

Ozark Visitor



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College of the Ozarks... "Hard Work U.®"

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Point Lookout, Missouri 65726



Dobyns Hall, 1904-1930



The Keeter Center, 2004

PROMISES TO KEEP

In the Fall, We're All Busy Bobcats



Jerry C. Davis, President

Fall semester on most college campuses is extremely busy, and here at C of O, that has certainly been the case this year. Our events calendar shows something happening almost every night of the week. When students combine these extracurricular activities with classes and the work program, they learn a lot about time management and how to plan carefully.

A large part of what has kept us busy this fall has been the opening of our newest building, The Keeter Center. This state-of-the-art lodge, restaurant, and conference center is truly the crown jewel of our campus.

Based on the design of Dobyns Hall, the very first building at The School of the Ozarks in Point Lookout, The Keeter Center offers meeting facilities, luxurious accommodations, and fine dining. We are pleased to have this new addition to the College, and we trust you will come in for a meal or a night's stay next time you're in town. The Keeter Center also houses a barber shop, bakery, and gift shop featuring student-made items.

The Keeter Center opened to the public the week of September 13, and a short eight days later, we welcomed Mike Krzyzkewski, head coach of the Duke University men's basketball team, to speak on our campus. Coach K inspired our students and other visitors alike with his lessons of what we all can accomplish with hard work, good work, and teamwork. He was a great fit with the philosophy and mission here at Hard Work U., and we were privileged to have him here.

You can read about The Keeter Center and Coach K's visit in this edition of the **Ozark Visitor**, as well as other stories of interest. One story that we're very pleased about is that in a recent survey of college students across the U.S., C of O's on-campus radio station was named in the Top 20 Great College Radio Stations. KCOZ FM has

been on the air for many years, and it is nice to see this small but fine radio station receive some of the recognition it deserves.

Also, it's that time of year again—included in this issue of the **Visitor** is the annual gift-giving order form. We have fruitcakes, jellies, mill products, hand-woven items and other gifts available, so get your orders in soon. The holidays will be here before we know it!

Best wishes to all of you, and God bless. All of us at C of O wish you a happy and healthy autumn as we move toward the holiday season and into winter.

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**Incorporated in 1906
as The School of the Ozarks**

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ON THE COVER: A century later, the new reflects the old at College of the Ozarks. The Keeter Center, C of O's newest building, is based on the design of The School of the Ozarks original Point Lookout building, Dobyns Hall. See related stories and photos on pp. 3, 8-9.
Newer photo by Shann Swift

TODAY'S TOP STORY

The Keeter Center Opens Its Doors

By Amanda Levesque

All the hard work has finally paid off. The Keeter Center is now open for business. It opened its doors to the public on September 13, and the ribbon cutting took place the following Thursday, September 16.

Jim Keeter, President and CEO of Royal Oak Charcoal, and his wife Julie, cut the ribbon to signal the official opening of The Keeter Center. Following the ribbon cutting, a large turnout of guests enjoyed tours of the facility and hors d'oeuvres.

Some 150 College of the Ozarks students will staff the Center, serving as clerks, waitresses, or bellhops. The new state-of-the-art structure they work in today has a history that dates back a century.

In 1904, 22 railroad cars loaded down with logs from the disassembled State of Maine building made their way from the St. Louis World's Fair to a site near Branson. A group of physicians who purchased the building from the Fair had it relocated to use as a fishing and hunting lodge.

A century later, armies of eighteen-wheelers carried logs more than 1700 miles to that same site in southern Missouri. The logs would be used for the construction of The Keeter Center, soon to be a living replica of the Maine building, located on the College of the Ozarks campus.

Environmentalists may initially shudder at the sight of the expansive, log structure, but surprisingly the construction of The Keeter Center may have actually improved the environment. The logs used were harvested from standing dead timber. The trees used could have died from a number of natural causes such as lightning strikes, fire, or beetle infestation.

Pioneer Log Homes, located in



Jim and Julie Keeter wield a pair of oversized scissors to "cut" the ribbon at The Keeter Center opening. The facility is named in memory of Mr. Keeter's parents, Ruby and Vester Keeter. Photo by Shann Swift

Victor, Montana, provided the logs for The Keeter Center. Pioneer also provides logs for nationwide outdoor retailer Bass Pro Shops, as well as Branson's own Big Cedar Lodge.

According to the President of Pioneer Log Homes, Jay Pohley, there are several benefits of using this method of harvesting. It is not only less taxing on forests, but getting rid of dead wood eliminates fuel for forest fires and makes way for new growth. It is also more economical for the company providing the logs. Standing dead timber is drier than freshly cut trees, so it can be rotated through production inventory faster, while newly cut timber can take up to five years to dry completely.

The Ponderosa Pine logs used on The Keeter Center were taken from the Payette National Forest in Idaho, the Bitterroot National Forest and

Yak River Country, all located in Montana, and other forests of the Pacific Northwest.

Pohley enjoyed being part of the project. "This is the first time we've ever done anything for an institution of higher education," he said. "The people down in Missouri are very cooperative and very talented...it's been a fun project."

