

4-1-1972

Harding Bulletin April 1972 (vol. 47, no. 10)

Harding College

Follow this and additional works at: <https://scholarworks.harding.edu/hubulletins>

Recommended Citation

Harding College. (1972). Harding Bulletin April 1972 (vol. 47, no. 10). Retrieved from <https://scholarworks.harding.edu/hubulletins/323>

This Book is brought to you for free and open access by the Archives and Special Collections at Scholar Works at Harding. It has been accepted for inclusion in Harding Bulletins by an authorized administrator of Scholar Works at Harding. For more information, please contact scholarworks@harding.edu.



Financial data table with columns for company names, stock prices, and changes. Includes a large 'Handing College Bulletin 1972' watermark and a large '\$' symbol.

Handing College Bulletin 1972



-B-

-K-

-N-

*Business training
formula implements*

THEORY AND PRACTICE

The world of business in the 70's is a crucible in which the theoretical and the practical are ground together to achieve economic and social goals in the mold of the free enterprise system upon which this country was founded. To create an educational experience that will help the student keep pace with the increasing sophistication of techniques and methods in the realm of business is a tremendously challenging task. Providing this type of education calls for years of experience coupled with a classroom expertise that is challenging and informative. Harding's emphasis on educating tomorrow's business leaders meets all these criteria.

Harding's program is designed to meet one broad objective — to provide the highest caliber of business training for the students. Each course is designed to meet this objective. However, the real essence of Harding's department of business and economics lies in its faculty and students. As one faculty member stated, "There is a spirit of dedication that permeates the faculty and students. We attempt to challenge the students in a positive direction and they respond by sacrificing time and effort to achieve more than what is expected. The success of our graduates and Harding's outstanding record is a tremendous memorial to this determination to rise to the pinnacle of excellence."

More than 260 students, almost 13 per cent of the student body, are pursuing degrees in accounting, general business, business administration, business education and secretarial science. Receptive and energetic students are only one segment of the partnership necessary in the educational process. The other half of the partnership is the highly trained and experienced faculty, whose task it is to help the student achieve a full recognition of his talents and his potential for growth in the pursuit of academic and professional excellence.



The challenge of training business students at Harding is assumed by eight professors. These teachers' have an average of eleven and a half years of experience in the classroom. Their rapport with the students results from the teachers' firsthand experience and knowledge of the problems the students will be confronted with in the actual day-to-day operations of the business world. Realizing there is no substitute for practical experience, teachers provide a balanced mixture of the classroom theoretical with the simulated practical experiences of business and economics. No education in business is complete without the ethical concepts of integrity, objectivity and responsibility. These are primary ingredients of Harding's business education.

The measure of the success of any program can be found in its finished product. Examining Harding's alumni in the business fields there can be found a long list of those who have scaled the ladder of management to top positions in large corporations. Harding's unprecedented record in intercollegiate business games and the phenomenal success of her graduates on CPA examinations are just a few of the tangible evidences of the quality of the business program. By-products of this achievement are the satisfaction and pride which alumni and students have in their work. Their dedication to the pursuit of excellence has become a trademark by which both employee and employer are recognized.

VOLUME 47 APRIL, 1972 NUMBER 10

EDITOR STANLEY GREEN
ASSISTANT EDITOR DAVID CROUCH
ASSISTANT EDITOR ALICE ANN KELLAR

Published monthly by Harding College, Searcy, Arkansas. Second class postage paid at Searcy, Arkansas. Change of address notices and correspondence should be addressed to the Office of Publications, Harding College, Box 634, Searcy, Ark. 72143.

What Grambling College is to professional football, Harding College, it appears, may become to corporate finance. Grambling, a tiny Louisiana school, turns out more football prospects, percentage-wise, than any other institution. Harding, which is located in Searcy, Ark., may not yet dominate boardrooms as Grambling does locker rooms, but the results of the 1972 Intercollegiate Business Game indicates that sharp-eyed recruiters from General Motors and AT&T may soon be watching Harding's computer print-outs with interest.

