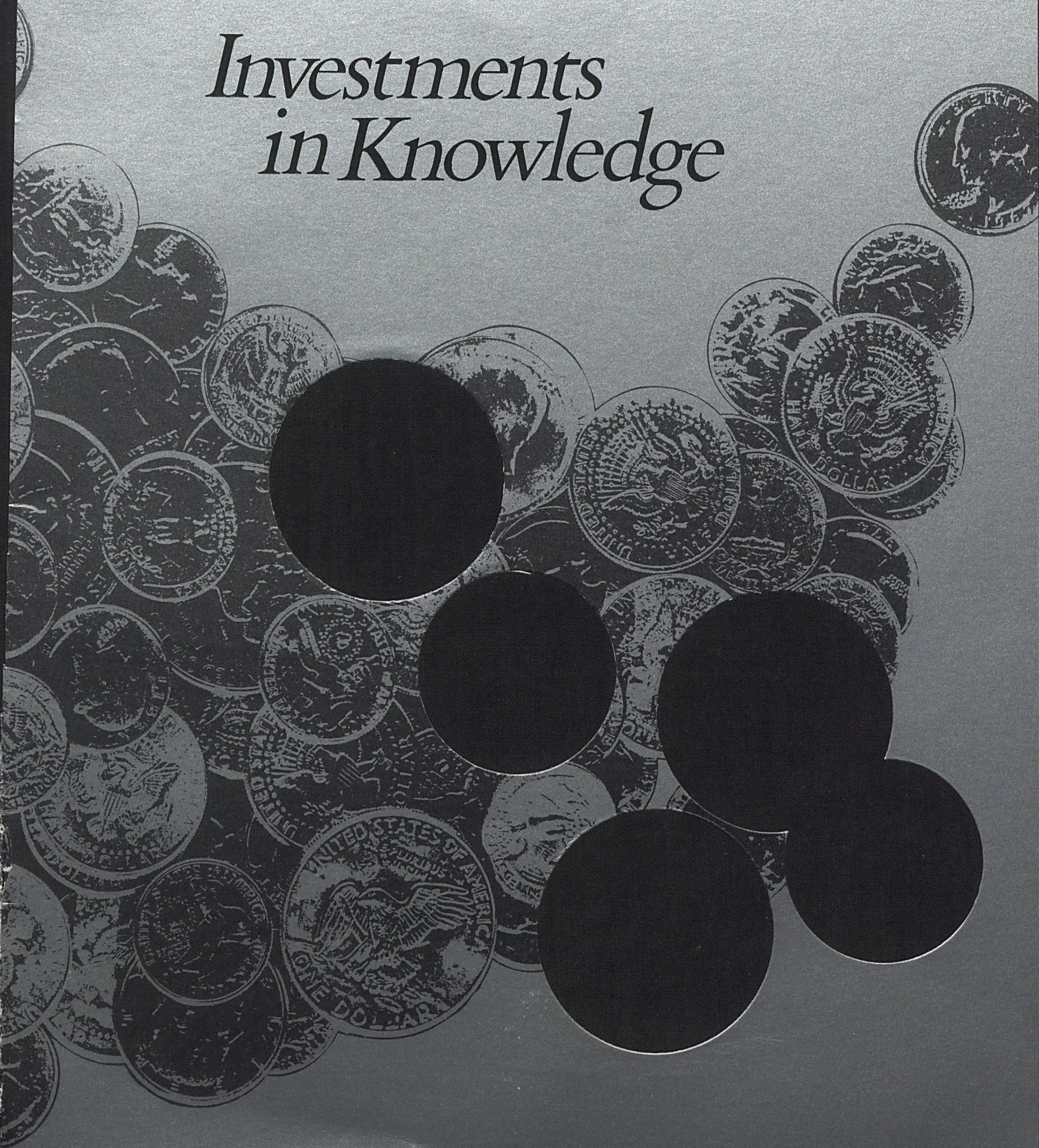


1975 Development Council Report / North Carolina State University

*Investments
in Knowledge*



Investments in Knowledge

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Letter from the Chairman

Although faced with the nation's severest economic slump since the 1930s and with double-digit inflation, the voluntary support program at North Carolina State University enjoyed a most profitable year during 1974-75.

In the fiscal year ended August 31, 1975, total income to the 12 foundations that provide *exclusive* support to NCSU amounted to \$2,012,069.97 (only \$176,860.73 short of last year's all-time high) and marks the 12th time that our annual returns exceeded one million dollars and the second time the figure surpassed two million dollars.

The foundations effort at North Carolina State University has now completed its 33rd year of service, providing the vital financial support that has elevated our University to a position of prominence among the nation's institutions of higher learning.

Over these three decades, more than \$29 million in voluntary support has been raised, which means North Carolina State has been able to attract and hold many distinguished teachers and researchers, offer a growing number of scholarships, fellowships and graduate assistantships, and provide for emergency programs to cope with unexpected agricultural, industrial, and other technological problems through research and public service work, and to make available "seed money" for special projects.

The force behind the foundations program at NCSU has been and still is the more than 600 agribusiness, business, industrial and professional leaders from across the State who make up its boards of directors. To all of them, I offer my sincerest appreciation and congratulations.

Among the many exciting events of the past year for the foundations was one sad note. In June, the program lost one of its staunchest and most effective spokesmen in the retirement of Chancellor John T. Caldwell, the University's chief executive for 16 years.

Chancellor Caldwell served North Carolina State University with great distinction during a period of its most rapid growth. The University's stature among the great universities of the nation is due, in great measure, to his dynamic leadership. Certainly, the private support program will miss his enthusiasm and powers of persuasion in "selling" our University to prospective donors across the State, nation, and world.

To pay special tribute to this eminent administrator, the North Carolina State University De-

velopment Council held a public reception honoring Chancellor and Mrs. Caldwell in the William Neal Reynolds Coliseum on May 2. The day was officially proclaimed "John T. Caldwell Day" in North Carolina by Governor James E. Holshouser, Jr.