Part of what makes the construction of this history-based building so rewarding is its difficulty. Those involved know it wasn't easy. "On a level of 1-10 in terms of complexity, it was definitely a 10," said Pohley. He also called it one of Pioneer's "biggest and most challenging undertakings."

Although the logs were pre-fitted for The Keeter Center, alterations still had to be made due to minor size differences because of temperature change and aging.

continued on page 16



Student Shayne Robinson demonstrates basket weaving to guests at the ribbon-cutting.

DEVELOPMENT NOTES

Is it Time to Review Your Will?



Rodney Arnold

Out-of-date wills can create hardships, be needlessly expensive, cause family bitterness, and lead to lawsuits.

Wills need to be periodically reviewed. If it has been several years since your last review, now may be a good time to visit the safe deposit box. If any of the following changes have occurred in your personal affairs, I encourage you to review your will to see if it continues to meet your estate

planning goals.

Changes in the law: Massive tax legislation has been enacted over the last several years. Your estate plan may be drastically affected. For bequest provisions to someone other than your spouse, \$1,500,000 can be given free of any estate tax. Last year's exemption amount was \$1,000,000. Currently, the annual gift exclusion is \$11,000 per donor per donee.

Marriage: Your own marriage will certainly require a revision to your will—not only to meet your new respon-

sibilities, but also because the law creates certain new rights and obligations regarding property after marriage. Marriage of a son or daughter can change your plans as well. Do you really want your new son-in-law to inherit your estate? Has one daughter married a wealthy man while another is married to one far less affluent?

Birth: A new child or grandchild always means a will should be renewed. Heirs may have a contingent interest, therefore, should you establish a trust to protect an inexperienced beneficiary? Should you provide funds for your grandchildren's college education?

Death: Does the death of a family member completely change your plan? What will be the tax effects of an unexpected death? Should the shares be changed or a beneficiary substituted?

Divorce: Would you want to change a provision should your son become divorced? How can you protect a grandchild or keep your hard-earned money out of undesirable hands?

Change of Assets: Has your estate increased in value? What are the tax implications? Can you minimize shrinkage with sound estate and tax planning? Do you no longer own the real estate bequeathed to your relative?

Change of Needs: Have your children grown up? Have your assets become a tax burden? Should you make greater use of charitable gifts?

Change of Job or Business: Do you have new pension or profit-sharing benefits? How do these tie in with your overall estate plan? Suppose you have started a new business. What will happen at your death? Who will run it, or will it be sold?

Change of Residence: Does your will conform to the laws of the state where you now reside? Are inheritance taxes greater? How will your estate pay for them?

Charitable Bequests: Has your financial and/or family situation changed so that you now would like to include a bequest to College of the Ozarks or your favorite charity? Would now be an appropriate time to increase your provision for existing charities in your estate plan?

I recommend that your estate plans be reviewed with your lawyer periodically. Family situations change and so do tax laws. Now may be the time to review your will. If I may be of assistance with your estate planning or provide information regarding a provision for College of the Ozarks, please call or write me at the address below:

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NATIONAL PUBLICITY

KCOZ Included as Best College Radio Station in The Princeton Review

By Amanda Levesque

Another part of College of the Ozarks has found its way into the spotlight this year. The College radio station, KCOZ, was listed in **The Princeton Review** among the nation's "Great College Radio Stations."

KCOZ was named one of the 20 top U.S. college radio stations, based on information gathered from student surveys conducted by **The Princeton Review**.



Senior Elisha Stenzel prepares to play some blues for the wide variety of listeners KCOZ targets.

This is the first time the C of O radio station has been listed in **The Princeton Review**. Station manager Jae Jones attributes the honor to the great staff of student workers.

"I don't do any of this alone," said Jones, clasping his hands and leaning back in his black, leather chair. "If I didn't have the talent I have over here, none of this would come off."

Before coming to work at College of the Ozarks in 1985, Jones was involved in sound recording, live performance, and entertainment in general. He started at the C of O radio station as the chief engineer; in 1992 he was promoted to station manager and has been enjoying it ever since. "It's been a very positive experience for me here," said Jones.

KCOZ got its start back in 1967. It began broadcasting as a 10-watt, low-power station out of the Chapel

basement. Now, the station is a 200-watt FM commercial-free station playing a variety of music for a wide audience.

KCOZ plays mostly jazz and blues and also broadcasts the College of the Ozarks Chapel service every Sunday from 11a.m. to noon. Its target audience is anyone from the ages of 19 to 67. The station reaches to Kimberling City, Forsyth, Branson, and Hollister and is on the air from 7 a.m.-midnight every day.

Jones says the station is "truly a learning facility," and is excited that his and the students' hard work is paying off.

"I like students to get as much praise as they can get," he said. "They come in here every day, and it gets hard to stay fresh." Student workers at KCOZ are mostly mass communications majors and serve as music directors, operations managers, and data processors.

KCOZ was a charter NPR (National Public Radio) station from 1970 to the early 90s. Since then, it has been a college-owned, student-operated station.

Because of the combination of good leadership through Jones and the willingness and ability of students to work as a team, KCOZ earned its place in **The Princeton Review**. "We really are like family," said Jones. "When someone falls down, someone else steps in and picks up the slack."



