



John Whittenberger Society Union Board Alumni Newsletter

Membership Matters. This publication is paid for in part by dues-paying members of the Indiana University Alumni Association.



A time together to cherish and remember Looking back at the Centennial Biennial

Last fall over Halloween weekend, former and current Union Board directors and their families came together at the IMU to celebrate the Centennial. Simply put, it was spectacular.

From the moment guest checked in for the historic biennial on Friday afternoon and received a gift box of tasty cookies, they could feel it in the air — this would be a weekend to savor in many ways.

The unprecedented turnout of former directors, the wonderfully varied assortment of events, and the delicious food all served to

foster the perfect atmosphere for marking the momentous occasion. Thanks to the careful planning and hard work of the Centennial Programming Committee along with the assistance of many others and the participation of all who attended, Union Board did indeed celebrate the 100th anniversary of its founding in grand style.

A WINDOW INTO THE PAST

For many people the first major event of the weekend was the panel discussion on "Union Board through the Ages." Hosted by former IMU Assistant Director Don Luse, the panel

included six former directors whose time on UB spanned five decades. As moderator, Luse suggested some questions and then let the directors tell their stories.

From Jim Pauloski (UB '51-'52, '52-'53), BA'53, came a first-hand account of the events that led to bringing women into Union Board. During the 1951-1952 school year, Pauloski was UB secretary and Keith Cochran, BS'52, was president. University president Herman B Wells approached Cochran about the issue. Changing the Union from its all-male status would require a change to the Union's

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Dear Union Board Alumni,

On Jan. 23, 2010, the 101st Indiana Memorial Union Board of Directors was installed and began a year of continued commitment to the Indiana Memorial Union and Indiana University. Humbled by the storied legacy of the previous 100 Boards, we are inspired to continue our work as one of the most professional and prominent student organizations on campus and to establish a strong foundation for the next 100 years of Union Board on Indiana University's campus.

I am privileged to provide some programming highlights since the last newsletter that are supporting this foundation:

- Lectures by journalist and author Michael Pollan (*Omnivore's Dilemma*, *Botany of Desire*); British ethnologist, evolutionary biologist, and author Richard Dawkins; West Point graduate, gay rights activist, and author Lt. Dan Choi, and IU Men's Basketball Coach Tom Crean.
- Concerts with Ben Folds, N.E.R.D, Flight of the Concorde, Girl Talk, and The Flaming Lips are scheduled for spring 2010.
- A highly successful spring break trip to Atlanta hosted by the Spirit of IU committee.
- The hosting of Super Bowl and Academy Awards parties in the Whittenberger auditorium by the Outreach and Films Committees.
- A powerful exhibit in the Indiana Memorial Union from the National Holocaust Museum on the Nazi Persecution of Homosexuals, sponsored by the Canvas committee.
- Continued success in the weekend film series and the Canvas art magazine.
- Digital archiving of the Union Board minutes.

The Indiana Memorial Union has been vital to the educational, leadership, and social advancement of students, and Union Board has consistently guided the organization to meet the students' changing needs. It is difficult to address student concerns without supportive administrators. We are proud to have Vice Provost for Enrollment Management Dr. Roger Thompson serve with us on the board to provide valuable insight and support. We look forward to working with Thompson and the administration to provide a student voice in matters of progress in this University.

This board has also challenged itself to be aware of the contemporary issues facing not only this university, but the world at large. It is with this in mind that I have established a sustainability *ad-hoc* committee that will help the programs of Union Board be sustainable and to provide guidance to the IMU in its efforts to become "green" and lower operation costs. This board has also re-established the Debates and Issues Committee to provide more outlets for students to hear, discuss, and participate in the issues of a rapidly changing world.

During these economic tribulations, it is imperative Union Board remains well-informed of university financial support for the IMU. As students and alumni, we are uniquely positioned to ensure the IMU is properly represented and respected for the central role it plays on campus. It is also important that the IMU establish a vision for its future as IU updates its facilities across campus. The IMU must maintain its iconic presence, but this should not be an excuse for delaying progress. The IMU has always been a reflection of the university itself, and it must evolve with future changes.

The 101st board is honored to continue the legacy born 100 years ago. We are exceptionally thankful for the continued support of our loyal alumni.

Sincerely,



Sean Liston
President, 2010 Indiana Memorial Union Board

CENTENNIAL *Celebration*

(Continued from cover)

Constitution, approval by the Association of Women Students (AWS), and approval by all male students. "There were 64 board meetings that year," said Pauloski, "and 52 of those meetings addressed the issue."

No agreement was reached that year, but the following year Pauloski became president.

"I got together with the leader of the AWS, and we were committed to working it out," he said. With help from the administration, a plan was devised, approved, and put into place. The historic change took place, and a new charter board was created that included women.

Shifting the focus forward about two decades, Lisa Browar (UB '71-'73), BA'73, MLS'78, recalled that the early 1970s were a "very contentious time." Pointing out that today's social networking did not exist at that time, she explained that students took to the streets to make their voices heard. "The night Nixon was sending troops into Cambodia, a march started on Fee Lane," Browar said. As a precautionary measure, IU president John Ryan made sure the National Guard was ready to be called out, but fortunately a confrontation was avoided.

Ed Pinto (UB '73-'74), JD'74, who became a member of UB while attending law school at IU, explained that the contentious times of the early 70s were reflected in conflicts within the Board. He pointed out that if you go to look at the photos of all of the different boards over the years, you'll discover that the photo of his board is absent. "We couldn't agree on the photo," Pinto said.

Despite the difficulties, or perhaps partly because of them, Pinto found his Union Board experience rewarding. His law studies alone were highly demanding, yet he also found time to court and marry a fellow law student, write an ordinance for the city of Bloomington, and

serve on Union Board. "Union Board teaches you how to juggle all of these things," he said.

Providing a window into the 80s, John Malkin (UB '83-'84), BS'84, spoke about his experiences as concerts director. While the general tenor of the times may not have been as tense as a decade or so earlier, various issues always arose.

The very first concert was by the rock group America, and this turned out to be a controversial choice because the group had recently played in apartheid South Africa.

