

UNIVERSITY OF WISCONSIN - LA CROSSE
COLLEGE OF EDUCATION

Candidate: Eleanor M. Kennedy

I recommend acceptance of this seminar paper in partial fulfillment of this candidate's requirements for the degree Master of Science in Education: Student Personnel Services.

June 1, 1976
Date

Marene A. Smith
Seminar Paper Advisor

This seminar paper is approved for the College of Education.

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A CHRONOLOGY OF ALUMNI AFFAIRS AND TRADITIONS
AT THE UNIVERSITY OF WISCONSIN-LA CROSSE

A SEMINAR PAPER
Presented to
the Graduate Faculty
University of Wisconsin - La Crosse

In Partial Fulfillment
of the Requirements for the Degree
Master of Science

by
Eleanor M. Kennedy

June 1976

A CHRONOLOGY OF ALUMNI AFFAIRS AND TRADITIONS
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Introduction and Purpose of the Paper

This writing is intended to document certain facts relating to the intent, perpetuity, and present status of what is collectively termed "alumni affairs" on the University of Wisconsin-La Crosse campus. The years covered, 1910-1976, span the progressive stages in the life of the University - its beginning as The La Crosse State Normal School to the La Crosse State Teachers College; to the Wisconsin State College - La Crosse; then to the Wisconsin State University - La Crosse; to its present designation as the University of Wisconsin - La Crosse.

It is not intended that a complete composite history of all alumni activities will be recorded or that a complete accounting of all alumni gifts to the University will be represented. The main purpose of the paper is to provide some chronological data and color that will serve as a resource for further study or exploration.

Of importance is the intent to give recognition to many La Crosse Normal School, College, and University alumni and faculty for extra curricular efforts and contributions to the institution.

It is further intended to demonstrate that a spirit of genuine loyalty and tradition exists on this campus - now, as in the past.

Information gathered in this paper may be useful to the Alumni Office and other units having contact with alumni.

Both primary and secondary sources have been employed in gathering data. The area research section of the Murphy Library has been an excellent source of information. The bound volumes of The Racquet provide a complete chronological resource. The Racquet annuals have also been helpful. Additional information has come from the alumni publications that first were published in April, 1941.

This paper represents what seem to be four natural divisions or separate eras. The earliest period encompasses the first years through the mid-twenties covering the original period of growth. The second era spans the mid-twenties to the early forties. The next era encompasses the early 1940's to the mid-sixties and the final period covers 1964 to the present date, 1976.

The Early Years

The last work of the '10 class was to organize an Alumni Association. The officers for 1910-11 were elected and a committee was appointed to draw up a Constitution. We intend to have a reunion next June at the La Crosse Normal, to renew acquaintances, and to keep in touch with the Normal School in which we had so many good times.

These are the words of J. H. M'Cormick, '11, in a salute to the students and faculty in (The Racquet, December, 1910, p. 33). This marked the beginning of an alumni relationship with what is now the University of Wisconsin-La Crosse that has been a tradition through many years of change and growth (1909-1976). The earliest issues of The Racquet alluded to the support of the alumni as a necessary source of funds to ensure the publication of the class paper.

The first school paper, The Racquet, was dated December 16, 1910. The prolific Howard Mumford Jones, '12, one of the first publications student staff members, made the very first appeal to La Crosse alumni in this manner in his "An Exordium":

. . . Let us believe that we have the finest Normal School in the state. Let us believe in our faculty, in our students and in our alumni. Let us believe in our ability to build up, slowly and carefully, bit by bit, school traditions and school spirit. And last, and hardest of all, let us believe in ourselves. Let us show our belief by supporting this magazine.

Subscription cost to alumni was one dollar per year, while individual copies sold at fifteen cents.

An informal beginning of La Crosse homecomings was reviewed in The Racquet (Vol. IV, No. 2, p. 24. 1913).

The article stated that a number of students, nearly thirty, had returned for the River Falls game and expressed the pleasure of the students and faculty at their return. A party planned by teachers and present students welcomed them back and they spent the evening in dancing. A quote from the article was, "The wishes of the school are that students leaving La Crosse Normal in future years will come back, in order to have a grand reunion each year."

Alumni news was a regular feature of The Racquet and not only did it contain news of the whereabouts and activities of individual alumni, but it also announced the activities planned for alumni (The Racquet, June, 1921).

The years from 1910 through the early twenties show evidence of the strong cultural influence of the faculty upon the Normal students. It reveals a very formal as well as close attachment to La Crosse Normal alumni. Through the courtesy of Josephine Hintgen, '13, copies of early commencement announcements, commencement programs of events, and formal invitations from President Fassett Cotton and Mrs. Cotton, this influence can be documented. (See appendix.)

Commencement was a series of programs that lasted over a period of several weeks. An alumni reception banquet was the culminating event. (See appendix.)

The Wisconsin Education Association is one of the most consistent annual alumni gatherings recorded in the La Crosse history. Each year alumni have been invited to gather for

a reception - sometimes a dinner meeting was held. Owing to the teaching emphasis at La Crosse, the annual professional conclave has lent itself to this affair. The alumni reception in Milwaukee has been continued to the present date.

Some customs among the earliest classes were the selection of senior class colors and a class song with original lyrics. Dues were collected annually from all students to go into the senior class fund. This money was used to cover extra curricular events, to publish The Racquet, and to leave a class gift. In 1916, the money was designated to establish a student loan fund. The La Crosse Normal Student Handbook, 1925-26, p. 19, under the presidency of Ernest O. Smith, listed this notice under the caption of "Student Loan Funds":

Alumni Loan Fund. Several loans, not to exceed \$25.00 each, are available for deserving students.
 Forum Loan Fund. Two \$50 loans without interest are available for senior women. Preference will be given to the Forum Literary Society.
 Sapphonian Loan Fund. Three \$50.00 loans without interest are available for senior women.

Senior class officers assumed the responsibilities as officers of the Alumni Association or were elected by fellow alumni.

In a 1976 interview with Geneva Atkinson Ragland, '13, she recalled that the Alumni Association was an active and powerful voice at the college. In one instance, the voice of the Alumni Association was heeded in the re-hiring of a member of the faculty who had been summarily dismissed. For

the most part, however, it was a social group. Members would return to the campus dining facilities for a formal banquet and, Mrs. Ragland humorously recounted, would be asked to bring their own silverware. This, she said, was due to the fact that the cafeteria had only enough silverware to supply the needs of the students and budgets were tight. Eventually, under the leadership of Mrs. Ernest O. Smith, a beautiful set of silverware was purchased through solicitation of the members and the alumni dined in style, thereafter.

The Twenties and Thirties

The second period showed the influence of faculty and the establishment and growth of organizations and traditions. Among faculty who stand out in this period were: Emmy Lou Wilder, Mr. Walter Wittich, Mr. O. O. White, Mr. Hans Reuter, Mr. Leon Miller, Mr. D. O. Coate, Mr. Ferd Lipovetz, Mr. William Laux, Miss Myrtle Trowbridge, Miss Anna Wentz, Mr. Clayton Whitney, Dr. Thomas Annett, and Miss Lora Greene.

There seemed to be less reliance on an organized alumni association. More emphasis was placed on organizations such as Women's Athletic Association and Men's Athletic Association (both intra-mural) and Beta Sigma Chi. Homecoming traditions continued through this period. In 1929, a vote was taken through The Racquet to change the name of the yearbook since the weekly newspaper and the annual were often confused, both using the name Racquet.

The December 5 issue stated that the new name of the yearbook would become The Lally. The Racquet announced that the students had chosen a new name, but that there had been serious protests by several alumni. The student author of the article accused alumni of losing sight of practicality in their demand for the traditional. The Lally was apparently never put into effect since the name used for the 1929 and 1930 issues of the yearbook was The Racquet. Beginning in 1931, the yearbook carried the name, The La Crosse.

When reading through the late twenties and early

thirties Racquet newspapers, the reader senses a change of emphasis in the social life of the campus. Homecoming and the Milwaukee Teachers Convention were the significant alumni references. During this period, the students expanded the campus organizations and the social and promotional activities were lively on-campus activities. The student body had grown enough to support these interests and there appeared to be fewer organized alumni activities. However, some of the traditions that are still carried on today grew out of that era.

Traditions

In the March 6, 1930 edition of The Racquet, something about La Crosse traditions was emphasized in an article entitled, "La Crosse College Not Lacking in Worthwhile Traditions." (See appendix.) Some of the traditions mentioned have stood the test of time - others have not. A short resume of some of the longtime traditions will follow.

Hoboes Parade

Description is taken from The Racquet, (October 11, 1926, p. 6.) and is a reporter's version of the tradition. He described the 1925 parade as the third such parade down State Street. Students and faculty dressed in hobo attire and paraded in the Homecoming Parade. This tradition continued until the late sixties prior to the closing of the Campus School. It was explained in this way:

There is a primitive instinct in each of us that delights to parade in vaudeville attire . . . hurl defiance at the serious side of life. Hence, we all have sponsored the Hobo Parade as our safety valve, lest we get too straight laced and 'sot' in our pretty ways.

School Colors

The class colors of the 1911 class were listed as garnet and white. In a program of the Inter-Normal Oratorical Contest held at Stevens Point on March 28, 1913, the participating schools and official colors were listed. La Crosse's colors were maroon and gray. Seven sister colleges were listed and all retain the same colors today.

School Song

The music is taken from the Cornell University Hymn. Also used by many other colleges, the origin of the music is Welsh folk song believed to be entitled "Annie Lyle".

Professor O. O. White composed the La Crosse Lyrics during the late twenties according to Dr. Rolfe, faculty emeritus. He stated that there was a great deal of controversy surrounding its acceptance, since it lacked musical originality. (See appendix.)

School Seal

The seal depicts a scroll and a human form on a shield. The wavy line represents the Mississippi River and the hilly terrain represents Grandad Bluff. The banner reads mens-corpusque -- translated, mind and body. The influence of physical education is implied through the development of both mind and body. The seal was designed by Tony Lee in the late twenties who was a student of History Professor William Laux. (See Appendix.)

Hanging of the Lantern

Since 1931, the hanging of the red, lighted lantern has been a tradition. Professor O. O. White initiated the tradition with these words, ". . . We'll hang the lantern in the old college tower over the south door. You won't need to look for the key - the door will be open." Earlier, students hung small lanterns in various windows on campus to welcome

alumni at Homecoming.

The Lally

The lally is a racquet used in the game of lacrosse and was a symbol of the tradition established on the La Crosse campus. The lally was passed from each succeeding senior class to the next. Class ribbons were attached and handed to the next class. This tradition carried on until the early 1960's. A project underway to restore and display the original lally is a present UW-La Crosse Alumni Association undertaking.

The Indian Symbol

There have been several Indian traditions that have culminated in the use of the impressive Indian Symbol visible on Cartwright Center. The Indians played the game lacrosse on the sandy beaches and prairies along the Mississippi. The lally inspired the name of Racquet for the weekly newspaper and for the annual. Early classes influenced by Indian traditions of the Kickapoo River organized the Kickapoogians, a club symbolizing the attributes of leadership, character, bravery, and wisdom, attributed to the Kickapoo Indians.

The Forties Fifties and Early Sixties

April, 1941 marked a milestone in alumni relations history at the University of Wisconsin-La Crosse. La Crosse State Teachers College Alumni Bulletin, Vol 1, No. 1, carried the above mentioned date. Leon W. Miller, 1926-67, presently faculty emeritus, in a note attached to the copies directed to faculty, announced the first copy of the Alumni Bulletin and asked for suggestions and assistance in increasing the first mailing list of 750 alumni. President Rexford Mitchell heralded the publication to the alumni and expressed his hopes to issue one member each year. In another front page article entitled, "Help! Help!", the alumni relations committee was named - consisting of Lincoln K. Adkins, Chairman, Miss Gabriella Brendemuhl, Miss Anna P. Wentz, and Leon W. Miller. It further stated that it was known that there were some three or four thousand alumni scattered about the United States and its possessions. Miss Brendemuhl was assigned the task of getting the files in order, working mainly through the faculty.

In yet another change of policy, the administration announced a new program of Commencement activities. In the past, Commencement activities were distributed over a period of weeks. It was concluded that spreading these activities over such a long period constituted a hardship for many - parents, alumni and seniors. The new program ran as follows. The program started on Friday evening, June 6, at 7:30 with

the annual physical education demonstrations. Saturday morning and noon, June 7, were given to the organization of alumni reunion breakfasts and luncheons. The alumni-senior picnic took place from 3:30 - 7:30 p.m. on Saturday also. Sunday morning and noon, June 8, were scheduled for further reunion breakfasts and luncheons. Baccalaureate service was held on Sunday, June 8, at 2:30 p.m. Directly following that, Dr. and Mrs. Mitchell hosted the annual reception for seniors, parents, alumni, and their friends. Commencement exercises were held on Monday morning, June 9, at 9:30. A colorful and descriptive story of the alumni-senior picnic, a part of the Commencement tradition since the early years which replaced the annual alumni banquet in the early forties, also appeared on the front page. (See appendix.)

Another significant announcement for this first publication entitled, "Loan Funds", carried a description of the La Crosse Teachers College Foundation, Inc., organized in accordance with the laws of the State of Wisconsin. It read that the Foundation "has charge of all funds that have at any time been contributed for the purpose of making student loans." This Foundation was administered by a Board of Directors consisting of five members of the faculty. It was further stated that there were many thousands of dollars in the fund. The fund came into existence in 1916 when the senior graduating class made the first contribution. Hope was expressed for the growth and continuation of this fund for

needy and deserving students.

"Beta Sigma Chi fraternity, the first social fraternity to be established at La Crosse State Teachers College, has continued its influence in college activities." So stated an organization re-cap story in (Alumni Bulletin, Vol. 1, No. 1, p. 5). Among the activities sponsored by the Betas were these: Annual Alumni Breakfast; Tri-Fraternity Ball, a semi-formal dance; two all-school mixers; the D. O. Coate Scholarship Fund Mixer; D. O. Coate Variety Show; the Annual Fraternity Dinner Dance, and the Spring Picnic. The two leading projects for the year were the formation of an alumni chapter and the D. O. Coate Scholarship drive.

In the 1942 edition of the Alumni Bulletin, Leon W. Miller, Chairman of the Alumni Committee, apologized for the only break in the tradition of the annual alumni meeting at the Teachers Convention in 1941. He pledged his intention to perpetuate the traditional meeting by announcing plans for the 1942 meeting in Milwaukee (Alumni Bulletin, Vol. 1, No. 2, p. 3). The Bulletin also carried this explanation concerning its publication:

The bulletin is published by the State Teachers College through its alumni relations committee. The committee consists of the following faculty members: Leon W. Miller, chairman and editor of the bulletin, Gabriella Brendemuhl and Anna Post Wentz. Money for supplies and maintenance in the Teachers College have been cut to a minimum so that the finding of cash for extra things is quite a problem.

In April, 1943, World War II years, the Bulletin carried an announcement that Commencement activities would be limited

to a minimum due to difficulty in war time travel.

A related item in April, 1943, Vol. XXXIV, No. 2, p. 3. further explained the La Crosse Teachers College Foundation. It qualified the 1916 class gift as about sixty dollars and named the date of incorporation as 1935. Prior to that time, the loan fund had been administered by Professor C. A. Whitney. The present board was listed as follows (1943): C. A. Whitney, President; Myrtle Trowbridge, Treasurer; Emma Lou Wilder, Secretary; Theodore Royang and Leon W. Miller, publicity. The item further contained this appeal,

The Foundation wishes to take this opportunity of soliciting the help of alumni and friends of the school in building up its funds. Gifts or bequests of any amount for loans or scholarship purposes will be very welcome.

The May, 1944 (Alumni Bulletin, Vo. XXXV, No. 1,) related the curtailment of many traditional activities for the "duration." The students were determined to retain Homecoming. "The Student Council, under the able leadership of Dean of Women, Edith Cartwright, proposed a program of activities and carried it through to a successful conclusion."

Significant in alumni affairs at the University of Wisconsin-La Crosse was the public appeal for money for the World War II Memorial Fund. Miss Myrtle Trowbridge initiated the idea as the result of a letter from a La Crosse graduate serving in the Armed Forces. Based on the philosophy that some of his friends and classmates were giving their lives in the service of their country, he suggested a

memorial fund be established. Mr. Leon Miller publicized the idea in the May 1, 1946 issue of the (Alumni Bulletin, Vol. XXXVII, No. 4). A minimum goal of \$5,000 was set to be administered by the La Crosse Teachers College Foundation, Inc., and to be used as an award to worthy students. A concentrated appeal was carried in subsequent issues. The minimum goal of \$5,000 for the World War II Memorial Scholarship was recorded early in December, 1948. (Alumni Bulletin, April, 1949).