Jae Jones, KCOZ's manager, looks intently at his computer screen as he thinks up more ways to better the radio station.

Photos by Amanda Levesque

A SPECIAL GUEST

Coach Mike Krzyzewski Visits College of the Ozarks®

By Rachel Davis

“Everyone said we’re lucky – I said, who cares?” said Duke University’s Coach Mike Krzyzewski at the College of the Ozarks Leadership Community Convocation. “When you create an environment that communicates trust, you get a chance to be lucky.” Coach K, as multitudes of fans, players, and friends call him, spoke at C of O on Tuesday, Sept. 21, in the Keeter Gymnasium to an audience of more than 3000.



President Davis gives Coach K a Hard Work U sweatshirt.

Photos by Shann Swift

His success in life would indicate that he is, indeed, either a very lucky man or a very talented one – or maybe he is a bit of both.

Named “America’s Best Coach” by CNN and Time

Magazine in 2001, Coach K is not only the head basketball coach at Duke, but also a teacher, author, public speaker, father and grandfather. His accomplishments are varied and plentiful—600 career wins, three national championships, 12 National Coach of the Year honors and induction into the Naismith Basketball Hall of Fame in 2001, just to name a few.

“A person does not become whole until he or she becomes part of something bigger than himself or herself.”

Coach K took a day off from his recruiting duties to visit C of O. He spent the afternoon touring the campus with President Jerry C. Davis, talking to students, and even getting his picture taken in the Ralph Foster Museum’s Beverly Hillbillies car. The picture, he joked, might help him if he recruited in Kentucky, but he probably would not use it when he traveled to Chicago.

He spoke of successful teamwork, maintaining core values and bettering oneself through relationships with others. The ability to implement these principles is the true measure of success, Krzyzewski believes. When he was a child, his parents worked tirelessly to support their family in inner-city Chicago, his mother as a cleaning lady and his father as an elevator operator. “My parents were very successful people,” Coach K said. “It is not their financial status or social rank that will be remembered but their dignity, strength and values.”

“Get on the bus with good people,” he said, recalling advice his mother gave him. “You may not know exactly



College of the Ozarks Concert Band performs Duke University’s fight song in honor of the special guest.

where you're going, but hang with good people." He followed his mother's advice early in life, attending West Point and eventually attaining the rank of Captain in the United States Army.

According to Krzyzewski, building a successful team, whether in a family, church, or sports must involve a foundation of core values. "Life is beautiful because it doesn't stay the same. It's always changing. The constant should be your values," said the Coach.

He must know what he is talking about; no one could deny the success of the teams that he forms every year, with 19 NCAA tournament bids and 74 weeks ranked as the USA's number-one team, Duke's men's basketball team is becoming a legend. Coach K also shared five basic values upon which he builds his teams: communication, trust, collective responsibility, care, and pride.

He used the illustration of a horizontal totem pole to describe the sense of equality and respect he strives to maintain among his players. Before a game, he and his team put their fists together and say, "together." He always tells them, "Win or lose, we're gonna walk off that court together."

His speech was not entirely composed of serious topics and advice, however.

The auditorium frequently rang with laughter as he used personal anecdotes and memories to illustrate his points. He talked freely and dynamically, made light of his own achievements, and proudly wore a Hard Work U sweatshirt over his shirt and tie.

Coach K drew the capacity crowd in and held them spellbound as he recounted the last few seconds of the classic Duke vs. Kentucky game in the NCAA East Regional Finals, played March 28, 1992. Duke won the contest, which some have called the greatest basketball game ever played, 104 to 103 in overtime.

Using pots of mums and ferns set about the stage as reference points, Coach K led the audience through



Coach K's down-to-earth approach at speaking was well-received by the audience.

the final play, which included a three-quarter court inbound pass, one dribble, and shot from near the free-throw line. The shot left Christian Laettner's hands just before the buzzer sounded and landed in the basket to win the game for the Blue Devils.

Krzyzewski also spoke about his involvement with the V Foundation, named for the late Jim Valvano, who coached at North Carolina State. Valvano, who died of cancer, wanted to leave a continuing legacy through a foundation to provide funds for cancer research. Coach K spoke fondly of his deep friendship with the other coach also known for his character and integrity.



With help from C of O student Jordan Couturier, President Davis presents Coach K the traditional basket full of student-made products.

The audience found Coach K's down-to-earth approach to life and to his speech endearing. By abandoning the podium to stand at the edge of the stage, he created a sense of closeness and familiarity with the crowd—not an easy task in a crowded gymnasium. He joked about his heritage saying, "We Polish guys love to belch because we get to relive a good experience over and over," and when he confused C of O's famous fruitcake with shortcake, he laughed at his mistake and referred to it throughout his speech.

"He seemed like the kind of guy I could just go up to and talk with," said Amy Fisher, a student who attended the convocation.

Indeed, the values that Coach K represents truly exemplify the principles that College of the Ozarks revolves around. "Hard Work U," he remarked at the press conference preceding the convocation, "that's what I want my team to be – a hard work team." Just as C of O emphasizes the importance of character, Coach K considers good character to be the most important consideration in his recruitment decisions. "Character is what a human being really is," he said.

