Founder’s Day
This year marks the seventh anniversary of Babson's Founder's Day with its theme of entrepreneurship. It is both a celebration and a renewal - celebration of past accomplishments and continued excellence in free enterprise education.

The mission of the college has not changed since its founding in 1919. We are today, as we were then, dedicated to educating students for positions of leadership in management. The entrepreneurial spirit is evident in academic programs, student-operated businesses, and the achievements of faculty and administrators.

An undergraduate major in Entrepreneurial Studies is one part of Babson's program to advance education in entrepreneurship. The college's first endowed chair is the Paul T. Babson Professorship in Entrepreneurial Studies, a revolving short-term professorship for authorities in the field.

This year we are pleased to honor outstanding entrepreneurs Henry W. Bloch, John J. Cullinane, John K. Hanson, and Heinz Nixdorf - all truly distinguished business leaders. We take great pride in welcoming them to the Academy, for they epitomize the kind of courage, energy, and creative spirit that entrepreneurial leadership demands.

The 1984 Academy inductees are the embodiment of our goals and aspirations. We can think of no better way to honor the memory of our founder, Roger Ward Babson.

For our purposes, an entrepreneur is the originator or the principal mover of an enterprise. Such individuals are characterized by a willingness to take risks and to invest money and energy in the development of a service or product leading to the recognition of that service or product as a contribution of value.
**Founder's Day**

**Greetings**
- John M. Skelly
  President, Undergraduate Student Government
- Rebecca Little
  President, Graduate Student Association

**Induction Ceremonies**
- Introduced by
  - Mark S. Avery
  - Elizabeth A. Poley
  - Karen E. Hansen
  - Virginia S. Moisen
  - Richard J. Snyder

**Babson College Founder's Day**

**Dinner**
Sheraton Boston Hotel
April 11, 1984
7:15 p.m.

**Welcome**
- William R. Dill
  President, Babson College

**Remarks**
- Jeffry A. Timmons
  Paul T. Babson Professor of Entrepreneurial Studies

**Special Presentation**
- William R. Dill

**Table 34**
Tickets will be collected at your table.

**Distinguished Entrepreneur**
- Henry W. Bloch
- John J. Gullinane
- John K. Hanson
- Heinz Nixdorf

**Closing Remarks and Adjournment**

**Babson College Founder's Day**
HENRY W. BLOCH
Cofounder, President, and CEO
H&R Block, Incorporated

Nearly 30 years ago the Internal Revenue Service halted its program of tax preparation. Two Kansas City brothers, one a bookkeeper, decided to fill the void, offering to complete anyone's tax return for five dollars. Today, Henry Bloch, bookkeeper-turned-entrepreneur, can look with pride at over 12,000 H&R Block offices across the nation, offices that serve millions of Americans.

"Most people think that the rapid expansion of H & R Block was part of a grand plan," says Henry, "but nothing could be further from the truth. We did a land-office business that first year, so we opened a few more storefront offices the next year and did even better. I told my brother that if we could do so well in Kansas City, we could do a lot better in a place like New York."

Although H&B has been one of the fastest growing companies of the past several decades, the road has not always been smooth. In 1972, for the first time in its 17-year history, the company registered a decline in profits. Block stock dropped markedly, and the crowning blow came when the IRS began to attack commercial tax-preparation services. Although most of the competition was driven from the marketplace, H&B recovered and prospered.

In the mid-70s, Henry Bloch began to consider diversification as an avenue for improving H&B's position. In 1978 the company acquired Personnel Pool of America, Inc., now the largest proprietary home health care agency in North America. Two years later ComputServe, Inc., became part of the Bloch companies, thus giving the corporation a firm foothold in the fast-paced computer services business. In that same year Block Management Company, which provides administrative and marketing services to Hyatt Legal Services, was founded.
JOHN J.
CULLINANE
Founder And Chairman Of The
Board
Cullinet Software, Inc.

Recently named by the Wall Street Transcript as a
top executive in the computer industry, John Cullinane
is living proof that David really can compete in the
same arena as Goliath. For his company, Cullinet Soft-
ware, Incorporated (formerly Cullinane Corporation),
has thrived by selling software exclusively for IBM com-
patible computers.

In 1965, while working for a small computer program-
ming company, Cullinane helped develop a concept
for a generalized payroll software program for several
banks. He had an idea: why not repackage the same
system and market it to any bank? The fixed price
could cover the amortized programming costs, mar-
keting and support expenses, plus a healthy profit.

Three years later, armed with a software products
company proposal, Cullinane headed for New York.
He raised $500,000 from 25 investors, and Cullinane
Corporation was established.

