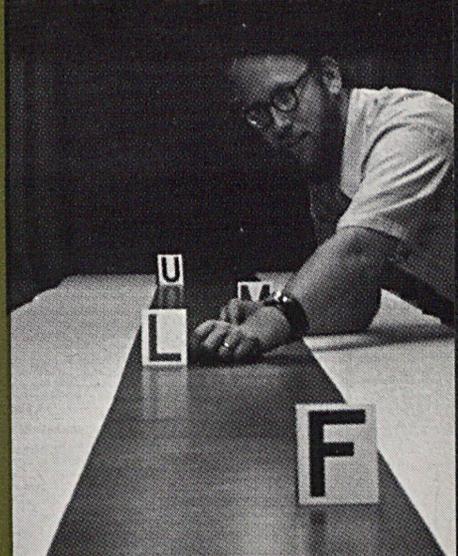
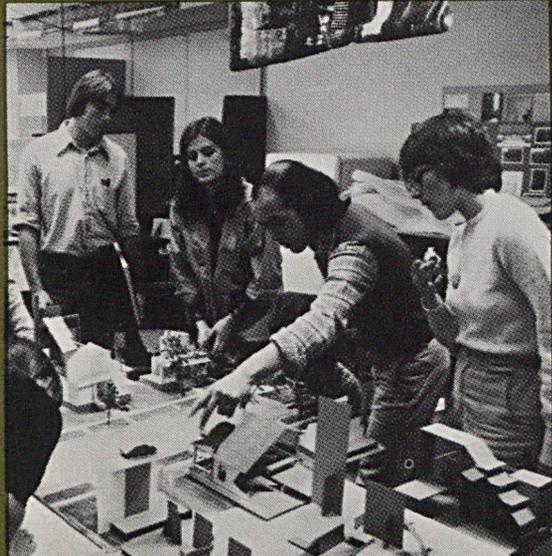
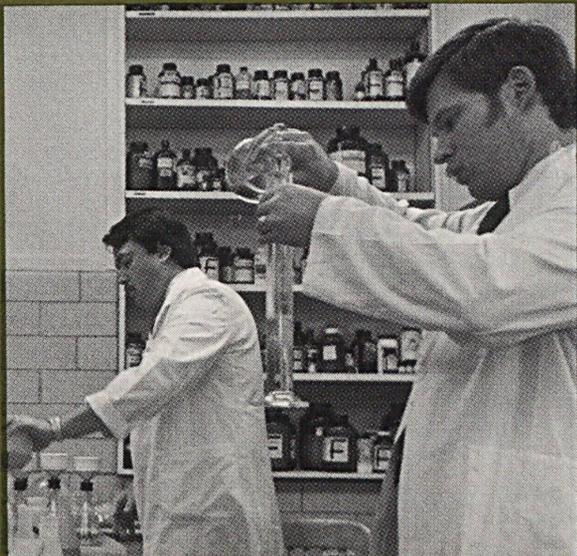
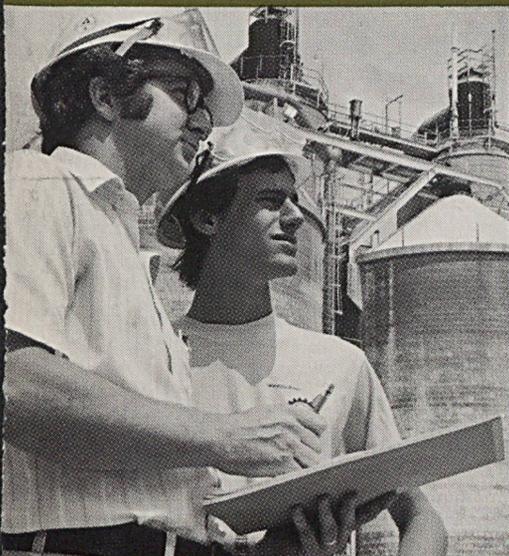
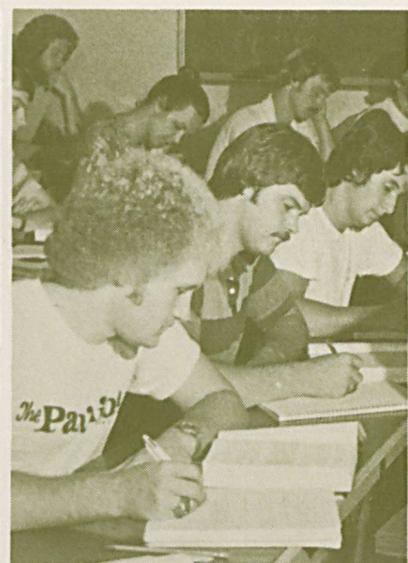
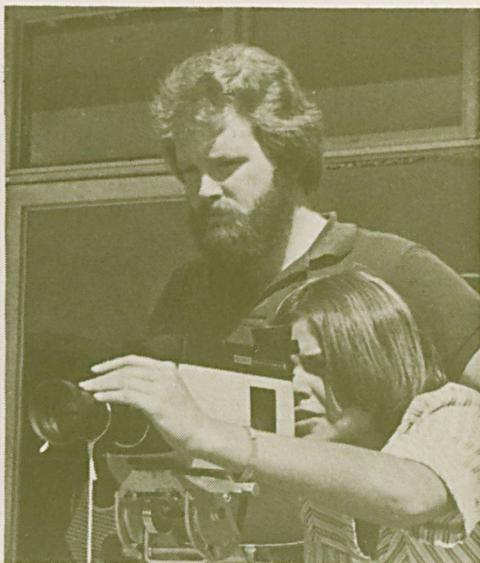
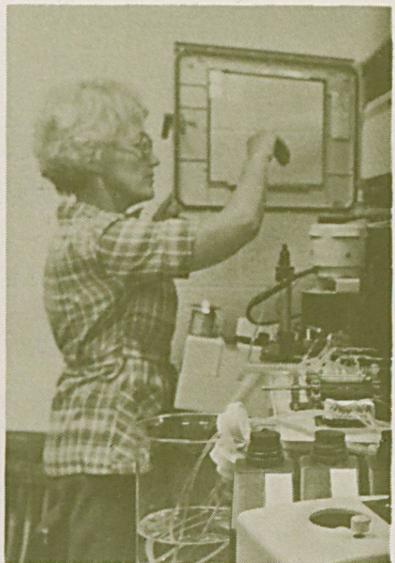
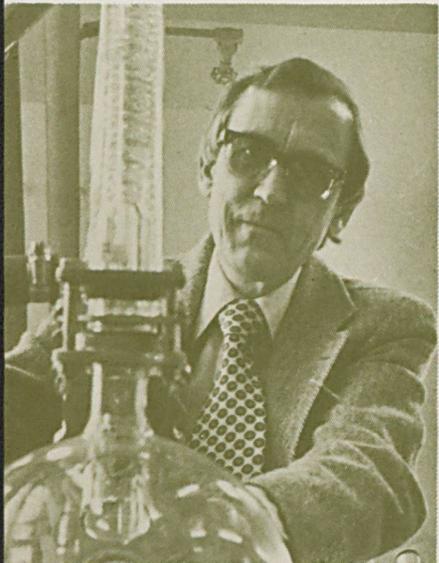