The La Crosse Teachers College Foundation, Inc. continues to administer the majority of scholarship awards. The present (1976) officers are: Laura Schuh, Vice President; Arnold Temte, Treasurer; Dr. Cloyce Campbell, Secretary; and Rollo Taylor, Director. Dr. Margaret Chew serves as President.

In 1949, the 25th Annual Homecoming marked a return to the pre-war traditions.

The late forties and early fifties saw a period of rapid growth in enrollment and a return to pre-war normalcy. This period also brought change in the Alumni Bulletin. An Alumni Committee had been formed and the Alumni Bulletin had a new name, La Crosse State Teachers College Alumni Briefs. Ann Thomas was named as Alumni Committee Chairman. Other members were: Edith Cartwright, William Dwyer, Floyd Gautsch, Ernest Gershon, Maurice O. Graff, Mary Heberd, Robert Novak, Florence A. Prybylowksi, and Clark Van Galder.

Mrs. Mary Heberd became a member of the faculty in 1947 as a teacher of English and was assigned the responsibility

of alumni relations. She became editor of the Alumni Briefs and assumed the role of public relations person for the college. During her tenure in this capacity, she updated the alumni files to the point where 3,650 bulletins were mailed to alumni in 1949 and in 1964, mailings were sent to 7,506 alumni. (Alumni records, Alumni Office). In 1964 when Mrs. Heberd resigned the above responsibility to devote full-time to teaching, this writer assumed alumni office responsibilities. An Office of Information Services was established and Patricia Muller became the first director. The Alumni Office was budgeted through the Information Services budget and alumni personnel were responsible to the Information Services Director. It was the goal of the writer to organize an active Alumni Association and efforts moved in this direction. This was a period of high enrollment that necessitated the major portion of resources be directed to maintaining and updating the alumni records files, such as adding zip codes and transferring addresses to a computer system capability.

Patricia Muller was editor of the Alumni Briefs, assisted by this writer. In 1967, the name of the alumni bulletin was changed to The Alumnus and took a magazine format, with the number of pages increased to sixteen.

After Miss Muller returned to graduate school in 1968, The Alumnus was published by the Alumni Office director with the assistance of University Publication personnel. The Alumnus has continued to be the link between university and alumni.

Late Sixties and Early Seventies

Dr. Samuel G. Gates, the University's fifth president, made this statement in the (La Crosse Tribune Weekender Magazine, October 11, 1969, p. 3):

The traditional activities of Homecoming at LCU have very special significance for us this year, as we initiate the charter year of our Alumni Association. The enthusiasm expressed by both old and new graduates has been very encouraging, and we look forward to the new ideas that are sure to come from our meetings during Homecoming.

This statement was the culmination of a series of events that preceded the charter organization of the present UW-La Crosse Alumni Association on Friday, October 17, 1969. A resume of the events leading to the formal organization of the association during the 60th anniversary year of the University is reviewed in the ensuing paragraphs.

President Gates in his first year on the La Crosse campus, made known his views regarding his philosophy of a "good town and gown" relationship in the community. (See appendix.) Several conferences were held to review the capabilities within the Alumni Office, the La Crosse alumni population, and the loyalty and interest of friends in the La Crosse community. Directly involved in these discussions were: Donovan Riley, Vice President for Business Affairs; Dr. Robert Steuck, Assistant to the President; and Eleanor Kennedy, Alumni Affairs.

Shortly after coming to La Crosse, President Gates received a gift of stocks of over \$5,000 to accrue to the

benefit of the University. On the 23rd day of August, 1967, Articles of Incorporation were filed with the Secretary of State of the State of Wisconsin for the Wisconsin State University-La Crosse, Alumni and Friends Foundation, Inc., under the seal of Robert C. Zimmerman. This newly created foundation became the parent organization of the Alumni Association organized in 1969. (See appendix.)

In an open letter to all alumni dated October 8, 1968 and printed in the October 26, 1968 Homecoming game program, President Gates announced the creation of the Wisconsin State University - La Crosse Foundation (name change had been approved by the Board of Directors) and the announcement that the "body politic" of the foundation would be the La Crosse State University Alumni and Friends Association. The name of the association was ratified at the charter annual meeting as La Crosse State University Alumni Association. (See appendix.)

Early in 1969, invitations were sent to several area alumni, selected by Robert Steuck and Eleanor Kennedy, as representatives of community interest and university loyalty, to participate in an ad hoc planning committee for the October, 1969 Homecoming charter organization of the association.

The first meeting of the ad hoc planning committee was June 18, 1969 at 7:30 p.m. in Indian Commons, Cartwright Center. Present at the meeting were: President Gates, Vice President Riley, Dr. Robert Steuck, Dean Edith Cartwright, Dr. John

Jenks, Ann Thomas, Robert Le Roy, Richard and Beverly McLoone, Mrs. Theodore Ward, Howard Voss, Raymond Sauer, E. William Vickroy, Thomas Marshall, and Eleanor Kennedy.

At this meeting, President Gates identified the first Board of Directors of the Foundation Board to be: Eugene Murphy, Donovan Riley, Peter Pappas, Terry Gillette and Samuel Gates. Plans for the charter annual meeting for the Alumni Association were formulated at this meeting.

The second ad hoc planning committee meeting occurred on September 11, 1969. Those present were Robert Steuck, John Jenks, Richard and Beverly McLoone, Marie Roellich, Raymond Sauer, Mrs. Theodore Ward, William Merwin, Robert Le Roy, Carroll Weigel, Larry Dittman, and Eleanor Kennedy. The work of the ad hoc committee was the planning of the first annual meeting, drawing up a proposal for the Constitution and By-laws, and the selection of a slate of nominees for members of the Board of Directors for presentation at the charter meeting on October 18, 1969. The slate submitted was as follows: Janet Hoeschler, James Quinn, William Merwin, for a three-year term; Marie Roellich, Raymond Sauer, Elmer Grassman, for a two-year term; and Thomas Marshall, Ann Thomas, Richard McLoone for a one-year term.

The ad hoc committee completed its work at the first annual meeting of the La Crosse State University Alumni Association at 3:20 p.m., October 17, 1969 in the Regency Room of the Hotel Stoddard. The proposed Constitution was presented at this meeting and adopted. The motion was made by Dr. Clifton DeVoll

and seconded by Dr. Kenneth Fish.

President Gates appointed the slate of officers as presented by the ad hoc nominating committee to the Association's first Board of Directors. (UW-La Crosse Alumni Association Minutes.)

The first meeting of the Board of Directors of the La Crosse State University Alumni Association was called at 4:15 p.m. and adjourned at 4:30 p.m. Richard McLoone was elected chairman of the first regular meeting of the Board for the purpose of conducting an election of officers for the Board of Directors.

The first regular meeting of the Board was December 2, 1969, at 4:15 p.m. in Room 306, Cartwright Center with all of the appointed members present. The first officers of the Board were elected at this meeting as follows: Richard McLoone, President; Thomas Marshall, First Vice President; Janet Hoeschler, Second Vice President; and Eleanor Kennedy, Secretary and Treasurer. It was emphasized at this meeting that the role of the Alumni Association be one of service to the University, students and faculty, the alumni, and the community. The Association has functioned in this capacity to the present day. Some of these activities and services will be recounted for the record. It is possible that many of these activities may become the tradition of tomorrow. In some cases, present activities are a continuation of traditions and services of the past.

In the president's report at the second annual meeting of the Association, Mr. McLoone listed the major projects for the

past year as the following: served coffee and donuts to all graduate school registrants; refreshments to graduating seniors at Commencement rehearsals; hosted alumni receptions at Chicago, Oshkosh, WEA in Milwaukee, WWEA in La Crosse, and WIAA tournament in Madison. A gift of \$200.00 was given to the Mass Communications Department for recordings for the Spoken Word Library, and a gift clock was purchased for President and Mrs. Gates,

The activities listed above have become an ongoing program over the years and continue to be sponsored in 1976. Other significant programs and projects supported by the Alumni Association have been Update I, II, and III, one-day educational programs geared to the interests of women. Update I, April, 1972, featured "Consumerism" with Elizabeth Hanford, Office of Consumer Affairs, White House, Washington, D.C., and Camille Haney, Department of Justice, Madison. Update II, April, 1973, featured Grace Brodsky, L.L.D., New York, geared to legal concerns of women, and Update III, in April 1974, was coordinated with the Governor's Commission on the Status of Women and the UW-La Crosse Center for Human Resources. Catherine East, Washington, D.C. was the featured speaker.

In September, 1973, the Alumni Association established a scholarship in the amount of \$500.00 to be awarded annually, subject to Association designated criteria. Three juniors have received this scholarship to date: Steven Buelow, a chemistry major, 1974; Arnold Asp, a business major, 1975; and Stephanie Fedor, a psychology major, 1976.

Other significant grants and services by the Alumni Association have been \$100.00 to food for the needy, Lutheran Center; \$150.00 toward the UW-L Symphony's trip to the Cherry Blossom Festival, Washington, D.C.; Inauguration reception for President Lindner; dedication of the Fine Arts Center; contribution to Robert Bassuener, Japanese wrestling tour; and a faculty emeriti reception in Milwaukee. (Alumni Association minutes.) Numerous additional contributions and services are recorded in the minutes.

Four of the original members of the Board still serve. Subsequent elected or appointed members who have served or continue to serve are: William Otto, Ernest Gershon, Mavis Carlsson, William Holstein, Majorie Nixon, Kenneth Peterson, Allan Poser, Gail Cleary, and Willis Berzinski.

The Beta Sigma Chi fraternity, an alumni group, became the satellite club of the Association in October, 1971. Dr. Ernest Gershon represented the Betas on the Board until 1973 when Dr. William Otto became the present representative.

Students appointed to the Board by President Gates and Chancellor Lindner to serve as representatives of their graduating classes have been the following: Cindy Howland Maddox, 1970; Richard Fatura, 1971; Joan Markos, 1972; and Robert Allen, 1974.

An obvious purpose and ultimate goal of an alumni association is to produce funds to support alumni-related activities. The UW-L Alumni Association first offered a charter year (1969) membership dues structure as follows:

family life, \$75.00; family annual, \$15.00; single life, \$50.00; and single annual, \$10.00. Fees collected were shared by Association and Foundation at the following scale respectively: family life, \$25.00 - 50.00; family annual, \$7.50 - 7.50; single life, \$15.00 - 35.00; and single annual, \$5.00 - 5.00.

In 1972 the dues structure was changed to life membership, \$75.00; life membership (husband and wife), \$100.00; and annual dues, \$5.00. The Constitution and By-laws were revised March 22, 1972, to restate the relationship with the Foundation.

"Amounts received in excess of membership, such as unrestricted gifts in kind -- real or personal property and securities will be deposited with the University of Wisconsin La Crosse Foundation, Inc." (By-laws, Article II, Section 1).

Accurate records have been kept of all individual contributions and this data lends itself to some classification of the gifts to the University of Wisconsin-La Crosse. This may be useful for some future study of giving related to a particular class, a group related to a particular discipline, or course of study, and to a designated age group, as well as a geographical location.

This classification of data covers the period 1969-1974 and comes from the Alumni Association financial records. A study of memberships received through 1974 revealed these general characteristics about La Crosse alumni: Each class from 1910 through 1974 was represented by one or more memberships.

Through the class of '65, no one class exceeded twenty memberships. Beginning with the class of '66, the distribution increased from 22 to 58 memberships per class. A survey of the major field of study among members of the association ranked as follows: 1. Physical education and Health, Recreation, and Physical Education; 2. Elementary and Secondary Education; 3. Arts, Letters and Sciences. Geographical location of the members showed the majority, approximately 90 percent, with almost every state represented, located in Wisconsin.

In 1974, Chancellor Kenneth E. Lindner appointed Larry Dittman, the University Development Director, the first such position in the history of the University. This was the outgrowth of a need to expand the public services of the University through liaison with the community and to increase financial assistance to the University through gifts and endowments. Basic to this program is increased contact and services for alumni. Tom Macgillivray was appointed Coordinator of Alumni Affairs in 1975. The alumni records office presently shows 16,500 alumni (1976).

The UW-La Crosse Foundation, Inc., has as its President, Peter Pappas with Larry Dittman, Executive Director (1976). The UW-L Alumni Association President is Ann Thomas with Eleanor Kennedy the Executive Director (1976).

Conclusion

As stated in the introductory paragraphs, this writer has attempted to reveal a continuity of purpose and a spirit of loyalty that has prevailed at the La Crosse school as it has developed from an enrollment of 176 to 7200 students.

The main purpose has been the writer's intent to document specific traditions, the origin and perpetuity, and to show a spirit of dedication and loyalty by faculty, students, and alumni.

The need for outside financial support to carry on these traditions and to assist students has been an accepted task over the years. The evidence presented has been gathered from historical materials contained in the Murphy Library, from personal observation by the writer during the years, 1964-1976, through many contacts with alumni of all former classes, and most of all, through personal conversations with former faculty, staff, alumni, and friends.

It is sincerely hoped that through the recounting of this history there has been no mis-representation of facts or neglect of significant factors. As stated earlier, only an overview was intended and the writer apologizes for any oversight.

The writer also wishes to thank all of the loyal alumni, faculty, and friends who have built this tradition.

Special thanks go to the following people who have assisted me in many different ways in the preparation

of this paper and who possibly have not been included in the content. Ann Thomas, Josephine Hintgen, Geneva Ragland, Betty Pollack, Mary Heberd, Richard and Velma Gunning, Hans Reuter, Leon Miller, Dr. Jean Rolfe, Margaret Annett, Dr. Robert Steuck, Dr. Maurice Graff, Robert Le Roy, Edith Cartwright, and many others.

My special thanks and appreciation to my advisor, Dr. Norene Smith, Associate Dean of Students.

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Personal Scrapbook of Josephine Hintgen, '13.

APPENDIX

A. Photocopies of Programs and Schedules

Junior Banquet

Saturday, June 15, 1912

Normal School
Gymnasium

Menu

BOUILLON

RADISHES

OLIVES

VEAL LOAF

MASHED POTATOES

PEAS

ROLLS AND COFFEE

TOMATO AND CUCUMBER SALAD

STRAWBERRY ICE CREAM

CAKE

Program

Toastmaster, Thomas McGlynn

To the Seniors

Hallie Roberts

Response

Don Dickenson

Our Faculty

Hazel Cooley

Response—Our Family

Mr. F. A. Cotton

Fussing and Future Prospects

Charles Hyde

Program

Things We Have Learned

Lottie Graf

Athletics or Debating—Which?

Frank McDonald

Praise Due the Juniors

Emma Sherwood

What We Owe to the Seniors

Mabel Potts

Reminiscences

Howard Jones

President and Mrs. Fassett Allen Cotton

request the pleasure of

Miss Josephine Hudgen's company

Friday evening June sixth

Eight o'clock

1327 Main Street

State Normal School

La Crosse, Wisconsin

Third Annual Commencement

Thursday, June 20, 1912

9:30 A. M.

Normal Auditorium

FOURTH ANNUAL COMMENCEMENT
OF THE
STATE NORMAL SCHOOL

LA CROSSE, WISCONSIN

BEGINNING FRIDAY, JUNE SIXTH
NINETEEN HUNDRED AND THIRTEEN

THE FACULTY
AND
GRADUATING CLASSES
REQUEST YOUR PRESENCE
AT THE
PUBLIC EXERCISES
OF
COMMENCEMENT WEEK

PROGRAM OF EVENTS

FRIDAY, JUNE 6, 8:00 P. M.
RECEPTION TO THE SENIORS
By President and Mrs. Cotton

FRIDAY, JUNE 13, 5:00 P. M.
Myrick Park
FETE DAY EXERCISES

THURSDAY, JUNE 19
ANNUAL EXCURSION ON MISSISSIPPI RIVER

SATURDAY, JUNE 21, 6:00 P. M.
Normal Gymnasium
JUNIOR BANQUET TO SENIORS

SUNDAY, JUNE 22, 4:00 P. M.
Normal Auditorium
BACCALAUREATE ADDRESS
Dr. E. G. Updike, Madison, Wis.

TUESDAY, JUNE 24, 8:00 P. M.
Normal Auditorium
CLASS PLAY "MUCH ADO ABOUT NOTHING"

WEDNESDAY, JUNE 25, 2:30 P. M.
Normal Auditorium
CLASS DAY EXERCISES

THURSDAY, JUNE 26, 9:30 A. M.
Normal Auditorium
COMMENCEMENT EXERCISES
Address, Dr. Nathaniel Butler
University of Chicago

THURSDAY, JUNE 26, 8:00 P. M.
Normal Gymnasium
ALUMNI REUNION

Normal Auditorium

9:30 A. M.

