

PLEDGE CARD



WILKES TOMORROW

Gift Designations

☐ General Purpose ☐ Named or Memorial ☐ Other _____

If this is a Named or Memorial Gift for a specific project, please indicate here:

If this gift is for another designation, please indicate here:

Please enter your name(s) exactly as it should appear on campaign records:

First Name

Middle Name Or Initial

Last Name

Please make checks payable to Wilkes College.



WILKES TOMORROW

Wilkes College, Wilkes-Barre, Pennsylvania 18766



To assist in The WILKES TOMORROW Campaign and in consideration of the gifts of others for this purpose, I/we hereby pledge and agree to pay Wilkes College, Wilkes-Barre, PA, the sum of:

_____ Dollars (\$_____),
or to give the following securities or other property:

I/we prefer to make payments beginning _____ 19_____,
on the following basis:

☐ Quarterly ☐ Semi-annually ☐ Annually ☐ As follows:

and concluding by December 31, 1990.

Signature

Date

☐ My company will match my gift.

☐ Please notify me if my company, _____,
will match my gift.

(See reverse side for Special Gift Designation)

PATTERN FOR SUCCESS

The success of the WILKES TOMORROW Campaign depends upon **generous gifts to provide leadership**. These gifts set the pace and inspire others to join in this campaign to realize a new vision of excellence.

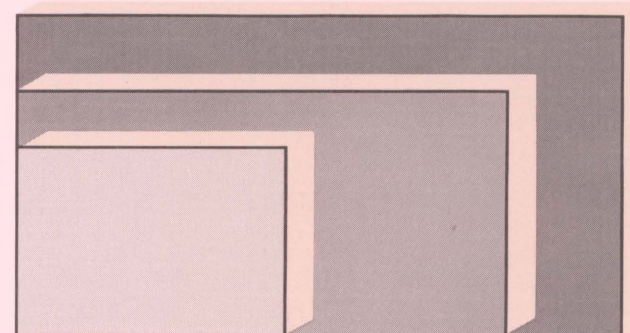
The Trustees and many loyal friends and supporters have already subscribed to the WILKES TOMORROW Campaign. Their efforts to date are outlined on the back of this insert.

But substantial contributions are still needed to reach our goal. Please help achieve the vision of WILKES TOMORROW . . . your gift will directly benefit the College, the Community, and thousands of future Wilkes students.

(continued on other side)

WF **WILKES TOMORROW**
Wilkes College, Wilkes-Barre, Pennsylvania

WILKES TOMORROW CAMPAIGN GOALS



\$18 Million WILKES TOMORROW Campaign

- \$2.5 Million Endowment Funds Support
- \$5.5 Million Capital Projects Support
- \$10.0 Million Ongoing Operating Support

USUAL PATTERN		
GIFTS	RANGE	TOTALING
1	1,000,000	1,000,000
3	500,000	1,500,000
5	250,000	1,250,000
8	100,000	800,000
11	75,000	825,000
14	50,000	700,000
23	25,000	575,000
35	10,000	350,000
60	5,000	300,000
125	3,000	375,000
300	1,000	300,000
Many Under 1000		25,000
585		8,000,000
Current Operations		10,000,000
Five Year Total		18,000,000

By 5/87 WE HAVE	
GIFTS	TOTALING
0	0
0	0
3	985,933
6	758,803
2	170,000
14	737,025
17	495,234
23	304,244
12	67,500
5	15,350
13	22,180
6	876
95	3,557,145
Prvt '85	1,291,756
Public '85	1,095,457
Prvt '86	931,086
Public '86	1,211,043
	8,086,487

WE MUST SECURE	
GIFTS	TOTALING
1	1,000,000
3	1,500,000
2	264,067
2	41,197
9	655,000
0	(37,025)
6	79,766
12	45,756
48	232,500
120	359,650
287	277,820
(6)	24,124
490	4,442,855
	7,612,787
	9,913,513

WILKES TOMORROW
THE PATTERN FOR
TO RAISE \$18,

USUAL PATTERN

GIFTS	RANGE	TOTALING
1	1,000,000	1,000,000
3	500,000	1,500,000
5	250,000	1,250,000
8	100,000	800,000
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14	50,000	700,000
23	25,000	575,000
35	10,000	350,000
60	5,000	300,000
125	3,000	375,000
300	1,000	300,000
Many	Under 1000	25,000