Of special significance to the voluntary support program this year was the addition of a new organization—the North Carolina Tobacco Foundation, Inc.—to the family of foundations at North Carolina State University.

The Tobacco Foundation, the 12th foundation to be formed at N. C. State, has as its principal purpose the support of tobacco research and extension programs at the University. It was established on October 10, 1975.

It began its work with the largest initial treasury in the history of private foundation support at N. C. State.

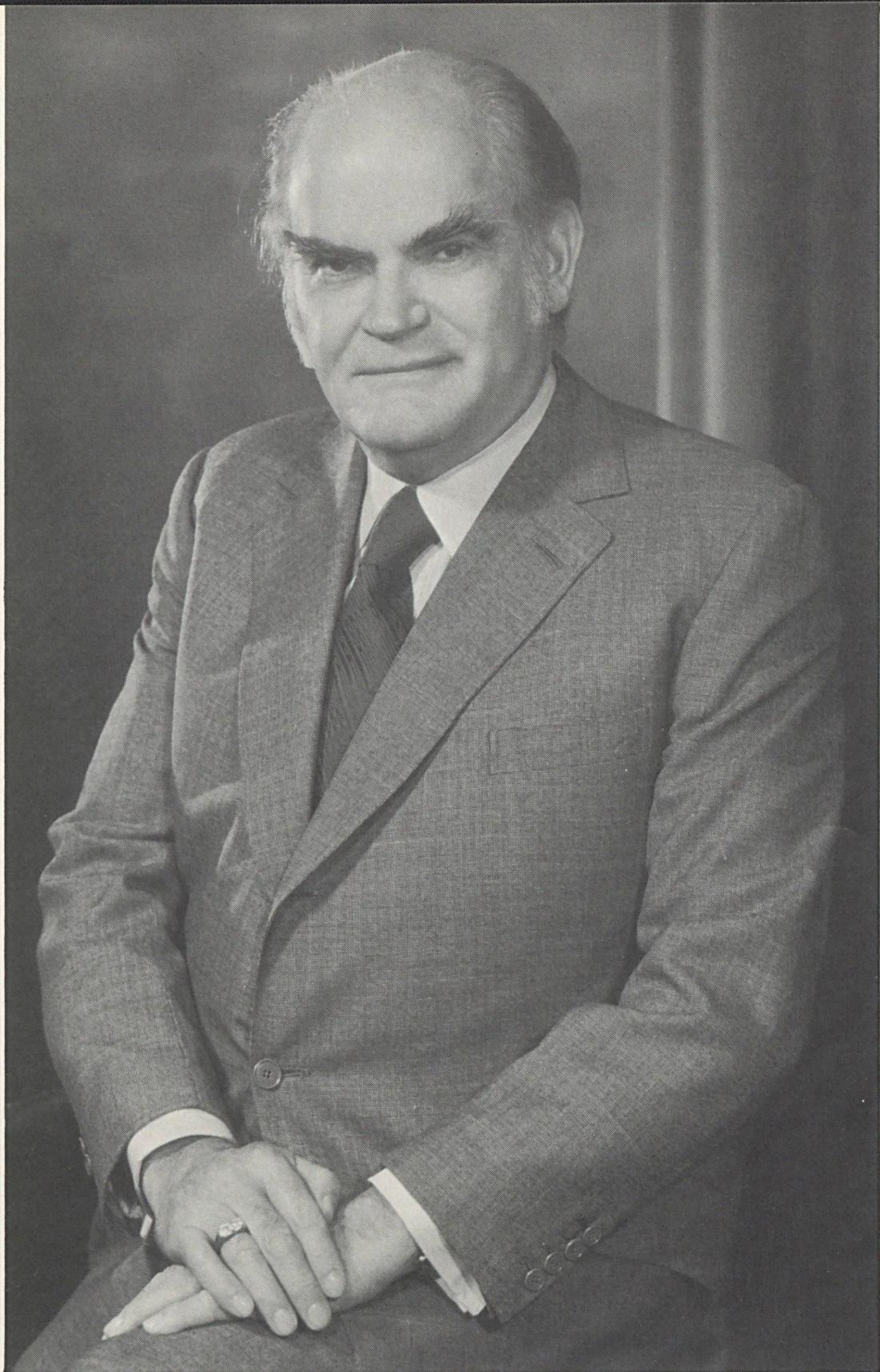
A goal of \$500,000 in contributions was set for the first year, and a contribution of \$100,200 from Tobacco Associates, an organization of tobacco farmers, was made at the opening meeting. A board of directors of 40 persons and four ex-officio members will oversee the operations of this foundation which promises to have a bright future.

Among other highlights of the year were:

—A "challenge gift" of \$50,000 was made to the Design Foundation by the three daughters of the late Orton A. Boren, Greensboro industrialist, as a memorial to their father and to provide support to the NCSU School of Design. It was the largest single gift ever made to the School of Design. Mr. Boren was an NCSU alumnus and a former president of the Engineering Foundation.

—Several outstanding commitments of deferred gifts were received during 1974-75. The most notable was a commitment of \$100,000 to establish an endowed fellowship.

—This is the year that users of feed and fertilizer in North Carolina vote on whether or not to continue the famed "Nickels for Know-How" program of support for research and education in the School of Agriculture and Life Sciences. The Agricultural Foundation worked diligently organizing county workers to assist in getting a favorable vote on the referendum on November 25. The unique program generates approximately \$190,000 annually for NCSU and has raised more than \$3.9 million since it was started in 1951. The current "Nickels" budget partially or wholly supports a total of 60



projects, including work in such important areas as agricultural waste management, labor adjustments to the mechanization of the tobacco harvest, and corn breeding studies.

