

Ozark Visitor

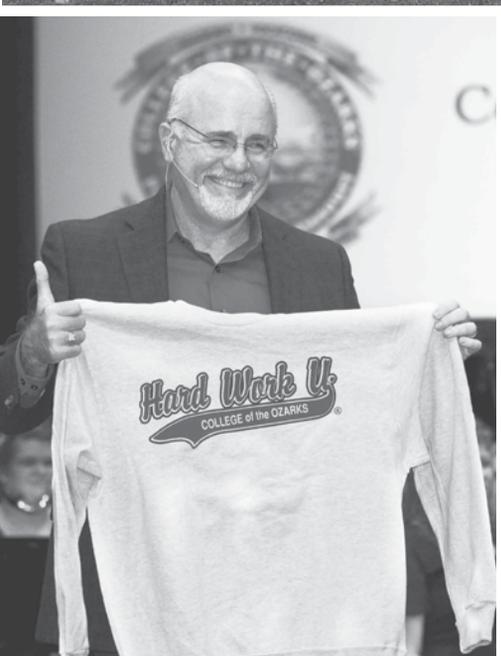
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College of the Ozarks... "Hard Work U.®" • www.cofu.edu • Point Lookout, MO 65726



**Financial Expert/Author
Dave Ramsey
Visits "Debt-free U."**

PROMISES TO KEEP

An Education for Life



Jerry C. Davis, President

During her visit to College of the Ozarks, former Prime Minister of Great Britain Margaret Thatcher said, "The education that you get here [at College of the Ozarks] is not only an education or a qualification for a degree; it is an education for life." For more than 100 years, the College has been committed to educating the head, heart, and hands of young people. The result is an "education for life." Students receive rigorous academic training in one of over 40 majors of their choosing. They benefit from Christian teaching in chapel, student activities, and class. Additionally, through working a campus job, they learn the value of hard work by investing sweat equity into their education.

The College's commitment to education does not end there, however. There are numerous other ways that the College prepares its students for life. Financial stewardship training has become an essential part of the educational process. From the moment students enter College of the Ozarks, they are taught to avoid debt, especially student loans, and to work, not borrow, for things such as a college education. Students also have the opportunity to take the finan-

cial stewardship class "Foundations for Life and Money," a curriculum written by well-known, Christian financial advisor and author Dave Ramsey.

Given the College's commitment to teaching financial stewardship, it seemed appropriate to invite Mr. Ramsey to speak to students, and he accepted the invitation. During his presentation on October 4, Mr. Dave Ramsey shared on leadership and entrepreneurship and provided students with great information to enjoy a debt-free life. You may read more about Mr. Ramsey's visit on pages 8-9. College of the Ozarks models what it teaches; the institution has not had debt of any kind since 1989.

What else does an education for life include? It includes training to be a good citizen, honoring the nation and its military, and being civic minded. Over the past two years, College of the Ozarks students have accompanied WWII Veterans to European and Pacific battle sites. The Patriotic Education Travel Program does what no history book can do. It offers students a life-changing experience that causes them to view the nation, American flag, and Veterans with deeper appreciation and to become better citizens.

The most recent trip was taken in June. On pages 6-7, you may read what student Cailin Casey wrote about her experience accompanying six Veterans to France, Belgium, Luxembourg, and Germany. In December, another group of students will escort Veterans to Pearl Harbor for the 70th Anniversary, making a total of more than 130 students who have traveled with Veterans to historic battle sites.

The vision of College of the Ozarks is to develop citizens of Christ-like character who are well-educated, hard-working, and patriotic. In that process, students receive an "education for life." Please enjoy reading the fall 2011 issue of the *Ozark Visitor*.

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

Founded by an early Presbyterian missionary, College of the Ozarks is an interdenominational, Christian, four-year, work college.

The College does not discriminate on the basis of sex, race, color, age or ethnic origin, in its educational programs, activities, or employment policies.

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Hard Work U.®**

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CAMPUS UPDATES:

New Deans Named

College of the Ozarks recently named Dr. Eric Bolger as Dean of the College and Dr. Sue Head as Dean of Character Education.

Dr. Bolger taught philosophy and religion courses at the College as a full-time faculty member from 1992-2010. He served as the Division Chair of Humanities from 2001-2010 and coordinated two Higher Learning Commission self-studies for the College. Additionally, Dr. Bolger has been the College's Director of Strategic Planning since 2001.

He received his B.A. in chemistry from the University of California, San Diego, M. Div. and Ph.D. (Old Testament) from Trinity Evangelical Divinity School, and a Doctor of Worship Studies from The Robert E. Webber Institute for Worship Studies.