**ENTERPRISE  
IN  
EDUCATION**

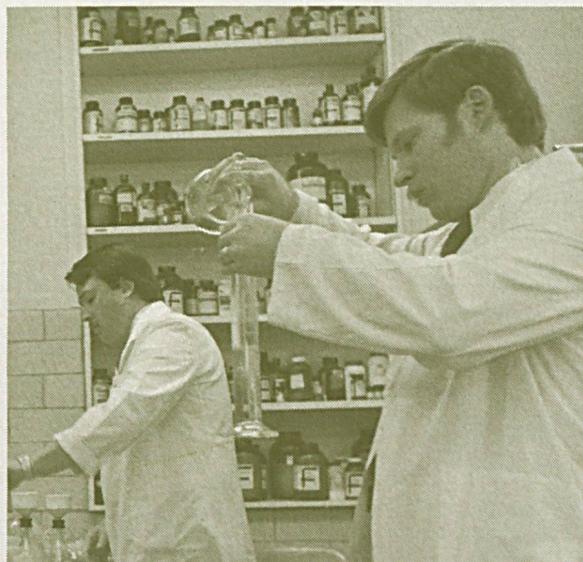
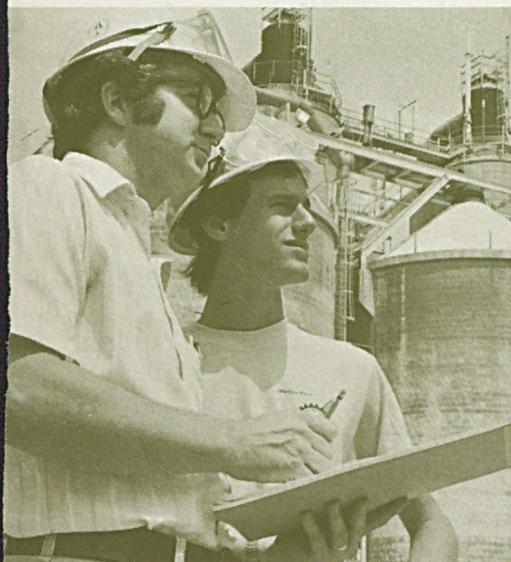




