The Road To Babson

Babson has an advantage of being just 12 miles West of downtown Boston, a city renowned for its cultural and recreational facilities. Sports, music, shopping, theater, museums, libraries and cafes - Boston has it all. There are over 60 colleges and universities in the Boston Area which offer Babson students further opportunity for cultural exchange and social activity.

Wellesley, Massachusetts, Babson's home - 20, a town of 27,000 residents, is a suburban community located close to the junction of the Mass-Pike and Route 128. All roads lead to Babson.
Grand Central Station

Babson is situated on a 450 acre campus with 42 buildings, both academic and residential. Activities seem to revolve around Park Manor Central, which serves as the focal point for information. Day after day, students gather outside "Central" to find out the current Babson news or to just check for mail. Central also houses the Fraternity Rooms, the informal and formal lounges and the Dry Dock. From catching a quick lunch to lounging in front of the T.V. students from Babson's 14 resident halls and commuters are seen coming and going from Park Manor Central.
Working With Other's To Get Results-
People Leading People-
That Is What Management Is.-
Babson Means Business

Babson College adheres to its founder's philosophy of educating us for leadership. We are taught to make decisions critically and analytically, mindful of the human and societal effects of these decisions.

To accomplish these ends, two required cores of study, management/economics and liberal arts are studied diligently throughout the year. But, Babson offers us more. The classroom work gives us a foundation of principles upon which to build. However, the development of leadership ability is more than classroom involvement. Because of Babson's small size, we are given unlimited opportunity to develop our own leadership style in Babson's co-curricular activities. Student interests are reflected in the diversity of clubs on campus. They range from Sailing Club to the Finance and Investment Association. A unique characteristic of Babson, is also the opportunity to start-up and operate your own business. They benefit us all, especially late at night - One call to Wine Line and a shout to the Pizza man in the hall and the studying atmosphere is instantly changed to a party.
Do It Up

Besides studying, listening to speakers and participating in mind expanding activities, you must admit, Babson Students do have fun! Wednesday-night-at-the-Pub is one event, which every student must have attended at least once. Then there's the fraternity parties, the sports events, backgammon tournaments and SOCO, BISO, and other assorted organization sponsored parties. But these are small-scale compared to the drawing power of such calendar marking events as Fall, Winter, or Spring weekends. This year the Social Committee kept busy planning these and other events, including a Monte Carlo Night, or two, Martin Mull, in concert, and other brain-blowing rock 'n' roll, live at Knight.

Without a doubt, many Social activities that occurred during the year, have not been mentioned, but all are remembered.
Reflections Thru The 70’s . . . Passing Thoughts

Babson College, originally Babson Institute, changed its name and image in 1969. Although Roger Babson would frown upon our conversion, the trustees’ intention was to avoid confusion with the fly-by-night ‘business’ institutes. The 70’s . . . what to mark our generation with? The last president to actually deal with Roger Babson would retire in 1974. When asked why?, Henry Kriebel says, “well . . . I decided I’d retire at 65, and I did.” (“actually I think I was chosen to be President because Roger Babson liked my wife”). The college did feel some of the effects of the revolution, Babson was shut down for some time by a student strike over minority representation on the faculty, (not nearly enough). The 70’s may be known for the introduction of women to campus. (The college used to require the students to sign a fornication pact, “I hereby swear not to bring women to visit my room . . . etc”). Another big change can be seen in the allowing of liquor on campus, (gasp). We all know that our founder was a confirmed prohibitionist, (going as far as running for the Presidency in 1940 for the party). In deference to our founder, alcohol was banned on campus until after his death. Ah . . . but to go as far as opening a pub . . . Incredible. Ralph Sorenson was the first President picked from the “outside” since Hinckley, after World War II; also Ralph is the first President not to have known our founder!

Really what’s important is that the 70’s is the first decade in nine decades that Roger Babson isn’t around. So what’s Roger’s effect on the 70’s? Well, some may point out that his choice of location for building Trim Dining Hall has affected every other building since. Some see his insistence that a business college be run in a business-like way, (a college with small endowment, that has never seen red ink, not possible). Myself, I see the smartness of a man, who could rebuild a school after World War II, (he was 71 at the time) from nothing; the college closed down during the war, only two faculty and two administrators returned after the war; and hire such a staff that they could create what (Everett Stephens would disagree - He says we are!), strives to be the number one undergraduate business college in the nation.

“It’s got to be different!”, was Roger’s favorite theme, “You don’t want to be like everybody else.” Babson may be a “college” now and may hand out diplomas, (we weren’t accredited until 1950), and the college does have liquor and women. Yet I don’t think you should worry, Mr. Babson, because having a Hall of Fame for Entrepreneurs couldn’t happen anywhere else, and there can only be one college that is the best for what they do (including . . . soccer) and most of all no other college was founded by a man so interesting and marvelous. Yes, I think we can still be different, and you, Mr. Babson, will keep us that way.

Timothy P. Dominici
Piles Of Wood

Piles of wood
Just don't look so good
Against the Wellesley Hills

A plywood wall
In the dining hall?
A gallon of coffee,
Won't cure those chills

A gymnasium extension;
Whoops! Wrong Foundation
Let's go fellas
Bring in the drills

A brand new dorm,
Soon taking form
Lounges, playrooms
Yup- all the frills

A Research Center, the very best
Has to impress any guest;
With the grandeur
It instills

A new Library, a new dorm
A better gym;
A needed renovation expanding
Trim
Are worth far more than the bills

This place is gonna' look good
Enough to make us forget
The piles of wood
Against the Wellesley Hills

Michael Shea
Looking To The Future . . .

Freshman orientation with no beer! Something has to be done . . .

. . . Still a small college, it will always be a small college.  
A small, growing college. A contradiction?

Growth is positive change.

No university;
   No ugly buildings;
   No crowded walkways;
   No chance.

A changing world-
A changing institution;
   A developing economy-
   A developing curriculum;
A maturing society-
A maturing student body.

A new research center,
   an efficient student union,
   snack shop,
   student bar
   student housing,
   fraternity row,
Growth & Change

CHANGE
A commitment to change. A realization that if it is to be positive, it must be slow and determined. A dedication to the ideal that without change there can be no development.

DEVELOPMENT
Accepting development as the results of positive change. A stern desire to progress. A will to make the hard decisions. The ability to overcome the insecurity of being a leader; of being the first one, the stepping stones to maturity.

MATURITY
Assuming the confidence that comes with positive change and development. The satisfaction of making incorrect judgements. Knowing, with a calm confidence that maturity is the acceptance of growth.

GROWTH
Being firm in a commitment to growth because growth is the foundation of anything that endures through time.

A changing institution, developing to maturity, realizing a sustained growth.

The future of Babson . . .

But no beer at freshman orientation, Come on Now!  
Something has to be done.

Michael Shea
President's Address

To the Class of 1979:

I salute you recent graduates and want to say a few words about what you have been able to take away from your experience at Babson.

You have chosen to prepare for a career in a fascinating profession — management — a process that is involved in almost every type of human endeavor. I hope that as you progress in your chosen career you will find that Babson has helped you to lay a foundation to become an effective and humane practitioner of that profession; that you will develop an understanding of its intricacies and an enduring pride in its practice.

Becoming a manager calls for more than the acquisition of a body of knowledge. In fact, as you go along, I hope that you will learn that there is no body of knowledge that will make you a manager. Rather, what we hope for you is that while you were at Babson, you acquired the mental discipline and ways of thinking which form the foundation of managerial competence. In the long run, your effectiveness as a manager will depend upon your ability to conceptualize a problem accurately, to analyze it with sound logic, and finally, to make and implement good decisions. In perfecting this ability, you will need to understand some of the theory which underlines the whole process of management.

A broad approach to the preparation of students for a career in management must at some stage include a more than cursory exposure to the record of past human achievement in many fields, such as history and political science, literature and art, science and social studies. For this reason, as well as to further your development as individuals, the undergraduate program at Babson required you to devote a substantial amount of your course work to these areas. You will not have cause to regret this use of your time. From it, I predict that you will derive two immediate rewards: first, you will probably develop a lasting interest in some or all of these liberal arts studies; and, second, you will discover that you have acquired a frame within which you are able to view management in perspective. Farther out, you will discover your life to have been enhanced by a well balanced combination of professional and general studies.

Finally, I hope that your Babson experience helped you to examine your personal values so that throughout your lives you will have the judgement and courage to know when and where to draw the line between right and wrong.

I realize that as new graduates you so not emerge from Babson as skilled, seasoned managers or entrepreneurs. Beyond a successful exposure to carefully selected areas of study, it takes time and experience to nurture and fully develop a good manager. However, an undergraduate program such as the one at Babson can provide you with a head start in developing the skills and awareness you will need in the years ahead.

I wish good health, success and happiness for all of you. I look forward to seeing you individually from time to time and in large groups on Homecoming and Reunion weekends.

Sincerely,

Ralph Z. Sorenson
President
Regulators, Forecasters & Analysts

**What do they do?**

The Board of Trustees ultimately calls the shots at Babson, in the most general sense, meeting four times annually to discuss campus affairs. It is the body to which President Sorenson is accountable.

Every member of the Board is a member of one of the four Trustee Standing Committees: Academic Affairs, Student Affairs, College Resources, and Business and Financial Affairs. These committees meet at least four times annually, directly before the Trustees meetings. The conclusions reached by each of these groups are transmitted to the full Board by their respective trustee-chairman, and the Board votes whatever action is necessary to meet the recommendations.

Major decisions regarding school policies or expenditures must be approved by the Board of Trustees. The construction, the old age and retirement home, and much more, are the decisions of the Board of Trustees.
Vice-Presidents


Financial Affairs

Right To Left: Angelo Traniello, Controller William Coughlin, Dorothy Crump, Dorothy Murray, Ruth Shannon, Carol MacGray, Jane Cole, Irma Romines, Trudy Fairweather, Sharon Steacy
Left to Right: Dean, Undergraduate Albert Dragon, Dean of Academics, Arthur Bayer, Dean of Students David Carson.
Class of 1982 Profile

Total Number of Freshman

<table>
<thead>
<tr>
<th>Applications</th>
<th>Total</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Early Decision</td>
<td>1967</td>
<td>1471</td>
<td>496</td>
</tr>
<tr>
<td>For Regular</td>
<td>150</td>
<td>112</td>
<td>38</td>
</tr>
<tr>
<td>Decision</td>
<td>1817</td>
<td>1359</td>
<td>458</td>
</tr>
<tr>
<td>Accepted for Admission</td>
<td>611</td>
<td>416</td>
<td>195</td>
</tr>
<tr>
<td>Matriculated Freshman</td>
<td>285</td>
<td>201</td>
<td>84</td>
</tr>
</tbody>
</table>

Rank in Class of All Applicants
- First Fifth: 460
- Second Fifth: 540
- Third Fifth: 349
- Fourth Fifth: 260
- Fifth Fifth: 100
- Total: 1709

Transfer Students

| Total Number of Transfer Applications | 361 |
| Accepted for Admission | 104 |
| Matriculated Transfers | 80  |
| Average GPA of Entering Transfers | 3.1 |
College Resources

College Resources, is headed by Vice President Charles Thompson. This group of people spend time doing lots of paper work. College Relations encompasses Publications, and the Alumni bulletin, Development and Planned and Annual Giving, and Alumni Relations, (for all of us who make it that far.) We can thank them for Founder's Day, Graduation, and the Booze Cruises for Alumni, as well as for getting the money to keep on building at Babson College.

Richard Bishop

Chris Pellegrini

Jean Collins

Della Gustafson

The switchboard and the mailroom are the Babson students’ contact with the outside world. The switchboard receives incoming calls and connects them with the appropriate extension during the regular hours of operation. The mailroom offers complete on campus and off campus communication services. Even if you find it a depressing experience (knowing that no one loves you enough to write letters) everyone checks their mailboxes daily.

The Information Center, now in its fifth year of operation, is so busy that one wonders how Babson ever functioned without it. It distributes games and equipment to anyone wanting to play cribbage, backgammon, chess, pool, ping pong, etc., plus gives change for laundry or cigarettes.
Mr. Don Brown, is the director of Media Services, and with his staff, is very accommodating to student requests for equipment and instruction. Cameras, projectors, sound equipment, overhead projectors, and other assorted facilities are available for student use. To those of us who were at one time or another in Prof. Klieler's film courses, or just one of those students who enjoyed making films, that corner of the Library and the staff that lived down there, became very familiar. Thanks Don, Bill, Lawton, Jill and Colleen!!!
Security

Food Service

James C. Harrison, Director, Sage Food Service
Planning for the future ... Christine Baer

William Wrenn

Library Staff

Pictured on Right, Bottom Row:
Jane Marshall, Beth DiBartolomei, Mary Fabrizio, Kathy Hoffman. Top Row:
Director, Libraries James A. Boudreau, Tjelda Belastock

Building & Grounds

Edward Sullivan

James Higgins

John Moran
Competence in accounting is fundamental to good management. Understanding tax problems, budgeting, maintaining financial records, and using accounting records for reporting financial data are all basic to the modern management operation. Babson Accounting majors frequently become certified public accountants, financial executives, lawyers, or accounting specialists in the corporate business world, government, or other nonprofit areas. Experience in accounting is a proven route to top management.
The Economics Division fulfills a dual function within Babson's educational program, a function which might better be described in terms of responsibilities. These responsibilities are:

1. To provide students with an understanding of how the economy functions and to encourage them to use that understanding for evaluating domestic and international events and policies; and;

2. To introduce to the students the tools of economic analysis and then to develop their ability to apply those tools in management decision making and other contexts.

While serving this dual "economics" function within the college curriculum, the Division provides an intellectual foundation for the work of the other divisions and the college in general, such as by building up students' quantitative abilities and providing students with opportunities to develop skills in written and verbal communication. Division members are also committed as professionals to advancing their discipline through personal research and communication. We view our teaching and research as complementary and mutually reinforcing activities.

By meeting these responsibilities the Division necessarily contributes to the personal and professional development of all Babson students. The knowledge and skills developed allow them to make more informed choices as citizens, enhance their effectiveness as managers working in both the private and public sectors of the economy, and provide them with a foundation for additional professional development in graduate programs of business law or in other specialities.

Wm. L. Casey, Jr.
The objective of the Finance Division is to provide students with an understanding of financial markets and how corporations operate in those markets. Course offerings range from investments and corporate financial planning to insurance. Babson's offerings in the area of investments is particularly broad with courses in traditional securities analysis, modern portfolio theory and fixed income securities.

Finance majors enter careers in banking, corporate financial analysis and investments. Jobs in investments have been hard to come by in recent years. Nevertheless, Babson graduates combining persistence with training continue to find positions as brokers and investment analysts. Recently several graduates have entered emerging growth areas in finance: real estate finance and computer applications of finance.
The objectives, courses and curriculum of the Division of Liberal Arts provide the opportunity and the resources for the student to develop his/her cognitive skills and to gain knowledge in an understanding of oneself, of society and the universe. As stated in The Master Plan for Babson College: 1978-1983, “To educate broadly for life in a complex and rapidly changing society”, the Division "continues to develop opportunities for students, to deepen their experience in the liberal arts out of recognition of the vital contribution of the liberal arts to a broad preparation for managerial responsibility."

In the early 70'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. They provide a focus and sense of purpose for course work in the liberal arts. Traditionally, the liberal arts have aimed at facilitating self-discovery and fostering awareness of the role of man in his cultural and physical worlds. 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 deepen and enrich management education and to provide organization, sequencing, and coherence to liberal arts offerings.

The Faculty of the Division of Liberal Arts has recognized its obligation and commitment to Babson Students. We direct our efforts at trying to educate the whole person through our curriculum and courses, as well as through our involvement with students in and outside of the classroom. Our goal and purpose is to provide 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.
This division offers four areas of specialization, and a student may concentrate in any one of these or may choose to draw courses from a combination of these fields of specialization. The four are Management Processes, Behavioral Sciences Applied to Management, Strategic Integration, and Entrepreneurial Development.

The fundamental management processes of planning, organizing, directing, controlling, decision making, and evaluating are central functions for the effective manager, and one of the major objectives of this division is clarification of the principles and concepts which lead to effective functioning in these lines. An understanding of human behavior is vital to success in any field. In the behavioral courses in this division, examination is made of the interaction or organization and employees with emphasis on the psychology of leadership, communication, decision making, and adjustment to change. Problems in collective bargaining, the design of strategy, and the social, legal, political, and ethical implications of organizational courses of action are considered. The integrative courses, such as Policy Formulation, act as capstone areas in which we pool together the information acquired in many other fields and give the student an opportunity to develop the capacity for establishing a strong strategic structure. A final area of specialization within this division is entrepreneurship: we wish to contribute significantly, along with other divisions, to the development of the entrepreneurial, innovative characteristics of those students electing to follow that route.

This division's objectives in a more general way can be expressed in a statement found in Babson's Master Plan; To communicate to undergraduate students the importance of lifelong learning and imbue in them a desire for professional and intellectual growth in a management or entrepreneurial career. At the same time, give students a solid basis for functioning effectively in their first positions after graduation.
Marketing — dynamic, challenging, exciting — encompasses all activities involved with determining and satisfying the needs and desires of target markets. It is concerned with products and services, consumer and industrial markets, profit-seeking and not-for-profit organizations, and public and private institutions. The main goal of marketing is the satisfaction of the customers it serves — and to achieve that end with efficiency.

The Marketing curriculum is a commitment to management education and serves to make possible a smooth transfer of students from an educational program to marketing practice. The general objective is to prepare graduates with the capabilities of assuming the demands of entry-level jobs, with a background that facilitates long-term professional advancement.

A common thread throughout all the courses is emphasis on marketing decision-making. The specific objectives of the marketing curriculum are to foster an educational environment that allows the student to acquire:

1. appreciation of the origin, role and significance of marketing strategy, and its relationship with other functional areas of business;
2. knowledge of the various marketing activities as they interact in the framework of marketing strategy;
3. understanding of the concept of customer orientation as the focal point in the development, implementation and appraisal of marketing programs;
4. skill in identifying, analyzing, and responding to marketing problems and opportunities;
5. understanding of information and research as a foundation of marketing strategy;
6. perspective on both theory and practical applications;
7. awareness of the similarities, differences and challenges in the nonprofit as well as the profit-seeking marketing sector and in product and service marketing;
8. insight into the social issues and responsibilities involved in marketing systems;
9. appreciation of the contributions of other disciplines to the advancement of marketing knowledge; and
10. sensitivity to the forces that generate change in marketing and influence the character of marketing activities.

In the commitment to achieving these objectives, emphasis is on an interactive learning environment in which both students and instructors play an active role. In this way, the total learning experience will be meaningful and will serve as a vital stepping stone to a productive marketing curriculum is to make it an essential and valuable contribution to the general management curriculum, the overriding objective of which is an integrated program that is professionally oriented.
Business today is faced with the need to make more complex decisions than ever before. To evaluate the alternative actions and choose from among them the optimal strategy in a competitive world, we must employ a host of quantitative techniques: statistical analysis, regression, decision theory, linear programming, dynamic programming, network models, and queuing systems, among others. The information on which the business man or woman must base these decisions is stored, summarized, classified, and manipulated into usable form by computers. Increasingly, the executive must incorporate scientific and technical complexities into the decision making process. The purpose of the Mathematics and Science Division is, therefore, threefold: to give students an understanding of the quantitative techniques of decision making; to introduce them to the capabilities and limitations of computers and their role in the organization; and to explore the process in which scientific discovery is linked to management. Students who major in Quantitative Methods find myriad applications to the techniques and skills learned. In recognition of the usefulness of Quantitative Methods in solving problems in other areas, there are also joint majors in Quantitative Methods/Finance, Quantitative Methods/Investments and Quantitative Methods/Economics.
Professor of the Year, David A. Kleiler

A crowded classroom — as students await the arrival of a tardy professor. "What a gut course "film" is going to be. It's the first day of classes and all my other professors have let us out a little early, but this guy probably won't even show-up!"

The class ran nine minutes overtime as the students completed their first quiz of the semester on three short films which they had just viewed.

"Imagine getting four credits toward a Babson business degree for watching movies! What a joke — and besides, how will Kleiler ever know we miss any if they're all at nighttime. he won't be around in the evenings to take attendance!"

David missed but one evening film that semester to the amazement of his students who quickly learned that cutting films was not the answer.

It all began for David at the early age of 8½ when he saw the sneak preview of Potemkin. At this time his parents became concerned about him when he seemed separated from reality, spending most of his time in the illusory world of the theatre. As he got older however, his parents worried less about him because his brother became a lawyer. This lack of family life led David to find out the meaning of "rosebud" at an early age. Soon the college years began at Harvard (Sq. Cinema) and David studied film full-time. Upon graduation he turned down job offers from companies such as IBM, Hal and Danny's Pizza in order to come to Babson to pursue a teaching career in film.