—After several years of planning, Sweet Acidophilus milk, a new product developed by NCSU food scientists through support of the Dairy Foundation, was made available to consumers in North Carolina and elsewhere and is already being marketed in several states. The Foundation receives a royalty from the sale of the culture concentrate.

—NCSU ranks tenth in the nation in corporate support among America's public colleges and universities, according to the annual survey of the Council for Financial Aid to Education.

In addition to the \$2 million plus raised by the 12 foundations last year, the University private

support included income of approximately \$260,000.00 from the NCSU endowments, \$245,000.00 to the Alumni Association, and over \$1.1 million to the Student Aid Association (or Wolfpack Club)—totaling \$3,673,457.52 in voluntary assistance.

This document summarizes these notable gains. In reading it, you will get a keener insight into the total impact of a great University and its vital work.

Our total income truly represents a profitable "Investment in Knowledge" for the people of North Carolina, the nation, and the world.

Roy H. Park

Roy H. Park
Chairman

North Carolina Agricultural Foundation, Inc.

Miss Frances J. Ratcliff,
President
1974-75 Income \$396,912.42

The past year was a most significant one in the history of the North Carolina Agricultural Foundation. Fiscal 1974-75 was the 30th year in which the organization generated funds from private sources for teaching, research, and public service programs in the School of Agriculture and Life Sciences at North Carolina State University.

But more importantly, it was a time of accountability for the Foundation and the important work it supports.

On November 25, 1975, a statewide referendum was held to evaluate the Foundation's unique Nickels for Know-How program. Through this program, the users of feed and fertilizer vote whether or not to assess themselves five cents a ton on the feed and fertilizer they buy to support research and education programs at NCSU, thereby expressing their views on the effectiveness of North Carolina State University agricultural programs.

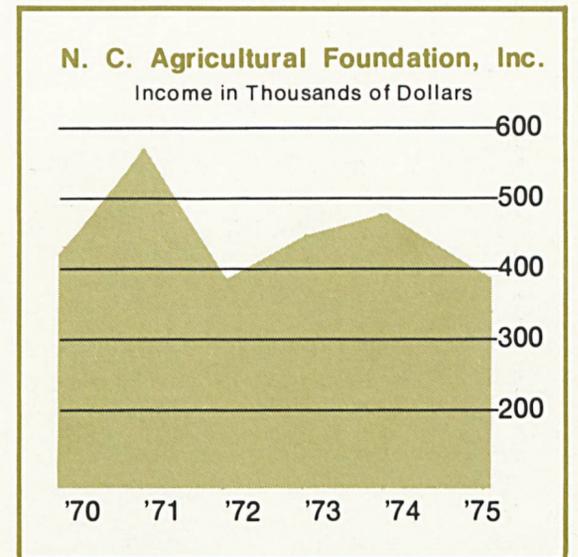
Referendums are held every six years.

The Nickels program is a major source of funds for the Agricultural Foundation. Initiated by legislative action in 1951, a total of \$3,927,376.47 has been collected for the University to use in advancing the state's agriculture. Yearly receipts amount to about \$190,000.

Because the work of the Foundation centers around the Nickels program and the funds it generates, a chief activity by the Foundation this year was the organization of a campaign to promote a favorable vote in the referendum.

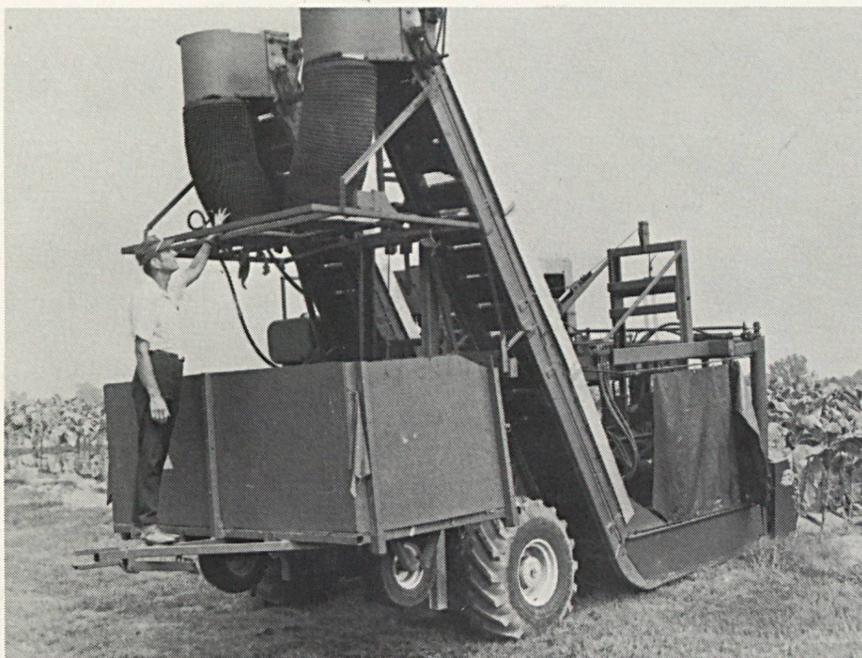
Heading the campaign with workers in every county in the state was Wayne Corpening of Winston-Salem, well-known agricultural and business leader and Senior Vice President of Wachovia Bank and Trust Co. Assisting him as co-chairmen were Miss Frances J. Ratcliff, of Pantego, President of the Agricultural Foundation, and Mr. Franklin Teague of Elon College.