# ENTERPRISE IN EDUCATION

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Joab L. Thomas, Chancellor / Rudolph Pate, Vice Chancellor, Foundations and University Relations



## Letter from the Chairman

All of you can be proud of the record-breaking year achieved by the voluntary support program at North Carolina State University in 1976-77. For the first time in history, the foundations exceeded—and by a very substantial margin—three million dollars in income, surpassing last year's record receipts by an impressive \$1,002,615.98.

This highly successful effort enabled North Carolina State University to out-distance its ambitious goal of \$3 million by more than \$400,000, a most remarkable accomplishment in view of the nation's uncertain and fluctuating economy.

The year also marked the 14th time our income has gone over one million dollars and the fourth consecutive time the figure has exceeded two million dollars.

Through the diligent and dedicated efforts of the directors of all of the 12 foundations, income to the voluntary support program in 1976-77 totaled \$3,413,924.40. This record amount included \$3,172,924.40 in income and \$241,000 as a commitment, most of which has been paid.

The foundations now have completed 35 years of service to the University. During this period these organizations, which provide exclusive support to NCSU, have raised over \$35 million. This outstanding record of support provided by business, industry and

private individuals could not have been achieved without the dedicated efforts of the 600 directors who are the real backbone of this vibrant "enterprise in education." My congratulations and deepest appreciation go to each of you for reaching this most significant milestone in our voluntary support program.

In a most meaningful way, Chancellor Joab L. Thomas, now in his second year as chief executive of this University, has added his resources, energy, and executive leadership to the advancement of our foundations. He has confirmed, in no small measure, all of the advance appraisals we had about him, especially with regard to his talent and dynamic leadership capabilities in the area of voluntary support programs. We look forward to a long and profitable association with Chancellor Thomas.

A number of highly significant activities were undertaken by the foundations during 1976-77, including:

—Among the most remarkable achievements was the fund-raising accomplishments of the Tobacco Foundation. This organization, which completed its first fund-raising year in 1976, surpassed its outstanding record of \$234,311.49 last year to report \$246,499.64 in receipts for 1976-77. To raise nearly a half million dollars in the first two years of operation reflects highly on the dynamic leadership of this young foundation and its enthusiastic supporters.

—Last year an endowed professorship in business management was established at NCSU honoring Mr. Edwin Gill, long-time treasurer of the State of North

Carolina. To finance this professorship, a fund-raising campaign was undertaken through the Humanities Foundation. During 1976-77, over \$150,000 was raised in support of this distinguished professorship, largely through the efforts of the North Carolina Bankers Association, which conducted a special fund-raising drive through its member banks. This drive netted \$125,364, a sizable contribution toward the original endowment goal of \$200,000.

—In April, another distinguished North Carolinian, Miss Gertrude Cox, was honored by the voluntary support program through the establishment of an endowed fellowship fund. Miss Cox was the organizer of NCSU's world-renowned Institute of Statistics and is a prominent emerita faculty member. Funds to support this fellowship are now being solicited from Miss Cox's former colleagues, students, and her many friends. The fellowship promises to be an important factor in attracting outstanding scholars to the Institute of Statistics for study.

—The Design Foundation was successful in completing its campaign to meet the requirements of a "challenge gift" of \$50,000 made in 1975 by the three daughters of the late Orton A. Boren, Greensboro



One hundred and fifty high school students and parents participated in last year's open house activities held at the School of Textiles. Open house is a culmination of months of intensive recruiting efforts and gives high school students a chance to know what they will be involved with and to see first hand what career choices are available. Supplying funds for recruiting is one of the many ways that the Textile Foundation supports the school.

companies designated their contributions to the support of prestige scholarships. The endowments thus created have now reached a point where a number of the prestige scholarships previously supported by general funds of the Foundation can be designated in the name of the company creating the grant. Those so designated are the Beaunit, FMC, American Enka and West Point Pepperell prestige scholarships. These scholarships are based solely on academic achievement and leadership qualities.