Malkin also related the value of having Union Board on your résumé when recruiters came to the campus to hire graduating seniors. "When I went to interviews, Union Board was all that mattered to them," he said. "This is what really made me stand out over all of the other applicants."

Chris Carroll (UB '90), BA'91, noted that his board had a focus on peace and social issues and brought speakers such as Naomi Tutu and César Chávez. It was also during his tenure as Union Board president that the IU administration brought forth the idea of banning students from the East Lounge. From the point of view of the administration, the IMU's hotels guests were being greeted by a lounge cluttered with students reclining as casually as they would at home. For Carroll, that was exactly the point. "This is what makes the IMU the living room of the campus," he said. Luckily for all of those students who enjoy the casual atmosphere of the East Lounge, Carroll and others were successful in convincing the administration to abandon the ban.

Bringing a more recent perspective, Amanda Murray (UB '01, '02), BA'03, pointed out that the world became a more complicated place during her time at IU. The dawn of the new millennium brought positive feelings and

hope, but things changed quickly. On campus, the fall of 2000 would be remembered for the firing of Bobby Knight. Later that year, the entire country was in turmoil over the presidential election of 2000. Then in 2001, the Sept. 11 attacks occurred.

"I was walking through the IMU," Murray said, "and on a TV I saw one of the Twin Towers fall." Everyone was in shock and a profound silence spread throughout the building. "You could walk through the IMU and hear a pin drop, even though there were more people there than ever," she said. Murray thinks that the IMU offered students a place to find solace by gathering and confronting the catastrophe together.

All of the panelists agreed that serving on Union Board brings a host of benefits. Pinto said that the lessons he learned on Union Board helped when he was called to testify before Congress, and Browar pointed out how working with the large budgets teaches responsibility. Carroll said he learned logistics, how to plan programs, and humility. "You learn to listen to other points of view," he said. "When you become a good listener, you become a better leader."

In one of the most memorable moments of the evening, Malkin offered a distinctly new take on using a bodily organ as a metaphor for the IMU. In contrast to the common notion that the beloved building is the "heart" of the campus, Malkin spoke of it as the "liver." Noting how many doors it has, he said the IMU "spits people out in all different directions." Emphasizing the importance of sharing memories, the panel offered a rich assortment of anecdotes and reflections. "If we don't keep on telling the stories, then the stories die with us," Browar said.

All in all, the panel offered a rich assortment of anecdotes, memories, and reflections.



(Cover photos, top left to right)

1. IU President Michael A. McRobbie 2. Assistant Director, Activities & Events Robert Meyer 3. Executive Director Bruce Jacobs & Former Director Winston Shindell 4. Provost and Executive Vice President Karen Hanson 5. IU Alumni Association Interim President and CEO John Hobson 6. Brent Pieper, Adam Blake, John Mellencamp 7. Liz Retana, Adam Soiref, Allison Conway, Jessica Englert, Meghan Krueger, Rachel Elman, Brandi Host 8. Sandra Liston, Sean Liston, and John Liston.

(This page, top left to right)

9. Jane Fletchall 10. Julie Rowlas & Mark Guthier 11. Jeffrey and Leah Hasson 12. Jim & Sue Hetherington 13. Jennifer VanSchmus Chartier, David Heimlich, Matthew Hahn, Darin Messer, Trena Depel 14. Terri Bladen , Brett Perozzi, Matthew Hahn 15. Tony Bruno, Katie Ly, Ali Diercks, Sarah McDonough, Alfonso Lerma III, Tracy Johnson, Emma Cullen, Michal Jander, Amanda Prager, Dashiell Voorhees, Jorelle Carson, Cory Szybala 16. Anne Kostyo & Thom Simmons 17. Gene Tanner & Steve Moberly 18. Richard McKaig & John Ryan 19. Caitlin Van Kooten, Jeff Williams, Jasmine Sparks 20. Brent Pieper, Adam Blake, John Mellencamp 21. Brad Allen, Emma Cullen, Jorelle Carson 22. Mike and Gillian Gosman.



Everyone gathered in Dunn Meadow for the Centennial photo shoot.

A WEALTH OF ACTIVITIES

The weekend offered an array of activities.

Friday afternoon, former UB directors met with current UB members and other IU students to discuss career opportunities. Tours of the IMU took place Friday afternoon and Sunday morning, and Saturday's schedule featured an IMU art tour, visit to the newly renovated Memorial Stadium and Athletic Facility, and a walking tour of the campus.

After Friday's panel discussion was the scholarship awards presentation, which included a keynote address IU Bloomington Provost Karen Hanson gave a keynote address, Robert Meyer, IMU Assistant Director for Activities and Events offered remarks. Brent

Pieper, John Whittenberger Society President, presided as the recipients of this year's scholarships were honored. More than \$24,000 in scholarships were awarded to directors and committee members. Both before and after the event, the room was abuzz with the sound of people visiting with each other. If you still had room after indulging in the delicious hors d'oeuvres, antipasto, and sandwiches that were served, a stunning selection of chocolate truffles was available afterwards with coffee and tea. To close out the evening, many people met at Nick's English Hut, and some caught a late film in Whittenberger Auditorium.

Saturday's agenda included a lecture on the Beatles by renowned Beatles expert,

IU professor Glenn Gass. People of all ages were treated to an astounding assortment of video clips which were accompanied by Gass's breadth of knowledge and enthusiasm for the iconic band. Then, just before lunch in the Frangipani Room, everyone gathered in Dunn Meadow for the Centennial photo shoot. The ground was a bit soggy and the air a bit chilly, but the sun was shining and nothing dampened spirits as people coordinated their positions to create an image of "100" for the camera.

Saturday evening was the big event — the Centennial Celebration Dinner. Alumni Hall was filled with the single largest gathering ever of Whittenberger Society members, along with their families and friends.

Seated at elegantly decorated tables and treated to a sumptuous dinner, everyone basked in the historic nature of the occasion. With former IMU Executive Director Winston Shindell serving as master of ceremonies and a keynote address by IU President Michael McRobbie, the evening was a fitting celebration of UB's centennial. To top it all off, Brent Pieper presented a special recognition award to musician John Mellencamp, who made a surprise appearance to accept the award and commented on his pleasure performing in UB sponsored concerts at IU.