The Agricultural Foundation is

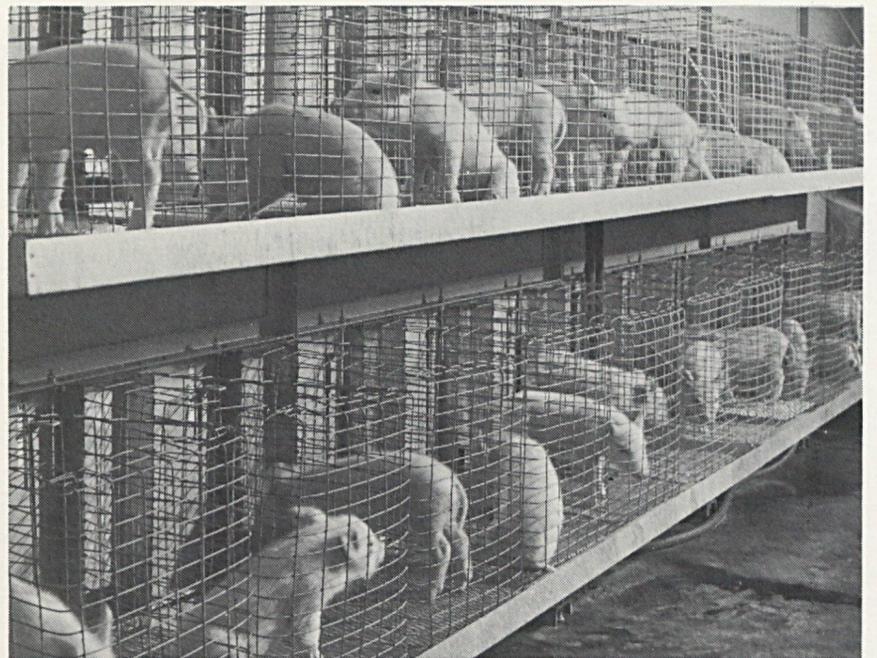


a "grassroots" organization with directors in all of North Carolina's 100 counties. These directors were the leaders in local Nickels campaign efforts. Assisting them in telling the Nickels story and in "selling" its importance to the advancement of agriculture in the state were county Extension Service personnel and other local agricultural workers.

In past referendums North Carolina users of feed and fertilizer have expressed overwhelming confidence in the Nickels program. The Foundation is confident their ap-



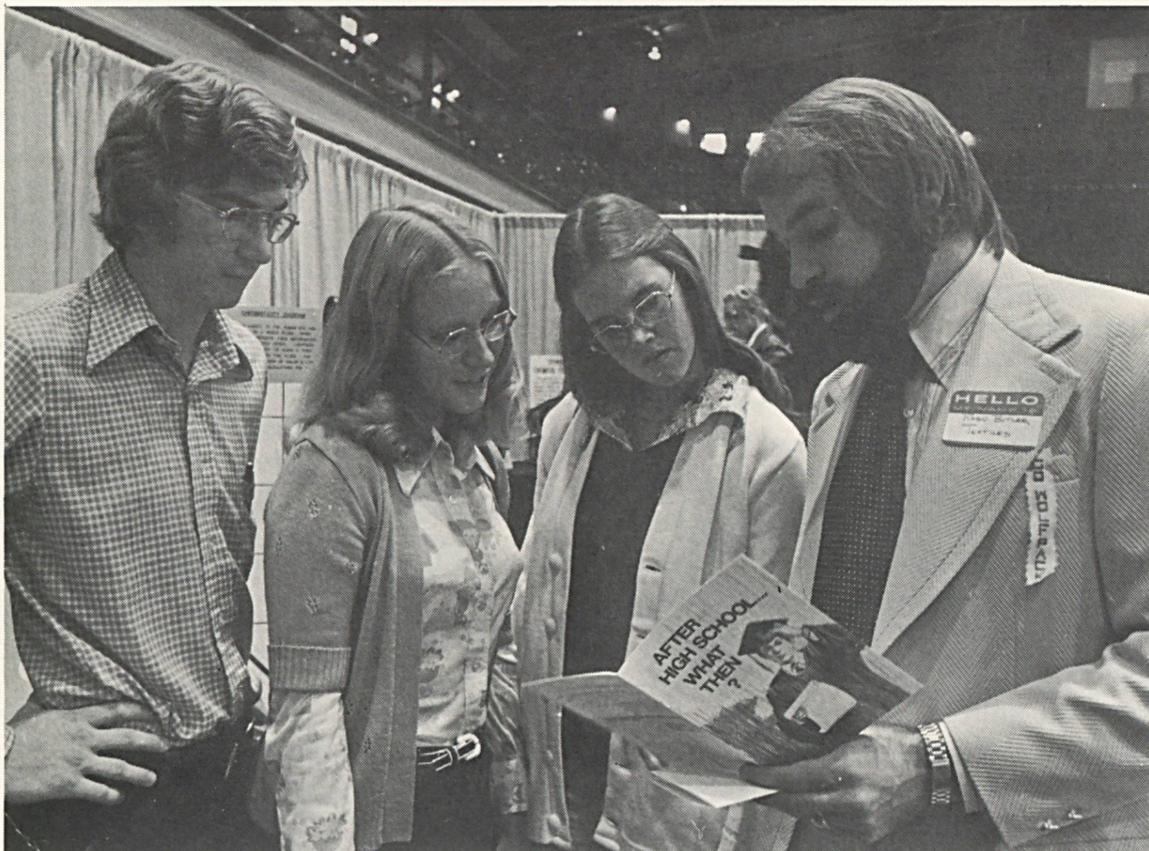
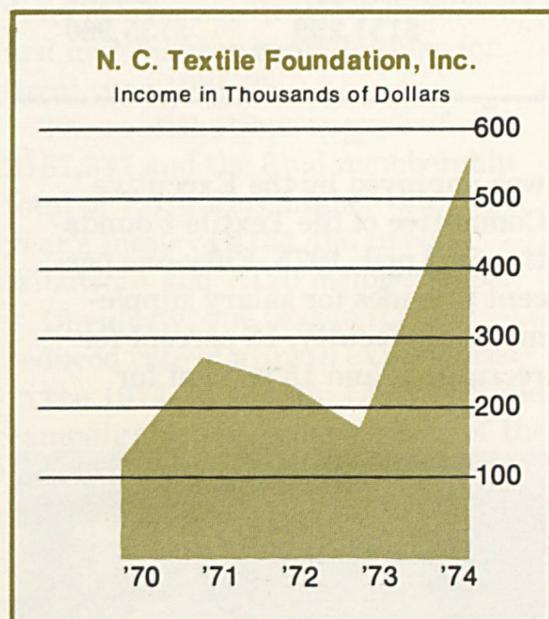
"Nickels" funds provide valuable supplementary support for many research projects at the University, including those dealing with automated tobacco harvesting. A current harvesting project being conducted by Experiment Station Engineer Charles Suggs is attempting to perfect a leaf-leveling mechanism mounted on the rear of a harvester.