Prior to becoming the academic dean, Dr. Bolger served as Assistant Dean of the College for one year. He officially began his position as Dean of the College on June 1, 2011, replacing long-time Dean, Dr. Marilyn Graves, who now serves as the Special Assistant to the President for Athletics.

Dr. Bolger's duties include overseeing the College's academic programming and ongoing strategic planning process, the Registrar's office, college library, and the Child Development Center.

Dr. Sue Head has served as the Executive Director of The Keeter Center for Character Education since 2004. In that position she spearheaded the character education initiative First PLACE!, developed the S. Truett Cathy Poverty Summit, and helps oversee the Patriotic Education Travel Program. Dr. Head also coordinates the



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Spring Forum and Community Convocations, as well as *The Keeter Report* publication.

Dr. Head received a B.A. in communication from Vanderbilt University, an M.A. in organizational leadership from Evangel University, and an Ed.D. in higher education management from the University of Pennsylvania.

As Dean of Character Education, she will continue overseeing her current duties. Additionally, Dr. Head is conducting a feasibility study for a proposed college preparatory lab school.

Feasibility of Lab School Explored

College of the Ozarks is determining the feasibility of opening a college preparatory lab school. The new secondary level school would reflect the College's philosophical views by interweaving a biblical worldview, character education, and patriotism into rigorous academic curriculum grounded in the Great Books.

Dean of Character Education Dr. Sue Head has been charged with researching and creating a framework for a secondary level school that could eventually serve as a model to other colleges and communities. She visited several successful private schools over the summer and gathered "best practices" as part of her study.

"In keeping with the College's mission and vision, we hope to serve students in our area who seek a challenging curriculum with an intentional threading of service learning and work," Dr. Head said. "The College was founded as a work school over 100 years ago, and the new school would reflect the values of the founders."

The proposed lab school would offer area youth the opportunity of an affordable, quality, Christian education with innovative programming, service learning, and small class sizes.

The feasibility study, which began in April, is to conclude in October with a presentation to the College's Board of Trustees.

Dear Friend,

On behalf of the students at College of the Ozarks, thank you sincerely for your financial support. You have given generously (whether cash, stock, real estate, or other possessions) to help us continue fulfilling the College's mission of providing a quality, Christian education for deserving young people.

While some of you have made donations, others have included College of the Ozarks in your estate plans. Many have named College of the Ozarks as the beneficiary of charitable trusts, life insurance policies, or IRA accounts. All of these gifts--whether current or deferred--inspire within us a keen sense of gratitude, not only for your generosity but also for your expression of confidence in what we do.

We realize there are numerous causes and organizations that compete for your charitable interests, and this makes us even more grateful for your support. You honor us with your gifts.

We do not take your generosity for granted. We will be responsible stewards of the resources with which you bless us. You honor us, and we desire to honor you by ensuring College of the Ozarks is all that it should be, both now and in the future.

Again, thank you for every gift--past, present, and future--to College of the Ozarks. We are working hard to be worthy of your trust.

May God continue to richly bless you and College of the Ozarks.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry C. Davis". The signature is fluid and cursive, with a prominent "J" and "D".

Jerry C. Davis, President

FARM TO TABLE: WHAT'S GROWING ON?

By Ashley Bench

Last year C of O revived a special part of its agricultural legacy. With six 50 x 15 ft. plots, the new vegetable gardens thrived. Students grew enough tomatoes, green beans, broccoli, cabbage, and bell peppers to provide Doby's Dining Room with a taste of fresh vegetables. All the veggies received a splendid response, and the demand increased.

Due to such a positive response, Dan Swearingen, Manager of Farm Operations, and David Ray, Director of Landscaping, decided to expand the size of the garden in order to meet the needs for garden fresh veggies at Doby's Dining Room. This year, the garden more than doubled in size with six new 100 x 15 ft. plots, satisfying Doby's customers with a better variety and more garden fresh vegetables.

The garden not only expanded in square footage, but in the variety of vegetables. Last year's list of veggies grew to include another variety of tomato, sugar snap peas, onions, carrots, red and yellow beets, okra, hot peppers, and cucumbers. The Keeter Center had to make cucumbers into pickles because of overabundance. Nothing went to waste. "We start out planting in the green houses," said David Ray. "This is done in order to stagger the growth of plants so Doby's has vegetables all season without wasting."

Students start seeding tomatoes and peppers in the greenhouses in March and green beans around April. Once the seedlings are ready, students begin by planting them in the garden. Six weeks later, more seedlings are planted and the cycle continues. This staggering process is completely natural and provides the gardeners an efficient way to produce more vegetables throughout the year.



