Nineteen sixty-nine has been a year of great change at Babson. This can be best demonstrated by the decrease in the functions of Student Cabinet. Previously, the Cabinet was composed of the presidents of all the organizations on the Babson campus and served as a communications medium for the executive committees of the various clubs. This year the Cabinet existed on an informal basis meeting only when necessary. As Student Government has grown and assumed more duties, the visible functions of Student Cabinet have decreased.

Francis Burns
James Butterfield
Jack Capron
Peter Carlson
Ricardo Cisneros
Elliott Collins
Craig Davis
Charles Farrington
Bruce Freedman
C. Jeffrey Griswold
Tyler Hammond
Stephen Harris
Steve Katz
Jay Knoll
Robert Lemer
Edward Levi
Robert Maurer
Robert McCollum
Alan Paul
Wynn Richards
Andrew Sullivan
Matthew Weber
Fred Wood
The 1968-1969 Student Government took much the same direction as many of our country’s past legislatures. This past year’s government laid a great deal of the necessary groundwork for future governments. Through the diligent efforts of President Steve Wagner, along with Vice President Bob Kuratek, Secretary Dave McCintock, and Treasurer Jamie Kiernan, much was accomplished this year.

After the traditional organizational formalities, government set itself to the chores of the day. The weekly Monday evening meetings often resulted in hotly contested debates. These exchanges ranged from money appropriations to the various organizations sponsored by government to clashes concerning administration policy.

One such confrontation occurred when students demanded a revised system of parking protection. Government conducted an open meeting with Mr. Jesse Putney. Approximately 150 students took part in the discussions. Swift action was taken and an entirely new system will commence operation in the fall.

Not all government action concerned conflict, however. Government sponsored a very successful Winter Weekend through the countless efforts of our social chairman, Bob Lemer, and his entertainment committee. Hollywood comedian Flip Wilson, along with Chuck Berry, the founder of rock and roll, and Sam and Dave, a popular soul group, headlined the highly successful weekend.

Tom Anderson
Richard Boyd
Craig Chandler
Craig Davis
Loring DeAgazio
Jean-Pierre Diels
Barrie Drazen
Doug Dumont
John Fay
Carlos Fernandez
Bruce Freedman
Vincent Garay
Tim Hemingway
Jesse Jenkins
Vincent Keenan
James Kiernan
Jay Knoll
Robert Kuratek
Arthur Landry
Dave McCintock
Anne McCormick
Dan Morris
Steve Moses
Emilio Rodriguez
Charles Severance
Randy Smith
Mel Stiller
David Stokes
Phil Therrien
Steve Wagner

Student Government
In the past year, Judicial Court has moved to enlarge its responsibilities. It did not merely sit idle, awaiting a hearing. Significant steps were taken to influence and structure the entire judicial atmosphere. Expansion into new areas of procedure and judicial consultation with students has been actively supported by the Court. Improvements this past year have led to a concern for students' rights as well as discipline. I would like to thank the members for a most sincere, capable, and productive effort.

Bruce Freedman, Chairman
Ricardo Cisneros
Barry Drazen
Anthony Elliott
Chuck Glagolich
Neal Petralito
David Rosenthal
Steve Wagner
The Student Traffic Court offers the Babson student the right to appeal any traffic violation which he feels is unjust. The Court had a successful year and was able to settle most traffic disputes, which recently has become a controversial matter at Babson. The Court was composed of Chairman Peter Carlson, Bruce Freedman, and newly elected members John Waldron, Randy Smith, and Bruce Ives. The Court ended the school year by continuing its annual tradition of a banquet with Mr. Putney.

