EVENING PROGRAM DIRECTOR

As Director of the Babson Evening Program, Dr. Frank C. Genovese, has been able to bring the program from a modest beginning three years ago to a successful and vital organ of the college. The Program now offers thirty-one courses to over one hundred and fifty students.

Graduation day, 1964, saw the first graduates of the Evening Program received their degrees as Master's of Business Administration. It has been through the diligent work of Dr. Genovese and his staff that this initial step was made, and their continuing efforts have made a prosperous future for the Program a reality.
Nicholas M. Razetski, DIRECTOR OF ADMISSIONS, is one of the most important men at Babson, for it is through his efforts that the quality of the student body must be established. His outstanding success is obvious as one evaluates the increasing potential of the students Mr. Razetski brings to Babson.

The 1963-1964 year marks the end of Mr. Razetski's career at Babson as he is leaving to assume a post at Chauncey Hall. In his position here he has travelled countless miles to explain the unique features of the Institute and interview prospective applicants. As a result of this traveling, the number of applications received in the admissions office has increased rapidly in the past few years. Mr. Razetski's contribution of ideas, time, and labor to the betterment of Babson Institute will not be soon forgotten.

One of the most versatile men in the administration is the present ASSISTANT DIRECTOR OF ADMISSIONS, Mr. Frank Winch, II. As assistant to Mr. Razetski, he has travelled throughout the United States in search of the prospective Babson student.

Being a Babson graduate of the class of 1960, Mr. Winch has been able to bring many new ideas before the administration. He has also displayed an active interest in student activities, and has become somewhat of a liaison between the students and the administration.

In the 1964-1965 academic year, Mr. Winch will assume the post of Director of Admissions thus bringing youthful vitality and new ideas to keep the admissions program moving at an even faster pace.
Mr. James C. Hawk serves Babson Institute as BUSINESS MANAGER and Director of Student Residences. He received his Bachelor of Arts degree from Princeton University and has been associated with Babson since 1947. His fine ability in the field of business finance has kept the school expenditures at a minimum, as he has been able to adhere to the Institute budget successfully for the past several years.

Mr. Hawk is also in charge of directing all maintenance operations on campus, and the hiring of Institute employees. More recently he has been deeply involved in the overseeing of the construction on the new Gordon Trim Dining Hall.

Doris M. Tracy is in constant contact with the students as EXECUTIVE SECRETARY TO THE BUSINESS MANAGER. Arranging for dormitory and off-campus accommodations which will suit students' individual preferences must be completed before they arrive for the new academic year. She is, however, better known for her work with the Student Traffic Court to which she sends confirmation of violations and keeps complete records of unpardoned offences. A graduate of Katherine Gibbs School, Miss Tracy has been with Babson Institute for 17 years.
As CHIEF ACCOUNTANT, Mr. Coughlin is the author of the several thousand bills sent to students and parents each year. In addition it is his responsibility to see that the Institute completes each year on a financially sound basis. A Certified Public Accountant, Mr. Coughlin came to Babson in the fall of 1963.

It is the responsibility of the ASSISTANT DIRECTOR OF PLACEMENT to assist students and alumni in their search for full-time employment. Elizabeth C. Kebbe fulfills that responsibility. In their search for potential management material, companies send executives to interview students at many colleges and universities. Miss Kebbe arranges such interviews which take place at Babson. She is always available for consultation and willingly helps students prepare for interviews which may or may not net them their first contract. Realizing that the transition from academic life to the business world is not easy, Miss Kebbe recommends that students assess their abilities, interests, and shortcomings.
The Sir Isaac Newton Library has been changing in the past year. Significant increases in the business collection and especially in the fields of the liberal arts have made an excellent library better. The importance of the LIBRARIAN of an academic library cannot be overemphasized. During her first year as Librarian, Marjorie W. McLeod has made a number of changes in order to streamline the operation and improve the Library's collections. The library staff, under the intelligent and aggressive direction of Mrs. McLeod, hopes to provide the students with an unsurpassed academic library in the near future.

In addition to his many duties as Chairman of the Division of Distribution, Dr. Bertrand R. Canfield coordinates the activities of the Babson Alumni Association as DIRECTOR OF ALUMNI RELATIONS. Traveling throughout the nation and the world, Dr. Canfield assists the Association in its effort to keep the alumni in touch with the changes and activity taking place at their alma mater. A portion of the success of the fund raising campaign for the new dining hall can be attributed to his efforts.
Mr. Stewart Stokes came to Babson in 1963 after being associated with the administrations of Northeastern University and University College. A 1956 graduate of Babson Institute, Mr. Stokes returned to fill the position of Registrar which was left vacant by the promotion of Paul C. Staake to Dean of Students.

Mr. Stokes distinguished himself during his undergraduate career at Babson by becoming a member of the Blue Key National Honor Society, and by winning the Macy-Wheeler Award for naturalness, friendliness, persistence, and loyalty.

Mr. Leonard Wood was appointed by the Board of Trustees to fill the post left vacant by Mr. Gerald Powers. As Director of Publicity, Mr. Wood is responsible for keeping the name of Babson in constant view in newspapers, magazines, trade journals, and on radio and television.

Mr. Wood's wide range of experience was a deciding factor in his selection by the Board. Being associated with some of the nation's largest magazines, newspapers, and advertising agencies before coming to Babson, and conducting the first Congressional Campaign for Mrs. Clare Booth Luce, Mr. Wood has shown that the Babson publicity department has the potential of being one of the most effective departments of its kind in the field of educational public relations.
In order to maintain the environment for academic excellence at an institution such as Babson, changes must always take place. But these changes must be based on logical reasoning and planning. They must be improvements. Thought and money must be directed to the right areas in order to produce the best results. Thus, institutional research has become one of the duties of the administrators of the Institute.

As DIRECTOR OF RESEARCH, the responsibility of investigating areas in need of improvement is that of Earl K. Bowen. Improvements can take many forms; curricular or extra-curricular, plant changes, administrative or faculty changes or increases, and many others. The movement could be felt this year as two improvements took place. The Trim dining hall was nearing completion, and the four credit hour program was instituted.

Next year it is hoped that the Honors Program and the Student Commons will become part of the academic mix.

With the help of Mrs. Linda Adams, head of PART-TIME EMPLOYMENT, many students have been able to obtain that extra spending money to pay for a Weekend or even to help finance their education at Babson. This year students have earned close to $40,000.00 from over 3,000 part-time job placements provided through her office. Mrs. Adams, who has been at Babson for eight years, likes to work with the students, and students like to work with her.
In Memoriam

Freedman T. Putney
Vice President and Treasurer
editor’s note

Within this space provided for the editor’s note I would like to express my appreciation to the people who were invaluable in making the 1964 BABSONIAN a reality. First and foremost among this small group is the Associate Editor of the 1964 BABSONIAN, John T. Green. Mr. Green must share equally with me the feeling of accomplishment upon completion of this book, for he shared more than equally in the work needed to produce it. Members of the editorial board Barclay Megathlin, John Whelan, John Eustace, and Barry Freedman deserve much credit, also, for the long hours they devoted to the preparation of copy and the designing of the layout for the book. In addition, Business Manager Gary Reynolds and his assistants Paul Hirsch, Malcolm Cook, and Peter O’Keefe proved to be an effective and successful team that made our yearbook the financial success it must be.

It is the sincere hope of all of the members of the staff that the 1964 BABSONIAN has accomplished all that was promised in the Foreword, and that the students of Babson Institute, for whom this book was published, will look upon it as a cherished reminder of their fruitful college days.

R.A.E.