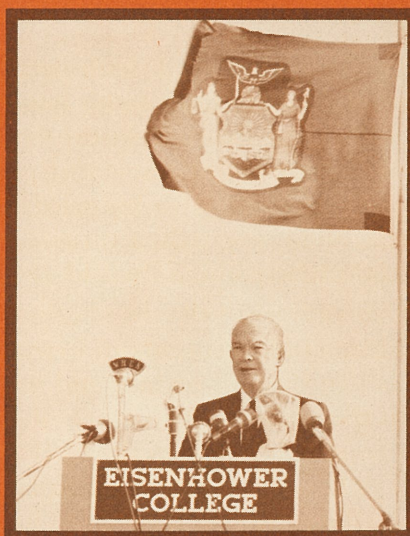
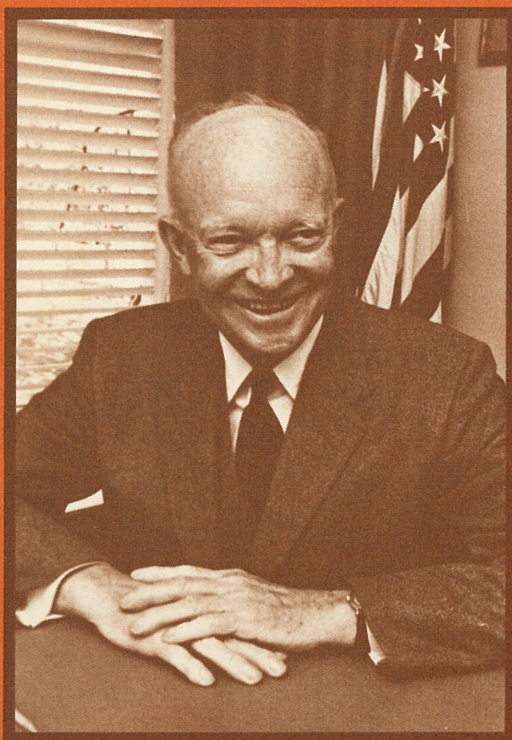




WE
BELIEVE...



Above: President Eisenhower, with his internationally famous grin.

Below: President Eisenhower addressing the audience at the ground breaking.

Left: Dwight David Eisenhower, 34th President of the United States, turns the first spade of earth at the ground breaking of Eisenhower College, September 21, 1965.

MAMIE DOUD EISENHOWER

Dear Friends of
Eisenhower College:



There is a decorative wall at the main entrance of Eisenhower College. On it are the words: "... dedicated to the Character, Principles, and Patriotism of Dwight David Eisenhower." From the beginning, Eisenhower College had the basic qualities that Ike saw as part of true education: smallness, a non-urban location, and a dedication to the liberal arts.

How Ike admired the concept of the liberal arts! And he, a West Pointer! But to measure the College in terms of the goals it inspires in its students, in terms of philosophies it generates, in terms of traditions it builds, we have had to wait.

Now I believe it can be said. Eisenhower College truly reflects those qualities Ike wanted in a college bearing his name. How do I know? Because I have attended all four graduations at the College and I see the kind of men and women the College graduates: young people with a spirit, a will to succeed in changing the world with knowledge, understanding, and tolerance. As they make their way in their varied careers, they take with them a unique range of comprehension, a "world view," if you will, that is founded in patriotism, yet dedicated to the ideal of a planet at peace.

I have made my judgments about Eisenhower College. It is what Ike hoped it would be, and it will endure and become one of the finest liberal arts colleges in the country. As a mark of my faith, I have transferred the General's personal library to the College. This act, and the expressions of love for Eisenhower College that I expect to make in the future, are no more than my husband would have done himself.

On the following pages, individuals — many of them dear friends of mine as well as of the College — offer their reflections on Eisenhower College. Each is closely involved with the College. Some have been a part of the institution since its start; some joined our family of friends in later years; three are recent graduates of the College. I assure you that these few individuals represent thousands of others who share their affection for Eisenhower College.

