

Ozark Visitor



Volume 94

Spring, 2003

Number 4

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

www.cofo.edu

Point Lookout, Missouri 65726



March Madness, NAIA style, Comes to C of O

PROMISES TO KEEP

Goodbye to Winter: We Welcome Spring at C of O



There's no better time than Spring on a college campus. This year we welcomed it with extra enthusiasm, given the winter we had. Early 2003 seemed to be just one snow-storm after another, and when the longer, warmer days of Spring got here, everyone was thrilled.

Our NAIA Division II Men's National Basketball Championship heightened spring fever at C of O again this year. This was our fourth year to host the tournament, and once again, we welcomed 32 teams from across the United States to Branson and Point Lookout for this spectacular event.

We are proud to be part of an organization that promotes not only sportsmanship and a high level of competition, but the building of character as well. If you know anything about C of O, you know we believe this to be an important part of our overall learning experience, and it pleases us to be part of an organization like the NAIA, which underscores our own ideals.

The C of O Lady Cats also got a bid to their national tournament this year, as they often do. We are so pleased with the efforts of these young ladies and the recognition they bring our college.

In this issue of the **Visitor**, you'll read about the tournament and what goes on behind the scenes before the games ever begin. It takes hundreds of people thousands of hours to make the event successful, and we think you'll enjoy reading about some of the things that happen off the court as well as on.

You'll also find stories in this **Visitor** about faculty, staff and students who've received honors and recognition, and about recent places the College has appeared in print and in cyberspace.

There's also a feature on a small-time dairy operation run by an alumni family, who is trying to bring old-

fashioned milk in glass bottles back to supermarket shelves, as well as an article on two alumni who are our most recent inductees into the C of O Sports Hall of Fame.

Finally, we say goodbye to a dear friend, Edith Gittinger, who died this past February. Together with her husband, Leonard, Edith made a difference in the lives of thousands of C of O students and employees. We will miss her, but we celebrate her wonderful life.

Best wishes from all of us at College of the Ozarks, and may God bless you richly.

The Ozark Visitor (USPS 600540) (ISSN 0890-2690) is published quarterly by the Office of Public Relations, and is distributed free of charge to friends of our college, alumni, faculty, staff and parents of our students.



Incorporated in 1906
as The School of the Ozarks

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Produced by the J.M. McDonald Printing Department
in memory of Jerrold Watson, Manager
Associate Member, Missouri Press Association

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Point Lookout, MO 65726 • 417-334-6411

Periodicals postage paid Point Lookout, MO
Postmaster: Send address changes to:
Ozark Visitor • P.O. Box 17
Point Lookout, MO 65726-0017

ON THE COVER:

Things are quiet in the Keeter Gym lockers now, but in March College of the Ozarks played host to the NAIA Division II Men's National Basketball Championship. See related stories and photos inside this issue on pp. 3, 8 and 9.

Photo by Linda LeNeve

TODAY'S TOP STORY

NAIA: Hard Work Behind the Scenes Pays off

By Sam Waterman

For the past four years, thousands of visitors from all over the country have traveled to Point Lookout to enjoy the NAIA Men's Division II National Basketball Tournament. What the estimated 20,000 ticket holders see when they enter the Keeter Gymnasium on the campus of College of the Ozarks is the finished product. What they do not see is all the hard work and preparations that go on behind the scenes. The competition lasts only six days, but preparations take place all year long to ensure the success of the tournament.

To successfully host the tournament at C of O it takes hundreds of student workers, 80 businesses, 12 officials, 10 food vendors, 32 teams, 20 televisions, five athletic trainers, 18 area schools, one Cub Scout Pack, one Girl Scout Pack, C of O Security, the College Press, maintenance crews, food service workers, landscapers, electricians, EMT's, the Branson Vacation Channel and countless volunteers from the College and community.

The College enlists the help of more than 400 student workers dur-



C of O professors Rex Mahlman and Steve Petty man the clock and the p.a. system.

ing the tournament. Their duties range from serving as concessions workers to picking up trash between games to selling souvenirs. They also act as ushers before games and on rare occasions enforce crowd control.

"This tournament could not happen if it weren't for all the student workers and community volunteers," said Candy Sullinger, College of the Ozarks Sports Information Director. "It is interesting to know that the Women's National Tournament, held in Sioux City, Iowa, is hosted by a convention center in Sioux City. They have to pay hundreds of staff members to make their tournament run smoothly. C of O has been blessed with hundreds of volunteers who want to donate their time and be involved in the event."

Not only do the student workers work hard during the tournament, but also in the months leading up to

the event. The C of O student electricians and their supervisor work hard to make sure that everything used is in good working order. They run all the phone lines used for the media and install safety equipment such as smoke detectors and fire alarms for the safety of the many visitors. They also let the tournament coordinators know when the gym is at maximum power—a point Keeter Gymnasium comes close to every year.