Keeter Center and Landscaping student workers display a crate of vine-ripened tomatoes from the garden. Back row, from left: Elizabeth Annie Anderson, Jael McElvain, and Leah Hutcheson. Front row, from left: Bryanna Pearman, Katie Dudenhoeffer, and Becca Huff.

Since the implementation of the six new garden plots, larger than the previous plots by 50 feet in length, Doby's Dining Room customers are more pleased than ever. "The fried green tomatoes are delish," said cus-

tomers Judy Comstock. "The enjoyment of the garden vegetables results from a crew of hard-working students. During spring and summer months, students grow and harvest 12 gardens full of vegetables. "Every day our crew tends

"Every day our crew tends to the garden," said Landscaping student worker Alexis Schields. "We enjoy our job because making customers happy at Doby's is worth the effort."

tomater Judy Comstock. "We are farm people, so we know what fresh is. And this is definitely fresh."

The abundance of fresh vegetables gives Doby's the opportunity to offer new items to the menu, such as the "Vegetable Garden Platter." This assortment of grilled and steamed seasonal vegetables, directly from the garden, is coated with light lemon vinaigrette and served with Lavosh flatbread. "This is an excellent dish to choose for lunch or dinner," said Assistant Restaurant Manager Clint Teders. "We have many guests who have thoroughly enjoyed our fresh veggies."

to the garden," said Landscaping student worker Alexis Schields. "We enjoy our job, because making customers happy at Doby's is worth the effort."

Students at College of the Ozarks enjoy serving the public freshly-grown vegetables. After the daily harvest of vegetables, garden workers also clean, crate, and deliver vegetables to the Doby's kitchen. Through the garden, students learn to efficiently use resources while learning the meaning of hard work and the art of growing vegetables.

OUR VETERAN TREASURES

All Gave Some, Some Gave All



All gave some; some gave all. Veteran Bill Kamsler places flowers at a fellow soldier's grave.

Editor's note: Eighteen College of the Ozarks students accompanied six WWII Veterans to battle sites in France, Belgium, Luxembourg, and Germany June 2-16. The Veterans who went on the trip served in either the battles of D-Day, the Air Campaign, or the Battle of the Bulge. This trip was part of the College's Patriotic Education Travel Program, whose mission is to educate younger generations about the sacrifices of American soldiers so that their stories will never be forgotten.

By Cailin Casey, student guest writer

When I returned home from my trip accompanying Veterans to European battle sites, my eyes had a brand new focus. Now when I think of those familiar, iconic images of American freedom—the crack in the Liberty Bell, the flame of the Statue of Liberty, and the stars and stripes of our flag—they represent to me the good that overcame the evil. They represent our foundational values and the people that fought for them. Those individuals stood firm, unyielding like the Statue of Liberty, torch aflame, and rescued the storm-tossed victims of fascist oppression.

The fabric of our nation was sewn in times of oppression and revolution against tyranny. I am blessed to live in a country with the moral fiber to protect my God-given freedoms, and I am blessed to have met and accompanied six American WWII Veterans to historic battle sites in Europe.

My Veteran was Mr. Ned Knapp, a quiet, soft-spoken man from Little Rock, Arkansas, who has a sweet

smile and a big heart. He served in the 75th Division and was chosen to lead an attack up La Roumiere Hill at the German border. He was sent up the hill and ordered to walk until he was fired at, then hit the ground, and wait for help that would be sent for him. Mr. Knapp wasn't a huge fan of that plan, but an order was an order, and he did as he was told. In just two attempts up this hill (that rises at an incredible slope), Mr. Knapp was the first to reach the top, and La Roumiere Hill was won for the Allies. Standing there once again for the first time in 67 years, he told us the story of how his company took that hill. It was an honor to get to know Mr. Knapp, to be one of his assigned students, and to have the rare opportunity to hear his first-hand account.

When I returned from the trip, I sat down to type up the daily journal that I had kept, documenting the experience, to turn into the College. I spread the treasures I brought back out before me—sands from the beaches of Normandy, brochures, my notebook filled with the stories the Veterans had shared with me, and my video camera full of cap-



C of O students Shirley Rash, Cailin Casey, and Trevor Hicks with Veteran Ned Knapp at La Roumiere Hill

tured moments I'd never dreamed possible. I stared down at them, remembering all those moments that gave me an enhanced sense of patriotism, realizing just how inspired I had become. I knew that a journal just wouldn't cut it, so I spent the summer writing a book.

