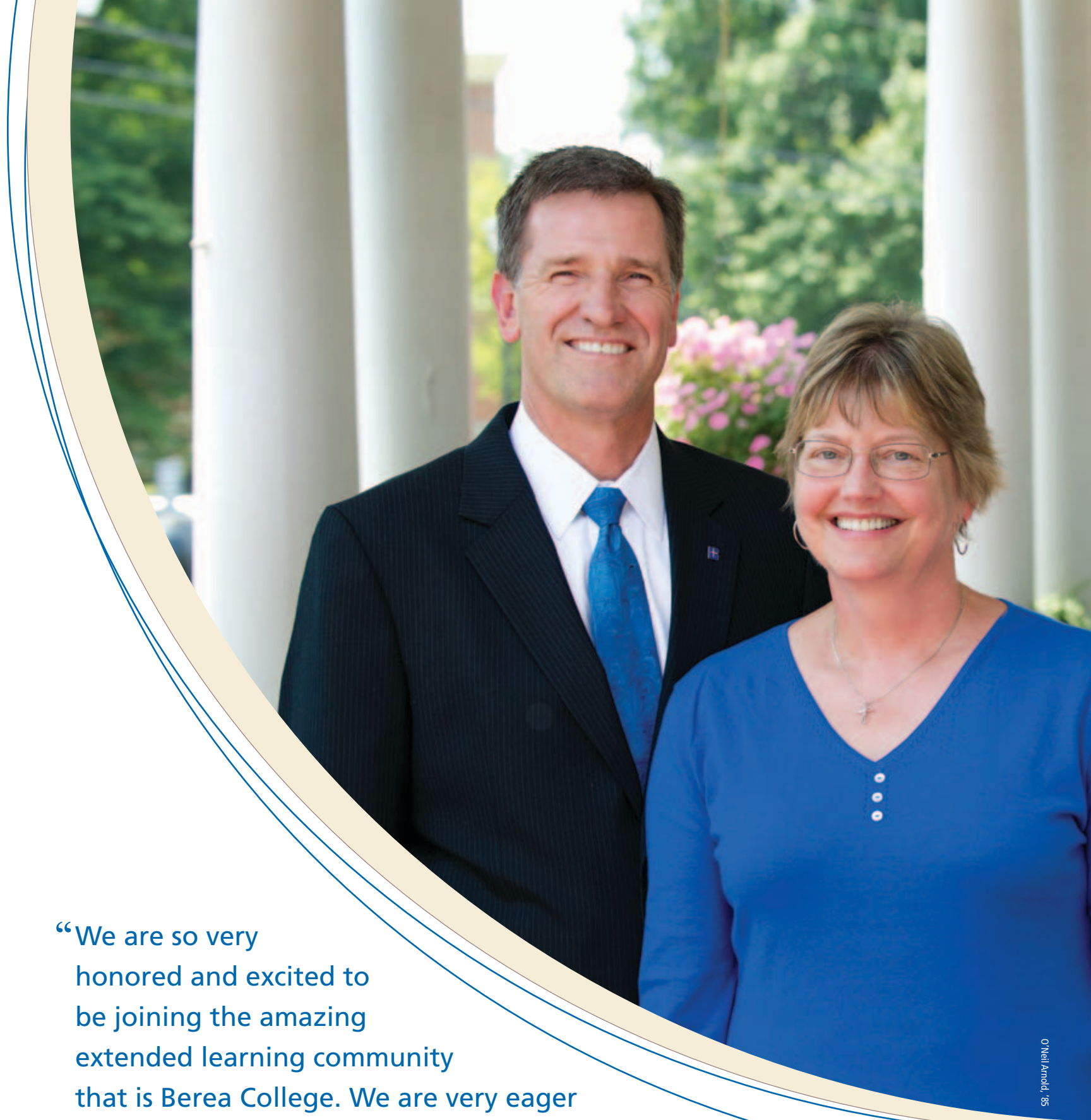
while at the same time, maintaining a focus on enriching curricula for students.

Dr. Roelofs embodies many of the values that come together to form Berea's distinctive identity.

### Christian Identity

Lyle grew up in a Christian home and his family leads an active life in faith. His father was a pastor in the Christian Reformed Church which promotes a belief in social responsibility and calls on the faithful to engage actively in improving all aspects of life and society. During his formative undergraduate years at Calvin College—an institution established in Christian Reformed faith—Roelofs learned to appreciate faith-based institutions that are welcoming to “all peoples of the earth.” Calvin College—whose mission in part states, “Through our learning, we seek to be agents of renewal in the academy, church, and society”—shares with Berea the ideals not only of faith and service to others but also high quality education.

“It seems to me that religious identity, if practiced in a welcoming way that respects and attends to the beliefs of others, very much commends itself as a core value for an institution of higher learning,” says Roelofs.



“We are so very honored and excited to be joining the amazing extended learning community that is Berea College. We are very eager for opportunities to meet and engage with all those interested friends. We hope as many of you as possible will visit campus when the opportunity presents itself, and we will travel extensively in order to get acquainted. ”

Lyle and Laurie Roelofs

O'Neil Arnold '85

“The opportunity to lead such an outstanding college with a unique commitment to serving its region is truly a wonderful blessing.”

## Learning

Completing his undergraduate work at Calvin College, a small liberal arts school in Michigan, before attending the much larger University of Maryland for graduate studies, Roelofs embraces the value of a classical education in a small, undergraduate setting. Like Berea, Calvin has a student/faculty ratio of 11:1. Calvin’s faculty actively integrate their faith with learning, teaching, and scholarship. “As an undergraduate, I knew my professors. They were closely engaged with students and worked directly with us on independent research projects,” Roelofs commented. It can be said that every student at Berea shares this rich opportunity.

As a physics professor, Roelofs has had a strong interest in transforming the lives of his students. He was on the cutting edge of physics research for 35 years and has included

students throughout his academic endeavors. “Seeing undergraduate students reach the same level of understanding as other researchers in the field and watching them make essential contributions to the work has been exciting,” says Roelofs.

Roelofs has been instrumental in designing active learning opportunities for his students, a trait that will be invaluable as Berea embarks on its Engaged and Transformative Learning initiative. An example from his years at Haverford was when five female junior and senior science majors knocked on Roelofs’ door urging him to develop a course on women in math and science. Lyle and his wife Laurie decided that the best approach would be to have the women themselves collaborate in designing the course. “Those five students came to our house one evening per week for a whole semester and together we developed an excellent course,” Roelofs remembers.

## Labor

Dr. Roelofs comes from a modest background with a pastor father and a mother who was a middle school teacher. Beginning in eighth grade, Lyle worked as the church custodian in order to save for college expenses. He lived 12 miles from his high school in Los Angeles and had to sacrifice after-school activities like athletics (soccer being his main interest in sports then) in order to meet his responsibilities. As a result, Lyle can identify with Berea’s continuous learning environment that encourages students to act with integrity and caring, value all people, work as a team, serve others, and celebrate work well done.

“I learned the value and dignity of work from my parents and through my first job. It never occurred to me that my custodial position wasn’t important. Berea students are fortunate: they benefit greatly by engaging in work that needs to be done on campus and the message—that all labor, mental and manual, is worthy of dignity and respect—is a wonderful aspect of the Berea educational program,” says Roelofs.

Lyle met his wife Laurie while at Calvin College. One of four daughters, her father worked as a truck driver and her

Lyle Roelofs meets Trustees after the board approved his appointment as ninth president, October 2011.



O'Neil Arnold, '85



mother was a dental office receptionist. As with Lyle's family, all the girls began working at an early age to save for college. Growing up, she remembers the strong work ethic her parents instilled in the family and she will forever appreciate the sacrifice their parents made to ensure that all four daughters could attend college.

The Roelofs have two sons, Christopher (32) and Brian (28), who both have completed various stages of graduate school. Christopher has completed coursework in political theory with a focus on Islamic studies while Brian, with a Ph.D. in biochemistry, joined the University of Maryland School of Medicine as a post-doctoral researcher this summer. Chris and his wife, Anne, live in Lansing, MI. Brian and his wife, Katie, have a son, Benjamin, who will be three years old at the end of October.

## Service/Appalachia

It is fortunate for the College that Lyle was on sabbatical at Colgate University during the year that he was named ninth president in October 2011. This allowed him the opportunity to take advantage of intervening months for intensive orientation to the College, becoming familiar with the challenges and issues that face Appalachia as well as immersing in the culture, customs, and traditions of the region. Not only has he had time to meet regularly with senior administration officials at Berea, he has also become familiar with the scholarship and literature of the region. Accompanied by various Bereans including Chad Berry, dean of the faculty and former director of Berea's Loyal Jones Appalachian Center, and Bill Turner, a sociologist whose specialties include the experience of African Americans in Appalachia, the Roelofs toured Appalachia on four different occasions.

"I met with Bereans throughout the region and I've seen how they've become service-oriented leaders in their communities. I've learned about the issues Appalachians face and I've experienced the culture that shapes the majority of our students," says Roelofs. "The opportunity to lead such an outstanding college with a unique commitment to serving its region is truly a wonderful blessing."

## Great Commitments

Roelofs' personal values are significantly aligned with Berea's Great Commitments. At Berea, Roelofs plans to initiate discussions on issues addressed by our commitments. "There should be regular conversations between students and academic advisors. Conversations such as, 'This commitment to interracial education; how am I living it out? Am I living and engaging with students of other races?' Intentionality has to be a key element of education," says Roelofs. During his time at Colgate, the enrollment of students of color increased from 14% to 22%. Passionate about equal opportunity, he also led a task force to enhance diversity that resulted in a parallel increase in faculty and staff. Before Roelofs stepped in, the average rate of hiring faculty of color had been about 15%. Under his leadership, the average rose to 35%.

"In my presidency," says Roelofs, "all the Great Commitments will be honored and will be consistently and intentionally woven into the educational experience of students."

## Solid Administrator

Roelofs leads through inclusiveness. While he admits that the disparate constituencies to which a president responds—students, faculty, staff, alumni, Trustees, philanthropists—may seem challenging, there is one "simplifying principle: *it all starts on campus*. Engagement with talented students, dedicated faculty, and loyal staff working together is not only very enjoyable but it is the foundation of my leadership style." Roelofs affirms that academic communities gain strength and vitality through close engagement, which ensures that communication, conversation, and exchange are occurring inclusively.

Trustee and Co-chair of the presidential search committee, Nancy Blair says, "Exploring his references, we discovered that he has superlative strengths in dealing with such entities as governmental offices, the local village board, architects, the NCAA, and corporate donors. But beyond that, given the various

demands of a professor and a provost/interim president, he also focused to an impressive degree on curriculum—on teaching and learning."

Roelofs has already begun to spread the Berea story beyond its current boundaries. "There is no other college in the world that invests in students the way Berea does," he says. "Our commitment to providing an affordable, world-class, liberal arts education to students with limited financial resources is unmatched, anywhere. As higher education costs continue to increase nationwide, and as students across the country incur increasing amounts of student loan debt, our students are the exception because our supporters believe in them and in Berea's mission."

In the end—which is really the beginning, "The leader will be the student," says Board of Trustees Chair, Dr. David Shelton. "The principles of learning, labor, and service speak deeply to Lyle's concept of leadership." We look forward with pleasure to Lyle Roelofs' tenure as the ninth president of Berea College.

**"Engagement with talented students, dedicated faculty... loyal staff working together is not only very enjoyable but it is the foundation of my leadership style."**

# 19 Bruce Barton's

By Robert L. Moore, '13

On November 30, 1925, twenty-four of the most powerful men in America opened their morning mail to find a letter that asked them, "What good are you anyway? What influences have you set up, aside from your business, that would go on working if you were to shuffle off tomorrow?"

That every recipient read the letter was testimony to the stature of its author, Bruce Barton, who attended Berea in 1904. His influences on this country are large and continue to the present, long after he shuffled off, but almost everything that he made happen can be traced to one year, 1925. In that year he made his biggest mark, as a writer, as an advertising man, as American industry's greatest evangelist, and as a fundraiser for Berea College.

Bruce Fairchild Barton was born August 5, 1886, in Robbins, Tennessee, the eldest of five children born to William E. Barton, 1885, a Congregationalist circuit preacher, and Esther Barton—born Esther Treat Bushnell of Johnsonville, Ohio—a former elementary school teacher in Berea. Barton was born into genteel poverty, his parents descendants of two old money families who no longer had any money. Among his illustrious relatives were John Davenport, founder of New Haven, Connecticut, and namesake of Davenport College at Yale University, and Clara Barton, founder of the American Red Cross.

Once William earned his Doctorate in Divinity from Oberlin College in 1893 his career took off. The family left Ohio for Shawmut Congregational Church in Boston, where members of William's well-heeled flock contributed limousine rides and ice cream freezers for his family's benefit. In 1899 the Bartons moved on to First Congregational Church in Oak Park,



Photo courtesy of Archives and Special Collections of Amherst College.

a suburb of Chicago, where William would preach for 25 years.

Oak Park was small, but rapidly expanding in size and economic importance. Architect Frank Lloyd Wright built over 50 homes there, in the process developing his famous Prairie House. Neighbor Ernest Hemingway, son of the Bartons' family physician Clarence Hemingway, would later recall that Barton and his brothers were "always shooting at one another with .22 rifles."

The First Congregational Church had been divided by doctrinal arguments, but William had little patience for theological disputes. In an 1898 sermon, he informed his flock that modern worshippers could "modify the form in which they phrase their faith, and that they should interpret Christ in light of the 20th century experience." He passed this disdain for theological hairsplitting onto his children. He also passed on a healthy respect for

money. Bruce and his brothers earned \$600 a year selling maple syrup to their neighbors, using advertising copy William wrote for them.

Something else William Barton tried to instill in his children was a respect for his alma mater, Berea College. After high school, Bruce wanted to attend Amherst College in Massachusetts. However, his father prevailed upon him to spend one year at Berea, saying, "I want your sympathies always to be on the side of the boys and girls who have to work hard for their education." According to Bruce Barton's biography, *The Man Everybody Knew*, while at Berea, Bruce roomed with a professor and worked at the printing shop, starting a humor magazine called *The Josher* with some friends. He later called his year at Berea "the happiest and most productive of my college years." Despite transferring to Amherst at the end of the year, he was not finished with Berea College, and the College was not finished with him.

Over six feet tall, with broad shoulders, red hair, and blue eyes, he was very popular on the Amherst campus, and made connections that would serve him the rest of his life. He debated, played football, was head of the Christian Association, assisted with history classes, all while supporting himself by selling pots and pans door-to-door. He graduated valedictorian with the Phi Beta Kappa honor in 1907 and was voted "Most Likely to Succeed," but a chance meeting with a magazine editor led him to decline a history fellowship at the University of Wisconsin with Frederick Jackson Taylor, the nation's foremost historian. Instead, Bruce started writing for *The Advance*, a Congregationalist magazine his father edited.

He also did public relations work in Chicago. In 1909, he negotiated a deal between the owners of the city's two Major League Baseball teams and area churches



# 25 MIRACLE YEAR

to allow baseball games to be played on Sundays. This was something that he would be doing, one way or another, for the rest of his life: negotiating between the worldly and the divine.

He became an editor, first with *The Home-Herald*, a Chicago religious monthly, and then with *The Housekeeper*, a women's magazine in New York, both of which failed. However, he used the back-to-back collapses as an opportunity to learn the publishing business inside and out. "I took on more and more work until I was writing editorials, conducting the circulation department, and soliciting advertising," he later explained. These skills earned him a position as assistant sales manager at P. F. Collier and Sons—publishers of *The Saturday Evening Post*—from 1912 to 1914. Part of his job was creating ads, and here he had his first big success, writing the copy for what is now known as the *Harvard Classics*, promising subscribers the "essentials of a liberal education" in "only fifteen minutes a day."