585 8,000

Current Operations 10,000

Five Year Total 18,000

\$8,000,000 to capital purp
plus \$10,000,000





WILKES TOMORROW



WILKES COLLEGE SPORTS AND CONFERENCE CENTER

Looking ahead from more than 50 years of Wilkes College history, one is struck by the substantive curriculum, distinguished faculty, and successful alumni which already mark this institution as a premier College. In that look ahead, one is also challenged by the pace of onrushing events and exhilarated, too, by the opportunities for all of those who care deeply about Wilkes and strive to assure that the College will be ready for the 21st Century.

WILKES TOMORROW is our theme. It is a dramatic plan for resource development designed to move the College to its next stage of distinction. Following a thorough review of needs, the Trustees are leading a campaign for \$18,000,000 in capital and current academic program support through the year 1990. WILKES TOMORROW articulates our goal: to prepare this College for a "tomorrow" of continuing excellence in academic performance.



WILKES TOMORROW

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Dear Friend of Wilkes:

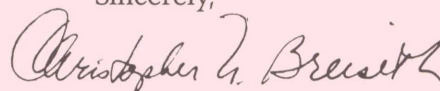
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This booklet presents the College's needs for the immediate future, a plan to meet those requirements, the reasons for our confidence and suggests some ways for you to become more deeply involved in the Wilkes College of tomorrow.

I invite you to join us.

Sincerely,

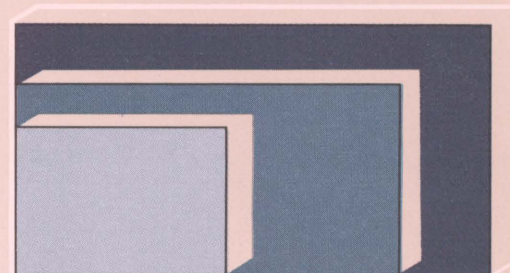


Christopher N. Breiseth
President



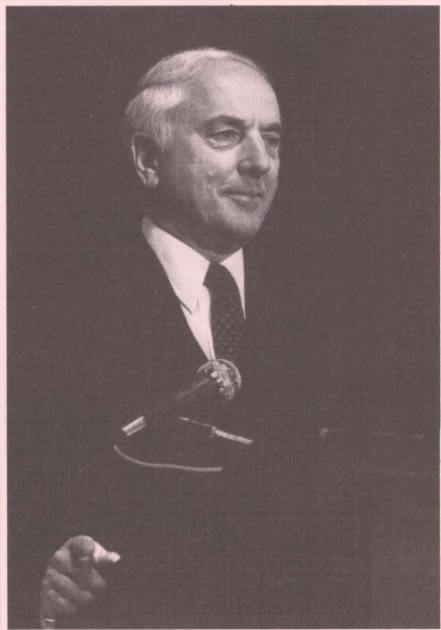
Christopher N. Breiseth, Ph.D.

WILKES TOMORROW CAMPAIGN GOALS



\$18 Million WILKES TOMORROW Campaign

- \$2.5 Million Endowment Funds Support
- \$5.5 Million Capital Projects Support
- \$10.0 Million Ongoing Operating Support



Joseph J. Pinola '49

Dear Friend:

When I first learned of the College's plans for what has become the WILKES TOMORROW Campaign, I remarked that it was an ambitious program. And that it has proven to be.

The Board of Trustees has embarked on a comprehensive plan, tying together the key elements of any college: students, faculty and the academic program.

Students are, of course, the point of it all. They are truly the "seeds of time" which we must nourish at this critical time in their development. That's why Campaign objectives emphasize students, their need for financial support, their need for superior facilities, their need for a distinguished faculty, and above all, their need for an academic program of the highest quality.

As a Californian, I'm especially impressed with the way Wilkes College looks from my perspective. As a center of engineering and science, as a leader in business education, yet firmly grounded in the liberating arts and sciences, Wilkes has carefully and deliberately set its priorities to serve the students of today, the leaders of tomorrow. The very theme of our endeavor, WILKES TOMORROW, stresses the point of this campaign: to get our College and our students even more prepared for the challenges to come.