The book, *Twice as Brave*, features a collection of stories based on the experiences of six American Veterans of World War II. Each story is told from beginning to end, but with the experiences of others in between to illustrate that all contributed a part, and that each part was paramount to the success of the Allies and the preservation of life and liberty across the globe. The following is an excerpt.

"One of the first things I noticed about the Ardennes Forest was the thick covering of pine needles on the forest floor. They cushioned my feet and put a spring in my step. Subsequently, I momentarily pictured this floor buried beneath a couple feet of snow. I watched the gold sunlight spill through the green rushes of pine needles the trees held high. The light illuminated the green of the moss that blanketed rocks and roots and made those inches of fallen needles glow yellow. Only 67 years ago, my eyes would have seen only gleaming white and the spilled red. The gray sky surely would not have lent light to give joy to the eye.

Standing in the Ardennes, if you look out just as far as your eye can see, your eye no longer focuses on



Some of our Veteran heroes (from left): Lou Rabesa, Ned Knapp, Andy Anderson, J. Bryan Sperry, Bill Kamsler, and John Primerano.

individual trees; you see something of a wall of tree bark. Thousands of trees stand tall and uniform, straight and unyielding, as proud and resolute as the GIs within that forest not long ago. Looking into the distance, the trees all seem to become one.

Apart from the Veterans and my friends, the forest was quiet and tranquil, and if forests had personalities, I would say the Ardennes was peaceful and silent in spite and defiance of a much louder time. At first glance, a foxhole is a famous hole in the ground. A tourist can stand in them for photos and

comb them over for shrapnel and other war relics. Sixty-seven years ago, a foxhole was a soldier's closest thing to home, their bed, and their couch in the sitting room. It was the

Sixty-seven years ago, a foxhole was a soldier's closest thing to home, their bed, and their couch in the sitting room.

place they left and hoped to forget, or the place they died and will never be forgotten. With all of this in our hearts, my fellow students and I moved gently about this hallowed ground preserving memories."

Since my return, I have dedicated much of my time to preserving the memories of these six Veterans, ordinary men who did extraordinary things. Like those trees in the Ardennes Forest, they are stoic giants who stood tall and unyielding in the face of tyranny. I plan to write much more about these and other Veterans of WWII and will continue to share their legacy for years to come.

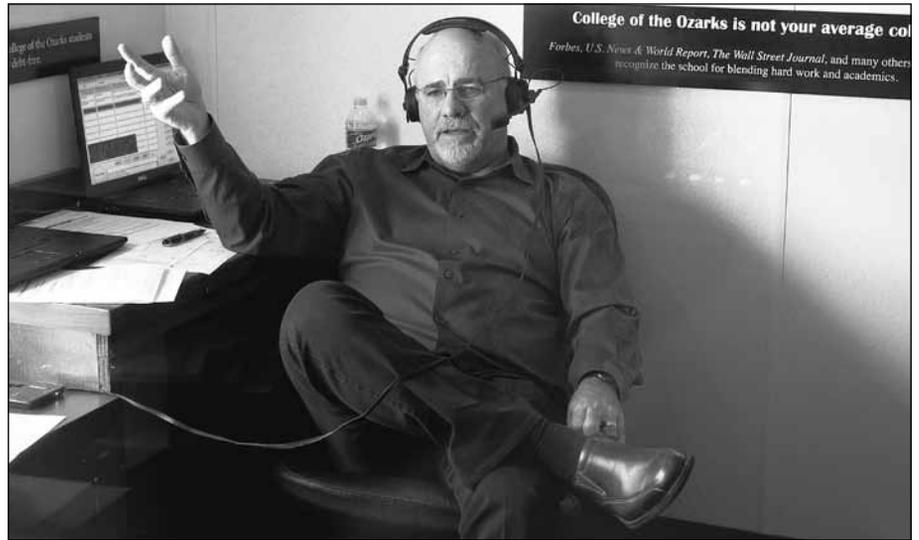


One of the many foxholes in the Ardennes Forest

MR. DAVE RAMSEY:

Mr. Dave Ramsey, a trusted voice on money and business, shared five leadership principles with the College of the Ozarks campus and community on October 4. Since 1992, Mr. Ramsey has provided financial counseling through various means to anyone who wants to better understand the principles of proper money management. Almost 20 years later, the company has grown from a card table in his living room to a multi-million dollar company with more than 300 team members. After touring the campus and visiting with students, the nationally-known radio host of “The Dave Ramsey Show,” which is heard by 4.5 million listeners each week, also broadcast his show live from the College’s radio station that day.