The rest is history.

David and I have now both "graduated" from Babson this year and both turn new pages in our lives. He will undoubtedly be missed by the college. Never have I known a professor more dedicated to his teaching, more generous to his students and more loved on campus than David. As we both depart for the business world, my advice can only be: "Look out David — it's for real!"

Thanks for so much —
Michael Zografos
A Babson underclassman can be classified as a Freshman, a Sophomore or a Junior. But, exactly how that classification is determined is the real trick. Everyone from the college registrar to the Babsonian staff have tried to find each students respective class. However, summer school, drop and add periods and cross registration effect everyones list of credit hours. Students can become a “Junior and a half” by attending one session of summer school.

The problem of establishing class unity is also effected. Steering Committees have been created to help restore class unity. The idea is to establish, at the Freshman year, a sense of class standing. Each successive year, students can progress with their fellow classmates. Individuals on the six year plan get an extra amount of unity. Too much of a good thing is never good for you!
... And One To Go

It's your third year of college. From Calculus to Organizational Behavior, you've experienced a lot of class hours. In order to fulfill some core requirements, some of you have even spent your summers here. But when you think about it, there is only one more year left. One very short year.

Throughout the first three years many of you have experienced an abundance of mixed feelings. Taking a leave of absence was probably considered, at least once. Should you just drop out or bear with it and work for that diploma. The work seems to never end and vacations are the only salvation from insanity.

But what about those parties. Some of them are really terrific. It's that togetherness, that comradery and boy, that liquor doesn't hurt. In reality, it seems as though the weekend parties help us cope with the academic pressures.

With only one to go, the responsibilities our future brings makes Babson look a lot more appealing.
“We’re Number One ... Or At Least We’re Twenty”

Tom Godart
Steve Goldbloom

Karen Gorman
Holly Gould

Tom Grady
Michael Grimes

Rob Harris
Gary Hawkins

Kent Hedrick
Anne Heleotis

Peter Henry
Doug Hermance
Greg Holland
Jim Hornung
Bengt Janer
Geoff Johnson
Mark Jones

Al Kaplan
Bob Katz
Elizabeth Kellar
Kevin Kobel
Gail Koukias
Peter Lamir
Cathy Lankering

The trick is getting at least two inches of foam in the pitcher.

At Babson, it’s always Miller time!
Getting Things Off The Ground

As any other class at Babson, the Junior class also has started their own Steering Committee. Initiated in September of last fall, the four original members included: Vincent Steffan, Heidi Meier, Linda Collins and Bill Twohig. The main goals of the committee were established at the start of the year. These included, sponsoring fund-raising activities to offset the costs of their eventual Senior Week and lending a helping hand to the other steering committees.

In an effort to get things off the ground, the committee sponsored two fundraisers. The first one was the sale of Christmas stockings, during the Holiday season. The second one was sponsored at the beginning of the second semester and centered around the sale of Babson calendars. Both events, combined, laid the groundwork for future committee activities.

At the close of last year, the committee played a part in the success of the Senior Week for the class of 1979, by offering their services in any capacity. For the future, tentative plans have been made to sponsor enough fund raising activities in order to keep the costs of Senior Week 1980 at a minimal.

Left to right: Carol Deursch, Barbara DeVito, Lenore Skomal, Heidi Meier-President, Gregory Holland, Bill Twohig-Secretary, Vincent Steffan-Vice President. Missing: Linda Collins- Treasurer

David Leeson
David Lemons
Beth Levine

Saundra Lewis
Ning Li
Melanie Lieb

Kathy Lopas
Jonathan Lovell
Phil Maglione
V. Mahaguna
Kevin Maley
Tom Manero
Tony Marken

Heidi Meier
Kathy McGinniss
Brian McGinty
Peter McNally
Tom Morganstern
Paul Morris
Jay Morrison
What Do I Want To Major In?

OH SHIT!!! Preregistration is tomorrow and I haven’t done anything yet. What the hell is this, WHAT MAJOR? Ah yes, the one my Parents and I agreed on. What was it, maybe five years ago, finance seems to ring a bell. What?, everything closed? Now what the hell am I supposed to do? Take MARKETING? NO WAY!!!! Well, lets see, Management? Investments? Accounting? Communication? Ah what the hell, I think I’ll take some more liberal arts and party for one more semester.

Mary Lou Reilly
Mark Reynolds
Duane Rigby

Jeffrey Roseman
Duncan Ross
Cindy Rubin

Tom Ruffin
Shelli Russell
Bill Saunders

Richard Savitt
John Scheib
D. Schumaecker

Kiel Small
Marion Sowinski
Donna Sperling
Kurt Steele
Vincent Steffan
Brad Stein
Jim Stento

Free Press photographer Chris Slavin looks up to see just what he needed, one more camera.
While working on the Babson Phonathon, Jim Hornung shows a photographer how you really spell relief . . . B.U.S.C.H.
Working For The Future

The Steering Committee of the Class of '81 was the first, in the history of Babson, to be organized during the Freshman year. It gave them a head start in learning to organize and carry out successful class functions as well as fund raisers which will be especially important in their Senior year.

Freshman year was a success with a post-Christmas vacation party and the Valentine's Day carnation sale. This year, as sophomores, they organized a game booth for Homecoming Weekend and once again sold carnations. Plans for future parties are still in progress.

The committee, which is funded by Alumni, works with the cooperation of Mr. Joseph Mahoney, Director of Alumni Relations. It was through his efforts that the Class of 81's Steering Committee was founded in its Freshman year. The reasons for this head start are to promote better organization of the Committee itself, accumulation of funds leading to what they hope will be the best Senior Week ever, and most importantly, class unity.

Six members were elected in Freshman year and two more each successive year. By the time they are Seniors, they will have the largest Senior Steering Committee consisting of twelve members. The year 1981 will not be the end of their duties, in essence it will be the beginning. After graduation, they will be responsible for communicating with members of the class and organizing Alumni activities.

This year's Sophomores, strongly encourage ideas, interest and participation in anything they do. The efforts of others have made their endeavors that much easier. Hopefully, this will lead to the promotion of a successful Senior Week.

Cathy Lankering demonstrates having fun-The Sophomore way!

Paul Anagnostos
Dave Anderson
Jamie Austin
Mark Babson
David Barbu
Brad Barron
Jim Belli

Mark Berezin
Patricia Bernardo
Ellen Berry
Kurt Bilger
Gregg Boersma
Dennis Brewster
Allyson Bright

Lauren Butler
Brian Caffyn
Lucia Carrara
Bill Carroll
Steve Christopher
Mike Cirelli
Mike Clancy
This year's Sophomore Steering Committee devoted many hours of their time to insure class unity and provide funds for a successful Senior Week.

Sophomore Mark Babson reveals his future goals, "I want to be a vampire."

Lee Cleveland
Yvonne Cloud
Frank Condon
Lucille Cowie
Matthew Crowshaw
Brian Cusa
Alexis Dargie
Bill Denison
Cheryl Cewall
Martha DiMatteo
Teresa DiPaola
Joan Disbrow
Patty Doucette
John Dunne

Steve Dustin
Chuck Duval
Eric Emerson
Dan Feder
Stuart Feldman
Elizabeth Fingelly
Elizabeth Finn
Andrew Fletcher
Mark Fletcher
Philip Fluegge
Abby Friedman
Glen Friedman
Katherine Gale
Kathy Gardner

Ellen Germain
Leslie Giardino
Barry Goldman
Beverly Gottlieb
Chris Grant
Judith Green
Joe Gugliotti

Muhammad Habib
Dave Hale
Kevin Hardy
Steve Healey
Karen Heller
Sheri Heller
Jenny Herd

"I Just Don't"
Want To Get Up!

Eric Honkalehto
John Howard
Karen Howard
Anne Hughes
Mike Humphries
Debbie Johnson
Helen Joy

Benjie Kahn
Susanna Kaplan
Thomas Keith
Peggy Kelly
Robert Kelly
Joan Kennefick
Bob Kersten

Markus Krautli
Tim Lafferty
Linda Landergin
Mike Lappen
Kevin Lusnia
Mary Lyons
Rafael Moreno
Maybe Not Babson . . .

Scott MacKenzie
Kevin Mahoney
Joanna Manikas

Kevin Manning
Cathy Mannix
Beth Marconi

Tim Marken
G. Markopoulos
Drew Marloe

Patrick Marshall
Patricia Martens
Jane Mason

John McCarthy
John McMannus
Brian McNamara

Jacques Michaan
Alice Miller
James Mills
Janet Mitchell
M. Mitropoulos
Phyllis Moore
Bob Moss

P. Scott Mowry
Brian Murray
Sybil Neidecker
Scott Newman
Michael Niemczyk
Mary Ann Nowak
Joe O'Connor
To transfer or not to transfer? . . .
This seemed to be a common question in many of my fellow Sophomore's heads, as well as mine. Standing in the lunch line in late February, I couldn't help but think, "If I don't do it now, it'll be too late . . . Once I begin my Junior year I may as well graduate . . . Maybe I'll just take time-off . . . Where do I want to be? . . . What do I really want to do? . . . "

Babson offers an excellent selection of business courses to it's students. Courses ranging from accounting to marketing, but several individuals who come here are disillusioned after two years. The fear that I am "missing something" creeps into my mind. Yes . . . Babson offers Liberal Arts courses, film and history, plus others, but business . . . business . . . business looms large above all else.

"Do I really want to be a businessman? Maybe if I attend a Liberal Arts College, I'll learn of a strength I hold, which I never knew I had before . . . ."

An antedote to this dilemma was voiced by a past Babson President, George W. Coleman when he said, "See the other side. There are always two sides or more. There is your side and the other fellow's. Then there is the right side and the wrong side. Sometimes there is an inside and an outside. Fly paper has just two sides. It makes a great difference which side the fly lights on."
Yeah, I Studied All Weekend!

Coleen O'Malley
Mark Petrecki
Travis Powell
Robin Price
Davar Rad
Chris Raleigh
Gene Raymond

Bruce Rifkin
Cameron Rogers
Ernesto Romero
Jace Rosenbluth
Steve Rosenkrantz
Richard Roy
Gus Salvetti

George Salvetti
Dave Sarafin
Kris Sarro
Stephen Savran
Carol Schmittlein
Juan Schotel
John Sexton
Thunder Road... A New Worlds Record.

Jonathan Shedler
Sandy Silbert
Bret Simpson
Rick Singer
Clifford Smith
Grant Smith
Wayne Smith

Ted Snyder
Andy Spalla
Malcolm Stearns
D. Kleider
Shea Thomas
Nicole Vautrain
William Vitalinin

John Wadman
Jon Wardwell
Morris Weiss
Erik Wehtje
Pamela Will
Bruce Winer
Gina Zottola
Moving In

You’re here! The folks station wagon drives through the Dougherty Gatehouse for the first time and a sense of panic sets in, panic mixed with excitement and pleasure. Following the signs you find your dormitory, oops, I mean Residence Hall. Summoning up your courage you walk through the door and are met by the Residence Director, R.D., who signs you in. He gives you your key while simultaneously asking for your dorm dues.

The car is unpacked and your parents are ready to leave. You feel that need and desire to be free of them to explore and begin to grow on your own. Yet, there is a nagging feeling of wanting to go with them, to leave this place of uncertainty. With one last hug they are gone. Let’s look at the schedule, time to go to someplace called Knight Annex and register.

Meetings follow meetings. Advisers, administrators, assemblies, the list seems endless. Humm, what is this - a mixer, a dorm meeting followed by a small beer party, followed by a larger party. Wait a minute, college is supposed to be work, what’s with all the partying. Oh, really? Great! I think I’m going to like it here.
With the help of this year's student advisers, one more Freshman was saved from the madness of orientation.

During the orientation concert, Babson students reoriented themselves with a key Babo education . . . . Party!

John Gardner
Pam Gardner
Greg George
Scott Goemans
Glen Goudet
Edward Grady
E. Grigoorians

Warren Grover
Linda Haber
James Hagen
Anne Hammel
Debbie Harkins
John Haroian
Barry Harrigan

Jim Harris
Rich Haskeu
Kevin Hart
Chris Harvey
Judy Hjerpe
Brad Hoffman
Kathleen Hogan

Stacy Holmes
Kurt Holwege
Dan Honan
Don Hume
John Humphrey
Joe Imparto
Charlie Iszard

Steve Ivanoski
Kenny Jasper
Carl Johnson
Archie Johnston
Janet Kalustian
Pambai Kapenzi
Steve Kapp
The Freshman get their first taste of SAGA food. Oh Boy!

The devious, yet creative, minds of these eight people were responsible for this year's Orientation Program.

Steve Keegan
Edward Kelly
Ellyn Kendall
Holly Kervick
Asad Khan
Habib Khoury
Michael King

Robert King
Beth Kinzelberg
Lisa Kier
Susan Knever
Peter Knutrud
Doug Kosak
Peter Lake

David Lamere
Bob Lantych
Mark Lawler
Diane Leppert
Bob Levine
Peter Lewin
Paul Leyden

Steve Libbey
Willy Lin
Loli Llorens
R. Loewenester
Rob Ludwick
Tom Lydon
Linda MadDona

Délia Maher
Don Mann
Cathy Manning
Doreen Marchetti
Deidre Mareia
R. Markarian
Mark Markell
"I think I'm going to like Babson."

"Well this is where it starts, and you've got a long way to go."

C. Mastrodictasa
Kevin McCarthy
S. McCullough
John McDonough
Karen McNalley
T. McNaughton
Kevin McQuaid

A.A. Meneinino
Jim Merlin
Kevin Meyer
Paula Mizelle
Milton Morales
Michael Moreau
Bob Morton

Robert Mulken
Paul Muller
Jeff Mulligan
Roger Murphy
Michael Murray
Karen Myjak
Bob Myseal

Howard Nager
Phil O'Flaherty
Charles Nemitz
April Newman
John Nichols
Peter Noel
Patricia Norris
Courses And I.D.'s

After the I.D. pictures are developed, the results are checked and rechecked and hopefully forgotten.

At Babson registration, a golden line. "What do you mean its closed."

Mark O'Neil
Michael Ohmstede
C. Oulevay
Thierry Oulevay
Andrew Palmer
Ellen Pappis
John Patriarca

Ken Paul
Nick Penachio
Paul Petro
Nancy Pierson
Jim Quinlan
Michael Raso
Jim Reardon

George Recce
Karen Rehmer
Cheryl Richards
Mark Robinson
Ken Romanzi
Peter Roveto
Frank Russo

David Sargent
Andre Scali
Catharine Scholtz
Peter Schremp
Jeff Schwager
Fay Scala
Gordon Seaman
Each year in September, a fresh new crop of faces stroll through Babson's security gates. Greeted with a multitude of welcomes, their exciting journey down college lane has begun. The common question of "what brought you to Babson?" plague their first weeks on campus. But what did bring them to the friendly halls of Babo?

“When I was looking at colleges, I wasn’t really sure what I wanted to do ... I wanted a small coeducational school, and I was sorta interested in business ... but I wasn’t sure at first if I wanted strictly business ... ”

“My college guidance counselor pushed Babson. He said ‘Babson is just the place for you. Your practical, so is Babson. You’re business oriented, so is Babson’, so I came!”

“My brother went to Babson, so I’d gotten the chance to visit it on several occasions. The people were real friendly, and the school was always buzzing with activity. It was a place I knew I’d enjoy, while trying to grab that pot of gold at the end of the rainbow.”

---

Al Shameklos
Mary Anne Sheehan
Ed Sheehy
Chris Sherman
Elizabeth Sherman
Elizabeth Shire
Mark Silva

Cheryl Silverman
Roy Silverman
Mark Simon
George Simopoulos

Deirdre Sisk
David Slye
Larry Smith

Richard Sneider
Lisa Steinberg
Jeanne Stigle

John Sullivan
Lori Sullivan
Michael Sullivan
After a week of orientation, classes are welcomed for a relief. “Learning is just so swell.”

Toby Ten Eyck
Joy Titus
Jim Tracy
Steve Trenton
T. J. Trimeloni
Geoffrey Tuba
Harry Tuttle

Rory Veivers-Carter
David Venditti
Lisa Volpe
Tom Wardew
Jeff Wellman

Ruth Whitney
Karen Wilbur
Cheryl Williams

Chris Williams
Gail Williams
Laura Willis

Chuck Wolf
Roberta Woodward
Mary Ellen Zawicki
Fall Weekend
FALL WEEKEND SCHEDULE

FRIDAY
8:00 Dixieland Band Pub
9:00 Sock Hop Knight Annex

OKTOBERDAY
11:00 Brunch Trim Dining Hall
11:00 Youth Carnival Beaver Bowl
12:00 Float Parade College Drive
12:45 Oktoberfest Beaver Bowl
Frisbee Exhibition and Contest
Arrival of Brewmaster
Drinking Contests and German Bands
4:30 German Gourmet Night, Trim Dining Hall
8:00 Martin Mull in Concert Knight Auditorium
12:00 Midnight Muncher Trim Dining Hall $1.00

SUNDAY
10:00 Nondenomemational Service Chapel P.M.S.
11:00 Brunch Trim Dining Hall
1:00 Fraternity Football Beaver Bowl

Babson College Oktoberfest 1978 is open to Babson College Students, Alumni, and friends. No Alcohol, Cans, Bottles or Containers will be permitted into the Martin Mull Concert.

Beer Mugs can be purchased from the Circle K club for $2.50, which will enable the purchaser free beer during the Oktoberfest.
Russ Hoefer, '78, the winner of the Martin Mull Lookalike Contest!
Halloween '78
Just Who Do You Think You Are!
WELCOME TO THE BEAVER BOWL
Babson Beavers Head
For Number One!!

This year was a good year, in general, for Babson sports. For such a small school, and one dedicated to business, the varsity sports were of a high grade.

This year, once again, we watched our Soccer team go into championship play, as well as Lacrosse and Hockey. Baseball improved significantly in addition to many of the other sports in which Babson participated.

To accommodate the talent of our teams, a new addition to the gym is in the process of being built. The Babson Beaver's are well on their way to becoming number one, in Division III competition!!
Here We Go Babo!
Left to Right, Front: Gary Newcomb, Mike Pantuosco, Mark Gelines, Charlie Cormay, John Sisk, Jim O'Malley, Co-captain Don Lake, Co-captain Fran Pantuosco, Jeff Luther, George Salvitti, John Sexton, Jim Stento, Brian Crowley Back: Assistant Coach Tom Kelley, Peter Biggs, Jeff Schwager, Mark Silva, Mike Doherty, Jurgen Bettig, Brad Barron, Mike McQuillan, Jeff Hutchins, Peter Lake, Brian Cahill, Kevin Bryant, Bob LeBlanc, Brian McNamara, Chris Daubenmire, Head Coach Bill Rogers.

On September 1, 1978 approximately 40 men gathered in the small gymnasium discussing the Babson Soccer Notebook, a collection of rules and regulations which had become the Bible of the Babson Soccer Program over the past number of years. This year, the coaches had changed and many of the players were different, but the goal of this team was the same; continue to build on the winning tradition of Babson Soccer. This team did exactly that.

It's always good to get that first one under your belt... EARLY. A 4-2 win at Holy Cross got us started. Victories over Colby (New England ECAC Tournament Champ), Coast Guard, Bowdoin, U.N.H. were very satisfying. Outstanding performances against New Haven (New England Division II Finalist) and Brandeis (Division III Tournament) although resulting in ties, showed what this team was made of.

Based on our 12-2-2 regular season record, we were chosen to participate in the NCAA Regional Tournament, and also received the New England Intercolligate Soccer League's Division III Sampson Trophy, symbolic of the best Division III team in New England.

This year's seniors will be leaving us after amassing a four year record of 58-8-5. They have been National Champs, participated in three NCAA Tournaments, and been awarded three Sampson Trophies. Through their hard work and efforts they have insured the continuation of outstanding soccer at Babson College.

Fan support has become an integral part of our program. Two fan buses each to New Haven, Plymouth, and North Adams, were indicative of the spirit the campus had for this team. It was very pleasing to walk into stadiums at such large universities as Boston College, M.I.T., and Boston University and see more fans rooting for Babson than for the home team. And being at Brandeis was like a home game because of our fans. THANKS!!