Research efforts to increase the reproductive efficiency of swine are being greatly aided by the Autosow (above). Developed by NCSU biochemist James Lecce, this automatic feeding device makes it possible to wean pigs shortly after birth. Sows then can produce three litters per year instead of the traditional two. This area of research is being assisted by the Agricultural Foundation.

scholarships and assistantships. The remainder is to be used for faculty benefits such as travel, professional development, and business entertainment.

The directors of the Textile Foundation are pleased to be able to provide the kind of constructive financial and advisory assistance that lifts the School of Textiles at North Carolina State University out of the ordinary into the very special school that it is.



Providing funds to recruit students for the School of Textiles is an important activity of the Textile Foundation. Recruiting in the high schools is well organized, and in addition to Foundation support, involves the coordinated efforts of many industry friends as well as faculty and students of the School. These students attending an All-University Open House learn about the educational opportunities available at the School of Textiles.

North Carolina Tobacco Foundation, Inc.

By George B. Watson, President

The North Carolina Tobacco Foundation, Inc., an organization with the principal purpose of supporting research and extension programs in tobacco at North Carolina State University, was established on Friday, October 10, at a luncheon at the NCSU Faculty Club.

The new Foundation was created jointly by officials of the tobacco industry and the University. It began its work with the largest initial treasury in the 33-year history of private foundation support at North Carolina State University.

A goal of \$500,000 in contributions for the first year for the Foundation was set by George B.

Watson, Watson Seed Farms, Inc., Rocky Mount, who was elected the Foundation's first president.

A contribution of \$100,200 from Tobacco Associates, an organization of tobacco farmers, was presented by Clyde Wayne of Brunswick, Chairman of the Board of Tobacco Associates, at the opening meeting.

The Foundation will support research and extension programs of both the Agricultural Experiment Station and the Agricultural Extension Service of the NCSU School of Agriculture and Life Sciences.

Elected to serve as Foundation officers with Watson were Ivan Neas, manager of agricultural research, R. J. Reynolds Tobacco Company, Winston-Salem, who

was elected vice president; Rudolph Pate, vice chancellor for foundations and development at N. C. State, secretary; and John D. Wright, vice chancellor for finance and business at NCSU, treasurer.

Officials participating in the organization meeting were Acting Chancellor Jackson A. Rigney; Vice Chancellor Pate; Dr. J. E. Legates, dean of the School of Agriculture and Life Sciences; Dr. George Hyatt, Jr., director of the Agricultural Extension Service; J. C. Williamson, Jr., director of the Agricultural Experiment Station; Mrs. Harry B. Caldwell, master of the North Carolina State Grange; Dr. Kenneth R. Keller, assistant director, tobacco research, School of Agriculture and Life Sciences;

and tobacco industry leaders.

The Foundation will be headquartered in the Office of Foundations and Development, North Carolina State University. Vice Chancellor Pate, who heads foundations and development programs, will be secretary of the new organization.

It is the 12th foundation that exclusively supports teaching, research, and extension programs of North Carolina State University.

A Board of Directors of 40 persons and four ex officio members was elected at the organizational meeting.

The ex officio members are Mrs. Caldwell; James A. Graham, State Commissioner of Agriculture; John W. Sledge, president of the North Carolina Farm Bureau Federation; and Joseph R. Williams, president of Tobacco Associates, Inc., Washington, D. C.

Members of the board elected to serve for staggered terms are:

Harry B. Caldwell, Greensboro; William Corbett, Middlesex; Preston Harrell, Saratoga; Henry Hayes, Mebane; James D. Speed, Louisville; Walter S. Stone, Liberty

Warehouse, Durham; C. B. Strickland, Winston-Salem; Sandy Thorpe, Thorpe and Ricks, Inc., Rocky Mount; Chester Worthington, Worthington Farms, Inc., Greenville; S. G. Christian, Jr., senior vice president, Universal Leaf Tobacco Co., Inc., Richmond, Va.;

W. A. Allen, Jr., Farmville; John W. Andrews, Robersonville; Clyde Auman, West End; Frank Bryant, chairman, Flue-Cured Tobacco Marketing Committee, Boonville; Wayne A. Corpening, senior vice president, Wachovia Bank and Trust Company, Winston-Salem; James C. Green, Speaker, House of Representatives, Clarkton; H. Graham Knott, Knott's Warehouse, Kinston; J. D. Rogers, Liggett and Myers, Inc., Durham; Dr. F. J. Shultz, Lorillard Research Center, Greensboro; LeRoy Simmons, Albertson;

Fred G. Bond, general manager, Flue-Cured Tobacco Cooperative Stabilization Corporation, Raleigh; S. M. Cozart, Wilson; J. J. Harrington, State Senator, Harrington Manufacturing Company, Inc., Lewiston; James W. Hill, managing director, Bright Belt Warehouse

Association, Inc., Raleigh; James B. Hunt, Lucama; Dr. Hugh C. Kiger, executive vice president, Tobacco Association of the United States and the Leaf Tobacco Exporters Association, Raleigh; Roy Raynor, R. J. Works and Sons, Rocky Mount; Mrs. Rachel Speight Snyder, Speight Seed Farms, Inc., Winterville; Clyde Wayne, Brunswick; and H. L. Shelton, president, Export Leaf Tobacco Company, Richmond, Va.;