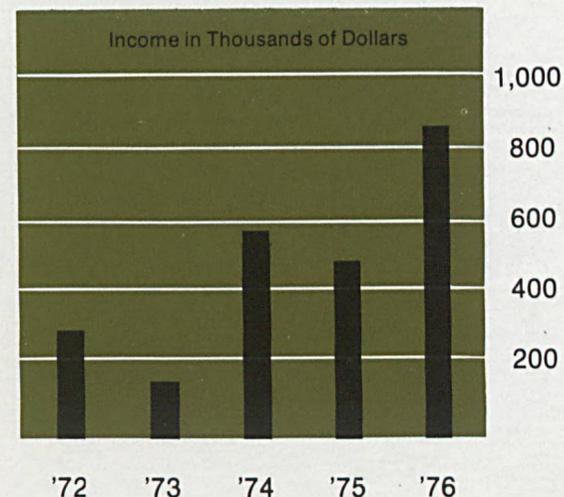
The Textile Foundation continued its support of the recruiting activities of the School and a number of graduate assistantships.

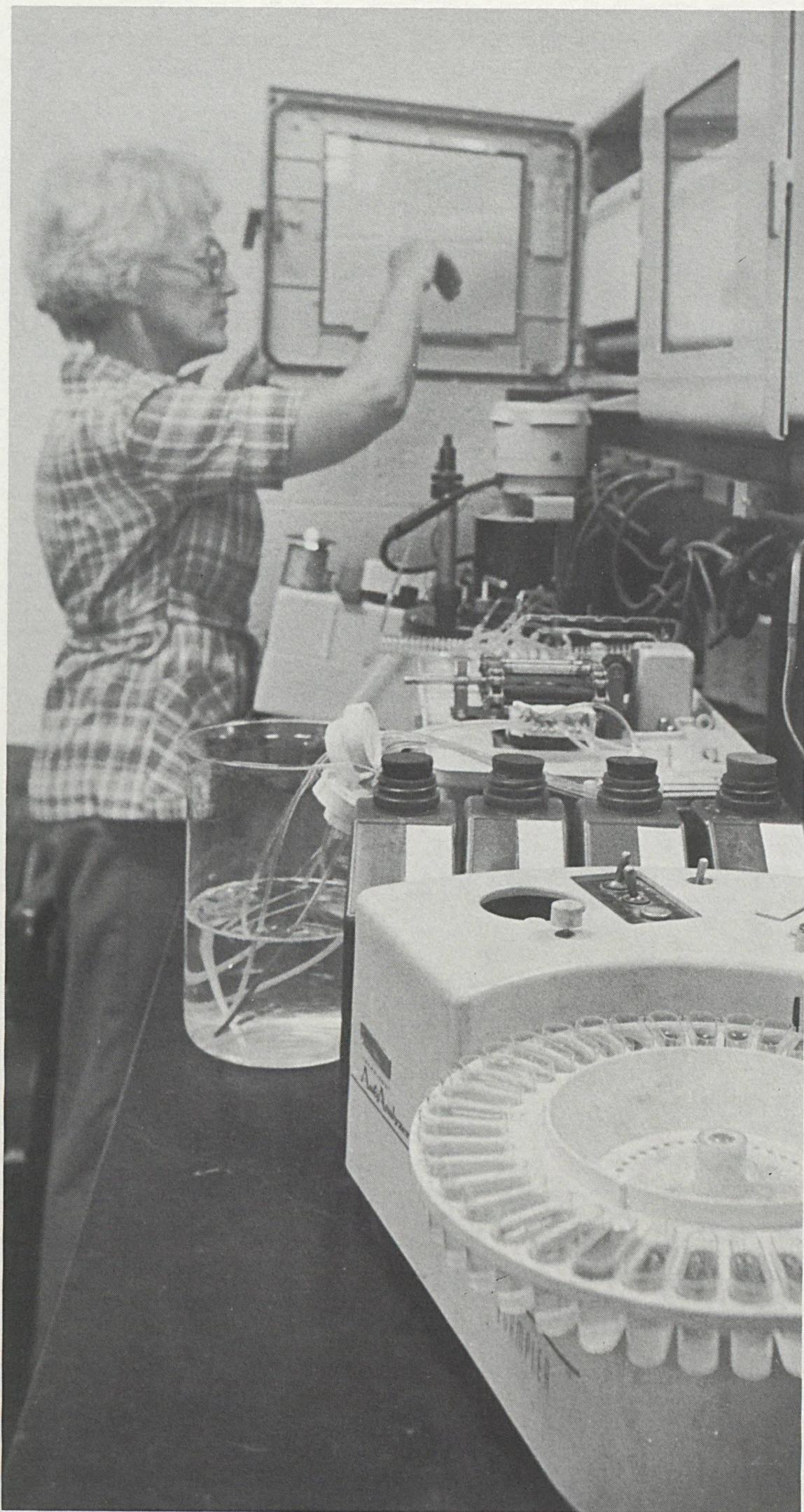
Considerable support was also given to those activities that enrich the faculty experience both on and off campus. Such benefits are second only to salary in creating the kind of professional attractiveness that draws talented faculty to the School. High on the list of these benefits was support for business and professional travel and development. In this category also was support for visits to the School by recognized authorities from other academic institutions to provide stimulus to both faculty and students. This kind of support enables the faculty to stay current with industrial and academic developments.