**SEASONAL ACHIEVEMENTS AND STATISTICS**

- New England Intercolligate Soccer League's Division III Sampson Trophy Winners
- * Two players selected to the N.E.I.S.L. All-Star Team Fran Pantuosco and Don Lake
- * Ranked 8th overall in final New England Poll

| TOTAL SEASON RECORD: | 13 - 3 - 2 |
| REGULAR SEASON RECORD: | 12- 2 - 2 |
| RECORD VERSUS DIVISION III OPPONENTS: | 9 - 1 - 1 |
Cross Country Season

Barrington defeated Babson  23-38
Gordon defeated Babson      26-29
Babson defeated Suffolk     17-43
E. Nazarene defeated Babson 20-39
Babson defeated Assumption  19-36
Babson defeated Clark       23-34
Pop Crowell Invitational    Babson placed 7th
Babson defeated Framingham  26-29
R.I.C. Invitational         Babson placed 8th
Babson defeated Mass.
Maritime Academy             15-47
Tri-State Championships     Babson placed 7th
Season: 5-7-0
First Row: Loli Lorenz, Rose Hom, Dorothy Logan, June Burns, Anne Hammel. Second Row: Carol Bomes, Jeanne Stigle, Maryann Nowak, Kathy Hoffman, Eileen Benson, Mary Lou O’Halloran (coach) Third Row: Peggy O’Brien, Co-Captain, Nancy Foran. Top Row: Maricarmen Arredondo, Captain

We pulled our sneakers out of the closet from way in the back, And for a few hours a week, we'd put the books back on the rack. Although the season was fun, I must admit that when it was done, Our losses amounted to a few more than one!

The freshman-Loli, Ann, Carol and Jeanne were all great And in my book, they are all first rate! The sophomores- Rose, Kathy and Mary Ann,- Will get us to Nationals if anyone can! The juniors-June, Toots, and MC Without them, just where would we be? Di-Dit, even though she wasn’t too tall Was always out on that court setting the ball. Nancy Foran, alias chugger I hear, I’ll never forget the time she had one to many beers! And then there’s Mary Lou, what can I say- After two years with us, I’m surprised she’s not gray! This season was filled with good memories for me. And I hope next year’s record, will be more like 13-3!!

Good Luck,
Front Row: Mary Anne Whalen, Captain. 2nd Row: Patricia Bernardo, JoAnn Karelitz, Cathy Scholtz, Faye Scola, Christine Piontek. 3rd Row: Paula Mizelle, Sally Shea, Karen Myjak, Ellen Berry, Amy Fairclough Missing: Jane Codman.
A great deal must be said about a team which finished its season at 15-8-0, the best record in Babson hockey history.

A come from behind overtime victory at New England College in the season opener set the tempo for the rest of the year. This was Babson's first overtime victory in over two years, and it gave everyone on the team a lift. We knew after the second game of the year, a close loss to ECAC and NCAA Champion Lowell, that we were more than capable of playing with anyone and that we could win our share of games.

The season went on, wins over Holy Cross, Boston State, Amherst, and the University of Connecticut, plus many more brought the Beavers into consideration by the playoff selection committee. Everyone was disappointed when Babson was left out, but the fact that the committee had to consider the Beavers was a great step for Babson Hockey. We now have our foot in the playoff door and we hope to enter fully next year. With everyone but one player back, this could easily happen.
Under the direction of the new head basketball coach, Dennis Bussard, the Beavers finished the 1978-79 season with a record of 9-16. Although in terms of wins and losses, this would be an unsuccessful year. The green and gold made a great stride towards building a strong hoop program.

Led by a primarily junior team, Babson registered some impressive victories. After dropping their opener to M.I.T., the Beavers scored their first victory against Bates College. The hoopsters then went 2-8 in the next ten games.

The most satisfying win of the year came against Coast Guard, previously unbeaten and ranked second in New England’s Division III. Led by senior guard Keith Glasser’s 24 points, the Beavers notched an impressive 51-47 upset.

Juniors Mike Bernardini, Steve Donovick, Joe Minihan, and Jay Nelson, along with seniors Keith Glasser and Mike Barbarito all performed well for coach Bussard. With a little more height and a bit more luck, next years hoopsters can enjoy a winning season.
WOMEN’S BASKETBALL

Bottom Row: Maureen McQuillan, Anancy Flynn (Captain), Betsy Derwin, Jeanne Stigle, Terry Cussen. 2nd Row: Lynne Dostoomian, Peggy Mitropoulos, Monica Willes, Trish Bernardo, Diane Sawyer. Top Row: Susan Bradbury (Coach), Mary Harbeck.
Row 1: (bottom) M. Pat Joyce, Rick Valles *, Dennis Emsley Row 2: Coach Hartwell, Adrian Peterson, James Giuliano, Amy Fairclough Row 3: (center middle) William Vitalini, George Arellano, Alice Miller, Sue Kneuer, James Ahigian, Row 4: Rick Houle, Nicholas Penachio, Harold Feinberg *, Steve Goldbloom

Co-Captains *
As a summary to this year’s program, the fact that this team maintained its poise and attitude throughout the dual meet season is to every member’s credit. Also to the team’s credit were the decent performances achieved at the New Englands. At the New Englands we must credit freshman George Arellano with breaking both the 100 yd. breaststroke (1:03.28) and 200 yd. breaststroke (2:20.12) records.

The Swim Team sincerely thanks Sue Kneuer for her outstanding job as manager this year. Sue is the first manager we have had to master taking and figuring out the splits.

My personal thanks and admiration go to the 78-79 Swim Team.

Team MVS “The Foley Award”
Co-Captains Elect: M. Patrick Joyce
                          Harold Feinberg
                          Fredrick “Rick” Valles
Most Improved Swimmer: William Vitalini
Shark Award: George Arellano
The 1979 Babson Lacrosse Team won its first twelve games enroute to an outstanding 12 and 1 regular season and Babson's first ever bid to the NCAA Division II-III Lacrosse Tournament. During their record-breaking season the Beavers accomplished a series of team goals among them:

1. Winning the Colonial Division in their first year as member, compiling a perfect 5-0 divisional record.
2. Becoming the top ranked New England Division II-III team after defeating Bowdoin.
3. Finishing the season ranked in the national rankings (5th in Division II-III)
4. Compiling the longest current winning streak of any lacrosse team in the country (17 wins in a row over 2 seasons prior to Tufts loss)
5. Being selected to the NCAA Tournament and competing against University of Maryland Baltimore County.

A special thanks is due for Stu Curran, who served as asst. coach this season and to the Simpsons, the Nueningeroffs, the Healds, the Henrys and all the rest of the parents who gave the team so much support this year.

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105
The baseball team played a sixteen game schedule and showed a slight improvement in its winning percentage over the team on 1978 by winning seven games and losing nine. The team lost five by one run and overall outscored its opponents by an 82 to 75 margin.

While improving its competitiveness and respectability during its strong schedule the offensive was led by batting leaders Bob Gorman, Paul Woishnis, Rick Loewenstein, Rick Renwick, and George Salvitti. The pitching mainstays of Rick Renwick, Rik Coyne, and Karl Uggerholt along with the rest of the staff compiled an earned run average of 2.76.

For the fourth consecutive year the team MVP was Rick Renwick, which is an accomplishment that will be difficult for any future ballplayer to attain.

Next year's club will be led by senior shortstop Bob Gorman and sophomore outfielder Rick Loewenstein.
Men's Tennis

Building For Next Year
<table>
<thead>
<tr>
<th>School</th>
<th>Opponent</th>
<th>Score</th>
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<tr>
<td>Babson College</td>
<td>Brandeis Univ.</td>
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<td>Amherst College</td>
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<td>Babson College</td>
<td>Tufts Univ.</td>
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<td>Babson College</td>
<td>Northeastern Univ.</td>
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<td>Salem State College</td>
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<td>Babson College</td>
<td>Clark Univ.</td>
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<td>St. Anselm's College</td>
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<td>Lowell Univ.</td>
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<td>Bates College</td>
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<td>Babson College</td>
<td>Bentley College</td>
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Season: 7-2-1
We May Be A Small College
But we're Winning In A Big Way!
What's Founders' Day All About?

The fourth annual celebration of Founders' Day was held in Richard Knight Auditorium on the morning of Friday, November 10, 1950. The avowed purpose of Founder's Day, the first of which was held in November, 1947, is to highlight and commemorate the progress of the three Babson Institutions.

This is the tradition in which Founders' Day began. Roger Babson would be the honored guest, and now gone songs like the "Founders' Day Song" and the "Babson Hymn" would be sung throughout the celebration by the Babson Glee Club. Roger Babson's speeches would touch on his "family ties" with the Babson community, or his relationship to different companies. Students would listen attentively to Mr. Babson's words of wisdom.
Now, thirty-two years later, on April 17, 1979, we celebrate Founders' Day in a different way. Founders' Day at Babson, with its theme of entrepreneurship, is a day of celebration and renewal—celebration of past accomplishments and renewal of our commitment to the future. We recognize the importance of the entrepreneurial spirit in our free enterprise system. We do this, by having several distinguished entrepreneurs enstated into Babson’s Distinguished Academy of Entrepreneurs. We have the opportunity to meet these people, talk with them, and gain insight to a world which some of us may soon enter. Founders’ Day is a day which many of us, especially those involved with the planning and escorting, will not soon forget.
Entrepreneurs

Thomas Mellon Evans
Chairman, Crane Company

John H. Johnson
President and Publisher
Johnson Publishing Co., Inc.

John Erik Jonsson
Honorary Director
Texas Instruments, Inc.

Byung-Chull Lee
Chairman, Samsung Group

Diane Von Furstenberg
President, DVF, Inc.
Escorts

Ettore V. Biagioni  
Beverly A. Robbins  
Robert A. Kaplan  
Nathaniel B. Page  
Gina I. Zottola

The college is grateful to the trustees of the Earl C. Sams Foundation for their support of our Founder’s Day Program.
Byung-Chull Lee

Byung Chull Lee is founder and chairman of Korea’s oldest and largest trading company. Today Samsung, meaning three stars, is the umbrella for a 27-company conglomerate which includes Seoul's finest department store, one of the largest newspapers and broadcast companies, paper factories, life insurance, an electronics firm and numerous ventures with such United States corporations as Corning Glass Works and General Telephone and Electronics Corporation. Samsung Petrochemical a joint venture with AMOCO Chemical and Mitsui Petrochemicals, opened last year along with shipbuilding and construction operations.

Mr. Lee’s philosophy for establishing a new business is to “pounce on it when the market is rock bottom” The son of a Confucian scholar, Lee left Japan’s Waseda University in 1934 to open a tiny rice-cleaning plant in the small Korean city of Masan. It did not take long for the 25-year-old Mr. Lee to notice that all of his competitors were making deliveries by slow ox cart. Therefore, he bought a truck and soon left the competition in the dust, and as he recalls, “howling blue murder.”

As the profits grew from his rice-cleaning mill, Lee moved into flour processing, sake brewing, and real estate speculation. Then came the years of war and chaos for merchants and manufacturers in the Orient. In 1952 following the Korean war, Lee opened what is now the cornerstone of his export-import business, Samsung Company, Ltd., stating that South Korea “could only profit through trade.”

In 1977 Samsung Group, with sales around $1.22 billion, accounted for four percent of South Korea’s GNP. Taxes from the conglomerate paid for 3.4 percent of the country’s budget and its export sales accounted for six percent of the country’s total. B.C. Lee’s Samsung Group is one of three large companies which have emerged to make tiny South Korea an economic success, and even a competitive threat to Japan in the world marketplace.

John Erik Jonsson

Erik Jonsson is what the newspapers like to call an “industry titan”. The son of Swedish immigrant parents, he began working as an engineer following his graduation from Rensselaer Polytechnic Institute in 1922. While working for Alcoa in New Jersey, Jonsson became interested and involved with a small company called Geophysical Services, Inc. in Newark. He joined G.S.I as head of its laboratory, and moved to Dallas in 1934, to become secretary of the company. Today Jonsson is considered the force that moved that tiny firm into the outstandingly successful, multimillion dollar Texas Instruments Company.

Jonsson was promoted to treasurer of G.S.I. in 1939, and became Vice-President in 1942. Following World War II, the electronics division of the company gained equal status with the oil exploration division of G.S.I., and following the Korean War, electronics became the major thrust of the company. In 1950, G.S.I. became General Instruments, Inc. with annual sales of over $15,000,000. In 1951, Jonsson assumed the Presidency of the company, changing the name to Texas Instruments, Inc., and boosted sales to over $20,000,000.

With Jonsson as Chief Executive officer and with the development of the silicon transistor, and with continued exploration of the world’s oil supply, T.I. grew eighteen-fold over a ten-year period, employing about 10,000 workers and doing nearly $100,000,000 in business. The growth trend continued in 1959 with a reported 110% increase in sales to over $193,000,000. That year, profits jumped over 135%. In 1978, company sales topped the 2.5 billion mark.

From 1964-1970, Jonsson, while still serving as Chairman of T.I., found the time to serve as mayor of the City of Dallas, and according to one newspaperman, “probably epitomized the best of the traditional thinking that had governed Dallas for the past three decades.”
"Keep your options open," he admonishes others, and John H. Johnson is living proof of what can happen when you follow his advice.

Now President and Publisher of Johnson Publishing Company, Chairman and Chief Executive Officer of Supreme Life Insurance Company, Chairman of WJPC, Chicago's first and only black-owned radio station, and President of Fashion Fair Cosmetics, the 61-year-old Johnson has battled poverty and racial prejudice and discrimination to become recognized as one of this nation's most outstanding entrepreneurs. He has been honored by more than a dozen colleges and universities, and has been invited to the White House by Presidents Eisenhower, Johnson, and Nixon.

It's all a far cry from Johnson's early days. As a part-time college student working for $25 per month in the offices of the black-run Supreme Life Insurance Company of America, his future successes could hardly have been foretold. At 24, he borrowed $500, mortgaging his mother's furniture to determine how many people would be interested in reading a magazine geared to the black community. About 3,000 interested people sent $2 each, and the $6,000 was enough to launch Negro Digest. Today, Negro Digest has become Black World, and although no longer profitable, Johnson continues to publish the magazine as an outlet for creative young black writers.

Ambitious though he was, Johnson has no dreams of building a publishing empire. "I just wanted to improve the situation I was in at the time," he states. Thus, step by tedious step, John Johnson did build an empire. In 1945 Jet was born, using the Life magazine format and concentrating on Negro success stories. This was followed by Jet, a pocket-size weekly of black news, Black Star, a magazine devoted to the entertainment world, and Ebony Jr., a magazine for children.

"You have to set reasonable goals and move from one plateau to another," says the entrepreneur. John H. Johnson - a man who keeps his options open.
Diane Von Furstenberg

"Feel like a woman - wear a dress." This is the deceptively simple statement that rejuvenated an entire languishing industry. It was the point of view that translated an easy-to-wear dress and an initial investment of $20,000 into a world-wide trend and a multitude of products bearing the DVF name that will retail for approximately $150 million in 1979.

The Belgian-born Ms. Von Furstenberg moved to America in 1969 with her husband, Prince Egon Von Furstenberg, and immediately became part of New York's social scene. However, this was not fulfilling for her goals as a modern woman.

It was Diane's contention that there was a lack of comfortable feminine dresses at moderate prices and she decided to try her hand at designing clothing that would feel comfortable, look chic, and wear well.

With the help of a friend in Italy, she began to learn manufacturing processes and developed a small line of simple dresses. These featherweight classic dresses were the beginning of Diane Von Furstenberg, Ltd.

Says Diana Vreeland, fashion consultant to the Metropolitan Museum of Art in New York and a past fashion editor of Vogue, "Fashion isn't a thing of variety, it's a thing of line. The girls is definitely a designer."

Traveling across the country, meeting with women and relating closely to them, perceiving their needs, she decided to go onto the beauty world, and began her own fragrance and cosmetics company. Her first fragrance, named for her daughter, Tatiana, is fast becoming one of the top-selling perfumes in department stores all over America.

Diane Von Furstenberg now designs products which span virtually every category of fashion and beauty, from lingerie to luggage to home furnishings. Her Design Studio provides all sixteen of her domestic licensees with creative work and marketing involvement.
Thomas M. Evans

Thomas Evans has acquired a reputation as a financial genius and corporate entrepreneur as chairman of the Crane Company. With stakes in steel, copper, oil and gas, coal, and cement, among other things, Crane's initial plumbing business now represents less than five percent of the company's operations. Evans's strategy has been to buy into companies in the extractive industries where assets are reported well below their worth, to assume control, and eventually build a substantial profit.

Although only distantly related to the Mellon family, Evans started his career with Gulf Oil Corporation, a Mellon holding, following his graduation from Yale in 1931. At Gulf, he borrowed some Gulf shares at a low interest rate, and within a few years made a small return on his investment. His next move was to buy the defaulted bonds of the H. K. Porter Company, manufacturer of locomotives. By World War II he had become the major stockholder and was turning the business around through diversification.

In 1955 the company was selling $80 million worth of rubber products, electrical and steel materials, and Evans was ready for new acquisitions. The first was the Crane Company, an old-line plumbing manufacturer. Within four years he gained control and began an equity tie-in between Crane and Porter.

Evans maintains Crane's New York headquarters as the base of his operations, and has made over eighty acquisitions to date. Crane's sales since 1972 have risen by over forty percent to over $1.2 billion. The company has manufacturing plants in six countries, employing 19,800 people. Porter's sales have remained stable at around $300 million.

In recent years Evans has spread into areas outside the industrial field. He holds a majority interest in a St. Louis based television station, Evans & Co. and a brokerage house. He also owns a Virginia horse-breeding farm. Sport is not the object, however, as with Evans there is one main concern. "We call it the bottom line," he says.
Babson's third Annual Career Expo, once again, offered undergraduate and graduate students the opportunity to talk with people from various careers, ranging from an account executive to a quality engineer. These career representatives were willing to discuss any aspect of their jobs and offer advice to interested students.

Ms. Young and the Career Expo Executive Committee started organizing the event in September. Executive Committee members included Lyle Howland, Barry Goldmund, Ed Pierce, Janet Kalustian, and Andre Evans.

The number of career representatives increased this year as there were approximately fifty representatives present. Thirty-eight of the fifty are Babson Alumni and many of the others had donated their time last year and requested to come back.

Ms. Young cited, "It was a very productive day. Perhaps there could have been more student attendance but the reps seemed very pleased with the 450 students who did attend. They felt their time was well spent."
WINTER WEEKEND 79
NIGHT CLUB
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Free Press Staff Share a Common Ingredient

There are many mysteries that one encounters in life that remain unfathomable and difficult to rationalize. One such mystery, for instance, is the actual existence of a college newspaper at a small business institute. What exactly is the mystery? Why does a relatively small group of people, (students) with very few similar likes, join together to produce the most criticized publication on campus? These students share a common ingredient: Dedication. This quality possessed in different and varied degrees is what binds the staff. From typists to layout crew to writer’s to photographers to circulation staff to the editor’s, this quality is perhaps the most important thing learned at this hallowed institute.

To all of you and the loyal readers- Thank-you.

Editor Emeritus

Grocery List: Pixie Sticks, Cheese that go crunch, Fancy dips, Vinegar and Salt Potato Chips, D.P., Beer (stash a six in the Darkroom, Rob), Cottage cheese and chives, and Dry Dock coffee (no cream)- in short a variety of culinary delights that would tempt even the most finicky palate.

Record Low: 1:20 A.M.
Record High: 8:00 A.M.
Student Solution to Library Space Problem

As the antiquated Newton Library has continued to get busier, students have had to become more resourceful in order to get themselves a seat. Many tricks have recently been tried including; placing “Save for the Librarian” signs on carrels in the Reference Room and putting sleeping manikins in chairs to save the seat. Yet, even these drastic measures have been found to no avail.

One group of students, who asked not to be identified, have found what they consider to be the ultimate solution. To be assured of a seat, they have taken to camping on the Newton Library steps. They generally pitch their tent around 12:30 and are awakened by the custodian coming to open the building around 7:00 the next morning. They have found that by this method they can get the choice seats staked out, with their tent poles, and keep their seats while they eat breakfast. During the day, those who do not have class, guard the seats of those who do.

When asked if they could possibly have enough work to sustain the stay, they replied, “The books on our subjects are so old that you have to spend literally hours extrapolating information and putting a modernized interpretation on it from periodicals. We anticipate keeping up our stay, with but little rotation, through the end of the exam period. Those staying for Summer Session are trying to make arrangements to set up the tent in the Newton Room on a permanent basis. Thus far, they have met with little success.

Lieutenant Dan Bark of the Babson Police was quizzed about the legality of the camp out. He replied, “I don’t know anything about it. I don’t want to know anything about it. I don’t want any hassles. Just leave me and Droopy alone will ya!”

He did say later, however, that a stay past four in the morning might make the campers subject to a “restricted lot” parking ticket. When asked why no tickets have yet been issued, Bark mumbled something about not being able to get the cruiser up the steps, and walked off.

Student Affairs Announces Drinking Regulation

In response to the new drinking laws the Student Affairs Council has announced new Babson College regulations. The regulations were released by Dean Stumpe’s office following an all-day conference at Callahan’s. Starting immediately no alcoholic beverages will be permitted on the Babson Campus at any time, in the possession of anyone. Security will begin to make regular use of their gates to search and inspect all cars entering the campus. Only the Main entrance will be used with the Bryant Gate being replaced by a statue of Roger W. Babson. The texts of three of his Prohibitionist Party speeches will be reprinted at the base. Plans call for the statue’s dedication during Dry Fall Weekend.

