"All great institutions have at their core an intangible spirit that is absolutely essential if they are to thrive and grow and endure."

President Ralph Z. Sorensen
Inaugural Address
In the early years of Babson College a dedicated faculty and willing administration was necessary to sustain its existence. This continued from the time it was named Babson Institute up through the present. From its creation in 1919 the Institute was personally tended to and cared for. Roger Babson took this responsibility himself for the first two years as he served as Babson's first president. At the onset of the Great Depression, Babson was still young, but it withstood the problems faced by the entire world. To this day, the institution, named Babson College in 1929, has succeeded in existing through the many financial and environmental difficulties that have faced the world over the past sixty-two years. The perseverance and hard work of the faculty and administration and their strong and enduring contributions to the college's continued welfare and well-being has enabled it to continue along this vain.

It was Mr. Babson's idea that the instruction given at the Institute be "imminently practical." Though the college has branched out, its original objective has not eroded with time as the school continues along the vein of our founder.

With the establishment and maintenance of a dedicated and concerned faculty, Babson College has grown in both reputation and size, while preparing aspiring young men and women of today to be the leaders of the business world of tomorrow.
The years we've spent at Babson College have allowed us to meet many different people. Here, we have come into contact with the faculty and administration on a daily basis. We not only respect them as educators but we have also gotten to know them as human beings. We are no longer the highschoolers who created barriers between generations. We have learned to understand and we have opened up ourselves so that we can be understood.
PROFESSOR
OF THE YEAR
RICHARD A. BRUNO

The person selected as Professor of the Year must extend himself beyond the dedication to his work as a professor in the classroom. This person must also be available for help after class and show a sincere concern for their students.

You have shown these qualities as well as qualities shown by few others. You make yourself available to students as a friend. Your activity in student extracurricular activities displays a genuine involvement with the student body. The students have chosen you to receive this honor in appreciation for all you have done and in hopes that others will follow your example. Thank you and Congratulations Professor Richard A. Bruno.
The Accounting Division, under the direction of Associate Professor Descom Hoagland, is one of the most intensive majors at Babson. Accounting theory is heavily stressed and accuracy in the reporting of financial data is the final goal. The course structure has been consistent over the years, except for the addition of an Accounting Seminar course. This course allows the student to examine current accounting practices and to use the knowledge acquired through the accounting curriculum to sound reporting decisions.

Descom Hoagland, Michael Zibel, Christopher Hennessey, Stanley Berlowitz, David Callaghan, Donald Rotfeld, Richard Bruno, Linda Black, Clifton Petersen, William Lawler, Michael Fettis, Robert Farrar
The Finance Division is currently under the direction of Professor Joseph Lovely. The past ten years have been a transitional period for the finance department. The major problem being that no one professor has been here for the entire period and presently a new curriculum is being set up. The structure of the department has not changed and the courses which all students are required to take remain the same. An addition to the curriculum is Portfolio Planning which teaches the student to build a successful portfolio of investments. The Finance Division is evaluating the disparity in material coverage presented in the early finance course so that all Babson students are exposed to the basic financial areas that affect every business.
The Economics Division has been growing and changing over the years to meet the students' needs. Headed by Professor William Casey, the department offers many courses such as Money, Banking, and the Economy.
The Marketing Division, headed by Professor Norman Govoni, has seen a few changes in the last ten years. Even though no new courses have been added, there have been significant changes in the teaching methods. Rather than straight lecture classes, marketing courses emphasize case discussion with student presentations and the use of computer simulation. Case work is the predominant teaching form used and this method strengthens the oral and written communication skills needed for a successful marketing manager. Through the use of simulation games such as Compete and Smog, the student is forced to implement accurate marketing decision making, which is the common thread throughout all Babson marketing courses.

MARKETING

Morton Galper, Edward McGeer, Norman Govoni, Robert Eng, Emma Auer, Richard Osheimer
Management is, perhaps, the most important area of study in a business school. It is here that all specific areas of study are joined together and their purpose becomes clear. The student takes the knowledge he has obtained and communicates it with upper management as well as subordinates. The Management Division, headed by Robert Ronstadt, has linked the flow of information with its communication to others through case studies.
The Math/Science Division has seen several changes according to department chairman, Professor John Sober. The division has expanded in faculty size and it is now only second to the Liberal Arts Division in size. A greater emphasis has been placed on computer skills. The computer is the tool of the future and the Math/Science division has updated its facilities. More terminals have been installed for easier access and there has been a switch from the HP to the Vax system. There is greater emphasis on statistical data, therefore a mandatory computer course has been added to the requirements for all freshmen to prepare them for future managerial positions.
Babson College offers over 50 courses in the liberal arts. A student must take a minimum of forty percent of his/her course work in this area to graduate from Babson.