Thursday, June 10, 1915

Sixth Annual Commencement

La Crosse, Wisconsin

State Normal School

B. Long Quotations Cited

THE RACQUET

VOLUME XVII

LA CROSSE, WISCONSIN, OCT. 17, 1936

NUMBER 3

ALUMNI COME HOME!

MUSICAL NUMBERS OPENING SELECTION OF LECTURE COURSE

FIRST PRESENTATION OF SEASON WILL OCCUR IN AUDITORIUM OCTOBER 14

The first number of the lecture course consisting of Theodora Ritck, Tenor, Lorna D. Jaxon, Contralto, and Frank St. Leger, Pianist, will be presented in the La Crosse Normal Auditorium, Saturday evening, October 14 at eight o'clock.

These people are young artists of great promise whose achievements have already brought to them a reward of praise that many artists of longer experience might envy.

Mr. Ritck is a Russian by birth, a pupil of Dabighe Marotti. His first concert created a sensation at the opera at Monte Carlo. Going to London next, he made a high place for himself and many before rapidly. He was engaged by Henry Garden for a season with the Chicago Opera Company where he sang with her in "Duke" and "Lovers". Later he sang in the opera company of Spain, Portugal, France and Belgium.

From Lisbon comes this comment: "Which was a definite surprise to most of the public. What emotion and firestorm his in his voice. He was applauded in this same opera and by the same public who applauded, Sola, Bond, and Curcio. He did extraordinary work and is an admirable artist."

With Mr. Ritck in this concert number comes Miss Lorna Deane Jaxon. She studied with the great Gave, at her home in Southern France during the entire summer of 1922, and participated in recitals in European cities with her teacher. Miss Jaxon has been engaged in St. Louis with the Municipal Opera Company and the Cincinnati Symphony Orchestra in that city.

The accompanist for the vocalists for this opening concert will be Mr. Frank St. Leger, noted as a composer of great merit. Mr. St. Leger is also one of the assistant directors of the Chicago Civic Opera.

La Crosse is indeed fortunate to have the combination of these three "stars" of whose brilliance there can be no doubt.

Y. W. C. A. HOLDS MEETING

"I wonder who that girl is? She surely has fine manners." Wouldn't you like to have people say that about you?

Come to the Chalm School, Monday, October 11, at 4:30 P. M. in the kindergarten room. Every one welcome. Bring your friends.

The next topic to be discussed will be "Fine Manners". A very unique program has been planned for the event. Miss Hagen, who is well versed on the subject, will be in charge of the program. This will be a good opportunity for you to come into contact with the social graces which play such an important part in your life, regardless of where you are, or what you may be doing.

"Prexy" and Alumni President Invite Old Students Home

Dear Alumni:

The loyalty and the love of the alumni of La Crosse Normal for their Alma Mater has been one of the most decided and delightful observations of the President during the past year and a half. And the Faculty and student body love and esteem you Alumni in the same equally large measure. Let us not have all this affection and high regard at long distance and mostly as a sentiment. This absent treatment is not making our hearts grow fonder, the old adage to the contrary notwithstanding.

Alumni, come and show us October twenty-third, how you like us. Come and see the old school with its new four year course student enrollment and Seniors preparing for their bachelor's degrees. Let us in turn show how rapidly we can welcome you. There will be a dinner, a mixer, a band and Taylor's team will play for you as in the years you knew it. Alumni of La Crosse Normal, come home for a while!

Ernest A. Smith, President.

Fellow Alumni:

Mark with red ink October 22nd, and 23rd, on your calendar. The La Crosse State Normal Alumni Association invites you most cordially and urges you most heartily to come back to your Alma Mater on these dates for the best Homecoming the school has ever had.

Come back to the dear old school and help the football team push over the winning touchdown. Come back and renew the friendships you have made and hear all about the new achievements of the school, the faculty, the student body, and the recent changes and news of old friends. We shall be looking forward eagerly to greet you at the bonfire, the parade, the game, the banquet, and the dance.

Josephine Elmgren,
President, La Crosse Normal Alumni Association.

WATCH THIS!

See the line of cars winding into the land of their dreams. And all the toying a-puffing with a head-on steam; It's a bee-line they are making for La Crosse Normal's big day. To celebrate Home-Coming With a Hip-Hip-Hooray.

COME AND MEET AGAIN!

Friends are what give life its value. Friends thoughts make life worth while. And thought makes a day as cheery as a friend's good-morning smile. So, though long miles lie between us, Let's bridge them with thoughts of cheer. See your friends at our Homecoming Come and meet again this year.

Frosh and Soph "Enjoy" Gala Day

Just when things began to look rosy to the Sophomores a little fellow spotted it all. Early in the morning Sophs began to carry out their carefully laid plans of capturing Freshmen and placing them in solitary confinement. Their plans were carried out so effectively that by ten o'clock thirty-one trousseau Frosh had been locked in to the coal bin of the "Y". Then came the turning point. On a pretext of selling saxophones, Hugh Ganser escaped. He notified a small group of bewildered Freshmen the whereabouts of the captives. The alarm was spread and with the aid of the teachers all remaining Frosh were assembled. They piled into a car and rushed to the aid of the prisoners. Because the group only numbered eleven, they entered through the alley but before they could effect a release they were spotted by the Sophs. The little gang formed a circle around the coal-bins and while one tried to pull off the cover the rest fought back the Sophs. When the Frosh were almost overcome the cover was finally released. Half clothed Freshmen swarmed out of the hole like bees. Thus reinforced the Frosh carried on the battle with a vengeance. Sophomores were captured and their wearing apparel was removed in order to supply the pressing needs of the Frosh. Townspeople circled the struggling mob yelling encouragement to the Freshies. After a long period of fighting the Sophs acknowledged defeat. Flush with victory, the Frosh adjourned to the market square where they were joined by the hard hitting Abel Brown. Because of his aggressiveness, the Sophs found it necessary to take him twelve miles into the country. Brownie freed himself, and although clad only in B. V. D.'s and socks, sagged a ride back to town.

At noon the Freshmen were the guests of Jule Freas at the Bodger. After lunch they returned to the battleground to find it covered with green flags put up by the loyal Freshmen girls. There the Frosh also found a delegation of Sophs. However, they had a white flag. A truce was then made between the two classes to last until it was time for the official rush at 3:30.

ALUMNI URGED AND INVITED TO ATTEND HOMECOMING EVENTS

CELEBRATION PROMISED TO BE BIGGEST AND BEST EVER STAGED

All La Crosse Normal Alumni are urged and invited to attend the fourth annual Homecoming which will be held October 22 and 23 starting on Friday evening at 7:30 and closing late Saturday evening.

The program of events under the supervision of Miss Hutchinson promises to be the best ever this year. Mr. Rolfe, an alumnus whom everyone admires, will have charge of the opening ceremonies consisting of the pep-meeting, bonfire and parade. At the pep meeting which begins at 7:30 cheer, talks, yells and songs will be given in order to arouse the spirit of the student body and alumni.

Following the pep meeting, a war dance will take place around the bonfire after which preparations are already being made, and after this, the entire crowd will form for the annual downtown parade which does much to let the citizens know that La Crosse Normal is really up and coming.

Saturday morning the alumni and student members of the W. A. A. will enjoy an \$3.00 breakfast at the Bodger. At 10 o'clock the girls' hockey team will play at the Athletic field. The traditional Hobo Parade will appear on Main street at noon Saturday. This is one of the best High features of the day and always promises plenty of fun for all.

In the afternoon all students and alumni under the direction of Mr. Which will march to the football field where the biggest event of the entire celebration, the game between Milwaukee and La Crosse, will take place.

To conclude Homecoming in the best possible manner, an Alumni Dinner and Grand Ball will be staged in the evening. Alumni are asked to send all dinner reservations to Miss Carver. The price is seventy-five cents.

Come on, come all, meet your old pals and teachers and enjoy the good time which is assured to everyone.

ANNUAL PLANS STARTED

A homecoming Racquet annual! The staff is not thinking of featuring the big yearly event, but the book will help to furnish alma mater pleasures all the year through to those who have a copy, if some of the staff's ideas are carried out.

Local history will furnish the theme or background for the 1937 book. The photography also promises to be a distinctive feature. Some excellent and unusual "shots" of campus and city beauty spots will be included in a large scenic section. The usual cross-section view of undergraduate life, which has some reminiscent value, will be presented.

LA CROSSE COLLEGE NOT LACKING IN WORTHWHILE TRADITIONS

Just as every country and race have their traditions, so do schools -- and La Crosse State Teachers College is not lacking in traditions.

At the very beginning of the school year, two of our most important traditions take place -- the class rush and Homecoming. It would hardly be necessary to say much about either of these events, for they are self evident every fall. The class rush is characterized by both individual and mass rivalry. The 'poor frosh' are forever on the alert and perhaps, although they would never admit it, the 'glorious sophs' have hidden qualms at times, too, when the freshman class displays unusual numbers and physical strength. The actual rush usually lasts for a week or more and, in former years, has culminated in a mass competition between them on the football field. When the 'sophs' are victorious they look upon victory as a natural turn of events, but when the 'frosh' gain the day, it is indeed a marvelous feat. The green caps are supposed to be worn until Homecoming. At that time the 'frosh' are looked upon as properly initiated and are permitted to wander about unmolested by their superiors.

Homecoming is perhaps the outstanding tradition because it is the one that carries over, and is one that is cherished always by the alumni. The big events of Homecoming -- the decorations, parade, bonfire, pep-meeting, game and dance -- are mingled with the other traditional events such as the Hockey game. Homecoming is an event which perhaps, more than any other, creates and brings out the friendly spirit between students, and between students and alumni. It is safe to predict that since Homecoming has always been a success, it always will be.

There are certain traditions which are characteristic of the physical education group. Among the outstanding of these are the W.A.A. banquet and the Treasure Hunt. Both events are always looked forward to with much anticipation. Perhaps it is unfair to say that the W.A.A. banquet is characteristic of the Physical Education group alone, for the banquet is open for members and guests and any girl may become a member of the W.A.A. if she so desires.

were elected for the year 1941-42. Floyd Gautsch '33, president; Mrs. Margaret (Altimarino) Annett, secretary-treasurer; Mrs. Marion (Widrick) Lowery '37 and William Spears '33, directors for the years 1941-44. Leon Miller '27, president of the alumni association, then commented on the work of the organization for the year, expressing his thanks for the work done by the directors and especially the committees helping to make the picnic such a success. The meeting was then turned over to the new president, songs were sung, and the meeting adjourned.

The Alumni-Senior picnic, is again included in the commencement program. We'll be looking for you all on Saturday afternoon, May 30, 1942. The steaks are a traditional part of the picnic and the program will be what you make it. So come and help make this the best one yet. (La Crosse State Teachers College Alumni Bulletin, April, 1942, Vol. 1, No. 2).

ALUMNI PICNIC

The new schedule of commencement activities worked out nicely for the alumni-senior picnic. Between one hundred and seventy-five to two hundred alumni, seniors, faculty and friends turned out to enjoy the fun. This was almost double the number of the previous year.

The games committee consisting of Emmie Lou Wilder, Coach Smith and Hal Beatty '39 provided a host of games that kept the crowd entertained and busy during the first part of the afternoon. The soft ball game with President Mitchell, Jean Rolfe and Walter Wittich as the stars, was the feature of this part of the program.

Of course the big attraction of the picnic was the steak supper broiled over a charcoal fire by the super steak-fryer Hans Reuter. Hans had the following committee working with him, Janet (Bowe) Hoeschler '40, Gertrude (Fregin) Spears '33, Marion (Widrick) Lowery '37, Bill Spears '33 and Emmett Ford '35. Hans and his committee served a picnic supper consisting of broiled tenderloin steak, scalloped potatoes, pineapple sticks, bread and butter, pickles, celery, and ice cream for dessert. The steaks, as usual, melted in your mouth and the rest of the meal was in keeping.

After the picnic supper a short business meeting was held at which time a new feature was added to the program. This new feature was the ceremony of attaching the senior class colors to the Lally. This traditional ceremony had at times been performed at Class Day Exercises and at times at the Graduating Exercises. This year it was thought that the most appropriate time to do this would be when the seniors and alumni, the two groups most vitally interested in this tradition, get together. What other time would fill the bill better than the Alumni-Senior picnic? So with due formality and an appropriate talk with Larry Butenhoff, president of the senior class, pinned the red, white, and blue of the class of 1941 among the colors of the many other classes that have pinned theirs to the traditional school symbol, 'The Lally'.

The next business of the day was the inducting of the seniors into the ranks of the alumni. After this a report of the nominating committee consisting of Edward Madden, William Hansen '36 and Mary Frances Rossiter '39 was heard and the following nominees

However, these are two outstanding traditional events which the girls especially enjoy.

At the close of the year there are events of special interest to the seniors, among the outstanding of these are the class play and events connected with graduation. The class play is a familiar event and always brings out a splendid audience. The baccalaureate service, planting of the ivy, and graduation itself are events which inspire not only the seniors but also the student body.

Traditions -- all of these events are traditions -- which will always remain in the hearts of the alumni long after they have left our school. (The Racquet, March 6, 1930).

C. School Song

SONGS

LA CROSSE NORMAL HYMN

Morning sun greets many banners
On its westward way,
Fair to us above all others
Waves Maroon and Grey.

Chorus

Colors dear, flag we love, float for aye,
Old La Crosse to thee,
May they sons fore'er be loyal
To thy memory.

La Crosse Normal of Wisconsin,
To thy praise we sing,
All our songs to thee are given,
Ever may it ring.

D. School Seal



E. Copies of UW-La Crosse Foundation, Inc.

United States of America

State of Wisconsin

Department of State

W 11030

To All to Whom These Presents Shall Come:

The undersigned, as Secretary of State of the State of Wisconsin, hereby certifies that, on the 23rd day of August, 19 67, Articles of Incorporation were filed in my office under the provisions of Chapter 181 of the Wisconsin Statutes, for the following corporation formed

WITHOUT STOCK AND NOT FOR PROFIT:

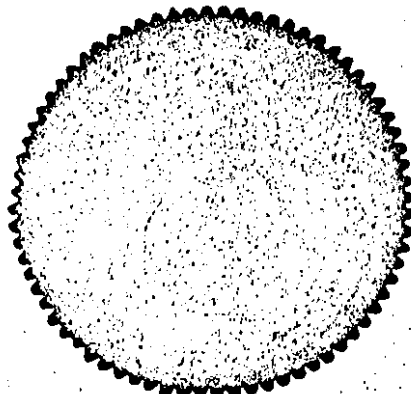
Name: WISCONSIN STATE UNIVERSITY - LA CROSSE, ALUMNI AND FRIENDS FOUNDATION, INC.

Principal Office: 1725 State Street, La Crosse, 54601

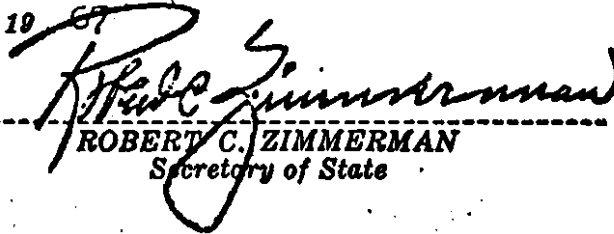
Purposes for which organized: to promote the welfare of Wisconsin State University - La Crosse, and to encourage the interest of the alumni and friends of University in the University.

I hereby certify that a certificate has been filed in my office to the effect that a duplicate of said Articles, bearing my certificate, was recorded in the office of the Register of Deeds of La Crosse County, Wisconsin, on the 24th day of August, 19 67.

THEREFORE, The State of Wisconsin does hereby grant unto the said corporation the powers and privileges conferred by the Wisconsin Statutes for the purposes stated and in accordance with said Articles.



In Witness Whereof, I have hereunto set my hand and affixed my official seal at the Capitol, in the City of Madison, this 29th day of August A. D. 19 67



ROBERT C. ZIMMERMAN
Secretary of State

United States of America

State of Wisconsin — Department of State

To All to Whom These Presents Shall Come, Greeting:

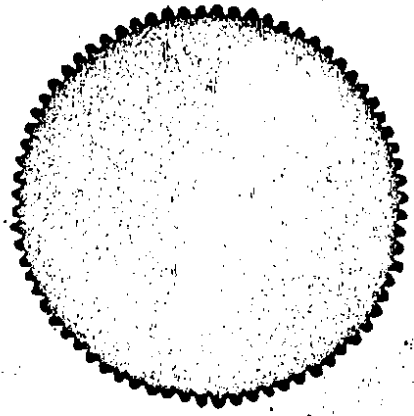
The undersigned, as Secretary of State of the State of Wisconsin, certifies that

Articles of Incorporation

of

WISCONSIN STATE UNIVERSITY - LA CROSSE, ALUMNI AND FRIENDS
FOUNDATION, INC.

of which the attached is a duplicate, was on the date hereof, accepted and filed in my office.



