RETROSPECTUS
1968

Davenport College of Business

Grand Rapids
Michigan
A Look from the back . . .
A Look from the front
The RETROSPECTUS STAFF of 1968 therefore dedicates this annual to the NEW Davenport College Campus.

The RETROSPECTUS STAFF
OUR FOUNDER

M. E. Davenport brought to the Grand Rapids Business College a sound background of education, experience, and concepts. He had been a rural school teacher, had graduated from and taught at Ferris Institute, and had taught in the commercial department at Carthage College, Carthage, Illinois. In addition to his educational experience he had worked in the administrative offices of a steel mill in Chicago, Illinois. Although business offered him a promising career, the strong urge to be involved with young people in their efforts to make a career for themselves in business compelled him to look to education for his own life’s work.

What sounded like a good opportunity as a teacher with the Grand Rapids Business College turned out to be a disappointment. Upon his arrival in Grand Rapids he found, instead of a going enterprise, an institution that was rapidly approaching disaster. To greet him were a handful of disgruntled students, a demoralized faculty, weak leadership, and debt-ridden institution not even remotely resembling the stature it had once enjoyed. Shortly after M. E. Davenport’s arrival on the staff, the pressures that had built up were too great for the manager to tolerate. One morning he just didn’t show up and disappeared from the scene.

It wouldn’t be difficult to understand M. E. Davenport’s temptation to desert the sinking ship. He was new with the institution. He had had no part in the decline to its unfortunate status. He was a young man and could look to several other opportunities that offered more potential and far fewer problems. What caused him to stay? The answer can be found in what we know was characteristic of him throughout the rest of his life. He simply could not turn his back on a student in search of assistance. Few if any teachers can point to as many hours spent in individual attention, help, and counseling with students in academic, financial, or personal difficulty – students needing inspiration – students in doubt – than could M. E. Davenport. He was a great teacher with a strong interest in the individual student. It is true that he was an unusually capable and creative administrator as the record of growth of his institution under his leadership reveals; but first and foremost was his devotion to the activities of the classroom, as evidenced by the teaching schedule he carried for 40 of the nearly fifty years he was president of this College.
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OUR SECOND PILGRIMAGE

A new dawn breaks:

Intense,

Pulsating,

Breathtaking.

A new day begins:

A task,

A value,

A helping hand

A new journey starts:

Looking backward,

Looking forward,

Looking upward.

A new man's created:

Ears unstopped,

Eyes unsealed,

Strides lengthened.

The horizon opens.

David A. Cornell
ADMINISTRATION
The President of our College — Robert W. Sneden — is a national leader in the development of specialized business education; and Davenport College under his leadership has attained the status of one of the leading colleges of business education in the nation.

Mr. Sneden has achieved national recognition for his leadership in and contributions to business education. Among the recognitions he has received are his elections of the following state and national offices: President, Michigan Business Schools Association, Michigan Business and Education Association, National Association and Council of Business Schools, and United Business Schools Association. He also served on the board of the National Business Teachers' Association. Currently he is Vice-Chairman of The Accrediting Commission for Business Schools.

President Sneden is devoted to the cause of business education generally and to the private sector specifically. By far his greatest influence is the caliber of his local leadership and administration, his warm and congenial personality, and his dedication to the destiny of the College. The faculty and student body are proud of our President.
CHARLES A. ANDERSON
Dean of Men
Vice President for Student Services

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Vice President for Business Affairs
Treasurer

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Vice President
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Central Michigan University  
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Union College, Barbourville, Ky. A.B., M.A.  
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Secretary to Vice President and Treasurer

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Secretary to the Financial Aids Officer

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Receptionist

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Secretary to President

ELIZABETH MULL
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Director of Physical Plant and Property

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Custodian

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Maintenance Dept. Painter

HUGH SANDERS
Security

PAUL JUCHNIEWICZ
Maintenance Painter
GLADYS RATERINK
Student Employment

JUNE DYKHUIS
Admissions Counselor
Evening College

HAROLD UNDERWOOD
Admissions Counselor

FLORENCE WOODS
Admissions Counselor
GRAYCE ROHM

Mable Engle
Lillian Myners

Not Pictured:
CATHERINE BARBER
Warren Hall

BLANCHE HANDS

Margaret Hall
Reamon House
Organizations
Retrospectus
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Grace Riderbos
Linda McGrew
Students' Life Staff receiving recognition at awards assembly.

Advisor Tom Brown with the facts.