President Rulph Sorensdaughter has issued a Presidential Order to Security Chief Droopy authorizing spot checks of all dormitory rooms, lockers and administrative offices, excluding his own. Chief Droopy left campus shortly after receiving the order in the company of right-hand man Dan Bark. The two borrowed the new cruiser and were last spotted by Virginia State Troopers who were wondering what a Babson was. An investigation by Acting Chief and former Superintendent of Van Services, Sergeant Loophole, disclosed a scathing letter of resignation by the two. Apparently, they were highly indignant at the prospect of having to act like Police. Vice-President Just Money has had an APB issued on the car stating “It’s not paid for yet, besides, that loaner lawn mower from B & G looks ridiculous with flashing lights!”

In a letter to the Board of Trustees President Sorensdaughter states in part “We’re better off this way, no more problems.... Now we’ll be able to have a Founder’s Day as Roger Envisioned it, with tea, milk and chocolate chip cookies; the benefits to our image will be immeasurable.”

Reaction of the student body has been largely unprintable but was aptly summed up by one student who said “They don’t have to worry about a ‘suitcase campus’ on weekends, they have to think about the prospects of an ‘empty campus’ during the week. This is what happens when you make a King a Governor.”

VALUABLE COUPON
Good for 1 cent Off the ’80 Babsonian
Babson Acquires Wellesley Country Club

In a surprise statement Just Money, Vice-President of Business and Financial Affairs today announced that Babson College will acquire control of the Wellesley Country Club at the end of the month. Money explained that the Club has been purchased by an Alumnus from Brazil who, in turn, gave it to the school. Both President Sorenson, daughter and the Board of Trustees are reported to be overjoyed at the gift and met in extra session to decide upon an appropriate use of the facility.

Acting upon confidential recommendations from the Student Government and BISO the club will re-open next September as the Roger W. Babson Discoteque, Babo Disco for short. The grant of the club to the school came free of restrictions, making it possible for the facility to be used for whatever Babson see fit in the future. Upon development of the OFH Home on Coleman Hill special “Old Foogies” nights are contemplated.

Besides the Disco the new property will become the home of the Babson Golf team. The tennis courts will also be available for student use.

Director of Athletics Bob Heartfull says that he is currently developing plans for other uses of the excellent facilities available at the club. In order to better study the situation the entire Athletic Department office will be moving to the club following the closing of school in May. “That way,” says Heartfull, “I can do my work without all the damn athletes coming in moaning about broken bones and sprained muscles all day. Nobody whined like that when I was in college . . . .”

Money seemed to be the most pleased with the acquisition. In an interview today he remarked that “The facilities are excellent, requiring little renovation for our uses. And, most importantly; it’s a money maker!”

Student reaction to the acquisition seems mixed. Many are pleased that the school now owns the property but question the choice of a Disco. On student was heard to remark “That’s the trouble with older people, a new fad gets in the news and they immediately assume everyone under thirty is dancing like a jungle bunny.”

What’s the World Coming to?

Why do I have the distinct feeling that the manners of many people in this world are going to hell? It has always been my contention that the word, “please”, and the phrase, “thank-you”, are short enough that they do not provide excess strain on the voice, and that common courtesy does have a place in our society.

But lately, I’m beginning to believe that perhaps I’m a throwback to another era. At first, it was a series of small annoyances such as the cashier in the supermarket failing to thank me for dropping $100 plus change for the weekly groceries, and the attendant at the gas station acting as though I’d just disturbed his sleep, ambling over to my open car window and saying, “yea?”, rather defying me to do other than beg him to fill my tank with seventy-five cent a gallon gas which I am thoroughly convinced is not as good as when it was only thirty-five cents per gallon.

Now, things seem to be going from bad to worse. The supermarket checkers appear to take great delight in trying to send my eggs along the conveyor belt with the rest of the groceries; the gasoline attendant has become a bit more surly. Even my own children have joined the bad manners wagon. Like last night . . . Valentine’s Day . . . everyone gave Dad his cards, but with the exception of the card which I was giving my lovely wife, there*continued on next page

Poetry Corner

A Timely Rem

Three Blind Mice, Three Mile Island
See how they run, see how they run
They all ran after the baby’s life,
She sent them away amidst great strife
Did you ever see such a sight in your life?
As Three Mile Island.

Up in Smoke

Help, help the King is thinking
While his cabinet is stinking
Watch out, the ship of state is sinking
Til later, this is the end of drinking

And so we are led
By the hair on our head
To seek a sweet bed
Of Panama Red

As the kids reach for their coke,
The cars will stop going up in smoke.
So it’s time to take another toke
Don’t you think it’s all a big joke?
What's The World Coming Too? Cont.

were no others ... not one single card from any of the three children. What was supposed to be a pleasant dinner turned into a sullen, tear-filled evening.

The St. Valentine's Day "meal-sicker" was bad enough but the crowning blows came the day after. Being an invenerate cigarette smoker and, as usual, reaching a state of near panic at just having opened my last pack, I decided to stop at a local drug store to purchase a carton. Since the surgeon general’s report, I have the feeling that, somehow, cigarettes purchased from drug stores must be a little safer — if not, why would drug stores with all their healing medicines, sell them. Well, anyway, you have to understand the arrangement of this particular drug store before we continue. As you enter the front door, there is a long counter on your right. It has to be long to house the four cash registers, and beneath the counter is a neatly arranged candy display. Display may be a poor choice of words — perhaps museum would be more appropriate for I’ve never seen as many shapes, sizes or names on candy bars in my life. — In front of all this is an area for lines to form. Displays of the weekly specials, the latest in patent medicines, costume jewlery have all served to make the once spacious area a hazardous maze through which customers must meander before eventually reaching the counter. Now to compound this confusion to a further degree, it should be remembered that there are four, count’em, four cash registers — and, of course, only one young lady operating one of them. Perhaps I’m being charitable when I say, 'young lady.' True, she was young, but with the stringy chestnut colored hair, the inevitable wad of chewing gum being masticated as though if she stopped her jaws would lock. In other words, she did not invite you to come to the counter to pay for your purchase, she challenged you!! Funny part is, that a number of people had taken up her gauntlet and were actually trying to get her to take their money.

Summoning up my courage, I decided to join what appeared to be the end of the line — you really had some difficulty talking. A gentleman who had been standing off to his side walked over and asked, "Is this the end of the line? I thought it was on the other side." He then proceeded to stand behind me. Now, you have to recognize that I’m a little taller than six-two, and weigh a little better than two hundred, not too much of which is fat. Therefore, I’m not the type you generally jump in front of in a line. But, I’m getting away from the story, so allow me to go on. As the gentleman and I were chatting about the confusion of the lines, a rather elderly, gray-haired lady of about sixty-five stepped in behind him to wait — I think the kid at the counter had been taking sour-puss lessons from her. As the first man was released from the checker’s clutches, and the line opened up a bit, I indicated to the gentleman that I thought he had been ahead of me before I joined the line, and I invited him to step ahead of me — after all, he was having trouble balancing a number of items. He thanked me. I stepped to one side, and he and the gray-haired lady stepped up. I don’t think she was deaf, but I’m not certain. She just stepped up, practically in the man’s back pocket, and stared at me, defying me to say anything ... so I did. "Excuse me, madam, I began, and the dour look became sterner. "I said, ‘excuse me, madam,’ I continued, and at last, she backed off. Now, maybe I was being rude for not letting her into line with her tube of toothpaste, but think about it. I could have been going to the end of that line all day long. Of course, then I wouldn’t have had to face the shrew behind the cash register, but then, all things are relative.

The girl behind the counter wasn’t faring any too well. While we stood, she would yell every minute or so, "Maria?" "Maria?" "Maria?" Eventually, another girl appeared.

"Whadda ya want?" asked what must have been a ‘Maria’.

Everything stopped as our gumchewer, never missing a beat, and totally ignoring the customers in front of her, explained, "Jeez, lookit a line — I need help.

This, you must recognize, is a condensed version of the conversation which lasted approximately three minutes. Maria finally got the message, and with fear and trepidation (I think that’s what it was. She moved so slowly toward a second cash register that I thought she might be eligible for Social Security before she got there), she opened the register and began to study its contents. The line, naturally, was not moving during this interlude — everyone, including the gum-chewer was watching Maria. She was center stage, the middle ring, top billing.

"Where's Janet?" asked the first checker.

"Out to lunch," replied Maria.

"When she go?" asked number one.

"I dunno; little while ago," answered Maria.

I was beginning to think that everyone in this damn place was ‘out to lunch,’ in more ways than one.

"I'm gonna go to lunch too," said the first girl.

"Not yet, you don't eat," answered Maria.

Exchange over, Maria now adopted her dour face, turned to the assembled hordes, and asked “Whonat?" "Whonat?" she asked again, and the gentleman ahead of her made the big move. There were five people ahead of him, but he made the move to Maria. No one else seemed ready to follow, and therefore, standing in that line for nearly half an hour, I pulled a ‘rude move,' and stepped behind him. With an audible "tsk," the woman behind me followed, and within another five minutes, I had presented Maria with $6.09, bravely asked for a few matches, and was on my way. I don’t know whether or not the other girl ever had her lunch, and at this juncture, I’m not certain that I care — I had escaped!!

After leaving the store and heading back to work, the following examples of rudeness and bad manner occurred:

1. At the first stop sign, an old man stomped on his brakes, screeched to a stop behind me, and promptly proceeded to blow his horn, as though I had just committed the most unpardonable of sins by stopping.

2. At a traffic light which I saw turning yellow from about 25 yards away, I slowed down, and was quickly passed by a teenager who entered the intersection just as the light turned red, and sped happily on; and

3. As the light turned green for me to go — not after it had turned, but as it turned, my friend who had ‘honked’ me at the stop sign, leaned on the blasted thing again. If I was being kind, I suppose I could say that it’s nice to see older Americans with quick reflexes — I don’t think I’ll be that kind. Neither will I confide in you what I said under my breath about the old man’s ancestry.

The point is that we seem to be falling into a horrible trap. To me, it’s a trap of rudeness that can only culminate in our losing respect for each other, for ourselves, and may, perhaps, lead to some violence. I for one, don’t believe that it’s alright for Billy Carter to urinate on airport runways or make racial slurs against the Israelis; nor do I think we should visit another country and talk about Montezuma’s Revenge with the leader of that country — tacky, Jimmy, tacky. Maybe, we should get back to basics, give etiquette courses in our schools, teach our children proper manners. I hope that we will ... please.*

Richard W. Bishop
College Resources Announces New Fund Raising Program

Vice-President of College Resources, Chuck Talksome, has announced a daring new program to get money from Alums, called Project Beg, Steal & Kidnap. The program revolves around the total participation of Alumni children.

The introduction to the plan is a new color brochure prepared by the Development Office entitled The 40 Points You Should Know About The Babson Klan. This handy publication outlines the physical and mental benefits of making your Babson pledge NOW and outlines how your initial donation will be the basis for a computer printed, inflation adjusted scale. This scale will chart what your annual donations should be for the rest of your working life. A slight decrease is permitted during the preceding ten years.

"Many Alumni," states Talksome, "are just too busy to take notice of our initial mailing. Therefore, those who we do not hear from receive a personalized letter along with another copy of The Klan. A further suggestion is made that they start their pledge program before Ralphie sends his boys, err sons, out to make a personal visit." In the event that this still incites no response, Controller, William Cogland has devised a scheme for automatic monthly deductions to be made from selected Alums Savings Accounts. The administration insists that these withdrawals are small, merely enough to catch the individuals' attention.

The final step in the plan, should these other hints fail, is the kidnapping of the Alums' children. The children will be housed in one of the suites in McCullough where rooms have been renovated with six tier bunk beds. The children are kept well fed and allowed to play and mix with the students. If, however, after four days, the parents have not made their initial pledge, which consists of a ten-year downpayment on the Endowment Support Play, treatment becomes less gentle. The kids are forced to take late night tours of certain less desirable dormitories and sit through various Liberal Arts courses with a mandatory visit to the Fun Sci Lab. Talksome refused to elaborate any further on the new program, stating that "Thus far we have been very successful, most Alums are more than happy to make a small donation once they clearly understand the situation. We're well on our way to our goal of $10 Million with total participation in a year and a half. The one really difficult case that we've had, a Texan with oil interests, broke when we threatened Policy on his 8-year old . . . "
Babson's Best...

Television...

Music...

From Blue Grass to Jazz to Disco, Babson listens to it all. Jackson Brown, Little Feat, Devo, and the Blues Brothers are frequently heard.
Liquor . . .

Fashion . . .

Babson fashion is predominately Preppie! Alligator, Top-siders, baseball caps, Gucci belts, leather briefcases, and Levis.

Magazines . . .

Being a business school, Business Week, The New Yorker, and Newsweek are commonly found in several rooms on campus for your reading pleasure.

Beer, Scotch, Dewars of course, Gin and Tonics, basically anything that can get you high are consumed at Babson. White, Rose or Red Wines are common between Accounting and Economics homework, with cheese and crackers, possibly some salami on the side.
Electing A New Government

This spring, four students were elected as Student Government's new executive board. Elections lasted for two days and the turnout was excellent. The increased turnout could have been caused by the number of write-in candidates. Both Marion Sowinski and Jim Wing ran as write-in candidates for the office of President. Duncan Donahue was the only Presidential candidate who was listed on this year's ballot. The remaining officers ran unopposed and succeeded in receiving their qualifying number of votes.

The small number of candidates should not, in any way, lessen the importance of the Government's role. The best students were elected to do a challenging job. With the change in the drinking age, this year's executive board must work to insure that social life on campus does not suffer. Other areas under concern are: The increased academic load and its adverse effect i.e. vandalism, student businesses and their role on campus and student's representation in administrational decisions.

President Duncan Donahue, Vice President John Zimmer, Treasurer Bob Katz and Secretary Bob Levine are the four students who will do their best to represent every student's rights and interests.
And The Door Was Locked

Once the fire, on the third floor of Central, was out numerous questions arose. What caused the fire? Which room was it in? Who pulled that floor's fire extinguisher box off the wall? And most importantly, why was it locked inside a closet? The answers show that no one expected a fire. But, that is the problem, no one ever expects a fire. For this reason, students should always be ready. Carelessness is the prime ingredient to disasters. Fortunately, we can say that no one was hurt and damage was kept to a minimum. For the future, students can see that fire is a real danger; It moves quickly, it causes massive damage and it kills.
Apathy? . . . Certainly not!
Feeling of futility? . . . Perhaps
Not knowing how to get an “in” on leadership and World politics? . . . Most likely.
Do Babson’s potential leaders fathom the depths of mega politics? . . . Given the opportunity they would definitely find it exhilarating.

One note of optimism amidst the global crisis is that the students on campus are confused and confusion is the first step to thinking, and that too, thinking with tolerance. Khomeini’s threat of an oil embargo may be irritating but will certainly not lead to Xenophobia on campus. There is definitely some alarm on campus with regard to the direction of US relations with the rest of the world. Should the U.S. allow West Europe to capitulate from NATO? Should the CIA back off and not intervene in Afghanistan and not help the Muslim rebels against the Soviets, keeping in mind that it is the same breed of rebels, who in Iran, branded Carter and Senator Javitts as enemies of the people of Iran? Should the United States prostrate itself for Mexican oil? Opinions differ enormously and three groups have evolved on campus. The first group is the Traditional Conservatives, that Babson has attracted since day one. These people would probably answer “no” to the questions above. The second group is one of gung-ho entrepreneurs who love risks and would do anything under the umbrella of “adventure and venture”. Finally, there is a small group of egg-heads who are so swamped with rationality, arguments and counter-arguments that Macbeth’s “Life is a Tale, told by an Idiot, full of sound and fury signifying nothing.” summarizes this group’s latent bias.

The tempo of Babson’s intellectual input vis-a-vis global affairs is changing just as fast as the global issues themselves, and one gets the feeling that eventually the entrepreneurial influence on campus would dominate and in another five to ten years, one would hear quite a bit of Babson’s entrepreneurs trying to influence and dominate the wide world of politics and business . . . Babson Inc.?
Ramiz Allawala
Washington Public Power: Going all-nuclear was the wrong reaction

Despite Three Mile Island, builder Babcock & Wilcox may have been a good buy

An Unforgettable Sight — the Village of the Dead in Guyana sail's through the Suez Canal

Why Peking and Moscow are talking again

Skylab is falling, and NASA is waiting

A Record Year for International Banking

The Economy Is Stronger Than Advertised

Citibank: Here comes the recession

A Reluctant Congress Puts a Clamp on Spending

National Energy Program
In June 1978, WBCN, the once-proud flagship of countercultural rock and roll, had run aground. In fact, following the peculiar logic of ‘BCN’s progress, the rambunctious symbol of alternative radio in Boston had been reduced to someone who didn’t exist.

Duane Glasscock, an eighteen-year-old from Leominster, a student at Nabisco Junior College, was trying to make it as a deejay, and failing badly. Unlike ‘BCN’s star of yesteryear, Charles Laquidara (whom Glasscock considers a burnt-out case), he had no compunctions about treading on the sensibilities of his listeners. Laquidara had to call girls women, but not Duane. Laquidara had become Boston’s answer to Miss Lonelyhearts, a status whose pitfalls he recognized and he established long ago a policy of refusing to answer his mail. Not so Glasscock. Glasscock loved being a star. Duane Glasscock, with his brittle, delicate, suggestive name, could do many things that some with Laquidara’s reputation would never do. He was punk. He was openly ambitious. He was openly contemptuous of other deejays. He mispronounced WBCN’s call letters. He was thoroughly Seventies.

Although Duane only broadcast on Saturdays, he quickly garnered a loyal following. ‘BCN’ jumped in the ratings from fourteenth to eight among Boston’s FM stations. A softball team in Pembroke dubbed itself the Glasscocks. A fan club started and certificates were mailed to those who requested them. WBCN seemed revitalized. “It was reborn like it used to be,” remembers Glasscock.

“Music is always a reflection of time,” commented Laquidara in reference to his youthful colleague. “Punk music is a statement of how useless everything is. That rock’n’roll is fucked. They’ve reduced songs to their barest. There’s no more fancy shit. If I had to listen to radio I’d listen to Duane, not me.”

But then the June ratings were issued, showing ‘BCN’ in another slump. Glasscock was livid.

But no one expected his broadcast of June 17, the most direct challenge to the radio ratings system ever mounted. This is what Duane said: “Speaking of bad karma... I’m Duane Glasscock. This is WBCN. Most of you know about the rating period where they send ratings books out. There are a whole bunch of ratings corporations and companies who make their bread by conducting surveys, minisurveys or maxisurveys, telephone surveys or on-the-street surveys. The big one, the prestigious one, the major one, the not-so-usually reliable one, but the one that everyone really relies on because it’s the Cadillac of ratings systems is the Arbitron Research Bureau — ARB. They send out what they call diaries to different selected places around the city and the suburbs and they leave them with the family and they ask you to fill out the diary.”

“You know how it is. They do it in TV too. You who are listening to this right now probably have never gotten a diary. But the diaries do exist. But I don’t know how they do it. With diaries you can just make anything say anything. I been looking for a full time gig with this station. And this was going to be my ace in the hole. The ARB’s were going to come out and show that Duane Glasscock was listened to all over America. Anyway, the ARB has said, ‘No, no.’ The figures came out and I guess on a one to fifty score I got a two, which means that according to this research bureau there are eleven people listening to me.”

“This is total bush. You know it’s not true. Look, here’s what I have to say. I’m angry. I don’t want to be sour grapes or anything. So please, I know there are more than ten of you. So as many of you as possible, and do it neatly and with class, you all take down this address: Arbitron Research Bureau, 4320 Ammendale Road, Beltsville, Maryland 20705. Wrap it up very carefully because I don’t want you to off, and the mailman, or anybody who touches the package between the time it gets from where you are to Arbitron. But please wrap it up in little baggies. You can spare one. Send them a bag of shit. Okay? Do that for Duane.”

The response was more than Duane hoped for. All during his show listeners called in requesting Arbitron’s address. One listener volunteered to cart piles of manure in his truck to ARB’s entrance. Other listeners explained in detail precisely what variety of excrement they planned to send to Arbitron. Apparently, ARB did receive many surprise packages. The company may not have understood why it was the beneficiary of these odoriferous mailings. They failed to protest to WBCN, to Duane Glasscock or to the FCC about the matter, so the sudden appearance of wrapped doodles on their doorstep may have remained a mystery.

The management at WBCN, however, knew who was responsible. A month earlier, T. Mitchell Hastings had sold the station to a New York-based firm called Progressive Communications Inc. for $3.5 million, an equitable sum given the prices of radio stations today. Although Progressive Communications won’t assume ownership until sometime after the FCC approves the sale in the late fall, they demanded Duane’s head. “They wanted to use me to fill Boston’s potheads,” Glasscock says.