In Testimony Whereof, I have hereunto set my hand and affixed
my official seal at the Capitol, in the city of Madison, this
23rd day of August, A.D., 1907

Robert C. Zimmerman
ROBERT C. ZIMMERMAN
Secretary of State

WISCONSIN STATE UNIVERSITY-LA CROSSE
ALUMNI AND FRIENDS FOUNDATION, INC.

MINUTES

La Crosse, Wisconsin
May 29, 1968

The first meeting of the Board of Directors of Wisconsin State University-La Crosse, Alumni and Friends Foundation, Inc. was called to order at 12 o'clock noon on May 29, 1968 by Attorney Peter G. Pappas, representing Attorney Terry Gillette the Foundation incorporator.

Present at the meeting were the following persons named as initial directors of the Foundation in its Articles of Incorporation: Samuel G. Gates, 1222 Cass Street, La Crosse, Wisconsin 54601; Eugene W. Murphy, 126 South 15th Street, La Crosse, Wisconsin 54601; Peter G. Pappas, 2525 Main Street, La Crosse, Wisconsin.

It was moved by Dr. Gates that the following persons be elected officers of the Foundation: President, Eugene W. Murphy; Vice President, Peter G. Pappas; Vice President, Samuel G. Gates; Secretary-Treasurer, Donovan W. Riley. The vote accepting this slate of officers was unanimous.

Mr. Pappas moved that the name of the Foundation be changed from Wisconsin State University-La Crosse, Alumni and Friends Foundation, Inc., to Wisconsin State University-La Crosse Foundation, Inc. The motion was seconded and adopted unanimously.

Dr. Gates moved and Mr Pappas seconded a proposal that the Foundation have members and that the bylaws of the corporation provide for a number of members not to exceed 250. This resolution was unanimously adopted.

Attorney Pappas, acting as the agent of the incorporator, Attorney Gillette, indicated that the initial Board of Directors had been chosen by the incorporator to become the original members of the corporation. He further reported that the set of bylaws which he then placed before the Board of Directors contained the changes in the name of the Foundation and in its membership provisions as requested by the Board of Directors. He offered the bylaws for adoption.

Dr. Gates seconded the motion for adoption of the bylaws as submitted and the bylaws were adopted unanimously. The secretary was directed to initial each page of the bylaws and to insert them into the minutes of the corporation as consecutively numbered pages beginning immediately after the page on which the resolution of adoption appears.

It was moved by Mr. Murphy and seconded by Dr. Gates that the following persons be invited to join the Foundation as both directors and members: Mr. James Quinn, Mrs. Mary Heberd, Mr. Terry Gillette, Mrs. Wayne Hood, Mrs. Thomas Hancock and Mrs. Adolph Gundersen. This resolution was adopted with no dissenting votes.

It was moved by Mr. Pappas, seconded by Dr. Gates, and unanimously adopted that the First National Bank, La Crosse, Wisconsin, be designated the official depository of the Foundation and that checks and other instruments would be signed by any two of the following: Samuel G. Gates, Peter G. Pappas, Donovan W. Riley.

This concluded the organizational portion of the meeting. Dr. Gates then brought before the Foundation several items of new business. It was recommended that the Secretary-Treasurer begin to assign resolution numbers to the items as they were acted upon by the Board of Directors.

Resolution 1. Resolved, that the Foundation make a gift of up to \$1,200 to Wisconsin State University-La Crosse to participate in the funding of a University duplicating offset press and associated equipment. Moved by Dr. Gates, seconded by Mr. Pappas, unanimously adopted.

Resolution 2. Resolved, that the Foundation pay a bill at the Holiday Inn for entertaining certain guests of the University in the amount of up to \$100. Introduced by Mr. Murphy, seconded by Dr. Gates, and adopted unanimously.


Resolution 3. Resolved, that the Foundation support the regional Status of Women Conference to be held at Wisconsin State University-La Crosse in an amount up to \$300. Introduced by Mr. Pappas, seconded by Dr. Gates, adopted unanimously.

Resolution 4. Resolved, that Dr. Gates be authorized to support a needy non-resident student, Mr. James Mason, from Foundation funds in an amount up to \$200. Introduced by Dr. Gates, seconded by Mr. Pappas, unanimously passed.

Resolution 5. Resolved, that the Foundation support the establishment of a La Crosse Chapter of the Society of Sigma Xi by contributing \$100 toward its national initiation fee. The Society of Sigma Xi La Crosse Club is a scientific honorary society. Introduced by Dr. Gates, seconded by Mr. Pappas, and adopted unanimously.

Moved by Mr. Murphy, seconded by Mr. Pappas that the first meeting of the Board of Directors of Wisconsin State University-La Crosse Foundation, Inc. be adjourned until convened by the president, or in accordance with provisions of the bylaws. Motion unanimously adopted.

Respectfully submitted,


Donovan W. Riley
Secretary-Treasurer

ARTICLES OF INCORPORATION

OF

WISCONSIN STATE UNIVERSITY — LA CROSSE,

ALUMNI AND FRIENDS FOUNDATION, INC.

I, the undersigned natural person of the age of more than Twenty-one (21) years, acting as Incorporator of a corporation under Chapter 181 of the Wisconsin Statutes, adopt the following Articles of Incorporation for such corporation:

ARTICLE ONE: The name of the corporation shall be WISCONSIN STATE UNIVERSITY — LA CROSSE, ALUMNI AND FRIENDS FOUNDATION, INC.

ARTICLE TWO: The period of existence is perpetual.

ARTICLE THREE: The purpose for which the corporation is organized is to promote the welfare of Wisconsin State University — La Crosse, and to encourage the interest of the alumni and friends of the University in the University. Its purpose shall be exclusively education and charitable. No part of its receipts or income, from whatever source derived, shall inure to the benefit of any member, provided, however, that this provision shall not preclude the employment of members of the corporation, upon the same terms and conditions as non-members thereof. No substantial part of the activities of the corporation shall be the carrying on of

propaganda, or otherwise attempting, to influence legislation, the corporation shall not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any campaign for public office.

ARTICLE FOUR: The location of the principal office shall be 1725 State Street, La Crosse, Wisconsin.

ARTICLE FIVE: The name of the initial registered agent is Donovan W. Riley.

ARTICLE SIX: The address of the initial registered agent is: 1725 State Street, La Crosse, Wisconsin.

ARTICLE SEVEN: The number of Directors may be fixed by the By-Laws, but shall not be less than three.

ARTICLE EIGHT: The number of Directors constituting the initial board shall be three (3).

ARTICLE NINE: The names and addresses of the initial directors are:

Samuel Gates, 1222 Cass Street, La Crosse, Wisconsin 54601.

Eugene W. Murphy, 126 South 15th Street, La Crosse, Wisconsin 54601

Peter G. Pappas, 2525 Main Street, La Crosse, Wisconsin 54601.

ARTICLE TEN: Membership Provisions. There shall be no members.

ARTICLE ELEVEN: The name of the incorporator is
Terry C. Gillette, 616 Exchange
Building, 205 Fifth Avenue South, La Crosse, Wisconsin 54601.

ARTICLE TWELVE: These Articles may be amended in
the manner authorized by law at
the time of amendment.

Executed in duplicate on this _____ day of August,
1967.

TERRY C. GILLETTE,
INCORPORATOR (SEAL)

Subscribed and sworn to before me
this _____ day of August, 1967.

Notary Public, La Crosse County, Wis.

My Commission:

BY-LAWS OF THE

WISCONSIN STATE UNIVERSITY -- LA CROSSE FOUNDATION, INC.

ARTICLE I

Section 1: The fiscal year of the corporation shall begin on the first day of January in each year.

Section 2: The annual meeting of the Board of Directors and members of the corporation shall be held during May in each year on such date and at such hour in the City of La Crosse, La Crosse County, State of Wisconsin, as from time to time may be fixed by the Board of Directors, or in the absence of designation by the Board of Directors, then by the President.

ARTICLE II

Section 1: The Board of Directors shall consist of not less than Three (3) nor more than Fifteen (15) Directors. Directors shall be elected for a Three (3) year term or less as designated by the Board of Directors and no Director may succeed himself more than twice. Any Director who has served Three (3) successive three year terms shall be eligible for re-election to Three (3) consecutive year terms after an interval of One (1) year from the date of the expiration of his last Three (3) year term.

Section 2: Regular meetings of the Board of Directors of the corporation shall be held at least annually at such time and place as the Board of Directors may designate, but the Annual Meeting of the Board shall be held in May.

Section 3: Special meetings of the Board of Directors may be held at any time on the call of the President, or shall be called by the Secretary on written request of any two Directors and such meetings shall be held at such

time and place as shall be designated by the President, or if not so designated, then it shall be designated by the Secretary.

Section 4: Notice of all regular or special meetings of the Board of Directors shall be given to each Director and may be given in any one of the following methods, to-wit: By delivery of or telephoning such notice to a Director personally at least Twenty-four (24) hours before the time set for such meeting or by mailing such notice at any Post Office or United States mailbox in the City of La Crosse, Wisconsin, addressed to a Director as his address may appear on the books of the corporation, at least Two (2) days before the time appointed for such meeting; provided, however, that any Director may waive notice to him of any such meeting; and provided, further, that no such notice shall be required for the Annual Meeting of the Board of Directors.

Section 5: A majority of the designated Directors shall constitute a quorum in any meeting of the Board of Directors, but a smaller number may adjourn to a fixed time and place.

ARTICLE III

Section 1: The Incorporator shall choose the original members of the corporation, and additional members may be elected and accepted from time to time by action of the Board of Directors, or by consent in writing of the members of the Board of Directors, or by consent in writing of the members of the Board as then constituted, irrespective of the number then qualified or acting as Directors of the corporation.

Section 2: The number of members shall be One Hundred (100) but the Board of Directors may increase the number not more than Twenty-five (25) in any year, to a maximum of Two Hundred Fifty (250).

Section 3: Each member shall be entitled to one (1) vote, at all meetings of the members of the corporation, and may vote either personally or by proxy. One-fifth (1/5) of the members of the corporation present, in person or by proxy, shall constitute a quorum of the members for all purposes at any and all meetings.

Section 4: Membership shall be personal, and no membership or rights of a member shall be assigned or transferred in any manner. The membership of any person shall be terminated by death, and may be terminated by resignation, or by action of the Board of Directors. All rights and interest of a member in the estate, property, privileges, franchise and affairs of the corporation shall cease on termination of the membership.

ARTICLE IV

Section 1: An Executive Committee consisting of the President, and not less than Three (3) nor more than Seven (7) other Directors may be appointed by the Board of Directors to serve until their successors shall be appointed, and such Executive Committee shall direct the management of the affairs of the corporation in the interim between the meetings of the Board of Directors, subject to the control of the Board. The President shall preside at meetings of the Executive Committee. The Executive Committee shall from time to time appoint its own Secretary, and also from time to time prescribe the duties of such Secretary.

Section 2: The meetings of the Executive Committee may be held at any time when the Board of Directors is not in session and may be prescribed by the Board of Directors or may be called by the President or by any Three (3) members of the Executive Committee by mailing notice of such meeting designating the time and place thereof addressed to each member of the Executive Committee at his last known address Two (2) days prior to the holding of such meeting; or by personal notice thereof given a sufficient length of time before such meeting to enable the member to attend. The Executive Committee shall keep full and true minutes of all business transacted at each meeting, and shall submit its report, together with a copy of the minutes of its proceedings to the Board of Directors at its next meeting thereafter.

ARTICLE V

Section 1: The Board of Directors may provide that all of the funds and property of any and every kind and nature shall be lodged in a trustee

selected and employed by the Board of Directors upon such terms, duties and conditions as such Board of Directors shall from time to time prescribe. Such trustee shall at all times be a bank with fiduciary powers, or a trust company organized under the laws of the United States or any State thereof.

Section 2: Funds of the corporation shall be invested in such stocks, bonds, other securities, real estate and personal property without limitation, as the Board of Directors or Executive Committee may from time to time direct and prescribe, if and as directed by the donor.

Section 3: The President or Vice-President, together with the Secretary or Treasurer, may and without further order of the Board of Directors sell, assign, transfer and set over, satisfy and release mortgages or deeds of trust, bonds, notes, certificates of stock, real and personal property, and other assets and securities held or owned by this corporation.

ARTICLE VI

Section 1: The officers shall be elected by the Board of Directors at their first meeting and to hold office for one (1) year, and until their successors are chosen.

Section 2: The officers shall be President, Vice-President, Secretary and Treasurer, and such other officers as the Board of Directors shall designate.

Section 3: In the event of a vacancy in any office by resignation, removal, disqualification or other cause, said vacancy shall be filled by an election at any meeting of the Board of Directors.

ARTICLE VII

Section 1: The corporate seal of the corporation shall be inscribed thereon the words "Wisconsin State University - La Crosse Foundation, Inc., La Crosse

Wisconsin, Corporate Seal".

Section 2: These By-Laws may be amended at any regular or special meeting of the Board of Directors by a vote of the majority of the members of said Board present at such meeting.

F. Organizational Documents

MRS. KENNEDY — S.G.C.

Association of State Colleges and Universities

OFFICE OF THE EXECUTIVE SECRETARY • 1705 MASSACHUSETTS AVE., N.W. • WASHINGTON, D.C. 20036 • TEL. 462-6770

January 9, 1966

DEVELOPING THE ALUMNI RESOURCE AT PUBLIC COLLEGES AND UNIVERSITIES

(Liberal quotes from an address by Loren Hickerson, Director of Community Relations, The University of Iowa, before the Public Relations Council, State University of New York. Mr. Hickerson was Executive Director of the University of Iowa Alumni Association from 1947 to 1966 and Executive Director of the University of Iowa Foundation from 1957 to 1966.)

1. The alumni secretary

If your institution has an alumni secretary who displays skill in the arts of human relations, who is deeply devoted to Alma Mater and who demonstrates a fine degree of selflessness by staying tenaciously on the alumni firing lines . . . then your institution should pay him well, and all institutional officers should encourage him, counsel with him, support him and work with him, but they shouldn't tell him how to run the "alumni business." . . . If he's not the kind of man I've described, then your institution might be well-advised to consider his removal to a different assignment more suited to his talents . . . and to get an able young patriot who is a "natural" at human relations . . . As this man gains experience, your institution should make him a partner -- not a servant -- in the great enterprise of college and university service.

2. Budget

The budgets provided for this work must be at realistic levels to accomplish the objectives sought. A continuity of excellent communication with alumni by mail, and of regular personal contact with the alumni body (particularly with the alumni leadership, present and potential) through field travel and field organization, are essential . . . These essentials are not inexpensive, and they get more costly every year. Further, the need for investment capital grows in ratio to growth in the graduate body . . . American higher education is pockmarked with alumni programs which are ineffective primarily because they are under-staffed and under-supported with funds . . . Many institutional people assume that alumni are pre-disposed to support the old school anyway, and that promotional investment capital therefore is less necessary in this area . . . Many public institutions find it difficult under existing regulations -- or assume that it is difficult -- to justify the use of appropriated funds for alumni work . . .

3. The reluctant alumnus

I have news for you about your alumni . . . it does not follow as the night the day that they will give you their interest, their time or their money for the asking. The support of alumni has to be earned, painstakingly; just as support for your institution has to be earned in the legislative assembly, or in the corporation or foundation, or in

offices in the federal government . . . Only a very limited percentage of your graduates are 'pre-disposed' to be loyal and generous to Alma Mater . . . They are the initial reservoir of alumni leadership for any worthwhile objective . . . But beyond these few are the great body of your alumni whose continuing interests in Alma Mater are tacit and whose sense of obligation is, for practical institutional purposes, non-existent. They are a potential source of great magnitude; but they are not an automatic or self-releasing resource. The widespread institutional assumption that alumni support ought to be more or less automatic is at the root of too many failures to provide realistic budget support for the alumni program . . . You have to persuade alumni; and that requires realistic programs, realistically financed.

4. Justifying public budget funds to support an alumni office

The basic function of an alumni office -- the keeping of accurate and current records on the graduate body -- is a function any college or university ought to perform in any event, if it is to be able to reflect any kind of public accountability for its prior expenditure of public funds for teaching students . . . The records of the alumni office constitute an institutional reservoir of raw data on graduate performance. This basic function of the alumni office has a clear and direct relationship to the educational teaching function . . . The valid institutional costs for maintaining excellent alumni records are prerequisite to capitalizing the potential interest, service and gifts of alumni. Institutional budget expenditures for alumni office staff and program beyond the keeping of basic records, therefore, represent an investment on a return to the institution, and to the state which supports it.