ATLANTA JOURNAL-CONSTITUTION
MARCH 5, 1972

HARDING: Number One

For seven years Harding has entered a team of students in the nation's two most prestigious intercollegiate marketing and management competitions. Comparing favorably with the gridiron world's Rose Bowl or Orange Bowl, the business games select 40 of the nation's top schools to participate. Harding's results have been astounding — three national championships at the International Intercollegiate Marketing Competition sponsored by the American Marketing Association and Michigan State University and two championships at the Emory University Intercollegiate Business Game. In both competitions, Harding is the only school to have demonstrated such a prowess.

The chronology of Harding's championships reads like a chapter out of the pages of the Big Ten record book during the 50's when Ohio State dominated gridiron play:

- 1965 — Finished second to South Carolina in Harding's first experience in marketing competition at MSU.
- 1966 — Won first championship at MSU defeating Texas A&M, Western Michigan University, Dyke College, VPI, Marquette and Xavier.

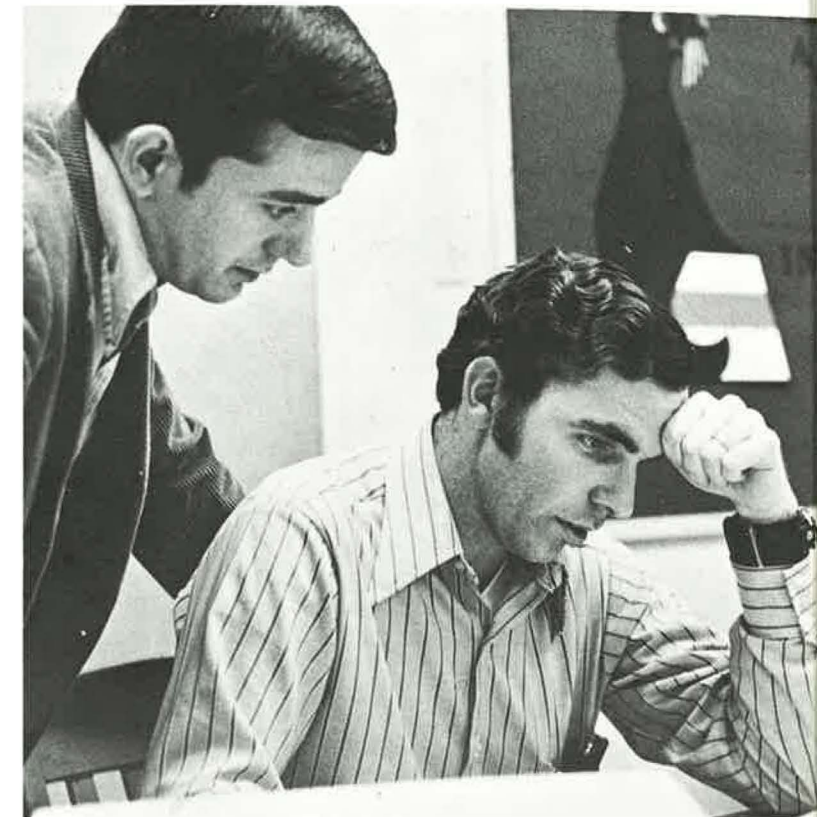
- 1968 — Became the first school to win two championships at MSU. In the final judging Harding defeated Ft. Lewis (Colo.) College, the University of Wisconsin and Dyke College.
- 1969 — In a photo-finish at MSU, Notre Dame nipped Harding for first place honors. At Emory University, Harding's team won its first trophy, defeating Notre Dame, William and Mary University, the University of Arkansas, Arkansas State University, Simon Fraser University and Middle Tennessee State University.
- 1970 — Won third MSU championship by defeating Notre Dame, Louisiana State University, and Michigan State University to retire the W. J. E. Chrissy Trophy. Harding's entry at the Emory game finishes second behind Notre Dame.
- 1972 — Became the first school to win the Emory game twice. Notre Dame and Marshall University tied for second, followed by Western Kentucky University and Brandeis University.

The record speaks for itself. Harding is the nation's winningest college in intercollegiate marketing competition.

The value of business games, however, is not measured altogether in the size or number of trophies. The games are unique tools to bridge the gap between the classroom and the firsthand operation of a business enterprise. "The game gives students an on-the-spot exposure to the problems of operating a business successfully and at a profit. The students are then better prepared to function in the business community and make the transition between the academic and business worlds. Each student during the course of the game realizes the influence and interplay his decisions exert on sales, profits and return on investments," noted Billy Ray Cox, associate professor of business administration and faculty adviser to four of Harding's five championship teams.