Mamie Doud Eisenhower



GENERAL EDWARD P. CURTIS

General Curtis, a Trustee of Eisenhower College, is a Director of Eastman Kodak Company. A former Chief of Staff, U. S. Strategic Air Force, Europe, he served under General Eisenhower, and later became a Special Assistant to the President.

As a Trustee of Eisenhower College, I sometimes am asked, "Is the College going to make it?" Frankly, there were times in the past when you had to be a real optimist to answer that question in the affirmative.

Today, however, the picture is very different. In spite of an enrollment which is not as large as it should be, due largely to a critical financial situation two years ago, there is a new spirit of confidence on the campus. Our immediate short-range obligations have been taken care of so that financial support from now on can be used to further strengthen the institution rather than just to keep the College alive.

We have always had an enthusiastic student body, an extraordinarily dedicated faculty, and an administration which worked tirelessly to develop the College. The new Long-Range Planning Committee has the responsibility not only for developing the future course of the institution, but also to plan for putting the College on an even firmer financial basis. Fortunately we know that there are many friends on whom the College can rely, but new support must be generated from individuals and foundations interested in seeing that sound private colleges will survive.

I am proud to have played a part over the past few years in bringing the College to its present stature and to be among those who will continue to help insure its future. All of us who were close associates of Dwight D. Eisenhower refuse to accept anything less than success for his living memorial.

Edward P. Curtis

ELIZABETH DELAN

Mrs. Elizabeth Delavan, as she presides over the President's Council of the College. For generations her family has actively supported the civic and cultural activities of Seneca Falls. Her late husband was a Charter Trustee of the College.



Many of us in Seneca Falls feel proprietary and possessive about Eisenhower College. Perhaps it is because we were privileged to witness the very birth of the College. We watched the original concept issue from the fertile minds of John Rosenkrans and Dr. Skinner. In 1965, we saw General Eisenhower break ground for his own memorial. And virtually every citizen in Seneca Falls helped provide part of the wherewithal to begin building. As the years passed, we viewed the successes and achievements of the College with relish. And we suffered to the same degree with the inevitable problems and setbacks.

It has been a decade (amazingly) since the College began. Now it is firmly established. Its reputation grows year by year, and because we feel that Eisenhower College is a part of us, Seneca Falls shares in the warmth of its glory.

Our support is not meant to buy the educational, cultural, and recreational advantages the College offers us. Rather, our commitment to the continued growth of Eisenhower College is on behalf of the students many of us have come to know — by going to campus to share in the cultural activities as well as by meeting them in the churches and on the streets of our community. They have fulfilled our dream.

Elizabeth Delavan



AMORY HOUGHTON

Amory Houghton, former United States Ambassador to France and Chairman Emeritus of Corning Glass Works, became an original Trustee of Eisenhower College at the invitation of President Dwight David Eisenhower.

In 1965 General Eisenhower told me that he understood I was to be asked to serve as Trustee of the newly formed Eisenhower College, and that he hoped I would accept. Because of my friendship for, and admiration of, this extraordinary man, I agreed to serve. Accordingly on September 1 of that year, I joined the Board of Trustees.

It shortly became apparent that it was his wish, and that of his family, that the College become his living memorial. For this reason in the first instance, I became greatly interested in the institution.

The College has experienced the birth-pangs of any new institution. During the last decade, however, the College has proven its validity as an educational entity through its strong liberal arts program, and the global vision demanded by its World's Studies Program by which Eisenhower students acquire a perspective of the interdependence of the world today — an important step in preparation for building a lasting peace.

Eisenhower College today has in place a new, well-planned physical plant, and a talented teaching faculty. It deserves wide support, not only as an appropriate memorial to a great General and President, but on its own merits as an educational institution.

GEORGE MEANY

George Meany (right), President of AFL-CIO and a Trustee, presents, on behalf of AFL-CIO, one of a number of books to William G. Kerr, Librarian, to be added to the Slater Library collection in labor studies.