Laquidara was invited by station manager Klee Dobra to a meeting about Duane’s future. “Everyone wants your ass,” Dobra informed him. “Duane is a total asshole. He’s fired.”

“Can’t you just suspend him?” Charles pleaded. “Duane is more popular than Charles.”

“Are you schizoid?” Debra asked.

“You’re the one who fucking fired him and not me,” Charles countered.
And that was the abrupt end of Duane. Charles told Duane’s loyal listeners that he had been in a motorcycle crash and was being retooled at the National Reclining Institute in Butte, Montana. “What a way to go,” Charles says. “No one can fill Duane’s shoes. He never could get a break.”

The Strike

At 4:30 Friday afternoon, February 16 — Black Friday as it would soon be known in the local radio world — an emotionally distraught man phoned The Real Paper from WBCN. He said a “slaughter” was under way there. The new owners of the station had just arrived and “they’re calling everybody in one by one and firing them. Right now Boston is losing its best radio station.”

When it was over, nineteen of WBCN’s staff of thirty-six had been dismissed. The night after all the remaining employees went on strike in protest. They have been out on strike ever since.

As Danny Schechter, Charles Laquidara, Jimmy Parry, Tracy Roach, Matt Seigel, and other announcers and staff circled with picket signs on the sidewalk below the Prudential Building, WBCN’s new owner, Michael A. Weiner of New York, interrupted the music at intervals to broadcast an explanation. “On Friday, February 16, Hemisphere Broadcasting completed the purchase of WBCN radio,” Weiner announced. “As an experienced broadcaster, a complete evaluation of the air staff and office staff was made. As a result of this complete and detailed evaluation, it was determined that the high quality of the WBCN air staff was, in the main, a professional and valuable asset to the station’s commitment to serve the Boston community. It was also correctly determined that other employees were either not up to the high standard which the new management felt should be maintained, nor could the financial resources of the company support the number of people employed at takeout . . . . Hemisphere Broadcasting has offered to maintain as a nucleus the professional on-the-air staff, your favorite on-the-air talents. We hope they will return to work.

In any description of WBCN the word “unique” usually comes up, and so does the word “historical.” The station was born in March 1968 as one of the first radio exponents of the musical and social upheavals of the time. It was a leader of the original “underground” or “free-form” stations, as they were called then — the first stations to put the new rock music of the counterculture on the air, stations with “real people” for announcers who felt part of the antiai, antidraft, and other political movements. Previously the FM band had been a largely ignored repository for highbrow music; with WBCN on the air, buying an FM radio became as much a cultural statement as wearing a peace button. Their sound was imitated by similar new stations nationwide. Eventually commercial broadcasters realized there was territory to be claimed on the FM band. FM radios became commonplace and lost their cultural symbolism.

Like most else born in the Sixties, WBCN did not age gracefully. The passing of the counterculture left it high and dry, hemmed in by competitors and searching for a definable audience as its ratings slid.

In just the last year or so, however, the station seemed to find itself again. “It seemed like it had a conscious turn around in attitude,” says David Bieber, creative services director until he was fired Friday. “A lot of things happened — Charles Laquidara coming back, Oedipus coming on and his development at the station — everybody was excited. We were going places again.” Ratings nearly doubled from spring to fall of last year and advertising revenues reached an all-time high.

By Monday the picket lines were up. Shifts of a couple of dozen people at a time are circling with signs on the Boylston Street sidewalk below the Pru every day from nine to six. Support for the strike seems unanimous among the staff of every department despite suggestions by Weiner to the contrary. They have vowed to stay out until Hemisphere Broadcasting recognizes the union and a contract resolving all the disputed issues is agreed upon by both sides.

Weiner refuses to take the first step of recognizing the union. But he may soon be forced to. The union filed an unfair labor practice charge about the firings with the National Labor Relations Board on Tuesday.

Weiner may be forced to negotiate even before the Labor Board comes back with its ruling. The strike has already been extremely effective. As of Thursday, the staff had contacted all of WBCN’s advertisers, both local and national, and claimed to have convinced approximately 90 percent of them to pull their ads off WBCN. “It’s a matter of personal relationships,” says Bieber. “Many of the salespeople are friends with their clients. It’s truly calamitous for Michael Weiner not to be able to sell commercials. He totally misjudged the situation.”

The strikers are gaining support everywhere else they turn as well. As of Thursday facilities for benefit concerts and movies were being donated around Boston and Cambridge. Staff were making announcements and winning support in all the rock and new wave clubs in the city, approaching the Clamshell Alliance and other political groups the station has aided in the past, organizing a Duane Glassock Moratorium to Save WBCN through Boston, and calling on friends at other stations in other cities. Because of WBCN’s stature in the industry a lot of people coast to coast are very aware of us,” says Susan Sprecher, fired producer and cohost of the Boston Sunday Review and union shop steward. “And they are very upset about what’s happening.” NBC News and The New York Times were said to be interested in doing stories on the latest turn of events at the pioneer station of FM rock.

“We’re incredibly strong and they don’t understand that,” says Sprecher. “They think they can appeal to some of our stars, divide us and get them back, but that’s so wrong. Weiner has this idea there are just a few ringleaders and the rest of us want to go back. He just doesn’t understand.”
A Day In The Life Of:

10:00 A.M. and Ready for another Day

Flew into Boston to pass the time

... And back out to make the daily trip to the mailroom...

..... Only to get a postcard from Larry.

Up to the Soccer Field For the Afternoon
Another Win and Another Long Trim Line

Made it through the first ten minutes of the Evening Lecture ...  

Rumor has it this building is to Store out of date Business Literature

... And then off to the Pub

Back to the dorm just in time for the pizza man

I tell ya! These days can tire a guy!
A Total Dedication...

Dedicating a yearbook isn’t easy. From the staff, to the editor, everyone has their own ideas.

From the Babsonian staff’s point of view, they want to dedicate the book to an individual who shared long hours, concern and love for a publication they’ve toiled over for more than a year. The individual should share the emotional thanklessness of a job where no one cares how it gets done, but they want to see the best possible result.

The staff wants the book to be dedicated to a strong individual, who never gives up, whose words are always uplifting and honest.

From the seniors’ point of view, we would like to see the yearbook dedicated to an individual who’s door is always open, an individual who works hard, not only for the senior class but for the entire Babson community. And finally, an individual who’s willing to spend the time to give us the direction that we need.

This year, the ’79 Babsonian and representatives of the Senior Steering Committee, have reached agreement that the ’79 book shall be dedicated to Richard W. Bishop.

To those who know little about him, and I imagine that they are few indeed, Dick Bishop is the Director of College Relations. But to those who work, and I mean work closely with him, he is an ever flowing source of motivation, a non-stop model of dedication and a man who has shown sincere personal concern for not only the performance but also the development and growth of the people who are around him. In short, Dick Bishop displays the type of energy and drive that those of us on the staff should strive to exemplify in making the ’79 Babsonian the best book ever published at Babson. A quality book, one which we are proud to dedicate to Richard W. Bishop.

Dick-

Many, Many Thanks!

Love, Wendy Mck
May Graduates . . .

Abbott, John C., Louisville, Kentucky
Economics/Marketing
Accounting
Circle K, Junior Representative on Senior Steering Committee; Chairman Senior Steering Committee; Student Advisor; Parent Weekend Committee; Class Agent; Selection Committee; Student Activities Award.
Graduated with Highest Distinction.

Alderton, Jeffrey H., Florham Park, NJ
Management & Organizational Behavior
Vice President of Republican Club; Chairman of Career Expo; Balfon Forum; Class Agent.

Anderson, Brian R., Pittsfield, MA
Finance/QM
Arnold, Peter M., Needham, MA
Marketing
Appleton, David M., Arlington, MA
Accounting
Foreman, Jeffrey M., Andover, MA
Economics
American Studies
Train Team; Voted President, Treasurer
Bergen, Debra L., Wellesley, MA
Social Committee; Sailing Club
Bergin, Peter G., Braintree, MA
Soccer; Sailing; Athletic Council
Bordens, Cynthia L., Wellesley, MA
Communications
Society for the Advancement of Management; Blue Key National Honor Society; Academic Affairs Committee; Leadership Skills Program; Career Expo; Founder's Day Committee; Student Advisor; Parent Weekend Committee; Who's Who Among Students in American Colleges and Universities; Student Activities Award; Graduated with Distinction.
Braun, Alicia A., Stone Creek, CA
Finance
Student Government Representative; Balfon Forum
Brennan, Paul S., Vilano Beach, FL
Marketing
Bridges, David J., Sudbury, MA
Beta Gamma Sigma Scholarship Society; Graduated with Highest Distinction.
Briggs, John H., Hallowell, MA
Sailboat Team; Voted President, Treasurer
Bruyere, Edward C., Truffle Alto, P.R.
Communication, Quantitative Methods, Finance
Society for the Advancement of Management; Blue Key National Honor Society; Academic Affairs Committee; Leadership Skills Program; Career Expo; Founder's Day Committee; Student Advisor; Parent Weekend Committee; Who's Who Among Students in American Colleges and Universities; Student Activities Award; Graduated with Distinction.
Bruch, David B., Marlborough, MA
Marketing
Buckley, Brian C., Watertown, MA
Marketing, Management & Organizational Behavior
Burger, Brad, Manager
Buhl, Lawrence D. III, Groove Pointe, MI
Finance
Squash
Bunker, Scott W., Shrewsbury, MA
Marketing
Buchtel, John F., Westwood, MA
Marketing
Central Student Association; Intramurals
Calder, Jeffrey G., Sudbury, MA
Accounting, Communications
Intramural Sailing Team; Voted President, Treasurer
 Theta Chi Fraternity, Vice President; Student Government Representative; Leadership Skills Program; Blue Key National Honor Society; Treasurer.
Cabras, Joseph A., Longmeadow, MA
Management & Organizational Behavior
Varsity Baseball, Captain, Intramurals; Circle K; Delta Sigma Pi Fraternity, President; Balfon "B" Club; Chairman, Greek Council
Carr, James M., Hudson, MA
Finance
Intramural Society for the Advancement of Management; Film Society; Student Government; Intramural Club, President
Carreto Biase, Javier, Panama, Panama
Carmen, Jonathan, New York City, New York
Marketing
Intramural Student Government; Social Committee; Balfon Free Press, Business Manager; Student Host; Senior Steering Committee; Balfon Chamber of Commerce, Chairman, Student Business Initiative Award, Recipient
Castlefield, John R., Neeham, MA
Accounting
Graduated with Distinction
Cavanaugh, Frances X., West Roxbury, MA
Accounting
Cebula, Thomas C., Wilbraham, MA
Management & Organizational Behavior, Communication
Basketball; Balfon Student Host Organization
Clancy, Robert S., Westport, CT
Finance
Graduated with Distinction
Seniors

Michael Barbarita

Gordon Barr

David Bell

Douglas Bell

Jeff Berenson

Peter Biggs

Cindy Boudreau

Nancy Boudreau

Alicia Brained

P. Steffan Bretschger

David Briden
Everts, Deborah, Framingham, MA  
Finance, Accountings  
Graduated with Distinction
Everts, David T., Needham, MA  
Squash, Tennis
Fahey, Brian P., West Roxbury, MA  
Accounting, Finance
Fahmi, Mahmoud, Slough, London, England  
Finance, Graduated with Distinction
Farbella, Chester F., West Hartford, CT  
Finance
Society for the Advancement of Management; Finance & Investment Club, Intramurals
Faulkner, Robert A., II, Brockton, MA  
Finance, Accounting
Faustine, Natalie M., Pittsfield, MA  
Accounting
Year Book Staff; Phon-a-thon; Junior Representative to Senior Steering Committee, Housing Representative; Host for Career Expo; Senior Steering Committee, Treasurer; Babylon Forum, Publicity Committee, Society for the Advancement of Management
Favers, Steven L., Parlin, NJ  
Accounting
Society for the Advancement of Management; Beta Gamma Sigma Scholarship Society; Graduated with High Distinction
Ferrocksi, Mary E., Canton, MA  
Accounting, Management & Organizational Behavior, Consumer Studies Association, CCH, Marketing Association, Parent's Weekend Committee
Fernandes, Marcela A., Norton, MA  
Marketing
Society for the Advancement of Management; Bobson Free Press; Marketing Association; Blue Key Honor Society; Graduated with High Distinction
Ferrow, Susan Mary, Millis, MA  
Marketing
Society for the Advancement of Management; American Marketing Association; Graduated with Distinction
Fickert, Joel A., Sudbury, MA  
Economics
Beta Gamma Sigma Scholarship Society; Graduated with Highest Distinction
Finch, James C., Londonderry, NH  
Marketing
Graduated with Distinction
Fingan, John B., Jr., Concord, MA  
Accounting
Golf Team, Captain; Babson "B" Club
Fish, David P., Farmington, CT  
Marketing
Buschell, Intramurals
Flanagan, Frances M., Springfield, MA  
Investments, Finance/QM
Flanigan, Steven M., Farmingburg, MA  
Accounting
Graduated with High Distinction
Firenzer, Leslie A., Corcoran, New York  
Marketing
Frey, Kathy A., Marshfield, MA  
Marketing  
Society for the Advancement of Management; Marketing Association; Student Government; Secretary-Treasurer; President; Business & Internship Committee; Parent's Weekend Committee
Freyer, Nancy J., Roselambelle, MA  
Marketing, Communication
Film Society, Circle K; Sigma Kappa, Treasurer, Cardinal Key; Who's Who Among Students in American Colleges and Universities; Babson Christian Fellowship; Varsity Basketball Team; Student Activities Award; Varsity Tennis Team; Senior Track Award; Senior Scholarship Award
Fusco, Nancy A., Canton, MA  
Finance, Student Activities Award, Student Government; Who's Who Among Students in American Colleges and Universities
Fusc, Randall B., Southwick, MA  
Management & Organizational Behavior, American Studies
Graduated with Distinction
Freeze, Bruce H., Longmeadow, MA  
Communication  
Crisus Team, Dorm Representative
Frey, Robert P., Walpole, MA  
Marketing
Intramural Sports
Gardner, David J., Norwell, MA  
Finance  
Sigma Kappa, President; Trustee; Standing Committee on Student Affairs; Student Affairs Council; Resident Assistant Advisor; Parent's Weekend Committee; Leadership Seminar Committee; Scholarship Committee; Peer Representative; Host Committee, Career Expo; Student Activities Award; Student Government; President
Garland, Peter T., Wellesley, MA  
Finance
Soccer, Intramurals; Circle K; Committee on Residential Life; Finance & Investment Club
Garrett, Julie L., Deerfield, IL  
Marketing  
Sigma Kappa Sorority, Historian, Publicity Chairman, Assistant Social Chair; Host for Career Expo; Student Advisor; Marketing Association, Beaver Brass Student Manager
Garrish, Peter T., Natick, MA  
Finance/QM
Gilligan, Paul F., Great Barrington, MA  
Accounting, Finance
Intramurals
Gold, Andrew C., Charlton, MA  
Finance/QM
Graduated with Distinction
Gracie, Reginald N., New Hope, PA  
Finance/QM
Oaching Club; Finance & Investment Club; Mergers & Acquisitions Club; Beta Gamma Sigma Scholarship Society; Graduated with Highest Distinction
Gonzalez, L., Jacob, Chisarub, Chih, Mexico
Cathy Cummings  
Theresa Cussen  
Wendy Darling
Jeff Davidowitz  
Peter Davidson  
Andres de Corral
James de Fau  
Christian DeLespinaasse  
Richard DeMaio
Lupo Del Bono  
Mimi Devine  
Jane Dinneen
John Doherty  
Tim Domini  
Debra Dubrawski
Seniors

Graduated with Distinction
Coombe, Robert E., III, Shrewsbury, MA
Finance
Gray, John R., Hyde Park, MA
Marketing, Communication
Grodig, Thomas L., Hingham, MA
Quantitative Methods
Graduated with Distinction
Groner, Helen D., Westport, CT
Marketing
Hartney, Social Committee; Hockey, Lacrosse, Manager & Statistician; Marketing Association; Society for the Advancement of Management; Sailing Club
Gustafson, Joseph E., Nichols, CT
Marketing
Haberman, Steven J., Framingham, MA
Finance, Communication, Finance/QM
Alpha Kappa Psi, Treasurer; Hillel; Blue Key National Honor Society; Career Expo Host
Heil, Richard F., Longmeadow, MA
Management & Organizational Behavior
Intramural: Circle K, Residence Committee; Student Activities Award
Herkel, Mary Louise, Springfield, MA
Finance
Hockey, Basketball, Cornell Social Committee; Daughter of the Crossed Sword (Theta Chi), Cardinal Key; Graduated with Distinction
Harrington, Donald N., Newton, MA
Marketing
Graduated with Distinction
Harrington, Paul J., Westport, CT
Accounting
Harvey, David R., Jr., Sudbury, MA
Economics
Intramural Hockey
Hawkins, James D., Bloomfield, CT
Marketing
Basketball
Hayles, Bruce A., Beacon, MA
Management & Organizational Behavior
Film Society; Society for Advancement of Management; Student Host; Circle K
Heald, Samuel R., Jackson, NH
Marketing
Herbert, Christopher A., New Milford, CT
Marketing, Communications
Hendry, Ralph, Portland, ME
American Studies
Graduated with Distinction
Hennig, David M., Dover, MA
Graduated with Distinction
Hills, John R., Natick, MA
Finance/QM
Hills, Peter T., Pepper Pike, Ohio
Management & Organizational Behavior
Hinckley, Nancy E., Lexington, MA
Accounting
Bobino Free Press, Academic Accounting; Graduated with Distinction
Hjalmarson, Joe B., Longmeadow, MA
Finance, Investments
Hoag, Cathy, Hawthorne, NJ
Marketing
Student Government; Advisor Freshman Orientation
Hall, Burton, Darien, NY
Marketing, Management & Organizational Behavior
Dorm Representative, Bobino Marketing Association
Hoek, Stuart A., Wellman Hills, MA
Marketing, Economics
Bobino Marketing Association, Secretary, Vice President, Activities Chairman; Cardinal Key; Honor Society; Beta Gamma Honor Society
Graduated with Highest Distinction; Bertram Castlefield Marketing Award
Hopfauer, Rody F., Canton, MA
Accounting
Houle, Richard R., Woonsocket, RI
Marketing
Hsuan, Nancy N., Philadelphia, PA
Investments
Social Committee
Hsuan, Steven B., Chelmsford, MA
Hudson, Scott W., Bellingham, RI
Management & Organizational Behavior
Intramural: Circle K, Bobino Free Press
Hutchinson, David C., Needham Heights, MA
Management & Organizational Behavior; American Studies, Society & Technology
Jackson, Bradford L., Hingham, MA
Quantitative Methods
Beta Gamma Scholarship Congress; Graduated with Highest Distinction
Jefferson, Philip W., Duxbury, MA
Finance
Intramural
Jewett, Lauren A., Norridgewock, MA
Accounting, Communication
Graduated with Distinction
Johnson, Andrea E., Wayland, MA
Management & Organizational Behavior
Johnston, Robert F., Norwood, MA
Marketing, Management & Organizational Behavior
Joly, James M., Wakefield, MA
Joyce, Martin Patrick, Portland, Maine
Accounting
Swimming, Bobino "B" Club, President
Jenersa, Richard G., Marlboro, MA
Accounting
Kaplan, Robert A., New London, NH
Communication
Alpha Kappa Psi, Secretary; Hillel; President; Student Government Re-

Jeff Dworken
Walter Dzenis
Robert Eadie
Raymond Esposito
William Evans
David Everts
Brian Fahey
Chet Farbotko
Robert Faulkner
Pam Faustine
Steven Feinstein
Mary Fenockey
Marcia Ferreira
Susan Ferzoco
Joel Fichetti
Seniors