As the night ended, Krzyzewski gave one final word about the importance of being part of a team, "A person does not become whole until he or she becomes part of something bigger than himself or herself."

BUILDING THE FUTURE

The Keeter Center Opens for Business:

Editor's Note: When workmen began moving earth in the summer of 1999, The Keeter Center was a two-dimensional set of drawings and nothing more. Now, five years later, it is a reality. Based on the design of Dobyys Hall, the original School of the Ozarks building at Point Lookout, The Keeter Center stands today as a tribute to the College's past and a monument to its future. The photographs on these two pages show the history of the building from start to finish.

Summer 1999: Workers begin moving dirt so the foundation of the new building can be constructed.



June 2002: Both buildings of The Keeter Center start to take on identifiable forms.

(Left) November 1999: The core of the facility begins to take shape.



(Above) Summer 2003: The massive logs which define this structure, based on the old State of Maine building from the 1904 World's Fair, are put into place on the facade.

(Above) Summer 2003: Inside the building, massive logs were also used.

*Photos by
Mary Margaret Lenk*

(Right) Early 2004: The Conference Center section of The Keeter Center, which houses a foyer, auditorium and parlor, looks much as it will when the entire facility is completed.



DREAMS BECOME REALITY

Our Future Pays Homage to Our Past



(Above) Early 2004: Windows in the lodge's interior let light into the structural shell.



(Above) Summer 2003: Student workers finish off part of the ceiling.



(Above) Spring 2004: A student stains an exterior portion of the building.



(Above) September 2004: Dobyys Dining Room, with its hardwood floor and copper ceiling, waits to greet guests at the new building's opening.



(Above) Summer 2004: Landscaping students worked many hours on the outdoor elements of The Keeter Center, including a water feature.



Summer 2004: The back of the restaurant and lodge stands complete.



Memorial Gifts

JUNE MEMORIAL SCROLLS

Ruth Alred from Dr. and Mrs. E. R. Walker
Ruth Asher from Mrs. Nichole Cravens and Mr. and Mrs. Richard Duncan
Gladys Bement from Mr. and Mrs. Walter Lueth
Joyce Caldwell from Mr. and Mrs. Albert L. Martin
Joan Cornelison from Mr. and Mrs. Edward H. August, Jr.
Mrs. J. B. Dunn from Mr. James B. Dunn
Ray C. Hawkins from Mr. and Mrs. Bill F. Wright
Coral Crandall Hodde from Mrs. Kathlyn Flaten
George Hury from Mr. and Mrs. Walter Lueth
Elsa A. Neiburg from Mr. and Mrs. Carl E. Reitz
Albert O'Brien from Mrs. Frances R. Beckner
Albert Oetting from Mrs. Ruth Oetting
John Riddlesperger, III from Mr. and Mrs. Walter Lueth
George C. Roof from Mrs. Linda Wortman, Ms. Linda C. Jamieson, Georgetown County School District, Mr. and Mrs. Samuel M. Pierce, Jr., Six Forks Rescue Squad, Inc., Mrs. Melissa Whit-

field and co-workers, Mr. Ronald L. Roof, Rev. Gary L. Hakes, Mr. and Mrs. Robert Tisdale, Mr. and Mrs. Thad Holley, Mr. and Mrs. Francis Enzweiler, Mr. and Mrs. James W. Chorley, Mr. and Mrs. George Askew, Mr. L. Lyndon Key, Jr., Mrs. Linda M. Johnson, Mrs. Irene Fulton, Mrs. Carrie Hackett, Ms. Susan J. Garmany, Ms. Diana J. Vinal, Mrs. Mary A. Jacobs, Ms. Amy Jones
Patricia R. Sielfleisch from Mr. and Mrs. Carl E. Reitz
Mary E. Swafford from Mr. and Mrs. Truman L. Jefferson
Burdette Swanson from Mr. and Mrs. James R. Swearingen

JULY MEMORIAL SCROLLS

Thea A. Anderson from Mr. Oscar O. Anderson
David W. Brigham, Jr. from Mr. and Mrs. Albert L. Martin
Edna M. Brigham from Mr. and Mrs. Albert L. Martin
Werner Burkardt from Dr. and Mrs. E.R. Walker
ANN DEAN FROM MR. AND MRS. CONRAD MARTIN
Rita Fuchs from Dr. and Mrs. E.R. Walker
A.G. Gilliland from Mrs. Rosemary Gilliland

Dorothy Hanna from Mrs. Nancy L. Rolfes
Coral Crandall Hodde from Mrs. Kathlyn Flaten
HANSEL HUFF FROM MR. AND MRS. CONRAD MARTIN
Marjorie Kingery from Mr. and Mrs. James R. Swearingen
Alice Sipe from Mr. and Mrs. Theodore B. Kelly
MR. AND MRS. CLEMENT SOJOURNER FROM MR. AND MRS. CONRAD MARTIN
JAMES O. WAFER, JR. FROM MR. AND MRS. CONRAD MARTIN, Ms. Alice McDaniel, and Ralph V. St. John
HANK WOOLSEY FROM MR. AND MRS. CONRAD MARTIN
Francis D. Wyatt from Mr. and Mrs. Thomas M. Lepes