Thomas W. Allen, Jr., Creedmoor; R. Kelly Barnhill, Hendricks-Barnhill Equipment Company, Greenville; Elmer Burt, Fuquay-Varina; John S. Campbell, vice president, American Leaf Organization, Imperial Group Ltd., Wilson; Spencer S. Edmondson, Sr., Rocky Mount; Hervey Evans, McNair Seed Company, Laurinburg; Charles A. Harvey, Peoples Bank, Rocky Mount; Ivan Neas, manager for research, R. J. Reynolds Tobacco Company, Winston-Salem; George B. Watson, Watson Seed Farms, Inc., Rocky Mount; and Dr. Helmut Wakeham, Philip Morris, Inc., Richmond, Va.



Named as the first officers of the recently formed North Carolina Tobacco Foundation are, left to right, George B. Watson, Rocky Mount, president; Ivan Neas, Winston-Salem, vice president; John D. Wright, NCSU, treasurer; and Rudolph Pate, NCSU secretary.

North Carolina State University Alumni Association

By Jones Y. Pharr, Jr., President
1974-75 Income \$245,418.88

The North Carolina State University Alumni Association, based upon its dramatic success in fiscal year 1973-74, again established goals which would reflect a 20 percent increase in active members and membership contributions for fiscal year 1974-75.

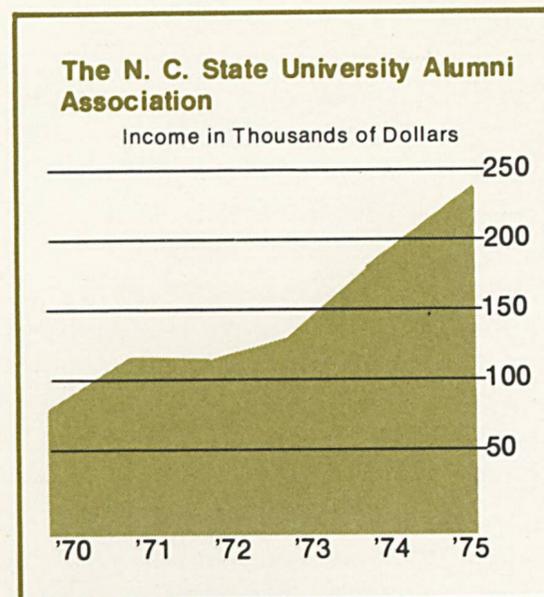
The contributions income of \$167,387 and the final membership total of 7,670 were higher than last year's totals of \$154,460 in contributions and 7,120 memberships.

Obviously, one reason for the reduced rate of growth experienced in the 1974-75 Alumni Loyalty Fund campaign is the general state of the nation's economy, a factor which has adversely affected many business and fund-related activities across the country.

The Association continued its

efforts to strengthen our fund-raising program by building on the county-oriented organizational approach that was so successful last year in which county chairmen assumed responsibility for solicitations in their respective counties. James B. Lasley of Fort Mill, South Carolina spearheaded the overall Loyalty Fund Campaign, which again was oriented towards people involvement rather than strict emphasis on monetary growth.

Service programs to alumni continue to complement our general program. "Sportsletter," the weekly basketball and football newsletter which is designed to provide in-depth accounts of State athletic endeavors to distant alumni, has proven again to be highly popular, having grown in circulation from 365 subscribers to 1,344 since its beginnings in 1972; the production and merchandising of "Where Winds of Dixie Softly Blow," a stereo



recording of musical and non-musical sounds which every alumnus can identify with, has been warmly received; and alumni tours were again offered with great success.

In 1974-75 the alumni tour program offered trips to Hawaii in July and a Caribbean Cruise in January; 351 alumni and members of their immediate families participated. In fiscal year 1976, the Association has plans for at least two tours and all indications are that the tour program, rather than being a special aspect of the Alumni Association's offerings, has established itself as a regular feature for alumni.

Alumni Weekend 1975 hosted over 800 alumni and guests. Class banquets, the Awards Luncheon, a dance and social and a breakfast were again part of this very special time. But perhaps the highlight this year was the reception held in honor of Dr. and Mrs. John T. Caldwell in Reynolds Coliseum. It was during this event that the formal announcement of the John Tyler Caldwell Scholarship Fund was made. This fund, promoted and supported by alumni and the Association, recognizes the numerous contributions that Dr. Caldwell has made to the University in his 16 years as Chancellor, and it will be used to fund the educations of student scholars for years to come.

The Alumni Association continued to support activities of various



During the 1974-75 fiscal year, Alumni Association sponsored tours took over 800 people to Italy, Spain, and Germany and Switzerland. Next year, trips to Acapulco, London and Paris, and Hawaii will be offered.

The Board of Trustees of the Endowment Funds of North Carolina State University

The North Carolina State University Board of Trustees, acting in accordance with provisions of the 1971 legislative act restructuring higher education in North Carolina, established in 1974 a special five-man board to manage the University's \$3.7 million in endowment funds.

This management board by statute was designated as the Board of Trustees of the Endowment Funds of North Carolina State University.

Under the higher education act, each board of trustees of the 16 institutions comprising the university system was authorized to establish a permanent endowment fund subject to terms set by the University system's Board of Governors.

The act provides that each Board consist of five members, including the Chairman of the Board of Trustees and the Chancellor. The University's Board of Trustees elects the other three who may be trustees or others.

