“This could be my worst team in ten years,” commented Coach Robert Hartwell prior to the start of the 1977 soccer season. This is a statement Hartwell may never live down.

The 1977 soccer team finished with a 17-2-1 record, became the Division Three third place finalists in the nation, and was awarded the Sampson Trophy, symbolic of the top Division Three team in New England. This, certainly, was not one of Hartwell’s worst teams in ten years.

At the close of the ’77 season, Hartwell recollected, “I was confident that we would be a competitive team, but I really didn’t think we’d be that strong. There were too many areas to be tied together.”

“Through teamwork and hours and hours of practice, they faced every game with growing confidence,” Hartwell continued, “the total team concept and the maturing of our young men into outstanding competitors led the team to many exciting victories.”

The season began with a 4-1 victory over Boston University followed by five consecutive shut-outs over Bryant, Assumption, M.I.T., Boston College, and Colby. The team had gained considerable momentum and the smell of soccer mania was in the air.

Trinity and Norwich were the next two victims and Babson went on to face W.P.I. and Coast Guard. The Beavers stole victories in both games with overtime goals.

A 10-1 trouncing of Holy Cross led the soccer team and a busload of screaming fans to Brunswick, Maine where Babson recorded a 1-1 overtime tie with Bowdoin College.

After Babson shut-out St. Anselm’s, the team suffered their first loss against the University of New Haven, who went on to become the New England Division Two Champions.

Babson soundly defeated the University of New Hampshire and in their final regular season game faced Brandeis University, the 1976 Division Three champions. Babson retaliated and defeated Brandeis 2-1. The game attracted over 3,000 spectators. Soccermania had been born on Babson’s campus; the fan support was as awesome as the talent on the field.

With a regular season record of 14-1-1, Babson faced S.M.U. and North Adams State in the NCAA Regional Tournament. Babson defeated the teams 2-1 and 1-0 respectively.

Representing the finest Division Three team in New England, Babson went to the Nationals. Babson suffered a heartbreaking loss against Courtland State as the winner was determined by penalty kicks after two periods of regular play and three overtime periods of scoreless soccer.

The Babson team returned to the field the following day with pride and determination and defeated Wooster College.

The 1977 season was a special season. It will be remembered for many reasons, ... for athletic success, for team pride and unity, for school spirit, and for National recognition. The 1977 season is truly a special season in the history of Babson soccer however, as it marks the final season in which the team was coached by Robert Hartwell.

There are several factors involved in Robert Hartwell’s promotion to Athletic Director of Babson College, this March 1978. Continuity was one of the factors, as Hartwell was assistant to Athletic Director E. William Olson for the last eleven years. His success as head soccer coach, evidenced by his 118-34-14 record over eleven years, was probably another factor. But, to me, the most important reason Hartwell was named Athletic Director was his ability to deal with people.

Hartwell is a very dedicated, goal orientated person who develops situations, systems, and people, molds them into a single unit, installs pride and determination in them, and then turns them loose.

“The people that I dealt with, the friends that I made on and off the field are as meaningful to me as the trophies and certificates that I have won,” Hartwell commented.

It was his ability to accept a challenge eleven years ago that produced Babson’s first soccer team, with only thirteen players trying out. Eight years later Hartwell reached the pinnacle of any coach’s career by winning the Division Three National Soccer Title.

It was his ability to deal with people that produced four All-American swimmers and four All-American soccer players. It was that same ability that twice won the Sampson Trophy for the best Division Three New England Soccer team, and the New England Coach of the Year, four times.

Hartwell has definite challenges ahead of him; including the hiring of a new basketball and hockey coach, securing additional gym space, and additional gym time for the undergraduates.

Hartwell as his past record shows will accept the challenge of this new position with a fresh, open, and
Leading Scorers:
- Mark Paylor: 14 goals, 3 assists, 17 total
- Fran Fantuosco: 15 goals, 6 assists, 21 total
- Bill McQuillan: 11 goals, 4 assists, 15 total
- Mike McQuillan: 4 goals, 1 assist, 5 total
- Jeff Luther: 3 goals, 3 assists, 6 total

Team Honors:
- Most Valuable Player: Mark Paylor
- Brick Bearers: Fran Fantuosco, John Sisk, Mark Gehelas, Mike McQuillan, Paul Toce, John Sisk

"Statistics" (Including NCAA Regional and National Games)
- Total Season Record: 12-2-1
- Regular Season Record: 12-1-1