Alumni Hall Filled to capacity.

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Following the dinner, many people stayed to socialize and participate in the live auction in Alumni Hall and then to dance the night away in the IMUG.

Among the many distinguished guests were Randy Whittenberger, BS'77, and his son, Arthur. John Whittenberger and Randy's great-grandfather were first cousins. Randy graduated from IU with a business degree in 1977 and now practices law in Maryland. He met his wife, Ellen, while they were both students here. She graduated in 1978 and earned her MBA from IU two years later. Their daughter, Laura, graduated from IU last spring and Arthur is currently a junior, majoring in theatre.



Arthur Whittenberger, current IU junior, and his father Randy Whittenberger, BS'77.

Randy says his experience of the Centennial Dinner was "outstanding." Both he and his son were overcome with the honor of sitting at a table with former Dean of Students Richard McKaig and former IU president John Ryan, who was president when Randy was a student. The Whittenbergers were asked to sign one of the items that would be put into archives, "My son wanted to sign right next to John Whittenberger's photo," says Randy. "After taking it all in and speaking with everybody, I just sat and thought about it all," he says. He had taken a moment to relax in the South Lounge after the dinner when it occurred to him that his father, who was also an IU graduate, had spent time in that same room years before. "We talk to the kids about it," he says. "The university has an important place in our family's history."

CONNECTING THE PAST WITH THE PRESENT ON A PERSONAL LEVEL

Biennial gatherings provided not only the treasured chance to see old friends, but also to make new connections; this is especially meaningful when former directors connect with current directors. Adele (Rafson) Kaplan (UB '86-'87), BA'88, and Nicole O'Neal (UB '09) had such an opportunity, and they made the most of it.

Kaplan, 1985-1986 Concerts Assistant Director, was part of the team under Concerts Director Brad Wilhelm that created *Live from Bloomington* (LFB). The next year she became Concerts Director and brought LFB back again, helping establish it as an annual event. O'Neal was director of the LFB committee for 2009. The pair met at the lunch on Saturday and

spent a long time trading stories, both about LFB and other UB experiences.

Kaplan explained LFB's origins, which she says "came out of the times." The idea began in discussions with Don Luse about taking the model of recent national or international events, such as Live Aid, and applying it locally. Live Aid, a multi-venue rock concert that raised funds for famine relief in Ethiopia, took place in the summer of 1985. LFB, proceeds of which go to the Hoosier Hills Food Bank, is a raging success and celebrates its 25th anniversary this year. Kaplan talked of how proud she is of O'Neal and all of the directors that have made LFB a success. "Seeing that wall with the LFB albums up there," she said, "I almost cried."

One powerful message that came to Kaplan through the Centennial weekend was that by being a UB director, she was part of something larger. Learning more about UB history throughout the weekend and seeing how LFB has blossomed had a tremendous impact on her. "I learned a new appreciation for my time on the board," she said. "Each of us in our day was part of something more important than we ever knew. Who knew that while I was in college I was holding a place in history?"

O'Neal has brought tremendous enthusiasm and energy to today's LFB program. Seeking to "reach out more to the music community," she has promoted a program called *Live From Bloomington Presents*, which gets students



Robert Meyer congratulates scholarship recipient Erika Hall.

off campus to local music venues where the music is happening and where students under 21 can attend. She has become an expert on the local music scene and hosts a WIUX radio show every Wednesday evening that features local music as well as music from bands that are touring through Bloomington.

"I loved meeting Adele, and being able to hear her stories about how she got involved with UB and the foundations of LFB," says O'Neal. "It's such an important committee, and I felt so special for being a part of something that was created out of the need to affect community change. I have shared her stories with many already, and I hope to see great things continue to come from the LFB committee."

ONE LAST TIME TO GATHER

One measure of the success of the weekend came at the last event, the State of the Union Board Brunch on Sunday, Nov. 15 in the Frangipani Room. Many more people attended than had signed up in advance. Once it was clear that not nearly enough seating had been arranged, the ever-able staff quickly set up additional tables so that everyone could be accommodated. Then while people enjoyed breakfast, Directors on the current board reported on the work of each committee. After the reports were done, everyone had one last chance to visit with each other.

Gathered around one of the tables were three of the members from the 1964-65 board. The conversation between Kate Holliday Milliman, BA'65, Kirsten Boyd Hicks, BM'65, MEd'73, and Carolyn Rish DiMario, BA'66, ranged from memories about issues that they faced as board members to how much the IMU has changed in the last 45 years.

They recalled their (ultimately unsuccessful) efforts to maintain the tradition of the Fall Carnival. Contributions from the housing units had fallen off, and there simply was not enough financial support to sustain the event. They remembered the Lycea Dinners started by fellow board member Larry Lee, BS'71, MEd'77, (which brought Werner Von Braun and Margaret Mead to campus), Quiz Bowl,

and Monte Carlo night, which DiMario ran. And they all have fond memories of Robert Shaffer, who was Dean of Students at that time and a Union Board Director.

All three women spoke of taking pride in the fact that Milliman holds the honor being Union Board's first female president. "It was then and still is for me a very special and humbling distinction," says Milliman. "I didn't do anything special. If it hadn't been me, it would have been another woman in a very few years. After all, the '60s was the decade of dramatic social change. The Board deserves the credit for the change. In electing me, they took a step and crossed a line, breaking a tradition. They made the history."

For Milliman, one of the great things about the Centennial weekend was "being part of this milestone in the Union Board's history." Both she and Hicks especially enjoyed seeing others from their board. In addition to the three women, Milliman says that three men from the 1964-65 board were there: Ray Modesitt, BA'65, JD'68, Mickey Baer, BA'65, MBA'67, and Bob McQuiston BA'66, MD'69. Both women also thought the weekend was a marvel of planning and execution. "The Union staff were superb all weekend," says Milliman, and Hicks says the entire weekend "was a truly well-organized and unforgettable time. Every angle of the event was well thought through by the planning committees."