“I’ve been blessed to walk around this campus since early this morning, when I got here, and interact with people at all the different workstations. [I was] blessed to get to meet some really sharp, young people who know how to hold their head up and look you in the face and have the confidence that comes from the dignity of having actually worked and accomplished something already,” Mr. Ramsey said. He added that the five leadership principles, which he wrote about in his new book, *EntreLeadership: 20 Years*



of *Practical Business Wisdom from the Trenches*, were easy to spot at C of O.

The first principle that “people matter,” he said is what separates successful from unsuccessful businesses. “Organizations that win, leaders that have vision, people who move the needle in our culture grasp the idea that people matter,” he told the audience. Mr. Ramsey explained that it was not “rocket surgery” to figure out how to put people first in an organization, and that the “Golden Rule” or the biblical principle of “doing unto others as you would have done unto you,” clearly marks the way.

Mr. Ramsey noted that it is imperative to build a team dedicated to excellence and to treat people with dignity. He explained that every person in an organization is crucial and that every job must be done with the intention for nothing less than excellence. Slow and steady also matter, he said. Mr. Ramsey said that a highly-successful Christian businessman once told him that there is a “life-changing” book he had to read. Mr. Ramsey immediately said, “Oh, you mean the *Bible*?” The businessman said, “Yeah, that one is really important; it’s definitely part of the deal, but there’s another book that you’ve got to read—*The Tortoise and the Hare*.” Mr. Ramsey explained his astonishment that a children’s book

would hold such mind-blowing answers, but soon realized that any worthwhile endeavor must be developed slowly and steadily with excellence. “And guess what?” he said. “The tortoise wins every time.”

“Financial principles,” he added, “matter.” Debt strangles individuals and businesses, and Mr. Ramsey said that both must run their finances by a “blueprint—or a budget” and spend less than they earn and then do what the Bible recommends—“be a cheerful giver.” (Every man according as he purposeth in his heart, so let him give; not grudgingly, or of necessity: for God loveth a cheerful giver. II Corinthians 9:7 KJV) The



Mr. Ramsey assisted the College in honoring President and CEO of SRC Holdings Corp. Mr. Jack Stack.

ENTRELEADERSHIP MATTERS



fifth principle, "a higher calling matters," he said is the most important. "Do your job, whether it's installing a water heater or carpet, as unto the Lord," Mr. Ramsey said.

Sophomore biology/pre-medicine major Steffi Finck found Mr. Ramsey's talk refreshing. "I knew of Mr. Ramsey, but had never heard him before," Finck said. "We've [C of O students] heard financial speakers, but he was different. Beyond finances, what Mr. Ramsey said was applicable because of the ethical principles he gave, especially that 'excellence matters.' I will reflect and

return to this principle as I continue in my studies and enter into my medical career."

The Community Convocation featuring Mr. Dave Ramsey was part of The Keeter Center for Character Education Leonard B. and Edith Gittinger Community Convocation Series, which hosts internationally-renowned speakers, recognized for their character and leadership, who provide a keynote address reinforcing institutional values. Mr. Ramsey felt right at home when he saw hundreds of C of O students together exclaim "We're Debt-Free!"

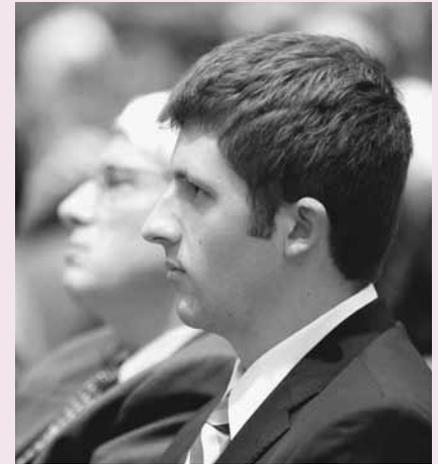
COSIFE Sponsors "Prelude to EntreLeadership"

Prior to the Community Convocation featuring Mr. Dave Ramsey, College of the Ozarks Students in Free Enterprise (COSIFE) hosted "Prelude to EntreLeadership," a panel discussion that featured four distinguished business leaders: Branson Community Arvest Bank President Greg Baker, Frito Lay Zone Sales Leader Ken Jodock, Founder/CEO of Kerusso, Inc., Vic Kennett, and Executive Director of Christian Healthcare Ministries Rev. Howard Russell. The panel responded to questions, posed by panel moderator Terry Bowen of Kerusso, Inc., on

how the five leadership principles highlighted in Dave Ramsey's book, *EntreLeadership: 20 Years of Practical Business Wisdom from the Trenches*, applied to their management styles.