The gym maintenance crew has a big job during the tournament working with all other departments to make sure everything is set up and looks good before tip-off on opening night.

C of O construction made its contribution to the National Tournament this year by constructing three brand new locker rooms to be used for the visiting teams. In years past, student workers had to work fast to clean up the locker rooms between games before the next team could enter. With the addition of the new locker rooms, this will no longer be a problem.

Gary Turbak and the C of O athletic trainers turn their hole-in-the-wall training room into a facility capable of handling the 32 teams. During the tournament, nobody works harder than trainer Turbak. He puts in more than 100 hours during the tournament week taping countless numbers of ankles, heating up shoulders, stretching out hamstrings and providing various treatments to more than 150 athletes.

Prior to the championship, the training room staff is busy ordering all the supplies needed during the tournament week as well as making sure the entire staff is capable of providing proper treatments to the hundreds of athletes that will come through the training room during the tournament.



Trainer Gary Turbak wraps an injured player's ankle during a game.

Photos by Linda LeNeve

continued on page 16

DEVELOPMENT NOTES

Three Questions to Ask Yourself About Your Will



Rodney Arnold,
Dean of Development

In the aftermath of September 11, a record number of people made appointments with their attorneys to either update their wills or create new ones. The suddenness of that catastrophe was a wake-up call to act on long-delayed intentions.

Perhaps you are thinking about your estate plan as well.

You may even be ready to make an appointment with an attorney to obtain a current will. If so, the following questions will help you prepare for that visit. Thinking about these things before meeting with an attorney may also help save you time and money.

1. WHAT

This first question addresses your assets and liabilities. What do you own and what do you owe? Make a

Request Form

To help you think further about estate planning and how you can also include College of the Ozarks in your plans, we would be pleased to send you a complimentary estate-planning brochure. Please use the response form below to request the brochure or call me at (417) 334-6411 ext. 2209.

- ☐ Please send me the free brochure about estate planning.
- ☐ I have already included College of the Ozarks in my estate plan.
- ☐ Please send me the names of attorneys you would recommend.
- ☐ Please contact me personally. The best time to reach me is _____.

Name _____

Address _____

City/St/Zip _____

Telephone _____

Please complete the response form and either return it in the enclosed business reply envelope or mail to:
Rodney Arnold, College of the Ozarks, Point Lookout, MO 65726

list of real estate, vehicles, collectables, bank and brokerage accounts, insurance policies – everything you have. Estimate the current value. Also, list all of your financial obligations. This inventory will help your attorney immensely.

The important thing is to act on your impulse to put your house in order. It may take a little effort, but the end result is well worth it. You will enjoy the peace of mind.

2. WHO

Decide beforehand who you want to settle your estate when you are gone. This personal representative should be someone you consider fully trustworthy. If you will need guardians for your dependent children, select those as well. You should consider trustees to oversee any trusts you may have and you may want to consider more than one. In addition to these people, try to come up with names of alternates just in case any of your primary choices cannot serve. Also, be sure to ask all of these persons before including them in your will.

3. WHERE

This can be the most difficult part of planning your estate. Where or to whom will you transfer your assets? A surviving spouse will likely receive all or part of your assets. Family members may be beneficiaries as well. You may want to consider an estate gift to those organizations you have supported during your life, such as College of the Ozarks that reflect your interest and values.

There are other things to consider as well...and one of the advantages of meeting with an estate-planning attorney is that he or she can bring up important questions that you may not consider otherwise. A good advisor can also introduce transfer techniques like family trusts and can make sure your will conforms to the laws of your state.

If you do not have an estate-planning attorney, ask your trusted friends for suggestions. You might also ask the trust officer at your local bank for recommendations. If you wish, do not hesitate to call or write me for the names of several attorneys.

The important thing is to act on your impulse to put your house in order. It may take a little effort, but the end result is well worth it. You will enjoy the peace of mind.

ACCOLADES

Herchenroeder Selected to Attend U.S. War College

By Sam Waterman

College of the Ozarks military science professor, Lt. Col. Gary Herchenroeder, has been given the opportunity to attend the United States Army War College. Herchenroeder will attend the War College from August 2003 to May 2004. The College, located at Carlisle Barracks in Pennsylvania, is one of the nation's oldest military installations. Carlisle Barracks has provided training and education for more than 200 years. Most of the Army's branch schools originated here with an innovative vision for future readiness.

Herchenroeder has been at C of O since 1997, where he teaches classes in military science as well as the Citizenship classes to all C of O freshmen. Along with his teaching duties, Herchenroeder also directs the College's Army ROTC program. The Colonel is also active at many campus events. He is perhaps known best by people outside of the C of O family as pilot of the miniature blimp that sails over the gym during basketball games.