In 1914, Barton became editor of *Every Week*, a *Collier's Weekly* newspaper supplement, where he gave Norman Rockwell some of his first illustration work. Since Barton wrote everything—editorials, advertisements, fiction—everything he wrote became the same. Editorials proclaimed business as the nation's "greatest force for righteousness," advertisements exhorted people to believe in the power of corporations to change their lives for the better, and Barton's fiction showed young businessmen losing it all through greed then regaining it through a rekindled devotion to God. It was a consistent voice relaying a coherent message, regardless of form. In the process, he developed an intimate relationship with his readers. "It seems as if I almost knew you personally," one wrote. "I feel as if a personal friend had dropped in for an

informal chat," wrote another.

During World War I, Barton chaired the publicity committee of the United War Work Campaign, a war service confederation of religious and secular organizations, where he encountered copywriters Roy Durstine and Alex Osborn. On New Year's Day 1919, Barton, using \$10,000 in borrowed money, founded the Barton, Durstine, and Osborn advertising agency. In 1928, they merged with George Batten Co. to form BBDO.

At BBDO, Barton used the talents he had honed in publishing to sell everything from cake mixes to cars. Writer Leo P. Ribuffo called Barton "the inventor of the platitudinal method of advertising." But to Barton, they weren't platitudes. Even his harshest critics admitted that he had a habit of meaning every word he said. Contemporary advertising critic James Rorty called Barton "a modern Sir Galahad, his strength was the strength of ten because his heart was pure," he wrote. "He was sincere." And in 1925, Barton used the strength of his sincerity to reinvent the way Americans thought about corporations.

## Creating the Corporate Family

In the 21st century, we're used to conglomerates. We've seen so many advertisements where faceless corporations with friendly monikers—like Beatrice, Mickey Mouse, or Ronald McDonald—promote their "family of products." Most of us don't think twice about it: they're so familiar they're like part of the family.

In the early 20th century, corporate behemoths such as the General Motors Corporation (GM) were still relatively abstract and considered somewhat menacing to the public. According to advertising historian Roland Marchand, "Giant corporations still had to worry that their very size would provoke antimonopoly attacks." In 1911 the

federal government had dismembered John D. Rockefeller's Standard Oil under the provisions of the Sherman Antitrust Act. The lesson that heads of other large companies learned was to not call attention to themselves.

In 1924, GM was a dragon devouring its own tail. America's third largest industrial firm, consisting of five passenger car divisions, more than a dozen parts and accessories subsidiaries, a work force of 91,000 people, was competing against itself tooth and nail for sales and recognition. In the battle with itself, GM had lost market share, declining from 20 percent in 1919 to around 13 percent in 1921. Meanwhile, investors who might have bought stock in Cadillac had no idea it was a division of GM. So the company turned to Bruce Barton and his young agency.

Barton, thanks to his work for clients like the Salvation Army ("A man may be down but he is never out") was hailed as the "boy wonder" of American advertising. With GM, he had two problems to solve. First, he had to inform customers and investors that there was a company called GM whose huge size didn't make it a threat. Second, and just as important, he had to get GM's competing divisions and employees to work together instead of against each other.

Barton's solution was to convince everyone they were all part of the same family. He invited readers of almost every major American magazine and newspaper to learn the "Facts About A Famous Family." The family metaphor had multiple meanings. GM not only produced a "family of cars," its employees were "members of the General Motors family." When someone bought a car, they too became a member of that family. They could take pride in that purchase, and by extension, also be proud of that corporation's success. Anyone who has been involved



Images courtesy of General Motors archives

Bruce Barton invited readers of almost every major American magazine and newspaper to learn the “Facts About A Famous Family.” The family metaphor has multiple meanings. GM not only produced a “family of cars,” its employees were “members of the General Motors family.” When someone bought a car, they too became a member of that family. They could take pride in the purchase, and by extension, contribute to the “family’s” success.

in the eternal Ford vs. GM debate—or the modern Apple vs. Microsoft one—knows how deep that sentiment runs.

Barton wasn’t just an advertising man, he was a corporate midwife, helping GM grow into a unified corporate body from the seeds of several competing firms. Brochures were distributed to division managers and dealers. Ads with all GM brands, not one, were posted in factories, pasted onto dealership windows, and appeared in sales bulletins and divisional publications. Barton attended executive-level meetings where he solicited GM managers for ad ideas and customer or employee testimonial letters. The campaign’s effect on internal cooperation

was perhaps even more dramatic than the effect on sales. “It is wonderful to see how the boys have got together and given up their own individuality for the sake of a constructive result,” cheered GM President Alfred P. Sloan.

The ads won BBDO a Harvard Advertising Award in 1924 and much industry praise. However the best measure of the campaign’s success was its effect on GM’s largest competitor. Ford, relying solely on free publicity, commanded 61 percent of the automotive market, thanks to the universal popularity of the Model T. Within a year, they had launched their own expensive ad campaign, trying to compete with GM. Bruce Barton had changed the game.

Barton became the go-to-guy for humanizing corporate leviathans, including General Electric, Gillette, Sears, DuPont, Polaroid, Liberty Mutual, Corning,

Goodrich, Standard Oil, and U.S. Steel. For General Foods, BBDO created fictional spokeswoman Betty Crocker, a nonexistent homemaker who answered customer letters with recipes devised in corporate test laboratories. He was so successful at putting a human face on the inhuman that you have to wonder, if not for this style of advertising, whether the United States Supreme Court would have ruled—in the 2011 Citizen’s United case—that corporations possessed the same right to free speech and political participation as individual human beings.

In *The Corporation Nobody Knew*: Bruce Barton, Alfred Sloan, and the Founding of the General Motors ‘Family,’ author Roland Marchand calls

Bruce Barton the “evangel of business statesmanship.” Barton expressed high hopes for both business and advertising. “The world will be what business makes it,” he wrote in 1920. Advertising would “help business to formulate its ideals.” For Barton, these were not empty words. An executive’s worth was not measured solely by his earnings, but also by what he contributed to society. Now that Barton had corporate America’s ear, he intended to sell them on what he called “capitalism infused with character.”

In 1925, he wrote *The Man Nobody Knows*, in which he portrayed Jesus as the “founder of modern business” who had “picked up twelve men from the bottom ranks of business and forged them into an organization that conquered the world.” Christ was an advertising executive crafting parables according to “all the principles” of smart advertising—brevity, simplicity, repetition, and “deep sincerity.”

While theologians then and now objected to Barton’s portrayal of Jesus as a hard charging American businessman, the book was one of the 20th century’s bestsellers and is still in print today. Its success made Barton one of the most popular writers in America, his name used in ads alongside P. G. Wodehouse and Edna Ferber to boost magazine sales. By the end



of the 1920s he had sold more books than F. Scott Fitzgerald and former neighbor Ernest Hemingway combined. Barton was at the height of his powers, as a writer and an adman. And at this moment he initiated the most successful direct appeal fundraising campaigns of all time on behalf of Berea College.

### The Most Wonderful Manufacturing Proposition You Ever Heard Of

Unlike his father, William, who had been a Berea College Trustee and a member of the Day Law Committee, Bruce Barton seemed indifferent to Berea. Since leaving the College in 1904, he had not returned for a visit or made a donation. That indifference changed in 1925, when he was given a campus tour by President William J. Hutchins. By the time the tour was over, the consummate salesman had been sold. Hutchins excitedly wrote the Berea Board of Trustees that Barton had promised to introduce Berea's name "in almost every article which he is now writing."

Barton kept his word on that score. He also wrote a five-page letter which he mailed to his powerful friends, the powers and principalities behind corporate leviathans like GM, GE, DuPont, Standard Oil, and U.S. Steel. The letter was casual, jokey, and more than a little patronizing. Barton pitched his appeal for donations as "the most wonderful manufacturing proposition you ever heard of" asking each recipient to send \$1000—enough money in 1920's currency to educate ten students—to "the one place in the United States where a dollar does more net good than anywhere else." Every single recipient contributed. It was the most successful direct appeal campaign for donations in Berea history, with a 100 percent response rate.

Bruce Barton was a rich and very powerful man, and remained one until the day he died. But he never had another year as good as 1925. In many ways, that year haunted him the rest of his life.

His fame as an advertising man served to sabotage his political ambitions. He worked to help fellow Amherst alumnus Calvin Coolidge get elected president. He also advised Herbert Hoover on

how to sell himself to American voters, saying "No man ever reached the White House without the help of advertising." In 1938, Barton fulfilled his lifelong dream by winning a seat in the House of Representatives representing the New York 17th Congressional District, better known as Manhattan's "Silk Stocking", which included Park Avenue, Rockefeller Center, the Metropolitan Museum of Art, and the Empire State Building. In 1940, there was talk of him being a dark horse presidential candidate. But it was not to be. Barton was a liberal Republican who strongly believed it was better for people to pull themselves up by their bootstraps rather than receive government aid. Every week he sponsored legislation to repeal the New Deal, quickly earning the enmity of President Franklin Delano Roosevelt.

At this point, BBDO was the most famous ad agency in America. The company's easily remembered initials were often used as a punch line by radio comedians, including Jack Benny, who once spent an entire episode of his popular radio show pretending to be on hold while trying to arrange a meeting with Barton at BBDO.

FDR turned Barton's fame as an adman into a political liability. During a radio broadcast, he railed against "Martin, Barton, and Fish," a firm of Republican legislators who tried to obstruct American aid to European allies. Barton's religious beliefs led him to be an ardent isolationist, opposed to American entry into World War II. Barton, who appreciated FDR's skills as a public communicator, would later say that the denunciation cost him the Senate seat he was running for in 1940. Even after he was out of Congress, his fame and political opinions made him an easy target. President Harry S. Truman called Republican publicity the product of "Bunko, Bull, Deceit and Obfuscation."

After Pearl Harbor, Barton found himself on the outs with the GOP. The debate over foreign intervention was no longer whether American intervention in the affairs of other nations was right, but how to intervene most efficiently. While he was a welcome guest at the White House while Dwight Eisenhower was president, Barton's advice was politely ignored. When the U.S. military began its "police action"

in Korea in 1951, Barton said it made him "sick at heart."

In 2007, Matthew Weiner, creator of the popular TV series *Mad Men* told a reporter for *Adweek.com* that he had based the fictional advertising firm of Sterling Cooper on BBDO. But Bruce Barton was no Don Draper. First of all, there was his religious commitment. *The Man Nobody Knows* was just the first of a series of books he wrote where he espoused his religious conception of business and industry. And it wasn't just talk. Throughout his career, at his company and through membership of various industry trade groups, he championed the idea of honesty and ethics in advertising. At BBDO, he made sure that all employees, even copy boys, were treated with respect, insisted that executive level job openings be filled in-house, and encouraged employees to buy stock in the company to keep both employer and employee financially secure. Away from BBDO, much of his efforts went toward religious causes. He advised the young Billy Graham at the start of his career and exchanged compliments and suggestions with Norman Vincent Peale.

His interest in Berea wavered over the years. While the College's historic mission lined up with his belief in people pulling themselves up by their bootstraps, a large part of his affection for Berea was tied to reverence for his father William, who died in 1930. In William Barton's will, he left the College a mountain—the Pinnacle. It was an unusual bequest that made the papers nationwide. While Bruce Barton remained in contact with Berea and still donated money, he never engineered another fundraising drive like the one in 1925. He retired as chairman of BBDO in 1961 and died in 1967 at the age of 80.

In Barton's letter for Berea, he asked, "Can you think of any other investment that would keep your life working in the world so long a time after you are gone?" That year he made many investments that have continued to pay off to the present day. As an adman, as a writer, as an evangelist for big business, and as a friend of Berea College, 1925 was Bruce Barton's miracle year.



# LEGS

By Libby Falk Jones

I'm a silver-haired college English teacher and poet, with a sometimes tricky left hip and right knee.

I'm a runner.



I wasn't always a runner. But I might have been. As a kid, I had legs. Growing up in the deep South of the 1950s meant playing outside eleven months of the year. I ran, playing Dodge Ball, Fruit Basket Turn Over, and Hide and Seek; I ran, playing Capture the Flag on Friday evenings across six lawns on a quiet Baton Rouge street. Running was natural. In school, before the days of soccer, I loved running down the field in Speedball, "dribbling" the ball in the air with my fingers.

But then I grew up, and like most women of my generation, I no longer ran. No surprise. Though I could run, I had never been a natural athlete. In school, I was usually chosen last for team sports. Sure, at age twelve I got a camp award for archery (stand in one place, show a little arm strength), and at twenty I played tennis well enough to earn a blind date with the guy who became my husband. But those hardly constituted athletic prowess.

Marriage didn't turn me into a couch potato, of course. With my husband, and then our children, I walked, hiked, and cycled. But running never called me. Runners seemed to me to be mostly heavy men who sweated as they chugged down the roadside and never smiled, as my father-in-law used to note.

Then fate gave me a runner to mother. My older son discovered running in eighth grade, in 1989, a year after we moved to Berea. He ran through the rest of high school, then college, and even, as a graduate student, the 2002 Boston

Marathon, for fun. I spent years cheering runners.

Meanwhile my husband began running occasionally. And once or twice our family, along with 3000 other fools, claimed the streets of nearby Lexington for the year's biggest street party, the annual sweltering August Midsummer's Night Run. On those occasions, though I ran some, I mostly walked. Of course, I excused myself, someone had to keep our younger son company, and as a slightly pudgy pre-adolescent, he wasn't a lightening streak. Nor was I: that baby-making fat to which all devoted mothers are entitled had clung, and indulging in Toll House cookies (not to mention Ben & Jerry's) had pretty much cancelled out the benefits of my walking and biking. You'd not have said fat, of course; just solid. I say it myself when I come upon an old picture.

That August run was fun, especially afterwards, once I stopped panting. The four of us would consume orange slices and Great Harvest wheat rolls, then head over to Graeter's for fresh peach ice cream. But it wasn't transformative. When we got home, I readily retired my shoes to the hall closet.



What propelled me to the pavement at age 53? Grief – unexpectedly deep grief. In June 1997, my father, a vigorous 91-year-old living in Louisiana, died suddenly. We'd all thought he would reach 100.

I spent his last four days with him, sleeping on the couch in his hospital room, sitting by his side with my journal open on my lap.

## *Essence*

*Despite four days of  
pirating food  
from your hospital tray, I still  
lost weight, my stomach flattening  
a shade as your skin slid  
down your chest. Together we lost  
our appetites. My body purged itself  
of flesh, yours of blood, we both worked  
to let go – you of pain, I of you.  
I think I'll take up running, study  
French, new life launched by your death.*

## Running?



Back home in Berea after my father's funeral, grief claimed me. My sons traveling in Europe, my husband teaching in Tennessee, I sleptwalked through my days. I spent hours sitting over my journal, writing my father's death and my loss into poems. Clearly I needed to inhabit my grief; I craved the isolation necessary for me to live within my enveloping interior world.

But I knew my life couldn't stop, shouldn't stop. How could I begin to re-inhabit the world? My usual summer





Alida Carman, 13

interests – reading novels, listening to classical music and National Public Radio, visiting with friends – held little appeal. And despite the plenitude of summer tomatoes and eggplant and corn, of friends' gifts of fresh jam and bread, my desire for food, a lifetime comfort standby, deserted me. Like Sleeping Beauty, I needed to be sparked awake. Sitting on my sofa, I shook my head to clear it. Movement seemed to help. Why not try moving my whole body?