Gary Bartholomew, a faculty adviser along with Cox to the 1972 Emory University champions, is in a unique position of being able to view business games from both the student and faculty viewpoints. Now an instructor in business, he was captain of the 1969 team that won the championship at Emory. "I personally feel that the game experience was the most valuable educational experience during my years at Harding. In one sense, the game tied everything together. Classroom principles were applied into one integrated effort. When a team enters into the question-answer period of the final judging, the students must be thoroughly prepared in all areas of business," he said.

Harding's record in the two national competitions has drawn the interest of the business world to the



Gary Bartholomew and senior Tom Maddox discuss game strategy.

educational program of the business department. After Harding won a second championship at MSU, *Marketing Insights*, a national publication, wrote, "The Harding team demonstrated a near-professional approach to the simulated business management competition, plus a professional-level final presentation." In an editorial after the 1972 championship was announced the *Arkansas Democrat* noted concerning the event, "It is proof positive that Harding teaches its students not only to preach free enterprise, but to practice it as well."

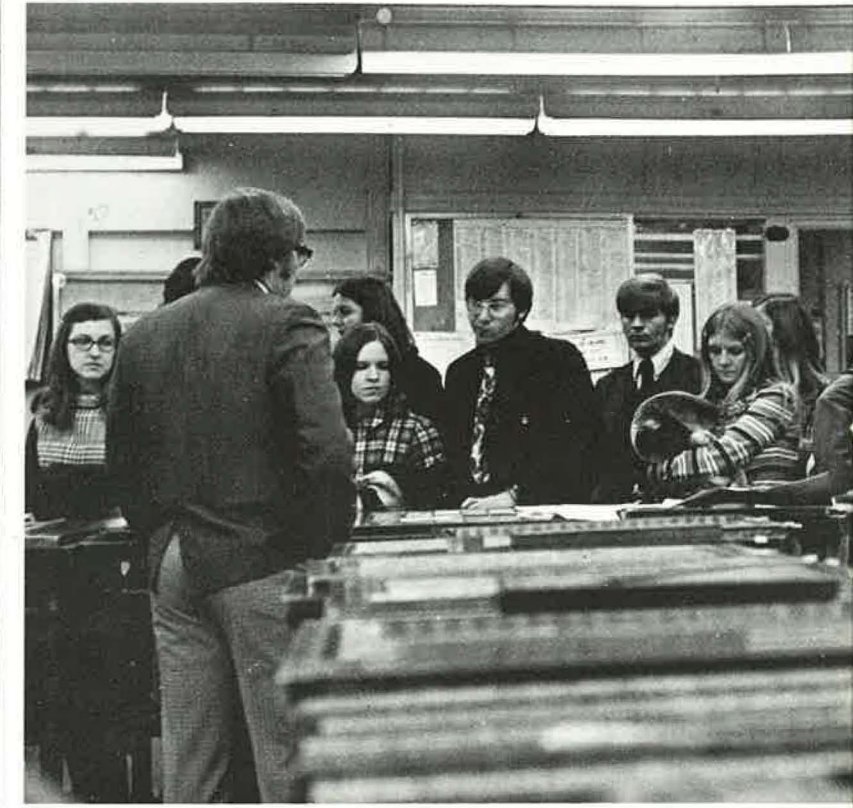
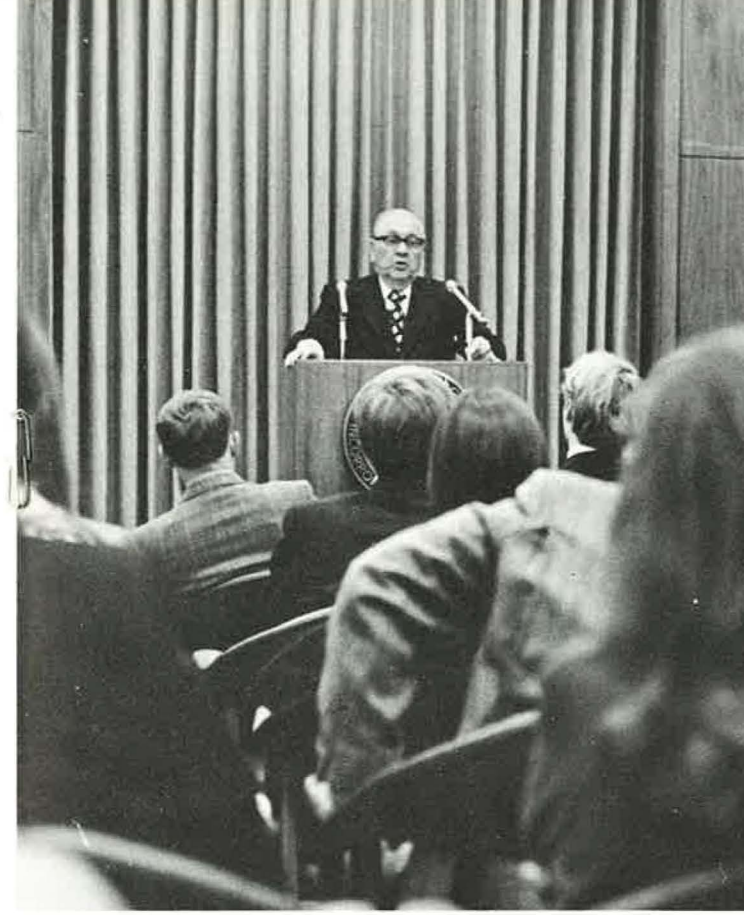
Commenting on the recognition Harding's program has received, David Burks pointed out, "As director of the college's placement services I have seen the results of the business program. Each year a number of the nation's most prominent accounting and business firms send recruiters to visit the campus. Our graduates are assuming positions in these companies and making outstanding contributions to the organizations. Many of these representatives have indicated they first heard of Harding through the school's competition in national business games." Burks is an assistant professor of business administration and served as faculty adviser to the 1969 national champions.