Lt. Col. Gary Herchenroeder has been selected to attend the U.S. Army War College, beginning this August. Herchenroeder heads up the C of O Army ROTC program.

Photo by Donna Herchenroeder

The Army War College serves the nation as it prepares senior leaders to pursue mastery in the art of strategy, and apply strategic leadership in a unified, joint or multinational environment.

Each year, more than 300 students study in the 10-month resident

Army War College class. These students and their families include representatives of all branches of the military, U.S. government agencies and about 40 nations world-wide. At the War College, graduates leave with the intellectual capabilities to impact national strategy of the future.

The courses Lt. Col. Herchenroeder will be enrolled in are for military officers and selected civilians to learn how to utilize combat forces effectively. Upon the completion of his course work, Herchenroeder will come away with a master's degree in his chosen area of study.

"I am thrilled to receive this opportunity and even more thrilled that my family has agreed to accompany me," Herchenroeder said.

The College has offered to hold Herchenroeder's position until completion of his course work. While he is away, Captain Jim Schreffler of the SMSU ROTC program will be responsible for the military science program at C of O.

Riley Receives Award for Teaching Excellence

By Melinda Elliot

Kevin Riley, associate professor of business administration at College of the Ozarks, recently received the 2002 Governor's Award for Excellence in Teaching. Governor Bob Holden presented the award during the 2002 Governor's Award for Excellence in Teaching Luncheon on December 4, in Jefferson City.

Riley was one of the 65 outstanding faculty members from numerous post-secondary schools, colleges and universities in Missouri. Each recipient for the award was selected by their respective institutions for their effective teaching and advising, service to the school community, commitment to high standards of excellence and success in nurturing student achievement.



This year marks Riley's tenth year teaching at C of O. As a teacher of marketing, personal selling and finance classes, Riley is well liked by his students.

"I was quite surprised, actually shocked when I heard the news," Riley said after finding out he received this honor. "It was very humbling for me because there are many educators here who are well deserving of this award."

A 1979 graduate of John Brown University, Riley received his M.B.A. from the University of Arkansas in 1981. His wife, Tami, is also employed at C of O as an R.N. The couple has two children, Ryan, 21, and Chris, 15.

SPOTLIGHT ON ALUMNI

A Trip to Memory Lane Dairy: An “Udder” Country

By Hannah Sparks

When we reminisce about the past, we often refer to it as “taking a trip down memory lane.” Things such as grape Nehi, paper dolls, 45 rpm records, teaberry gum and milk in glass bottles might come to mind. Some of us might wish we could grab one of these objects straight from the past to enjoy it one last time.

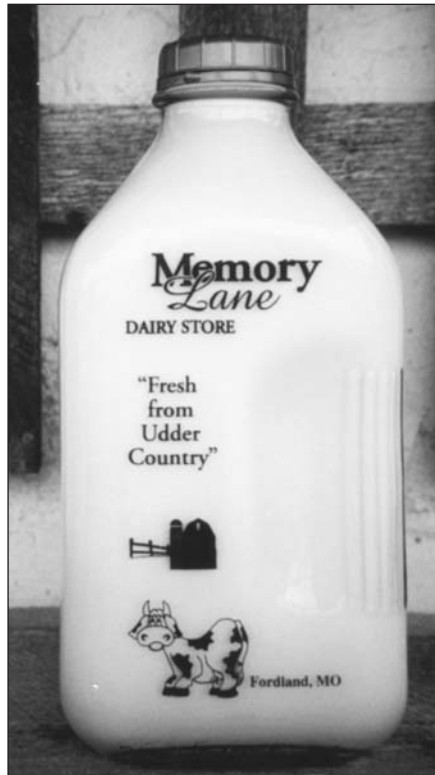
While it’s true some of these items may be irretrievable things of yesterday, thanks to the Kensinger family, at least glass bottles of milk *can* come straight from Memory Lane—dairy, that is.

Memory Lane dairy in Fordland, MO (about an hour from Point Lookout), was started two years ago, in 2001, as a family idea, and College of the Ozarks was involved from the beginning. The business was conceived with one basic concept in mind—to have more family time. Dave and Vickie Kensinger, founders and owners of Memory Lane, have three children, two of whom were already married when the business idea came about.

While their oldest son, Luke, and youngest daughter, Holly were busy raising their own families, their other son, Paul, was attending college at C of O.

Luke was an employee of Keebler, and his work hours often included overnight stays. He and his wife had a baby boy, Garrett, and Luke felt the need to stay home and be with his family more.

At the same time, the youngest child and only daughter, Holly, was dissatisfied with her job. “I didn’t like driving into town everyday and



Memory Lane dairy produces a variety of milk, including low fat, cream top and chocolate.

really wanted to do something different,” said Holly.

Paul wasn’t sure what he wanted to do when he graduated from C of O. All of them wanted a change and a different future, so the idea of starting a family business came to mind.