From our closet I pulled out my dusty running shoes. In late June heat, I hit our neighborhood circle road: a quarter mile, measured by my bike's odometer, .28 if you want to get exact. I couldn't run it all, of course – not even once. I ran on the street for the length of our yard and our neighbor's; then I walked the next two neighbors' yards. Run, then walk. I got around the circle, gasping a bit but pleased with myself.

Over the next days, I increased the number of laps and the distance I ran before stopping to walk. The first day I ran the whole circle, I whooped.

Before long I could run two laps without stopping to walk, then four – a mile. It took about twelve minutes. Running on our circle was convenient – I'd be started almost before I knew it, and I had water at hand during my cooldown. Running out of our driveway didn't disturb the universe, thank goodness; I wasn't ready to make a big deal out of running, to be a runner. I wasn't a runner, anyway – for me, running was a kind of secret vice, like smoking a forbidden cigarette on a back porch.

But inside, I was transforming myself, becoming a kind of new person. Not experiencing rebirth – I didn't want that, I didn't want forgetfulness. What I wanted was connection with the present and the future, as well as with the past. I wanted to claim fully the self I had been and was now; my father's life and death, and my life. Running was both continuity and re-invention. In running, I was grafting onto myself a new variety of flower.

### *Alone, One Summer*

*I have known the sorrow of the woman driven  
to the nursing home door, walker shining  
in the back seat, the vase whose history no one knows.  
In the quiet pool the frog has no need to jump.*

*I have known the emptiness of a newly-  
laundered towel, dying leaves of a daylily, the  
cat's litter box holding magazines for recycling.  
The turkey wanders the yard, searching for corn.*

*I have known the peace of blooming zinnias,  
cloth napkin and glass of wine on the deck,  
How his lips tightened as he whispered to death.  
Rain stirs the pine needles.*

*I have known the truth of loving to pieces,  
running the field where the white mist rises.  
Blackberries ripen, they fall to the ground.  
Ink flows from the pen. I am convinced.*





That summer of loss, I fell in love with running. Running gave me the absorption I needed, an arena to extend myself, a place to conquer time by seconds and distance by strides. Running consumed me: a spiritual cleansing of heat and sweat, a physical exhaustion that quieted the mind. Running, I could meet a limit and plunge through it. I was slow, but I was strong, I was steady, I was here.

#### *Racing for My Father*

*Panting down the gravel,  
knees rounding my ears,  
heart pumping,  
I lift my legs higher,  
stretch out my calves,  
surely those regular hoarse breaths  
are his, he paces me,  
across the line he lies still,  
legs still,  
heart still,  
while my pumping subsides.*



What do I love about running? The rhythms: the regular motions of legs and arms, the steady breaths flowing in for three steps, then as as my pace quickens, two. I count these breaths, endlessly, one-two-three, one-two-three, then one-two, one-two, giving myself up to the practice as I've done twice in childbirth. Finishing



Photo courtesy of Libby Jones.

The Jones family enjoys the camaraderie of running together.

a run is a little like giving birth: sweat, breathe, push. On the other side, a glow.

#### *Racing on My Son's Twenty-third Birthday*

*I run this mild October day for you,  
my lovely lanky child, a race through  
moving fluids. Along the dripping  
road, mums flower in fresh dirt, cows cluster  
at fences, the Paint Lick fire engine  
paces me. My headband a sponge  
overflowing, I think I can't get wetter,  
then a puddle floods my socks.  
Breathe out, push out, regular  
the waves, the finish line in sight. Eighteen  
seconds more, like eighteen minutes past,  
you the prime number past the line,  
warmth that sprang from my body  
into air and doctor's arms.  
At the stationhouse my shoes squish,  
I gulp cool water, fold the new t-shirt  
into a plastic bag, phone your father,  
hear tears clog his voice.*



Gradually, running has become for me a spiritual practice. In *The Long Quiet Highway*, Natalie Goldberg writes of the marathon monks who pray by running, in robes, up and down their mountain in Nepal. It's all about the breathing, of course. Sitting meditation relies on regular breathing as a means of focus, a way to free the mind. When you are most in your body, you are most able to rise out of that body. When I run, I'm most definitely in my body, listening to it, honoring it as I seldom do in the rest of my life. And I'm breathing.

Breath is central to running. My breathing fuels my movement, of course. More important: my movement fuels my breathing. I attend to the air moving in and down, then up and out. I move as I need to keep my breath steady. Breathing regularly, I hear the music of the spheres. When I run, I breathe through my life, giving myself fully to its satisfactions, tensions, disconnects. I've learned to trust daily problems to my run, knowing that my body rhythms will lead at least to understanding, often to solutions.

My most spiritually potent runs come at liminal times: early morning as dark begins to give way to dawn, evening when you look to the light above and trust your feet to find the way.

#### *Autumn Run, Before Dawn*

*Leaves whisper  
louder than  
yesterday.*

*The neighbor's dog  
is not yet  
out.*

*Above the eastern  
treetops,  
blue.*

*My shadow  
leads me  
into the light.*



"Teaching writing is an inescapably political act," proclaims one of my t-shirts from the James Berlin 5K Run, Walk, and Pub Crawl at the annual Conference on College Composition and Communication for writers and writing teachers. It's no accident that writers move. In the early nineteenth century, William Wordsworth walked the landscape, public roads, and his garden terrace to compose his poems by speaking them aloud, recounts Rebecca Solnit in her book, *Wanderlust: a History of Walking*. To move the body is to engage the mind; in his 1851 essay, "Walking," Henry David Thoreau advises walking "like a camel, which is said to be the only beast which ruminates" while it moves.

Joyce Carol Oates, a prolific writer, credits running with nourishing her imagination. She says that running lets her rehearse writing, helps her experience writing not as words on a page but as "an embodied vision." And in *What I Talk About When I Talk About Running*, Haruki Murakami equates his starting to run at age 33 with his true starting point as a novelist. Murakami believes that beyond talent, writers need focus and endurance, two qualities runners develop in spades. "Most



of what I know about writing I've learned through running every day," he notes; "... practical, physical lessons."

Running has certainly given me energy, increased my stamina. Running has also taught me the deep and lasting connection between movement and language. When I run, words pulse in my body, creating sounds and rhythms that often lead to poems.

#### *Winter Run*

*I walk barelegged to the gym.  
The air is fraught with meaning,*

*at the grocery store the milk  
will be sold out. I run*

*through pools of light, through glass  
see branches edged with white.*

*Poems thump up through my calves  
to catch my breath.*



If running has connected me more fully with words and body, it has also deepened my experience of kinship. When I run, I'm one with the universe; I understand my place in natural, familial, social orders. My favorite running trail is Berea's Brushy Fork, behind the Alumni Building, beautiful in all seasons. Sometimes, in autumn, as I'm finishing up, I collect a red maple leaf or an exploded milkweed pod. Each new run, I carry with me memories of other seasons, my family, students and friends whom I've met on the trail.

Being part of a running family is also a pleasure. My sons have always cheered me on. Now that I've claimed senior citizenship, I'm pleased that my children will have images of an active mother, see my dedication to a healthy practice. I'm pleased that we all – yes, my second son is now a trim and muscular runner too – enjoy vacation family runs. And I'm pleased that running has created a strong new bond between my husband and me. Whenever we can, we run together, with his insisting that he doesn't mind my slower pace.

Through running, mingling with the body people, I've come to feel a wider human kinship. Runners may be young, old, sturdy, thin, male, female, dark, light

– regardless, we have things in common. Calf definition for one, swinging arms for another; sweat, and breathing, breathing. After races when I've gotten my little trophies – and sometimes I'm actually not the only woman running in my age group – they clap for me, as I for them. Not since I was a ten-year-old organizing those elaborate Capture the Flag games on hot Louisiana nights have I been as fully a part of a physical community.

That community is world-wide, I've learned, as I've joined runners in parks and on streets in Paris, Hiroshima, Copenhagen, Oaxaca. In Ankara, Turkey, as I loped along the main boulevard, shopkeepers applauded. Of course I grinned back.

Yes, athletic acceptance has boosted my self-image. And helped me understand what and who a woman can be.

#### *Celebrating My Fifties By Throwing Out My Make-Up*

*For forty years I've kept  
my beauty in a drawer,*

*Private Stock Brandy  
and The Wine for lips,*

*thin-curved Maybelline  
gripper (with replacement*

*rubber) to squeeze out lashes  
like spiders' feet, a jar*

*of smoothing cream, bottled  
Woodhug, puzzling pot*

*of black, countless brushes –  
they clatter in the can.*

*This next half-century,  
I'll let Inner Glow*

*suffice, shampoo and set  
Bike Helmet, rub in Running*

*Headband, smooth my arms  
with T'ai Chi on the Beach.*



If running has been redemptive for me, it has also taught me my limits, my mortality. After 10 years of running,

plantar fasciitis (runner's heel) sidelined me for more than a year. A gift, actually. I had become almost addicted to running – running two or three miles every day, finding myself jumpy when the unexpected derailed my run. Running had become my crutch, a crutch I knew couldn't last forever. How would I cope when I had to stop? I found I could adjust; walking is a fine lifelong alternative.

Now that time and shoe inserts have gotten me back on the track, I have a healthier attitude toward running. I'm slower, of course; I don't think I'll ever again reach my best 5K time, 28:29 – oh, well. In fact I've given up running on pavement in favor of the more forgiving surfaces of earth or track or treadmill. And though I exercise every day, I run only two or three times a week.



Running, like writing, is a way of defining oneself. Even when I wasn't able to run, I thought of myself as a runner, as I am a writer whether or not I hold a pen or tap a keyboard. Movement and language will always be my way of being in the world.

To be a runner, in late middle age, engenders gratitude, and its sister, permission. I can reproach myself endlessly for a poorly-written sentence, a fumbled response to a student's question, the lengthening things-to-do list on my desk. But in the 15 years I've run, I've never beat up on myself for not running faster or farther. Instead, I give myself credit for whatever I can manage. Even a short, slow, difficult run fills me with joy, helps me appreciate this beautiful, terrifying, impermanent world.

I bless my running life.

*Libby Falk Jones, Ph.D. is the Chester D. Tripp Chair in Humanities and Professor of English at Berea College.*

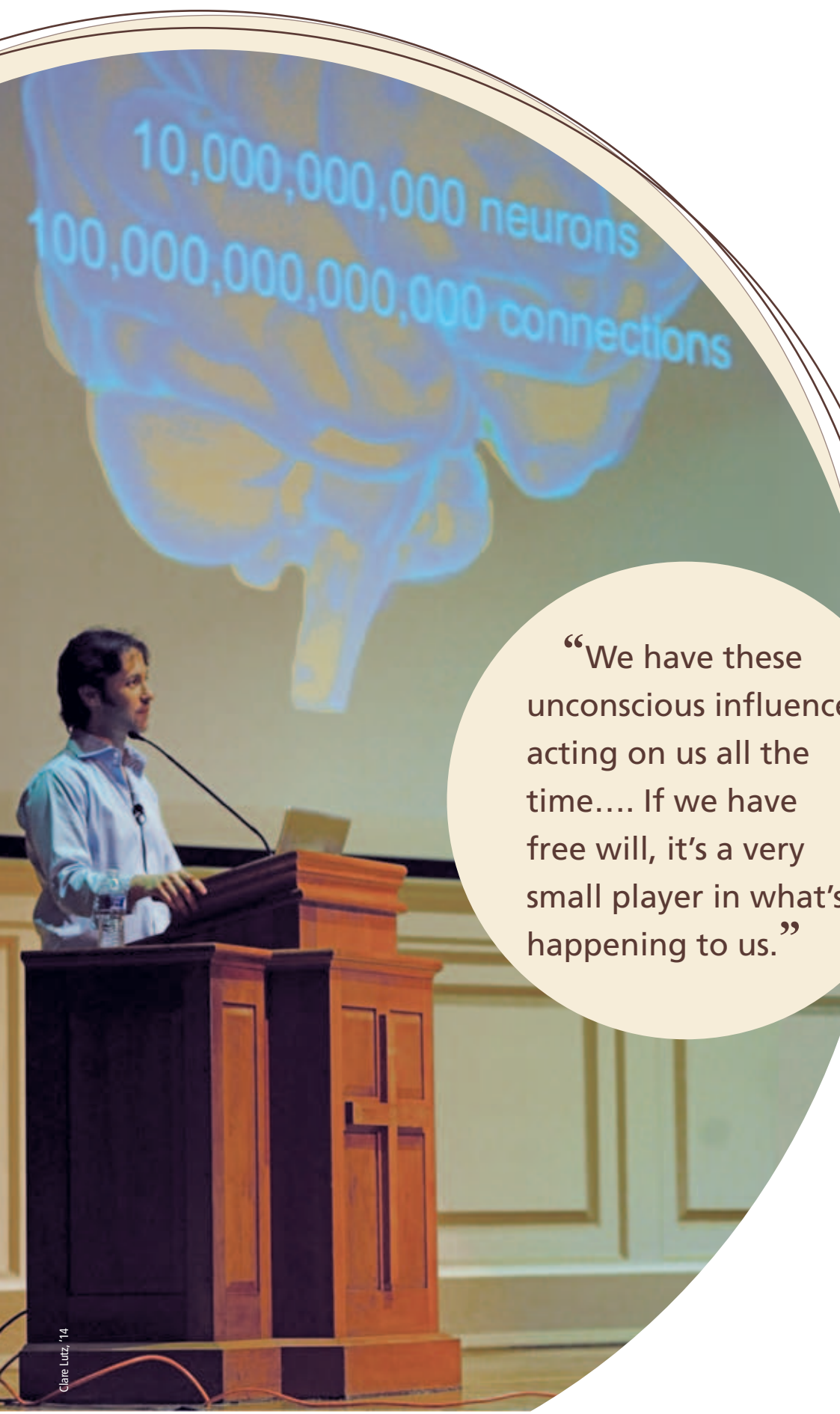
Credits: "Alone, One Summer" has appeared in *Poetry as Prayer: Appalachian Women Speak* and *Above the Eastern Treetops, Blue*; "Racing on My Son's Twenty-third Birthday" in *The Heartland Review*; "Autumn Run, Before Dawn" in *Above the Eastern Treetops, Blue*.

# NEUROLOGY,

By Robert Moore, '13

On August 1, 1966, University of Texas student Charles Whitman—an ex-Marine and former Eagle Scout with a 138 IQ—killed 16 people and wounded 32 others with a high-powered rifle from the observation deck of the University administrative building. Austin Police later discovered that Whitman had murdered his wife and mother the night before.

Whitman's final letter revealed a man at war with himself. "I have been fighting my mental turmoil alone, and seemingly to no avail," he wrote. "After my death I wish that an autopsy would be performed on me to see if there is any visible physical disorder." The medical examiner subsequently discovered a glioblastoma—a brain tumor about the size of a nickel. It was pressing against a region of Whitman's brain called the amygdale, which experts

A woman with dark hair, wearing a light blue button-down shirt, stands at a wooden podium with a microphone, speaking. Behind her is a large projection of a human brain. Overlaid on the brain are the numbers "10,000,000,000 neurons" and "100,000,000,000,000 connections" in a light blue, glowing font. A large, light-colored circular callout containing a quote is positioned in the foreground, partially obscuring the brain graphic.

“We have these unconscious influences acting on us all the time.... If we have free will, it's a very small player in what's happening to us.”



# FREEWILL, AND THE PRISON STATE

say is involved in emotional regulation, especially fear and aggression.

“You are your biology,” said neuroscientist and bestselling author David Eagleman. “We are biological creatures, programmed a certain way.”