Varisty Baseball
Moynihan, Robert J. Jr., Peabody, MA
Marketing
Hockey, Lacrosse; Zeta Beta Tau, Vice President; BBSO
Muller, John S., Darvon, CT
Student Activities Award: Ski Team, Captain; Delta Sigma Pi, Athletics Director; Founders Day Committee; Student Government Representative to Trustees; Class Agent; Licensing Committee
Murphy, Cecelia A., Needham, MA
Bahnhof Free Press; Commuter Student Association, Vice President
Myers, Steve F., Wayland, MA
Accounting
S.A.M.; Bahnhof Hosts; Cardinal Key Honor Society; Circle K; Graduated with High Distinction
Nason, George H., Natick, MA
Beta Gamma Scholarship Society; Graduated with Highest Distinction
Nash, William A., East Douglas, MA
Accounting
O'Brien, Margaret L., Chestertown, VA
Marketing; Communications
Volleyball Team, Co-Captain; Sigma Kappa, Student Government Representative; Blue Key National Honor Society, Secretary; Circle K
Correspondent, Social Committee Chairperson; Dorn Athletic Representative; LAP Steering Committee; Behroo "B" Club; Class Agent
O'Brien, Michael J., Simsbury, CT
Marketing
O'Connell, Lauren B., Lexington, MA
Accounting, Quantitative Methods, Communications
Hilliard, John J., Freeport, MA
Student Government Representative; Blue Key National Honor Society, Secretary; Circle K; Career Expo; Committees for Yearbook, Housing, Winter Weekend, Parents Weekend; Graduated with Distinction
Ojeholm, Raymond A., Grafton, MA
Accounting
Academy of Accountancy, President; Blue Key National Honor Society; Modernist, Goldstein Lectures; Graduated with Distinction
O'Malley, James E., Sudbury, MA
Soccer, Behroo "B" Club
Oppel, Robert J., Andover, MA
Marketing
O'Sullivan, Eileen C., West Roxbury, MA
Accounting, Finance
Commuter Student Association, Treasurer; Circle K; Marketing Association; Parents Weekend Committee
Ouellet, Jeanne M., Wellesly Hills, MA
Marketing
Paglia, Barbara A., Marlborough, MA
Investments
Parkinson, D. Gregory, Fair Haven, NJ
Investments
Republic Club; Finance & Investments Club; Film Society, Graduated with High Distinction
Partridge, John W., Medinah, PA
Finance
Pollari, Arthur J., Greenville, NH
Accounting
Circle K; Class Agent
Purser, Sheryl, Orange, CT
Accounting
Sigma Kappa Society
Peres-Parsi, Edward E., Needham, MA
Marketing; Communications
Peterson, Philip A., Medfield, MA
Finance
Freshman Student Advisor; Theta Chi Fraternity
Philippines, John N., Canton, MA
Accounting
Pierse, Donald M., Needham, MA
T.M. Chuck Outing Club; Recipient of Film Society Award; Graduated with Distinction
Piock, Ernest M., Nashua, NH
Management & Organizational Behavior
intramural; Society for Advancement of Management, Vice President; Blue Key, Secretary; Student Government Representative, Vice President; Committees for Percheting Art, Chairman; Licensing Committee, Chairman, Bookstore Profit's Committee, Co-Chairman; Alpha Kappa Psi; Outing Club; Tennis Club; Who's Who Among Students in American Colleges & Universities; Student Activities Award; Graduated with Distinction
Pletzman, Bruce, Sharon, MA
Accounting
Zeta Beta Tau
Polew, Patricia, Troy, NY
Finance/GM
Theta Chi; Career Expo; Cardinal Key; Bahnhof Republican Club
Poullard, Patrick, J., Brighton, MA
Accounting, Economics
Intramural Commuter Association, Beta Gamma Scholarship Society; Graduated with Highest Distinction
Polombo, Diane M., Dedham, MA
Management & Organizational Behavior
Charpentier, Commuter Line-In Program
Price, Donald S., Wellesley, MA

John Hills
Peter Hills
Nancy Hinckley

Jon Hjelm
Cathy Hoag
Barton Holl

Stuart Hooker
Richard Houle
N. Lyle Howland

Scott Hudson
Don Humphrey
David Hutchinson

Bradford Jackson
Philip Jefferson
Laurel Jewett
Seniors

Mark Marinelli

Fredric Margolis

Richard May
Michael McCord
Robert McGrath

Larry McIntire
Wendy McLaughlin
Michael McQuillan

David Mead
Albert Marzuci Jr.
Nancy Marsica

Marketing
Quigley, Mark A., West Roxbury, MA
Finance
Rosen, Richard A., Norwood, MA
Finance, Management & Organizational Behavior
Rice, Peter F., Brookline, MA
Blue Key National Honor Society; Student Film Festival Award; Varsity Baseball; Founder's Day Elected; Society for the Advancement of Management; Student Senate; Student Government; Secretary, Resident Director; Leadership Workshop; Student Activites Award; Why We Among Students in American Colleges and Universities
Ritchie, Anna, Needham, MA
Accounting
Lauro, Co-Captain, Babson "B" Club, Vice President; Judicial Court Reform Committee; Intramural Council; Graduated with Distinction
Rodriguez, Eduardo J., Mexico City, Mexico
Quantitative Methods, Finance
Babson International Student Organization; Babson Olympics
Robertson, Jack M., Stoughton, MA
Finance
Rose, Ellen S., Newton, MA
Marketing
Volleyball, Senior; Dorm Social Committee; Babson "B" Club, Head of Fund Raising; Student Government Representative; Cardinal Key, Theta Chi; Student Advisor, Senior Steering Committee
Rodnoff, Yvonne L., Medfield, MA
Management & Organizational Behavior
Founder's Day Committee; Communications Committee; Society for the Advancement of Management; Blue Key, Registration Committee, Chairperson, Beta Gamma Sigma; Scholarship Society; Graduated with Highest Distinction
Sarbin, Bruce J., Saugus, MA
Marketing
Intramurals
Sawyer, Randolph M., Rockport, MA
Marketing
Intramurals; Sailing Club; Sailing Team; Marketing Association, Treasurer, President; Society for the Advancement of Management; Dorm Activities Representative, Recipient of the John T. Malloy Award
Shea, Michael J., Arlington, MA
Finance, American Studies
Social Committee
Shea, Robert F., Belmont, MA
Finance
Shea, Sally Anne, Scituate, MA
Women's Tennis Team; Varsity Tennis Team; Sigma Kappa, Social Committee, President, Phonatics, Greek Council, Secretary, Admissions Intern, Student Activities Award
Shephard, David H., Duxbury, MA
Communication
Shepherd, John E. Jr., Toms River, NJ
Sherman, Andrew R., Weston, MA
Marketing
Sickles, Mark G., Framingham, MA
Accounting
Track, Theater Guild, Hillig
Stadil, Kevin C., Stamford, CT
Accounting
Stein, Robert B., New Canaan, CT
Marketing
Soccer, Lacrosse
Stout, David P., Andover, MA
Accounting
Babson Christian Fellowship; Babson Forum; Society for the Advancement of Management; Chairman of Finance Committee, Chairman of Chapter Executive Committee; Beta Gamma Sigma; Committee on Residential Life; Beta Gamma Sigma; Scholarship Society; Graduated with Highest Distinction
Stout, Elizabeth A., West Hartford, CT
Quantitative Methods
Smith, David M., New Canaan, CT
Finance
Hockey, Baseball
Smith, Janet M., Seymour, CT
Finance
Sigma Kappa, Registrar, Secretary, Babson House; Freshman Advisor; Blue Key Honor Society
Smith, Kathleen A., South Hadley, MA
Marketing
Smith, Scott M., East Longmeadow, MA
Finance/Quantitative
Society for the Advancement of Management; Executive Committee; Social Committee, Vice-Chairman, Finance & Investments Club
Spector, Robert, Mattawa, NJ
Finance
Starnes, Alan B., Weston, MA
Investment, Economics
Stefanik, Richard, Monroe, NH
Finance
Stern, Justin C., Clarence, NY
Accounting
Beta Gamma Sigma; Scholarship Society, Graduated with Distinction
Stengel, Leslie N., East Bridgewater, MA
Management & Organizational Behavior
Stockel, Jon R., Oosting, NY
Finance
Sonnen, Sherrin D., Baltimore, MD
Finance, Communication
Black Society; Student Government; Dorm Council; Theater Guild; Founder's Day, Leadership Workshop, Licensing Committee, Student Activities Award, Resident Director; Student Affairs Council; Homecoming Committee
Stone, Meredith J., Newton Highlands, MA
Accounting, Finance
Beta Gamma Sigma; Scholarship Society, Graduated with High Distinction
Stout, Brian L., Virginia Beach, VA
Student Alliance for Israel; Hillel; Student Government, Ways and Means Committee; Zeta Beta Tau; Beta Gamma Sigma Society;
Seniors

Graduated with Highest Distinction
Sullivan, Anne P., Jamaica Plain, MA
Swanson, John C., Needham, MA

Finance
Beta Gamma Scholarship Society; Wall Street Journal Award; Graded with High Distinction
Tucker, Robert J., Arlington, MA
Accounting, Finance
Lazaro; Beta Gamma Scholarship Society; Graded with Highest Distinction
Takacs, David G., Havertown, PA
Marketing
Social Committee; Co-Chairman; Alpha Kappa Psi, Social Director; President; Golf Team; Society for the Advancement of Management; Greek Council
Taylor, Richard W., Danvers, CT
Tennis, Track: Balloon Free Press
Tense, Ronald C., West Springfield, MA
Economics
Society for the Advancement of Management; Finance & Investment Club

Thomas, Linda G., Westfield, MA
Investment, Quantitative Methods
Quantitative Methods Award; Beta Gamma Scholarship Society; Graded with High Distinction
Tor, David J., Greenfield, OH
Society for the Advancement of Management; Student Fund Raising; Tennis Club; Squash Team
Turner, Thomas D., Jr., Northfield, MA
Communication, Management & Organizational Behavior
Varsity, Peer S., Old Greenwich, CT
Marketing, Management & Organizational Behavior
Hockey Club; Skiing; Marketing Association; Vice President; Society for the Advancement of Management; Varsity Representative; Intramurals

Varela, R., Limette, P., Panama, Panama
Marketing
Victorion, James M., Longmeadow, MA
Marketing, Communication

Vokey, Craig S., Chatham, MA
Marketing, Economics
Free Press, Photographer; Student Government Representative; Blue Key Honor Society; Marketing Association; Beta Gamma Scholarship Society; Graded with High Distinction

Waddes, Kenneth S., Framingham, MA
Management & Organizational Behavior

Varsity Tennis Team; Circle K; Outstanding Club; Student Government Representative
Welkman, Jeffrey R., Sherborn, MA
Accounting
Society for the Advancement of Management; Intramural; Resident Advisor; Cardinal Key Honor Society; Academy of Accountancy; Beta Gamma Scholarship Society; Graded with High Distinction

Ward, Stephen M., Buffalo, NY
Management
Warren, Carl A., Braintree, MA
Whalen, Mary Anne, Florence, MA
Finance
Tennis Captain; Student Advisor; Judicial Court; Cardinal Key Honor Society; Vice President; Theta Chi Fraternity; Treasurer; Intramurals; Who's Who Among Students in American Colleges and Universities; Student Activities Award; Graded with Distinction

Whitaker, Brad A., West Springfield, MA
Finance
Intramural; Society for the Advancement of Management; Finance & Investment Club; Student Advisor; Theta Chi Fraternity

Whitaker, Mark A., Bedford, MA
Finance/OM
Zeta Beta Tau
White, Susan E., Needham, MA
Accounting

Yates, Karen, Cambridge, MA
Beta Gamma Scholarship Society; Graded with Distinction

Wittman, Karen, Cambridge, MA
Finance
Beta Gamma Scholarship Society; Graded with Highest Distinction

Wooton, James J., Central Village, CT
Finance

Yates, John R., Plainview, NY
Quantitative Methods, Finance
Theta Chi Fraternity; Secretary, Vice President; Theta Chi Fraternity; Music Director; Student Advisor; Student Host; Graded with Distinction

Yung, Steven O., South Chatham, MA
Finance
Zegard, Michael J., Swampscott, MA
Management & Organizational Behavior
Ballroom, Photo Editor, Photographer, Business Manager; Film Society Award
Zentilli, Lori A., Newton, MA
Marketing

September 1978 Graduates

Arendondo, Perez, Maria E., Stony Brook, PR

Marketing
Balzer, Bradley J., Needham, MA
Accounting
Graduated with Distinction
Barber, William E., Wollaston, MA
Marketing
Baseball, Intramurals
Seniors

Patrick Pollard
Diane Polombo
Donald Price

Mark Quigley
John Ramsauer
Rick Renwick

Peter Ricchiuti
Glenn Ricciardelli
Thomas Rockwood

Eduardo Rodriguez
Jack Rohtstein
Ellen Rome

Jonathan Ross
Lori Royeto
Vanessa Rudisill

Baldwin, Murray O., Rosemont, PA
Finance
Boules, Gregory W., South Portland, ME
Marketing, Communication
Day, Paul Wabers, MA
Decker, Marilyn R., Wrentham, MA
Dowling, Douglas E., Sherborn, MA
Finance
Dufresne, Windthrop III, Fayercliffe, NY
Graduated with High Distinction
Gerety, Daniel J., Manchester, CT
Accounting
Goodall, Lynn, West Roxbury, MA
Marketing
Hofer, Russ H., Breunville, NY
Hussey, D. Lowell, Cambridge, MA
Graduated with Highest Distinction
Johnson, Edward S. Jr., Baltimore, MD
Accounting
Kelly, Katherine F. B., Rexton, MD
American Studies
Khoshnet, Jacques, Althought, Colonita
Kroenke, Kenneth J., Minulo, NY
Marketing
Lacasad, Felipe J., Santo Domingo, Dominican Republic
Accounting
Ski Team, RISQ
Littledick, Charles H., Hammonton, NJ
Accounting
Littledick, William H., Old Lyme, CT
Marketing
Ski Team
Manfredrich, A. Charles Jr., Metzoe, MA
Economics
Melnik, Laurence J., Worcester, MA
Marketing
Michael, Charles W., Sao Paulo, Brazil
Finance
Graduated with Distinction
Mckinl, Christine M., Needham, MA
Graduated with High Distinction
Morris, Glenn E., Boston, MA
Management & Organizational Behavior
O'Neil, Susan, Huntington, NY
Accounting
Graduated with Distinction
Rapoport, Lloyd M., Brookline, MA
Accounting
Raff, Helen A., Baltimore, MD
Accounting
Selby, Mabel C. III, Shreveport, LA
Finance
Graduated with Highest Distinction
Smith, Amy E., South Harpswell, ME
Marketing
Stroadridge, Brian M., Wellesley, MA
Finance
Walter, Jeffrey L., Wayland, MA
Management & Organizational Behavior
December 1978 Graduates

Armstrong, Roxanne, Hopkinton, MA
American Studies
American Studies, Management & Organizational Behavior Society for the Advancement of Management, Theatre Guild, Assistant Director, Treasurer, Management Division Representative; Founder's Day, Executive Committee
Balcanic Ferreira, Philippe, Bogota, Colombia
Teens Team, Swim Team
Barr, Gordon F., Mercer Island, WA
Beche, Bradford D., Lynfield, MA
Ski Team, Sailing Club
Bell, Douglas A., Milton, MA
Marketing, Economics
Marketing Association, Cross Country, Bahamian "B" Club
Blair, Susan D., Sudbury, MA
Blumenfeld, James, Weston, MA
Management & Organizational Behavior
Burr, Stephen H., Shrewsbury, MA
Campagnoli, Joseph P., West Suffolk, CT
Marketing
Graduated with High Distinction
Cobern, Morgan D., Newton, MA
Management & Organizational Behavior
Cardinal Key, Society for the Advancement of Management, Editor of Newsletter, Vice President of Public Relations
Coulling, William F., Needham, MA
Accounting, Finance
Cross Country Graduated with Distinction
Cunningham, Catherine L., Liverpool, NY
Marketing, Economics
Graduated with Distinction
Curtiss, Deane L., Ridgewood, NJ
Marketing
da Silva, Antonio, Parque, Portugal
Davis, Richard N., Kingston, Jamaica
Finance/OM
RISQ: Bahamian Christian Fellowship, Commuter Student Association, Married Students Association, Kung Fu Study Group, Debating Society
De Funes, James A., Troubba, CT
Finance
Cross Country, Ski Club, Graduated with Distinction
De Lepont, Christian, Port-au-Prince, Haiti
Marketing
Dennett, Scott J., Darien, CT
Finance

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Senior Week---A "Smashed" Success
Seniors

Diaz Abrego, Said, Chiinqui, Republic of Panama
Marketing
Dimon, Timothy P., Newington, CT
Finance
Dunn, William M., New Canaan, CT
Management & Organizational Behavior
Fishman, James M., Avon, CT
Larger, Co-Captain, Ribbon "P" Club, Finance & Investments Club
Graduated with Distinction
Girmane, John J., Westport, CT
Finance
Gowad, Susan, Gardner, MA
Accounting, American Studies
Wals Who Among Students in American Colleges & Universities; Beta Gamma Sigma Scholarship Society; Liberal Arts Award; Graduated with High Distinction
Groti, Diane C., Woodstock, VT
Accounting
Beta Gamma Sigma Scholarship Society; Graduated with Highest Distinction
Haney, Kevin G., Wellesley Hills, MA
Marketing
Beta Gamma Sigma Scholarship Society; Graduated with Highest Distinction
Hall, Constance P. M., Marion, MA
Marketing
Sailing Club; Finance & Investments Club; Theatre Guild; Winter Weekend Committee; Marketing Association; Student Advisor; Student Host; Baldwin Forum Class Agent
Harvis, Leslie M., Grafton, MA
Marketing, Management & Organizational Behavior, Communication
Humphery, Donald J., South Hamilton MA
Accounting
Varsity Hockey Manager; Graduated with High Distinction
Hunt, William J., Jr., Dedham, MA
Accounting, Finance
Hurt, Edwin D., Jr., Natick, MA
Management & Organizational Behavior
Graduated with Distinction
Kacou, Dean G., Belmont, MA
Accounting
Social Committee, Student Advisor, Babsonian, Photographer
Kathleen J. O. Au, Beverly, MA
Marketing
Kendall, S., Woodbridge, CT
Social Committee; Student Government Representative; Alpha Kappa Pi; Intramurals; Babson Christian Fellowship, President, Beta Gamma Sigma Scholarship Society; Prentice-Hall Accounting Award; Graduated with High Distinction
Kuegel, Ernest S., Hyde Park, MA
Finance, Economics
Kundis, John Peter Jr., Hololton, MA
Marketing
Kurt, Mark A., Cheshire, MA
Accounting
Beta Gamma Sigma Scholarship Society; Graduated with High Distinction
Lapier, Steven F., Medford, MA
Finance
Graduated with Highest Distinction; Beta Gamma Sigma Scholarship Award
Leon, Alfredo E., Maracay, Venezuela
Marketing
Lord, Kim N., Wayland, MA
Marketing
Graduated with Distinction
Maccarty, Norma G., Concord, MA
Beta Gamma Sigma Scholarship Award; Graduated with High Distinction
Macleary, Laura J., West Newton, MA
Finance
Finance
Theta Chi Fraternity, Beta Gamma Sigma Scholarship Society; Graduated with High Distinction
Mellen, Michael, Framingham, MA
Accounting
McGaughey, Richard C., Needham, MA
Accounting
Meadows, Nancy E., Wellesley, MA
Economics, Quantitative Methods
Sigma Kappa; Graduated with Distinction
Minch, Robert E., West Roxbury, MA
Marketing
Mugali, Christian C., Zuminon, Switzerland
Beta Gamma Sigma Scholarship Society; Graduated with High Distinction
Nowak, Mitchell B., Natick, MA
Marketing, American Studies
Pendowski, Mark J., Norwood, MA
Marketing
Graduated with Distinction
Petronelli, Daniel F., Brockton, MA
Pino, Elizabeth A., Worcester, MA
Blue Key, Academy of Accountancy, Judicial Court, Secretary; Beta Gamma Sigma Scholarship Society; Graduated with High Distinction
Prentice, John C., Westford, MA
Rains, Jonathan P., Wellesley, MA
Marketing
Toskis, Delta Sigma Pi, Ski Team; Sailing Club; Class Agent
Roos, Kenneth, Barnstable, MA
Finance, Investments
Sprague, Michael, Schroth, MA
Accounting
Turbgio, Javier, Wellesley, MA
Finance
Ware, Dorothy A.,IMAGE entfernt, MA
Marketing
Vieira, Richard R., Holyoke, MA
Westover, Lynn A., Haverhill, MA
Accounting
Graduated with Distinction
Wuhr, Nancy B., Attleboro, MA
Marketing
Wright, Stephen E., Darien, CT
Finance
Liz Sivella
Janet Smith
Kathryn Smith
Bruce Sanborn
Randy Saville
Michael Shea
Robert Shea
Sally Shea
David Shepard
John Shepard
Andrew Sherman
Mark Sickles
Kevin Siladi
Robert Simpson
David Siros
Seniors

Wright, Stephen F., Armonk, NY
Management & Organizational Behavior
Swim Team; Society for the Advancement of Management, Intramurals;
Graduated with Distinction

September 1979 Graduates

Alessio, Alejandro R., Merida, Venezuela
Economics
Arkin, Beth J., Concord, MA
Finance
Birnus, John D., Augusta, ME
Management & Organizational Behavior
Brattas, Nancy W., Amherst, MA
Bellenberg, Joaquim, Caracas, Venezuela
BISO
Bryzg, George H., Natick, MA
Economics
Burns, Judith J.
Accounting
Chase, Courtnay N., South Harwich, MA
Clark, James E., Simsbury, CT
Chausen, Robin J. M., Laus, Holland
Finance
Volleyball, Sailing; BISO, Babcock Olympics
Codman, Jane M., Manchester, MA
Collart, Brian A., Dedham, MA
Marketing
Communications Association
DeBona, Lupe, Milano, Italy
Volleyball, Sailing Team; BISO, Vice President; Babcock Olympics; Student Affairs Council; Babcock Trustee Nominating Committee
Dorsett, Michael, Holliston, MA
Galliano, James R., New Providence, NJ
Accounting
Gee, Krista T., Treasurer, President
Goeller, Keith A., Wellesley, MA
Hedrick, Kent G., Andover, MA
Hill, Robert L., Westford, MA
Accounting
Mackintosh, George Y., Jr., Dedham, MA
Finance, Student Association
McLaughlin, Wendy L., Long Lake, MI
Babcock, Editor, Society for Women in Management, Founder; Student Government Representative
Nash, Robert B., Jr., Pittsburgh, PA
Marketing
Student Government Representative; Free Press, Theta Chi; Student Advisor, Trustees Long Range Planning Committee, Member
Ramsauer, John T., Dallas, TX
Finance
BISO, Society for the Advancement of Management, Intramurals; Babcock Olympics, Finance & Investment Club
Robinson, Thomas, North Haven, CT
Rockwood, Thomas E., Wellesley, MA
Ross, Lori G., Danbury, MA
Marketing
Teter, Daniel P., Concord, MA
Marketing
Thode, John, Braintree, MA
Marketing
Tories, William R., Garden Hills, PR
Trudel, Ronald J., Westwood, MA
Finance
Wong, Grace T. S., North Easton, MA
Marketing
Marketing Club, Treasurer

Ron Teese
John Thode
Linda Thomas
David Tod
P. Scott Vallely
Linnette Varelo
Richard Viall
Craig Vokey
James Vincunas
Thom Turner
Ken Wadness
Will We Remember
This As Babson . . . .