The Kensingers knew the best way to do well in a business is to know the nature of one’s product. It seemed natural then to start a business dealing with livestock since they had owned cows for more than 25 years. The major question was how to make enough money from the farm to support three families. “We knew we couldn’t farm out the land with crops or just raise meat to sell and make enough, so we had to do something else,” said Mrs. Kensinger.

After much thought

and input from all family members, they decided to form their own milk company. It all came down to one thing, though. “We brought all the family together and said, ‘Either we’re all in this or none of us are.’ Everyone had to be committed or it wouldn’t work. Each of us said we were in, and so we went through with it.”

Paul, who graduated in 2001 with a bachelor’s degree in Agriculture Business, was able to help the family with business skills he was learning at college. He said that though he applied much of what he was learning, there was still a lot to know. “It’s a learning process. You learn better ways to do things as you go along, kind of trial and error,” said Paul.

Mrs. Kensinger and Holly agreed. “We’ve definitely learned along the way. We’d make a mistake and then next time we would know a better way to do it,” said Mrs. Kensinger.

The Kensingers found early on it wasn’t going to be easy to learn all they needed to know about this business. It was hard for them to even observe the operation of small milk processing plants, due of the lack of them in the area. “There are only about three other businesses like this in the state, but we got a pretty good



Owner Vicki Kensinger (L) and daughter, Holly Hensley (R), manage the Memory Lane Dairy store six days a week.

Memory Lane...was started two years ago...and College of the Ozarks was involved from the beginning.

idea of all the work involved,” said Mrs. Kensinger. After doing many hours of research and viewing the available sites, including the dairy operation at C of O, plans were drawn for the new company.

After making the final decision to go in to business, Luke and Paul spent a great deal of time talking with C of O faculty. Two of the men who provided generous help, according to the Kensingers, were Tom Smith, associate professor of agriculture and General Farm and Dairy Manager, and Herb Keith, associate professor of agriculture.

Paul, who graduated in 2001 with a bachelor's degree in Agriculture Business, was able to help the family with business skills he was learning at college.

“All the [agriculture] professors at the College are really nice. They'll help you out with anything and tell you anything you want to know. Tom especially gave us lots of good advice and helped us get everything started,” said Paul.

The family brainstormed to come up with the name “Memory Lane” and logo “Fresh from Udder Country.” They also discussed how they could compel people to buy their milk and make the business compete with national milk companies. All the marketing had to be done by the family, and they admit none of them knew anything about it. “We're just farmers,” said Mrs. Kensinger.

They may not have known much about professional marketing techniques, but they did know what they personally liked. They wanted to make a quality product they would buy for their own families. If this were done, the Kensingers thought they would most likely be making a product others would buy. As a result, they chose not to use the growth hormone BST in their cattle, or put additives or preservatives in their milk. They wanted to create an “all natural, good for you” milk.

It seemed to them producing good milk was feasible, but how would they draw customers to it over what was already setting on the store shelves? This is when the idea of bottling their milk in glass bottles came about. When asked exactly why they thought glass bottles would be a marketable idea, Mrs. Kensinger counters with her own question. “If you were going to pour a glass of iced tea and you reached in the cabinet to get a glass, would you grab a real glass or a plastic cup?” she asked. She said she's found most people prefer a real glass.

It's that preference of glass that was used as the initial idea when deciding on glass bottles. Since there were no local manufacturers that made the bottles needed, they were ordered from Canada. The bottles require a special washing process, a need that creates a large



C of O alumnus Paul Kensinger prepares the bottling equipment.

Photo by Hannah Sparks

amount of work. Mrs. Kensinger adds, “The glass [bottle] keeps the milk fresher and colder. It's labor intensive but worth it.”

Labor is one thing the family says they are not afraid of. Not only do they milk about 110 head of cattle a day, but they also do all their own pasteurizing, homogenizing, bottling and distributing. Mrs. Kensinger said, “We all work hard here, everyone in the family, and that's how it's been from the beginning.” Sometimes friends come to help during the bottling process and those days that can last from 12 to 15 hours. “This is family business all the way. We'd like to hire more help, but for right now things are still simple,” adds Mrs. Kensinger.

“All the [agriculture] professors at the College are really nice. They'll help you out with anything and tell you anything you want to know.”

The family is looking to expand the business, but said it will be a while before they can do that. There are only about 19 places, including the Memory Lane Dairy store, where the public can purchase Memory Lane milk in Central and Southern Missouri. But about a dozen stores are on a waiting list to stock the product. “We want to expand but it takes time to be able to do that,” said Luke.

Though they've encountered many unexpected things along the way, the Kensingers said they are happy with their decision to start the business. Paul counts his education at C of O as invaluable to helping the business, and says he's glad to help out the family. Mrs. Kensinger advises anyone who is thinking about starting a business to “think long and hard.” She said, “It's hard but it's also an adventure. We just take it day by day.”