Because of my deep respect and friendship for General Eisenhower, I am proud to be associated with Eisenhower College and proud to support it as best I can.

I believe this institution is already playing a part — and is destined to grow in influence — in the resolution of the age-old differences that retard the progress of civilization. By producing the calibre of men and women that it does, Eisenhower College annually injects into our American system an added measure of understanding. And, understanding leads to tolerance, which, in turn, leads to peace.

The many people who worked so hard and gave so much to found Eisenhower College (and then redoubled their efforts to make this College strong) did so in order to create a living monument to a great American, a great man. Let the people look at the College today and be well-satisfied. Its founders have built for our nation an institution with the character required to produce generations of young men and women educated and motivated in an atmosphere inspired by the example of Dwight D. Eisenhower. This accomplishment will speak for itself in years to come.

George Meany



GENERAL LAURIS NORSTAD

General Norstad, former Supreme Allied Commander, Europe, and former Chairman of Owens-Corning Fiberglas Corporation, served as Chairman of the Board of Eisenhower College until his retirement in 1975.

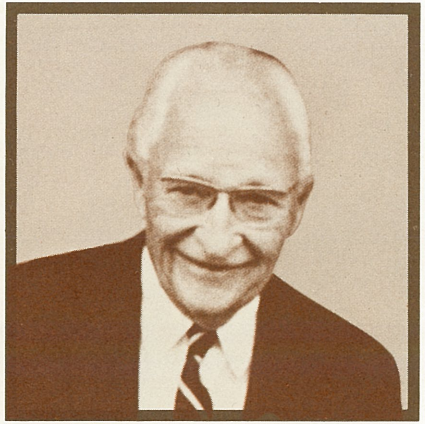
In March of 1969, Dwight Eisenhower was awarded the \$50,000 Atoms for Peace Prize in recognition of his lifetime efforts toward peace. For a man who was a soldier most of his life, for a man who led armies of millions in the greatest conflict our world has seen, this was recognition of his great human qualities. That Ike saw fit to donate his prize to Eisenhower College, then, tells us something of how he conceived of the College. Ike thought of Eisenhower College as an institution that forever would exemplify his philosophy and carry on his work toward harmony and tranquility on earth.

I believe wholeheartedly in these ideals and in the character of the man who lived them. That is why I offer my continuing support — in toil and dollars — to Eisenhower College.

Mamie Eisenhower serves us now as our living link with the General's dreams for the College. She is vitally concerned with the College, both for the institution's sake and in accordance with what her husband would have wanted. That Mamie chose this time to give the College Ike's personal library, I believe, can be taken as confirmation that we are succeeding in making Eisenhower College what the General dreamed it would be.

ELLIS D. SLATER

Ellis D. Slater, Trustee Emeritus and director of numerous corporations, was the major donor of Eisenhower's excellent Slater Library.



"This is an honor that will be prized by me every day of my life, for I can think of no greater monument to any man than a college bearing his name; an institution which will be a vital, vigorous champion of freedom through proper education."

These words were spoken by my friend, Dwight Eisenhower, at the ground breaking ceremony of Eisenhower College. We shared Ike's pride then. It was an exuberant pride, stemming from the flush of immediate success. As we could have suspected, our pride was followed by many a fall. But we learned from our setbacks, we persevered, and we succeeded. Today, we have a different kind of pride: more quiet, perhaps, but more intense, a pride tempered by the fires of accomplishment.

What have we accomplished? We have carved a college campus out of the wilderness — a campus not relying on lavishness for its appeal, but blessed with an atmosphere of kinship, of freedom, of high purpose. We have developed an academic program unrivaled in its originality and aptness to today's world. We have gathered the best faculty in keeping with our goals. It is a teaching faculty whose prime concern is the direction of young minds. We have been successful in attracting the quality of student for which the College was founded — students who are not just bright and ambitious, but who have the dedication and idealism of the College's namesake.