In addition to Acting Chancellor J. A. Rigney and Walter L. Smith of Charlotte, Chairman of the NCSU Board of Trustees, both of whom are ex-

officio members of the Endowment Board by law, other members of the Endowment Board are:

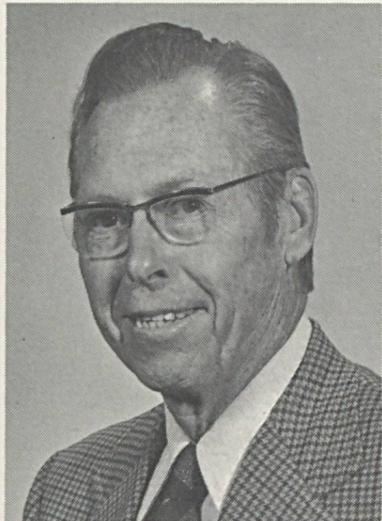
Raymond A. Bryan, Sr., of Goldsboro, chairman of the board, T. A. Loving Company; Claude S. Ramsey of Asheville, chairman of the board, president, and chief executive officer, Akzona, Inc.; and Lexie L. Ray of Route 1, Haw River, assistant to the executive vice president, Duke Power Company.

Prior to the passage of the 1971 act, endowment funds to the institutions comprising the old Consolidated University of North Carolina were managed by the finance committee of the Consolidated University's Board of Trustees.

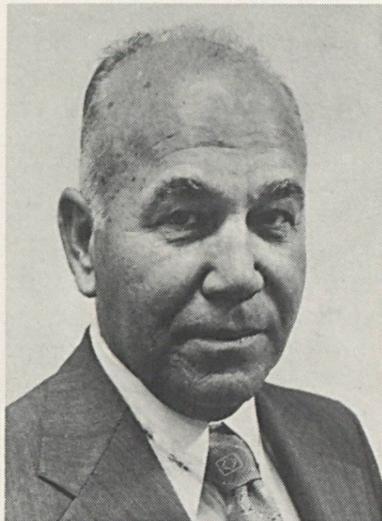
The Wachovia Bank and Trust Company is the fiscal agent for the management board. Board officers are: Rudolph Pate, vice chancellor for foundations and development at NCSU, secretary; and John D. Wright, vice chancellor for finance and business at NCSU, treasurer.

Endowments under the jurisdiction of the new board are those given directly to N. C. State, both past and future. The funds involved do not include money given to NCSU through the 12 foundations that support various educational programs. These foundations will continue to operate as they have in the past.

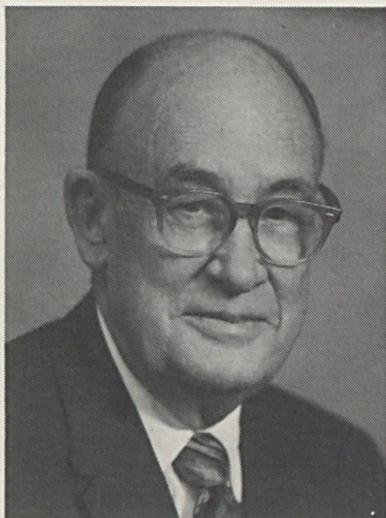
Funds that are managed by the Board of Trustees of the Endowment Funds of North Carolina State University include: R. J. Reynolds Agricultural Fund, Alexander Scholarship Fund, Tyre Glenn Fiest Scholarship, W. N. Reynolds Agricultural Fund, W. J. Peele Agricultural Scholarship Fund, H. S. Battie S/L Fund, L. A. Mahler Scholarship, Meisenheimer Scholarship Fund, Gross/Lockheed Fund, and Gossett Lecture Fund.



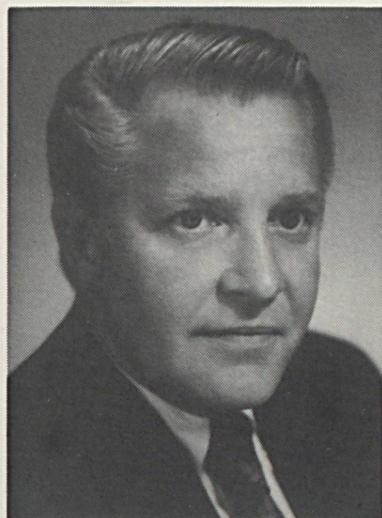
Jackson A. Rigney



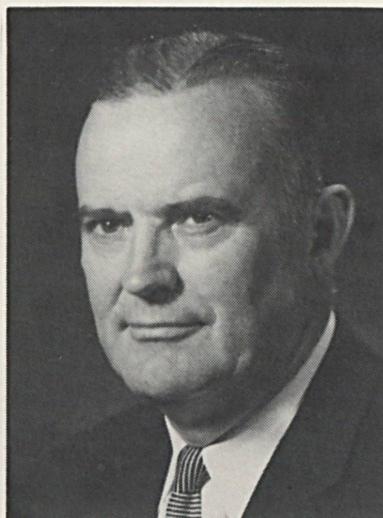
Walter L. Smith



Raymond A. Bryan, Sr.

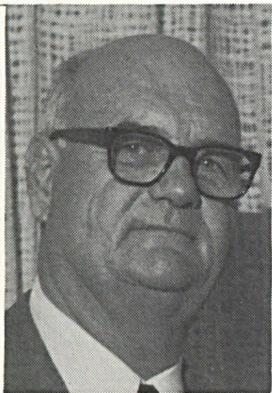


Claude S. Ramsey

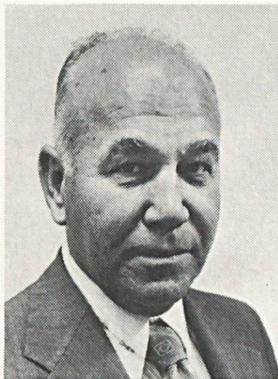


Lexie L. Ray

Presidents of the Foundations



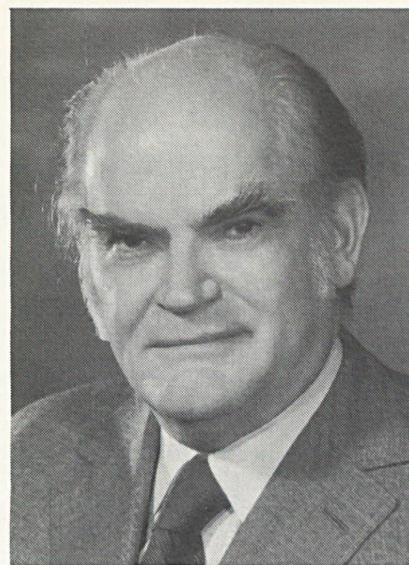
George B. Watson
Rocky Mount
President, N. C.
Tobacco Foundation



