

# UNCW today

news from UNC by the sea

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## UNCW Phonathon Rings In Good News of Alumni Support

The UNCW Alumni Association has tried a new approach to communicate with its members. During the evenings of March 27, 28 and 29, Frank Bowen and his crew held their first-ever UNCW phonathon to increase the supporting alumni membership.

And increase it they did. The phonathon raised a total of \$1,500 in pledges over the three nights.

As UNCW alumni affairs officer Frank Bowen explained, "This approach was added to provide more personal contact with the alumni members. We hoped to—and we did—generate tangible evidence of alumni support as well as raise money for the university."

Alumni support not only strengthens the university, but it is often a key factor in determining the amount of grants the university receives from corporations and foundations. These organizations look at the alumni and their level of support. If alumni support is low, some organizations put their money elsewhere.

Bowen also hopes to establish a pattern of giving. "The amount of the gift is not as important as the fact that alumni are giving."

UNCW Student Ambassadors and members of the Alumni Association's board of directors placed the calls from the Development Office in the University Union. They asked for pledges based on members' previous donations or, for new members, what they could afford or wanted to pledge.

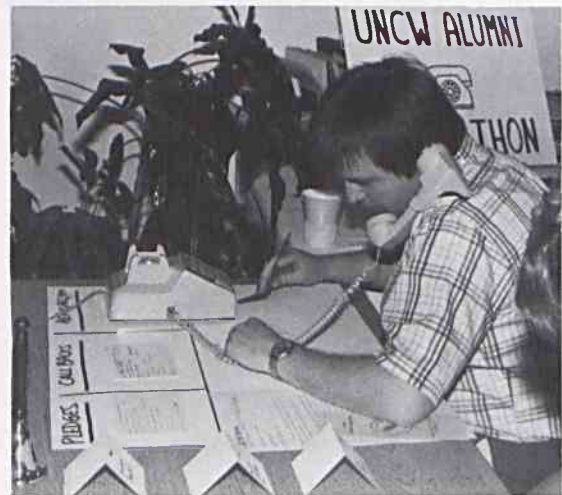
In addition to their requests for donations, phonathon volunteers emphasized that support to UNCW is vital to continue necessary programs and services as well as to strengthen the university for the future.

Bowen stated, "What we really want is the alumni's commitment to a better UNCW."



Photos by Jean Joyner

Richelle Bragg '84 (in March a UNCW Student Ambassador, now an alumna), receives the good news of another pledge during the first-ever UNCW phonathon.



Ron Choate, vice chairman of the board of the Alumni Association for 1984-85, volunteered his time for the phonathon in March.