Traffic Court
Babsonian Staff

As you are reading this article, the yearbook staff is still working into the wee hours of the afternoon to finish the book. Our stiff, or staff editor has shown unequalled qualities of leadership and much of it has rubbed off on the staff . . . Peter W. G. would have finished the book in December, 1947 . . . . He would have started the sections right out of the womb . . . . We all hope Charlie can afford to buy a house large enough to store all of his acquired furniture . . . we even lost our office fan . . . . Conflict and dissension storms the Babsonian office . . . we cannot agree on the sign to put on the door. Signs lasted no more than one day. Artie keeps banging his head on those damn ceiling pipes. Charlie leaves the office of Business Manager as a millionaire . . . and he only received two advertisements . . . something must be wrong. Who the hell is Jon (Spiro) Kurtz? Tom Suydam and his accounts payable return to the Babsonian office. 0 days left as a bachelor . . . poor AJW. Peter quits but is fired first . . . or was it the opposite? Skip shows the staff some new skin flicks with his projector. Jack has to tie his keys around his neck . . . but he would probably lose his head. On June 1, he says we better start working. The staff members are introduced to each other. Rich takes ten pictures, gives us his best one, and we reject it. Al needs lessons in typing . . . Start working Jack? . . . but summer school just started! Who the hell wrote this article? He's fired! Is SAM another name for the Babsonian staff? Jack wants a creative cover but chooses one that has been on every yearbook for every school. We would like to start working Jack, but we only have a total of three pictures. Which section do you want them in? Only two days left before publication . . . OK Jack, where do we start?

Marshall McLuhan
the

EXEC

Peter Sargent, Co-editor
Ladd Valentini, Co-editor
Ben Adriance
Rich Battistoni
Jim Battye
Barry Berman
Brent Finkelman
Bob Goodfriend
Peter Hopwood
Robert Linkin
Mark Lipton
Scott Marshall
Richard Nugent
Dave Rosenthal
Jim Sharpe
Fred Wood
Honors Program

The Babson Honors Seminar successfully completed its second year with discussions encompassing a wide selection of topics from Business Ethics and Responsibilities to Tax Reform. One of the highlights of the Spring term session was an experimental seminar with the students from Newton-Andover Theological School. At this particular meeting, the capitalists from Babson and the idealists from Newton-Andover found themselves on similar grounds as far as ethics and the Military-Industrial Complex were concerned.

The Honors Seminar, which is headed by Dr. Edward Handler, consists of a small selection of students who have shown knowledge and ambition in affairs concerning business and the world situation. Each student chooses a topic which he, along with his faculty member mentor, researches and develops both an oral and written presentation. Participation in the Honors Seminar assures the student the proper channel for expressing feelings and ideas in a knowledgeable manner.

Although the seminar demands a great deal of work and preparation, the individual student is relatively free to pursue his own interests most relevant to the discussion topics. The seminar is handled on a pass-fail basis and requires no exam. All students who have proven themselves academically or who have exhibited a great deal of concern about our world today are eligible for membership in the Honors Seminar. Next year promises to be equally rewarding with the Fall Term consisting of one major topic—Black-White relations and the related problems we must confront and solve.
Who's Who in American Colleges and Universities

Richard C. Abbott
Francis L. Burns
Charles A. Glogolich
Robert C. Kuratek
Gregg R. Nolan
Eugene P. Osborne, Jr.
Stephen K. Wagner
Freshman Class Officers

President: Richard Cheltowski
Vice President: Stephen Kurtz
Treasurer: Sheldon Shalom
Secretary: Gregory Miller

Senior Class Officers

President: Gregg Nolan
Vice President: Craig Chandor
Treasurer: Kenneth Hershberg
Secretary: Jack Intrator
Nineteen sixty-eight marked the year that Babson switched from a three year to a four year program, and by so doing, a Sophomore Class was officially created for the first time at Babson.

The main goal that each officer shared was to formulate and advance relations between Babson and Lasell. The ideas were many but our financial position was limited. We tried to establish a system of dues but to no avail. However, we sponsored a Babson-Lasell car wash in the fall which enabled us to open a savings account and thus establish a class treasury.

When the basketball season began, our goal was to stimulate spirit with Lasell cheerleaders. The response was favorable, but the girls were reluctant due to the holidays, finals, and the term break which neatly divided the basketball season. Hopefully, Babson will witness that historic occasion when it will have its own cheerleaders.

With the cooperation of the Babson faculty, the Sophomore Class initiated a tutorial system which offered selected courses with student tutors (at a predetermined rate) for those needing assistance. We were pleased by the response and expect the succeeding class officers to continue this program.

The year was climaxed by a Babson-Lasell slave sale. The results were overwhelming. Hundreds of students from both schools packed Winslow Hall for what proved to be the most successful and entertaining slave sale in the history of either school. After ninety minutes of record breaking sales, the Class treasury had quadrupled.