Each panel member explained how different management styles direct an organization to success and that adaptability, servant leadership, empowering others, and purpose make an effective leader. COSIFE invited SIFE groups from Crowder College, Southwest Baptist University, Evangel University, and Ozarks Technical Community College to attend the Prelude and the Community Convocation featuring

Mr. Dave Ramsey. The Prelude is just one of many events and projects COSIFE sponsors to educate and empower others with business, leadership, and financial skills.



Before the Convocation, Mr. Dave Ramsey assisted the College in honoring "Prelude to EntreLeadership" panel members. Pictured from left are Mr. Dave Ramsey, Rev. Howard Russell, Mr. Vic Kennett, Mr. Ken Jodock, and Mr. Greg Baker.

Beginning last year, through the generosity of Christian Healthcare Ministries, COSIFE helped implement a financial stewardship course, based on curriculum written by Mr. Ramsey, for C of O students to take. At the end of the fall 2011 semester, 250 students will have completed the course taught by C of O Assistant Professor of Criminal Justice David Vogt and his wife, Abbey.



Memorial Gifts

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Chris Waller from The Secret Garden

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AUGUST HONOR SCROLLS

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Pete and Lynn Walker from Mr. Leonard H. Walker
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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 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.

IN MEMORIAM

Dr. Harry Basore, Distinguished Board Member

(June 22, 1916-August 2, 2011)

Dr. Harry Basore's love for College of the Ozarks was evident. As a steadfast supporter, he served on the College's Board of Trustees for 46 years. During that time, he witnessed the campus evolve from a high school to a four-year college. Of course, Dr. Basore knew *Hard Work U.* better than most, because at the age of 14 he left his family farm north of Berryville, Arkansas, to attend The School of the Ozarks, graduated in 1935, and went on to become one of the College's distinguished alumni.

After graduating from The School, the young man enrolled in Drury University to study math; he studied there for three and a half years. At age 23, he enlisted and served as a Seaman Second Class in the U. S. Navy. Dr. Basore served his country as a naval aviator during WWII, taking part in D-Day, Iwo Jima, and Okinawa. "Let's put it this way," he once said about his flying days, "I was not the best pilot, but I flew with the best."

His combat honors tell a different story; they tell one of outstanding devotion, great skill, courage, and leadership. Receiving both the Navy Cross and the Croix de Guerre with Silver Star, Dr. Basore demonstrated extraordinary leadership and service on multiple occasions.

On one such occasion, his squadron leader Lt. Commander H. Brinkley Bass was killed during battle. Dr. Basore immediately assumed acting command of the squadron and completed the mission. For this, he received a promotion to Lieutenant and the Navy Cross. His commendation reads: "Lieutenant Basore led with great skill and courage. The skillful airmanship, courageous and determined action, and outstanding devotion to duty displayed by Lieutenant Basore were in keeping with



the highest traditions of the Naval Service."

Dr. Basore retired from the Navy with the rank of Captain. Upon his return, he married Shirley, who would become his wife of 70 years; they had three children. His service to others did not end with his military career. He loved his family, community, and country and always defended them.

After serving in the Navy, he became the President of W. C. Wie-

denmann & Son, a sheet metal contracting firm. He also helped found the Leawood Fire Department and served as Assistant Chief for many years.

He held dear the things in life that he considered significant, such as a small Bible given to him by The School of the Ozarks Superintendent John Crockett. The Bible, which has the inscription "the mystery of mysteries," is addressed to "Harry Basore" and dated "May of 1935."

Dr. Basore was an exemplary role model, and he inspired those who knew him, including his grandson Garth who is learning to fly F-18s at the Navy's TOP GUN school and his son Bill and grandson Tommy who serve with the Leawood Fire Department.

In the fall of 2005, College of the Ozarks, assisted by NBC Special Correspondent Tom Brokaw, honored Dr. Basore for his service during WWII. He exemplified the best of The Greatest Generation and will be sorely missed.

Dr. Basore will be laid to rest at the Arlington National Cemetery.



From left: Vice President Howell W. Keeter, Dr. Harry Basore, President Jerry C. Davis

THE RESULTS ARE IN:

9 out of 10 Love C of O Fruitcake



By Corban LaFon

Each year College of the Ozarks carries on a unique tradition making fruitcakes.

The Fruitcake and Jelly Kitchen is one of more than 80 campus workstations to which students are assigned. During the fall and spring semesters, students work 15 hours a week in the kitchen.

Started in 1936 by Annabelle McMaster, a home economics teacher who originally made fruitcakes for sending to donors, it is one of the longest-running workstations.

Students are busiest making fruitcakes and jellies January-October. In November and December, they package and mail out the ordered fruitcakes and jellies, which are often purchased as gifts for Thanksgiving and Christmas.