Eagleman, best known for his work on time perception, synesthesia, and neurolaw, gave a lively and fast paced presentation for the 2012 science lecture at Phelps-Stokes chapel. He made jet engines appear and disappear, explained that people named Dennis or Denise are far more likely to become dentists than the rest of the population, and showed that dilated pupils are an unconscious sign of sexual arousal in women. He took the audience on a whirlwind tour of parts of the brain over which we have no awareness, access, or control. “We accept the reality presented to us,” he said. “We’re all seeing reality a little differently.”

While the presentation covered a lot of territory, Eagleman, director of the Laboratory for Perception and Action and the Initiative on Neuroscience and Law at the Baylor College of Medicine, was focused on what he calls the “neural basis of morality.” He questioned whether mass incarceration as currently applied in the United States is the best possible solution for mental illness, drug-addiction, and crime.

“We incarcerate more people than anywhere else in the world,” he said. The statistics are mind numbing. According to a 2010 report by the U.S. Bureau of Justice Statistics (BJS), 7,225,800 adults were under correctional supervision, 3.1 percent of the entire population. Home to less than 5 percent of the world’s population, our nation currently houses 23.4 percent of the world’s prison population. Historically speaking, the current U.S. incarceration rate—743 adults incarcerated per 100,000 population—has only been surpassed once, by the Soviet Union under Stalin.

The BJS also reports that the amount of our budget directed toward incarceration increased 56 percent from 1990 to 2000. Spending is up because prisons are no longer about punishing criminality: they are also increasingly America’s solution to homelessness and mental illness. Over 10 percent of people entering and leaving prisons are homeless, while 20 percent of all inmates suffer from some form of mental illness. Almost half of all homeless adults have spent five or more days in a city or county jail, while 18 percent have been incarcerated in a state or federal prison.

For the poor and mentally ill, our corrections system is a vicious cycle. Homeless before being imprisoned, they return to homelessness upon release. With few job skills and criminal records, they have little choice but to return to crime. Eagleman calls our prisons “criminogenic.” The system that we have created to eradicate crime only generates more.

Our legal system is based on the idea that we are “practical reasoners. All brains have an equal capacity,” Eagleman said. “It’s a very charitable idea, but it’s absolutely false.”

Baylor’s Initiative on Neuroscience and Law seeks to shift the justice system’s focus from retribution toward rehabilitation and treatment, using the latest techniques available to neuroscientists. He advocates that the best way to solve problems such as mental illness, drug addiction, and crime is not incarceration, but customized sentencing, tailored rehabilitation programs, and incentive structuring.

Eagleman and his associates use new technologies, such as real-time brain imaging, as a first step towards prescribing customized rehabilitation programs. Experimental data is compiled to make violence intervention programs effective, and databases are searched for patterns of crime, crime transference, neighborhood dynamics, and recidivism. “There are many

different ways we can help each other,” Eagleman says.

His central idea is that our behavior is largely driven by brain networks we do not consciously control, and that increasingly longer mandatory prison sentences are inefficient. In addition to the example of Charles Whitman, Eagleman also cited the case of a married man who, at the age 40, developed a sudden overwhelming obsession with child pornography. Facing prison time, the man sought treatment for his chronic and severe headaches. Doctors found a massive tumor in the orbitofrontal cortex of his brain. Damage to this area can cause what Eagleman calls disinhibition, where patients lose the ability to control their hidden impulses. Once the tumor was completely removed, the man’s sexual appetite returned to normal and his pedophilia disappeared.

“We have these unconscious influences acting on us all the time,” Eagleman said. In 2001, Parkinson’s patients taking the drug pramipexole suddenly developed gambling addictions and alcoholic tendencies, became compulsive overeaters, or began exhibiting hyper sexual behaviors. “If we have free will, it’s a very small player in what’s happening to us.”

If everyone is not equally able to make appropriate choices, if our decision making can be so severely impacted by biological changes over which we have no control, how long can we continue to pretend that the only answer is imprisonment? As Americans, we pride ourselves on being the home of the free, not the world’s largest prison state.

Perhaps the final words should belong to Charles Whitman, who left money for research into mental illness. “I don’t quite understand what it is that compels me,” he wrote on July 31, 1966. “Maybe research can prevent further tragedies of this type.”



Billy Wooten, '98, instructs  
Kyle Kincaid, '13, in the multimedia studio.

Alicia Carman, '13

# Three New Minors Employ a STATE-OF-THE-ART PRODUCTION STUDIO

By Jesse S. Anderson, '15

In the past decade, new technologies on the Internet have changed education and communication in a myriad of ways. Indeed, these new forces in modern society “challenge fundamental assumptions in higher education regarding how we create, credential, preserve, and disseminate knowledge,” said former president of Berea College, Larry D. Shinn, who retired in June 2012. In light of these changing times, the Berea College community was asked to reconsider what it is we should teach, learn, and know. The utilization of new technologies in fields like theater, journalism, and film production has had an impact on the skills needed to compete and succeed in the post-college workplace. Adaption to the new culture of learning has taken place in many of the departments on campus as both faculty and staff build upon the continuous learning environment of the College. This fall, both the communication and theater departments will add three new minors to their curricula and one of their teaching instruments will be an industry-standard multimedia production studio.

The new minors, in theater, film production, and broadcast journalism, give students the opportunity to gain valuable experience in multimedia production. Billy Wooten, '98, associate professor and program coordinator of communication

and director of forensics, and Deborah Martin, associate professor of theatre, have spearheaded the new initiative. “Last fall, we piloted the first broadcast journalism course and realized that even in the experimental stage, it would culminate in a dynamic package,” said Wooten. Over the year that followed, Wooten and Martin worked together to build and design the production facility, expanding it from a temporary space into a highly technical, state-of-the-art studio with broad capabilities.

This upcoming year, Wooten will be teaching two broadcast journalism courses. After graduating from Berea College, Wooten was a journalist for two years in Atlanta, Georgia, before pursuing advanced degrees in mass communication, but he ultimately returned to Berea to teach in the department of communication. “Students have been asking to minor in broadcast journalism since I began teaching in 2002. We have had a few independent majors but now we have a minor for students seeking employment in broadcasting after college,” said Wooten. His broadcast journalism course will use the production studio to film and stream live newscasts. In the spring, a second course will focus on producing weekly broadcasts for the campus community.

Deborah Martin will instruct the theater and film minor classes. She has

worked as an on-air talent for industrial films and commercials and provided voice-over audio for both film and radio. “Billy and I have re-invented ourselves as professors in the last year, training ourselves and acquiring the knowledge we need to teach these courses. My learning curve was incredible. It took a lot to get to the point where I could legitimately talk about every piece of equipment in the room and finally be able to say I know how to fully teach the technology,” said Martin. Her courses will use the full range of equipment in the studio from voice recording in the sound booths to filming actors in order to show how their bodies move in space and time. “Voice and diction will have a sound booth that is fully equipped. For the first time, we have quality recording capabilities and students will be able to produce sound files that they can submit for voice-over employment.”

“The capabilities of our production studio now stand up to or exceed many liberal arts colleges around the nation,” said Wooten. The facility includes: two professional sound booths for state-of-the-art recording, capturing, and mixing; three studio-configured cameras with iPad teleprompting for video capture; and professional studio lighting which has a grid with programmable features including fading and dimming control. The studio also has multi-camera video switching,



Deborah Martin works with Devin Boyce, '15, in the sound studio.



Alicia Carman, '13

a graphics generator, local DDR video storage for live broadcast productions, and four multipurpose sets including one for fixed broadcast journalism, one for fixed interviews, a black-box acting set, and green screen capability to produce infinite virtual sets. The studio is open to the entire campus and can provide a variety of educational opportunities for students. The media services department has already used the interview set to interview the president, alumni, and Trustees of the college. The Appalachian studies and the psychology department programs have both expressed interested in accessing the equipment in the future. "The greatest challenge," said Martin, "is training students who want to utilize the studio with skill sets needed to fully realize their projects."

In the future, a variety of opportunities will be open to the campus. "We have brought Berea into a whole new era in multimedia learning. Students can put their multimedia skills to use and not have to rely solely on internships off campus," said Wooten. "This changes everything and that's because Berea is the type of institution it is. That the administration and my colleagues would allow me as an educator to go beyond my degree and start re-inventing myself speaks volumes about this College." Over the next few years, Wooten and Martin hope to perfect and



Billy Wooten, '98, and Deborah Martin are all smiles having built and designed the new multimedia production studio.

Alicia Carman, '13

expand their programs. They have already been granted space to expand the studio to include an editing room next to the production studio. They also hope to equip a mobile studio unit and, one day, a sound stage for the film program.

The classes will not only produce broadcasts but also will be reaching out to the community of Berea College and the Appalachian region beyond. "We want to do social work around the Appalachian neighborhood, collecting stories about deforestation and mountain top removal. This will open up discussion and provide information about the world around us. We want the voice of Berea College to be in the discussions of our time," said Wooten.

Emphasizing traditional Berean values such as ethical action, respect for all people, and service to community, the classes will allow the students to work beyond the College boundaries and prepare them to face challenges of the future. "We should be proud that our institution has worked to create this huge vision for the College. In a very short period of time, we have built a multimedia program that might have taken other colleges years," said Wooten. When courses start in the fall of 2012, students will turn on the lights, focus the cameras, and say "Action!" while Wooten and Martin will be on hand to train and support students while they gain the skills required to succeed in this modern, technologically advanced world.

First Lady Michelle Obama leans over the trays to talk with a little girl as she helps serve food to U.S. airmen and women and their families at Ramstein air base in Ramstein, Germany. November 11, 2010.

## College Nursing Program Joins First Lady to Address Combat-Related Issues

By Jay Buckner

First Lady Michelle Obama and Dr. Jill Biden have announced an initiative from nurses across the country who have committed to educating current and future nurses on recognizing and caring for veterans impacted by post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), depression, and other combat-related illnesses.

In a broad, coordinated effort, more than 150 state and national nursing organizations and more than 500 nursing schools, including Berea College's, have committed to further educate our nation's three million nurses so they are prepared to meet the unique health needs of service members, veterans, and their families. This initiative is led by the American Nurses Association, American Academy of Nurse Practitioners, American Association of Colleges of Nursing, and the National League for Nursing, in coordination with the Departments of Veterans Affairs and Defense.

"Berea College's baccalaureate nursing program recognizes the tremendous need to educate our nursing students on the effects and treatment options for soldiers suffering from PTSD, TBI, and other combat related conditions," said Carol Kirby, chief nurse program administrator at Berea College. "Berea College's nursing program is committed to doing our part by preparing the next generation of nurses to meet the growing healthcare needs of this population."

The invisible wounds of war, post-traumatic stress disorder and traumatic brain injury, have impacted approximately one in six troops returning from Afghanistan and Iraq – more than 300,000 veterans. And since 2000, more than 44,000 of those troops have suffered at least a moderate-grade traumatic brain injury.

"Whether in a hospital, a doctor's office or a community health center, nurses are often the first people we see when we walk through the door. Because of their expertise, they are trusted to be the front line of America's health care system," said First Lady Michelle Obama. "That's why Jill and I knew we could turn to America's nurses and nursing students to help our veterans and military families get the world-class care that they've earned. It's clear from our announcement that the nursing community is well on its way to serving our men and women in uniform and their families."

"Nurses are at the center of providing lifesaving care in communities across the country—and their reach is particularly important because our veterans don't always seek care through the VA system," said Dr. Jill Biden. "This commitment is essential to ensuring our returning service men and women receive the care they deserve."

Nursing at Berea College was first mentioned in 1867 as "The Ladies Board of Care" and again in 1889 when the first graduate nurse was hired for instructional purposes. The Berea Nursing Program officially began in 1898 and was initially a two-year vocational nursing program. By 1918, the program had evolved into a 18-month practical nursing program and by 1920 had created a three-year nursing program that led to a Registered Nurse legal title. Interestingly, in 1943 the Berea School of Nursing was approved for a Cadet Training Program by the Division of Nurses of the U.S. Public Health Service. Cadet Corps Nurses proudly served their country as Berea Army Nurses in the Army Nurse Corps and in other military assignments. In the late 1940's, senior nurses at Berea College further served their country by providing "Psychiatric Nursing

Services" for the Veteran's Administration Hospital in Lexington, Kentucky.

Today, Berea College's AACN-accredited and Kentucky Board of Nursing approved baccalaureate nursing program still holds true to its commitment to serve our nation's veterans, service members and their families.

### Nursing School Commitment

**More than 500 nursing schools across the United States including Berea College's nursing program commit to:**

- Educating America's future nurses to care for our nation's veterans, service members, and their families facing post-traumatic stress disorder, traumatic brain injury, depression, and other clinical issues;
- Enriching nursing education to ensure that current and future nurses are trained in the unique clinical challenges and best practices associated with caring for military service members, veterans, and their families;
- Integrating content that addresses the unique health and wellness challenges of our nation's service members, veterans, and their families into nursing curricula;
- Sharing teaching resources and applying best practices in the care of service members, veterans, and their families;
- Growing the body of knowledge leading to improvements in health care and wellness for our service members, veterans, and their families; and
- Joining with others to further strengthen the supportive community of nurses, institutions, and health-care providers dedicated to improving the health of service members, veterans, and their families.



# Blending Classroom with Community

By Jessica Roberge, '13

"All students have to live somewhere, so they need to know how to be energy efficient in whatever way they can," said Berea College professor Jason Coomes. Coomes has taught at Berea College since 2008. He started teaching Ecological Design in the Sustainability and Environmental Studies (SENS) program but in fall 2011 he switched to the Technology Industrial Arts program. This past spring semester, Coomes taught a course called Building Renovation Practicum. The course focused on renovating existing buildings to radically lower energy costs and energy usage. Coomes became familiar with the local organization Home Energy Partners (HEP) and had his class attend one of their workshops to reinforce the material they had been learning in class.

Home Energy Partners, a nonprofit organization, is just a little over three years old. HEP's mission is to help residents of Madison and Rockcastle Counties lower their energy costs. Their goal is to educate people on how to make homes more energy efficient. They do this in a variety of ways, one being workshops which give people the opportunity to become aware of their energy usage and how to conserve it. HEP hosts two-hour workshops twice a month.

At a recent workshop, Gina Chamberlain, one of the leaders stated, "This has been an amazing turn out! We have a full house!" Coomes took his class to the workshop because the content was directly related to class material. The students need hands-on material and a workshop is perfect because it demonstrates how the information is applied to real life. In the course, students assess buildings recommended by Coomes and learn how to provide energy saving upgrades to the property such as blowing

insulation, installing storm windows, caulking, analyzing heating and air conditioning systems, improving lighting, assessing at landscaping options, and conserving energy.

Berea College student Andrew Wiley took Coomes' Building and Renovation Practicum course. Wiley said, "I was hoping to learn how to do some small improvements and renovations that would apply to my living situation right now." Wiley was intrigued by the infrared camera that was passed around. "It was really useful to actually see where heat in the room was going and find the leaks," he said. The presenters also showed charts with the majority of the home's energy-consuming devices, like heating units and lights. From the free samples offered, Wiley was able to start weather stripping his own windows to prevent outdoor air leakage.

HEP provides custom energy assessments, too. An example of what they do can be taken from Nancy Harrison. She has lived in her home since it was first built in 1966. After her husband passed away she had no way to maintain her house. Her fixed income and \$250 per month electricity bills left no funds for routine maintenance. After seeing a HEP ad in the news this past October, Harrison applied and was accepted to have her house assessed. While she was hoping to get her broken windows replaced and a floor fixed where it had caved in, she received much more. The kitchen, bathroom and washroom floors, which were falling through, got repaired. The roof leaks were fixed and broken windows were replaced. The walls didn't have much insulation in them so they were insulated properly. The gutters were cleaned out and fixed. HEP repaired Harrison's home and showed her how to conserve energy. She learned how to look for air leaks and how to seal them. Harrison said, "I just hope

that HEP can keep on doing what they are doing because they really are helping people! They do a good job on their projects."