The money raised during the year will be used in conjunction with the Babson "B" Club in purchasing and maintaining a glass case. The case will reside in Trim Hall and will be used to notify the students of upcoming athletic and social events.

Our Sophomore year has been successful, but it cannot function without class officers who in turn need the support of the students if they are to operate effectively and efficiently. Be a unified class—support class functions.

President          Craig Davis
Vice President     Tom Whitson
Treasurer          Benjamin Feigenbaum
Secretary          Gerald Fiorvanti
Student Advisors

Paul Beiber
Francis Burns
Craig Chandor
Donald Christiansen
Jack Capron
Benjamin Feigenbaum
Tyler Hammond
Kenneth Hershberg
Mel Jacobs
Mel Stiller
Thomas Whitson
Gamma Phi Beta

Dan Wright, President
Stan Ciapciak
Bruce Freedman
Rick Greiner
Jeff Griswold
Steve Guyat
John Kim
Jim Lacillade
Peter LaJoie
Robert Lemer
Scott Marshall
Dan Morris
Steve Moses
Mike Prince
Project Babson has just completed its first year of existence, and the indications are that it has been a success. Project Babson was started about a year ago by a group of students who hoped to accomplish three goals. First, to upgrade the image of Babson in the community. Second, to make use of facilities at Babson that weren't being used at certain times during the week. And third, to act as "Big Brothers" to the children of the Barton Road development.

Swimming parties and tours of the campus were set up for the children along with special activities such as Halloween and Easter parties, a tour of Logan Airport and the American Airlines facilities, and a demonstration of the canine corps of the Boston Police Department.

Project Babson looks forward to next year, and hopes to increase the number and quality of activities for the children.
Though only in its second year, the Babson Forum has developed into one of the most active groups on campus.

The basic objective of the Forum has been to bring to the Babson community programs that will supplement the Babson curriculum with emphasis on Liberal Arts and Current Events.

The season opened with a program that drew a “standing room only” audience of 1600 into Knight Auditorium to hear Julian Bond, who had the previous month been spotlighted at the Democratic National Convention in Chicago. The Bond speech in Knight was his first such in New England and received T.V., radio, and newspaper coverage. Soon afterwards the Forum brought the Rev. Jesse Jackson to speak on the problems of the black businessman. Mr. Jackson was the city manager of “Ressurrection City,” and Director of the Southern Christian Leadership Conference’s “Operation Breadbasket.” The famous Viet Nam critic, Howard Zinn, participated in the third Forum program in a debate with Allan Brownfeld from Washington D.C. The Forum completed the season with a stimulating talk by William Baird, the birth control advocate.

Babson Forum
This year was another success for the Babson Institute Sports Car Club. The fall and spring gymkhanas saw the largest turnout for any activity on the Babson campus, and attracted amateur and professional entries from all over New England. Committees were set up and arrangements made for a road rally in the fall, and the possibility of drag races. Next year promises to be an even greater success for the BISCC with the inclusion of these added events.
Vibrating epiglottises and wagging tongues are somewhat the trademark of any women's club. Not that ours was different, but it was a profitable year—even though our bank account shows a balance of 38¢.

We had our usual bake sales, but this time with a purpose—we sent three packages over to the boys in Vietnam—agree with the position or not, they are doing more than most of us.

We had craft meetings, talks on such topics as "Beauty is Skin Deep," "Rugs and Decor," "Sex and Taxes" (a most interesting one), and a talk from Charles Binino, chief chef of the Ritz, followed by wine tasting and social events.

The club was formed to give the wives a chance to meet others in their own situations. Also, to help broaden interests and give a more revealing view on domestic problems through the use of speakers and discussions.

Thanks to all our loyal members and to Mrs. Adams for her help in placing us for our mainstay—babysitting, or the story of our lives!

Sandy Nesbitt, President
Laurie Worth, Treasurer
Janice Baker, Secretary

Babson Wives Club
Babson

Marketing

Association
The Bobson Marketing Association took a new approach in trying to create an interesting program for its members. The Association undertook a research project, the first in the club's history, sponsored by Pure Foods Inc. of New York. The Association is now in the final stages of completing the project.