The investment must be made or the return will not be forthcoming, make no mistake about that. Given able program direction, the higher the investment, the greater the return. The return on the alumni program investment is tangible when alumni gift totals are struck . . . But there are priceless intangible returns . . . What is the influence of a dedicated alumnus worth when it sways the decision of a corporate board in favor of a . . . grant to your school?

5. Should the Alumni Association charge dues?

(Our) Alumni Association's total budget serves to enrich the overall alumni program budget by many thousands of dollars each year. This is budget money, provided by alumni, which at our current program level the University otherwise would have to supply . . . By any measure, our best and most generous alumni financial contributors are those who also pay dues to the Alumni Association . . . I realize that the national trend in alumni work for some years has been toward the cancellation of dues payments, the theory being that dues payments get in the way of fund-raising. I don't believe it . . . If the institution will not or cannot provide budget funds for . . . desirable levels of communication among all alumni, then . . . the dues-paying Alumni Association is a valid instrument . . . Clearly, size of the alumni body, present and projected, is a factor in the "dues" vs. "no dues" debate . . . Only about 13 per cent of our degree-holding graduates at Iowa are dues-paid members of the Alumni Association. If we had only 7,000 alumni, that would mean only 910 members -- probably not worth the effort. But our alumni body totals 70,000, and 13 per cent of this number is in excess of 9,100 members -- enough to support an Association budget during the current year of \$72,000 . . .

The dollars the institution provides for an alumni program, plus the dollars provided for the program from alumni sources, reflect a total investment in greater alumni interest, activity (including the giving of gifts), and influence for the institution. Since the return on this combined investment is 100 per cent institutional, what difference does it make whether the investment is all institutional dollars, or a combination of institutional and alumni dollars?

6. The Role of an Alumni Association

An association of alumni, organized by alumni and managed by alumni, seems to me to be indispensable to a sound alumni program. Among all alumni, more progress is to be made through joint sponsorship of programs by an institution and an alumni association than through unilateral sponsorship by either an institution or an alumni association. Without such an association, whose activities obviously are coordinated with the institution's through the alumni secretary, the alumni program has no logical medium for the reflection of the valid attitudes and views of the informed and responsible alumni toward the institution, and toward the alumni program itself . . . My view implies the importance of a free and continuing dialogue between institution and members of the alumni body, through the logical media of the officers and directors, boards and committees of the alumni association, and through some major publication for alumni which is the specific channel for the expression of responsible alumni opinion . . . Alumni themselves should help establish and supervise the editorial policies of such a publication, whether it is published by the Alumni Association or by the institution itself . . . I want now, for the second time, to take a realistic look with you at your alumni as people . . . They have in common the fact that they attended your institution. Beyond that, they are like alumni anywhere and everywhere. They are busy people . . . By and large, they are the solid, mature citizens your institutions hoped they would become, when they were students . . . they retain a sense of their earlier associations on your campus, and of their permanent identification with your institution. But while the institution still is your life, it is no longer their life . . . Because of their basic identity with you, they are in combination a great force for your good. But the force they represent is largely potential. Only consistent persuasion and influence from the college or university, in person and on paper, can make more and more of that potential force kinetic in your behalf.

7. What Can Your Alumni Do for You?

They could support effectively . . . your higher educational askings in the state legislature. They could . . . defend the institution successfully against unwarranted criticism . . . They could wield powerful influence in any place where their influence might be desirable to you . . . They could give you themselves, and gain for you from others, very large new reservoirs of wealth for your greater institutional resources. You name it, they could do it -- if they were sufficiently motivated. So what is your problem? It is to carefully define those things which most need institutional doing, and to program for the maximum motivation of alumni help in their doing. You program by the month, and by the year, and by the decade.

8. How Can You Motivate Your Alumni?

You accomplish this . . . by making a consistent, continuing, mature effort to justify the institution's important place in their alumni lives. You cannot expect to make it the

- * Planning special events and publications designed wholly or in part to attract alumni interest and program participation -- Whether your "key" leadership comes from local clubs or through some other apparatus, it is invaluable to have at least one occasion each year when alumni are guests on the campus -- an alumni program leaders' workshop during which they are wined and dined, entertained and informed, stimulated and updated on the changing face and spirit of the institution. This kind of regular campus exposure not only keeps the leadership in closer touch with home base, but assigns some status to their positions, serving as a fine stimulus to other local alumni who wouldn't mind doing likewise.

About the special events which you help plan to bring numbers of alumni back to the campus each year . . . Design, promote and conduct your program to provide maximum assurance that those who come will be glad they came! No on-campus meeting should be a flop only because it didn't draw as many alumni as you had hoped. The alumnus who wouldn't have missed it is next year's best promoter -- and repeater.

About publications and mailing you send to alumni . . . Make their promotional aspects tasteful, and their educational aspects mature. Write for your alumni as though they were the thoughtful, well-educated citizens you want them to be. You will contribute immeasurably to their continuing education by doing so, and you will also help to sustain an image of the institution as a seat of dignity and learning.

- * Alumni fund-raising -- Never mix fund-raising with affairs designed for some other purpose . . . The other purpose for which the meeting was called is too important to kill it. Fund-raising is too important to risk peanuts when you are after coconuts. Fund-raising is one thing and everything else is something else. Keep the functions firmly separated.

If you are not already raising money from your alumni each year, you will be. Plan the overall program for that function with the utmost care. Study the successes and failures of other institutions in their development of annual giving, and other alumni-oriented fund-raising programs. Learn from their mistakes . . . Plan, and be prepared, for the long pull, not the short haul.

You can raise a little money by mail, but not much . . . To be developed effectively, fund-raising requires person-to-person solicitation. Local telephone campaigns . . . are a demonstrably successful step between direct mail and full in-person soliciting, if such campaigns are carefully planned and managed. Developing the "habit" of giving in alumni is far more important than what the individual alumni may give on the average, in any year . . . Work for numbers of participants rather than for size in gifts -- and work for repetition in giving from year to year. The consecutive giver upgrades his own gifts.

Avoid as the plague . . . "instant fund-raising," . . . the pastime of multiplying the number in the alumni body by \$10, or \$25, or \$100, and conveying to the alumni director and the development office the marvelous totals arrived at . . . While an alumnus may give, on the other hand, he may not give . . . He will give what he wants to give, in any event.

Your fund-raising efforts will prosper in ratio to your involvement of volunteer alumni leaders and solicitors in the program, and as these alumni become more and more proud as partners in the growing success of the enterprise.

10. And remember!

The institutions of higher learning in Iowa had commissioned a team of experts, headed by Dr. Gordon Strayer of Columbia University, to survey strengths and weaknesses of the state system in Iowa. The Commission's report was particularly severe in its analysis of the grievous shortcomings of the public and alumni relations programs of the state colleges and the University. One of our people asked Dr. Strayer how the University should go about developing an effective public relations program.

"First," said Dr. Strayer without hesitation, "you start forty years ago."

October 8, 1968

Dear Friends and Alums:

C
O
P
Y

Welcome home! May I express the deep, sincere and warm greetings from our 6,001 students, 347 faculty members, and 250 classified personnel. The official L.S.U. family now numbers almost 6,600 individuals. Our "family" is now as large as the combined student enrollment of all of the nine universities in our system in 1952 -- only sixteen years ago.

As we grow we take on additional responsibilities. You will be hearing from us shortly about our newly created Wisconsin State University-La Crosse Foundation, Inc. The Foundation hopes to accomplish many worthwhile purposes, and among them some of the important public relations tasks for you friends and alums at professional meetings and at future Homecoming affairs. Contributions will be appreciated.

The "body politic" of the Foundation will be the LaCrosse State University Alumni and Friends Association. Membership dues will be \$10.00 per year. Five dollars of each membership will go to the Foundation, as well as future large gifts. Why not think seriously about becoming a member of the Association? This is merely an alert -- you will receive a formal communication from the Alumni office in the near future.

I hope to have an opportunity to say hello in person at the reception, or at the 1948 class reunion at the Holiday later this evening.

Thank you for your continuing support and interest.

Sincerely,

Sam C. Gates
President

SCG:ld



Wisconsin State University - La Crosse
La Crosse, Wisconsin 54601

February 24, 1969

Dear Alumnus,

We have now entered our 60th anniversary year, and it is my pleasure to announce our plans for establishing an Alumni Association, and a Foundation as part of this year's celebration activities.

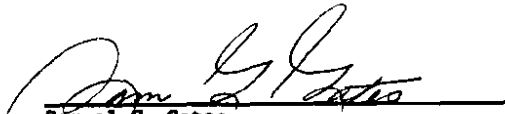
As a friend and/or alum of this University, we know that you are interested in its growth and development. The formation of the La Crosse State University Alumni Association presents each of you with the opportunity to become personally involved in our growth and future development.

The Association should provide a basis for communication between you and the University. It should also inform you about our plans and activities. With your help we can maintain a level of excellence of which we can all be proud. You can help by encouraging good students to enroll. Your praise and expressions of your esteem become our most effective student recruitment device.

I invite all graduates, former students, faculty, and friends to join the Association. Its organization is explained in further detail in this issue of the Alumnus. The proposed constitution is included, and I urge you to actively participate in the formation of the Association.

At this time I should also like to announce the establishment of Wisconsin State University-La Crosse Foundation, Inc. Articles of incorporation have been filed with the State of Wisconsin to establish the Foundation as a non-profit organization. The purpose of the Foundation is to promote the welfare of the University and to accept and distribute gifts made to it for the benefit of the University. Details regarding its organization are also included in this issue.

Again, let me reiterate -- we need your support, and I urge you to participate in the affairs of your alma mater. Please feel free to communicate at any time with the Alumni Office, the deans, or directly with me on any item of interest.


Samuel G. Gates
President

E. Kennedy

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Shrine Hospital Benefit



"Strong Legs Run

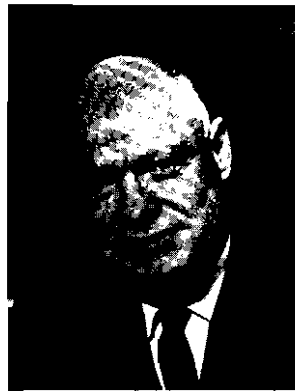
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August 29, 1969

I should like to express my personal and our institutional welcome to new and old students, and to our many friends. L.C.U. is a dynamic institution in a state of transition and rapid change. We hope that this change can be regulated, assimilated, and accommodated in such a way so as to insure improved quality and that we end up with a program and product which educational writers and planners like to characterize as academic excellence.


It would seem appropriate on this special occasion to acknowledge the retirement of Mr. Floyd Gautsch who was recently honored by the Board of Regents which conferred upon him the title "Professor Emeritus." It is also fitting to wish Mr. Gautsch's able replacement, Mr. William Vickroy, success in his new job as Director of Athletics.

All of us -- faculty, students, and members of the downtown Quarterback Club wish Roger Harring, our new head football coach, a most successful and distinguished coaching career at our University. Hopefully, some of the football players appearing on the field this evening will at some future date be elected to our new "Wall of Fame" in Mitchell Hall, and join the other L.C.U. immortals who have already received this honor.

This fall we conclude the sixtieth anniversary of our University. Students who graduated last spring and this summer and those of you who will be in the graduating class in January will become charter members of our new Alumni Association. We look to you for new ideas and continued enthusiastic support.

Our compliments to the La Crosse Shriners who are dedicating their share of the profits from tonight's game to hospitals caring for crippled children. We are pleased and proud to join them in this enterprise.

Sincerely,



Sam G. Gates
President

P.S. Our Marching Chiefs are headed for the Tournament of Roses, and they will need our moral and financial support. All systems seem to be go for 1969-70.

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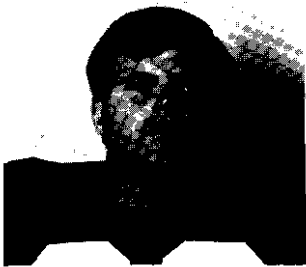


MCDONALD'S CORPORATION, 1968

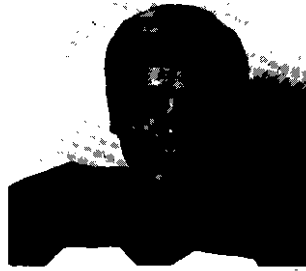
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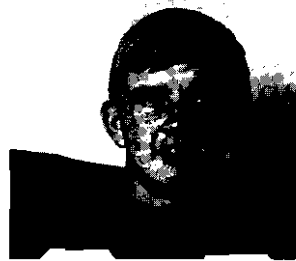
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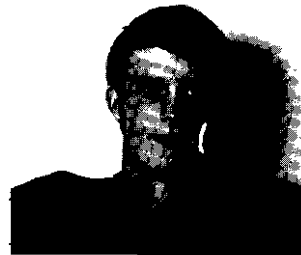
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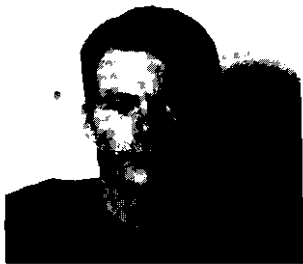
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TOMAH, WISCONSIN 54660

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FDIC

SUPPORT SHRINE CHARITIES

1969 - 1970 LCU SPORTS SCHEDULES

VARSITY 1969 FOOTBALL SCHEDULE

<u>Date</u>	<u>Opponent</u>	<u>Site</u>	<u>Time</u>
Sept. 6	St. John's	La Crosse	1:30
Sept. 13	Oshkosh	La Crosse	7:30
Sept. 20	Platteville	Platteville	1:30
Sept. 27	Stevens Point	La Crosse	1:30 (Dad's Day)
Oct. 4	St. Norbert's	West de Pere	1:30
Oct. 11	Stout	Menomonie	1:30
Oct. 18	River Falls	La Crosse	1:30 (Homecoming)
Oct. 25	Superior	Superior	1:30
Nov. 1	Whitewater	La Crosse	1:30
Nov. 8	Eau Claire	Eau Claire	1:30



VARSITY BASKETBALL SCHEDULE WSU - La Crosse 1969-1970

FRESHMEN FOOTBALL SCHEDULE

<u>Date</u>	<u>Opponent</u>	<u>Site</u>	<u>Time</u>
Oct. 2	River Falls	River Falls	7:30
Oct. 9	Eau Claire	La Crosse	7:30
Oct. 16	Stout	La Crosse	7:30
Oct. 25	Platteville	Platteville	1:30

Day & Date

Opponent

Site

Saturday, Nov. 15	Intra-Squad	Away
Friday, Nov. 21	Varsity-Frosh	Home
Monday, Dec. 1	Winona	Home
Friday, Dec. 5	Eau Claire	Away
Saturday, Dec. 6	Stout	Away
Tuesday, Dec. 9	River Falls	Home
Tuesday, Dec. 16	Superior	Away
Thursday, Dec. 18	Oshkosh	Home
Monday, Dec. 29	Granite City	Away
Tuesday, Dec. 30	Tournament	Away
Wednesday, Dec. 31	St. Cloud	Away
Tuesday, Jan 6	Platteville	Home
Saturday, Jan. 24	Whitewater	Away
Wednesday, Jan. 28	Stevens Point	Home
Saturday, Jan. 31	Oshkosh	Away
Monday, Feb. 2	River Falls	Away
Thursday, Feb. 5	N. Michigan	Home
Tuesday, Feb. 10	Stevens Point	Away
Friday, Feb. 13	Eau Claire	Home
Saturday, Feb. 14	Stout	Home
Wednesday, Feb. 18	Superior	Home
Saturday, Feb. 21	Platteville	Away
Tuesday, Feb. 24	Whitewater	Home

CROSS COUNTRY SCHEDULE

1969

<u>Date</u>	<u>Opponent</u>	<u>Site</u>	<u>Time</u>
Sept.			
Sept. 20	Ripon	La Crosse	11:00
Sept. 27	Platteville & Stevens Pt.	La Crosse	11:00
Oct. 4	Stout & Oshkosh	Oshkosh	11:00
Oct. 7	Luther & Upper Iowa	Decorah	4:30
Oct. 11	Platteville Invitational	Platteville	11:00
Oct. 18	Whitewater & Eau Claire	Eau Claire	11:00
Oct. 25	River Falls & Superior	Superior	11:00
Oct. 29	Winona	La Crosse	4:00
Nov. 1	WSUC Meet	Oshkosh	11:00
Nov. 22	NAIA Meet	Oklahoma City	10:00

1969 LCU INDIANS

<u>NO.</u>	<u>NAME</u>	<u>POS.</u>	<u>NO.</u>	<u>NAME</u>	<u>POS.</u>
20	Trollop, Randy	QB	54	Wage, Steve	T
20	Keller, Charley	QB	*55	Caravello, Phil	G
20	Wuethrich, Bob	HB	55	Kolmos, Dale	G
21	Schmitt, Gary	QB	60	Kotnik, Ed	G
21	Schuette, Chuck	HB	*61	Mancuso, Tom	G
22	Gouge, Chuck	QB	62	Elkington, Bob	G
22	Wilkins, Tom	HB	*64	Meinert, Dan	G
*30	Klug, Gary	FB	65	Henley, Jerry	G
30	Lamprich, Greg	FB	*66	Grbich, George	T
31	Kopecky, Brian	HB	*70	Beaurain, Bob	T
31	Hanson, Brent	HB	72	Pokorny, Jim	T
31	Baldrige, Kelly	HB	73	Beighly, Tom	T
*33	Smiley, Don	HB	*74	Christnovich, Tony	T
*33	Gorski, Tom	HB	76	Hoskens, Harry	T
33	Fleck, Steve	E	*80	Baker, Dale	E
34	Buelow, Byron	HB	81	Koskey, Bob	E
*35	Kuehn, John	HB	*83	Gelina, Tony	E
36	Gianaras, George	HB	83	Morgan, Phil	E
36	Puza, Roger	HB	*84	Baker, Dean	E
*37	Foy, Mike	FB	*85	Kusick, Craig	E
38	Lee, Larry	HB	*86	Stendahl, Dewey	E
40	McNaughton, Neil	FB	*87	Gorecki, Ken	E
41	Gaborsky, Mike	HB	88	Sibley, Larry	T
*42	DeMerit, John	HB	87	Mattison, Greg	T
43	Regan, Jim	HB	31	Tork, Dan	HB
*50	Nelson, Dave	C	55	Navarre, Bill	G
51	Olson, Dave	C	83	Crowe, Tom	G
54	Stefan, Dave	HB	76	Stoltz, Jim	G

LCU COACHING STAFF



Top Row L to R: Richard Watson, Bill Collar, Barry Schoctmel, Bill O'Neil. Bottom Row: Tom Brown, Roland Christensen, Bill Terry, Head Coach Roger Harring. Absent from picture: John Eggart, team trainer.