On the gridiron Harding will never face the likes of Notre Dame, LSU, Michigan State or the University of Mississippi, but in the realm of business games Harding is a "Goliath." As one student participant affirmed, "This is big time competition and we are at the head of the pack."

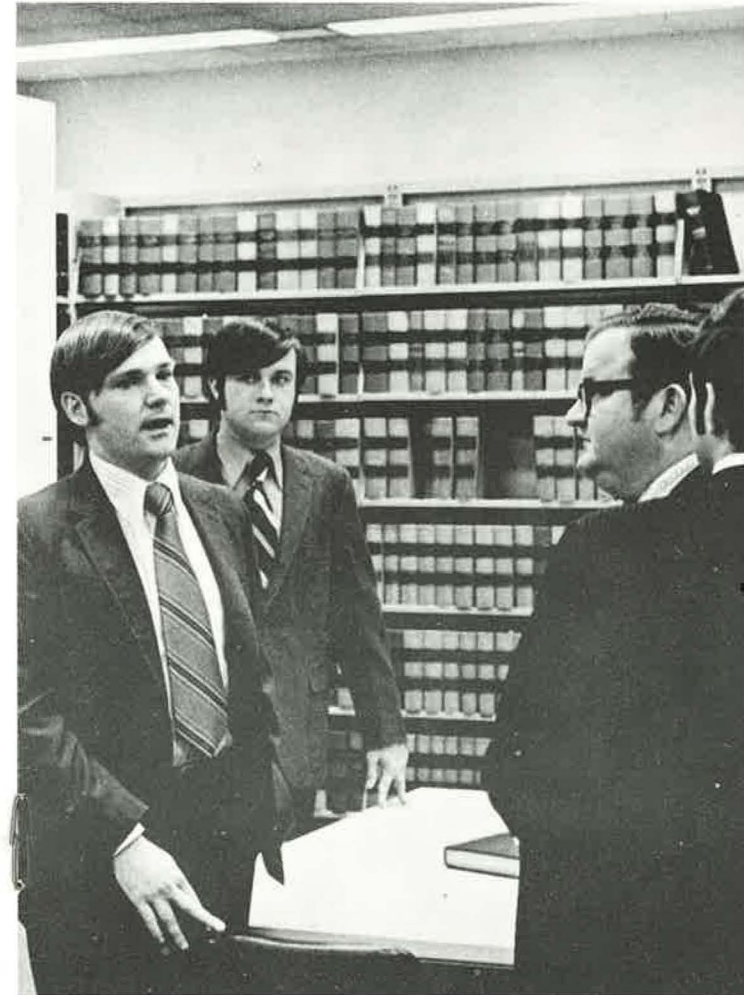
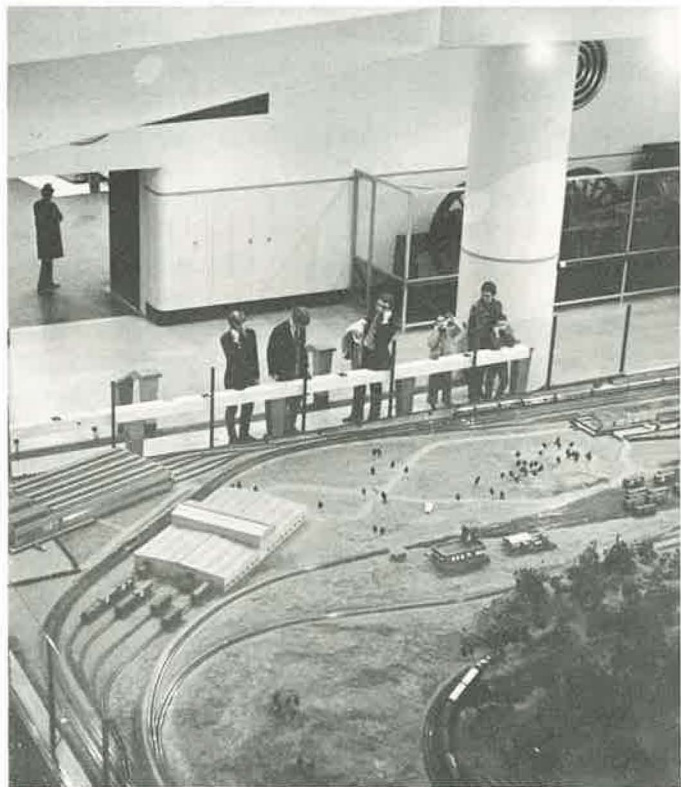