The Association was an active member of the Boston Chapter of the American Marketing Association, and sponsored one of the chapter meetings. Besides these activities, the Association sponsored several speakers and participated in the Earl C. Sams Lecture Series. The Association finished the year with its annual banquet at the Playboy Club of Boston.

The Association looks for continued growth in the future, and hopes to introduce new programs which will be in step with the New Bobson.

Francis Burns, President
Paul Beiber
Neal Boyle
Donald Christiansen
Edward Facchette
John Fay
Gary Knudsen
Robert Lash
Robert Lemer
Karl Manchon
Romney Meyran
James Quinn
Peter Weiss
Douglas Wilson

A token of our appreciation
Under the direction of Jay Knoll, Steve Obletz, and Mike Benioff, WRWB has continued its service to the Babson community. After acquiring a nucleus of hard working freshmen, WRWB hopes to expand its services to the Babson community.

Many disc jockeys will return next year, and a hopeful turnout from the new freshman class will make WRWB a success in the future.
Now coming into its fourth year of life, the Collegiate Club has more than ably shown itself to be an important asset to Babson. Basically a service organization, its main functions lie in aiding the Admissions Office in giving tours to prospective freshman as well as assisting other school departments with their programs.

This year, under the leadership of Matthew Weber, the club saw several hundred tours given to a highly qualified freshman class. The members of the club also helped Mr. Stokes with the 1968 Fall Homecoming.

Paul Beiber will be coming in as the new chairman with the expectation of broadly expanding the various services of the organization.

Matthew Weber, Chairman
Paul Beiber
Bob Burns
Loring Carpenter
Steven Catolotti
Joel Coleman
Elliot Collins
Joseph Evans
Mel Jacobs
Steven Katz
Neal Kaye
Steven Landsman
Lou Lavigne
Greg Miller
Paul Neves
James Plasteras
David Stokes
David Wetherbee
Thomas Whitson
Christian Wahlgemuth
Society For Advancement Of Management

Alan Paul, President
Rocco Beatrice
Richard Bright
Tim Brumlick
Jack Capron
Steve Catelotti
Peter Feldman
Steve Guyot
Steve Harris
Christopher Jones
Louis Lavigne
Doug Leeds
Charles Miner
Jon Randall
Richard Speer
Douglas Stevenson
Mel Stiller
Arthur Wien
Dave Williams
Christian Wohlgemuth

The Babson Chapter of the Society for Advancement of Management continued to be in the forefront of active organizations on the Babson campus again this year. After acquiring a spirited and hard working group of new members, the Society, under the able direction of President Alan Paul, enjoyed many evenings of interesting and informative lectures by management leaders in industry in the New England area. Highlights of the year included the several banquets, the sponsorship of one of the series of Earl C. Sams Lectures on Modern Management in a Business Enterprise, and, of course, our annual trip to the New York and American Stock Exchanges. SAM hopes to continue to uphold the great traditions of the past years and again achieve national recognition as the leading collegiate chapter in the nation.
The Business Economics Society continued its traditional meetings this year, designed to enhance the student's knowledge and background in business. Much of the year, particularly the Fall and Winter terms, was concentrated on investments and the technical fundamentals of securities. Several seminars by stock brokers and our own members, Benjamin Feigenbaum and Tyler Hammond, gave all of us a sound introduction into the stock market.

Elections for next year were held at our annual banquet this Spring term. The results were: President Phil Therrien, Vice-President Bob Krieger, Treasurer Tom Whitson, and Secretary Brian Maxwell. The Business Economics Society has maintained its objectives in supplementing the Babson student's business background and looks forward to next year with a great deal of enthusiasm and hope to cushion our membership with some interested and energetic freshman.

Tyler Hammond, President
Gary Brown
Donald Christiansen
Donald Crane
Rick Cutler
Dennis Da Rosa
Kenneth Davis
Geoffrey Eiten
John Fay
Benjamin Feigenbaum
James Fletcher
Vincent Garay
Richard Gillis
Harvey Hoffman

Leonard Kaplowitz
Neal Kaye
Jeffrey Klepper
James Koether
Robert Krieger
Robert Kubeka
Jon Kurtz
Brian Maxwell
Peter Phillips
Christopher Roon
Philip Therrien
Mark Wathersell
Thomas Whitson
Winn Willard

Business Economics Society