Recently, a team of College of the Ozarks researchers (laymen) conducted an unscientific survey of guests trying C of O fruitcake. The results are in; 9 out of 10 say they love the College's fruitcake.

A group of 22 men and women, all over age 50, from different regions

of the United States, participated in the survey. Upon arrival to the Fruitcake Kitchen, study participants were provided with a fruitcake sample and asked to taste it. After they had eaten the sample, researchers asked all of them the same four questions: 1. Have you ever eaten fruitcake before? 2. If yes, did you like it? 3. On a scale of 1 to 10, how much did you like our fruitcake? and 4. Would you recommend our fruitcake? All of the men and women surveyed answered that they had previously tried fruitcake. The study revealed several fruitcake conversions. Five indicated that, prior to trying C of O fruitcake, they had never been a fan of fruitcake. However, they liked C of O fruitcake and would recommend it to others.

Several study participants told the researchers that their parents had made fruitcake for them when they were younger. Pat, one of the guests surveyed, said that C of O fruitcake was better, in flavor and texture, than her mother's cakes.

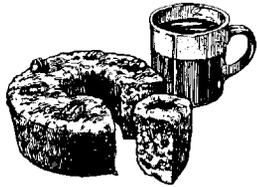
Such flattering assessments may be a result of the College of the Ozarks

Fruitcake and Jelly Kitchen making about 25,000 to 30,000 fruitcakes each year, or maybe it's because students have been baking dense, sweet cakes for nearly 75 years. Fruitcake Kitchen Supervisor Mynette Ulrich views the positive feedback as a motivator to keep up the tradition. "This kind of reaction, which we get nearly every week, makes me want to keep making fruitcakes," she said.

Fruitcakes are sold on campus, by phone, online, or by mail order. The famous cakes have been sent to customers across the United States and to countries as far away as Australia, Italy, China, and England. Not all customers order cakes for themselves. At least one-half of all orders received are purchased as gifts for friends and relatives. If you would like to order a fruitcake for yourself or for someone else, you will find an order form on pages 13-15, or you can call 417-690-3395 or order online at www.cof.edu.

Campus visitor Bill Hoggard enjoys a fruitcake sample.





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.....\$27.00
- 2-lb.....\$35.00
- 3-lb.\$41.00
- 6 mini fruitcakes (4 oz. each)\$35.00

Assorted C of O Gift Boxes...

- Two 1-lb. packages of summer sausage.
GB1\$21.00
- One-pint jar of apple butter, a 1-lb. package of C of O summer sausage, and a 1-lb. fruitcake.
GB2\$40.00
- 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\$28.00
- Two 1-pint jars of our mouth-watering apple butter just right for topping a piping hot roll.
GB4\$26.00
- Delicious 1-lb. fruitcake packed with two 1-pint jars of apple butter.
GB5\$43.00
- Two 1-pint jars of apple butter and a 2-lb. Mill product of your choice.
GB6\$31.00
- One 1-pint jar of apple butter and a 1-lb. summer sausage.
GB7\$23.00

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 12.

- 4J—Four assorted 1/2-pint jars of jellies, preserves and apple butter. \$31.00
- 8J—Eight assorted 1/2-pint jars of jellies, preserves and apple butter. \$51.00
- 1JYPR—Twelve assorted 1/2-pint jars of jellies, preserves and apple butter \$75.00
- 1PTAB—Twelve 1-pint jars of apple butter... \$112.00



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 \$9.25



Miracle in the Ozarks

by Jerry C. Davis

Miracle in the Ozarks features anecdotes from the College's 100-year history, as collected and written by Jerry C. Davis. Hard-bound, 276 pages. All proceeds go to Camp Lookout. \$17.95

HOLIDAY GIFT ORDER FORM 2011

College of the Ozarks Order Department • Point Lookout, Missouri 65726
 Phone 417-690-3395 • Fax 417-690-3388 • E-mail: fruitcake@cofo.edu
 Mon-Fri 8:00-5:00 CST *View items on our website: www.cofo.edu*

Quan.	Items	Price	Total
FAMOUS C OF O FRUITCAKES			
_____	1F 1-lb. fruitcake	\$27.00 ea.	_____
_____	2F 2-lb. fruitcake	\$35.00 ea.	_____
_____	3F 3-lb. fruitcake	\$41.00 ea.	_____
_____	6MF 6 mini fruitcakes in a gift box (4 oz. each)	\$35.00 bx.	_____