Hicks also praised several of the specific events. Calling the Beatles lecture "just outstanding," she said "Professor Gass pushed all our buttons and had a spellbound audience." She found the tours to be "terrific" and revealed that she learned things she never knew as a student. The Centennial Celebration Dinner was excellent and the Sunday Brunch was "a wonderful finish and send off to all of us going back to our own worlds."

The Centennial Biennial was a historic occasion. Everyone who attended it and everyone who assisted with its planning, funding, and operation can be proud of helping to create an event that will be remembered and cherished by many for years to come.

Going Once, Going Twice... GONE!

With a backdrop of Union Board T-shirt quilts, IU memorabilia, and IMU artwork, the Centennial Live & Silent Auction raised more than \$27,000 for the benefit of Union Board leadership development, archiving, and capital renovation.

Union Board alumni and guests mingled in the Solarium during the Silent Auction, which featured over 100 items, including IU football and basketball tickets, Union Board programming posters, and dining gift certificates to favorite Bloomington restaurants. After dinner, attendees raised their paddles during a Live Auction bidding on items such as:

- Nick's English Hut Sink-the-Bizmark bucket
- Dinner at the home of Dean Richard McKaig
- Attendance at an IU basketball game with University Chancellor Kenneth Gros Louis
- Tailgating at a Wisconsin vs. IU game with Mark "Gooch" Guthier
- An autographed John Mellancamp guitar
- A private Union Board film screening in the Whittenberger Auditorium
- A chance to wave the big "I" flag during an IU basketball game in Assembly Hall

A Fund-A-Need was also highlighted, raising over \$5,000 for the digitalization of Union Board's scrapbooks, minutes, and Arbutus yearbooks, helping to archive Union Board's rich history for generations to come.

Many thanks to all of the volunteers and donors for making Union Board's Centennial Live & Silent Auction a fun and successful event!

Director's Report

'Greening' the IMU

Ric Craddick, IU Photo Services



The Centennial celebration of Union Board that brought so many former directors home to the IMU last fall focused our attention on the past. Now as we look to UB's next century and the role played by the IMU, one of the issues facing us is sustainability. We've been working on "greening" the IMU for several years and we are now reaching some important milestones.

Many people are familiar with the Leadership in Energy and Environmental Design (LEED) certification system for buildings. In addition to providing guidelines for newly constructed buildings, LEED also offers a certification process for greening existing buildings. Given the iconic quality of the IMU, both on the IU campus and across the nation, LEED certification would powerfully demonstrate that all buildings have the potential to become more environmentally friendly. If the storied Indiana Memorial Union can become LEED certified, why can't any other building follow suit?

Given the iconic quality of the IMU, both on the IU campus and across the nation, LEED certification would powerfully demonstrate that all buildings have the potential to become more environmentally friendly.

With this in mind, Bill Brown, IU Bloomington's Director of Sustainability, successfully acquired a grant from Duke Energy to investigate the possibility of gaining LEED certification for the IMU. The result of the investigation was that we were surprisingly close already. All of the windows in the IMU were replaced several years ago with more energy-efficient windows. We've met the LEED standards for cleaning practices and pest management.

Also, all recent renovations and new construction follow the LEED guidelines.

We've been working on 'greening' the IMU for several years and we are now reaching some important milestones.

The remaining hurdle is bringing utility usage into line, and we're taking the steps to overcome this hurdle. As one of our water conservation measures, we're installing water-saving shower heads. Our efforts to reduce energy consumption include installing more energy-efficient light bulbs and more localized controls for heating and air conditioning. Part of the plan is to implement a "submetering" capability, which will make it possible to monitor energy usage in separate areas of the IMU. With energy usage data broken down by area, we will have greater control over our energy-reduction efforts.

Once we achieve our utility management goals, we expect to gain the standard LEED certification. From there our goal is to continuously improve. Gradually we plan to seek the Silver, Gold, and Platinum levels of LEED certification.

One area that I haven't mentioned yet is food services. I left that for last, because there are several developments here. First, food services figure into the LEED certification, and we're bringing those in line by improving the way we manage all of the food and material waste.

But that's not all there is to say on the subject. The next time you come to the IMU, be sure to check out the new Dunn Meadow Café, which has taken Kiva's old spot. Offering "Greens, Grains, & More," the Café features more local food and more healthy food options in addition to reusable plates and flatware as well as recyclable take-out



containers. In a variety of ways, this is a move to greater sustainability.

To make the Café even more enticing, soon you will be able to take your food outside to a newly constructed patio. Construction on the new patio will begin soon, and if the weather cooperates, it will be completed by the end of the summer. Given that the Centennial Celebration raised money specifically to help fund the new patio, JWS members should take pride in this welcome addition to the IMU.

The changes at the Dunn Meadow Café are just part of a major redesign of all food services within the IMU. Students change, the times change, and our goal is to keep in step with these changes so that the IMU can continue to be a *home away from home* for the IU community.

Centennial Celebration raised money specifically to help fund the new patio, JWS members should take pride in this welcome addition to the IMU.



The changes at the Dunn Meadow Café above, are just part of a major redesign of all food services within the IMU.

2010 Union Board of Directors



Front Row: Catherine Gibson, Erika Hall, Caroline Shurig, Shannon Cook, Clare Marshall, Sean Liston, Alex Nicola-Iott, Courtney Shoemaker, A.J. O'Reilly, LaKeisha Reese
Back Row: Amanda Murray, Dan Haddad, Jeff Williams, Kris Minter, Evan Farrell, James Still, Bruce Jacobs, Brian Holthouse, Rasul Mowatt, Roger Thompson

Sean Liston, President

Hometown: Chicago, Ill.
2009 Union Board Assistant Director – Performance and Comedy
Major: Secondary Education – Language Arts
Expected Graduation: 2011

- President, Awkward Silence Comedy
- Campus Tour Guide

Alex Nicola-Iott, VP Programming

Hometown: Ann Arbor, Mich.
2009 Union Board Committee Member – Public Relations
Major: Marketing with a certificate in Journalism
Expected Graduation: 2012

- Treasurer, Eigenmann Next Generation Learning Community
- Intern, Ann Arbor Chronicle

Clare Marshall, VP Membership

Hometown: Oak Brook, Ill.
2009 Union Board Assistant Director – Public Relations
Major: Journalism, Political Science
Expected Graduation: 2011