1969 St. John's University Football Roster

NO.	NAME	POS.	NO.	NAME	POS.
10	Stuart Rief	QB	51	Pete Dwyer	C
11	Bob Bertoni	QB-DHB	52	Colin Mackenzie	C
12	Joe Nett	QB-DHB	53	Leighton Swenson	LB
14	Steve Best	QB	54	Don Klick	MG
15	Gary Marlowe	QB	55	Gerry Kuelbs	T
16	Tom Kafka	QB	56	Frank Hudoba	C
17	Tom Thibodeau	QB	57	John O'Connor	MG
18	Bob Brick	FL	58	Dick Humphrey	MG
19	Dan Deynowa	DHB	59	Bruce Hentges	LB
20	John Agee	DHB	60	Jim Brown	G
21	Bill Dorgan	DHB	61	John Lynch	LB
22	Ed Pull	FB	62	Greg Schneider	G
23	Bob Nasby	K	63	Craig Mortell	T
24	Mike Donovan	LB	64	Phil Handrick	G
25	Denny Scherer	DHB	65	Chuck Kaluza	E
26	Kevin Moehn	HB	66	Bill Soltys	G
27	Bill Johnson	E	67	Mike Cahill	G
28	John Crea	HB	68	Steve Schmitt	G
29	Bill Laliberte	HB	69	Jim Anderson	G
30	Dave Haskins	E	70	Greg Soukup	T
31	Dave Lee	DHB	71	Rich Aune	T
32	Bob DeMarais	HB	72	Brian Hicks	T
33	Tom Middleton	DHB	73	Tom Schutta	T
34	Mike Shaughnessy	DHB	74	Chuck Mahoney	T
35	John Stencil	DHB	75	Mike Starr	T
36	Steve Ruether	FL	76	Ed Koelbl	T
37	Pete Friebe	DHB	77	Bill McNamara	T
38	Dick Blin	DHB	78	Pat Shaughnessy	T
39	Mark LaVigne	DHB	79	Jerry Vanek	T
40	Mike LaVigne	DHB	80	Nick Kroska	E
41	Del Sand	MG	81	Jack Hayden	C
42	Denny Merritt	FB	82	Terry Wagner	E
43	Joe Hegel	LB	83	Jim Winkels	E
44	Gary Eustice	FB	84	Charlie Hanish	E
45	Jim Kruzich	FB	85	Chuck Kessler	E
46	Tom Schieber	FB	86	Pat Dorn	E
47	Mike Halloran	FB	87	Jim Taddei	DHB
48	Mark Atmore	LB	88	Tom Dailey	E
49	Tom Sloan	LB	89	Steve Setzler	E
50	Mike Sanders	C	90	Greg Merz	E

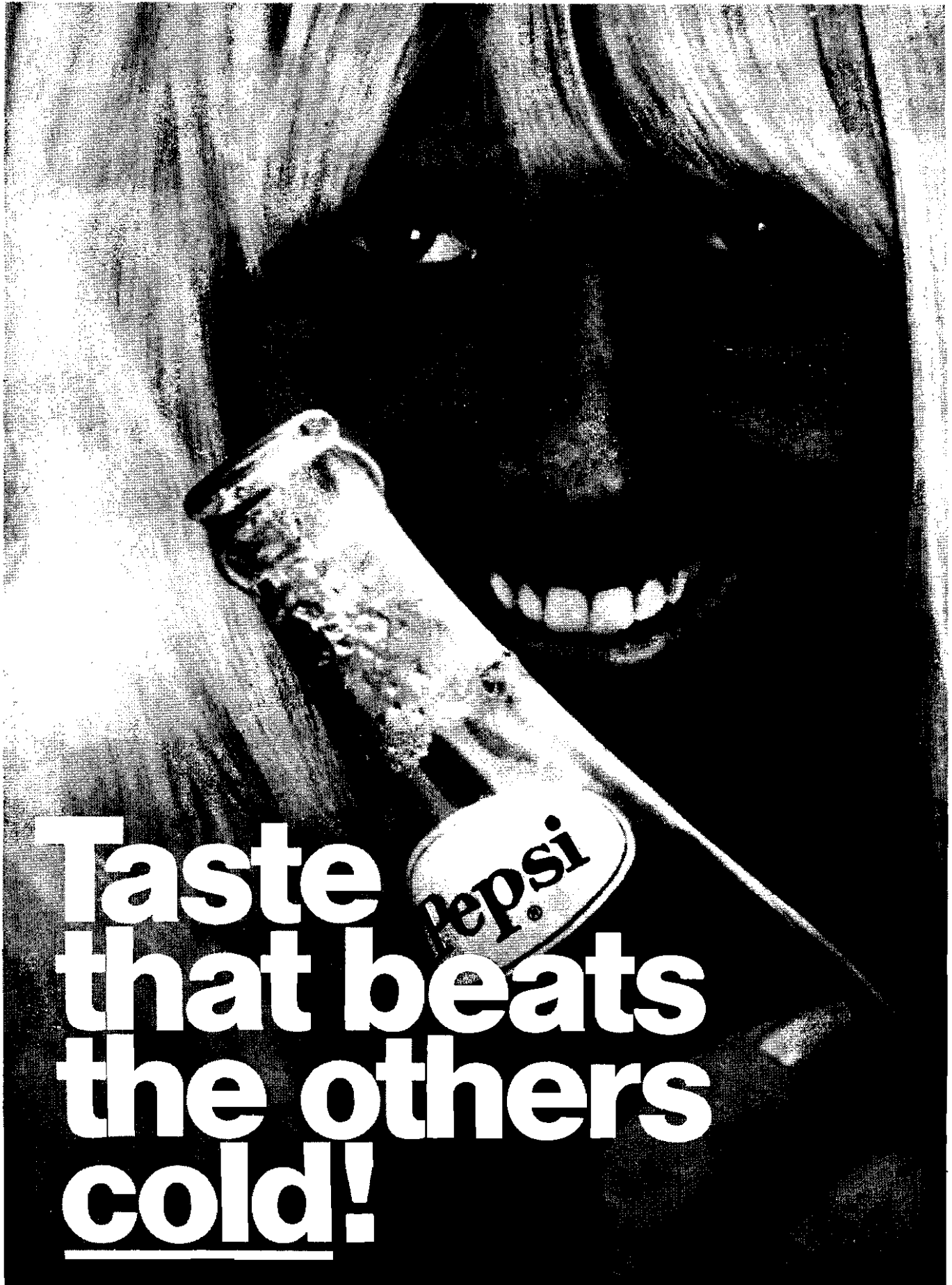
Head Coach - John Gagliardi (Colo. College '49)
 Asst. Coach - Terry Haws (Mankato '47)
 Trainers - John Longtin, Mike Seymore

Coaching Record (College) 119-44-4

St. John's University

Founded - 1857
 Located - Collegeville, Mn.
 Enrollment - 1500
 President - Rev. Coleman Barry, O.S.B.
 Nicknames - Jays, Johnnies
 Colors - Cardinal and Blue





**Taste
that beats
the others
cold!**

Bottled by PEPSI COLA BOTTLING CO. of La Crosse

United States of America

State of Wisconsin

Department of State

W 11030

To All to Whom These Presents Shall Come:

The undersigned, as Secretary of State of the State of Wisconsin, hereby certifies that, on the 23rd day of August, 1967, Articles of Incorporation were filed in my office under the provisions of Chapter 181 of the Wisconsin Statutes, for the following corporation formed

WITHOUT STOCK AND NOT FOR PROFIT:

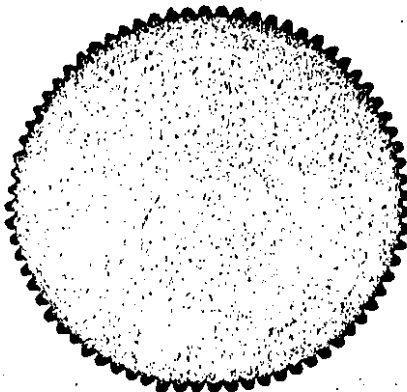
Name: WISCONSIN STATE UNIVERSITY - LA CROSSE, ALUMNI AND FRIENDS FOUNDATION, INC.

Principal Office: 1725 State Street, La Crosse, 54601

Purposes for which organized: to promote the welfare of Wisconsin State University - La Crosse, and to encourage the interest of the alumni and friends of University in the University.

I hereby certify that a certificate has been filed in my office to the effect that a duplicate of said Articles, bearing my certificate, was recorded in the office of the Register of Deeds of La Crosse County, Wisconsin, on the 24th day of August, 1967.

THEREFORE, The State of Wisconsin does hereby grant unto the said corporation the powers and privileges conferred by the Wisconsin Statutes for the purposes stated and in accordance with said Articles.



In Witness Whereof, I have hereunto set my hand and affixed my official seal at the Capitol, in the City of Madison, this 29th day of August A. D. 1967

Robert C. Zimmerman

ROBERT C. ZIMMERMAN
Secretary of State

United States of America

State of Wisconsin — Department of State

To All to Whom These Presents Shall Come, Greeting:

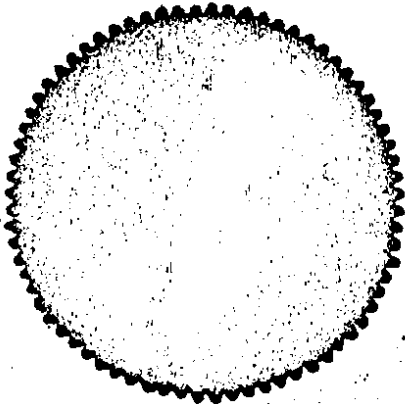
The undersigned, as Secretary of State of the State of Wisconsin, certifies that

Articles of Incorporation

of

WISCONSIN STATE UNIVERSITY - LA CROSSE, ALUMNI AND FRIENDS
FOUNDATION, INC.

of which the attached is a duplicate, was on the date hereof, accepted and filed in my office.



In Testimony Whereof, I have hereunto set my hand and affixed
my official seal at the Capitol, in the city of Madison, this
23rd day of August, A.D., 1907

Robert C. Zimmerman
ROBERT C. ZIMMERMAN
Secretary of State

WISCONSIN STATE UNIVERSITY-LA CROSSE
ALUMNI AND FRIENDS FOUNDATION, INC.

MINUTES

La Crosse, Wisconsin
May 29, 1968

The first meeting of the Board of Directors of Wisconsin State University-La Crosse, Alumni and Friends Foundation, Inc. was called to order at 12 o'clock noon on May 29, 1968 by Attorney Peter G. Pappas, representing Attorney Terry Gillette the Foundation incorporator.

Present at the meeting were the following persons named as initial directors of the Foundation in its Articles of Incorporation: Samuel G. Gates, 1222 Cass Street, La Crosse, Wisconsin 54601; Eugene W. Murphy, 126 South 15th Street, La Crosse, Wisconsin 54601; Peter G. Pappas, 2525 Main Street, La Crosse, Wisconsin.

It was moved by Dr. Gates that the following persons be elected officers of the Foundation: President, Eugene W. Murphy; Vice President, Peter G. Pappas; Vice President, Samuel G. Gates; Secretary-Treasurer, Donovan W. Riley. The vote accepting this slate of officers was unanimous.

Mr. Pappas moved that the name of the Foundation be changed from Wisconsin State University-La Crosse, Alumni and Friends Foundation, Inc., to Wisconsin State University-La Crosse Foundation, Inc. The motion was seconded and adopted unanimously.

Dr. Gates moved and Mr Pappas seconded a proposal that the Foundation have members and that the bylaws of the corporation provide for a number of members not to exceed 250. This resolution was unanimously adopted.

Attorney Pappas, acting as the agent of the incorporator, Attorney Gillette, indicated that the initial Board of Directors had been chosen by the incorporator to become the original members of the corporation. He further reported that the set of bylaws which he then placed before the Board of Directors contained the changes in the name of the Foundation and in its membership provisions as requested by the Board of Directors. He offered the bylaws for adoption.

Dr. Gates seconded the motion for adoption of the bylaws as submitted and the bylaws were adopted unanimously. The secretary was directed to initial each page of the bylaws and to insert them into the minutes of the corporation as consecutively numbered pages beginning immediately after the page on which the resolution of adoption appears.

It was moved by Mr. Murphy and seconded by Dr. Gates that the following persons be invited to join the Foundation as both directors and members: Mr. James Quinn, Mrs. Mary Hebbard, Mr. Terry Gillette, Mrs. Wayne Hood, Mrs. Thomas Hancock and Mrs. Adolph Gundersen. This resolution was adopted with no dissenting votes.

It was moved by Mr. Pappas, seconded by Dr. Gates, and unanimously adopted that the First National Bank, La Crosse, Wisconsin, be designated the official depository of the Foundation and that checks and other instruments would be signed by any two of the following: Samuel G. Gates, Peter G. Pappas, Donovan W. Riley.

This concluded the organizational portion of the meeting. Dr. Gates then brought before the Foundation several items of new business. It was recommended that the Secretary-Treasurer begin to assign resolution numbers to the items as they were acted upon by the Board of Directors.

Resolution 1. Resolved, that the Foundation make a gift of up to \$1,200 to Wisconsin State University-La Crosse to participate in the funding of a University duplicating offset press and associated equipment. Moved by Dr. Gates, seconded by Mr. Pappas, unanimously adopted.

Resolution 2. Resolved, that the Foundation pay a bill at the Holiday Inn for entertaining certain guests of the University in the amount of up to \$100. Introduced by Mr. Murphy, seconded by Dr. Gates, and adopted unanimously.

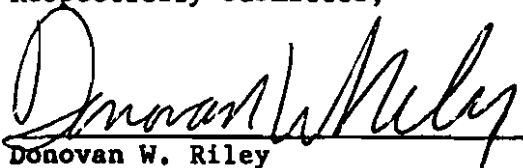
Resolution 3. Resolved, that the Foundation support the regional Status of Women Conference to be held at Wisconsin State University-La Crosse in an amount up to \$300. Introduced by Mr. Pappas, seconded by Dr. Gates, adopted unanimously.

Resolution 4. Resolved, that Dr. Gates be authorized to support a needy non-resident student, Mr. James Mason, from Foundation funds in an amount up to \$200. Introduced by Dr. Gates, seconded by Mr. Pappas, unanimously passed.

Resolution 5. Resolved, that the Foundation support the establishment of a La Crosse Chapter of the Society of Sigma Xi by contributing \$100 toward its national initiation fee. The Society of Sigma Xi La Crosse Club is a scientific honorary society. Introduced by Dr. Gates, seconded by Mr. Pappas, and adopted unanimously.