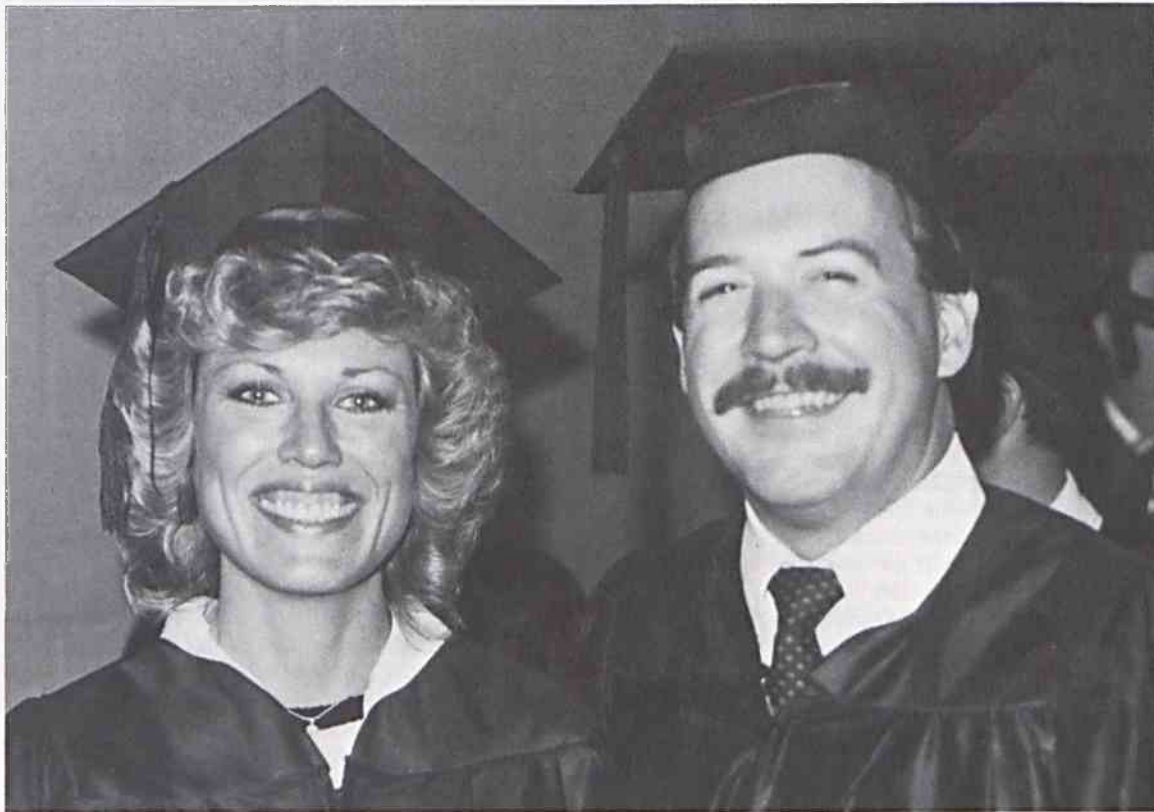


Photo by Mimi Cunningham

**PROUD TO BE UNCW ALUMS.** Carole Amick (left) and Greg Bunce (right), alias Ron McKay of WAAV radio fame, were glad to turn in their student IDs and become members of the UNCW Alumni Association—all in one day! Both received a Bachelor of Science degree in the Cameron School of Business Administration on graduation day.

## Congratulations!

A few managed to sneak in a bottle of champagne, many wiped away tears of joy and sadness, still more smiled and laughed, and all were proud as peacocks.

These were the 1984 graduates of the University of North Carolina at Wilmington.

About 800 students marched into Trask Coliseum on the morning of May 12, and less than two hours later they emerged as alumni—ending one life and beginning another.

Chancellor William H. Wagoner, who celebrated his birthday on graduation day, told the graduates, "You're my 800-plus birthday presents, all tied up in ribbons and tassels."

Robert L. Strickland, chairman of the board of Lowe's Companies, Inc., was the guest speaker. Strickland offered several pieces of business advice for a successful future, telling the graduates, "Don't peak too soon. Seek a career that will allow you naturally to keep on getting better with age."

He asked how many had ever played Pac Man.

Raised hands, applause and laughter greeted his question. Strickland said, "I think Pac Man has enormous sociological impact. Unlike the philosophy of Satchel Paige, the great baseball player who said 'Never look back, someone might be gaining on you,' Pac Man *knows* you've got to look back—some monster is going to get you." The monsters Strickland told UNCW's graduates to watch out for were inflation, not being a part of technological change, peaking too soon, and not reading or continuing to learn.

Frankie Edward Stanley received this year's Hoggard Medal as the most improved student. Stanley first came to UNCW in 1971 and dropped out. He came back in 1981, finished with honors in chemistry, and looks forward to going to medical school.

Kimberly Edwards Chewning received the Alumni Achievement Award for best academic performance.

## Hunter Named President Of Baptist College

Dr. Jairy C. Hunter, Jr., vice chancellor for business affairs and development at UNCW since 1978, was named president of Baptist College in Charleston, S.C., on May 14. Hunter will assume duties at Baptist by August 1.

Hunter said he was attracted to the Baptist presidency because of the "fine reputation of the college's faculty and students for academic excellence and the tremendous potential of the college to provide high quality, developmental learning experiences for students."

During his tenure at UNCW, Hunter has managed the business affairs of the school, including a 1983-84 operating budget of over \$18.5 million. He also has been in charge of development activities at UNCW, including the successful fund-raising project to air-condition Trask Coliseum and work to support the Cameron School of Business Administration. Under Hunter's direction, the Alumni Affairs Office nearly doubled alumni contributions to UNCW.

No replacement has been named.



Photo by Jean Farmer

UNC President William Friday visited the UNCW campus for a special meeting of the board of trustees. He complimented the landmark committee and trustees for their hard work.