SPORTS SHOTS

NAIA Championship Tourney at C of O



Coach George Wilson encourages the Lady Cats during a time out during their game in Sioux City. The Lady Cats lost by a heartbreaking two points in first-round action to Grand View College of Iowa.



Lady Cats Heather Henson (L) and Maria Henry get ready to head to their "ship" (championship) in Iowa.



C of O supporters packed the stands to watch their Bobcats win in first-round action.

Editor's Note: College of the Ozarks played host to 32 teams from California to Maine and Oregon to Florida March 12-18 for the NAIA Division II Men's National Basketball Championship. This was the fourth year for C of O to be home to the tourney. Northwestern College of Iowa defeated Bethany College of Kansas to become national champs, after a week of fast, exciting play, heart-stopping overtime action and many, many three-point shots, including a last-second 30-footer by C of O standout Josh Hume.

During the same week, the Lady Cats traveled to Sioux City, Iowa, where they also played in the national tourney. The photographs on these pages celebrate both the tournament in Point Lookout and the Lady Cats' appearance in Iowa.



The Saints from Siena Heights, Michigan, congratulate the Bobcats after the Ozarks' victory in first-round play at the men's tourney. C of O lost in second-round action to Warner Southern of Florida.



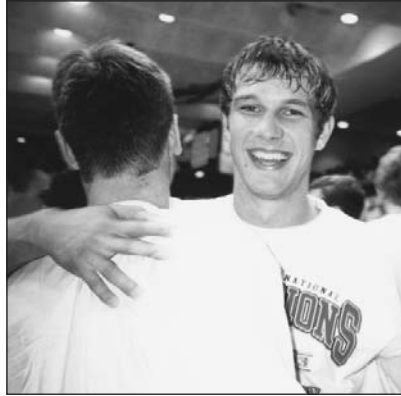
The Swedes of tiny Bethany College in Lindsborg, Kansas, exult as their team prepares to win their semi-final game. The unseeded Swedes were this year's Cinderella team, making it all the way to the finals.

NAIA NEWS

Thousands Enjoy the "Little Dance"



This young fan cheers on her favorite team, the University of Virginia at Wise.



Brandon Woudstra of Northwest College, Iowa, hugs a fellow player after winning the national championship. Woudstra took home both the tourney's Most Valuable Player award and the NAIA Player of the Year award.



Fans of the Foresters from Huntington College, Indiana, traveled from their home state to support their team.



The Lady Cats board the bus for their trip to Sioux City.



Northwestern fans filled the stands for the final game and brought all sorts of props to the contest, including this cow.



Honorary Coaches Karen Hall and Craig Richards of Ozark Mountain Bank in Branson are jubilant after C of O's opening-night victory at the men's tourney.



Color man Doug Elstun of Midwest Sports Television speaks with C of O men's coach Steve Shepherd (L) during the finals.

*Photos by
Kim Cooper, Camille Howell,
Linda LeNeve and Hannah Sparks*

IN THE NEWS

C of O Featured in Washington Post Travel Story

By Camille Howell

College of the Ozarks was featured in a recent **Washington Post** travel story on Branson. Titled "The Hipster's Guide to Branson," the feature, which appeared on December 29 of last year, focused on the many activities younger people can enjoy in the Ozarks.

Writer Andrea Sachs, who didn't give her age but did admit to not knowing who Bobby Vinton is, took a sweet, tongue-in-cheek look at Branson's not-so-youthful music culture, but then pointed out the many things twenty-somethings can do in what she termed "that living museum of easy-listening entertainment."

Between catching shows at the Jim Stafford and Shoji Tabuchi theatres, Sachs found her way to College of the Ozarks, which she described as having "deeply religious roots and Ivy League study habits." She also wrote about how C of O students work for, rather than pay, tuition.

In her story, Sachs mentioned C of O's motel, Ralph Foster Museum, cafeteria and Friendship House restaurant. She quizzed students on what they liked to do in Branson and came up with answers such as mountain biking, horseback riding, going to the lake, shopping at the outlets and barn-swinging, which Sachs tried and enjoyed during her visit.

Sachs liked the food in the cafeteria (which is normally not open to the public) and was impressed with the College Motel's inexpensive price tag. Her story in the **Post** included a photo of three C of O students, Kevin Jones, Chuckie Eastman and Amanda Hanson, plus a quote from an additional student, Sarah Farris.

"We love publicity, and are very pleased that Ms.



C of O students featured in a recent **Washington Post** story about Branson include (L to R): Chuckie Eastman, Amanda Hanson, Sarah Farris, and Kevin Jones.