Moved by Mr. Murphy, seconded by Mr. Pappas that the first meeting of the Board of Directors of Wisconsin State University-La Crosse Foundation, Inc. be adjourned until convened by the president, or in accordance with provisions of the bylaws. Motion unanimously adopted.

Respectfully submitted,



Donovan W. Riley
Secretary-Treasurer

ARTICLES OF INCORPORATION

OF

WISCONSIN STATE UNIVERSITY — LA CROSSE,

ALUMNI AND FRIENDS FOUNDATION, INC.

I, the undersigned, natural person of the age of more than Twenty-one (21) years, acting as Incorporator of a corporation under Chapter 181 of the Wisconsin Statutes, adopt the following Articles of Incorporation for such corporation:

ARTICLE ONE: The name of the corporation shall be WISCONSIN STATE UNIVERSITY —

LA CROSSE, ALUMNI AND FRIENDS FOUNDATION, INC.

ARTICLE TWO: The period of existence is perpetual.

ARTICLE THREE: The purpose for which the corporation is organized is to promote the welfare of Wisconsin State University — La Crosse, and to encourage the interest of the alumni and friends of the University in the University. Its purpose shall be exclusively education and charitable. No part of its receipts or income, from whatever source derived, shall inure to the benefit of any member, provided, however, that this provision shall not preclude the employment of members of the corporation, upon the same terms and conditions as non-members thereof. No substantial part of the activities of the corporation shall be the carrying on of

propaganda, or otherwise attempting, to influence legislation, the corporation shall not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any campaign for public office.

ARTICLE FOUR: The location of the principal office shall be 1725 State Street, La Crosse, Wisconsin.

ARTICLE FIVE: The name of the initial registered agent is Donovan W. Riley.

ARTICLE SIX: The address of the initial registered agent is: 1725 State Street, La Crosse, Wisconsin.

ARTICLE SEVEN: The number of Directors may be fixed by the By-Laws, but shall not be less than three.

ARTICLE EIGHT: The number of Directors constituting the initial board shall be three (3).

ARTICLE NINE: The names and addresses of the initial directors are:
Samuel Gates, 1222 Cass Street, La Crosse, Wisconsin 54601.

Eugene W. Murphy, 126 South 15th Street, La Crosse, Wisconsin 54601

Peter G. Pappas, 2525 Main Street, La Crosse, Wisconsin 54601.

ARTICLE TEN: Membership Provisions. There shall be no members.

ARTICLE ELEVEN: The name of the incorporator is
Terry C. Gillette, 616 Exchange
Building, 205 Fifth Avenue South, La Crosse, Wisconsin 54601.

ARTICLE TWELVE: These Articles may be amended in
the manner authorized by law at
the time of amendment.

Executed in duplicate on this _____ day of August,
1967.

TERRY C. GILLETTE,
INCORPORATOR (SEAL)

Subscribed and sworn to before me
this _____ day of August, 1967.

Notary Public, La Crosse County, Wis.

My Commission:

BY-LAWS OF THE

WISCONSIN STATE UNIVERSITY -- LA CROSSE FOUNDATION, INC.

ARTICLE I

Section 1: The fiscal year of the corporation shall begin on the first day of January in each year.

Section 2: The annual meeting of the Board of Directors and members of the corporation shall be held during May in each year on such date and at such hour in the City of La Crosse, La Crosse County, State of Wisconsin, as from time to time may be fixed by the Board of Directors, or in the absence of designation by the Board of Directors, then by the President.

ARTICLE II

Section 1: The Board of Directors shall consist of not less than Three (3) nor more than Fifteen (15) Directors. Directors shall be elected for a Three (3) year term or less as designated by the Board of Directors and no Director may succeed himself more than twice. Any Director who has served Three (3) successive three year terms shall be eligible for re-election to Three (3) consecutive year terms after an interval of One (1) year from the date of the expiration of his last Three (3) year term.

Section 2: Regular meetings of the Board of Directors of the corporation shall be held at least annually at such time and place as the Board of Directors may designate, but the Annual Meeting of the Board shall be held in May.

Section 3: Special meetings of the Board of Directors may be held at any time on the call of the President, or shall be called by the Secretary on written request of any two Directors and such meetings shall be held at such

time and place as shall be designated by the President, or if not so designated, then it shall be designated by the Secretary.

Section 4: Notice of all regular or special meetings of the Board of Directors shall be given to each Director and may be given in any one of the following methods, to-wit: By delivery of or telephoning such notice to a Director personally at least Twenty-four (24) hours before the time set for such meeting or by mailing such notice at any Post Office or United States mailbox in the City of La Crosse, Wisconsin, addressed to a Director as his address may appear on the books of the corporation, at least Two (2) days before the time appointed for such meeting; provided, however, that any Director may waive notice to him of any such meeting; and provided, further, that no such notice shall be required for the Annual Meeting of the Board of Directors.

Section 5: A majority of the designated Directors shall constitute a quorum in any meeting of the Board of Directors, but a smaller number may adjourn to a fixed time and place.

ARTICLE III

Section 1: The Incorporator shall choose the original members of the corporation, and additional members may be elected and accepted from time to time by action of the Board of Directors, or by consent in writing of the members of the Board of Directors, or by consent in writing of the members of the Board as then constituted, irrespective of the number then qualified or acting as Directors of the corporation.

Section 2: The number of members shall be One Hundred (100) but the Board of Directors may increase the number not more than Twenty-five (25) in any year, to a maximum of Two Hundred Fifty (250).

Section 3: Each member shall be entitled to one (1) vote, at all meetings of the members of the corporation, and may vote either personally or by proxy. One-fifth (1/5) of the members of the corporation present, in person or by proxy, shall constitute a quorum of the members for all purposes at any and all meetings.

G. Copies of UW-La Crosse Alumni Association
Constitution and By-Laws

November 5, 1968

MEMORANDUM

TO: President Gates ← This copy for
Vice President Graff

FROM: Donovan W. Riley *DR*

RE: La Crosse State University Alumni Association

Incorporation

It is the recommendation of the Johns, Pappas, Flaherty & Harman law firm that the La Crosse State University Alumni Association not be incorporated. Their recommendation, in which I concur, is based largely on tradition. It appears that only very infrequently are alumni associations formally incorporated or chartered. There appear to be no significant advantages to such an incorporation. At the same time there is the slight disadvantage of meeting formal requirements necessary for the operation of a corporate entity. Often times these formalities are cumbersome when large, widely diversified and geographically spread numbers of people are being dealt with. Unlike a foundation which will be dealing with, hopefully, substantial sums of money, property, and perhaps gifts in kind, where legal formalities are not only desirable but sometimes necessary the alumni association will not engage in fund raising activities.

Tax Implications

The lack of a corporate identity will not prevent a person making a gift or contribution to the alumni association from deducting the value of the gift for purposes of his personal or corporate income taxes. However, a distinction must be drawn between gifts and contributions and dues. Dues are paid to an alumni association with the expectation of receiving certain tangible benefits such as the alumnus magazine and organizational services. Dues are not deductible on either personal or corporate income tax returns when the dues are paid to an alumni association.

Formal Organization of La Crosse State University Alumni Association

The fact that incorporation is not recommended for the alumni association does not mean that a formal organization structure cannot or should not be established. Any group of people may form an association and choose to adhere to certain governing principles. These are generally stated in a constitution which establishes the oral structure and a skeleton of operation and a set of by-laws. which provide more detail as to governance and operating procedure.

Memo to:
President Gates
Vice President Graff

-2-

November 5, 1968

Attached find a draft constitution for the La Crosse State University Alumni Association. This draft has been prepared with the assistance of Eleanor Kennedy and Bob Steuck. It draws heavily on the University of Wisconsin Alumni Association Constitution.

Implementation of Constitution

Since an association is in fact a group of people who organize themselves, such an organizational meeting should be held for adoption of this constitution and election of an initial board of directors and set of officers for the alumni association. It might be done by selecting a day as Alumni Day, and gathering together known active and interested alumni for the purpose of starting the association, adopting the constitution and a set of by-laws.

Perhaps Eleanor Kennedy and Bob Steuck may be able to provide some information on what date would be appropriate for such a meeting.

DWR:em

LA CROSSE STATE UNIVERSITY ALUMNI ASSOCIATION

CONSTITUTION

ARTICLE I -- NAME AND OBJECTS

Section 1. The name of this Association shall be the LA CROSSE STATE UNIVERSITY ALUMNI ASSOCIATION.

Section 2. The object of the Association is to promote the welfare of Wisconsin State University-La Crosse, and to encourage the interest of the alumni in the University by offering an opportunity for meaningful involvement in the ongoing development of the University. Its purpose shall be exclusively educational and charitable. No part of its receipts or income, from whatever source derived, shall inure to the benefit of any member; provided, however, that this provision shall not preclude the employment of members of the Association upon the same terms and conditions as non-members thereof. No substantial part of the activities of the Association shall be the carrying on of propaganda, or otherwise attempting, to influence legislation, and the Association shall not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any candidate for public office.

ARTICLE II -- MEMBERS

Section 1. Any graduate or former student or faculty member of the University, or any person who has been or is affiliated with the University, may become a member on payment of membership dues, the amount or amounts of which shall be fixed by the Board of Directors. All money received from life memberships and all gifts and contributions over and above membership dues shall be administered by the Board of Directors.

Section 2. The By-Laws may provide for other classes of members.

Section 3. Members who are not in arrears for dues to the Association shall be considered active members, and entitled to receive the official publications of the Association and to vote on all matters coming before the Association.

ARTICLE III -- OFFICERS

Section 1. The officers of the Association shall be a President, First Vice President, Second Vice President, Treasurer, Secretary, and Chairman of the Board. The outgoing president each year would become the Chairman of the Board for the year immediately following his term of office as president. The other officers shall be chosen by the Board of Directors from its membership at the annual meeting of the Board. All such officers shall serve for a term of one year and shall not immediately succeed themselves in the same office more than once, except that the treasurer may serve for five consecutive terms of one year each.

Section 2. The administrator of the Association shall be the Executive Director who shall be employed by the Board of Directors and who shall perform such duties as the Board shall prescribe and shall receive such salary as the Board shall designate.

ARTICLE IV -- DIRECTORS

Section 1. The Board of Directors shall consist of the following, all of whom must be active Association members:

- (1) Nine directors at large -- three of these directors shall be elected annually in accordance with the by-laws of the Association. Their terms of office shall begin on July first immediately succeeding their election and continue for three years.
- (2) Alumni Club Directors -- Each alumni club which meets membership and activity standards established by the Board of Directors may elect or appoint one director of the Association. The term of office for each director shall start on July first and continue for one year.
- (3) Senior Class Directors -- The Senior Class each year may elect or appoint one director of the Association whose term of office shall begin upon graduation and continue for three years.
- (4) The immediate past president of the Association whose term of office shall be one year.

Section 2. Powers and duties of the Board of Directors:

- (1) Manage and direct the affairs of the Association.
- (2) Fill vacancies on the Board of Directors.
- (3) Adopt such rules, regulations, and by-laws as it may deem necessary to effect the purposes of this Constitution and the Association.
- (4) Meet on the call of the President. A quorum for purposes of a meeting shall consist of seven members, a majority of whom shall be authorized to act.

ARTICLE V -- MEETINGS

The La Crosse State University Alumni Association shall meet annually on Alumni Day. Any member of the Association may submit matters for the consideration of the Board of Directors. The President and Treasurer shall report at such annual meetings. Any official action by the Board of Directors during the intervals between meetings shall be reported by the Secretary.

ARTICLE VI -- AMENDMENTS

This Constitution may be amended by the Board of Directors by a two-thirds favorable vote of those present at a meeting. Copies of proposed amendments must be sent to all Directors and published in THE LA CROSSE ALUMNUS at least thirty days prior to the meeting at which such amendments are to be voted on by the Board of Directors.

ARTICLE VII -- OFFICIAL ORGAN

THE LA CROSSE ALUMNUS shall be the official organ of the Association.

ARTICLE VIII -- DISSOLUTION

In the event of the dissolution of the Association, all assets shall be transferred to its successor organization, provided the purpose of said successor organization is also exclusively educational and charitable and provided that said successor organization is exempt from Federal income tax under Section 501 (c) (3) of the Internal Revenue Code of 1954; otherwise said assets shall be transferred to and become property of Wisconsin State University-La Crosse.

Proposed Constitution For La Crosse Alumni Association

The following is the text of the proposed constitution for the newly established La Crosse State University Alumni Association. At the first annual meeting of the Association, scheduled for Homecoming 1969, the proposed constitution will be discussed and voted upon. Ballots will be printed in the spring issue of **The Alumnus** for those members who want to vote but are unable to attend the meeting.

ARTICLE I — NAME AND OBJECTS

Section 1. The name of this Association shall be the **LA CROSSE STATE UNIVERSITY ALUMNI ASSOCIATION**.

Section 2. The object of the Association is to promote the welfare of Wisconsin State University-La Crosse, and to encourage the interest of the alumni in the University by offering an opportunity for meaningful involvement in the ongoing development of the University. Its purpose shall be exclusively educational and charitable. No part of its receipts or income, from whatever source derived, shall inure to the benefit of any member; provided, however, that this provision shall not preclude the employment of members of the Association upon the same terms and conditions as non-members thereof. No substantial part of the activities of the Association shall be the carrying on of propaganda, or otherwise attempting, to influence legislation, and the Association shall not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any candidate for public office.

ARTICLE II — MEMBERS

Section 1. Any graduate or former student or faculty member of the University, or any person who has been or is affiliated with the University, may become a member on payment of membership dues, the amount or amounts of which shall be fixed by the Board of Directors. All money received from life memberships and all gifts and contributions over and above membership dues shall be administered by the Board of Directors.

Section 2. The By-Laws may provide for other classes of members.

Section 3. Members who are not in arrears for dues to the Association shall be considered active members, and entitled to vote on all matters coming before the Association.

ARTICLE III — OFFICERS

Section 1. The officers of the Association shall be a President, First Vice President, Second Vice President, Treasurer, Secretary, and Chairman of the Board. The outgoing president each year would become the Chairman of the Board for the year immediately following his term of office as president. The other officers shall be chosen by the Board of Directors from its membership at the annual meeting of the Board. All such officers shall serve for a term of one year and shall not immediately succeed themselves in the same office more than once, except that the treasurer may serve for five consecutive terms of one year each.

Section 2. The administrator of the Association shall be the Executive Director, who shall perform such duties as the Board shall prescribe.

ARTICLE IV — DIRECTORS

Section 1. The Board of Directors shall consist of the following, all of whom must be active Association members:

- (1) Nine directors at large — three of these directors shall be elected annually in accordance with the by-laws of the Association. Their terms of office shall begin on July first immediately succeeding their election and continue for three years.

- (2) Alumni Club Directors — Each alumni club which meets membership and activity standards established by the Board of Directors may elect or appoint one director of the Association. The term of office for each director shall start on July first and continue for one year.
- (3) Senior Class Directors — The Senior Class each year may elect or appoint one director of the Association whose term of office shall begin upon graduation and continue for three years.
- (4) The immediate past president of the Association whose term of office shall be one year.

Section 2. Powers and duties of the Board of Directors:

- (1) Manage and direct the affairs of the Association.
- (2) Fill vacancies on the Board of Directors.
- (3) Adopt such rules, regulations, and by-laws as it may deem necessary to effect the purposes of this Constitution and the Association.
- (4) Meet on the call of the President. A quorum for purposes of a meeting shall consist of seven members, a majority of whom shall be authorized to act.

ARTICLE V — MEETINGS

The La Crosse State University Alumni Association shall meet annually. Any member of the Association may submit matters for the consideration of the Board of Directors. The President and Treasurer shall report at such annual meetings. Any official action by the Board of Directors during the intervals between meetings shall be reported by the Secretary.

ARTICLE VI — AMENDMENTS

This Constitution may be amended by the Board of Directors by a two-thirds favorable vote of those present at a meeting. Copies of proposed amendments must be sent to all Directors and published in **THE LA CROSSE ALUMNUS** at least thirty days prior to the meeting at which such amendments are to be voted on by the Board of Directors.

ARTICLE VII — OFFICIAL ORGAN

THE LA CROSSE ALUMNUS shall be the official organ of the Association.

ARTICLE VIII — DISSOLUTION

In the event of the dissolution of the Association, all assets shall be transferred to its successor organization, provided the purpose of said successor organization is also exclusively educational and charitable and provided that said successor organization is exempt from Federal income tax under Section 501 (c) (3) of the Internal Revenue Code of 1954; otherwise said assets shall be transferred to and become property of Wisconsin State University-La Crosse Foundation, Incorporated.