A Visit to the Windy City

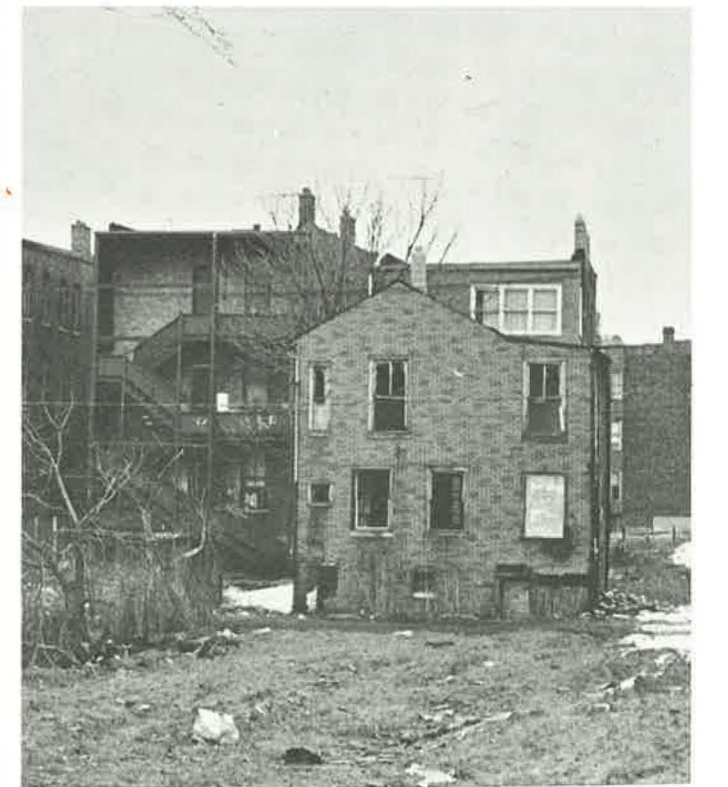
Forty-three American Studies students and sponsors Billy Ray Cox and Don Diffine visited Chicago, Ill., during March. The trip was one of two semi-annual tours taken each year by the group. Photographs were taken by Layton McCown, editor of the 1971 PETIT JEAN.