- Writer, Indiana Daily Student
- IU Overseas Study

Dan Haddad, Comedy

Hometown: Arlington Heights, Ill.
2009 Union Board Assistant Director – Performance and Comedy
Major: Secondary Education, English
Expected Graduation: 2012

- Vice President, Awkward Silence Comedy

AJ O'Reilly, Canvas

Hometown: Portage, Ind.
2008 & 2009 Union Board Assistant Director - Advertising
2009 Union Board Committee Member Scholarship Recipient
Major: Studio Art – Graphic Design
Expected Graduation: 2012

- Participant Leadership Institute
- IUSA Representative, College of Arts and Sciences
- Attendee, ACUI Region 9 Conference

Jeff Williams, Spirit of IU

Hometown: Indianapolis, Ind.
2009 Union Board Assistant Director – Destinations
Major: Accounting, Legal Studies
Expected Graduation: 2012

- Student Assistant, Diversity Education and Multicultural Affairs
- Founder, Backyard Friday Initiative
- Peer Tutor, Kelly School of Business

Catherine Gibson, Public Relations

Hometown: Chicago, Ill.
2009 Union Board Committee Member - Destinations
Major: Human Development and Family Studies
Expected Graduation: 2012

- RHA Programming Board
- General Assembly Delegate, RHA
- Community Service Chair, NAACP
- Contestant, Miss Black and Gold Pageant



Brian Holthouse, Debates & Issues

Hometown: St. Louis, Mo.
 2009 Union Board Director – VP of Programming
 2008 Union Board Director – Spirits and Traditions
 Major: Accounting; Finance
 Expected Graduation: 2011

- Founder, Gray Goat Cycling (Little 500 Team)
- Riders Council
- Member, Sigma Phi Epsilon Fraternity
- Summer Employment, Lighthouse Productions
- Investment Banking Workshop

James Still, Concerts

Hometown: Auburn, Pa.
 2009 Union Board Assistant Director – Concerts
 2008 Union Board Assistant Director – Concerts
 Major: Business, Marketing with a certificate in Arts
 Expected Graduation: 2011

- President, High School Student Council

Evan Farrell, Films

Hometown: Park Ridge, Ill.
 2009 Union Board Assistant Director – Lectures
 Major: Business – Finance
 Expected Graduation: 2012

- Kelley Business Honors Program
- Peer Tutor, Technology in Business Course
- Teaching Assistant, Intro to Accounting

Shannon Cook, Outreach

Hometown: Floyd Knobs, Ind.
 2009 Union Board Committee Member – Destinations
 Major: International Studies
 Expected Graduation: 2010

- Captain, Lioness Cycling Co.
- Attendee, LeaderShape Institute
- Member, Undergraduate Black Law Student Association
- Public Relations Coordinator, Connect 4 Compassion
- Volunteer, Martha's House
- Volunteer, Boys and Girls Club

Caroline Shurig, Live From Bloomington

Hometown: Indianapolis, Ind.
 2009 Assistant Director of Public Relations
 Major: International Studies, Communication and Culture Minor
 Expected Graduation: 2012

- Communications Intern, National Public Radio
- Sales Representative, Three Dog Bakery
- Volunteer, United Nations Association HERO Program
- Volunteer, Ambassadors for Children Program
- Attendee, LeadAmerica Conference Attendee

Courtney M. Shoemaker, International & Cultural Events

Hometown: Richmond, Ind.
 2009 Union Board Assistant Director – International and Cultural Events
 Major: Journalism, Political Science
 Expected Graduation: 2012

- Director of Special Affairs, National Association of Black Journalists
- Publicity Chair, Black Student Union

Kris Minter, Advertising

Hometown: Detroit, Mich.
 2009 Union Board Committee Member – Public Relations
 Major: Management
 Expected Graduation: 2011

- Sales Team Leader, Energy Marketing Services
- Parliamentarian and webmaster Alpha Phi Alpha Fraternity, Inc.
- Sales Representative, T-Mobile
- Founder, Allure Marketing Agency
- Program Instructor, Operation Hope

LaKeisha Reese, Performing Arts

Hometown: Gary, Ind.
 2009 Union Board Committee Member – International and Cultural Events
 Major: Management
 Expected Graduation: 2011

- Historian, Alpha Kappa Alpha
- Vice President, Chi Alpha Epsilon National Honor Society
- Indiana University Northwest Non-Profit Institute and Grants Inc.

Erika L. Hall, Lectures

Hometown: Avon, Ind.
 2009 Union Board Assistant Director – Lectures
 Major: English and Political Science
 Expected Graduation: 2012

- Peer Advisor, IU Career Development Center
- Member, IU College Democrats
- Volunteer, Shalom Community Center
- Sales Representative, Charlotte Russ



Lighting candles at IU and beyond

The legendary legacy of Robert Shaffer



Who is Bob Shaffer and what is his legacy at IU and in the field of higher education? Put that question to a few of the people who have worked with him, learned from him, and clashed with him and you soon learn how the life and work of this remarkable man has touched so many lives. You also quickly see that his legacy is multi-faceted and not easily encapsulated.

Born in 1915 in Delphi, Ind., Shaffer graduated from DePauw University in 1936, earned a master's degree from Columbia University in 1939, and completed his PhD from New York University in 1945. After finishing his course work for his doctorate in 1941, he came to IU to become assistant to the dean in the School of Business. This was his first position related to student affairs and the beginning of a storied career in the field.

Shaffer left IU in 1943 to serve in the U.S. Army during World War II, then returned to IU in 1946 to become assistant dean of students and to take a joint appointment as a faculty member in both the School of Business and the School of Education. In 1955 he became dean of students and, that same year, he took a seat on Union Board representing the administration, which he kept until stepping down as Dean in 1969. For 15 years, Dean Shaffer brought his wisdom and understanding to weekly Union Board meetings.