If Not . . . .
Turn Back The Page!
Awards

Alpha Kappa Psi Scholarship- Kurt Eve
Caroll W. Ford Scholarship- Kurt Eve
Delta Sigma Pi Scholarship- Kurt Eve
Roger W. Babson Achievement- Kurt Eve
George Macy Wheeler- Michael L. Connors
Brenda S. Callan- Yvonne L. Cekel
Prentice-Hall Accounting- Sam Kaywood Jr.
Liberal Art- Susan B. Girouard
Wall Street Journal- John C. Swanton and David M. Appleton
Quantitative Methods- Linda G. Thomas
Economics Achievement- Kurt Eve
S.A.M.- Rudolph A. Johnson- Robert T. Lutts
Bertrand R. Canfield Marketing- Stuart A. Hooker
Student Activities Awards- Amy Ahrens, Nancy Boudreau, Cynthia Conley, Michael Connors, Wendy Darling, Jeffrey Davidowitz, Kurt Eve, Nancy Foran, David Gardner, Richard Hale, Robert Kaplan, Sam Kaywood Jr., Jay Knopf, John Muller, Mark Pinnock, Peter Ricchiuti, Sally Shea, Sherrin Stokes, Mary Whalen
Senior Athlete Award- Nancy Flynn and Francia Pantuoso
Student Government Award- Robert Kaplan
Stock Options
"I feel that being a leader in an organization means..."

"Not only getting involved, but also the ability to get others involved."
Randy Saville
Marketing Assoc.

"Hard work, devotion, and most important of all, a feeling of pride and accomplishment when an event goes well"
Barry H. Goldman
Hillel

"Having open channels with your group and feeling responsible for that group."
Dave Carter
Student Hosts

"Learning to get people involved, without demanding to much... setting goals and meeting them..."
Wendy McLaughlin
Babsonian

"A chance to learn and expand on my experiences."
Jim Hornung
Circle K
Traffic Court convenes weekly on Wednesdays to hear complaints about tickets received from Babson Police. A detailed Motor Vehicle Code explains the conditions of vehicle operation on campus, but disputes often arise. These can be brought before the Traffic Court within a limited time after the ticket is received.

**WARNING**

Do not remove this vehicle

It has been seized by the City of Boston for unpaid parking tickets. Removing or tampering with vehicle or boot may result in prosecution and imprisonment for up to ten years.

The Ways and Means Committee makes recommendations to the Student Government on the scope and magnitude of all financial allocations. The committee consists of five members with the treasurer acting as chairman. The committee reviews the financial statements and interviews a representative of each organization and makes recommendations to the Student Government.
"All corporations, partnerships, individuals, organizations, or any other enterprise organized for the purpose of profit or soliciting business or contributions from the students of Babson College, or maintaining any aspect of that business on the campus, and owned, operated, controlled, managed, sponsored, or supervised by/or employing a student of the college must be licensed to perform that business on the campus."

Article V Section I
By-Laws

The purpose of the Student Judicial Court is to act as a court of peers that hear complaints, determine facts and take disciplinary action on any problem involving undergraduates. The court is the only group that functions for that purpose. The court is composed of eight members: Five voting members, two alternates, and a chairperson. The Vice-President of Student Affairs, Mr. Paul Staake, serves as advisor to the court.

Any student, faculty member or administrator may bring a complaint against a student. There are two components that comprise a court hearing, the process and the content. The content of all court meetings and hearings is held confidence by the court members and all meetings are closed.

After the hearing is complete, the court will determine the facts from the presented evidence and vote to decide the guilt or innocence of the defendant, based on the charge brought against him/her. If the Court finds the defendant not guilty, the chairperson will notify the person immediately. If the person is found guilty, the Court must determine a fair disciplinary action.
Social Committee

Why Student Government gives the craziest group in the school $17,000 year after year to show the rest of the school a good time is beyond comprehension.

This year, Scott Dreffin’s protégés Sam Davis and Scott Smith handled the money well, actually, they didn’t even throw a major concert. The year opened up with an outdoor concert by John Lincoln Wright. Trying to talk the school’s administration into having an outdoor concert is like trying to nail jello to the wall. This shows what kind of persistence the Social Committee (SOCO) had.

Fall Weekend was probably the best event in which SOCO payed Martin Mull $6,000 to entertain and insult the Babson Community for an hour and a half.

The Halloween mixer was a bomb. The band Fountainhead was great and the social committee had a good time (they were about the only ones there).

The December Super Disco Party bombed (only one advance ticket was sold to a foreign student) and turned into “Sammy’s Squirm Palace”, with a rock ‘n’ roll D.J. and lots of lights and effects. Once again the social committee and five LaSalle girls had a great time.

Winter Weekend was the concert/mixer with GRYT and James Montgomery. Everyone went bananas and drank all the beer during GRYT and most people left during James Montgomery. It was rather odd that half the social committee including the chairperson played for GRYT, but they blew Montgomery away.

The next event was The Beaver Royal Casino for Spring Weekend. Once again the social committee made the school look good!

On the last event SOCO really pulled out all the stops. You’ve heard of Woodstock well Babson had Beaverstock with four local bands. It was an outdoor music festival that got tons of noise level complaints, attracted thousands of high school kids and one motorcycle gang. BOY WAS IT A GOOD TIME.

Thanks to everyone: Sam, Scott, Stains, Googs, Android, Cheese, Buck, Larry, Peggy, Lynn, Hoggie, Taj, Cameron, Nick, Ozzie, A.K. Psi, Security and Administration, and everyone else who helped.
“It Sure Was Fun Spending All That Money”
The BCF, a chapter of Inter-varsity Christian Fellowship, is an interdenominational group of Christian students who endeavor to present the teachings of Jesus Christ to the Babson community. The BCF promotes the Christian spiritual and social life of the Babson community by providing opportunities for worship, fellowship, community work, (Blood Drives), instruction and evangelism.
The Babson Hosts of 1979 was led by: President David Carter, Executive Vice President Gina Zottola and Vice President Vincent Steffan. Their main function was to help the undergraduate admissions staff by giving tours to prospective students. Each of the 37 hosts gives a weekly tour around Babsons' spacious campus.

This years group consisted mainly of sophomores, who will act as the building blocks the next two years.

This years group consisted mainly of sophomores, who will act as the building blocks for the next two years.

This years group succeeded in stressing every major aspect of Babson College in each hosts tour group. This enabled perspective students in forming a positive attitude towards Babson.
The Forum presents cultural, educational and topical programs to the Babson community. This year, the Forum's program varied from a group of elderly performers to a lecture on Middle East peace. By presenting an interesting but diversified program, the Forum insured that at least one of their programs would interest the members of the Babson Community.

by Vincent Steffan

On Thursday, February 27, the Babson Forum will present "The New Wrinkle Theatre", at 7:30 p.m. in Knight Auditorium. "New Wrinkle" is a group of elderly performers providing various forms of entertainment, such as comedy skits, song and dance routines, and short plays. Their productions also include younger volunteers who work along with the others. The Boston Chapter of the "New Wrinkle Theatre", a nationwide group, was founded in October of 1975. Since then it has added to its staff a Board of Directors and a Communications Advisory Council, whose members include Senator Edward Kennedy, Arthur Fiedler, former Senator Edward Brooke and Congressman Thomas P. (Tip) O'Neill, Jr.

The group is seen as providing quality presentations as well as a unique social service in keeping older citizens involved with younger people and in community services. The organization plays a major role in helping to provide the physical and emotional state of its members with vitality, and is run on a non-profit basis. "We are hoping that student interest will result in a large turnout for such a fascinating group", stated Kathy Flory, President of the Forum.

This production is one of the many events that the Babson Forum has sponsored this year. These include such presentations as a lecture on Israel, an old-time radio program, a clown act and a magician. In addition, "many activities have been planned for the remainder of the year", stated Ms. Flory. "These include a Union speaker discussing the other side of the J.P. Stevens controversy to that of a previous speaker sponsored by SAM." Other activities include a speech by Dick Gregory and 'the Smith Street Society', a Dixieland band planned for Parents Weekend.

The present officers of the Forum are: Kathy Flory, President; Glen Friedman, Vice-President; Diane Magee, Secretary; George Coclin, Treasurer and Jane Mason, Assistant Treasurer.
Between Witches and Clowns, Bats and Farmers, BISO parties are for everyone.

I Want You!

Discussing the Issue
Blue Key

Goals
Blue Keys' goals for the year were: 1) to upgrade its involvement and interaction on and off campus, 2) to update and increase its program selection and 3) to continue to execute the assigned duties of Blue Key National Honor Fraternity as set forth in its by-laws and those of Student Government.

Purpose
To serve the Babson Community by filling those gaps that other organizations neglect. Blue Key strives to uphold the highest order of integrity and consciousness to those who are and are not members of the Babson Community.

Blue and Cardinal Keys announce new members

Blue Key and Cardinal Key, the two national honor societies on the Babson College campus, announced the new members of their organizations in their recent selection processes.

The new members of Cardinal Key are: Alexander Rapetski II, John A. Arakelian, Michael Pantuosco, Kevin Kobel, James Moriarty, Robert Gorman, Carol Hasenfus, David Leeson, Barry Goldman, Jerry Noonan, Kurt Bilger, John Wadman, and Patricia Martens.

Cardinal Key will be holding their elections for next year’s officers, as well as the initiation of the new members, at a meeting on April 24. Among the projects sponsored by the organization this semester include a trip to the Boston Symphony and co-sponsorship of Student Government elections and supervision of residence hall elections in the fall.

The new members of Blue Key are: Paul Anagnostos, Greg Brown, Lauren Butler, Steve Christopher, Lawrence Coslin, Martha DiMatteo, John DeMee, Kathy Gale, Keith Glasser, Karen Keller, Kathy McConnell, Cathy Mannix, Phyllis Moore, Nicole Pagourgis, Robin Price, David Sarafin, and Steve Savrann.

The new officers for the Blue Key are Rob Harris, President and Heidi Meier, Vice President and Treasurer. An election will be held later this semester to choose a new Secretary. Among their activities of this semester, Blue Key cosponsored Student Government elections, sponsored the Professor of the Year vote, chose the Club of the Year, to be announced at the club’s last meeting, and is cosponsoring the Babson Clean-Up Day on April 23.
The Commuter Student Association is designed to assess and react to the needs and interests of nonresident students. Objectives include integration of the commuter students into campus community, provision for social activities and implementations of solutions to problems of off-campus students.

The Commuter Student Association has succeeded in accomplishing the aforementioned goals in the following ways, integration of commuters into campus life begins at orientation with the commuter live-in program. Commuters have a lounge available to them so they have somewhere to go between classes for studying, meetings, etc. Lockers were installed in Central so nonresidents would have somewhere to leave books and jackets, etc., between classes.

The Commuter Student Association has sponsored events during Babson’s main weekends (Homecoming, Winter Weekend, Parents’ Weekend, Christmas Party), in an attempt to get commuter students involved in campus-wide functions. By sponsoring such events the non-resident has a chance to work and meet with people outside the classroom situation.

“Being a member of an organization means experiencing a side of Babson rarely found in the classroom — people working as a cohesive group, using creative talents and having fun.

Being a member of an organization means a commitment of time, meeting new people, and PARTIES.
DANCE-A-THON

"DANCE FOR THOSE WHO CAN'T" . . . OR JUST DROP BY!

FRIDAY, MARCH 30
2 p.m. — 1 a.m.
KNIGHT AUDITORIUM

PARTY, PARTY, PARTY, PARTY, PARTY,
The goals of the Finance and Investment Association are as follows: (a) to foster an interest in the study of Finance and Investments; (b) to promote exposure to the practice of Finance and Investments; (c) to enhance the identity of the Finance and Investments as sciences on the Babson College campus; (d) to encourage the involvement of underclassmen as well as upperclassmen in the Finance and Investment Association.

James M. Carney
President of Finance and Investment Assoc.

1979 Officers:
President Eric Wentzel
Vice-President Barry Goldman
Secretary Cyndi Cushman
Treasurer Peter Lamir

Finance and Investments Association sponsors film “Some Call It Greed”
Finance and Investments Club visits NYSE & AMEX
The Babson Hillel is a Jewish social organization which provides for the interaction of Babson students with students from surrounding colleges. Hillel sponsors inter-school mixers, holiday and wine and cheese parties, and Sunday bagel and lox brunches.
The Marketing Association Presents:

Why Not Go Into Marketing

Mr. Fred Good from Hood Dairy

(V.P. of Marketing & Sales)

will speak on

Thursday, October 19th

7:00 in the Fo’c’sele
(downstairs PMN)

Be There!

Marketing Association sponsors Polaroid
Sales Training Managers in selling seminar
The Babson College Mergers and Acquisitions Club was organized for the purpose of bringing together serious business students at Babson. The individuals who were thus brought together formulated a goal for the club, the quest for knowledge of astute business strategies.

This quest has facilitated the study of mergers, acquisitions, business pyramiding, leveraged buyouts asset stripping, venture capital, entrepreneurship, financial leverage, marketing leverage, divestments, international trading, management motivation, consulting, and the whereabouts of the experts in these fields.

The club believes the future success of its members in the business world hinges on their preparation to meet the many complex challenges that await them. The members feel the common denominator among them all is their recognition of each others talent and it ability to help them succeed.

The Keith Country Club is a relatively new organization on the Babson Campus, devoted to the promotion of the finer things in life. We enjoyed a very successful first year of operation, participating in numerous school concerns including the slave auction (donation of slaves) and the backgammon tournament (both the supply of prizes for one and the sponsorship of another). We are also proud of our commitment to gains through athletic competition.

The club has sponsored a great number of social events at its location in the C tower of Keith hall, and plans to continue this tradition in its new, more spacious residence, in the new building.

Finally, the club would like to wish its graduating members the greatest success, Lawrence D. Buhl III, Jeffry H. Alderton, and Michael F. McQuillan. And welcome its new members for the 1979-1980 season: David S. Buhl I, David S. Carter, and even David T. Thibodeau. Congratulations Gentlemen!
The New Babson Players Present...

Theatre Review: Adaptation

As the first of two one-act plays the Babson Players will perform this semester, Adaptation is the story of a man playing the game of life. His goal in the game is to find the security square, which unknown to him can be any square he declares at any time in the game. Rob Harris plays the Contestant, Geoff Johnson plays the Games master, Kurt Eve is the Male Player and Karen Heller is the Female Player. The two players and the Games Master play all of the roles in the contestants life from his mother and father to his wife and son.

ADAPTATION is a very good choice of a play for Babson. It's satire is funny, it is short, (at most an hour long), and it is in some way relevant to every student on this campus. I was surprised by the quality of performance and production. For a Babson effort, Kurt Eve, the director, Beth Astrachan, the assistant director and the entire cast and crew do a nice job. Unfortunately, one is continually reminded that this is Babson, by the woefully inadequate facilities of Trim 201, 202, where the play will be performed.
There are five good reasons why you should become a member of S. A. M.'s Campus Division
Dear Parents,

The Babson Chapter of the Society for the Advancement of Management invites you to attend "The Living Classroom" on Saturday afternoon, April 7, from 1:00 to 3:30 p.m.

It is our hope that you will come and experience for yourselves the teaching techniques, methods, and environment that Babson College offers to its students.

For your convenience, the Management Department will repeat their 25 minute presentations five times in the two and a half hour period. Six other faculty Divisions and five Student Organizations will each give one 25 minute presentation. Throughout the afternoon, there will be three on-going demonstrations by the Office of Career Counseling, the Computer Division, and the Babson Building Program.

Please read the schedule of events on pages two and three carefully, and choose ahead of time the presentations you would like to attend.

Babson Chapter  
Society for the Advancement of Management
Dick . . . Mom Couldn’t Do It Better!!!
The 1978-79 year marked the beginning of a new organization on the campus — the Babson Student Chamber of Commerce. The Chamber is an organization made up of Babson's Student Entrepreneurs to further the concept of student enterprise. As such the Chamber hosts speakers and symposiums on various topics that confront the Student Business Owner. Additionally the Chamber publishes an annual report that gives an overall view of Student Business in that year as well as a description of each existing business with the owner.

Student Businesses grew by leaps and bounds in 1978-79. Gross sales jumped approximately 350% from $65,000 to $220,000. Student Business employed approximately 95 students either part time or full time. These are unquestionably impressive figures when one realizes that these students take full course loads like any other student. By the end of the Chamber and/or members of the Chamber had been featured in Newsweek, Venture Magazine, Association Press Nationwide, as well as other local media (radio and newspaper).

Commentary

Student Business has been around Babson for twenty some odd years. Up 'til now they never were more than something to do, on a very small scale, on the side. With the coming of entrepreneurship to the Babson campus, the Babson Administration had better make some decisions on their student businesses. Student businesses at Babson are bigger, better, and more organized than ever before. Babson Student Businesses also brought more national and local media attention on Babson than any other department or organization has in a long time. Additionally, Student Businesses serve to back up Babson's claim to a commitment to entrepreneurship.

Now isn't it a bit odd that given all of the above, the Administration of Babson College reserves the right to revoke a license with a minimal of questions asked. Just ask the ex-owners of campus student services how much compensation they received when their licenses were revoked due to a change in liquor laws. They received not a dime, yet they purchased the license for several thousand dollars. How encouraging to other business owners.

How about credit applied as independent studies. No Sir, you may have a $50,000 a year business but Babson College feels you didn't learn as much as you do in general management, therefore no credit towards your degree.

The final jist of the question is, "are the Student Businesses for money or for learning?" The answer is both and the Administration had better take a good look at our little entrepreneurs and try to encourage it before it dies a slow death of neglect.

J.E.C.
Student Alliance for Israel to sponsor American Middle East policy speaker

by Jamie Austin

The Babson College group, Student Alliance for Israel, will sponsor a program entitled "American Foreign Policy in the Middle East" on Sunday, April 29.

The featured speaker of the program will be Mr. Mark Heller, a renowned expert on American Middle East policy. Mr. Heller is currently an associate professor of political science at Boston College, and has in the past taught at the University of California at San Diego, and Brandeis University. Mr. Heller is also a research fellow in the Program for Science and International Affairs at Harvard University and will serve next year at the Institute for Strategic Studies in Tel Aviv, Israel.

The Program will begin at 6:30 in Trim Conference Center 203-204, and 205. All are invited and admission is free. According to the program coordinator, "We encourage all students to attend what promises to be an interesting lecture on a timely issue." The SAI, founded last year, is headed by President Keith Glasser and Secretary Brian Strelitz, and most recently sponsored Kibbutz Day.
Outing Club's first excursion this year includes hike up Mount Monadnock

The Babson College Republican Club strives to help students become better acquainted with the issues of American political life, and to advance the principles and philosophy of the Republican Party.