It has been found that these measures have been effective in

maintaining a high level of excellence for the School. The directors and officers of the Textile Foundation take pride in their role of helping to make this possible.

**N. C. Textile Foundation, Inc.**





*Among important research being supported by the Tobacco Foundation is laboratory work to determine the chemical composition of tobacco. The laboratory, which is under the direction of Dr. W. W. Weeks, associate professor of crop science, last year processed 17,200 samples with an average of 3.1 analyses per sample. The most common analyses measure nicotine, nitrates and reducing sugars. Using an automated computerized instrument to determine the composition of samples is laboratory technician Mrs. Betty M. Weathers.*

## **North Carolina Tobacco Foundation, Inc.**

**By George B. Watson, President  
1976-77 Income \$246,499.64**

Fiscal 1976-77 was another outstanding year for the North Carolina Tobacco Foundation, the youngest of the 12 fund-raising organizations at North Carolina State University.

In 1975-76, its first full year of operation, the Tobacco Foundation raised \$234,311.49 in support of tobacco research and extension work at NCSU. This year, income increased by \$12,188.15 to \$246,499.64. The two-year total of support has nearly reached the half-million dollar mark, amounting to \$480,811.13.

The Tobacco Foundation was organized in 1975 to meet funding problems that had seriously threatened the State's long-established and highly successful tobacco improvement program. All segments of the tobacco economy have enthusiastically approved this action as evidenced by the widespread support the Foundation has received from tobacco manufacturers, farmers, allied industries and the tobacco commodity organizations.

Examples of outstanding support during 1976-77 were the contributions of Tobacco Associates, which provided \$116,659; R. J. Reynolds Tobacco Co., which made a gift of \$47,000; and the Philip Morris Co., which gave \$35,000 to the Foundation.

At its spring meeting, the Foundation allocated \$171,400 in support of tobacco research and extension programs at NCSU during 1977-78.

Following are examples of some of the 24 research projects and extension programs to receive assistance:

*Solar energy*—Research on solar energy is a continuing project. The

objective of this work is to optimize energy utilization in greenhouse bulk curing systems and minimize fossil fuel and electrical energy consumption in tobacco curing. This research is under the direction of B. K. Huang, professor of biological and agricultural engineering.

*Pesticide residues*—In this project, the dissipation of residues of new pesticides are studied under field conditions to determine the effects of curing and processing on pesticide residues in tobacco. Dr. T. J. Sheets, professor of entomology, heads this work.

*Genetics*—Dr. D. F. Matzinger, professor of genetics, is conducting a project to determine the nature of characters inherited through the

cytoplasm rather than the nucleus of tobacco plants. Dr. Matzinger also heads a breeding program designed to modify the chemical constituents of the tobacco leaf and tobacco smoke.