**"He was a national leader at a time when national leaders led by their work, by their practice, by their example."
– George Kuh**

Shaffer's work within higher education and student affairs has become legendary. He helped to make IU a major center for training college administrators, he was a leader of national professional organizations in his field, and he worked abroad as a consultant in university administration in Thailand, Afghanistan, Saudi Arabia, and Malaysia. George Kuh, Chancellor's Professor of Higher Education and director of IU's Center for Postsecondary Research, explained that a large part of Shaffer's accomplishments were results of his leading by example. "He was a national leader at a time when national leaders led by their work, by their practice, by their example," said Kuh.

Dean Shaffer succeeded where others failed because he employed a radical strategy for the times—he treated students as adults.

It would be easy to make an impressive list of Shaffer's accomplishments, but perhaps a better way to get a sense of his life and work is to look at one particular challenge he faced while dean of students at IU: handling the turmoil and turbulent student protests of the 1960s.

IU had its share of protests during this era, yet none ever reached the boiling point reached on so many other campuses. Dean Shaffer succeeded where others failed because he employed a radical strategy for the times — *he treated students as adults.*

So much has changed in the years since then that it may be hard to recognize what a pioneering approach this was. Most university administrators at that time regarded students as naïve children



who could not begin to understand the complexities of the world. "Bob was way ahead of his time in treating students as adults, as equals, and as people who deserved a place at the table." said University Chancellor Kenneth R.R. Gros Louis, reflecting on Shaffer's legacy. Kuh added, "Bob was a lighthouse for other deans across the country on the way in which he handled himself and he handled student protests."

Kate Holliday Milliman (UB '63-'64, '64-'65), BA'65 says that this was "a time when young people were starting to question everything. It was the beginning of stress for college administrations and strife on campuses, and things were going to get a lot worse. Dean Shaffer listened to us, engaged us, and counseled us with thoughtful, sound advice. We were all so proud that he was on the Board with us."

One of the student leaders who "locked horns" with Dean Shaffer when things did get worse was Guy Loftman BA'67, JD'74, 1967 IU student body president. Part of Loftman's campaign platform was a pledge to push the administration to treat male and female undergraduates equally in terms of nightly curfews. At that time, women had to be back to their rooms by 11 p.m. every weeknight and by 1 a.m. on weekends. Despite the intense tussles they had over this issue and others, Loftman found Shaffer to be "a very disarming, genuine person" and recalled that Shaffer "demonstrated an intellectual honesty that you didn't get from a lot of people." Loftman told a great story of being at the newly opened Baskin-Robbins ice cream shop down on Kirkwood one day. "Bob Shaffer was in line in front of me, and we got to talking. We both ordered Jamoca Almond Fudge. Somehow talking about which flavor of ice cream you're going to order sort of takes the horns off the devil."

Shaffer, who now lives in Florida, recalled how he came to believe in treating students as equals.

"I believe it goes back to my training in individual development — that individuals have to be active participants in their own intellectual and behavioral growth. I've always felt that you cannot educate individuals unless they actively participate in that activity. I believe that's where it started."

Turning to Union Board, Shaffer said one of the benefits he derived from being on the board was learning about current student tastes and interests. When asked about the benefits that students get from being on UB, he laughed heartily. "They should pay tuition to be on UB," he said, "because they gain managerial experience, they gain leadership ability in terms of organizing and bringing along committees to function properly, they just gain maturity faster than they would if they didn't have those responsibilities."

Looking to the future, Shaffer sees Union Board and the IMU as having more importance than ever. As the university "becomes more diverse and spread out," he says, "it needs an integrating force. I always remember Union Board as the center of activity for a large campus. I call it the integrating center for all activities on the campus."

Bob Shaffer once said "We must view young people not as empty bottles to be filled but as candles to be lit." His legacy is not only that he lit more candles than can be counted, but that candles continue to be lit.

"We must view young people not as empty bottles to be filled but as candles to be lit." His legacy is not only that he lit more candles than can be counted, but that candles continue to be lit." – Bob Shaffer

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Campaign Update

The Union Board Centennial campaign has reached \$980,000 in gifts and pledges. Thanks to everyone who contributed to nearly reaching our \$1 million goal. With the help of a few more friends and alumni of Union Board, we're confident the \$1 million mark can be reached in 2010.

Campaign support will ensure Union Board directors continue to have outstanding graduate advisors, enable updating of Dunn Meadow Café for added program space, and fund special initiatives such as archiving Union Board historical documents including board minutes and scrap books.

If you haven't made a pledge to the campaign, we hope you will give serious consideration to helping Union Board move past the \$1 million goal. Each gift celebrates the past and is an investment in the future. For more details on how to give please visit the campaign website at www.jws.indiana.edu/give



And the results are in

Results from 2009 Biennial Reunion online survey

Satisfaction was very, very high with more than 95 percent of the respondents reporting that they were more than satisfied with the weekend.

The 2009 Centennial Celebration was attended by 253 Union Board alums who cited the chance to reconnect with friends, the Saturday banquet in Alumni Hall and the Glenn Gass lecture as highlights. Nearly 130 attendees took an online survey about the weekend. Thousands of individual comments were reviewed and considered, along with summary data from the Likert scale (1-5 scale). The final report was nearly 70 pages!

SURVEY HIGHLIGHTS INCLUDE:

- Satisfaction was very, very high with more than 95 percent of the respondents reporting that they were more than satisfied with the weekend. No one was "extremely dissatisfied."
- Most people registered using the online system and, overwhelmingly, registrants felt it was easy.
- The online list of attendees was used by over 90 percent of the respondents.
- Although this is an area of strong feeling for those who enjoy football, the majority (more than 67 percent) of survey responders expressed a preference for the Biennial's being held on a non-football weekend and with additional programming.
- Over 60 percent of the respondents attended the Friday Student Scholarship Reception in the Tudor Room and liked having a separate event focused entirely on the student directors and their achievements.
- The History of Rock and Roll lecture was an enormous success. Almost half the respondents attended the lecture and people loved it, suggesting other such events like it for future biennials.