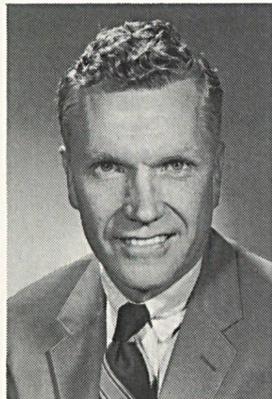
Walter L. Smith
Charlotte
Chairman, Board
of Trustees of the
Endowment Funds of
N. C. State University



D. W. Greene
Asheville
President, N. C.
Dairy Foundation



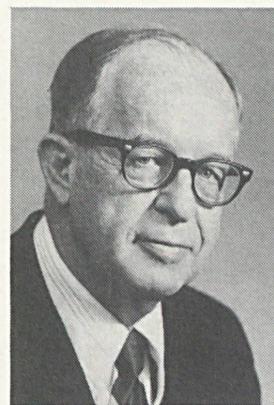
Roy H. Park
Chairman
Development Council



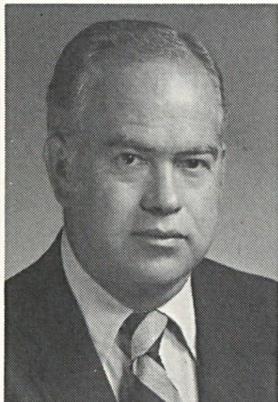
W. L. Burns, Jr.
Durham
President, N. C. State
University Foundation



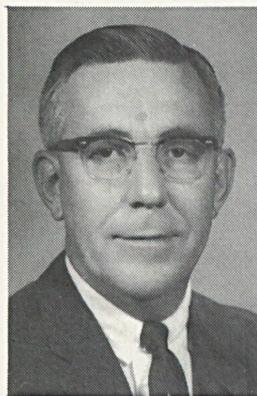
Miss Frances J. Ratcliff
Pantego
President, N. C.
Agricultural Foundation



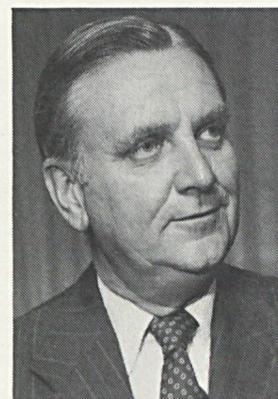
H. D. Holderness
Tarboro
President, 4-H
Development Fund



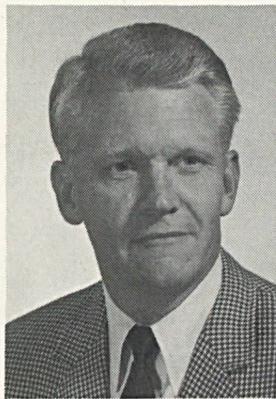
William S. Jones
Greensboro
President, N. C.
Design Foundation



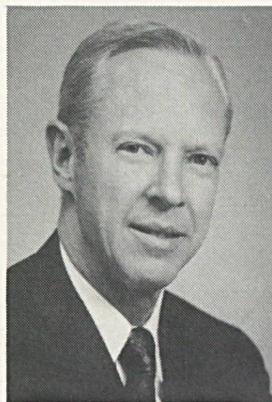
M. L. Boinest, Jr.
Roanoke Rapids
President, Pulp &
Paper Foundation



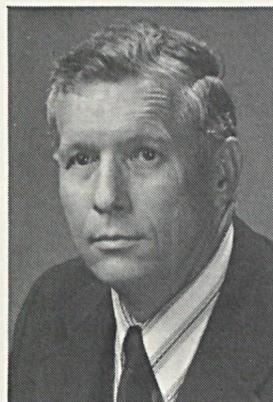
Robert E. Smith
New York, N. Y.
President, N. C. Textile
Foundation



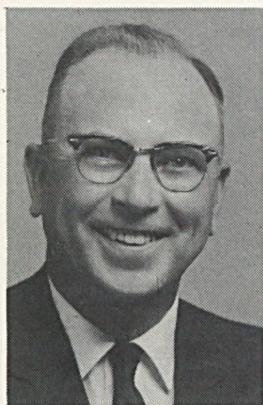
John M. Council, Jr.
Lake Waccamaw
President, N. C.
Humanities Foundation



James A. Jones
Raleigh
President, N. C.
Engineering Foundation



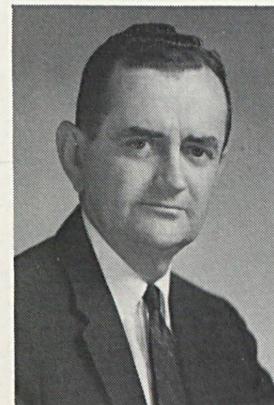
Hugh L. Stone, Jr.
President, N. C. State
University Education
Foundation



W. C. Calton
Raleigh
President, Student Aid
Association



Voit Gilmore
Southern Pines
President, N. C.
Forestry Foundation



Travis H. Tomlinson
Raleigh
Chairman, Public
Relations Committee



Jones Y. Pharr, Jr.
Charlotte
President, N. C. State
University Alumni
Association