The academic quality of Eisenhower College is not an issue. We have founded a college that is emerging at the forefront of liberal education. What is an issue is the financial underpinning upon which the academic program rests. It has been a long and difficult struggle to reach the point where we can look ahead with a degree of confidence in the College's fiscal future. Today, we have reached that point, and given the continued support of its past constituents, and new support from others who now can see Ike's memorial in being, the College will attain the stature and the vigor that Ike foresaw at ground breaking.

Ellis D Slater



DAVID
CATHERMAN

GAIL
MAHAN

RONALD M.
ROBINSON

I now appreciate why they call them college “fairs.” Visiting Washington, D.C., recently for an alumni get-together, Ron Robinson '72 and I spent an afternoon at such an event with Gail Mahan, also '72 and now an assistant director of admissions for her Alma Mater. Gail was among representatives of well over 200 colleges and universities whose personnel were there, quite frankly, to peddle information to any or every one of the high school students who had been bussed in to that day's affair.

As we watched dozens of sneaker- and jean-clad seniors wander slowly from booth to booth, pausing occasionally to stuff a glossy pamphlet into handout shopping bags — each booklet doubtlessly professing how “unique” its school is — we got talking about what led *us* to Eisenhower College. And why, although graduated and occupied with our own careers, so many of us continue to be steadfastly dedicated to its promotion and continuance.

One element, I suppose, was the pioneer spirit of the first decade — the opportunity to shape programs and traditions at an institution that, from faculty to trustee composition, was fully mindful of the character and principles of its namesake, General Dwight D. Eisenhower.

Beyond that there was — and continues to be — an academic program truly “unique” and appropriate to a college named for someone who played such a major role in the twentieth century: World Studies. A program that could produce students capable of grasping historical events from simultaneous perspectives of art, philosophy, social science, history, and music. A

Three alumni — David Catherman, '72 (left), editor of the Syracuse Alumni News; Gail Mahan, '72, (second from left), Assistant Director of Admissions, Eisenhower College; and Ronald M. Robinson, '72, (right), Chairman of the Eisenhower College Alumni Association and Administrator with Abraham & Straus — discuss alumni involvement in admissions recruiting with James G. Miller, Director of Admissions.

program that honestly cannot be experienced on other campuses. A program that perhaps could only have come from an institution fashioned and sustained by historically prominent figures such as General Norstad, Ellis Slater, and, of course, General and Mrs. Eisenhower.

It would take too much space to detail that program, or to recite just how successfully it prepares Eisenhower graduates for distinguished careers in government, psychology, journalism, law, and so forth. But it must be said that as the three of us watched those students wander, some forlornly, from booth to booth, we sensed that they were seeking something different . . . something truly distinctive, appropriate, relevant — something, I imagine, akin to what Robert Frost was talking about in his poem "The Road Not Taken."

Inspired by memories of this program — and encouraged by its successful preparation of graduates — I believe we have one of the most dedicated and sustaining alumni groups in the nation.

David Catherman

along with

Gail Mahan

Ron Robinson



WALTER A. RUSCHMEYER

Walter A. Ruschmeyer, Chairman of the Board of Trustees of Eisenhower College, is a Partner in the international accounting firm of Haskins & Sells.

From the accompanying widely varying reflections on Eisenhower College, it is evident that Eisenhower College is a highly unusual institution.

One aspect that sets Eisenhower apart from other colleges is the nature of its academic program. The fact that we are a liberal arts college is, in itself, not unusual. What is unique, however, is our insistence that every student recognize and understand the interrelationship between all branches of man's knowledge. In attaining this understanding, the student learns the interrelationship of all that goes on around him, and with this knowledge is better equipped to reason his way through situations he will be called upon to face.

The people who make our program work are also unusual. Eisenhower College consistently has sought the best faculty available, as reflected in experience and credentials. But we ask that our faculty have one thing more — a desire to talk *with* students, not *at* them. Our faculty members are not only professors; they are mentors from whom students can expect personal attention and sincere interest. The basic tool of the Eisenhower professor is dialogue, on a person-to-person basis, making the student an active participant in the learning process.