JELLIES AND PRESERVES			
_____	4J Four 8 oz. jars, assorted jellies and preserves	\$31.00 bx.	_____
_____	8J Eight 8 oz. jars, assorted jellies and preserves	\$51.00 bx.	_____
_____	1JYPR Twelve 8 oz. jars, assorted jellies and preserves	\$75.00 bx.	_____
_____	IPTAB Twelve 1-pint jars apple butter	\$112.00 bx.	_____

EDWARDS MILL PRODUCTS

(Please check products of your choice)

TWO-POUND sacks			
Choice of the following \$14.00 ea. – any 2/\$18.00			
_____	16 Whole Wheat Flour		_____
_____	17 Yellow Cornmeal		_____
Choice of the following \$15.00 ea. – any 2/\$20.00			
_____	10 Yellow Grits		_____
_____	15 Pancake and Waffle Mix		_____
_____	18 Muffin Meal Mix		_____
_____	13 Funnel Cake Mix \$18.00 ea. - 2/\$27.00		_____
_____	19 Hubie's Biscuit Mix \$16.00 ea. - 2/\$23.00		_____

FIVE-POUND sacks			
_____	61 Yellow Cornmeal	\$16.50 ea.	_____
_____	54 Pancake and Waffle Mix	\$20.00 ea.	_____
_____	59 Hubie's Biscuit Mix	\$22.50 ea.	_____

TWENTY-FIVE POUND sacks			
_____	85 Yellow Cornmeal	\$40.00 ea.	_____
_____	82 Pancake and Waffle Mix	\$53.00 ea.	_____
_____	80 Hubie's Biscuit Mix	\$64.00 ea.	_____

Quan.	Items	Price	Total
C OF O GIFT BOXES			
_____	GB1 Two 1-lb. packages of summer sausage	\$21.00 bx.	_____
_____	GB2 One pint of apple butter 1-lb. of summer sausage and 1-lb. fruitcake	\$40.00 bx.	_____
_____	GB3 One pint of apple butter, 1-lb. of summer sausage, and 2-lb. Mill product choice	\$28.00 bx.	_____
_____	GB4 Two 1-pint jars of apple butter	\$26.00 bx.	_____
_____	GB5 1-lb. fruitcake and two 1-pt. jars of apple butter	\$43.00 bx.	_____
_____	GB6 Two 1-pint jars of apple butter and 2-lb. Mill product choice	\$31.00 bx.	_____
_____	GB7 One pint of apple butter and 1-lb. of summer sausage	\$23.00 bx.	_____

C OF O HANDWOVEN ITEMS			
_____	700 Placemats "Lovers' Knot" pattern (set of 4) <input type="checkbox"/> white <input type="checkbox"/> ivory <input type="checkbox"/> cream <input type="checkbox"/> ecru	\$52.00	_____
_____	710 Placemats "Rosepath" pattern (set of 4) <input type="checkbox"/> white <input type="checkbox"/> ivory <input type="checkbox"/> cream <input type="checkbox"/> ecru	\$52.00	_____
_____	720 "Mug Rug" coasters "Rosepath" pattern (set of 4) <input type="checkbox"/> white <input type="checkbox"/> ivory <input type="checkbox"/> cream <input type="checkbox"/> ecru	\$16.50	_____

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.	\$9.25 ea.	_____
_____	OZARKS Miracle in the Ozarks by Jerry C. Davis Hard Cover – 276 pp.	\$17.95 ea.	_____

ORDER BLANKS

It's time to start thinking about shopping for Christmas 2011. College of the Ozarks is again pleased to offer an outstanding collection of gift items, including our famous fruitcakes, jellies, and Edwards Mill products.

Why not take a few minutes to select your items from the list on the previous 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 _____ E-mail 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
3.100% Sales Tax \$ _____

Total amount enclosed \$ _____

ELECTRONIC SERVICE REQUESTED



Incorporated in 1906 as The School of the Ozarks

www.cofo.edu

College of the Ozarks observed the 10th anniversary of the September 11, 2001 tragedy with a memorial and flag display.



Top Left: An American flag, hung between two ladder trucks, flies over the campus entrance during the 9-11 Memorial. **Top Right:** Orland and Karen Amundson assist in raising the 9-11 Remembrance flag in memory of their son, Craig Scott Amundson, and others who were killed in the attacks. **Center:** Members of the Point Lookout Fire Department and ROTC stand guard over the static display of nearly 3,000 American flags. **Bottom Left:** Boy Scouts from Pack 226 salute the flag as the National Anthem is played during the 9-11 memorial service. **Bottom Right:** NYC firefighter Mr. Fred Sager joins Point Lookout Fire Department after speaking to C of O students about his experience following the September 11 attacks. Mr. Sager helped with rescue, recovery, and clean up until it ceased.