As we reach toward success — you may check our progress on the "Pattern for Success" page in this brochure — I invite your participation. Our \$18,000,000 goal is closer to achievement each day, but it will not be reached without the help of each good friend of Wilkes College.

I know we can count on you.

Sincerely,

Joseph J. Pinola '49
Honorary Campaign Chairman

Dear Friend of the College:

It is especially pleasing to me that The WILKES TOMORROW Campaign has done so well in its initial stages and that its success is creating such excitement in the Wyoming Valley and beyond.

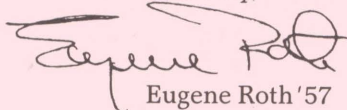
The positive and enthusiastic response to the Campaign is consistent with the unanimity of purpose that has always existed between the College and its constituency. Wilkes became a reality, in the first instance, in response to the community's need for an institution of higher learning, which among other attributes, could help realize the educational, cultural, and scientific aspirations of its people. It was the effort of a small group of concerned citizens who recognized this need for higher education and who committed the resources to found the institution, which has grown to the educational, cultural, and economic force we know and respect as Wilkes College.

I am delighted to report that the same commitment remains in this community, and with our many and growing number of friends outside the Wyoming Valley. Personal solicitations of some special friends have quietly taken place these past several months, and the gifts have been quite generous. Our Trustees, for example, have pledged in excess of \$2,000,000, our largest commitment ever to the College. At the same time, the response from a number of corporation and foundation friends has been inspiring — for a number of gifts are the largest ever to a single institution.

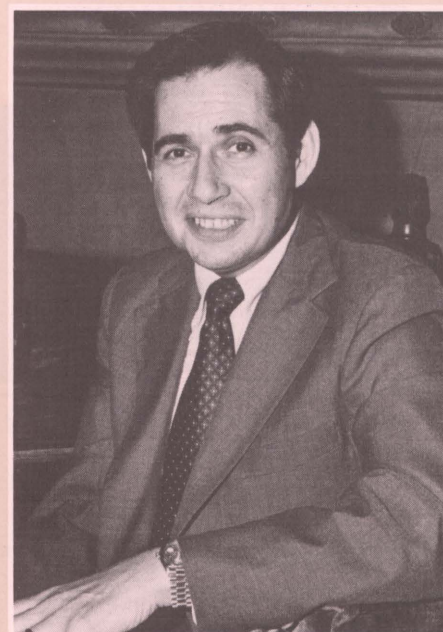
Our careful evaluation of the College's needs, the growing level of financial support to every aspect of the College's varied programs, and the distinction which most assuredly is Wilkes', has caused us to establish the largest goal of any campaign conducted by a local institution. Our ambitious charge means that we must work very hard. Our challenge is to cause more friends to become involved and committed to this project.

As Wilkes matures, it has increasing national impact and influence; and we now must continue to be expansive in our vision. To that end, WILKES TOMORROW is the College's first truly national fund raising effort. Volunteers and staff members have already begun telling the Wilkes College story. Please join with us in this exciting endeavor.

Sincerely,

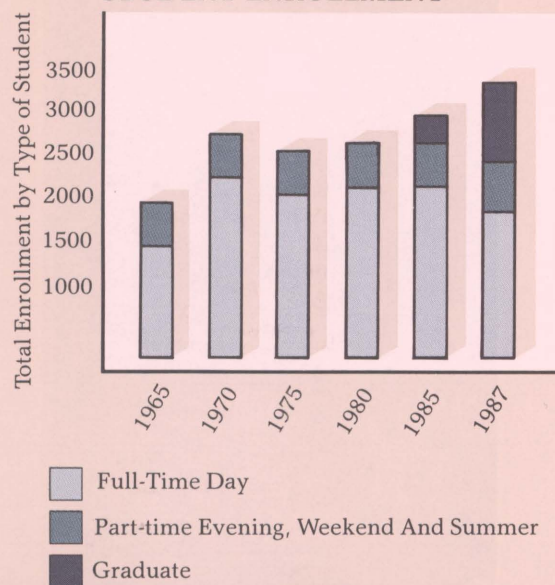


Eugene Roth '57
National Chairman



Eugene Roth, Esq. '57

**WILKES COLLEGE
STUDENT ENROLLMENT**



WILKES TODAY . . .