Proposed Constitution for the La Crosse State University Alumni Association

ARTICLE I — NAME AND OBJECTS

Section 1. The name of this Association shall be the LA CROSSE STATE UNIVERSITY ALUMNI ASSOCIATION.

Section 2. The object of the Association is to promote the welfare of Wisconsin State University-La Crosse, and to encourage the interest of the alumni in the University by offering an opportunity for meaningful involvement in the ongoing development of the University. Its purpose shall be exclusively educational and charitable. No part of its receipts or income, from whatever source derived, shall inure to the benefit of any member; provided, however, that this provision shall not preclude the employment of members of the Association upon the same terms and conditions as non-members thereof. No substantial part of the activities of the Association shall be the carrying on of propaganda, or otherwise attempting, to influence legislation, and the Association shall not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any candidate for public office.

ARTICLE II — MEMBERS

Section 1. Any graduate or former student or faculty member of the University, or any person who has been or is affiliated with the University, may become a member on payment of membership dues, the amount or amounts of which shall be fixed by the Board of Directors. Regular membership dues shall be administered by the Executive Director in a budget approved by the Board of Directors.

Section 2. The By-Laws may provide for other classes of members.

Section 3. Members who are not in arrears for dues to the Association shall be considered active members, and entitled to vote on all matters coming before the Association.

ARTICLE III — OFFICERS

Section 1. The officers of the Association shall be a President, First Vice President, Second Vice President, Treasurer, Secretary, and Chairman of the Board. The outgoing president each year would become the Chairman of the Board for the year immediately following his term of office as president. The officers shall be elected by the Board of Directors from its own membership at the annual meeting of the Board. All officers shall serve for a term of two years. An officer may not hold the same office for a longer period of time than four years.

Section 2. The administrator of the Association shall be the Executive Director, who shall perform such duties as the Board shall prescribe.

ARTICLE IV — DIRECTORS

Section 1. The Board of Directors shall consist of the following, all of whom must be active Association members:

- (1) Nine directors at large — three of these directors shall be elected annually in accordance with the by-laws of the Association. The President of Wisconsin State University-La Crosse shall appoint the initial at large directors. He shall appoint three (3) for one (1) year terms, three (3) for two (2) year terms, and three (3) for three (3) year terms. Terms of office shall begin on January 1, just immediately following election and continue for three (3) years.
- (2) Alumni Club Directors — Each alumni club which meets membership and activity standards established by the Board of Directors may elect or appoint one director of the Association. The term of office for each director shall start on January first and continue for one year.
- (3) Senior Class Director — The Senior Class each year may elect or appoint one director of the Association whose term of office shall begin upon graduation and continue for one year.
- (4) The immediate past president of the Association whose term of office shall be one year.

Section 2. Powers and duties of the Board of Directors:

- (1) Manage and direct the affairs of the Association.
- (2) Fill vacancies on the Board of Directors and offices of the Alumni Association.
- (3) Adopt such rules, regulations, and by-laws as it may deem necessary to effect the purposes of this Constitution and the Association.
- (4) Meet on the call of the President of the Association.
- (5) A quorum for purposes of a meeting of the Board of Directors shall consist of seven (7) directors. A majority of directors present at a meeting where a quorum is present shall be authorized to act.

ARTICLE V — MEETINGS

The La Crosse State University Alumni Association shall meet annually. Any member of the Association may submit matters for the consideration of the Board of Directors. The President and Treasurer shall report at such annual meetings. Any official action by the Board of Directors during the intervals between meetings shall be reported by the Secretary.

ARTICLE VI — AMENDMENTS

This Constitution may be amended by the Board of Directors by a two-thirds favorable vote of those present at a meeting where a quorum is present. Copies of proposed amendments must be sent to all Directors and published in *The La Crosse Alumnus* at least thirty days prior to the meeting at which such amendments are to be voted on by the Board of Directors.

ARTICLE VII — OFFICIAL ORGAN

The La Crosse Alumnus shall be the official organ of the Association.

ARTICLE VIII — DISSOLUTION

In the event of the dissolution of the Association, all assets shall be transferred to its successor organization, provided the purpose of said successor organization is also exclusively educational and charitable and provided that said successor organization is exempt from Federal income tax under Section 501 (c) (3) of the Internal Revenue Code of 1954; otherwise said assets shall be transferred to and become property of Wisconsin State University-La Crosse Foundation, Incorporated.

PROPOSED CONSTITUTION FOR THE LA CROSSE STATE
UNIVERSITY ALUMNI ASSOCIATION

ERRATUM

ARTICLE IV - DIRECTORS

SECTION I, PARAGRAPH (3)

AFTER THE FIRST "THE" INSERT, "PRESIDENT OF THE UNIVERSITY
SHALL APPOINT FROM THE" AND STRIKE "MAY ELECT OR APPOINT".

CONSTITUTION FOR THE
UNIVERSITY OF WISCONSIN - LACROSSE ALUMNI ASSOCIATION

Article 1 --Name and Objects

Section 1. The name of this Association shall be the UNIVERSITY OF WISCONSIN-LACROSSE ALUMNI ASSOCIATION.

Section 2. The object of the Association is to promote the welfare of the University of Wisconsin-LaCrosse, and to encourage the interest of the alumni in the University by offering an opportunity for meaningful involvement in the ongoing development of the University. Its purpose shall be exclusively educational and charitable. No part of its receipts or income, from whatever source derived, shall inure to the benefit of any member; provided, however, that this provision shall not preclude the employment of members of the Association upon the same terms and conditions as non-members thereof. No substantial part of the activities of the Association shall be the carrying on of propaganda, or otherwise attempting, to influence legislation, and the Association shall not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any candidate for public office.

Article 11 -- Members

Section 1. Any graduate or former student or faculty member of the University, or any person who has been or is affiliated with the University, may become a member on payment of membership dues, the amount or amounts of which shall be fixed by the Board of Directors. Regular membership dues shall be administered by the Executive Director in a budget approved by the Board of Directors.

Section 2. The By-Laws may provide for other classes of members.

Section 3. Members who are not in arrears for dues to the Association shall be considered active members and entitled to vote for the elected members of the Board of Directors of the Association.

Article 111 -- Officers

Section 1. The officers of the Association shall be a President, First Vice President, Second Vice President, Executive Director, and Chairman of the Board. The outgoing President shall become the Chairman of the Board for the years immediately following his term of office as President. The President and Vice Presidents shall be elected each even numbered year by the members of the Board of Directors. The officers of the University of Wisconsin-LaCrosse Alumni Association shall be elected by the Board of Directors from within the Board membership. The elections of the officers of the Association shall be held at the initial meeting of the Board to follow the annual Association meeting prior to January 1. All elected officers shall serve for a term of two years. An elected officer may not hold the same office for more than four consecutive years.

Section 2. The administrator of the Association shall be the Executive Director who shall perform such duties as the Board shall prescribe.

Article IV -- Directors

Section 1. The Board of Directors shall consist of the following, all of whom must be active Association members:

- (1) Nine directors at large--three of these directors shall be elected annually in accordance with the by-laws of the Association. Terms of office shall begin on January 1 and continue for three (3) years.
- (2) Alumni Club Directors--Each alumni club which meets membership and activity standards established by the Board of Directors may elect or appoint one director of the Association. The term of office for each director shall start on January 1 and continue for one year.
- (3) Senior Class Director--The Chancellor of the University shall appoint from the Senior Class each year one director to serve until replaced by the appointee from the succeeding class.
- (4) The immediate past president of the Association.

Section 2. Powers and duties of the Board of Directors:

- (1) Manage and direct the affairs of the Association.
- (2) Fill vacancies on the Board of Directors and officers of the Alumni Association.
- (3) Adopt such rules, regulations, and by-laws as it may deem necessary to effect the purpose of this Constitution and the Association.
- (4) Meet on the call of the President of the Association.

Section 3. Meetings of the Board of Directors:

- (1) A quorum for purposes of a meeting of the Board of Directors shall consist of seven (7) directors. A majority of directors present at a meeting where a quorum is present shall be authorized to act.

Article V -- Meetings

The University of Wisconsin-LaCrosse Alumni Association shall meet annually. Any member of the Association may submit matters for the consideration of the Board of Directors. The President and the Executive Director shall submit an annual report which shall include a financial report and a summary of official actions taken by the Board of Directors during the interval between annual meetings.

Article VI--Amendments

This Constitution may be amended by the Board of Directors by a two-thirds favorable vote of those present at a meeting where a quorum is present. Copies of proposed amendments must be sent to all Directors and published in the LaCrosse Alumnus at least thirty days prior to the meeting at which such amendments are to be voted on by the Board of Directors.

Article VII--Official Organ

The LaCrosse Alumnus shall be the official organ of the Association.

Article VIII--Dissolution

In the event of the dissolution of the Association, all assets shall be transferred to its successor organization, provided the purpose of said successor organization is also exclusively educational and charitable and provided that said successor organization is exempt from Federal income tax under Section 501 (c) (3) of the Internal Revenue Code of 1954; otherwise said assets shall be transferred to and become property of the University of Wisconsin-LaCrosse Foundation, Incorporated.

** Revision approved 3-22-72

BY-LAWS -- UNIVERSITY OF WISCONSIN-LACROSSE

Article 1--Dues, Membership, and Funds

Section 1. The Board of Directors shall be authorized to determine the charge for membership and dues. The current membership and dues structure will be:

Life Membership (individual).....	75.00
Life Membership (husband and wife).....	100.00
Annual Dues.....	5.00

Section 2. The sum of \$5.00 from each membership (both life and annual) will be utilized for the administration of the Association and is subject to the approval of the Board of Directors. Amounts received in excess of membership, such as, unrestricted gifts in kind--real or personal property and securities will be deposited with the University of Wisconsin-LaCrosse Foundation, Inc.

Section 3. Bank Accounts--All funds received by the Association shall be deposited by the Executive Director in bank accounts designated by the Board of Directors. No funds shall be withdrawn from such accounts except by check signed by two of the following: Executive Director, the President of the Association, or the alternate Board Member appointed by the President of the Association.

Section 4. All persons cited in Article 11 Section 1 of the constitution may become members of the Association. In addition, those who are classified as friends of the University may become members upon payment of membership fees.

Article 11--Affiliation With University of Wisconsin-LaCrosse Foundation, Inc.

Section 1. In as much as the University of Wisconsin-LaCrosse Alumni Association and the University of Wisconsin-LaCrosse Foundation, Inc., have stated objectives which are inextricably related to the promotion and encouragement of University of Wisconsin-LaCrosse, the Alumni Association has approved the following relationship subject to the approval of the University of Wisconsin-LaCrosse Foundation, Inc.:

- a. Amounts received in excess of membership, such as, unrestricted gifts in kind--real or personal property and securities will be deposited with the University of Wisconsin-LaCrosse Foundation, Inc.
- b. The Alumni Association President and one additional member of the Board of Directors shall serve as Association representative on the University of Wisconsin-LaCrosse Foundation, Inc., Board of Directors. This member representative should be elected by the Board of Directors.

Article 111--Election of Directors at Large

Section 1. Nominations for Board of Directors to be elected at large shall be made by a Nominating Committee appointed by the President prior to the publication of the Spring Alumnus. Nominations shall be made by the Nominating Committee for each position to be filled. Additional nominations may be made from the Floor and the President shall so announce before each election.

Section 2. The Election of Board members at large shall take place at the annual meeting.

Section 3. Voting shall be by written ballot unless because of lack of competition another type of ballot shall be used at the discretion of the membership.

Section 4. The candidate receiving the greatest number of votes shall be declared elected. In the event of a tie, decision shall be made by lot.

Article IV--Officers of the Association

Section 1. The Officers of this Association shall be a President, First Vice President Second Vice President, Executive Director, and Chairman of the Board. The outgoing President shall become the Chairman of the Board for the years immediately following his term of office as President. The President and Vice Presidents shall be elected each even numbered year by the members of the Board of Directors.

- Section 2. The President shall preside at all meetings of the Association, Board of Directors, and Executive Committee, shall have general charge and control over the Association, including the right to appoint any and all committees and shall be a member of the Board of Directors for the University of Wisconsin-LaCrosse Foundation, Inc., and Chairman of the Executive Committee. The President shall appoint a University liason person (non-voting) to serve in an advisory capacity.
- Section 3. First Vice President shall perform such duties as may be assigned him by the Board of Directors. In the case of death, disability or absence of the President, he shall perform and be vested with all duties and povers of the President. The First Vice President is also the ex-officio chrirman of the Membership Committee.
- Section 4. Second Vice President shall perform such duties as may be assigned him by the Board of Directors. In the absence of both the President and Vice President the Second Vice President will fulfill the functions of those two offices. The Second Vice President is also the ex-officio chairman of the Projects and Promotions Committee.
- Section 5. Chairman of the Board of Directors shall perform in the capacity of the Chief advisor and consultant to the President of the Association.
- Section 6. The Executive Director shall be the administrative officer of the Association, and a voting member of the Board of Directors. The Executive Director shall be hired by the University for the position of Alumni Office Director. The position of Executive Director includes the tasks of both secretary and treasurer for the Association.
- a. Treasurer--Shall keep account of all monies of the Association received and disbursed and deposit all monies and valuables in the name of and

to the credit of the Association in such banks and depositories as the Board of Directors shall designate. The treasurer shall be bonded at limits set by the Association with cost of fee for same to be assumed by the University of Wisconsin-LaCrosse Alumni Association.

- b. Secretary--Shall keep a record of the minutes of the proceedings of the Board of Directors and of the Association meetings, act as editor of the LaCrosse Alumnus (the official organ of the Association) have custody of all books, records, and papers of the Association, handle all correspondence and send notification of meetings to the members of the Board of Directors.

Section 7. Vacancies may be filled by the President until the forthcoming election.

Article V--Committees

Section 1. Executive Committee composed of the officers of the Alumni Association (President, First Vice President, Second Vice President, Executive Director, and Chairman of the Board) shall act for the Board of Directors in the interval between meetings of the Board. A majority of three would constitute a quorum. The President shall serve as the Chairman of the Executive Committee and the Executive Director shall keep the minutes to be distributed at the following Board of Directors meeting.

Section 2. The President shall appoint such special committees as may in his judgment be required and in addition such of the following committees as are deemed advisable in order to promote the purposes of the Association. The President shall designate the chairman of those committees not assigned a regular chairman according to the By-Laws.

1. Membership Committee whose duty shall be to promote membership in the Association. The permanent chairman shall be the First Vice President.
2. Projects and Promotions Committee whose duties shall include the planning and arrangement necessary for all social and promotional

functions such as the annual banquet, hospitality facilities at conventions, registrations, selected athletic events and Homecoming teas. The chairman of this committee shall be the Second Vice President.

3. Constitution Committee, whose duty shall be to consider amendments to the Constitution and By-Laws and to submit the same to the Board of Directors.
4. Publicity Committee, whose duty shall be to cooperate with the Editor and make recommendations concerning the LaCrosse Alumnus. The Committee will also publicize events pertinent to the Association with the news media.
5. Service Committee, whose duty it shall be to provide the utilization of University Services applicable to alumni such as placement and transcript services.
6. Student Relations Committee, whose duty shall be to promote friendly relationships with the student body and cooperate in general with student activities and promote future membership in the Association.
7. Recognition and Awards Committee, whose duty shall be to cooperate with the University authorities in regard to the conferring of honorary degrees and to select alumni to be honored by the Association.
8. Nominating Committee for Directors At Large, whose duty shall be to select nominees to be presented to the Board of Directors at the meeting prior to the annual meeting. In electing nominees they are to look for those persons of known competence and enthusiasm who can make a contribution to directing the affairs of the Association.
9. Auditing Committee, whose duty shall be to audit the treasurer's books and to report to the Board of Directors prior to the annual meeting. Two members of the Board of Directors shall be appointed by the

President for this audit.

Article VI--Alumni Clubs

Section 1. Regional chapters called Alumni Clubs may be chartered by the Board of Directors. Each Alumni Club which meets the following membership and activity standards may elect or appoint one Director of the Association Board:

- a. Adoption of a Constitution subject to the approval of the Board of Directors of the Alumni Association. All of the club officers and directors must be members of the University of Wisconsin-LaCrosse Alumni Association.
- b. Petitions for a club may be made by not less than five members of the Association.
- c. Each petitioning club must have a minimum of one alumni club meeting each year and sponsor an alumni club project annually in which an organized effort is used to promote the best interests of the University of Wisconsin-LaCrosse.

Article VII--Parliamentary Procedure

Section 1. All parliamentary matters not specifically defined in the Constitution and By-Laws shall be administered in accordance with "Roberts Rules of Order".

Article VIII--Amending By-Laws

Section 1. The By-Laws of this Association may be amended at a meeting of the Board of Directors at which a majority of the members are present and a majority of those present favor the change.