

Commerical printing industry, newspapers in joint effort

Major campaign launched for printing program

A major financial campaign to provide additional equipment and facilities for the four year degree program of the W. A. Krueger School of Graphic Communications was officially launched in early March with a kick-off meeting of the campaign committee.

The Alden Challenge Campaign was initiated after the George Alden Trust of Worcester, MA, provided a challenge gift on a three-to-one matching basis.

Peter Squire, director of development for printing technology, said "we must raise a minimum of \$120,00 by November 1 in order to receive the Alden gift." Squire noted that \$75,000 in lead gifts and pledges has already been received.

The George Alden Trust was established in 1912 for the promotion of education in schools and colleges with a preference given to those providing industrial and vocational programs.

Squire said the Printing Production and Imaging Technology Department at Chowan is "dedicated to becoming the premier program of its kind in North Carolina and throughout the southeast, and this financial campaign will allow us to do this."

Tom Brennan, chairman of the PPIT department, said "our program must include skill devel-

opment in imaging technologies and digital communications."

"We will not lose sight of the basic skills necessary to put ink on paper," he said, "and we are providing a curriculum that incorporates into its knowledge base the training of students to be flexible, adaptable and to be critical thinking/problem solvers."

Serving as co-chairmen for the campaign are Dick Spencer, president of the Printing Industries of the Carolinas (PICA) and Morgan Dickerman, III, publisher of *The Wilson Daily Times*.

"The printing industry is in need of more young people to enter the business," Spencer said at the inaugural meeting, "and the schools and colleges need modern equipment and facilities to train these young men and women."

He cited the need for the industry to provide financial resources to support the graphic communications program at Chowan and to make it a "top educational facility for printing education."

Dickerman's grandmother, Mrs. Elizabeth Swindell, was instrumental in the founding of Chowan's printing school in the early 1950s.

Active in the North Carolina Press Association, Dickerman has chaired several fund-raising committees in past years to obtain financial support for the school from the newspaper industry.

"I am very pleased that we are now joining together," he said, "for we must pull together to reach our goal in the support of the Krueger School of Graphic Communications."

Other members of the newspaper industry serving on the committee are Harry Coleman of the *Butner-Creedmoor News*; Peggy Allen, *Wake Forest Weekly*; John Ashcraft, *Monroe Enquirer-Journal*; Hal Tanner, Jr., *Goldsboro News-Argus*; Jim Waller, *Ahoskie News-Herald*; and Jon Witherspoon, *The Winston-Salem Journal*.

Among the commercial printing industry, committee members are James Doar, of Wentworth Printing Corp., West Columbia, SC; Preston Earle, Greensboro Printing Co.; Peter Krusa, PBM Graphics, Durham; Chris Lewis, Lewis Creative Technologies, Richmond, VA; and John Mullis, Washburn Graphics, Charlotte.

Mrs. Patsy Marks of Capron, VA, a graduate of Chowan's printing program and a former professor in the school, is chairperson for the alumni group.

Henry Jobe, vice president of International Paper Co., and Joe Parker, of Raleigh, are also serving on the campaign committee.

"We are dedicated to becoming the premier program of its kind in North Carolina and the southeast."



Providing the leadership for the Alden Challenge Campaign are, seated, left, Morgan Dickerman III, and Dick Spencer; standing, left, Peter Squire, director of development for printing technology, and Tom Brennan, chairman of the Krueger School of Graphic Communications.

Scholarship honors former president

The memory of Chowan College's fifth president, John B. Brewer, is being honored by an endowed scholarship established by his granddaughter, Mrs. Rosalie G. Hinson of Rockingham.

In recognition of his distinguished career at Chowan, Mrs. Hinson, and her son, Walter Parsons, have established the John B. Brewer Scholarship "to help young people gain a quality Christian education."

"Many of my relatives attended Chowan," Mrs. Hinson stated, "and I appreciate so much the work that Chowan does in providing Christian higher education."

Brewer, one of only two persons to have served as president of Chowan on two occasions, first held the office from 1881 to 1896 during which time "the quality of his work became known throughout the state."

"In establishing a memorial scholarship for President Brewer," said E. Vincent Tilson, vice president for development, "Mrs. Hinson and

her son are also providing signification support for Christian higher education in northeastern North Carolina."

It was during Brewer's first tenure of office when "college" was added to Chowan's name and the institution began granting degrees.

Brewer, who served as principal of Wilson Collegiate Seminary prior to coming to Chowan, left the college to become president of Averett College in Danville, VA.

Shortly after World War I, Brewer returned to the campus to serve as president for a second time from 1918 to 1920. His grandfather, Samuel Wait, was the founder of Wake Forest University and his brother served as president of Meredith College.

Tilson said the principal funds of the John Brewer Scholarship will be held in perpetuity and only a portion of earnings used annually to provide financial assistance to qualified students, with a preference given to those majoring in music.

Deferred Gift Annuity

The Charitable IRA for younger donors and a gift for Chowan College too!

Situation: Mr. and Mrs. Jones, ages 55 and 52, both have interesting and challenging careers. They have been contributing \$2,000 to their IRAs for several years. Under the new tax law they can no longer deduct their \$4,000 annual IRA contributions.

As an alternative, the donors decide to contribute \$4,000 per year to a Deferred Gift Annuity. They also plan to use appreciated stock to fund the annuity from time to time (an option not available when contributing to an IRA.)

Year	Annual Contribution	Charitable Deduction	Annual Payout at ages 62 & 65
1994	\$4,000	\$1,618	\$404
1995	4,000	1,583	384
1996	4,000	1,553	364
1997	4,000	1,530	344
1998	4,000	1,515	324
1999	4,000	1,475	308
2000	4,000	1,442	292
2001	4,000	1,415	276
2002	4,000	1,355	264
2003	4,000	1,343	248
2004	4,000	1,294	236
Totals	\$44,000	\$16,123	\$3,444

Benefits

- Donors take deductions of \$16,123 over the 10-year period, which saves them \$4,514 in taxes (in the 28 percent bracket).
- Starting in 2004 donors will receive guaranteed annual payments of \$3,444 per year for life, a portion of which will be tax-free.
- The net cost of their deferred gift annuity (\$40,000 minus \$4,514) is \$35,486, so that the effective rate of return of the annuity is 8.7 percent.
- Donors have the option of using appreciated securities to fund their gift annuity—and any capital gain attributable to the gift will be taxed ratably over their life expectancies.
- Donors can make a meaningful gift to foreign missions and provide for their retirement security as well.

If you would like more information at no cost about this program (a specific program can be run for your age(s) and the amount you want to invest), write or call the Development Office, Chowan College, Box 1848, Murfreesboro, NC 27855; telephone (919) 398-1232.

—E. Vincent Tilson
Vice President for Development
Chowan College