Photo by Matthew Fulkerson

Sachs chose to spend part of her time in Branson on the C of O campus," said President Jerry C. Davis. "Getting out the word about the College, whether it's in a travel piece or any other type news story, is always important to us. We appreciate Ms. Sachs representing us in such a good light as part of a story that features Branson in a new and appealing way."

The **Washington Post** feature has been reprinted in other papers around the U.S., and the C of O motel has gotten calls from readers in both Minnesota and Texas inquiring about booking rooms for their upcoming vacations, according to Debbie Meyer, who oversees the motel.

In Memoriam – Edith May Gittinger, 1909-2003

College of the Ozarks says goodbye to a lovely lady and a longtime friend, Edith May Gittinger. Mrs. Gittinger died February 1, 2003. Together with her husband, Dr. Leonard Gittinger, who survives her, Mrs. Gittinger was very active in the life of College of the Ozarks.

As a young woman, Edith taught for three years in a one-room schoolhouse, then she returned to school to become a nurse, a profession she practiced for more than 30 years. Both these interests served her well after she and Leonard retired to the Ozarks in 1972: she was an Elder in the C of O Presbyterian Church, and was active in the Ameri-



can Red Cross, various prayer groups and women's organizations. She also worked with her husband in the Gideons International organization.

The Gittingers endowed the C of O Community Convocation Series and presently have two buildings, which will house the Music and Campus Ministries departments, under construction on campus. They have also donated to many other programs at C of O. Every member of the College family has benefited from

Leonard and Edith's generosity, and Mrs. Gittinger will be truly missed.

SPORT-LIGHT ON ALUMNI

Two Inducted into C of O Sports Hall of Fame

By Camille Howell

A pair of standout athletes from the 1980s are the latest inductees into the C of O Sports Hall of Fame. Dee Dee Young Barber and Mike Essick were honored at a luncheon on February 15 and at a basketball game following the luncheon.

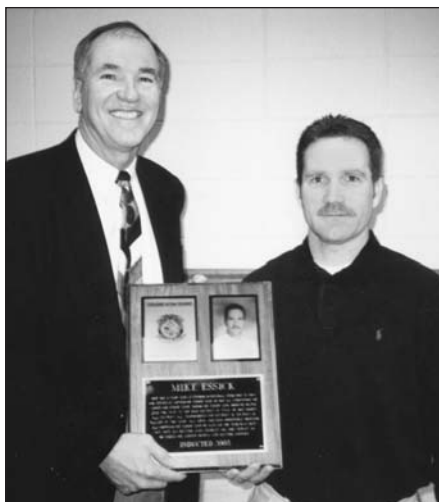
Barber was a four-year letterwinner in cross country and track from 1985 to 1989. In cross country she was All-Conference for four years, All-District for three years, and competed in the NAIA Nationals all four years.



Dee Dee Young Barber accepts her Hall of Fame plaque from Athletic Director Al Waller.

In track, she was an All-District two-miler three years, held the school record in the 10,000 meter run and competed in the NAIA Outdoor Track and Field Championships in 1987. She also received the Coach's Award in cross country in 1988 and the Coach's Award in track in 1988 and 1989. Barber was named MVP of the track team in both 1986 and 1988.

Essick was a four-year letterman in baseball from 1980 to 1984 and served as captain his senior year. He



Mike Essick, seen here with Al Waller, accepts his plaque upon his enshrinement into the C of O Sports Hall of Fame.

Photos by Camille Howell

was All-Conference his junior and senior years.

During his senior year, when he helped lead the Cats to the NAIA District 16 Title, Essick was named All-District, All-Tournament, District "Player of the Year," All-Area, and

NAIA Honorable Mention All-American.

Also during his senior year, Essick led the team in at-bats (147), hits (61), batting (.415 average), doubles (16) and triples (4.) He ended his career with an incredible .398 batting average.

Barber thanked the crowd for coming to see her receive this honor. She talked about how much C of O had meant to her, both during her college career and in the years following.

Accompanied by audience laughter, Essick thanked Barber for her brief remarks, saying she had "given him more mike time." He then regaled the crowd with stories from his college days, especially regarding Coach Bobby Smith and six old friends he had invited to the ceremony.

Attendees heard many amusing tales regarding Essick's teammates Mark Kelley, Dale Gilchrist, Vince Elfrink, Frank Gallant, Rod Hemphill and Larry Schmitt. Essick joined Kelley, Gilchrist and Schmitt, who are already members of the Hall of Fame.

Waller Enshrined in Missouri Hall of Fame

By Camille Howell

Just one day after the C of O Sports Hall of Fame, Athletic Director Al Waller became an inductee, rather than an inductor. On February 16, Waller became a member of the Missouri Sports Hall of Fame in Springfield.