The curriculum of the Liberal Arts Division provides the opportunity and the resources for the student to develop his/her intellectual skills and to gain knowledge in the understanding of oneself, and of the society and culture in which he/she lives. The faculty of the division directs their efforts at trying to educate the whole person through its involvement with students in and outside the classroom. The goal is to provide the basis of a liberal education for Babson students by developing their capacity for rational analysis, intellectual growth, nurturing skills in acquiring knowledge, questioning assumptions and testing hypotheses, and by communicating the importance of lifelong learning.

In the early 1970's the division, in an attempt to focus liberal arts courses around issues clearly relevant to management students, began offering three interdisciplinary majors: American Studies, Communication, and Society and Technology. In introducing coordinated groups of courses that center on major themes or issues, the purpose was to give a new vitality to traditional liberal arts concerns by demonstrating their applicability in confronting some of the major challenges that students will have to deal with as citizens and managers. The majors are intended to enrich management education and to provide organization, sequencing, and coherence to liberal arts offerings. In addition the division operates a Writing Center in order to help students improve their written communication.
FINANCIAL AID

ACCOUNTING

Nancy Capobianco, Sandra Kean, Edwina Middleron, Patricia Goglia

Nancy Raymond

Jay Johnson, Kenneth Dana, Dorothy Murray, William Coughlin, Dorothy Crump, Ruth Shannon, Susan Paulsy, Marjory Harrington, Susan Loughman, Barbara Schwab
BUSINESS

Jesse Putney, Elliot McBride, Peg Norman, Elizabeth Lemons, Shirley MacDougall, Annette Boudreau

REGISTRAR

Dorothy A. Severson, Derry Turner, Frances Sheehan, Charlotte Hogan, Marilyn Bacheider
Admissions

Beth Heidenreich, Chris Daubenmire, Jenny Herd, Joe Carver, Susan Ellis

Career Counseling

Anne Wiper, Mary Spence, Pat Millen

Kristine L. Young, Bill Wrenn, Christine L. Boer, Mary A. Feeley, Fran Fleming
RESIDENTIAL LIFE

STUDENT ACTIVITIES

Mary Dunn

David Ellis

Selma Lazar, Emmy Mahoney

Linda Adams
COLLEGE RESOURCES

Chuck Thompson

John Ingersoll, Deborah Prescor, Joan Koehler, Beth Thompson

Frances Dalton, Paul Gillen, Jo-Anne Kelly, Tina Gomesman Alves, Dorothy Deans
MEDIA SERVICES

Peggy Abboire, Colleen Garrity, Dan Brown, Chris Brown, Steve Wilhelm

Diane Volpe, Eleanor Theriault, Martha Greenfield, Jean Lane, Karen Katz, Gwen Klaus, Joe Mahoney

Richard Bishop, Chris Allen, Phyllis Stock, Jean Collins
BOOKSTORE

Roberta Sutherland, Sandra Simpson, Carol Lee, George Yorks, Scott MacDougall
HEALTH CENTER
The one place on campus that more people can eat and meet is also one of the most interesting. Trim Dining Hall, better known as Trim Inn, acts as a mecca for students and teachers every day. This institution, which has served as many as 2500 people at one meal, certainly deserves examination. The majority of people who eat here have arrived at some opinion regarding the food, service and atmosphere. Yet, until you really work at Trim and observe the behind-the-scenes activity, you can't honestly make a complete judgement about it.

The work is not clean or easy but the crew at the Dining Hall continues day after day to serve three meals a day. Without the student employees, the dining hall would be in havoc. Performing basic tasks, from washing dishes to serving food the staff does all they can to help make each meal a success. The one figure who knows more about food and acts as the center of communication is "Big Dick". Arriving at the wee hours of the morning, when some students are just retiring, Big Dick opens up Trim and begins the endless preparations to insure a smooth day. Buddy, Billy, Al, and Kurt are not far behind Dick in arriving and together comprise an awe-inspiring culinary team.

The nicest thing about Trim is the camaraderie shared by all employees and this warmth is shared with all diners; students as well as teachers and administrators. Things never seem to run quite like they should at Trim, and you are bound to see a cursing, fuming employee standing over a spilled tray or lugging infinite numbers of glass racks. Who could ever deny that the disadvantages occasional long lines and even shortages of food all contribute to the bond between; the school and the staff. Beyond whatever imperfections there may be is Trim Inn, one of the best dining halls anywhere.
SECURITY

POLICE

Vincent Accia, Robert Drapeau, Mary Joe Cudmore, Robert Thorpe

Richard Walsh, James Amalfi, Robert Knell

Mark Sullivan, Bruce Gaud

Michael Copavella, Richard Crosson, Victor Torres.

Bruce McDonald, Charles Bouin, Robert White
BUILDINGS & GROUNDS

Edward H. Sullivan

James F. Higgins