Students, faculty and town members can learn simple and easy ways to conserve energy in their homes and apartments by attending free HEP workshops. Students can engage in a prime example of the active learning experience. Faculty can gain another perspective and learn new tips on energy efficiency. And town members can learn how to conserve energy.

One of the HEP workshop leaders, Kelly Asher, said, "Renters and home owners really need these workshops because they are the only energy efficiency awareness workshops in the area."

Kelsey Giauque, Kelly Asher and Gina Chamberlain lead HEP workshops.



# THE PH.D.'S

## Carlos Verdecchia courses at Bryan

“My English was not that good when I started at Berea College,” Carlos Verdecchia said. Then he grinned broadly and continued, “That was probably why I was there for five years.” He graduated in 1991. Verdecchia was born and raised until age sixteen in Argentina. Considering English was his second language, he did well enough in high school to suggest great potential at Berea College. Exactly 20 years after his graduation from Berea, now a well-established Bryan Station High School science teacher in Lexington, Kentucky, Verdecchia was one of 23 teachers to be recognized as an “All American Teacher of the Year” by the National Math and Science Initiative (NMSI).

Verdecchia recollected, “In my first year at Berea I was taking some remedial classes to improve my English. I remember being impressed by the small class sizes and the dedication of my teachers. I had some awesome teachers. They laid a foundation for me that first year that helped me be successful in all my academic pursuits thereafter.” His academic pursuits have been somewhat extraordinary. Verdecchia graduated from Berea College with a bachelor’s degree in biology and was accepted quickly into a masters program at the University of Kentucky in Lexington. At one time he considered his biology degree a stepping stone to a degree in medicine, but at UK, his focus turned to food science. He obtained his masters in food science and immediately proceeded toward a doctorate.

A year into the doctorate program, Verdecchia was offered a job as a private food inspector. It offered broad travel both in the U.S. and globally. He put the



Photo courtesy of Carlos Verdecchia



# PASSION FOR AP

## a '91, teaches Advance Placement Station High School

doctorate on hold for three years and experienced the world through his work. When he returned to the University of Kentucky, his focus was split: he finished his doctorate in food science but, at the same time, he earned a masters in education. Somewhere along the road during his three years as a food inspector, Verdecchia saw himself becoming a teacher.

He could have become a professor—and he said he still may—but Verdecchia found the prospect of working with younger people more compelling. High school teachers with doctorate degrees are a minority in U.S. high schools. Amazingly, there have been as many as three teachers with Ph.D.s at Bryan Station High School in the same year.

“I would have never applied for the [All American Teacher of the Year] award,” Verdecchia said. “Somebody nominated me and then I filled out an application.” When he was notified that he and 22 other high school math and science teachers had won, he said he was surprised. He was thrilled by the trip to Washington, D.C. to meet his co-winners, celebrate with NMSI staff and their corporate sponsors, receive his trophy and cash prize, and spend some time on Capitol Hill talking shop with legislative staff and members of Congress.

What’s mattered the most though, Verdecchia said, has been the congratulations he has received since he brought his trophy home.

NMSI, a Texas non-profit, exists to promote math and science education. The organization was founded in part to change the tide of diminishing performance in these fields by American students. The

on-the-ground tool for change promoted by NMSI and wielded by Verdecchia and other high school teachers is “Advanced Placement” classes in math and science—also known as “AP classes.” These are college-level classes taught in high school. At the end of a term, students may pay for and take a test to score their college-level proficiency in the subject. Depending on the college or university, these scores may earn AP students college credit; effectively, they may waive the necessity to take the equivalent classes in college.

“The AP science courses are hard,” Verdecchia said. “During the AP course, students might not do so well. When it’s time to take the test they don’t see the point.” Verdecchia went on to say at Bryan Station the cost of the exam isn’t an issue. Grants reduce the price by half and, if a student wants to take the test but cannot afford to pay 50%, “We take that off the table. We’ll find the money.” Still, it’s hard to motivate students to take the test if they lack confidence in their ability to do well.

Drawing students into the AP science classes is another challenge. Kids anticipate college-level science is hard and, as AP class grades become a part of their high school transcript, some don’t want to take the risk to their overall grade point average. Verdecchia has fought this for five years. “The first two or three years, we offered AP biology and chemistry and it was all I could do to enlist 10 kids—the minimum number required to offer a course—but this year 29 students enrolled in my class.”

Verdecchia is passionate about his AP courses. He believes the rewards for students are not just passing scores and

college credit, they include encouragement and self-esteem. Bryan Station High School serves a lot of low income families with kids who believe their likelihood of going to college is small. Verdecchia said he doesn’t pull any punches in delivering a class that’s truly college level, and he lets his students know that just finishing the course is an accomplishment; passing it in high school is an achievement; doing well enough to earn college credit is exceptional.

While having the AP credit might not make it any easier for some students to go to college, “it helps them want to,” Verdecchia said. Students with commendable AP performance know that their intellectual abilities are not factors limiting their admission to college. They should believe that high school is not the pinnacle of their education.

“Hardly a year goes by that I don’t write some letters of recommendation to Berea College on behalf of Bryan Station students,” Verdecchia added. A significant percentage of students attending Bryan Station meet the limited-financial-means guidelines for admission to the College. He enjoys the opportunity to tell students about his alma mater. In fact, he displays the BC logo on the door to his classroom.

When asked about his fondest memory of being a student at Berea, he smiled and answered, “Of course, I’ve mentioned the teachers and the small class size, and I made many friends I stay in touch with ... I enjoyed my time on the soccer team ... but my fondest memory? That’s got to be meeting my wife-to-be there. She was a nursing student and is a nurse, now. We were married in ’95 and have three great kids.”

# Dean and Nina's TREASURE



By Jesse S. Anderson, '15

Dean and Nina Cornett—both class of 1961—were recently presented with a lifetime achievement award by the Kentucky Environmental Quality Commission. Both are active and proud supporters of Berea College and have dedicated their lives to preserving the Appalachian region.

Between Letcher County, Kentucky and Alaska, the Cornetts engage in environmental work year-round. Dean produces documentaries that have been featured on channels such as PBS. Nina, the author of one novel, *Alaskan Summer*, is currently working on two more books. Over the years, the Cornetts have served as president and treasurer of the non-profit corporation, Eco-Outpost. They were behind legislation in the state of Kentucky concerning timber theft and chaired a cleanup effort which gathered approximately 200 tons of trash. The Cornetts have provided support for scholarships, grants, and internships, resulting in a stronger connection between Letcher County and Berea College.

The Cornetts were involved in developing Berea's Ecovillage and SENS house, an endeavor that has set a strong example of conservation in the community. The Cornetts organized the conversion of a dump into a public park, and they planted trees with the

intent of clearing the air of coal dust. More importantly, they have given the gifts of time and energy.

Over the years, they have influenced, befriended, and inspired countless individuals to live sustainably, to be involved in community, and to take pride in Appalachian heritage. Even still the Cornetts emphasize the roles others have played. The couple cite the work ethic of Berea's students, and the leadership of Richard and Cheyenne Olson who have helped strengthen the relationship between Berea and Eastern Kentucky.

Richard Olson, the sustainability and environmental studies director at Berea, remarked "The Cornetts have invested their time, talent, and treasure in Berea over the years. They have opened their homes to Berea interns, taught Appalachian skills to those willing to learn, and have recently brought skilled artisans of Letcher County to Berea for the Appalachian Skills Expo." Stressing the importance of simple living, the Expo presents exhibitors with a wide range of skills from basket and chair weaving to bean stringing and blacksmithing. The Cornetts have teamed up with Richard Olson to host the Expo annually and are arranging for artisans to return this October.

Dean and Nina Cornett are two remarkable individuals. Through hard work, dedication, and a love for the Appalachian culture they have impacted countless lives. Those who have lived in the Ecovillage, enjoyed the experience of the SENS house, received funding for internships, and learned traditional skills during the Expo are all recipients of the dedicated time, talent, and treasure the Cornetts bring to Berea College.



Joshua Park, '13, and Matthew Callo, '12, participate in the 2012 Appalachian Skills Expo sponsored by Dean and Nina Cornett.



## Alumni Share Graduate School Experience with Summer Research Group

By Jesse S. Anderson, '15

Since the founding of Berea College, faculty and staff have provided students with not only exceptional education, but also guidance and support as they progress through four years of academic life. Generations have passed, yet Berea's commitment to education remains the same. Within college life, students encounter faculty who do more than pass out grades and assign labor tasks. Those employed at Berea invest not only their time but also their lives in the students. Mary Robert Garrett, an assistant professor of chemistry and director of the Summer Student Research Discussion Group, personifies Berea's historical commitment to higher education.

The Summer Student Research Group began three years ago. Approximately 50 students, all engaged in summer research projects, gather once a week to eat lunch, present their achievements, and hear from guest speakers. The presentations are always new and unique as research teams representing a variety of departments have the opportunity to share with the group. When asked about her inspiration behind the group, Garrett said that she "wanted to gather a community of people who could share their experiences with each other. It's important for us to present all the opportunities people have." Since the beginning, Garrett has invested her time and money into the program, purchasing lunch for the students, contacting guest speakers, and organizing events.

Each week, the focus changes, encompassing the variety of research programs involved. Most of the time the students lead the discussion, presenting their research and the progress they have made. However, one week out of the term is set aside to emphasize the opportunity and importance of graduate school. As an institution, Berea College seeks to provide opportunities for students to succeed whether or not attending graduate programs. Understanding that opportunity comes in different forms and higher education is learned both in and out of the classroom, Garrett wanted to find a way to support students doing research at Berea and also help guide them if there is potential to gain advanced degrees in graduate school. "I never thought much about graduate school until a teacher did the same for me," Professor Garrett expressed. "It's a option many [Berea students] don't realize they have."

To focus the discussion on graduate school, Garrett started searching for individuals to share their experiences. "I could have had teachers talk to the students but I wanted people who have graduated from Berea in the past few years," she said. With a few convenient connections she began reaching out to recent alumni in graduate school. In her search she found the alumni "welcoming and excited to come and be involved with the program" and soon she had a panel of alumni willing to drive to Berea and share their experiences with the students.

The alumni who came to campus were: Donia Arthur, '10, Chris Barton, '03, Abbie Buttle, '10, Jimmy Rittmann, '08, and Rachel Saunders '08. They led the discussion, answering questions directed by students and providing their own personal input on each topic. The panel of alumni represented a wide variety of academic fields ranging from chemistry to child and family studies. Throughout the meeting some common questions were asked concerning the application process, the challenge of graduate work, and ways to fund tuition. Many of the participating Berea alumni plan to graduate from masters or doctorate programs with no debt, a unique advantage later in life.

While there were some differing opinions, one thing that every alumnus agreed upon was that Berea College prepared them for the future. "Some students in my program have never had to work. They have never had to learn how to balance their time like I have" Abbie Buttle stated. Chris Barton said, "I have students in my program from Harvard and other Ivy League schools, they paid tens of thousands for their bachelors degree, but I am just as prepared as they are." The proof is in the work that our students have done over the years. Berea College sets the standard for low cost high-level education and our teachers set the foundation for our students' success. Thanks to Professor Garrett and her work with the summer research teams, new opportunities are being presented to students as they explore what the future holds for them.



Dalton Brennan, '15.

Courtesy of the Summer Research Group

## JAN PEARCE: Living Liberal Arts

By W.C. Kilby, '13

Jan Pearce, Ph.D. chairs Academic Division II, which includes the following departments: agriculture, business, computer science, economics, sustainability and environmental studies, and technology and industrial arts.

Pearce, professor of computer science and mathematics, is a woman of many talents and passions. When asked about her interests, she responds with a deluge of answers that reflect the breadth and depth of her character.

One of Pearce's greatest passions is for the liberal arts. It grew during her undergraduate years at Augustana College in Illinois and followed her all the way to the University of Rochester, where Pearce received her Ph.D. in mathematics. She smiles, remembering the final days of her doctoral studies, when she announced her career plans to her dissertation advisor. "I told him that what I really wanted was to teach at a small liberal arts school like the one I went to, and his eyes just went wide," she says. Teaching at a school like Berea wasn't part of the usual plan, but it was what Pearce wanted. In 1992, she joined the Berea College faculty.

Since her arrival, Pearce has spent much of her time pursuing her ever-changing professional passions, which have included mathematics, computer sciences, robotics, and educational research. "They're always shifting," she says, "but it's intellectual curiosity that keeps us young."

An outsider might argue that Jan Pearce's intellectual curiosity has not only kept her young, but also made her an invaluable problem solver for Berea College. When she first arrived, Pearce was greeted with a computer science curriculum in need of some work. It was a linear program, and the only available introductory course had recently been cancelled. "The only students who could

actually take computer science had to have taken some courses in high school," she says. Since then Pearce crafted a new minor and major curriculum with three different exploratory courses, plus a fourth on the way. She has also authored literature so that other institutions may follow her example.

Most recently Pearce applied her mathematical skill and creative ingenuity to Berea's academic restructuring. When others saw an arduous challenge in trying to rework the school's departmental model, Pearce saw opportunity. In a series of two campus wide surveys, she gathered data from faculty regarding which departments they were most likely to work with. With that data, she constructed a groundbreaking mathematical model called a cluster analysis based upon a pseudo-metric to predict the most beneficial arrangements. The structure her research generated is the very framework for the College's current six-division model which clusters approximately six related academic departments into one group.

These achievements have certainly not gone unnoticed. Following the restructuring, Pearce assumed the chair of Academic Division II: Resources, Technology, and Commerce. She is also currently the sole faculty representative to



Jan Pearce, '11

Berea's Board of Trustees, and has received numerous awards during her tenure. Among them, she is most proud of her recent Brushy Fork Bob Menefee Service Award. She received the award for her work with a digital storytelling class. "Brushy Fork had identified community leaders in Appalachia, people who have really made a difference, and asked them to tell their stories," she says. The students worked with recorded interviews, edited them into videos, and constructed an interactive website to present them online. "I'm really proud of it," Pearce says. "Now those stories are accessible to anyone with access to the Internet. Before, you couldn't access those stories unless you knew those people."

As if Jan Pearce's passions for science and education were not enough, she is also an accomplished dancer. She regularly performs with the Lexington Vintage Dancers and has performed several times with the Kentucky Ballet Theater. She even hosts a monthly dance in Lexington called "Mostly Waltz." Her favorite, however, is the Argentine Tango. It is a passion that has led Pearce all the way to Argentina with Berea College students to study with the masters of Tango.

With so many diverse passions and accomplishments, Jan Pearce is hesitant to predict her future. "I have no idea what's going to come next," she says, "but I'm sure it will be fun."



Jan Pearce works with Ashlyn Martin, '09, on a math assignment.

O'Neill/Arnold, '05



# ROBERT HOAG: Discovering Truth in Philosophical Pursuits

By Erica Cook, '13

Robert Hoag, Ph.D., chairs Academic Division V, which includes philosophy, political science, history, art and art history, Asian studies, and religion.

**"Truth is very difficult to get to, but that doesn't mean it isn't there."**

— Dr. Robert Hoag

Passionate about the search for truth, Dr. Robert Hoag, teaches courses in ethical and political philosophy and law at Berea College. Hoag earned his bachelor's degree from Davidson College and went on to earn graduate degrees from the University of Virginia. Although he went to prestigious institutions, his background is quite similar to that of a Berea College student. Hoag is a first generation college student raised by a single mother in Daytona Beach, Florida, but with her indelible support and his undeniable dedication, he set out to achieve his dreams despite their economic difficulties. Hoag affirmed, "The Great Commitments attracted me to Berea because they were doing the right thing: creating access for people who otherwise probably would not have the opportunity to attend college. And that's really important."