JULY HONOR SCROLLS

Kathleen Van Buskirk from Presbyterian Women of Williams Chapel, Mrs. Dorothy S. Mayhew, Ms. Irene S. Lewis, and Ms. Carolbeth True

AUGUST MEMORIAL SCROLLS

Audrey Birk from Mr. and Mrs. Bill F. Wright
G. W. "Brad" Bradford from Mr. and Mrs. Bill F. Wright
Veta Enochs from Mr. and Mrs. Theodore B. Kelly
Ralph C. Feik from Mrs. Charlotte M. Albrecht
Alvena Frere from Mrs. Jo Ann Largen
Gill Gehrenbeck from Reell Precision Manufacturing Corporation
Edward T. Healy from Mr. Vernon V. Healy, Mrs. Ursula T. Healy, Mr. Thomas C. Feeney, Jr.
Coral Crandall Hodde from Mrs. Kathlyn Flaten
Carol Nilson from Ms. Leota Mae Ledford
GEORGE C. ROOF FROM MRS. MYRNA EGGENSBERGER ROOF, Ms. Patricia A. Seewald, and Ms. Deborah Y. Bogan
Donald E. Thomas from Reverend and Mrs. George T. Cobbett, Mr. George F. Moss, Mr. and Mrs. George M. Sallwasser, Jr., Mr. and Mrs. Dennis M. Lawler, Mr. and Mrs. J. Robert Ryland, Dr. and Mrs. James A. Henderson,
Donald E. Thomas from Ms. Marjorie

A GIFT ANNUITY is a means of providing yourself with a guaranteed income for life at the same time you provide financial support for College of the Ozarks. Many friends of C of O over the years have created Gift Annuities which eventually result in a gift to the College as a Memorial to themselves or friends and relatives that they may designate.

In brief, you give C of O a specific sum of cash, securities or other property. In consideration of this gift C of O guarantees to pay you a fixed annual income for life. This income is based on the amount of your gift and your age (ages) at the time the gift was made. If you are considering a survivor beneficiary or a two-life gift annuity the income is based on the information for both lives. At the time of your death the principal of your gift is used in support of our program here at Point Lookout.

The Gift Annuity offers many advantages as a way to make a contribution. It insures a guaranteed, fixed annual income for life, and in the year you make your gift a large percent is deductible from your Federal Income Tax Return as a charitable contribution. If the deduction exceeds the amount allowed by law in any one year, you may apply the deduction over a period of as many as five years. In addition, a large portion of your annual income from the annuity paid to you by C of O will be tax free. It frees you of any management or investment worries, and you will have the satisfaction of knowing that you have contributed to the education of young men and women who otherwise could not aspire to a college degree.

SPECIAL RECOGNITION

Employees Honored at Annual Assembly

By Rachel Davis

On August 16, 2004, much of the world watched the Olympic Games in Athens, Greece. In a celebration of talent and many years of hard work, the world honored a few select athletes who persevered through tough times to reach their goals.

That same day at Point Lookout, Missouri, College of the Ozarks honored another group of individuals, also in recognition of many years of hard work. These people did not swim a hundred meters in record time or leap around the court in a dynamic round of tennis. Instead, they work in classrooms struggling to make a concept clear and interesting to students; they work many hours in offices around campus to keep the College running smoothly.

President Jerry C. Davis decided that it was time to find a way to thank those people. "Last year, we made a goal to recognize those who have served the College for many years," said Davis. "This fall we wholeheartedly gave the pins to show our appreciation for their hard



30-year pin holders from left to right (back row): Herb Keith, Damon Vincent, Mayburn Davidson and Roy Johnson; (front row): Bob Keeney, Marilyn Graves, Mary Elizabeth Bradley, Jayme Burchett, Stephen Kneeshaw and Howell Keeter. Not pictured: Nancy Anderson, Bill Curtis, Floyd Alan Curtis, Ruth Raley, and Richard Sanders.

work." A national committee may not recognize their accomplishments, but they certainly deserve to be honored for their world-class performances.

This year a C of O tradition began with the awarding of gold and diamond pins to long-standing faculty and staff at the annual College Assembly. Adorned with one, two or three diamonds to represent the individual's years of service, these pins are a small way to thank these people who have dedicated so much to C of O.

Some of the awardees admit that they had not envisioned spending their career at the College. "I told my wife we'd stay there two years," said Mayburn Davidson, Dean of Work, "and two years became 20, then 30."

So why did they stay? Mary Graham, whose pin bears two diamonds, says that influencing the lives of students is one of the most satisfying parts of leading the French program. "I have had a great opportunity to

help students broaden their perspectives," she said.

Over the years, these people have helped with many changes that have transformed the school. Bob Keeney, who has worked for the Electronics department since 1973, has brought about many of these changes, such as wiring the campus for computer systems. "You can just see how things have evolved," Keeney said. "At times you have to learn a whole new system."

With all of the changes--technological, societal, cultural--the only constants on campus were the faces of those faculty and staff members. For years, they have dedicated themselves to making C of O a better school. These worthy people did not receive gold medals, like the athletes at the 2004 Olympic Games. However, they did receive gold pins, and by that they may know they are valued and appreciated. What they have done does matter.