The College Republican Club participated in several 1978 election campaigns including Senator Brooke, Frank Hatch, Lew Crampton and Roy Switzler. Members attended forums and workshops that taught the grass roots of political campaigning. The club also involved itself in student issues, such as the Drinking Age bill, and the Tuition Tax Credit bill.
"To be a member of an organization takes..."

"More than a name-only commitment, it takes time and a willingness to be creative when you're up to your ears in homework."
Lisa Volpe

"A willingness to work, cooperation and a concentrated effort to achieve the organization's goals."
J. Kennefick
D. Sarafin

"A feeling of involvement"

"Being a person of responsibility. Responsible be being committed to the betterment of that organization."
Bradley O. Reese

"Being a person of involvement. Involvement by contributing to the activities of that organization."
Gregg D. Brown
Why Does Babson Have Fraternities?

Social Life

"Socializing plays an important function in the business world and fraternities fulfill this function at Babson."

"Provide times to get your mind off school and everyday problems and to go wild every once and awhile."

"Fraternities involve antics which everyone can laugh to—they provide relief from the seriousness of studying."

"Largest number of parties from any group during the school year."

"Joining a fraternity is one of the best ways for a freshman to meet a lot of people."

"They throw the best parties."

Pride

"Pride in what your fraternity represents."

"Pride in accomplishing things as a group for the benefit of the fraternity and being able to say that you were a part of it."

"Pride in your fellow brothers."

"Pride is knowing that your fraternity is the best."

"You have pride in what the fraternity has done and what it will accomplish."
The Schools So Small They Don't Even Have Houses!

BROTHERHOOD

"Football, streakings, red bricks, pride, late night partying, books, pins, friends, sharing, kidnappings, pledges, laughs, foosball, spirit, tears; coats and ties, fubar nights, dilligaf days, and never a dull moment."

"Good times with good friends."

"College men associated due to common interests to promote the general welfare of those involved."

"A bond which lives long past the Babson days."

SPORTS

"Involves, the individual unlike intramural or intercollegiate sports."

"Fraternity sports are an important part of a frats overall appeal."

"The spirit, drive, and pride instilled into a brother is best exemplified in the interfraternity sports program."

"The interfraternity rivalries existing are best exhibited on the ballfield where the chance to prove who is #1 can be easily shown to all."
Oh, say can you see!

Nice Tid!

Norse!

Do me a favor and take this guy!

Marion, I'll buy a beer for one extra hour.

Southern Mars Guitar Army

Yes, I'm a Dilligaf!

Would you let this guy harass you for your dues?

I can't stand these child guard caps!
TOGA! TOGA! TOGA!

The Arab from Camp Bab.

Quit Vegging!

If this guy could only sing!

Why did I buy these ugly shoes?

The Champs are at it again.

Would you harass this guy for no reason at all?

The Importance of Being Earnest

Are we not Devo?!!
Alpha Kappa Psi Wins Jock Trophy

Football  1-1  2nd Place
Basketball  6-0  1st Place
Softball   5-1  1st Place
Theta Chi Fraternity
 Theta Chi
For Life!

Hey Pig Farmer!
Theta Chi Fraternity, Eta Delta Chapter, is a social fraternity which prides itself in its strength through its brotherhood. The brothers of Theta Chi believe that everyone should lend a helping hand to one another. In Theta Chi, there are not members, there are only brothers. The term brother brings in the family aspect. A family works together during the good times as well as the bad. The brothers of Theta Chi are no exception to this rule. Once you become a brother of Theta Chi, you are a brother for life!

For the sixth consecutive year, Theta Chi has been awarded the Student Activities scholarship bowl. This is awarded to the fraternity with the highest cumulative average. Although the Jock Trophy was not won this year, the brothers have high expectations for next year. A determined football, basketball and softball team are ready for the competitive action.

Theta Chi’s major goals are to strengthen the fraternity through a better relationship with its alumni brothers and excel itself through a strong pledge class.

For the future, plans are being made to build a fraternity house. It is evident that anything can be accomplished when the entire brotherhood works for it.
Bottom Row: Jeff Langston, Mike "Rum" Rosenblum, Richard, Greg Grant, Tom
Top Row: Jim Babson, Craig Conradi, Moe, Babson, Brian Bucklew, Dan Fisher, Steve Rosenblum.
Through Times of Trouble...
Delta Sig Shines On!!!
A New Start . . .

A Few Mistakes . . .
Delta Omega Chapter

The Peanut Gallery

A Strong Finish
For the ZBT's, the best is yet to come...

The year started well with the throwing of two good mixers. One, however, ended with a badly timed fire alarm going off. The fraternity came into its own with the Zeta Beta Tau pie eating contest for the American Cancer Society. Oh yes! We can't forget the ZBT baggage team that helped all those lost freshmen during orientation with their luggage. The fall semester was all in all a good foundation to build on. It's true, there were a few mistakes, but mistakes are what make life an experience and a fraternal experience in this case.

Continuing the trend in the second semester, Zeta Beta Tau sponsored the José Cuervo tequila party and who can forget the “all you can suck for a buck” Yukon Jack party. The winter saw many close fought basketball games with the other fraternities, ending in a 2-4 season. With the winter also came news of the ZBT fraternity tower in Canfield Hall, the final goal of recognition by the administration. The best and largest pledge class was admitted, and with them great memories such as “Deep Throat”, the Sigma Kappa tree, and the super time on the island.

The year on the whole can only be an indication of better things to come.
Tower in Keith or Canfield to become home for ZBT Fraternity

by Kathy McConaghy

By this September, the newest of fraternities on campus, ZBT, will occupy a living unit of their own in either Keith or Canfield. This unique living arrangement is the response to a request made by ZBT president, Jim Giuliano, last November.

"This is the beginning of a total expansion of our fraternity," explained President Giuliano. "We didn't have a room of our own, so we petitioned Dean Carson and Residential Life for a tower. They agreed, and we'll move in next September for a one year trial basis."
As we look back on the past year, we can recall some memories that remain fond in our hearts, while others, we may wish to forget.

... Remember the fall fashion show - it would have been lovely, if the clothes came in ... this spring, no one could have asked for a more "colorful" pledge class - pony rides, human billboards, cheers, newspaper, "Droid" fever, the retreat (will Dorothy ever forgive us?), parties, the skit, the great "Bear-napping", and Fashions through the ages ...

We say "so long" to the remaining charter members as we celebrate our third anniversary. We've come far since that day - we'll be going forever.
The Late Great Beaver Brau

The Beaver Brau, commonly known as the Pub, is Babson’s nonmedicinal cure for the academic crush. Unfortunately, a slow death is inevitable. Since the drinking age went up to twenty, nearly fifty percent of the Babson community has been effected. A Wednesday night at the Pub has traditionally been a night where students from neighboring college could come to hear good music and drink a little beer. The lines, which reached the front door of Coleman, were an indication of the Pub’s popularity. Events like: movies and popcorn night, slave auctions, drinking contests, music played by Babson’s D.J.’s and multitudes of bands and entertainers, were the reason for its strong draw. Clubs, Fraternities and even the Faculty found the Pub a great place to relax and have some fun. Students will always need a place to go, on campus, to relieve the anxiety caused by college life. If the Pub is closed, who will miss it? Everyone will!
Going Once, Going Twice...
"Really Dad, I'm Always Studying"
Parents' Spring Weekend '79
PARENTS' SPRING WEEKEND SCHEDULE
APRIL 6, 7 & 8, 1979

Friday, April 6
4-5:30 p.m. Parents/Faculty Reception
5-7 p.m. Gourmet Dinner
7-9 p.m. New Babson Players Present "Real Inspector Hound"
8:30-12:05 Beaver Brau, featuring Don Cummings, folk singer
9:30-12:45 Smith Street Society Band
Sponsored by Forum

Saturday, April 7
9-10 a.m. Presidents Welcome
10-11 a.m. "Fashion Through the Ages" Sponsored by Sigma Kappa
1-3:30 pm. "The living classroom" Sponsored by S.A.M.
2 p.m. Lacrosse Game vs Bates
3-5 p.m. Wine and Cheese Reception
Sponsored by Hillel
5-6 p.m. Dinner - Trim
6-8:30 Western Dinner
Sponsored by Commuter Students
9 p.m.-1 a.m. Casino Night, sponsored by Social Committee

Sunday, April 8
9:30-11 a.m. "Applause"- Breakfast Affair sponsored by the Babsonian and the Free Press
"Hello Dad ... yeah, finals are over ... I think I passed ... yeah, I'm tired ... no, there are a few parties left ... yeah ... send money ... thanks ..."
A Special Thanks from all of us at Babson....

....To All Advertisers and Sponsors
Congratulations to the Class of '79
From the Men's Bar at 1275 Beacon St.

Best Wishes to all the graduates from Mark and Thel Kaplan

Best Wishes To the Class of '79

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Maureen E. McQuillan  ’81

Congratulations
BS and MBA Graduates, 1979
The Staff of the Office of Career Counseling
On behalf of the approximately 12,000 members of the Babson College Alumni Association, I extend our congratulations and best wishes to the Class of 1979. If the success of a college is to be judged by the accomplishments and character of the students which it graduates, and if the Class of 1979 is representative, the reputation of the College can expect to be enhanced in the years to come.

Again, our congratulations and best wishes.

BABSON COLLEGE ALUMNI ASSOCIATION
Richard J. Snyder, President
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Hollister Bldg., Babson Park, MA. 02157

237-1528

Located on the Babson Campus

"Best Wishes"
"Class Of '79"

Grabbo, J.C. & Windy
I Love you each &
Thank you all! A.H.

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With Our Compliments

TO CYRANO DE BERGERAC is memory of: a red nose tallis ankle rub cold walls jello Magic sugar pack bombardment Gin Rummy car wax dreams tiny castles postcards hometown tours walkstalks giggle stetches frozen car doors Woodstock satins Theta Chi cinnamon sticks freedom leaf fights side stichs Bay Bank Muskrat Lowe Cashmere Pink Panthers Oro Central Park Cross Press experience 320's games torments Never trust a man who wears boxes Workshop gold watches Ground Round waterbed honesty Swiss Miss, etc, Spaghetti O's taco Cliff Body Snatchers groaning clocks Cheech 'n' Chong fear Wonder Woman razors files "Come Out!" Thanksgiving Maine at 2 am Youngsters Ziggie Moris mornings dissolving into afternoons Provincetown intermissions must be love-Cambridge phone bills caring Dippy my puppy dog M.H. humpy coughs skiing Ritz Tass tickling late shows Mark discovery Re. 9 at 3 am Enrico's understanding Big Ben fan Col. Public Library reminiscing naggy trunks friendship the good old days and much much more "yet I still have my white panache" Thanks Cyrano and take care. Always your "favorite lolly" 1/23/79

Best Wishes to

J.W.C.
The Graduate's

Good Luck
Class of '79

Mr & Mrs J H Alderton 11
Congratulations Class of '79.

If you go to work for a Fortune 500 Company, there's a 92.5% chance you'll use a computer system built by Digital Equipment Corporation. Aren't you glad you learned how to use Digital Computers at Babson?
It was a late Thursday night and Wendy and I decided to take a break from the office, and to go up to Michael's to see if he felt like pouring a few Scotches. It turned out we were late to this party. John and Chris were already swishing the ice in their glasses. It seems we went around the room once telling stories about how Babson was keeping us TOO DAMN BUSY. After you've been here a few years it's easy to complain.

"I'm getting so sick of Trim food, I don't know if I can stand it another week!"

"Are you kidding? I gave up last week. I've been hiding out at the Wellesley gourmet."

"Well I'd go there myself but the owner got real bitchy a few months back when I asked him for an ad in the book." The fast talking hype blaring from the FM paused slightly then the next song began to cut through the smoke-filled room. The first bars of futuristic sounding electrically synthesised music

"I can name that tune in three notes!"

"Hey, I can name that tune in two notes!"

"Alright, NAME THAT TUNE!"

"10,000 Pounds of Banana's by the Mother's of Deception."

"Hell, I didn't realize you knew so much about classical stuff like that."

Suddenly the bantering was interrupted by the shrill ring of Mike's phone. Fortunately I reach it before he does, and I answer with crisp clarity.

"Joe's Bar and Grill. All's we got is cheeseburgah . . .

Oh hi Mr. Zografos . . . yes and how are you . . . oh Mike . . . yeah he's right here . . . hold on . . ."

I put my hand over the receiver as I give the phone to Mike.

"Watch it, he thinks we're high."

Conversation returns to the latest movies seen and good stories heard . . . Chris reminded us that Woody Allen's new movie, Manhattan opens in Boston on May 2. But, it opens in New York next week. Hey, why don't we all run down and see the opening? Don't tempt me, I just might do it! . . . What? No . . . I had Policy last semester . . . Well I only had one of them but I don't think it matters too much which one you take, since the material and presentation is virtually the same . . . If your serious though you might try for Rogers. The telephone rings again, I can't go wrong twice in one evening so I beat Mike to the phone again . . .

"Manchestershire by-the-Green, W. Henniker Contoocook speaking . . . . . . Oh I'm sorry hold on please. Where's Paul, his mother is on the phone!"

R.K.
Who Done It?

Business Manager, Mike Zografos and Editor Wendy McLaughlin

Richard Bendik

Executive Secretary and all round great guy, Robert Kaplan

Treasurer... err... Assistant Editor, Jeff Roseman
Multipurpose man; ads, news, beer runner, pizza getter and a guy with a lot, Andy Dick

Photography Editor, D.B. Tanner
Finally...

Credits

Editor-In-Chief          Wendy McLaughlin
Assistant Editor         Jeff Roseman
Business Manager         Michael Zografos
Executive Secretary      Robert Kaplan
Major Contributor        Andy Dick
Clubs                    Roy Anderson
Sports                   Steve Trenton
Ad Manager               Glen Friedman
Ads                      Lisa Volpe
Josten's Rep             Bob Murphy
Richard Bendik           John Zimmer
Mike Philiban            Tim Domini
Michael Shea             Ellen Kendall
Donna Coffin             Nina DePasquale
Sandy Silbert            Jamie Austin
John Cowan               Ed Brouwer
Nancy Wilbur             Lisa Guiardino
Richard Bishop           Joanne Kelly
Chris Pellegrini         Marty Bauman

1979 Photo Staff

D.B. Tanner, III        Photo Editor
Greg George             Assistant Photo Editor
Chris Slavin
Dean Kacos
Ning Li
Richard Bendik
Rob Kaplan
Contributing Photographers
Larry Smith             Alberto Borsetti
Mark Till               Rob Harris
Andy Dick               Charley Iszard
Courtenay Chase         Beth Langevin
Mike Humphries

Last Words

Invitation

If you are a dreamer, come in
If you are a dreamer, a wisher, a liar,
A hope-er, a pray-er, a magic bean buyer . . .
If you're a pretender, come sit by my fire
For we have some flax-golden tales to spin.
Come In!
Come In!

Shel Silverstein
Where the Sidewalk Ends

Babson is an easy school to "get-in-to"; Socially,
and Extra-curricular wise, it's a place where if you
want to get involved, you will. In my year and a half
at Babson College, I was able to accomplish more
than I ever dreamed I could; I made more friends,
good friends, that supported me, helped me, and
laughed with me than I could hope to meet in four
years. The warmth I feel for Babson College is
strong, and I leave Babson with a happy heart and
one yearbook which I hope you'll enjoy reading as
much as I enjoyed making.

If I take the time to thank everyone involved in
making this yearbook possible, I'd need another
entire signature (16 pages) of microscopic type to
say what is in my heart. To one and all, especially,
Jeff, Ziggy, Rob, Bob Murphy and Bob Block, D.B.
Andy Dick, Richard Bendik, John Zimmer, and
John Cowan - a very special thanks for Everything;
WE DID IT!!!!!

Thank you! Wendy McLaughlin

July 26, 1979 - This book begins a new era in the
continuing saga of the Babsonian. An era where
yearbooks are published on time, (well, almost) with
readable copy and of course, better pictures. This
seems to be an appropriate time to thank all of those
who helped the photo department reach its goal,
special thanks go to Greg George, assistant photo
editor, and Chris Slavin, Free Press photo editor.
Thanks are also due to Boris Color and Jeff Chester
for the fantastic color work.

If you've enjoyed looking at this book, why not
think about helping the staff of the '80 Babsonian.
Assembling a book like this is no easy trick and I'm
sure the new staff would appreciate all the help it
can get.

Finally, a note to all the students at Babson with
cameras, DON'T LET YOUR CAMERA OUT
OF YOUR SIGHT!!!! Believe me, I learned the
hard way.
DATE DUE

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**WANTED**

**3402**

**Food Stores**

**3428**

**ITALIAN PASTRY SHOP**

Western Mass. Owner must sell due to absentee ownership. Excel repeat busn. Present owner grosses $75,000/yr. Asking $45,000. Call 413-733-3198 or write: P.O. Box 3121, Springfield, Mass. 01110

**CONVENIENT STORE**

In continuous operation since 1942, in beaut eastern N.C. betw New Bern & Cherry Point. Perf fam-type operation. Lease or buy propy. Purchase stock, fixtures & equip. 919-244-1268

**GROCERY STORE BKLYN**

20x40 + back rm & bsmt. Fully equipped. Very good lease Ask’g $60,000. 435-4743

**Modern Food Store**

Top loc, gd income. Priced to sell. 1444 Coney Island Ave. 253-2876

**COUNTRY GROCERY STORE**

Wurtsboro, N.Y. $210,000 gross. $40,000 takes bldg, 2 BR apt. $10,000 down + inventory, 10 yr mtg. 914-888-2031

**FANCY FISH MARKET**

Les3 to the country. Very good price. Flatbush area, good neighborhood. 339-4080, days. 778-3329, evens

**GROCERY-FRUIT-VEG**

Bklyn Bath Beach, Estab. 25 yrs. $250-000 gross. 373-4541; 372-1223.

**Fruit, Grocery Busn & sale**

or concession, fully eqptd. Nassau County. 516-561-8590

Retail Meat Market/Grocery Store available for sale, good Bridgeport

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**STATEN**

**FAST FOOD RESTAURANT**

Active going business. Fully equipd. $650,000. Assumable $450,000 mortgages.

**Kling Agency Inc.**

COFFEE SHOP East $9000. Cash req’d $70

DELI GOURMET in Wkly sales $6000. Le 500 straight.

HERO SHOP Wall St $4000. Lease 10 years required $30,000.

BILL-KEY Bro.

COFFEE SHOP East $9000. Cash req’d $71

DELI GOURMET in Wkly sales $6000. Le 500 straight.

HERO SHOP (Br) $4000. Lease 10 years required $30,000.

BILL-KEY Bro.

GUILFORD, CT

Haven. Nr wtr. e rest. Full liquor etc 200. Parkg for 00.

above rest. Selling

Call Woody. Bridgeman

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**FACILITIES**

**3408**

**DISTRIBUTORSHIPS, wanted**

**3408**

**DISTRIBUTORSHIP available for sale**


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**FINANCIAL PROBLEM**

**BANK STOPS, WE START MORTGAGES BOUGHT**

Consultation. Call 516-271-6900

**CONSOLIDATE DEBTS**

or Advance Commission

**MTGES**

MTGES BOUGHT

**S LOANS**

516 626-9530

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**BROKER**

**Snl Restaurant**

Grossed $61,000 las 7AM-3PM; has g 500; to investigate (914) 439-5198
PARTNER WANTED
NO INVESTMENT
Must be top mechanic. Start at $200/wk + percentage of profits. Can average much more. Call Mr. Schwartz betw 9-12 noon 486-1962

2 BAY FACILITY
For rent on Staten Island. Long term lease available. 351-5300

WELL established in growing area nr Hospital, major oil company franchise with eqpt & stock, state reinspection center, 30M gal pumps: Star Route C, Box 104, Flemington, N.J. 08822.

Professional Practices

OPTOMETRISTS
Fully eqpd new offices for lease, major shopping centers N.J. Exam & C. only. No investment, reasonable rental. Avail March 1 approx. X3250 TIMES.

Ophthalmic Tech

PHYSICIANS-NITE
& Sun rise calls Bx; no fees to referring MDs. Can net $400-500 nite 822-7780

LARGE, RICH SILVER LEAD & GOLD MINE
FOR SALE OR JOINT VENT
Ore essay over $800 a ton. Ore shipped direct to smelter. Over tons of proven blocked off ore n face. Property has been core Mines located in Northcentral DA. Internal audit shows a conative value of $110,000,000. For information CALL BILL DAVIS 702-883-00

Wanted Miscellaneous

WE BUY FOR CASH
LIQUIDATE, AUCTION AN
Restaurant-Automotive-Hard
Paint-Grocery-Furniture-Fac
Plant-Hotels-Merchandise-Stor
for Fast Auction Call Vinn 966

Business Services

FLEET REAL ESTATE BUSINESS
PROPOSITION

F I N E S S is swell. The prices movie he will s
(1). 516-538-80

SERVICES