Hoag came to Berea College in 1983. He has taught courses on human rights and international law, domestic policy, civil disobedience, and economic justice. Hoag teaches a two-course sequence in the history of political philosophy that includes the teachings of philosophers such as Plato, Locke, Rousseau, and Marx. Hoag also teaches a senior seminar every third year, which is a required research class called GSTR 410.

The students are Hoag's favorite aspect of working at Berea. He especially likes teaching first-year students because "you see a lot of growth. Berea students, unlike students in many places I have been, are very bright and capable but do not realize it." Many Berea College students do not grasp their own potential, especially first-year students. When given the opportunity, Berea students achieve impressive goals, and by the time they graduate, have striking résumés to prove so. Hoag claims, "Students discover they are brighter intellectually than they might have known before. I love seeing that happen, and the possible explanation is that they haven't been challenged in a certain way."

Some philosophy majors at Berea have gone to prestigious institutions such as Columbia Law School and Vanderbilt University. One student in particular came from a very poor county in West Virginia. When he arrived as a first-year student, he struggled with his reading and writing skills. However, he worked diligently, went to law school, and found professional success upon his return to West Virginia. "We train students to think and write. Then they go off and do really well for themselves."

Hoag himself is an example of the personal and academic growth he encourages in students. Throughout his high school years, Hoag thought he wanted to work in the medical field, but toward his senior year, he began to question the social issues sweeping the nation in the 1960's: the Vietnam War, the role of religion in society, Civil Rights, and Jim Crow laws. He decided to take a variety of different aptitude tests and found that his interests pointed toward a future in law. Following some deep introspection, he took a humanities course called History of Ideas during his first year at Davidson College. Due mostly to his inspirational professors, Hoag absolutely loved the class,

and its interesting discussions about topics he was passionate about. He came to the conclusion that he no longer wanted to



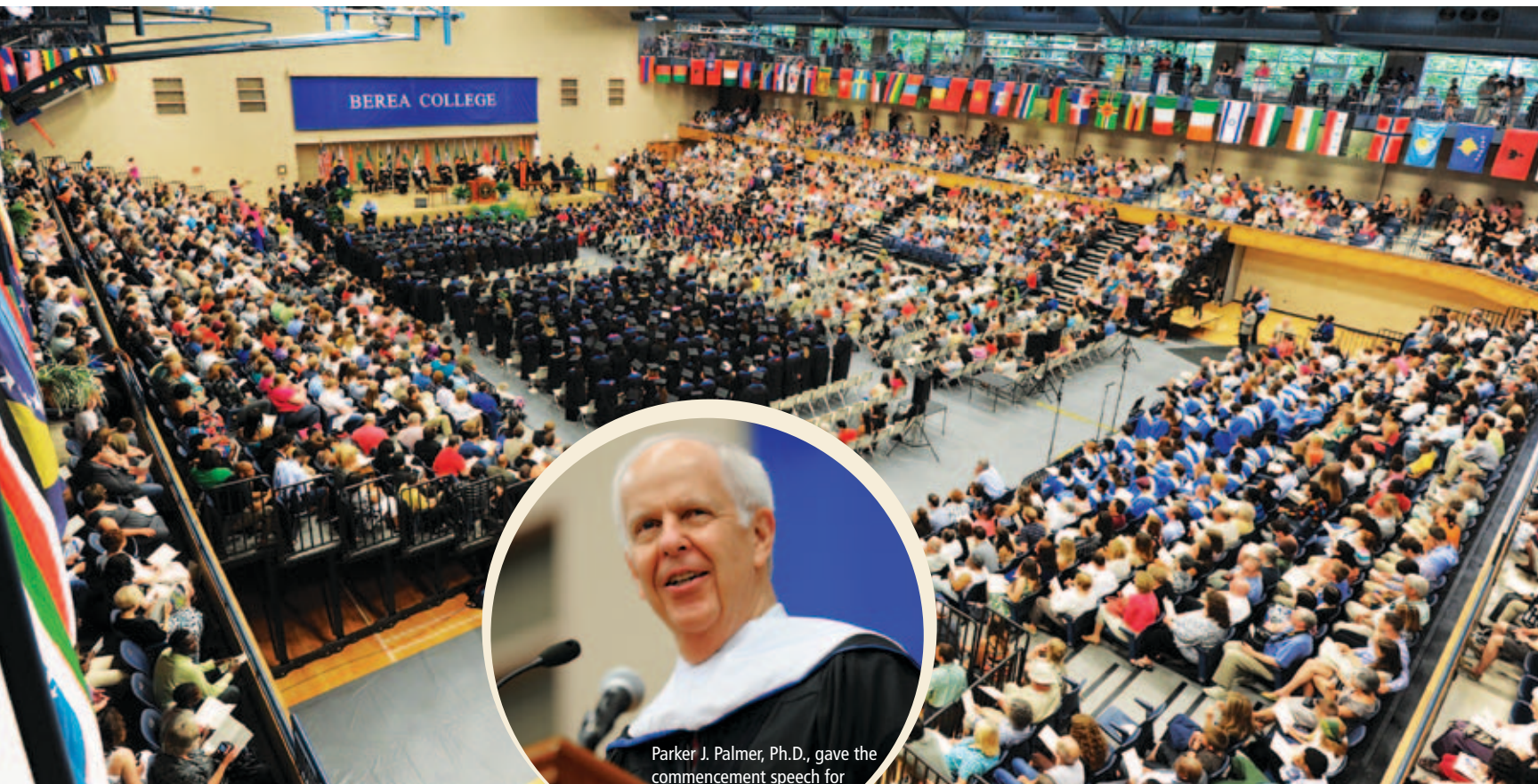
Harper Howell, '12

pursue a scientific career, but rather engage in theoretical discussions.

Outside of the classroom, Hoag enjoys discussing new ideas and good books. He has written articles for professional journals in philosophy that deal with human rights and just war theory, and he has been polishing a 100-page manuscript on humanitarian wars. He has also written book reviews for a number of book releases in his discipline.

Although Hoag has accomplished a great deal in his tenure, much is still left in his vision for the division. Hoag would like to observe a much more integrated use of philosophy studies within the curricula of a variety of disciplines, including psychology, chemistry, and pre-professional programs. Hoag also thinks it would be beneficial to provide some classes in feminist philosophy and philosophy of the environment. By incorporating new classes and integrating the existing ones into other disciplines, the philosophy program can be offered to more students, enriching their personal and educational experiences, both during their time at Berea and throughout the rest of their lives.

# Berea College's 140<sup>TH</sup>



By Jesse Anderson '15

On May 6, 2012 the phrase "Sunday Best" was personified as 235 Berea College seniors were ushered to their seats. The 140th graduation ceremony at Berea quickly became standing room only as over 3000 students, friends, and family members gathered to honor the accomplishments of the senior class. Rev. Dr. Joseph W. Daniels, Pastor of Emory United Methodist Church, Washington, DC, led the baccalaureate service. He challenged students to not forget who they are, stating, "What God gave you here at this wonderful institution is all you need to fulfill the mission that God is calling you to."

Internationally renowned writer, teacher, and social activist, Parker J. Palmer, addressed the candidates as commencement speaker. Reflecting on his own life journey, Parker directed the students to "be grateful and generous" by both receiving and investing time, energy, and care. Palmer was awarded an honorary Doctor of Humane Letters degree.

Palmer is the founder of the Center for Courage and Renewal, which oversees long-term retreat programs for citizens and service professionals, including teachers, administrators, physicians, clergy, non-profit leaders and philanthropists. Palmer has published more than 100 essays and nine books, including several best-selling and award-winning titles. His most recent book is *Healing the Heart of Democracy: The Courage to Create a Politics Worthy of the Human Spirit*.

Two achievement awards were given to teachers who exemplify the qualities Berea values in its educators. Wayne Tolliver, an economics and business professor, was awarded the Paul C. Hager Award for Excellence in Advising and Ed McCormack, also an economics and business professor, was presented with the Seabury Award for Excellence in Teaching.

During the ceremony, the community was asked to recognize first generation college graduates. When asked to stand, over 1/3 of the senior class rose to their feet. Amos Prophete, a music, mathematics,

and education major, was one of the many who are first generation graduates. Amos graduated with a 3.87 GPA and numerous scholarships. "My experience at Berea was irreplaceable," he said. Amos was one of the two recipients of the T.J. and Hilda Welch Wood Award which is granted annually at commencement to one graduating woman and one man who have demonstrated excellence in contributions to the life and work of Berea College.

Felicia Nicole Helvey was the woman who received the Wood Award. She majored in sociology and graduated with a GPA of 3.94. An award-winning member of the speech and debate team and a regular on the Dean's List, she said, "most importantly the College's community has taught me the value and blessing of compassion, especially in times of need."

As one academic year ends and another begins, the graduating class of 2012 has begun its journey in the world beyond Berea. Some have secured jobs; others will attend graduate school. But every graduate will carry on the values developed while students at Berea.



# COMMENCEMENT



Photos by O'Neil Arnold, '85



**Berea is Coming to You! Berea College Clubs are all over the country. One is probably meeting near you!**

To find alums in your community, contact the Office of Alumni Relations at 1.866.804.0591 or visit [www.bereacollegealumni.com](http://www.bereacollegealumni.com)

## **Alumni Association 2012 – 2013 Alumni Executive Council**

### **Executive Committee**

President: Lowell Hamilton, '61  
President Elect: Timothy B. Jones, '94  
Past President: Larry Woods, '75  
Dr. Lyle D. Roelofs  
Michelle Janssen

### **Alumni Trustees:**

Vicki Allums, '79  
Lynne Blankenship Caldwell, '78  
Jerry Hale, '73  
Robert F. Hawks, '77

### **Members-at-Large**

Wally Campbell, '66  
Paul Clawson, '03  
Jason Cody, '94  
David Cook, '85  
Eric Anthony Crowden, '84  
Patricia Campbell Estep, '77  
Cheryl Ferguson, '97  
Betina Conley Gardner, '94  
Cara Stewart Green, '03  
Crystal Grewe, '94  
Andrew Hamilton, '96  
Jack Silva Marinelli, '85  
Michael Murphy, '84  
Ronnie Nolan, '95  
Jennifer Hale Stafford, '92

## **Young Alumni Advisory Council Executive Committee**

President: Markesha McCants, '03  
President Elect: Charles Badger, '11  
Executive Vice President: Hussene Youssouf, '05  
Past President: Destiny Harper, '06  
Nolan Oberg, '05

### **Members-at-Large**

Rashaad Abdur-Rahman, '03  
April Aldeen, '07  
Wayne Centers, '05  
Dwayne Compton, '01  
Marc Crenshaw, '02  
Amber Davis, '06  
Jonathan L. Johnson, '99  
Mary Galloway, '07  
Christian Motley, '09  
Missy Naseman, '05  
Liz Novak, '06  
Brian D. Reed PhD, '99  
Jeremy Rotty PhD, '05  
Jared Rowley, '09  
Julie Stewart, '04  
Lederrick Wesley, '07

By Jacqueline J Greene,  
'93

For Bereans, there is one constant: no matter where we are or who we know, we are “Forever Connected.” If you were on campus during June 8-10 to celebrate Summer Reunion 2012, then you had the opportunity to share wonderful Berea memories and connect with over 575 alumni and friends. The weekend was filled with a flurry of activity, and excitement from alumni who were back on campus again.

The Gift Planning office kicked off the weekend with a reception for alumni and an induction of Great Commitment Society members. After this event, alumni were off to Boone Tavern to share in the joy of Charlotte Beason, '70, who received the Distinguished Alumnus award (see related article on p. 36) and Libby Culbreth, '64, who received the Alumni Loyalty award (see related article on p. 36). Both ladies gave wonderful, inspiring speeches that brought tears to the eyes of many. The fun didn't stop there. Immediately after the awards reception, alumni and guests headed over to the campus quad to enjoy spending time with their classmates and a festive picnic complete with hamburgers and veggie burgers grilled on-site.

There were many options for alumni to participate in after the picnic. *Appalachian Heritage* magazine hosted a Featured Author reading honoring Berea alumna and author of *The Dollmaker*, Harriet Simpson Arnow, '26. SilverFox, a Berea College band from the 1970s, entertained everyone with their magnificent renditions of songs from that era. Another college group, Bingham Trio, also delighted audiences with their musical sounds. Alumni and guests had the opportunity to get together and share memories with one another in their own special “class” lounges.

Saturday morning was even more fast-paced than Friday. The class of 1962, celebrating its 50th reunion, had an amazing turnout of 85 class members returning with a total of 125, including guests. This group had the distinction of being the last 50th reunion group hosted by President and Mrs. Shinn in their home for breakfast. Alumni sweethearts who met on campus enjoyed a breakfast buffet at Boone Tavern and shared stories of how they met. During this time, classmates were also taking class photos, which can be viewed on the following pages and online.

The class lounges were vibrant with all the alumni and guests sharing lunch and memories with one another. After the lunch gathering, it was off to the Ice Cream Social on the campus quad for dessert. Everyone had plenty of time to relax before the evening's celebration of the contributions of President and Mrs. Shinn. Many alumni and guests gathered in the main arena of Seabury Center to say goodbye to the Shinn's before they moved on to their next journey.

Those who were energized by all the day's activities continued on after the celebration to gather in their lounges to spend a few last moments together and revel in the sounds of another SilverFox performance.

Everyone seemed to enjoy the weekend festivities, but more importantly, they enjoyed time with one another. No matter how near or far, Berea is always in the hearts of alumni. Join us for our next Summer Reunion in 2013, June 7-9.

Class Photos and names can be viewed at [www.bereacollegealumni.com/summerreunion](http://www.bereacollegealumni.com/summerreunion)

Photos can also be viewed and purchased at <http://summerreunionclassphotos.shutterfly.com/>





# FOREVER CONNECTED™



Photos by O'Neil Arnold, '85, Dalton Brennan, '15, and Alicia Carman, '13.





1937



1942



1947



1952



1957





1962



1967



1972



1977



1982

Names of classmates can be found at [www.bereacollegealumni.com/summerreunion](http://www.bereacollegealumni.com/summerreunion)

## Elizabeth Culbreth, '64

### ALUMNI LOYALTY AWARD



Alicia Carman, '13

The Alumni Loyalty Award is annually given to an alumnus(a) who has rendered outstanding service to and demonstrated loyal interest in Berea College. Elizabeth "Libby" Culbreth

has whole-heartedly dedicated herself to serve the mission of Berea College since she first stepped foot on campus in 1960. While a student at Berea, Libby earned the Student Labor Prize (1962) and the Alley Award for contributions by a female student to campus life (1964). She was a choir member, orchestra and band member, secretary and president of the band, varsity debate team member, Pi Gamma Mu member, Tau Kappa Alpha member, and a Student Senate parliamentarian. After graduation, she served as president of both the Knoxville,

Tennessee and Washington, D.C. Alumni Chapters. She served on the Alumni Executive Council from 1970-1976, and became its president in 1975. She also served on the President's Council from 1975-1976. Libby has been a valuable and influential member of the Berea College Board of Trustees since 1978 and was its chair from 2002-2008. A testament to her longevity, she has provided leadership for the last three College presidential search committees which recruited John Stephenson, Larry Shinn, and Lyle Roelofs.