(ABOVE:) The American Studies students were greeted by blustering winter weather which dumped eight inches of snow on Chicago. (BELOW LEFT:) Students observed a mammoth rail exhibit at the Museum of Arts and Sciences. (BELOW RIGHT:) A Picasso sculpture in downtown Chicago attracted the students' interests.



(ABOVE LEFT:) Mayor Richard Daley greeted the students and explained the operations of a major metropolitan city. (ABOVE RIGHT:) A visit to the Chicago Sun/Times and Chicago Daily News provided a look into the world of printing and newspapers. (BELOW LEFT:) Personnel of the accounting firm of Arthur Andersen and Company explain the techniques of public accounting. (BELOW RIGHT:) The students also toured Chicago's ghetto areas for a first hand look at a national problem.



Proof is in the Product

Stanley Scott of Alford, Meroney and Company congratulates his employees, Dale Pickens and Suzanne Waller.



The Certified Public Accountant examinations are a formidable challenge, if only the amount of material covered were considered. When the highly technical nature of the examinations is considered, the CPA examination is more than equally comparable to the lawyer's bar examination. The CPA examination requires 19½ hours to administer and covers the four areas of accounting theory, business law, auditing and accounting.

The probability of an examinee passing all four parts of the examination on his initial attempt is extremely low. Approximately 50,000 applicants take the examination each year, but only two per cent or less of this number manage to pass the entire examination on the first attempt. Yet, at least ten Harding graduates have accomplished this feat, and two have been the recipients of gold medals presented by the Oklahoma Society of Certified Public Accountants. Those who have achieved this unique notoriety are Pat Bell (BA'58), Billy Ray Cox (BA'58), Bill Dismuke (BA'58), Joe Olree (BA'60), Tom Hawkins (BA'63), Mike O'Neal (BA'68), Rick Venable (BA'70), Dale Pickens (BA'71), Rodney Waller (BA'71), and Suzanne Waller (BA'71). Dismuke and O'Neal received the gold medals.

An even more unique aspect of the CPA examinations was revealed after the November exams were administered. Rodney and Suzanne (Holland) Waller, both graduates of the 1971 class, passed the exam on their first attempt. Both the Texas Society of CPA's and the American Institute of CPA's have been surveying the women who have passed the examination in recent years to determine the unusualness of a husband and wife both passing the exam at the same time.

A former vice president of the American Institute commented, "I think such an event is so unusual that nobody ever thought that statistics in this area would ever be called upon. The odds are fantastically high that this would ever happen."

To make the situation more unique, Dale Pickens, another '71 graduate, also passed all four parts of the examination in November. All three alumni work for accounting firms in Dallas. Dale and Suzanne work for Alford, Meroney and Company, and Rodney is employed by Arthur Andersen and Company.

Stanley Scott, a member of the board of the American Institute of CPA's and managing partner of Alford, Meroney and Company, commented on the achievements of Harding graduates:

"Although I would like to think that the experience Dale and Suzanne have received while working with our firm since their graduation from Harding College last June had made some beneficial contribution to their outstanding success in passing all of the CPA examination the first time they took it, I realize that the training they received at Harding coupled with their own natural ability must be considered the primary cause of



Rodney and Suzanne Waller discuss their recent passing of the CPA exam with Billy Ray Cox.

this unusual success. This point is emphasized even more when one considers that two of their classmates, who work with other CPA firms, also achieved the same degree of success on this last examination.

"Based upon the information I have, this means that 4 out of a graduating class of some 11 with an accounting major were this successful. Such an achievement is certainly unusual and outstanding. Harding College, and the Department of Business in particular, can justifiably be proud of this record."

The record of Harding's alumni speaks for itself. Since 1954 the college has graduated 116 students with degrees in accounting. Forty-five of these alumni hold the CPA certificate and almost half of these are graduates of the classes 1966-71.