MEMORIAL GIFTS

A. Vallier, Mr. Eric W. Lange, Mr. and Mrs. Donald C. Rambadt, Mr. and Mrs. Robert C. James, Ms. Betty L. Wisland, Mr. and Mrs. William A. Lange, Mr. George C. Meier, Mrs. Shirley P. Rumer

Turk Wade from Dr. and Mrs. E. R. Walker

Modena Whitney from Dr. and Mrs. Richard L. Kent

AUGUST HONOR SCROLLS

Ruth Jones and John Edsall from Miss Mary Anna Smith, Miss Kathleen R. Wilson

NAMES IN CAPITAL LETTERS INDICATE GIFTS OF \$1,000 OR MORE.

WORKING FOR YOU

Fruitcake Kitchen Undergoes Extreme Makeover

By Naima al Qantarali

The home of one of C of O's oldest traditions has undergone a makeover. The Fruitcake and Jelly Kitchen was remodeled over the summer, giving the popular tourist destination on campus a brand new look. Much has changed since the beginning of this campus classic.

In 1933, home economics teacher Annabelle McMaster pioneered the kitchen that now delights visitors with its traditional cakes and jellies. McMaster developed the fruitcakes during the hard days of the Depression as a gift for those who had helped the school. The recipients of the cakes were impressed, and from that moment on, the fruitcakes found their way into the hearts of the College's friends.



Students mix the batter, based on a 71-year-old recipe, for C of O's fruitcakes.

More than 70 years later, McMaster's humble recipe has grown to be a true classic. Mynette Ulrich now runs the kitchen, with assistance from Virginia Sanders. Thousands of cakes are baked, stocked, and shipped from January to October.

Once November arrives, the two staffers and their 24 student workers get ready for the holiday season. The kitchen crew moves downstairs to the basement, which looks like Santa's workshop. The basement is adorned with Christmas decorations, and the students work as though they are Santa's elves packaging the cakes.

Before renovations, the kitchen had an entrance that looked more or less like a back door with uninviting stairs. "Now, we have this beautiful entrance with flowers and plants in front," said Ulrich. "But the most important thing is that we got rid of the stairs. The entrance now gradually slopes up and is disability friendly."



Supervisors Mynette Ulrich and Virginia Sanders, along with their student workers, produce thousands of fruitcakes, jars of jelly and apple butter each year.

C of O construction workers tore down part of the building and worked for two months to rebuild and remodel. The kitchen lost storage space because of the new entrance. "But, it was worth it," said Ulrich, with a big smile.

Throughout history, the Fruitcake and Jelly Kitchen has provided a workstation for many students and delicious souvenirs for countless visitors. Even though the Kitchen now looks different, it remains a historical part of the campus.



The new entrance to the Fruitcake and Jelly Kitchen includes landscaping, handrails, a ramp (rather than stairs) for visitors to use and attractive landscaping. There is also a parking lane for tour coaches adjacent to the building.

Photos by Naima al Qantarali

HOLIDAY GIFTS

from College of the Ozarks®

A holiday tradition—the always delicious C of O Fruitcake.

The ideal gift for everyone on your list is prepared with the finest ingredients and is available in these popular sizes:

1 lb.	\$16.50
2 lb.	\$22.00
3 lb.	\$26.50
6 mini fruitcakes (4 oz. each)	\$20.50

Assorted C of O Gift Boxes...

Two 1 lb. packages of summer sausage.

GB1 \$16.00

One pint jar of apple butter, a 1 lb. package of C of O summer sausage and a 1 lb. fruitcake.

GB2 \$24.00

One pint jar of apple butter, a 1 lb. package of C of O summer sausage and a 2 lb. Mill product of your choice. Specify mill choice.

GB3 \$19.50

Two 1 pint jars of our mouthwatering apple butter just right for topping a piping hot roll.

GB4 \$15.00

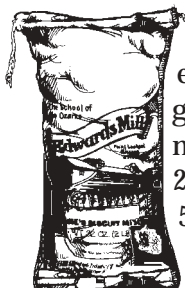
Delicious 1 lb. Fruitcake packed with two 1-pint jars of apple butter.

GB5 \$23.50

Two 1 pint jars of apple butter and a 2 lb. Mill product of your choice.

GB6 \$19.00

From Edwards Mill...



A tradition of milling excellence. Discover the goodness of whole grain meals and mixes.

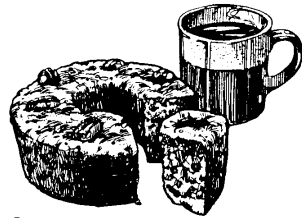
2 lb. Mill products *

5 lb. Mill products *

25 lb. Mill products *

* Prices vary.

See list on order blank.



Direct from our Jelly Kitchen...

Gift box assortment of four delightful 1/2 pint jars of jellies, preserves and apple butter. For even more flavor, try the 8-pack or case of twelve.