She and her husband, John Vanderstar, have hosted students involved in off-campus internships in their home. In 1994, Libby received the Distinguished Alumnus Award for distinction in public service and embodiment of principles fostered at Berea to enrich the lives of others.

In the midst of her incredible volunteer contributions to Berea College and to others, Libby has managed also to have a

celebrated and remarkable career of public service. She has served as legal counsel for the Federal Trade Commission, the Tennessee Valley Authority, and the United States Senate. She has also served as executive director for the Office of Administrative Appeals, U.S. Department of Labor. She is a member of the Federal Bar Association, the Knoxville Bar Association, the Tennessee Bar Association, the United States Supreme Court Bar Association, and the Washington, D.C. Bar Association. She is also a member of the American Association of University Women, the Episcopal Women's Caucus, and Phi Kappa Phi. Hailing from Waynesville, NC, Libby received her Bachelor's degree in Political Science from Berea College in 1964 and her Bachelor of Laws degree from Vanderbilt University in 1967. She also completed post-graduate studies at Harvard University's J.F.K. School of Government in 1988.

## Dr. Charlotte Beason, '70

### DISTINGUISHED ALUMNUS AWARD



Alicia Carman, '13

Dr. Charlotte Beason, '70, Executive Director of the Kentucky Board of Nursing (KBN) is a long time advocate of healthcare and education. At KBN, she directs consumer protection programs that regulate educational

programs for and the practice of more than 75,000 nurses.

Charlotte returned to Kentucky following a career with the Department of Veterans Affairs (VA). As Program Director, Office of Nursing Services, in VA's Washington, D.C. headquarters she initiated programs guiding the practice of healthcare providers nationwide. While with the VA, she was a member of the Clinton Administration's Healthcare Reform Task Force, and completed a LEGIS Fellowship on Capitol Hill.

A native Kentuckian, she currently chairs the Foundation for a Healthy Kentucky a non-profit, philanthropic organization working to address healthcare needs of Kentuckians by improving access to care, reducing health risks/disparities, and promoting health equity. She is secretary of the Board of Governors of the Kentucky Institute of Medicine and a member of the Friedell Committee for Health System Transformation. Charlotte is a member of Boards of Trustees of Berea College and Central Pennsylvania College. She is also chair of the Board of Trustees of Strayer University. She was elected a founding member of the Commission on Collegiate Nursing Education (CCNE), an independent agency accrediting baccalaureate and advanced degree programs of nursing education. She has numerous publishing and speaking credits at the national level and has received a wide range of honors from organizations that include Berea College

Department of Nursing, the Commission on Graduates of Foreign Nursing Schools (Adele Herwitz Scholar) and National 4-H Clubs of America (Outstanding Alumni).

Charlotte completed a masters of science degree in psychiatric nursing from Boston University and earned her doctorate in clinical psychology and public practice from Harvard University. She is a graduate of the Federal Executive Institute and holds a certificate in Mediation and Conflict Resolution from the Justice Center of Atlanta, Georgia. A proud graduate of Berea College, she credits Berea with instilling a profound appreciation for lifelong learning and a commitment to professional nursing. With a smile, she credits her first student labor assignment as janitor in the basement of Berea hospital with providing motivation to identify and gain skills needed for career change and advancement—skills she has used throughout her professional career.



# REUNION 2012 OCTOBER 5-7

## FOUNDATION, ACADEMY AND KNAPP HALL



### FRIDAY, OCTOBER 5

#### Knapp Hall Building Tour

3 - 4:00 p.m.

Tour led by Merlin Kindel

#### Dinner on Your Own

5:00 p.m.

#### Old School Dance

8 - 11:00 p.m.

Activities Room, Alumni Building

Join your alumni and friends in mingling and dancing to tunes from the past.

### SATURDAY, OCTOBER 6

#### Reunion Class Photos

9:00 a.m. - Noon

Union Church steps

Academy:

9 - 9:30 a.m.

Knapp Hall:

9:30 - 10:00 a.m.

Foundation - 1940s:

10 - 10:30 a.m.

Foundation - 1950s:

10:30 - 11:00 a.m.

Foundation - 1960s:

11 - 11:30 a.m.

#### Reunion Luncheon

Noon - 2:00 p.m.

Baird Lounge, Alumni Building

Enjoy a lunch buffet and reminiscing with classmates. There will be a time of remembering and honoring deceased classmates.

#### Ice Cream Social

3:00 - 4:00 p.m.

All alumni and guests are invited to enjoy ice cream and fellowship.

#### Reunion Banquet

6:30 - 8:30 p.m.

Baird Lounge, Alumni Building

End the reunion with a wonderful meal and spending time with classmates. Door prizes will be given out.

### SUNDAY, OCTOBER 7

#### Alumni Worship Service

10:30 a.m.

Union Church

Reverend Kent Gilbert will be conducting service.



**HOMEcoming 2012**  
**NOVEMBER 9-11**

# ***BUILDING COMMUNITY***

**Celebrating the Special Reunion Classes of  
1987, 1992, 1997, 2002, 2007, and 2012**

## **FRIDAY, NOVEMBER 9**

### **Alumni Awards Reception**

5:30 - 6:30 p.m.

Come out and support our honorees.

Alumni Loyalty Award:  
Brenda Williams Guy, '79

Rodney C. Bussey Award of Special Merit:  
Mae Suramek, '95

Honorary Alumnus Award:  
Steve and Sandy Bolster

### **Berea Block Party**

9:00 p.m. – Midnight

Main and Short Streets

Join classmates and enjoy live music and  
free food.

## **SATURDAY, NOVEMBER 10**

### **BereaFEST!**

11:30 a.m. – 1:30 p.m.

Enjoy food, fun, and festivities on the lawns  
of Fairchild and Alumni. Support student  
organizations.

### **Cheer on the Mountaineers!**

5:30 p.m.

Main Arena, Seabury Center

Rally behind the Mountaineers as the women play  
Milligan College and the men play Bryan College.

Homecoming Coronation Ceremony held during  
halftime of men's game.

### **Alumni and College Community Mixer**

After men's basketball game

Main Floor, Alumni Building

Mingle and reminisce while enjoying appetizers,  
mocktails and a slideshow of college memories.

## **SUNDAY, NOVEMBER 11**

### **Alumni Worship Service**

10:30 a.m.

Union Church

Dr. Stephen Bolster will direct special  
performances by the Alumni Chapel and  
Concert Choir.





# BEREA COLLEGE HOMECOMING 2012

## NOVEMBER 9-11

Welcome Back! Special Reunion Classes of 1987, 1992, 1997, 2002, 2007 and 2012

# BUILDING COMMUNITY

PROMOTE SUSTAINABILITY BY REGISTERING ONLINE AT [WWW.BEREACOLLEGEALUMNI.COM](http://WWW.BEREACOLLEGEALUMNI.COM)

Date: \_\_\_\_\_ Full Name: \_\_\_\_\_  
Name (first, maiden and last as it will appear on nametag): \_\_\_\_\_ Class Year: \_\_\_\_\_  
Spouse/Guest Name: \_\_\_\_\_ Spouse/Guest Class Year (if applicable): \_\_\_\_\_  
Guest2 Name: \_\_\_\_\_ Guest2 Class Year (if applicable): \_\_\_\_\_  
E-mail: \_\_\_\_\_ Telephone Number: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### EVENT HIGHLIGHTS

#### Friday, November 9

- **Alumni Awards Reception**

5:30 – 6:30 p.m. (No Dress Code)  
\_\_\_\_\_ # attending (No Charge)

**Alumni Loyalty Award:**

Brenda Williams Guy, '79

**Rodney C. Bussey Award of Special Merit:**

Mae Suramek, '95

**Honorary Alumnus Award:**

Steve and Sandy Bolster

- **Berea Block Party**

9:00 p.m. – Midnight  
Main and Short Streets  
Join classmates and enjoy live music and free food.

#### Saturday, November 10

- **BereaFEST!**

11:30 a.m. – 1:30 p.m.  
Front Lawns, Fairchild and Alumni  
Come out and spend time with your classmates, family and friends and enjoy the food, fun, and festivities.

- **Berea College Basketball**

5:30 p.m. (women's) and 7:30 p.m. (men's)  
Main Arena, Seabury Center  
Show your Berea spirit and watch the women's and men's basketball teams.  
BC women vs. Milligan College  
BC men vs. Bryan College  
BASKETBALL TICKETS WILL BE AVAILABLE FOR PURCHASE AT SEABURY CENTER FOR \$5.00 BEGINNING AT 4:00 P.M. ON THE DAY OF THE GAMES.

- **Alumni and College Community Mixer**

After men's basketball game  
Main Floor, Alumni Building  
Mingle and reminisce while enjoying free appetizers, mocktails and a slideshow of college memories.

For a pre-printed name tag, registration must be completed by **October 31, 2012**. Name tags will be available for pick-up at the Alumni Building beginning November 9, 2012. Registration forms must be postmarked by **October 31**.

# COME CELEBRATE WITH US!

#### HOW TO REGISTER

**Online:** [www.bereacollegealumni.com](http://www.bereacollegealumni.com)  
**Fax:** (859) 985-3178  
**Phone:** (866) 804-0591 (toll free)  
**Mail:** Berea College Alumni Relations  
CPO 2203  
Berea, KY 40404

## CLASS NOTES

The Berea College Alumni Association enjoys hearing from Bereans from all over the U.S. and the world. The "Class Notes" section of *Berea College Magazine* reports verifiable news that has been sent to the Association by alumni. *BCM* reports the news you wish to share with your alumni friends and associates. "Class Notes" reports careers, weddings, retirements, births, and other items of importance to our alumni. Please include your class year and name used while attending Berea. Notes may be edited for style and length. Our print deadlines may delay the appearance of your class news. While we will make every effort to put your information into the next issue, due to printing schedules, some delays are typical. We appreciate your understanding. For more information on how to submit class notes and photographs: call 1.866.804.0591, e-mail [diana\\_taylor@berea.edu](mailto:diana_taylor@berea.edu), or log on to [www.bereacollegealumni.com](http://www.bereacollegealumni.com).

### 1951

**Col. Fontaine Banks, Jr.**, retired December 15, 2011 after serving his country, state and church for 60 years. He worked for six governors and after serving in the Korean War, spent 38 years in the Marine Corps Reserves, retiring as a colonel. He was Kentucky campaign manager for Robert Kennedy and personally knew President John F. Kennedy and President Lyndon B. Johnson. He spent several years as a corporate officer in four corporations. On June 18, 2011 he and his wife, Barbara, celebrated their 50th anniversary. They have two sons and four grandchildren and reside in Frankfort, KY.

### 1952

**Dr. Starling Kessler Alley, Jr.** and **Lois Nolan Alley, Cx '50**, celebrated their 60th wedding anniversary on April 16, 2012. They reside in Sun City West, AZ.

### 1954

**C. Milton Young** retired as a United Methodist minister and enjoys working in his woodshop. He resides in Asheville, NC.

### 1958

**Pansy Waycaster Blackburn** met **Pansy Waycaster, '72**, for the first time at the Summer 2012 reunion. She and **Harold Blackburn, '57**, reside in Mooresville, NC.



Pansy Waycaster Blackburn, '58 and Pansy Waycaster, '72



Dr. Vader Shelton, Jr., '63



Tim Jordan, '76



Betina Gardner, '94



Sarah Bernstein, '02, and family

**Marybelle McAfee Duff** and husband, Earl, moved to Louisville, KY to be near their children. They lived in Somerset, KY for 32 years prior to this move.

### 1959

**Dr. Rachel Keen** retired in May 2012. She was a professor in the psychology department at the University of Virginia. She resides in Charlottesville, VA.

### 1963

**Dr. Vader Shelton, Jr.**, is a dentist and has a passion for flying. He volunteers his services to an organization of pilots who, at their own expense, provide plane and pilot service to aid those in need of transport to and from a medical care facility. Shelton flew his 150th mercy mission on May 6, 2012. He resides in Drexel, NC.

### 1965

Earlier this year, **Dr. Brad Crain** and his wife, Alice, spent several months near Branson, MO. During the Spring 2012 term, he taught and served as distinguished visiting professor of humanities at College of the Ozarks. He gave the opening plenary speech for the nationally-known Character Education Forum held annually at the college. They enjoy good health and opportunities to travel and spend family time with their two children and three grandsons. They reside in Mountain City, TN.

### 1968

**James "Jim" Phelps, Jr.**, has written a book, *Jugornot Journal: A Place and Time Remembered*. It can be ordered on-line and is also available as an e-book. He resides in Hindman Settlement School in Hindman, KY.

### 1969

**Dr. Gerald "Jerry" Lovedahl** is a retired professor from Clemson University. He completed the 2,181 mile Appalachian Trail on October 5, 2011. He and his wife, Jane, reside in Fort Worth, TX.

### 1972

**Pansy Waycaster** met **Pansy Waycaster Blackburn, '58**, for the first time at the Summer 2012 reunion. She resides in Bristol, TN.

### 1976

**Timothy W. Jordan** was named the executive director of Henry Clay Memorial Foundation by the board of directors. The foundation operates "Ashland," the historic 17-acre estate of Henry Clay in Lexington, KY, along with related educational programs. Prior to this appointment, he was director of public relations for Berea College for 12 years, where he provided leadership to all aspects of public relations for the college's academic, administrative, and auxiliary programs.

### 1979

**James Stratman** is an analyst for clinical cancer research in the Jonsson Comprehensive Cancer Center Division at University of California, Los Angeles. He resides in Los Angeles.

### 1985

**Susan Parker Weatherford** and husband, Rev. Brian Cole, reside in Lexington, KY. He was called as rector for Good Shepherd Episcopal Church in Lexington. She welcomes e-mail from classmates at [susanparkerweatherford@gmail.com](mailto:susanparkerweatherford@gmail.com).

### 1994

Birth: a son, Levi Aiden Broadbridge, to **Annette Cable Broadbridge** and Aidan Broadbridge in January 2011. The family resides in Scotland. **Betina Lark Gardner** is the dean of libraries at Eastern Kentucky University in Richmond, KY. She has served as interim dean since July 2011. She resides in Berea, KY.

### 1996

**Dr. Jason Gregg, APRN, FNP-C, DNP**, is an assistant professor and Family Nurse Practitioner (FNP) Distance Learning Program Coordinator at University of Cincinnati College of Nursing. He also serves on the medical staff of the St. Elizabeth Alcohol and Drug Treatment Center. He and his wife, **Ruth Kegley Gregg, '95**, reside in Falmouth, KY, with their sons, Seth and Luke.

### 1998

Birth: a daughter, Daisy Lynn, to **Dawayne Kirkman** and Johnanna Kirkman in 2012. The family resides in Fairborn, OH.

### 2002

Birth: a daughter, Genevieve Victoria Bernstein, to **Sarah VanEtten Bernstein** and David Bernstein



## PASSAGES

on March 30, 2012. She is an elementary school library media specialist. He is an attorney. The family resides in Marlton, NJ.

### 2003

**Alice Driver** recently published the article "The Femicide Debate" at Women's Media Center. Her story, "Blood, Blooming Like Roses," was chosen as a finalist for the National Geographic/Matador Next Great Storyteller Contest. The story is based on her experience living in Mexico City. She and her husband, **Isaac Bingham**, '05, reside in Mexico City, Mexico.

### 2004

**Cody Cox** has been teaching English at Halla University in Wonju, South Korea since 2005. He completes his masters in linguistics in December from the University of Birmingham in England. He and his wife, Chloe (Yun Jung Lie) have two daughters, Kai Maru and Ayn Lyla. Birth: a son, Jasper Lee, to **Anna-Jeannine Plante Kemper Herman** and Justin Herman on March 20, 2012. She is an event, entertainment, and design consultant and he is a senior systems engineer. They reside in Akron, OH.

