

OFFICE OF THE PRESIDENT  
NEBRASKA WESLEYAN UNIVERSITY  
LINCOLN, NEBRASKA

August 29, 1957

Dear Friend:

We received a check for \$75.00 today from the General Electric Educational and Charitable Fund. This is an amount which matches the contribution you made to Nebraska Wesleyan during the second matching period of the 1957 Corporate Alumnus Program.

We are very appreciative of your willingness to be of assistance in this way to Wesleyan and as you know, record our gratitude to General Electric for their vision and foresight in encouraging this type of program.

We hope it will be possible for you to get back to the campus one of these days and stop by and visit with me. As you possibly know, I assumed the office of President following the death of Dr. A. Leland Forrest and have been on the job since August 1, 1957.

Thank you again and our kindest personal regards to you.

Very truly yours,

Vance D. Rogers  
President

vdr/wpk

Mr. L. D. Miles  
1499 Keyes Avenue  
Schenectady, New York

# The ALUMNI ASSOCIATION

of

## Nebraska Wesleyan University

Presents

THE NINTH ANNUAL

# ALUMNI AWARDS CONVOCATION

October 30, 1964

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### THE CONVOCATION PROGRAM

Presiding .....	Mr. John C. Gewacke, '28 President, The Alumni Association
Invocation .....	The Reverend Darrel E. Berg, '48
Words of Welcome .....	Dr. Vance D. Rogers President, Nebraska Wesleyan University
Convocation Address .....	Dr. Katherine Boeye Ward, '22 Methodist Missionary to the Orient
Presentation of Awards .....	Mr. Gewacke and Dr. Rogers
Benediction .....	Rev. Berg

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### 1964 Honorees

Col. Bruce E. Keith, '40	Dr. Laurence G. Pickering, '51
Lawrence D. Miles, '25	Virginia Cotton Stoltz, *'35
Mary Champ Peckham, '26	Dr. Katherine Boeye Ward, '22
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Aileen Lawson Williams, '55	Dr. David E. Williams, '54



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On the cover: W. C. Harvey, Jr. and John C. Gewacke are candidates for Alumni Association president. Be sure to vote on the ballot insert.

OFFICERS OF THE ALUMNI ASSOCIATION—President, Donald P. Harrington, Jr. ('51); 1st Vice President, Alden L. Johnson ('50); 2nd Vice President, Beth Stage Newsham ('50); 3rd Vice President, Dwight E. Catlett ('31); Secretary, Thelma Gergens Benson ('27).

Director of Alumni Activities, Karen Norton Cook ('56).

Editor of THE ALUMNUS is Karen Cook.

At the risk of being accused of "always asking for money" I want to emphasize an aspect of alumni support that is of tremendous significance.

In yesterday's mail I received a check for \$1,520. This did not come from an alumnus, not from anyone particularly related to NWU. It was a matching gift by a national corporation made as part of its program of support of higher education.

The formula is quite simple: This company will match, dollar-for-dollar, up to a maximum of \$2,000 in any given calendar year, all gifts made by its employees to an alma mater.

Thus, an alumnus of Nebraska Wesleyan accounted for a total of \$3,040 to his alma mater, but his gift was only one-half that amount. His company matched his initial contribution.

He sent in another check for \$500 just a short time ago. This amount will also be matched by his company.

This pattern of industrial support for institutions of higher education is increasing very rapidly. Hardly a week goes by but that we receive an announcement of a report from a national corporation outlining a matching gift program.

As NWU alums, you can check into this type of gift program with your company. Your gift to your alma mater might be doubled if your company has such a program. And, you will get a thrill out of this kind of support.