Called "one of the good guys" by local media, Waller earned his place of honor by virtue of his long and successful career. Among the highlights, Waller served 25 years as C of O's men's basketball coach; he had 550 total victories, 458 of which were at C of O; he accumulated a 104-47 high school coaching record; he was responsible for 12 conference championships and 12 20-win seasons; he took his team to three Elite Eight appearances at the NAIA national tournament; his team was runner-up in the NAIA national championship in 2000; and he won the Central Ozark Conference championship as a high school coach in Branson before he came to C of O in the '70s.

Waller retired as men's basketball coach at C of O last year, but he continues his duties as Athletic Director and as tournament co-director for the NAIA national men's basketball championship.

FAR AND NEAR

Fulbright Scholar Home from Finland for Christmas

By Camille Howell

Shelly Compton, C of O's first Fulbright Scholar and a December 2001 graduate of College of the Ozarks, visited C of O during Christmas holidays on a trip home from graduate school.

Shelly is living and studying at the University of Kuopio, Finland. She will receive a Master of Public Health degree when her studies are completed.

After first visiting Finland on a C of O Hotel/Restaurant Management trip several years ago, Shelly returned in the summer to work and study there as part of an exchange agreement between College of the Ozarks and Savonia Polytechnic University, also located in Kuopio. She enjoyed her time in Finland and began to look for a way to return.

The Fulbright Scholarship has provided Shelly the funds necessary to live and study there for one year. She was one of only 10 Americans chosen to study in Finland from dozens of applicants.

This prestigious scholarship was established in 1946, at the end of World War II. For more than 50 years, the Fulbright committee has endeavored to promote a "mutual understanding between people of the United



Shelly Compton is pictured here with College of the Ozarks President Jerry C. Davis, on a recent trip to C of O. Shelly is a Fulbright Scholar, studying in Finland.

Photo by Camille Howell

States and other countries, through the exchange of persons, knowledge and skills."

Shelly is the granddaughter of James and Mary Taylor of Republic, MO.

Keeter Center Gets New, Improved Website

By Camille Howell

Anyone who's been past the entrance to C of O knows The Keeter Center for Character Education is growing physically day by day. The two buildings, which will house a lodge, restaurant, auditorium and classroom space, are taking shape nicely and will be dedicated in the Fall of 2004.

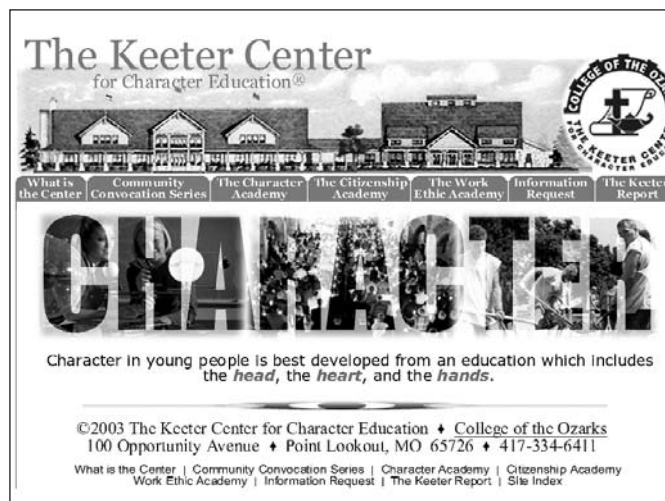
The Keeter Center's online presence, however, is growing as well. A newly-designed website, found at www.keetercenter.edu, focuses on the Center and its components.

Beginning with the philosophy of "Head, Heart and Hands," the Center's website covers The Community Convocation Series, The Character Academy, The Citizenship Academy, The Work Ethic Academy and The Keeter Report.

The site is full of photographs and video clips of events associated with The Keeter Center and provides an easy-to-follow guide to everything it represents.

Larry Cockrum, Dean of Administration, oversaw the new website, but he said the bulk of the credit for its design and completion should go to Kent Pettit, C of O

webmaster, his student staff and the Computer Center, and to Sara Franks, Cockrum's secretary and C of O graduate.



The word "Character" forms the opening page of the new Keeter Center website. Access it at www.keeter-center.edu

STUDENT HONORS

C of O Jazz Band Jazzes Up North Texas University

By Kyle Calvert

Jazz Band students from College of the Ozarks traveled to the University of North Texas, located in Denton, in early April to participate in that university's annual jazz festival.

Dr. Joe Hardin, assistant professor of music, took his 12 Jazz Band students to the festival. The band had sent in an audition tape in December of 2002, and members were elated to be chosen over many other colleges to participate.

After long hours of rehearsal to be in tip-top shape for its performance, the band presented three tunes: "Rio," by Victor Feldman, "Farmer's Market," by Art Farmer, and the classic "Summertime," by DuBose Heyward and George Gershwin.



Professor Joe Hardin

Photo by Kyle Calvert

While at the university, the C of O band got the chance to perform with other bands from around the nation. The band also took master classes from North Texas School of Music faculty members, which Hardin said were informative and helpful, both to student band members and to him as well.