Open-ended survey questions garnered hundreds of terrific suggestions for future events, including:

- More tours similar to the IMU, athletic facility, and campus tours offered this year. Suggestions included the IU Art Museum, the Kinsey Institute, and the Lilly Library.
- Compilation of attendee biographies gathered during registration to share with all attendees upon arrival for use as a "where are you now?" summary, would help facilitate introductions and discussions.
- Additional organized opportunities to connect around program areas (concerts directors over time, etc...) and to connect cross-generationally using activities like games, icebreaker activities, a bowling tournament, etc.
- A "Union Board 101" to orient alumni partners to the UB experience
- Have individual board years take on certain projects, such as the "fund-a-need" project
- Special reunion events for boards (20th anniversary, other milestones etc.)
- More faculty involvement in general, especially something like the Glenn Glass lecture

As mentioned, hundreds of recommendations were reviewed and considered. If you have additional ideas, please feel free to share and send them to jws1909@indiana.edu! This survey provided the JWS a first-of-its-kind opportunity to evaluate the weekend and plan for even better reunions in the future. Thanks to all who participated!



ALUMNI PROFILE

Marketing movies and much more

Carol Kurimsky's impressive career in marketing began with UB

Anyone who has taken on the responsibility of managing a budget for a Union Board committee understands the pressures involved. That's why it means so much if you manage to take an ongoing program and move it from being in the red to being in the black. It's a tall order to take a money-losing operation and make it profitable, but Carol (Gray) Kurimsky (UB '79-'80, '80-'81), BS'81, did precisely that as 1980-1981 UB Films Director.

"The program was in the red because we were picking a lot of interesting films that appealed to people individually, but did not necessarily attract the broader student population," Kurimsky said. Being the marketing major that she was, she did some research through film magazines and newspapers such as *Variety*.

Kurimsky's remarkable record of achievements as a marketing executive for major corporations began with her UB Films success.

Her aim was to track successful movies as they came out, understand the type of people who were drawn to these movies, and then see how the audience profile matched the campus profile. Using this method, she selected highly popular films for the weekends and retained films for a more specialized audience during

the week. "That's what turned it around," she said.

Kurimsky's remarkable record of achievements as a marketing executive for major corporations began with her UB Films success. After graduating from IU in 1981, she jumped into the business world right away, spending three years in industrial sales for Alcoa. Then it was off to Northwestern for an MBA, completed in 1986. Over the next 12 years, her positions included brand manager for the Folgers brand at Procter & Gamble, Director of International Marketing for Pizza Hut, Director of Marketing for Quaker Oats, and Vice President of Marketing for Hunt-Wesson (now part of ConAgra), where she managed the Orville Redenbacher line of products.

The common thread running through all of these marketing positions was food. Feeling ready to try something new in 1998, Kurimsky took her first job in charge of marketing a non-food product. She joined Sage Software, the world's largest PC-based accounting software company, where she rose to Senior Vice President of Marketing. After seven years at Sage, she took a position with another world-leader, Ingram Micro, the largest distributor of technology products. Here, she was Vice President of Marketing for North America.

About one year ago, Kurimsky joined a new technology company, PC Mall Inc. a large direct-marketer of technology products. "It's

fun," she says of her position as Senior VP of brand marketing. "It's very current in the marketing field," she says. "Since we use all of the web-based marketing tools including web stores, Facebook and Twitter. We've even built our own social network, the 'Small Business Network powered by PC Mall.' "

"What I gained out of UB was the leadership training. The opportunity to run a large program at a young age, to learn how to manage volunteers has just been exceptionally valuable."

When asked about the key to her success, Kurimsky points to UB as an invaluable experience. "What I gained out of UB was the leadership training. The opportunity to run a large program at a young age, to learn how to manage volunteers has just been exceptionally valuable. Managing and motivating about 60 people to work in the film program was a great learning experience for me. I think almost anybody, no matter what career they're going into, will find something beneficial from being on UB."



ALUMNI PROFILE

From IU to Manhattan

Michael Littenberg makes his dream a reality

As a young undergrad at IU, Michael Littenberg (UB '85-'86, '86-'87), BS'87, knew he wanted to practice law. That's common enough and certainly a reasonable goal, but Littenberg took it a step further, he set his sights on practicing high-end corporate law in New York City.

More than 20 have passed since he graduated from IU in 1987, and Littenberg is now a partner in the New York law firm of Schulte Roth & Zabel LLP, where he specializes in corporate finance and mergers and acquisitions, representing well-known clients in high stakes transactions. Living on Manhattan's Upper East Side with his wife, Michele, and their two daughters, ages 7 and 10, he can walk to his office in about 10 minutes or go two minutes in the other direction and be in Central Park. Michael and Michele are city people, so they're right where they want to be.

Littenberg readily admits that his career success has come through a mixture of hard work and good luck. Part of the luck was being "in the right place in the economic cycle," he said. He's also worked with good mentors and has been fortunate to work with "growing clients doing exciting things." Part of the hard work along the way took place in New Orleans at Tulane University Law School where Littenberg earned his law degree. He graduated *magna cum laude* and was an editor of the *Tulane Law Review* as well as a member of the Order of the Coif.

"Union Board helped me develop management and organizational skills that I still use everyday," he said. It also taught him a great deal about working collaboratively with a diverse group of people."

Littenberg credits Union Board for contributing to his success. "Union Board helped me develop management and organizational skills that I still use everyday," he said. It also taught him a great deal about working collaboratively with a diverse group of people. An additional benefit came through the opportunities to meet interesting visiting speakers in intimate settings, giving him firsthand exposure to a wide range of ideas and personalities. He recalls hearing John Ehrlichman discuss the Watergate break-in with a small group over dinner. Another issue during his college years was apartheid in South Africa, and mock shanty towns were erected on many college campuses, including IU. Littenberg recalls spending time one-on-one with a leader of the African National Congress when the UB committee brought him to speak on campus.

All of these experiences have left Littenberg with a deep appreciation of Union Board. "I support Union Board because I think it's important to give back to an organization

that has been instrumental to my professional success and to help create those same opportunities for the next generation," he says.

In addition to his impressive career accomplishments, Littenberg takes delight in watching his daughters grow, seeing them experience new things at each stage along the way, and guiding them along in their formative years. "I think that the biggest joys and satisfaction are on the family side," he said.