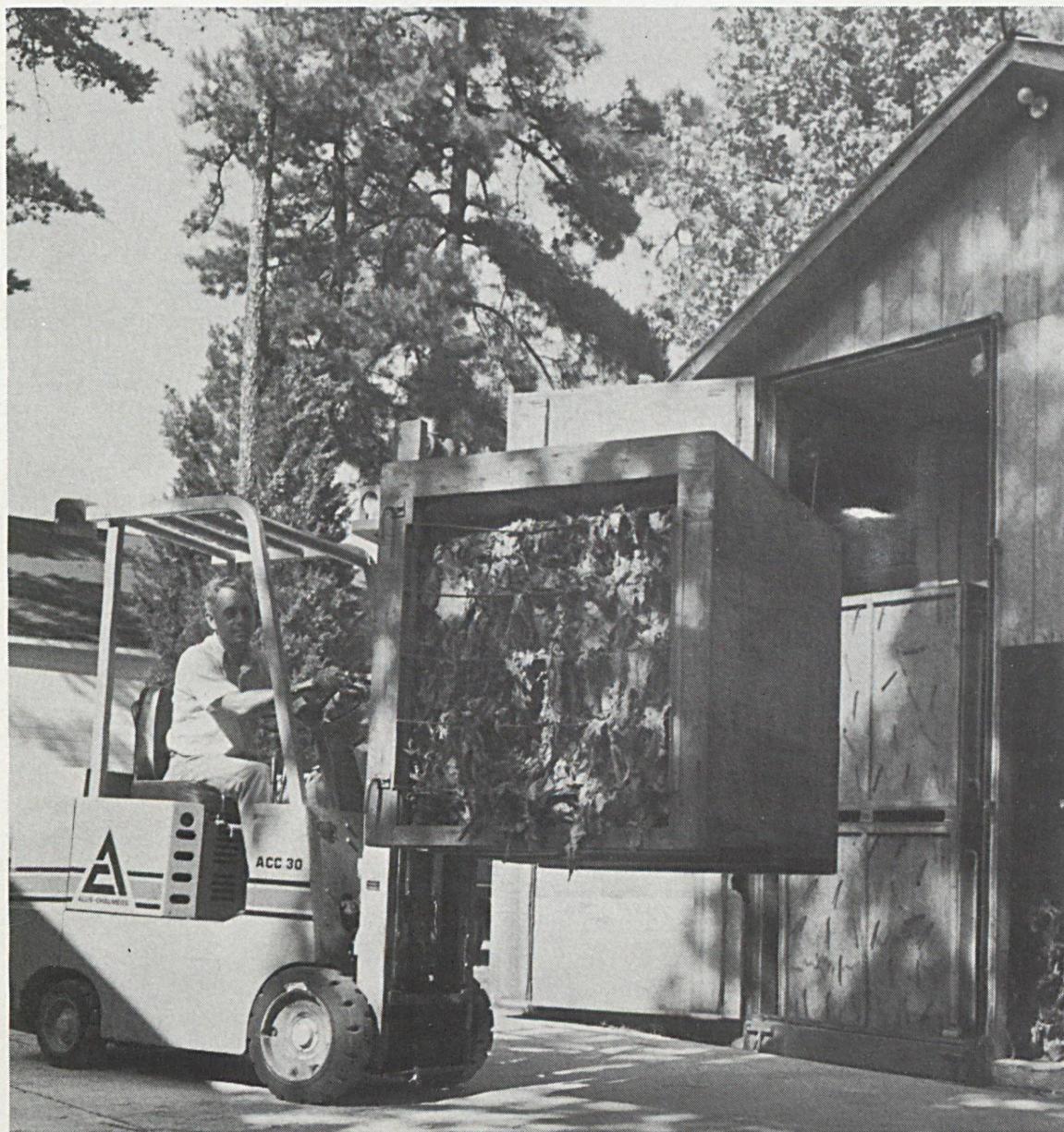
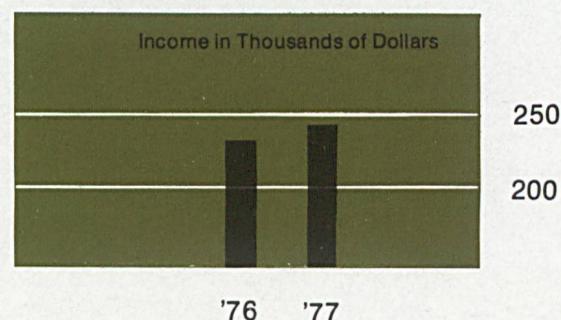
*Control of virus diseases*—This work involves investigations on methods of control of virus diseases of tobacco that are transmitted by aphids. Dr. Guy Gooding, professor of plant pathology, is directing this research.