Dr. James Hedrick, chairman of the department of business and economics, summarized the record of Harding graduates by stating, "Our students come to us with a high caliber of ability. We must challenge them to give that extra measure needed to achieve to the utmost of their abilities. In the business world, especially in public accounting, the BA degree is only the beginning. Characteristically Harding alumni have demonstrated the ability for independent study and dedication, which are the keys to advancement and recognition in the business world."

news, notes

SUMMER SESSIONS ANNOUNCED

The two sessions of Summer School, June 5-July 8 and July 10-Aug. 11, will include five special programs of varied interests.

An advanced studies program for high school juniors with a B or better grade average and a Developmental Program for high school graduates who have not met admission requirements will be conducted during both sessions.

Three workshops will be included. A Reading workshop will be held June 5-23, a Mathematics workshop will be in session June 24-July 7 and an Environmental Studies Workshop will be July 10-25.

Further information about these programs and a schedule of regular classes may be obtained by writing Dr. James F. Carr Jr., Director, Summer School.

MARCH YOUTH FORUM SETS ATTENDANCE RECORD

The Annual Youth Forum, March 31-April 1, had a record attendance with 1,010 high school students registering officially. The students came from all parts of Arkansas and 17 other states to hear Landon Saunders of Abilene in three major addresses.

States represented were Alabama, California, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Mississippi, Missouri, New Mexico, Ohio, Oklahoma, Tennessee and Texas.

Attendance by college students and sponsors swelled the Friday night audience to more than 1,200.

RECEPTION SCHEDULED

The Alumni Association invites all alumni to a reception Saturday, May 13, from 2:30 to 4:30 in the Heritage Room of the American Heritage Center. This is a chance to get together and visit with classmates and friends you may not have seen for many years.

Eddie R. Campbell, forum director, said, "One thing we tried to accomplish was to reach the hearts of the young people and motivate them to let Christ in. Landon Saunders did a great job in accomplishing this."

Campbell expressed appreciation to the college students who provided 707 spaces in the dorms for visitors.

Next year's forum has been scheduled for April 20 and 21.

HUMBLE OIL EXECUTIVE TO ADDRESS '72 GRADUATES



Homer O. Gainer, employee relations coordinator of Humble Oil and Refining in Dallas, will be the speaker at commencement May 14. Graduation ceremonies for the 325 seniors will be at 2 p.m. in the college auditorium.

Gainer, a 1943 graduate of Texas A&M, received an Army commission during World War II.

He is a member of the Board of Trustees at Christian College of the Southwest and Christian Schools, Inc., in Dallas, and is vice chairman of the Advisory Board of Trustees at Abilene Christian College. Also, he is a member of the Board of Directors at Boles Children's Home in Quinlan. He is presently an elder at the Skillman Avenue Church of Christ in Dallas.

The college will not have a baccalaureate service this year because of a change in the calendar schedule. Examinations for the spring semester will be May 8-13.

Two musical programs are scheduled at the closing of the term. The Belles and Beaux showcase will be presented Friday and a concert by the A Cappella chorus will be Saturday. Both programs will begin at 8 p.m. in the main auditorium.

HARDING SPEECH STUDENTS CAPTURE SWEEPSTAKES HONORS

Harding students captured the Sweepstakes Trophy in the Pi Kappa Delta Province Tournament and Convention at North Texas State University in Denton in March, besting 25 schools from New Mexico, Texas, Oklahoma, Arkansas and Louisiana. The Harding team accumulated the highest number of points among all events to win the prize.

Receiving gold medals, highest awards in individual events, were Tom Estes of Montgomery, Ala., oral interpretation; Jimmy Sigmund, Lake Charles, La., extemporaneous speaking, and Eugene Goudeau, Rangely, Colo., discussion.

Receiving excellent certificates were Roger Castle, Longmont, Colo., extemporaneous speaking, Goudeau, oratory; and Jana Smith of Vernon, Tex., and Martha Denewiler of Denver, debate.

Castle and Estes lost on a 2-1 decision to the University of Houston in the finals of Cross-Examination Debate.

Harding topped North Texas State and Southwestern Louisiana University to take the sweepstakes award.