Hardin was thrilled his students had this opportunity. "This was a tremendous experience," he said, "something they won't forget for a lifetime. They all benefited from everything they saw and heard." Hardin added that the band continues to be enthused about its

performance, and that he plans on having members continue to audition for performances, both nationally and locally, for many years to come.

History Honor Society Scores High at Regional Meet

By Kyle Calvert

A College of the Ozarks student recently took home the highest honors at a Phi Alpha Theta history competition held at Drury University in Springfield, MO. C of O senior Cheri Williams beat out 20 other students to receive the Best Paper Award.

Williams wrote about "Soaring on the Forefront of the Environmental Movement: Rosalie Edge's Fight to Preserve Hawk Mountain and Create Olympic National Park." Her essay received a "Best Paper Award," as judged by the Drury history faculty and other Phi Alpha Theta sponsors at the conference.

As a key to her research, Williams incorporated Edge's unpublished autobiography from Hawk Mountain Preserve in Pennsylvania, which spoke on Edge's activism and energy. C of O history professor Dr. Steve Kneeshaw, Phi Alpha Theta sponsor, said, "Williams was certainly well-deserving of this award."

To date, 190 members have been enrolled in Phi Alpha Theta at College of the Ozarks, where the Upsilon Nu chapter began in the fall of 1973. History majors initiated into Phi Alpha Theta have a distinguished record of accomplishments. On three occasions, the chapter has received recognition in the national Best Chapter competition, and several of its initiates have won national Phi Alpha Theta scholarships for graduate studies.

Members have gone on to a variety of professions –



Members of Phi Alpha Theta include, from left to right: Kimmy Bess, Kelly Wisecup, Cheri Williams (who won the Best Paper Award) and Dana Tabor. At far right is their sponsor Dr. Steve Kneeshaw.

Photo by Hannah Sparks

their careers include high school and college teachers, principals, superintendents, published authors and editors, lawyers, ministers and government service. Throughout the years, members of Phi Alpha Theta have brought great credit to themselves and to the College of the Ozarks.

Kneeshaw was both proud and honored to have his students represented at the conference. Other C of O students who presented their works were Kimmy Bess, Dana Tabor and Kelly Wisecup.



Memorial Gifts

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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.

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

The C of O Press is busy filling orders of programs and other promotional materials. The Press often works late nights on short deadlines to complete tournament programs on time. Sometimes it is not known who or what to print in the programs until five days before the event due to the timing of some of the other conference tournaments.



Staffer Janet Miller at the console of the computerized scoreboard that encourages spectators to get fired up for the game, as well as presenting scores and statistics.

The Bonner Community Service Program even helps out during the national tournament. "We are responsible for taking tickets and making sure that everyone who comes through the front doors has a ticket," said Jerri Arnold-Cook, Bonner Community Service director.

The Student Alumni Association is responsible for acting as the team hosts during the week. The members of SAA make sure the locker rooms are cleaned for each team. They also sit behind the teams during the games in case they happen to need anything. SAA is also responsible for manning the souvenir stands.

Area schools support the NAIA National Tournament in many ways. Many of the participating teams cannot afford to bring their pep bands, so C of O has enlisted the services of local pep bands to play throughout the tournament.

This year, College of the Ozarks and the NAIA teamed up to sponsor the first ever "Champions of Character" Essay Contest. The NAIA's Champions of Character initiative focuses on creating an environment in which every NAIA student-athlete, coach, official and spectator is committed to the true spirit of competition through respect, integrity, responsibility, servant leadership and sportsmanship.

Area schools are always invited to bring their fourth, fifth and sixth graders to the tournament free of charge. For the first time this year, however, Ozark Mountain Bank sponsored an essay contest for students attending the tournament. Students were encouraged to put into writing their thoughts about character and sportsmanship.

One winner was selected from each grade level from every school that participated. Each winner was awarded a \$50 savings bond provided by Ozark Mountain Bank and their essays were displayed in Keeter Gymnasium during the tournament.

"The essay contest was a unique way to unite the NAIA's Champions of Character program with the College and the youth in our area, said contest coordinator, Dean of Admissions Marci Linson. "We're pleased to be working with Ozark Mountain Bank on such a rewarding project."

The C of O faculty and administration are also down in the trenches working during the tournament week. Registrar Fran Forman is in charge of getting all the teams checked in and registered; Rodney Arnold, Dean of Development, helps out in the ticket booth; Helen Youngblood, Director of Alumni Affairs, is in charge of souvenir sales; and Gabe Miller from the Computer Center organizes ticket sales and any other computer issues associated with the tournament.

For months beforehand, the C of O community works hard to put the finishing touches on the National Tournament. By the time the championship ends, students, faculty and staff are definitely ready for a much-needed Spring Break.

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