*Extension Programs*—The Foundation is providing support for the Extension-Research on Wheels program headed by Furney A. Todd, extension professor of plant pathology, and on-farm tests which are under the supervision of S. N.

Hawks and Dr. W. K. Collins, extension professors of crop science.

*Marketing research*—A study is being conducted by Dr. P. R. Johnson, professor of economics and business, and Dr. C. R. Pugh, extension professor of economics and business, on the demand and price structure of flue-cured tobacco.

#### N. C. Tobacco Foundation, Inc.



Studies on energy reduction in tobacco curing are being conducted by Dr. William H. Johnson, professor of agricultural and biological engineering. A reduction of 30% in fuel consumption can be achieved by reclaiming a portion of the heat energy from exhaust air with a cross-flow system as was employed in this specially designed curing barn. This research is funded by the Tobacco Foundation.

## North Carolina State University Alumni Association

By Norfleet L. Sugg, President  
1976-77 Income \$264,478.29

Fiscal 1976-77 was another year of growth for the Alumni Association. Under the leadership of Chairman Frank I. Ballard of Wilmington, the Alumni Loyalty Fund grew 14 percent over the previous year to an all-time high of \$216,226 with 8,900 active members, up from 8,476 in 1975-76.

Matching gift funds and special-purpose gifts increased income to a total of \$264,478.29.

The primary thrust of the Association program continues to be that of service to the alumni and to the University, its students and faculty.

Alumni Weekend 1977, the highlight of the Association's year, was perhaps the most successful ever held. Record crowds attended the Awards Luncheon and other general activities held for the first time in the Jane S. McKimmon Extension and



The best way for an alumnus to keep in touch with his Alma Mater is through alumni club activities. One of our most active clubs is the Wayne County group. Officers elected for 1977-78 are shown above, left to right: George Cline '26, past president; Bob Frazer '62, president; Ray Rouse, III '72, secretary-treasurer; Chancellor Joab Thomas, who spoke at their annual banquet, and Tommy Godwin '48, vice president.



Rep. Morris K. Udall chats with students during the Human Life Symposium, one of several programs the Alumni Association helped to fund in the 1976-77 school year.

### Continuing Education Center.

Regular publications for alumni represent our main contact with our members. *The Stater*, our bi-monthly magazine for alumni, increased in circulation to nearly 13,000 per issue. New feature departments and alumni activities are being added to increase the value of this publication to our members.

"Sportsletter," our weekly report of football and basketball, grows in popularity at a steady rate. It is sent only upon request.

A number of campus-oriented programs were continued, and, in some cases, these endeavors were supplemented and expanded with new programs. For example, the Association continued to maintain numerous student scholarships, the H. W. "Pop" Taylor Student Loan Fund, nine Distinguished Teaching Professorships and two Outstanding Teacher Awards. The first recipients of the John T. Caldwell Scholarships were named.

Additionally, the Association continued to sponsor, through funding, the Annual Concert Tour of the Varsity Men's Glee Club and Symphonic Band, a gift to the D. H. Hill Library for the purchase of special collections, and a modest discretionary fund for the Chancellor.

Further, the Association distributed to each incoming freshman a high-quality notebook binder by way of welcome to the University. This effort met with measurable success and will remain a recurring feature of the Alumni Association's campus programs.

Perhaps the most important new program this year was the formation of State's Student Alumni Associates, an organization funded by the Association but administered by students. With an initial charter membership of 20 students, the SSAA has already elected officers, established operating rules and standing committees and has set some significant goals and objectives for the next school year.

It should be pointed out that the staff and board of directors of the Association have undertaken a study of long-range plans and goals, and for next year, the following objectives have been established:

1. *Publications:* *The Stater* will appear in magazine format as a quarterly publication with a semi-annual tabloid supplement.
2. *Alumni Services:* The major goal here is to expand Club meetings and to present alumni tours which will have education as a major objective.

3. *Campus-Oriented Activities:* It is anticipated that this service aspect will embrace support of the North Carolina Fellows Program, aid to the Graduate Students' Travel Fund and the use of the SSAA to implement a Senior Information Night and a Summer Jobs Program in conjunction with the Career Planning and Placement program.

In retrospect, then, 1976-77 was a year of change and success for the Alumni Association. While both of these aspects are true signs of expansion in terms of service to our alumni and the University, they are likewise symbols of the loyalty and affection our former students feel for Alma Mater.

The N. C. State University Alumni Association