Talk of college for the girls brings up a quandary however, given that Michele is a graduate of the University of Pennsylvania and that Michael retains a sense of loyalty not only to IU, but also to Tulane. Littenberg said a potential clue to the future may be his daughter's fashion sense. "My oldest did get her first IU cap the other day, and at least she loves the color; if nothing else — she likes red."

"I support Union Board because I think it's important to give back to an organization that has been instrumental to my professional success and to help create those same opportunities for the next generation," he says.

Accomplishments



Union Board Advisor Kourtney Gray was Awarded the Pan-African New Professional Award at the ACPA International Conference in Boston, Mass., on March 22, 2010.



2009 Union Board Director Brandon D. Johnson was recognized with the 2009-2010 Outstanding Undergraduate Student Award by IUB's Commission on Multicultural Understanding on Tuesday, April 6, 2010. His contributions both as a volunteer for the IUB office of Diversity Education and his leadership as the UB Destinations Director were noted as reasons for Johnson's recognition. A specific program mentioned was the Union Board sponsored trip to Atlanta, Ga., as part of 2009 spring break.



The Indiana University Alumni Association and the Indiana Memorial Union submitted the *John Whittenberger Society Alumni Newsletter* in CASE V competition, winning Gold for "Most Improved Tabloid/Newsletter" Thanks to contributing IU staff, Sarah Preuschl Anderson, Kelly Carnahan, Cheryl Crouch, John Hobson, and Damen Morris.



Union Board was represented in the 2010 Little 500. Caitlin Van Kooten (UB '08, '09) and 2010 Canvas Assistant Director Lauren Gowdy were members of Teter which won first place in the Women's Race. Shannon Cook (UB '10) was president of Lioness Cycling team, which finished in 27th place. In the Men's Race, Brian Holthouse (UB '08, '09, '10) was riding for Gray Goat Cycling which finished in 6th place. Congratulations to all the riders.

Union Board contributes to IU's Themester



Visit Themester at www.themester.indiana.edu.

The Themester is an initiative of the College of Arts and Sciences (themester.indiana.edu) to engage the collective knowledge and creativity of the faculty and students in the exploration of ideas across disciplines and to engage in conversation on challenging issues, generating new perspectives.

Union Board has contributed to this campus-wide program in several ways. The Fall 2009 Themester focused on "Evolution, Diversity, and Change". Union Board brought speaker Richard Dawkins, British ethologist, evolutionary biologist and popular science author.

The Fall 2010 themester is "Sustainability: Thriving on a Small Planet. Union Board plans to bring economist Thomas Friedman in December. You can read about the impact this topic has had on the IMU and UB in the President's and Director's reports.

The editors acknowledge the assistance of the Indiana University Alumni Association in compiling class notes. To submit information, write to IUAA at 1000 E. 17th St., Bloomington, IN 47408, or visit www.alumni.indiana.edu.

BEFORE 1960s

"I cannot say [enough] about the Union's importance in my campus life and later life," writes **EMIL C. BECK**, (UB'41-42)BS'42. Beck, who lives in Needham, Mass, entered the ministry after earning his IU degree. He completed work at Columbia University and Union Theological Seminary in New York City in 1951. "I would very much have liked to attend the 100th anniversary reunion, but at age 89 and with a heart condition, I had to say 'No'," he said. As a theologian, Beck's work has focused on the doctrine of the Trinity. He is currently working on a book that is tentatively titled *My Journey into the Trinity*. "The book draws heavily on [the] experiences [of]

my Indiana childhood and youth and my college years at Indiana University. I have discovered in my writing that my life has never traveled far from 'my Indiana home.' "

F. WESLEY BOWERS

(UB'47-48) BA'48, JD'51, has been elected chairman of the senior lawyer section of the Indiana State Bar Association. He writes, "I am semi-retired [and] work out of my home office. I left my old law firm, Bowers Harrison, three-and-a-half years ago. I was with the firm since 1968. I now read, putter around, [and] travel. My last trip was to Dubai a year-and-a-half ago." Bowers, who was Union Board student director in 1948, lives in Evansville, Ind.

1970s

In November, **CHERYL SANDERS CROUCH**, (UB'91-94) BS'79, was named president of the National Association of College Auxiliary Services at the organization's annual conference in Hawaii. A member of NACAS for 20 years, she has served on the association's regional and national boards of directors,

chaired various committees, and presented at both national and regional conferences.

Crouch is executive director of marketing for auxiliary services at IU Bloomington. A former Union Board Administrative Representative, she lives in Ellettsville, Ind.

1980s

STEPHEN S. SANDERS

(UB'95-98) BA'84, an associate with the law firm Mayer Brown, argued his first case before the Supreme Court on Nov. 4. The case, Pottawattamie County vs. McGhee, involved a claim made by two men that their 1978 conviction for murder in Iowa was the result of testimony fabricated by the prosecutor. The case, in which Sanders represented the county and its two former prosecutors, was settled before the court rendered a decision. A former Union Board non-student director, Sanders lives and works in Chicago.

1990s

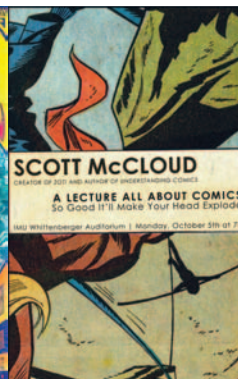
MARK E. SCHNEIDER

(UB'93) BA'96, has been an Assistant U.S. Attorney in the Department of Justice in Chicago for five years. He focuses on white-collar crime and public corruption. Schneider spent more than a year in Iraq in 2008-09 at the U.S. Embassy in Baghdad helping oversee the justice sector reconstruction efforts. He served as Union Board student director in 1993. Schneider lives in Chicago.

2000s

THOMAS B. JELKE, PhD'01,

received the North-American Interfraternity Conference Foundation's Outstanding Foundation Volunteer Award at the organization's Awards of Distinction Banquet on Aug. 28. Jelke is president and CEO of T. Jelke Solutions, an independent research, training, and consulting firm based in Miami, where he lives. He is also chairman of the board of directors of the Association of Fraternity/Sorority Advisors Foundation.



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For information about membership or activities, call (800) 824-3044 or e-mail ialumni@indiana.edu.

CONTACT THE JOHN WHITTENBERGER SOCIETY AT:
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