By 1972, however, Cullinane’s dream was rapidly be-
coming a nightmare. All that remained of the original
half-million dollars was $500, and he had to meet an
$8,500 payroll in one week. Fortunately, a check from
a customer arrived in time to save the company.

Within a year Cullinane acquired the rights to market
the B.F. Goodrich data base management system,
which he reworked and renamed Integrated Data-
base Management Systems (IDMS). Combined with a
new product called Integrated Data Dictionary, IDMS
gave the company a new range of customers and
competitive edge against IBM’s outdated data base
system, IMS.

In 1978 Cullinane became the first publicly traded soft-
ware company and in 1982 joined the New York Stock
Exchange. Today there are more than 9,800 Cullinane
installations worldwide. Cullinane has established the
National Education Center in Framingham, Massachu-
setts, a complex of 18 classrooms and five computer
labs, which 7,000 students are expected to attend in
1984, its first full year of operation. In addition, the firm
has opened regional education centers in 13 U.S.
cities, offering Cullinet customers the high quality cur-
riculum available in Framingham.
John K. Hanson
Founder and Chairman
Winnebago Industries, Inc.

His philosophy of life has always been to seize the opportunities placed before him. "If I miss an opportunity," he says, "the blame is mine for having failed in some manner or another; and then I try to live with it in the best way possible, yet always looking ahead."

John K., as he has been known throughout his life, has missed few opportunities and has had little blame placed on his shoulders for having failed. Chairman of the quarter-century-old Winnebago Industries, Incorporated, John Hanson is considered by many to be the father of recreational vehicles and the driving force behind the success of an entire town - Forest City, Iowa.

Born in 1913 on a farm in Thor, Iowa, Hanson began working at age 10 in his father's farm implements store. At 14 he had learned enough to manage the shop for three weeks while his father was out of town on business.

By 1955 Hanson's experience extended to retail auto and furniture sales, the funeral business, and the marketing and sale of items as diverse as small appliances and tractors. John K. purchased these businesses from his father one by one. In 1954 he sold his International Harvester/Oldsmobile franchise, and the building lay vacant until a Forest City development group lured a California trailer manufacturer to town. When the firm went bankrupt, Hanson took command and began to manufacture hardtop trailers. From this beginning, Winnebago Industries was born.

Winnebago expanded to new plants, added different lines of travel vehicles, and outsold the two other top manufacturers through innovative construction and marketing techniques. Using foam rubber and sandwiched styrofoam, Hanson created a trailer that was lighter, stronger, and better insulated than the traditional wood-based vehicle.

John K., went into semiretirement in 1977, just before the gas crunch and the rise in interest rates. Two years later he returned to rescue his company by transforming an $18 million debt to an $18 million cash surplus. Today Winnebago is the world's largest motor home manufacturer with production under one roof, and it is a major industrial force in the state of Iowa.
HEINZ NIXDORF
Founder And Chairman
Nixdorf Computer AG

When Heinz Nixdorf began his studies at Johann-Wolfgang-von-Goethe University in Frankfurt in 1947, his talent in the fields of science and mathematics was already apparent. He studied physics and later became interested in management.

In 1951, while a student working at Remington Rand Corporation in Frankfurt, Nixdorf proposed that he and physicist Dr. Walter Sprick form a company that would manufacture and sell multiplication and calculating machines. Sprick declined the offer, but the 26-year-old Nixdorf was not deterred. He offered to create the simple accounting device for the largest power utility in Germany. Funded with $6,000 and operating from a basement workshop, Nixdorf built counting equipment which could be connected to punch card machines. One year later he founded the Laboratory for Pulse Technology to develop and produce electronic and mechanical parts and systems for German and international manufacturers of office equipment.

Success came quickly, and Nixdorf developed an electronic computer using cathode ray tubes. This was followed by an accounting machine with an electronic multiplication unit, an electronic desk calculator with printer, and a mini-computer using semiconductors. Wanderer-Werke became his principal customer, but in 1968, envisioning the potential of transistors for rapid data manipulation, Nixdorf bought Wanderer-Werke and, with the Laboratory for Pulse Technology, founded Nixdorf Computer AG with headquarters in Paderborn.

Extensive company development began with independent research and development, manufacturing, and sales activities. Nixdorf expanded to the United States, increased manufacturing facilities in Paderborn, and created a new production center.

By 1979 over 70,000 Nixdorf computer systems were installed worldwide. Two years later the company brought forth IBM compatibles and in 1982 launched Germany's first digital telephone system. Nixdorf employs 16,000 in 12 German companies and 60 foreign affiliates. Its sales are approaching $1 billion. From humble beginnings in a cellar in Frankfurt, Heinz Nixdorf has built his company into a leader among international computer manufacturers.
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Take Time to Give — It is too short a day to be selfish.
Take Time to Work — It is the price of success.

Anonymous