4J—Four assorted 1/2 pint jars of jellies, preserves and apple butter \$19.00

8J—Eight assorted 1/2 pint jars of jellies, preserves and apple butter \$29.00

1JYPR—Twelve assorted 1/2 pint jars of jellies, preserves and apple butter. . \$42.00

1PTAB—Twelve one pint jars of apple butter \$57.00



Williams Memorial Chapel Christmas Cards

Full color 5 x 7 Christmas cards feature a reproduction of Missouri artist Charles Summey's Williams Memorial Chapel painting. Envelopes included.

Sentiment: *May God's richest blessings be upon you and yours this holiday season. Merry Christmas!*

Set of 12 \$12.00 (shipping included)

Williams Memorial Chapel Note Cards

Note cards as shown above. Blank inside. Envelopes included. Full color 4-1/4 x 5-1/2

Set of 12 \$6.50 (shipping included)

Still Available...

From the Ozarks' Oven...

Edwards Mill Cookbook features nearly 200 recipes tested using products from our own Edwards Mill. Cookbook also includes history of Edwards Mill. **Spiral bound \$8.00**

Flight of the Phoenix

A biography of College of the Ozarks. Nearly 600 pages including dozens of photographs. **\$6.50 SC \$7.00 HC**

Bransonopoly

A new take on an old favorite! Play the famous board game with C of O and the surrounding Branson/Tri-Lakes area as its setting. **\$30.95**

Holiday Gift Order Form 2004

College of the Ozarks Order Department • Point Lookout, Missouri 65726
417-334-6411, ext. 3395 or Email: fruitcake@cofo.edu

Quan.	Items	Price	Total
Famous C of O Fruitcakes			
_____	1F 1 lb. fruitcake	\$16.50 ea.	_____
_____	2F 2 lb. fruitcake	\$22.00 ea.	_____
_____	3F 3 lb. fruitcake	\$26.50 ea.	_____
_____	6MF 6 mini fruitcakes in a gift box (4 oz. each)	\$20.50 bx.	_____

Jellies and Preserves			
_____	4J Four 8 oz. jars, assorted jellies and preserves	\$19.00 bx.	_____
_____	8J Eight 8 oz. jars, assorted jellies and preserves	\$29.00 bx.	_____
_____	1JYPR Twelve 8 oz. jars, assorted jellies and preserves	\$42.00 bx.	_____
_____	IPTAB Twelve 1 pint jars apple butter	\$57.00 bx.	_____

C of O Hand-Woven Items

(circle color of your choice)

_____	700 Placemats "Lovers' Knot" pattern (set of 4) white, ivory, cream, ecru, or forest green	\$31.00	_____
_____	710 Placemats "Rosepath" pattern (set of 4) white, ivory, cream, ecru, or forest green	\$31.00	_____
_____	720 "Mug Rug" coasters "Rosepath" pattern (set of 4) white, ivory, cream, ecru, or forest green	\$14.00	_____

C of O Gift Items

_____	CARDS Chapel Christmas Cards 5 x 7 Full Color (set of 12)	\$12.00	_____
_____	NOTES Chapel Note Cards 4-1/4 x 5-1/2 Full Color (set of 12)	\$6.50	_____
_____	951S Edwards Mill Cookbook Spiral bound – 173 pp.	\$8.00 ea.	_____
_____	FLIGHT OF THE PHOENIX— A history of College of the Ozarks		
_____	950H Hard Cover	\$7.00 ea.	_____
_____	950S Soft Cover	\$6.50 ea.	_____
_____	SIFE Bransonopoly *	\$30.95 ea.	_____

*Limited Supply

Quan.	Items	Price	Total
C of O Gift Boxes			
_____	GB1 Two 1 lb. packages of summer sausage.	\$16.00 bx.	_____
_____	GB2 One pint of apple butter, 1 lb. of summer sausage 1 lb. fruitcake	\$24.00 bx.	_____
_____	GB3 One pint of apple butter, 1 lb. of summer sausage 2 lb. Mill product choice	\$19.50 bx.	_____
_____	GB4 Two 1 pint jars of apple butter	\$15.00 bx.	_____
_____	GB5 1 lb. fruitcake with two 1 pt. jars of apple butter	\$23.50 bx.	_____
_____	GB6 Two 1 pint jars of apple butter, 2 lb. Mill product choice	\$19.00 bx.	_____

Edwards Mill Products

(Please check products of your choice)

TWO POUND sacks

Choice of the following **\$9.00 ea. – any 2/\$15.00**

17 Yellow Cornmeal	_____
16 Whole Wheat Flour	_____

Choice of the following **\$10.00 ea. – any 2/\$16.00**

10 Yellow Grits	_____
15 Pancake and Waffle Mix	_____

Choice of the following **\$11.50 ea. – any 2/\$18.00**

13 Funnel Cake Mix	_____
19 Hubie's Biscuit Mix	_____

FIVE POUND sacks

61 Yellow Cornmeal	\$12.50 ea.	_____
54 Pancake and Waffle Mix	\$14.00 ea.	_____
59 Hubie's Biscuit Mix	\$15.50 ea.	_____

TWENTY-FIVE POUND sacks

85 Yellow Cornmeal	\$28.00 ea.	_____
82 Pancake and Waffle Mix	\$35.00 ea.	_____
80 Hubie's Biscuit Mix	\$41.00 ea.	_____

Order Blanks

It's time to start thinking about shopping for Christmas 2004. College of the Ozarks is again pleased to offer an outstanding collection of gift items, including our famous fruitcakes, jellies, Edwards Mill products and summer sausage from our processing plant.