A QUIET RECORD OF ACHIEVEMENT

It all began quietly enough. Community leaders in Wilkes-Barre, responding to a pressing need for higher education opportunities, opened a small junior college, its curriculum firmly grounded in liberal learning, to serve a handful of students.

This founding of a College in 1933 — during the deepest days of economic depression — represented a tremendous investment of faith as well as finances.

And the faith of those founders was rewarded as the fledgling junior college grew into a four-year institution in 1947 and moved on to offer graduate programs soon after. The junior college of seventy-five students in 1933 has grown into a comprehensive institution offering graduate and undergraduate degrees to a student population of some 3,000 today.

Wilkes College is an institution comprised of professional schools and a college of arts and sciences. Programs include impressive research capabilities, humanities and fine arts, aggressive outreach programs, and an acknowledged tradition of academic excellence. It is a focus for science, engineering and technology without equal in the region.

Independent and non-denominational, Wilkes College — your college — has achieved a level of distinction extending across a vast region and reaching into many fields of endeavor. These gains were achieved only through the efforts of many. Friends and alumni, business and industry played a pivotal role. Now it is time to turn again to the College's good friends to invite the commitment of resources for the Wilkes of Tomorrow.

The College reaches many people and influences events in a host of ways. Read on and you will discover that you, too, have a very personal stake in the success of Wilkes College.

WILKES ... AND WYOMING VALLEY

Locally, the College is respected for academic excellence in the more than 30 degree and scores of non-degree programs offered. Programs range from business and economics to health care, from physical sciences to the humanities. Wilkes is also a significant "high tech" regional resource, providing a center for advanced studies and offering undergraduate and graduate degrees through the only fully-accredited school of engineering in Northeast Pennsylvania. But the College offers more than academics to the people of the communities it serves.

Applied research laboratories; air, chemical and radiation analysis; materials testing capabilities and an active technology transfer program promote important scientific progress and economic growth in the region. The Wilkes Small Business Development Center and the Anthracite and Community Development Institute encourage entrepreneurship and inject innovative new directions into the local business climate.

The Wilkes College Concert and Lecture Series, Sordoni Art Gallery exhibitions, and presentations at the Dorothy Dickson Darte Center for the Performing Arts enrich the cultural environment for town and gown.

WILKES ... AND PENNSYLVANIA

Wilkes' programs extend throughout the Commonwealth. They range from a highly respected, 300-student Master of Business Administration program at Allentown College, to an upper division baccalaureate program at Keystone Junior College in La Plume, to an innovative approach to professional development which each year involves more

WITH PRIDE ...

Mr. Mark J. Cohen '66
Nationally Renowned
Photographer

Edithe M. Levit, M.D. '45
President, National Board of
Medical Examiners of the
American Medical Association

Mr. Joseph J. Pinola '49
Chairman and Chief Executive
Officer, First Interstate Bancorp

Mrs. Edythe R. Landau '48
Attorney, Vice President,
Transworld Entertainment,
Motion Picture Producer

The Hon. Paul E. Kanjorski '59
Member, United States House of
Representatives

William F. Raub, Ph.D. '61
Deputy Director, National
Institutes of Health

Jesse H. Choper, Ph.D. '57
Dean, School of Law, University
of California at Berkeley

Mr. Paul J. Domowitch '76
Sports Columnist, Philadelphia
Daily News

Charles A. Sorber, Ph.D. '59
Dean of the School of Engineering
University of Pittsburgh

Mr. Frank Zane '64 Author,
Fitness Expert, Former Mr.
Universe, Mr. World and Mr.
America



than 2,500 teachers statewide. Cooperative engineering programs have been established with several junior colleges and a doctoral degree in education is sponsored jointly with the University of Pennsylvania.

Continuing education courses and special workshops on topics as diverse as business techniques, opera and Chinese language and culture enhance individual knowledge and provide opportunities for personal and professional development. Joint research projects with high technology firms produce benefits felt throughout entire industries.

With laboratories providing the only college-based radiation monitoring station in Northeast Pennsylvania, Wilkes College participated in the state- and world-wide monitoring of radiation levels following the Chernobyl atomic energy disaster. Wilkes' air quality measuring capabilities served in the March, 1987 toxic fumes evacuation of Nanticoke, Pennsylvania, and certified the city as safe for the return of 15,000 residents.