### 2005

**Arwen Mills Careaga** completed a four year masters program in oriental medicine in April 2012. She owns and operates Blue Lotus Health & Acupuncture in Lexington, KY.

### 2006

**Wendy S. Brotherton** completed her Ph.D. in organic chemistry in April 2012 from Florida State University. She resides in Tallahassee, FL.

### 2009

**Kenneth Johnson** was awarded a Fulbright grant in Malaysia. He will be assisting with English language education in a Malaysian secondary school from January to November 2013. He is studying at the University of Kentucky, College of Law, and after his return will complete the J.D. program in May 2014.

### 2011

**Kate VanEchaute** was accepted to the TV-Radio-Film master's program at Syracuse University in New York for the 2012-2013 school year. She resides in Syracuse.



Cody Cox, '04, and family

## Faculty & Staff

**Raymond Willis** of Berea, KY, died May 12, 2012. He was a life-long farmer and retired groundskeeper of Berea College. He is survived by his children, Freddie Willis, Gary Willis, Barbara Anglin, Judy Rogers, and Kathy Webb.

### 1930s

**Beth Roberts Gilbert, Cx '32**, of Asheville, NC, died April 3, 2012. She was a bookkeeper/office manager for National Furniture Company (Shipley's) retiring in 1972. She is survived by her son, Robert N. Gilbert.

**Florence Hall Perry, '33**, of Huntington, WV, died May 3, 2012. She retired from teaching in 1976. She is survived by her son, Fred M. Perry, Jr.

**Dr. Irene Pennington Reifsnnyder, '35**, of Appleton, WI, died March 18, 2012. She was a retired professor from the English department of Kean College (now University) in New Jersey. She is survived by her husband of 73 years, Charles Reifsnnyder, and a son.

**Claytie Montgomery Cox, '38**, of New Market, VA, died April 1, 2012. She taught home economics at Widen High School in West Virginia for a short time and was active in many clubs and organizations. She is survived by her son, Monty H. Cox.

### 1940s

**William "Bill" Longmire, Jr., Cx '42**, of Johnson City, TN, died April 25, 2012. He was an Army veteran of World War II, receiving a Purple Heart. He worked as a civil engineer for more than 30 years and spent more than half those years working abroad on foreign assignments. He is survived by his wife, Patricia Taylor Goddard Longmire, a son, and a daughter.

**Janet Helen White Nestor, '42**, of Kinston, NC, died April 22, 2012. She was a volunteer with Meals on Wheels in Kinston and member of several organizations. She is survived by her husband of 70 years, **A. Paul Nestor, '42**, and two daughters.

**Dr. Edward Warrick, Jr., Cx '44**, of Louisville, KY, died March 26, 2012. He was an Army veteran of World War II and a veteran of the Korean War where he served as a surgeon. He was a prominent general surgeon in Louisville retiring in 1991. He is survived by his wife, Sherry Bunton Warrick, and two daughters.

**Virginia Begley Legare, Acad '39, BC, '45**, of Greensboro, NC, died May 5, 2012. She helped her husband build several successful businesses, was an active volunteer in many organizations, and an accomplished seamstress. She is survived by her son, Marvin Gaines Legare.

**Janrose "Jan" Cotton Carpenter, '46**, of Richmond, KY, died March 25, 2012. She was a retired teacher and had worked in the research department at the University of Kentucky Medical Center and Oak Ridge Atomic Energy Commission. She is survived by her sons, David M. Carpenter and Martin A. Carpenter.

**D. Jean Emerson Bacon, '49**, of Framingham, MA, died May 4, 2012. She was a licensed practical nurse and a talented weaver. She is survived by her

step-children, Harriet Hill, Charles Bacon, and Edward Bacon.

**Mary Saferight Sandlin, '49**, of Monroe, MI, died May 5, 2012. She was a life-long educator and mentor of young men and women. She is survived by her daughter, Amy LaBeau.

### NAVY V-12

**John K. Anderson, Navy V-12 '43-'44**, of Redondo Beach, CA, died May 8, 2009. He had a highly successful 25 year career as a special agent for the FBI. After retirement, he continued his career as a security director for Hughes Tool and Aircraft. He is survived by his wife of 62 years, Esther Zoellner Anderson, two sons, and a daughter.

**Lambert "Lam" Bere, Jr., Navy V-12 '43-'44**, of Orland Park, IL, died January 26, 2012. He served on active duty in the Reserves for 20 years. He was a self-employed builder and entrepreneur. He is survived by his wife, June Nelson Bere, a daughter, and a son.

**Friar Fred F. Bergewisch, SJ (Society of Jesus), Navy V-12, '43-'44**, of Cincinnati, OH, died December 24, 2007. He served as a Jesuit for 61 years, including nine years in Peru, South America. He is survived by his sister, Lois Krabacher.

**Donald K. Berry, Navy V-12 '43-'44**, of Leawood, KS, died October 9, 2011. No other details are available.

**Talmage Crawford, Jr., Navy V-12 '43-'44**, of London, KY, died August 1, 2010. He was an executive for Kern's Bakery. He is survived by his wife, Lorene Vanhoosier Crawford, a son, and a daughter.

**Robert E. Dermont, Navy V-12 '43-'44**, of Nicholasville, KY, died August 11, 2008. He was a retired businessman. He is survived by his wife, Joyce Dermont, one son, and two daughters.

**George H. Eichnor, Jr., Navy V-12 '43-'44**, of Easton, MD, died August 5, 2009. He was a coach and teacher. He is survived by his daughters, Georgianna "Gigi" Smith and Kathy Morsell.

**Dr. Lawrence P. Emberton, Navy V-12 '43-'44**, of Edmonton, KY, died March 22, 2012. He had a medical practice in Metcalfe County for 58 years retiring in 2008. He is survived by his children.

**Dale Halverson, Navy V-12 '43-'44**, of LaGrange, IL, died May 14, 2007. No other details are available. **Thurman J. Hamlin, Navy V-12 '43-'44**, of Frankfort, KY, died November 13, 2010. No other details are available.

**James M. Hooper, Navy V-12 '43-'44**, of Carlyle, IL, died March 12, 2007. No other details are available.

**James B. Kizer, Navy V-12 '43-'44**, of Cincinnati, OH, died October 4, 2005. He retired in 1987 as vice president of Union Central Life Insurance Company. He is survived by his son, James S. Kizer.

**Donald E. Monk, Navy V-12 '43-'44**, of Eckerman, MI, died September 8, 2010. No other details are available.

**Robert "Bob" O'Neal, Navy V-12 '43-'44**, of Belleville, IL, died December 16, 2006. He began his career as a professional baseball player in the New York Yankee organization and played for several AAA ball clubs. He is survived by his wife, Mary Elizabeth Harding O'Neal, two daughters, and a son.

**Bowen Allen Rogers, Navy V-12 '43-'44**, of Bowling Green, MO, died May 12, 2012. He was a businessman and in 1962 returned to farming in Pike County. He is survived by his children, Daryl Rogers and David Rogers.

**Henry L. Thomas, Navy V-12 '43-'44**, of St. Petersburg, FL, died May 16, 2006. He was an attorney. He is survived by his wife of 58 years, Barbara B. Leighton, and two daughters.

**William B. Weppeler, Navy V-12 '43-'44**, of Issaquah, WA, died June 21, 2006. He taught in the Highline School District and was director of Camp Waskowitz in North Bend for 17 years. He is survived by his wife, Dori Weppeler, two daughters, and two sons.

**John W. Anton, Sr., Navy V-12 '44-'45**, of Poplar Branch, NC, died August 22, 2010. He retired from the Bank of Virginia after 20 years of dedicated service. He is survived by his wife, Elizabeth Anton, a son, a daughter, and a step-daughter.

**Elwood Gerrits, Navy V-12 '44-'45**, of Oakland, CA, died June 8, 2008. He was a retired school teacher. He is survived by a brother, Russ.

**Gordon J. Loewenstein, Navy V-12 '44-'45**, of Forks Township, PA, died March 15, 2005. He was a salesman for Schering-Plough, Animal Pharmaceutical Division, retiring in 1995. He is survived by his daughter, Laurie Moyer.

**Frederick Rentschler, Navy V-12 '44-'45**, of Bethlehem, PA, died April 14, 2006. He founded Rentschler car dealership in Slatington and retired in 1999. He is survived by his sons, Frederick W. Rentschler and Richard K. Rentschler.

**Martin H. Taulbee, Navy V-12 '44-'45**, of Calhoun, GA, died June 29, 2007. He is survived by his wife of 43 years, Nettie Gibson Taulbee, and three daughters.

**Arthur R. Temple, Navy V-12 '44-'45**, of Richmond, VA, died July 27, 2005. He owned and worked at Process and Utility Corporation selling power and process equipment until his retirement in 1992. He is survived by his children, Sister Mary Clare, Linda Brown, Ralph Temple, and Bob Temple.

**J. C. Wilson, Navy V-12 '44-'45**, of Princeton, KY, died March 27, 2012. He was a retired employee of the Illinois Central Railroad. He is survived by his children, Jerry Wilson and Janice Stevens.

**Robert E. Lohmann, Navy V-12 '44-'45**, of Cincinnati, OH, died March 17, 2003. He is survived by his children. No other details are available.

**Clarence E. Breuleux, Navy V-12 '45-'46**, of San Antonio, TX, died September 7, 2006. No other details are available.

**Jesse A. Culp, Navy V-12 '45-'46**, of Albertville, AL, died June 13, 2009. He is survived by his children, Jessica Fazio, David Culp, and Paul Culp.

## 1950s

**Donald E. Peaslee, '50**, of Oakpark, IL, died April 26, 2012. He was an Army veteran. He was co-owner of Peaslee Hardware (now Schauer/Do It Best Hardware) in Forest Park until he sold it in 1987 and retired. He is survived by his wife of 37 years, Betty Barr Peaslee, four daughters, and a son.

**Lilas Neal Franklin, '51**, of Marion, NC, died April 30, 2012. Teaching was her life's career. Her first teaching job was in the West, teaching on Native

American Reservations. She is survived by her children, Alice Blair and Robert Franklin.

**Woodrow McIntosh, '51**, of London, KY, died April 12, 2012. He is survived by his wife, Audrey McIntosh. No other details are available.

**Peter T. McNeill, Jr., '51**, of Flemingsburg, KY, died May 9, 2012. He was well known around the world for his consulting work with agricultural and electrical development. In 1993, he received a Berea College Service Award and in 2007, the Distinguished Alumni Award. He is survived by his wife of 61 years, **Anna Lou Planck McNeill, Cx '52**, two sons, and three daughters.

**Francis Lee Bonney, Cx '52**, of Santa Ana, CA, died November 4, 2009. He is survived by his wife, **Sharon Pollock Bonney, Cx '48**. No other details are available.

**Betty Stallard Pope, '52**, of Somerset, KY, died October 23, 2010. She was a homemaker. She is survived by her children, Dr. Mike Pope, Robert Pope, and Beth Gay.

**Ruby K. Anderson Cornette, Cx '55**, of Kill Devil Hills, NC, died April 27, 2012. She was a clerk of juvenile court in Outer Banks and later became a nursing assistant providing in-home respite care. She is survived by her daughter, Susie Cornette Walters.

**Geraldine "Gerry" Vaughn Herring Kennedy, Cx '55**, of Raleigh, NC, died March 24, 2012.

After she raised her children and cared for her ailing husband, she started another career at the North Carolina Museum of History, where she was a docent for over 20 years. She continued to volunteer after her retirement in 2002. She is survived by her second husband, Robert D. Kennedy, a daughter, a son, and step children.

**Mary Frances O'Daniel Wade, '55**, of Russell Springs, KY, died January 3, 2012. She was a retired school teacher. She is survived by her husband, **Ralph Wade, '53**, a son, and two daughters.

**Joseph C. Ray, Jr., Cx '56**, of Coloma, MD, died December 27, 2011. No other details are available.

**Annette Phillips Guttormsen, Cx '57**, of Sonora, KY, died March 17, 2012. She was an Air Force veteran. She and her husband operated a family farm and owned and operated an electrical company, A & K Electric, in Hodgenville, KY. She is survived by her children, Edward Guttormsen, Lisa Cardin, Andrea Henderson, and LynnAnne Rose.

**Clarice Martin Marion of Stuart, VA**, died April 24, 2012. She was a nurse and a former treasurer and volunteer at My Friend's Closet. She is survived by her husband, **James E. Marion, '57**, two daughters, and three stepchildren.

**Russell K. McConnell, '57**, of Terra Alta, WV, died May 1, 2012. He worked for 45 years in the public school system. He is survived by his stepchildren, Lee Allen, Renee Overby, and Bronte Miller. **Doris Byrne Campbell of Austin, TX**, died March 25, 2012. She was a mother, homemaker, and volunteered many hours. She also was an Eucharistic minister at her church and at Seton Hospital. She is survived by her husband, **Richard D. Campbell, '58**, four daughters, and two sons.

## 1960s

**Johanna Shoopman Anderson, '60**, of Atlanta, GA, died May 4, 2012. She travelled six years on a 30-foot sail boat in the Pacific, had a career in medical research, did extensive domestic and world travels, attended Chef's school, and worked in Sydney, Australia. She is survived by numerous relatives and friends.

**Tuck Wai Ng, '61**, of Halfway, MD, died March 17, 2012. He was an industrial arts teacher and retired in 1989. He taught woodworking and other crafts to residents at Homewood Retirement Village. He is survived by his wife of 44 years, Margie H. Ng, and a son.

**Virginia Buchanan VanArsdale, '63**, of Mitchell County, NC, died April 10, 2012. She was a former high school teacher and accountant. She is survived by her husband of 49 years, **DeWitt VanArsdale, Cx '61**, a son, and a daughter.

**Dr. Carol L. Stamm, '67**, of Gobles, MI, died April 15, 2012. She was a retired Western Michigan University administrator. She began her 19 year career with WMU teaching as a member of the Department of Management faculty and went on to hold a variety of administrative posts. She retired in 2001. No survivors were listed.

## 1970s

**Linda Phillips Trapp, Cx '72**, of Lenoir City, TN, died April 27, 2012. She was a former draftsman with Tennessee Valley Authority and the coal industry and later worked at Kohl's in Farragut. She is survived by her father, Robert L. Phillips, and three sisters.

**Lewis "Roger" Bragg, '74**, of Pageland, SC, died March 31, 2012. He was the area director for Rural Development for the USDA before his retirement. He is survived by his wife, Millie Arant Bragg, a son, and a daughter.

## 1980s

**Christine L. Kimmins, '85**, of Lenoir City, TN, died April 9, 2012. She was marketing director with Mountain Valley Winery. She is survived by her son, Scott Kimmins, and her parents.

**Gilbert Rosenberg, '87**, of Berea, KY, died May 5, 2012. He was a professor of sociology at Blue Grass Community Technical Colleges and Eastern Kentucky University. He is survived by his wife, June Widman, a son, and a daughter.

Alumni Relations encourages alumni and friends to make gifts in memory of deceased classmates, friends, faculty/staff, and labor supervisors. Go to [www.berea.edu/friendsdonors/honorroll](http://www.berea.edu/friendsdonors/honorroll) to view on-line "in memory of" gifts updated each fall.





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*Helena Jacobs Mink, '51, visits the John G. Fee Glade Legacy Wall, made possible through her generosity, which recognizes the gifts of more than 3,000 (and counting) legacy donors.*



Ben Chandler, U.S. Representative of the 6th District of Kentucky, looks sharp as he dons the Berea College uniform during the annual congressional baseball game in Washington, D.C.