In addition to the individualism that caused them to select Eisenhower College, our students have other attributes that we think set them apart from their peers. To illustrate the character of our students, let us go back to 1972, when United States troops invaded Cambodia. On many campuses, the reaction to this event was an immediate, emotional response, often including violent protest. Eisenhower students were equally concerned about the invasion. What was their response? Roger Hilsman, an authority on Far Eastern affairs, was invited to the campus. For 48 hours, our students listened, questioned, learned, and arrived at a new understanding of the problems of East Asia and its citizens. Finally, they issued a statement of their position — and their statement was sent to U.S. Senators and

Representatives. Eisenhower students made a rational, considered judgment, rather than an emotional, unreasoned response. In the passage of time, this specific incident may be forgotten by most, but we think it exemplifies the mature attitude that Eisenhower students take toward life in general.

As a young college, Eisenhower's campus is different than most. There are no ivy-covered walls, no aging brick, or weathered wood. Throughout the past decade, signs of construction have been — and still are — evident. But Eisenhower has an atmosphere of friendliness and community which is immediately noticeable to visitors. In spite of the superficial differences and innate individualism of our students, there is a bond — the sharing of a unique educational experience at an institution which they love and in which they have justifiable pride — that ties them together. The College is determined to keep that bond strong by remaining a small college, where students can enjoy the intimacy and intensity of life in an undiluted form.

Perhaps the most unusual aspect of Eisenhower College is the nature of support we have received. Benefactors of the College may be classified in four groups:

- The citizens of the United States individually. In the long run, the viability of Eisenhower College will depend on the generosity of a cross section of citizens who respect the education we are offering our youth and who see an institution modeled on the ideals of Dwight David Eisenhower as a valuable addition to higher education in America.
- Those who are, or were, in some way directly associated with the College and/or with General Eisenhower. Gifts from this group have ranged from a ten-cent contribution of a Seneca Falls school child to a check well into six figures by a Trustee of the College.
- The present alumni of the College. Because Eisenhower has graduated only a few classes and because its graduates are still in their twenties, the financial impact of alumni contributions is modest. We are confident, however, that as our alumni grow in numbers and advance in their careers, they will emulate the graduates of all great institutions in loyalty and support. In the meantime, our alumni serve in another important way. In all the professions and businesses they enter, they act as living testimonials to the educational quality of Eisenhower College.
- The citizens of the United States collectively. Eisenhower is the only college to be designated as the living memorial to a president and to receive limited direct financial assistance through an Act of Congress. Thus, every American has, in a sense, supported the College in memory of one of our greatest patriots.