Students' Life

STUDENTS' LIFE STAFF

Bob Davis, Editor
Kathy Fleistra, Assistant Editor
Emmanuel Nweze, Assistant Editor
Gary Vanden Berg, Photographer
Arnold Donnis, Artist
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Staff Reporters:
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Betsy Goudzward
Pat Kane
Sally Lisk
Mary Alice Lyons
Cathy McFarren
Steve Melville
Jane Roersma
Linda Wolbrink

Former Editors Roger Horton and Don Strock.
The C.S.O.B. is made up by one representative of each organization on campus. Their responsibility is to coordinate activities on campus so as not to have them conflicting with others, they also help the Student Senate, carry out projects through fund raising activities.

Student Senate

Advisor: Mr. Strauffer

Officers:
Dave Carlson, Pres.
Marcy Nicke, Vice-Pres.
Sally Beaver, Sec.
Sharon Cleven, Treas.

Senior Representatives:
Carol Young
Ellen Funke
Jim Zeilenga, 1 term

Freshman Representatives:
Cathy Berry
Greg Kurgis
Chuck Lister, 2 terms
Alpha Iota is an International Honorary Business Sorority with chapters located in leading business schools and colleges throughout the United States and Canada with a membership of well over 7,000. Its aim is to make of us, everyone, better women, that we may add our mite to general happiness and well being of the community in which we live. Alpha Iota sponsors at least one international charity project each year. One such project is the Institute of Logopedics in Wichita, Kansas. In addition to this each chapter does service at the local level.

This, combined with all the social activities and money making projects, provides a bond between these young women of above average scholastic ability.

MEMBERS:
Pat Bustraan
Sue Edwards
Paula England
Jutta Goffredo
Brenda Harley
Sue Hayes
Mary Joseph
Pat Kane
Sharon Karnes
Pam Keenan
Doris Locke
Chris Mischele
Suzanne Mondry
Linda Mosketti
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Claire Pringle
Doris Van Assen
Ruth VandenBerg
Julie Weins
Janice Wilson
Mary De Lange

SPONSORS:
Betty L. Saur
Margaret B. Voss
Blanche Hands
Grayce Rohm
There's nothing dreary or humdrum about the Nancy Taylor Course. As a matter of fact, the chain of more than 300 business schools offering the Nancy Taylor training puts the emphasis on the fact that they are not only secretarial, but finishing schools. And the "Finishing" includes an in-depth study of each student; her personality, her manners, her voice, her head-to-toe physical appearance. The complete course includes every facet of grooming conceivable and the future career girl emerges on graduation with her best potentials emphasized. Not by means a "snap course," the Nancy Taylor Classroom demands hard work, both in a background of learning business skills and in grooming and personality development.

Nancy Taylor Course
LONG
LIVE
SIGGIE!

Standing Left to right: Mary Ellen Burton, Kathy Flietstra, Pat Fortin, Tammy Beattie, Mary Barnett, Mary Alice Lyons, Carla Henry, Sue Fleming, Ruth Toney, Phyllis Nie. Seated Left to right: Judy Meade, Janet Gray, Dianne Cramer, Theresa Muir, Mrs. Jane Killman.
Phi Theta Pi is an active international honorary business fraternity having both scholastic and social purposes. Unlike some fraternities, it has primarily a serious purpose and devotes much time, effort, and money for community charity projects and school projects.

Members sold papers on youth day.

Pledges doing their job.
Jeff Armstrong outstanding pledge.

Ken member with highest G.P.A.

Phi Theta Pi members give approval of the campus forest.
We know it’s backwards.

How’s that for a bite. How is the traffic today.

Leave It to Phi Theta Pi

We tried to sing, but the music was quite bad this year.
There is 'life' on the new campus!
The Ski Club was a new organization at D.C. this past year. They formed themselves into a group early in the fall and started to make plans for the season ahead. Many of the members enjoyed the weekly meetings at the local Cannonsburg Ski Slope. One of the highlights of the season was the Ski Festival at Traverse City, which will become a yearly event on the club calendar.

OFFICERS: Robert Stam, President; Susan Stellard, Secretary; Jerry Ireland, Vice-president; Dick Blumenstein, Treasurer; and Mr. Blumfeld, Sponsor.
The informal meetings were held in the student center, more formal meetings with guest speakers were held in the lecture hall, while the movies were shown in one of the darkened rooms where available.

The Coo Coo’s Club was second new organization started at D.C. The group is a very informal one that requires no other membership other than the attendance of the students at any of the regular meetings. However there are to be officers to keep the club moving forwards.

The subjects of this group are quite controversial, and the faculty as well as the students enjoyed the guest speakers as well as the movies which were shown.
D.C. Pep Band
Davenport College Chorus
Association of Women Students
Activities
Art of Living Series

The Art of Living Series of lectures and programs are planned and designed to help the college woman prepare herself for the business world. Davenport College is proud to note that colleges countrywide have recognized and adopted programs similar to our original Art of Living Series.

This Program is sponsored by the board of the Association of Women Students.
Summer Picnic

Well! I think they're ready.

Come on someone hit the ball!

I know this isn't like golf.