Wilkes College improves the quality of life and economic well-being of hundreds of thousands of Pennsylvanians. It is a positive force for continued growth and progress.

WILKES . . .

AND THE WORLD

Wilkes is also responding to the call for professionalism in today's world. In an increasingly complex, modern society, "practical" skills become especially pertinent when — as in the Wilkes environment — they build on the values and benefits of liberal learning. Wilkes is an acknowledged leader in the integration of both professional and liberal arts studies into the college experience at all levels. Wilkes alumni are well-rounded and technologically astute . . . amply prepared for their areas of specialization and able to absorb the buffeting of changing economic and social climates.

These graduates — ambassadors from Wilkes — have their impact upon the wider world. Providing leadership . . . introducing fresh perspectives . . . tempering trends with their holistic view. With help from you, WILKES TOMORROW will lay the foundation for new generations of world citizens.

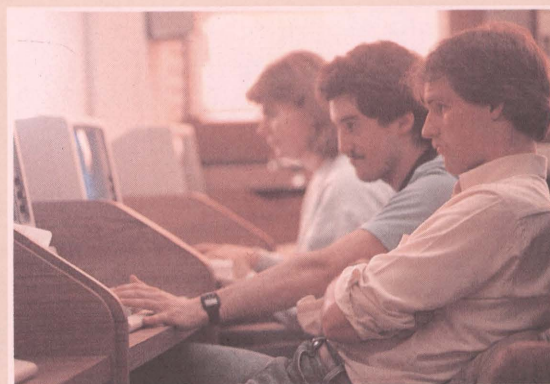
WILKES . . . AND THE NEED

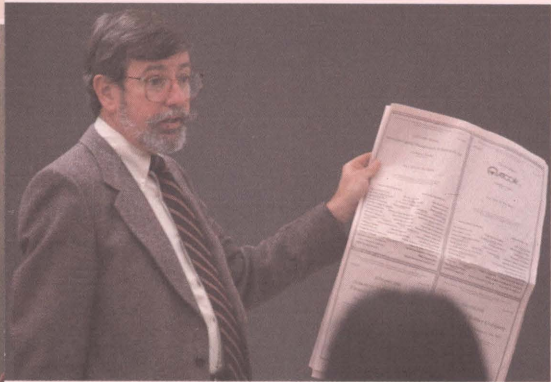
Following an intense review of the College's most urgent needs as projected through 1990, the Trustees focused on three objectives of highest priority: A \$5.5 Million capital construction project, endowment gifts totaling \$2.5 Million, and \$10 Million in ongoing academic program support. In all, an ambitious program of \$18 Million over a five-year period.

Capital support will add needed physical facilities as well as an increased endowment to provide income necessary to continue to attract and retain bright students and a distinguished faculty. Wilkes' endowment per student ranks tenth among the sixteen private colleges with which it is most competitive. The need for private philanthropy is greater than ever.

In large measure, the success of the WILKES TOMORROW Campaign depends upon generous gifts to provide leadership. These gifts set the pace and inspire others to join in this campaign to realize a new vision of excellence.

The first step in providing just this kind of leadership has already been taken by the Trustees. They have committed more than \$2 million toward the capital campaign target of \$8 million. But other substantial contributions are needed to reach that goal.