Why not take a few minutes to select your items from the list on the opposite page, and send in your order? By mailing your order early, you'll avoid the holiday rush and guarantee that when Christmas comes, you'll please everyone on your list! If you use the enclosed envelope, please write "Attention: Order Department" on the cover.

Please print. Please return entire form.

Your Name _____ Email address _____

Your Address _____ Daytime telephone _____

City _____ State _____ Zip code _____

Orders will be filled promptly and mailed to any address you request. Satisfaction guaranteed. Gift packages include a special note stating that you are the sender and YOUR greeting, when requested. Please tell us your preferred arrival date. Gift orders from commercial firms are welcome. Our prices include shipping and handling within the continental United States. Overseas shipping charges, including Alaska and Hawaii, will be billed to the ordering party. Prices subject to change without notice.

Make checks payable to: **COLLEGE OF THE OZARKS**

Use forms below for gift items you want sent to friends or relatives...

To: Name _____

Address _____ Telephone _____

City _____ State _____ Zip code _____

Gift Description _____

Greeting you wish to accompany gift: _____

Ship to arrive ☐ Now ☐ By Thanksgiving ☐ By Christmas ☐ Other (date) _____

To: Name _____

Address _____ Telephone _____

City _____ State _____ Zip code _____

Gift Description _____

Greeting you wish to accompany gift: _____

Ship to arrive ☐ Now ☐ By Thanksgiving ☐ By Christmas ☐ Other (date) _____

Extra gift orders?

Use additional sheets if necessary.

Orders received by December 1 will be processed for shipment before Christmas.

(Note: Orders shipped out of the U.S., allow at least 8 weeks for delivery.)

ORDER SUMMARY

Total of orders pg. 14 \$ _____

Missouri Residents add
2.975% Sales Tax \$ _____

Total amount enclosed \$ _____

Some of the logs used on The Keeter Center are over 40 ft. in length and weigh more than a ton. C of O carpenter Chris Jamison worked with the logs and found the process quite daunting but equally satisfying. One of the biggest issues while installing the logs was safety. "You didn't dare have anyone walk underneath you," said Jamison. "It was tedious and very time consuming, but people are going to drive by and say, 'Wow, what's that? That's C of O, that's Hard Work U®.'"

After five years and a huge collaboration of resources, construction is now complete. The Keeter Center offers complete convention, reunion, banquet, and reception facilities as well as Dobyns Dining Hall, a beautiful 275-seat restaurant, which fea-

After five years and a huge collaboration of resources, construction is now complete.

tures some of C of O's many student-made products.

"We are so pleased to be returning a piece of Missouri history to the Ozarks," said Jerry C. Davis, C of O president. "The State of Maine building was the original School of the Ozarks building at Point Lookout, where it was known as Dobyns Hall."

The Hall was named for Dr. William Ray Dobyns, who was Chairman of the Missouri Synod Home Missions Committee of the Presbyterian Church, under whom James Forsythe worked on his dream of beginning a school for needy

Ozarks children. After The School of the Ozarks opened in 1906, Dobyns served as President of the Board of Trustees from 1907-1921.

"The original structure burned in 1930, but 100 years after it was first built, College of the Ozarks is honoring its memory with this beautiful new structure," said Davis.

For information on booking weddings, meetings or other occasions at The Keeter Center, call Events Coordinator Chris Burgess at (417) 239-1900.

For all other information, contact Tom Healey, general manager, at the same number.

C of O Again Named One of The Princeton Review's Best

By Tamra Corbin

College of the Ozarks was recently featured in the 2005 edition of **The Princeton Review's** college guidebook, **The Best 357 Colleges**. According to **The Princeton Review**, a nonprofit organization known for its services to students preparing to enter college, C of O is one of the best schools in the nation for undergraduate education. Since the year 2000, C of O has been featured annually in **The Princeton Review's** college guidebook.

The honor of being featured in the prestigious guidebook was awarded to only a small select group of the nation's colleges. "We regard the schools in this book as 'the cream of the crop' institutions for undergraduate education," said Robert Franek, vice president of guidebook publishing at **The Princeton Review**. "Each one offers an outstanding academic program, and only about

15% of the four-year colleges in America and only two Canadian colleges are in **The Best 357 Colleges**."

The College of the Ozarks received several high marks on the ranking lists in **The Best 357 Colleges** – 2005 Edition. C of O was ranked number 20 on the "Great College Radio Station" list, number 10 on the "School Runs like Butter" list, number four on the "Town-Gown Relations are Good" list and number 14 on the "Students Pray on a Regular Basis" list. The College was also recognized for its low drug and alcohol use.

College of the Ozarks is featured in a two-page profile in the new guidebook. The profile includes information about academics, financial aid, comments and reports from students, and statistics about campus life.

For more information on **The Princeton Review** or College of the Ozarks rankings, you can visit their website at www.PrincetonReview.com.

College of the Ozarks®

P.O. Box 17

Point Lookout Missouri 65726



Incorporated in 1906 as The School of the Ozarks

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