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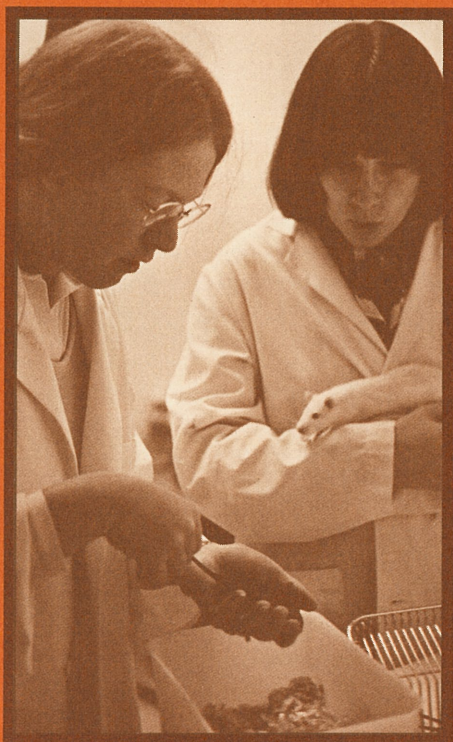
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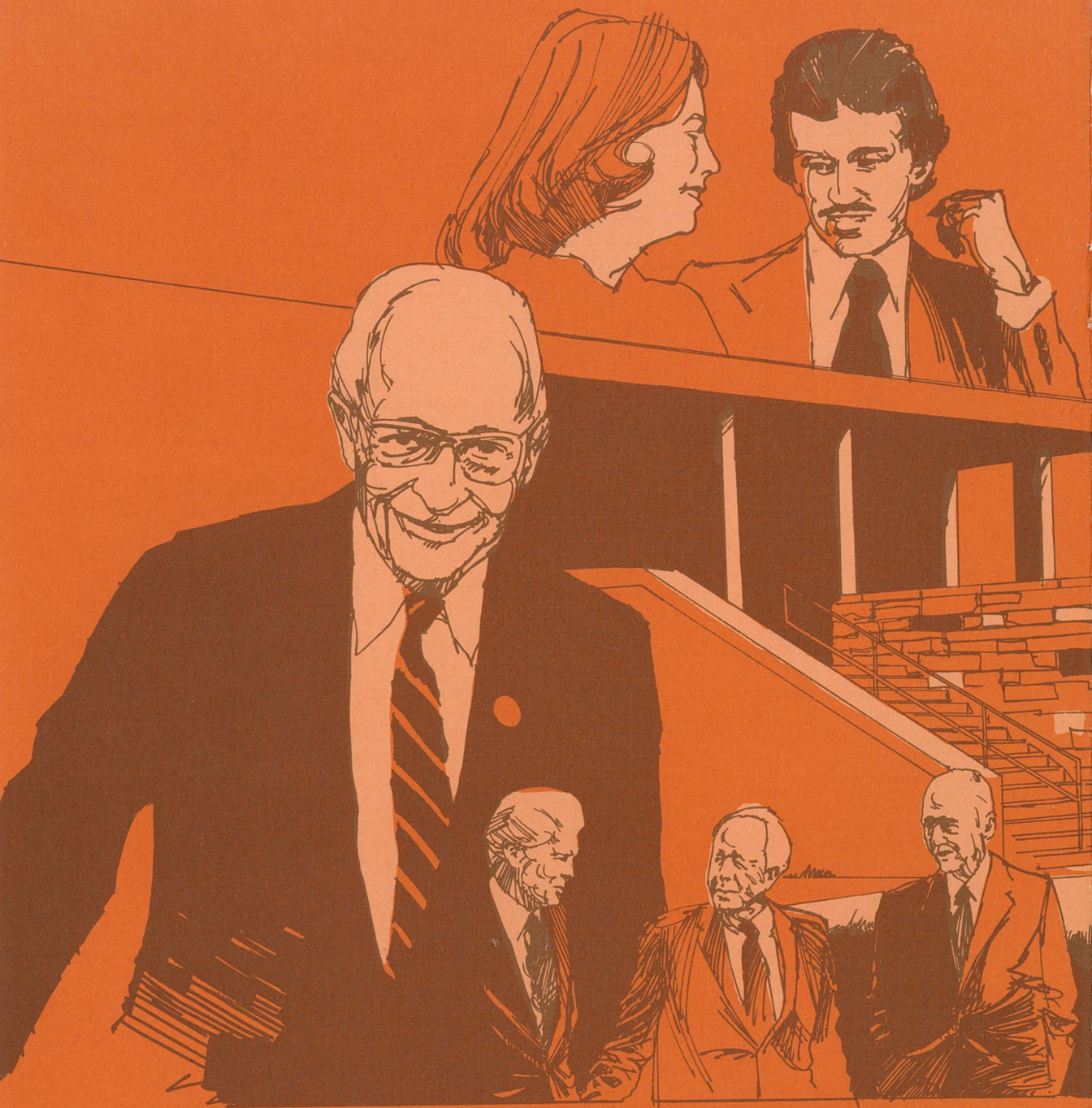
Above: Steel work is erected for the new Physical Education and Recreation Center on the Eisenhower campus.



Left: Two Eisenhower students prepare for an experiment in the psychology laboratory.

Below: At a table in the Slater Library, students work on an academic project.





EISENHOWER COLLEGE

Seneca Falls, New York 13148