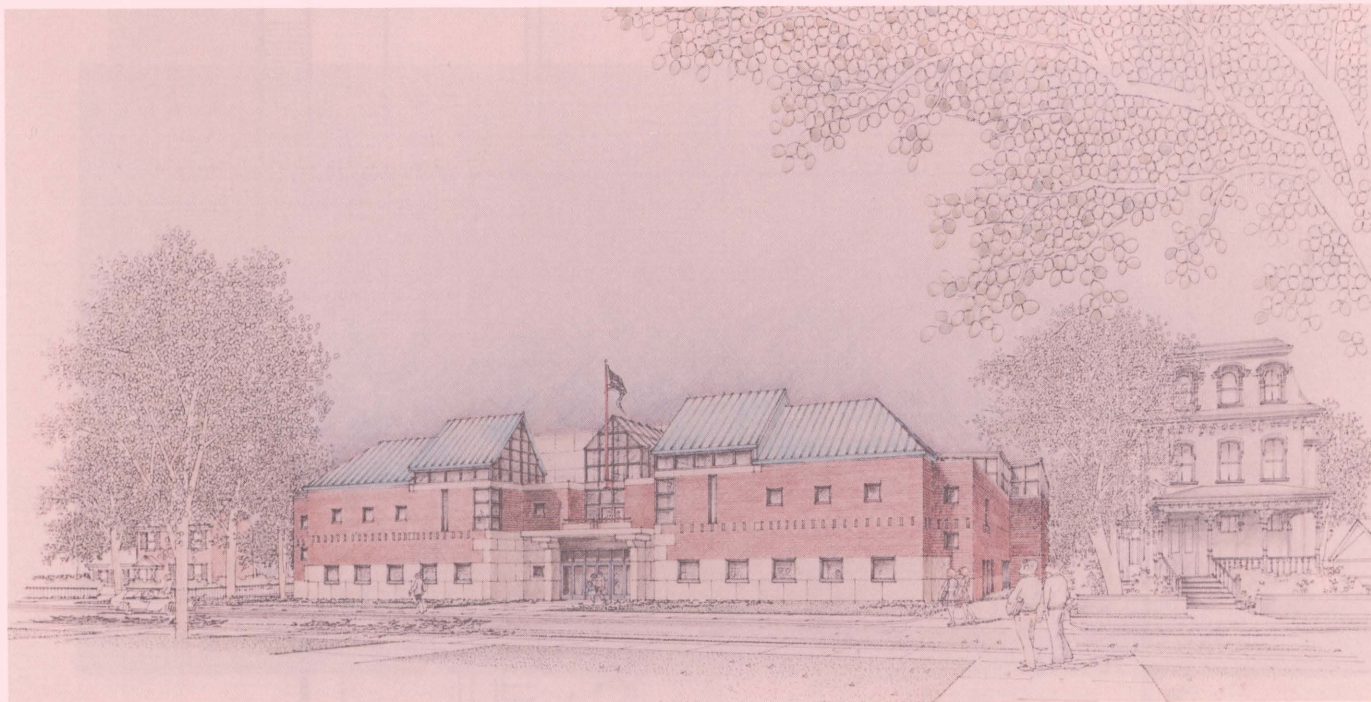
WILKES TOMORROW . . . THE SPORTS AND CONFERENCE CENTER

The funds received during the campaign will be committed to identified College needs. Of the overall goal of \$18,000,000, \$5.5 million will be targeted to physical plant capital improvement. The centerpiece of these improvements will be the early construction of a multi-purpose center for recreation and fitness activities, conferences and seminars, intramurals, and intercollegiate sports.

The imperative for the Sports and Conference Center (SCC) has been cited in studies dating back two decades. The current gymnasium was built in the early 1950s to serve a student body of 750. Today, the facility is overwhelmed by the requirements of some 3,000 degree-seeking students — a figure which reflects the total demand of both full- and part-time undergraduate and graduate students. A new facility is urgently needed to satisfy the fitness needs and recreational activities of today's students and to allow the College to attract tomorrow's students.

Additional classrooms and a full floor of offices will further expand the role of the facility, maximizing utilization during all hours of the day. The modern conference facilities of the SCC will promote intellectual activity on campus and allow the College to play host to special meetings originating in government, industry and the community.

Other, longer range capital projects beyond the immediate goals of the campaign include renovation of existing buildings of historic significance and property acquisitions designed to unify and integrate the College's campus. Though such undertakings are, on the surface, primarily physical in orientation, these bricks-and-mortar projects directly affect and support the academic environment.