ALUMNI INQUIRIES ANSWERED

Some have written us asking why their name did not appear among the contributors during the year. We understand this concern and with this thought in mind we offer the following explanation.

The college fiscal year begins on July 1 and runs through June 30. Consequently, contributions made during any fiscal year must be made within those months in order to be listed for that year. Being accustomed to a regular calendar year — January through December — misunderstandings may arise when contributions are not listed for a given year. If your gift was made after June 30, 1971, your name will appear in the next annual report.

BROCHURE OFFERED

An informative folder "Questions and Answers About Your Will" is now available to those interested in financial planning. The booklet answers questions often asked about wills and deferred giving. It may be obtained by writing Estate Planning, Box 526, Harding College, Searcy, Ark. 72143.

From the Editor's desk

The Case for Visibility

Much has been written recently in educational circles concerning a Carnegie Commission on Higher Education study, "The Invisible Colleges," and its impact on schools mentioned in the report. According to an article in the *National Observer* (January 15, 1972), "The study emphatically supports the continued existence of most 'invisible' colleges." Unfortunately, early reports of the study in the news media described the colleges as the kind "most likely to become extinct" and the *New York Times*, quoting from the study, said the colleges "are fighting desperately for survival."

The study has provoked a good deal of discussion, with most of it centering around the "invisible colleges" and their chances for survival in present decade. In the main, these colleges are small, private, co-educational, liberal arts institutions with relatively small working endowments. Many are church related.

In many respects, it would seem the characteristics of the "invisible college" could well be applied to Harding. If this be true, what of Harding's future? Will her name be added to the rapidly growing list of colleges which have disappeared from the higher education scene?

We do not think so. The first and most basic reason why Harding is not invisible is that she is a college with a purpose, a reason for existing — teaching and training young men and women as for eternity.

Harding is definitely not "invisible" — because of an energetic student body of more than 2,000 continually in action. How can Harding be "invisible" when its business team has won its fifth national business games championship against such schools at Notre Dame,

Marshall University and Brandeis University? When more than 150 students gave up their spring vacations to campaign for Christ from Lincoln, Neb., to Gretna, La.? When its bowling team has won two consecutive national NAIA championships?

How can Harding be invisible when its research center is conducting its fifth year of astronaut physical fitness studies for the National Aeronautics and Space Administration? When its debate team captures the Sweepstakes Trophy in a four-state regional forensics tournament? When its yearbook has received 12 consecutive All-American awards in national journalistic competition? These are not all that could be mentioned.

Certainly these activities and accomplishments are barometers to what Harding's students are doing, and; more importantly, how well they are doing it. Our education goes beyond the fundamentals of accounting, business law, finance, marketing and management. Any college or university with a superior faculty can offer fundamentals. At Harding a four-year education includes the molding of a Christian character tempered with honesty and integrity.

Never before in the history of our country has there been a greater need for Harding's type of education. Not only are we striving to provide the future business leaders of the nation with a Christian education, but also the teachers, biologists, engineers and homemakers who will form America's populace during the coming decades.

Yes, we are proud of our honors, but we have an even greater pride in the educational process which trained these students and encouraged them, through continual dedication, to rise to the pinnacle of excellence.

HARDING

PUBLISHED MONTHLY. SECOND CLASS POSTAGE PAID AT SEARCY, ARKANSAS 72143

CALENDAR OF EVENTS

- Baseball — ASU-Beebe (home) 1 p.m., May 1
- Baseball — SCA (home) 1 p.m. — May 5
- Track — AIC meet, Arkadelphia — May 4-5
- Belles & Beaux, 8 p.m. — May 12
- A Cappella Chorus, 8 p.m. — May 13
- Graduation — 2:30 p.m. — May 14
- Tennis — AIC Tournament, Little Rock — May 15-17
- Summer Sessions — June 5-July 7, July 10-Aug. 11
- World Evangelism Seminar — June 5-10, June 12-17
- Reading Workshop — June 5-23
- Mathematics Workshop — June 24-July 7
- Environmental Studies Workshop — July 10-25
- Camp Tahkodah — June 11-July 8
- Harding Sport Camp — July 9-22
- Camp Salado — July 23-Aug. 5

21

Campus Mail 72143 x

Miss Shirley Birdsall