- Goals
  - Against: 19
  - For: 37
- Shots:
  - Against: 430
  - For: 391
- Corner Kicks:
  - Against: 193
  - For: 191
- Goalie Saves:
  - Against: 74
  - For: 170
- Penalties
  - Against: 153
  - For: 136

Goalie Statistics:
- Peter Biggs: 230 goals, 66 shutouts
- Chris Daube: 215 goals, 84 shutouts

Leadership Award: Tom Kelley

Not pictured: Don Lake, John Sexton, Brad Barron
Fall Intramurals
The "Babson Experience"

Student Businesses play an important part in the "Babson Experience". The goods and services that some students owned and profited from were consumed by fellow classmates. So whether you were an owner or a consumer, part of your "Babson Experience" has been dealing with the Student Businesses at Babson College.

This probably accounts for the fact that total student business sales were approximately $50,000, and are expected to reach roughly $75,000. Their services don't stop at the Babson boundaries. Campus Business Sales cover twenty colleges and operate in at least four different states.

Campus Businesses range from Publishing, Advertising, Refrigerator Rentals, and Delivery of Pizza, Linen Services, Dry Cleaning, Rug Sales, and newspaper delivery. Competition is permitted but not encouraged.

The Student Businesses are even organizing a Campus Chamber of Commerce to promote and organize existing Businesses in order to achieve better quality and further expansion of the Student Businesses.

The procedure, which one goes through to start a Student Business is as follows:

I. Idea And Knowledge

II. Filling Out Of Business Application

III. Licensing Committee Review

IV. Student Government Verification

V. Owner Of A Student Business

Babson Student Businesses

To the student, who displays the maximum use of his talents and resources in running a business, the Babson College Alumni Association presents an award, the Student Business Initiative Award. This tradition began in 1959, when it was first presented to a student entrepreneur, who, in the opinion of the judges, deserved the ultimate praise for his combination of marketing techniques, management performance, and accounting practices.

This year's applicants for the Student Business Award were:

Duncan A. Donahue '80
DONAHUE BURKE ADVERTISING

Johnny Carson '79
James Tabner '78
PUBLICATIONS UNLIMITED

Scott Johnson '78
F. Thomas Godart '80
REASONABLE RUGS

Johnny Carson '79
David Tashjian '79
CAMPUS STUDENT SERVICES

Scott Johnson '78
THE DRY DOCK

Scott Johnson '78
Debra Tuchman
CROSS COUNTRY SKIIS

Richard Houle '79
DISTRIBUTION SYSTEM CO.

Gary Vibbard
Steve Muller
MULLER-VIBBARD CORPORATION

The Student Business Initiative Award

This year’s winner of the Student Business Initiative Award was Scott Johnson ’78.

The reason for Mr. Johnson’s success . . . he says, “I had come to Babson to own a business and now owned the largest by far. (Dry Dock) It had taken one and half years of planning and countless hours of research . . . I still consider it the greatest career accomplishment of my life.”

“I was far from unprepared, having studied the fast food business for over two years . . . I decided to model the technical side of the business after the most successful McDonald’s. I instituted a good inventory system, and additions to the menu . . .”

When questioned about another one of his business adventures, Reasonable Rugs, Mr. Johnson stated, “Our objective is to serve the Boston Area schools with excellent quality carpeting at reasonable and inexpensive rates.” Which indeed, it did, bringing a return on sales of 36% and net sales of approximately $4,500.

As with Reasonable Rugs, Mr. Johnson used the same technique in operating his Cross-Country Skis business. The object . . . “to benefit the community with top quality cross-country equipment at considerable price savings, and still turn a quick profit.” The major “experience” in this endeavor, “was how to combine the advantage of a rare and short-lived market demand with the purchase of inventory which is not in demand at the wholesale level.”

Cross-Country Skis
Income Statement
For Feb. 1, 1978 to March 30, 1978

Sales .................. $1509.10
Cost of Goods Sold ........ 983.85
Gross Margin .......... $ 525.25
Operating Expenses:
License ................ $ 5.00
Advertising ............ 33.75
Gasoline ............... 41.00
Supplies ............... 31.09
Total Expenses ........ 110.84
NET INCOME ........ $ 414.41

BABSON COLLEGE ALUMNI ASSOCIATION

PRESENTS TO Scott D. Johnson
THIS CERTIFICATE FOR OUTSTANDING BUSINESS INITIATIVE
THIS 19th DAY OF May 1978

Joseph E. Mahoney, Director of Alumni Relations

Scott Johnson