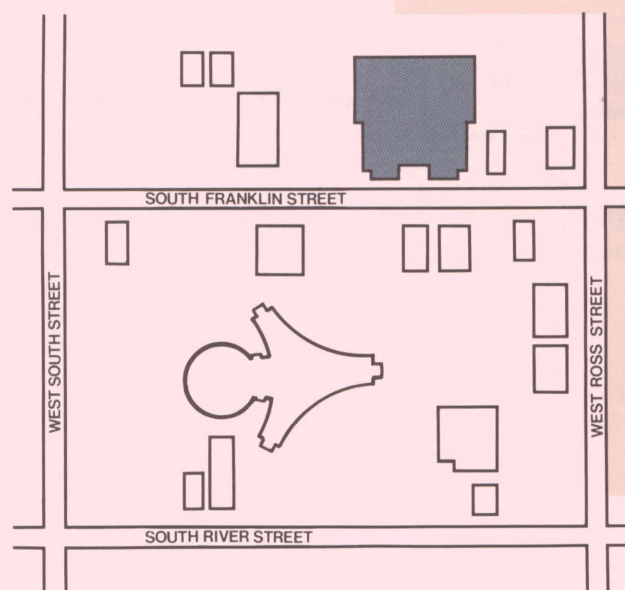
THE SPORTS AND CONFERENCE CENTER . . . a multi-purpose facility to enhance student recreation, fitness opportunities, conferences and seminars.

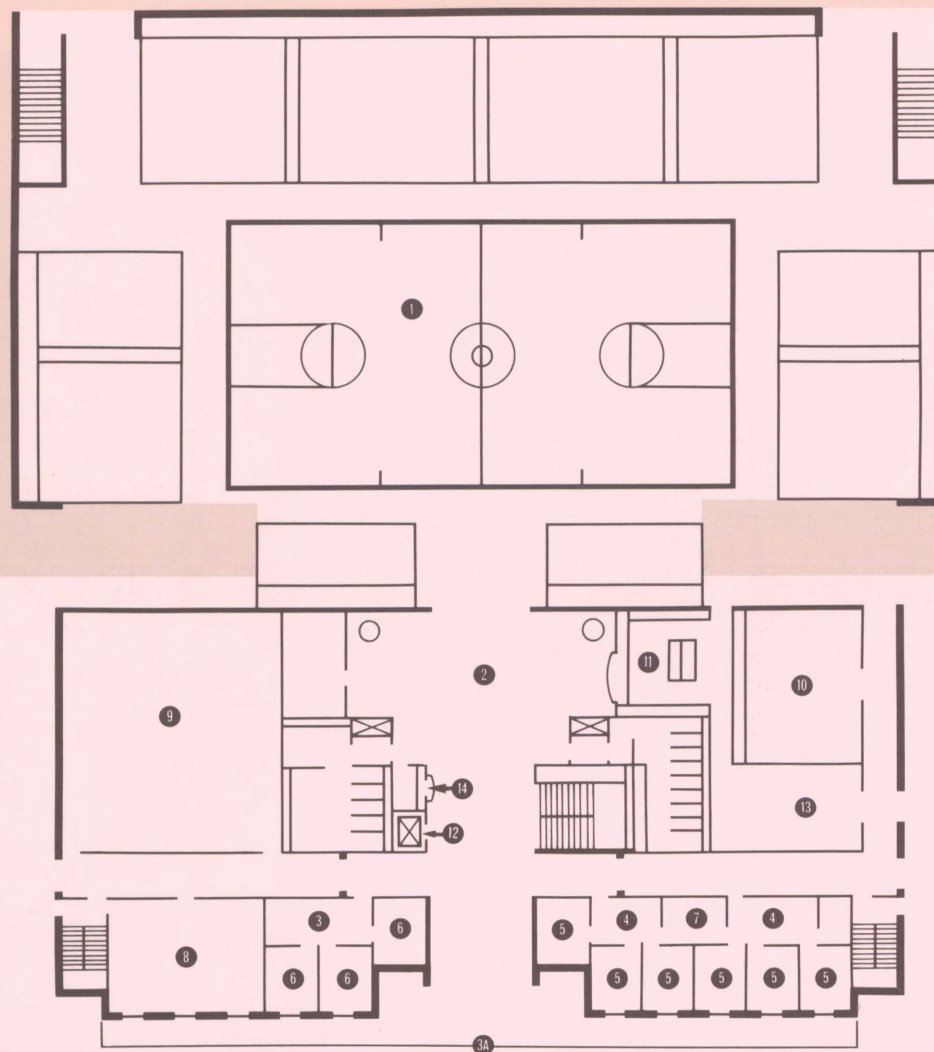
Commemorative gift opportunities in support of the Sports and Conference Center are detailed on the following pages and on a separate insert within the back cover.

Historic Building Endowment opportunities supporting renovation and restoration of the College's stately structures are also detailed on the same insert.



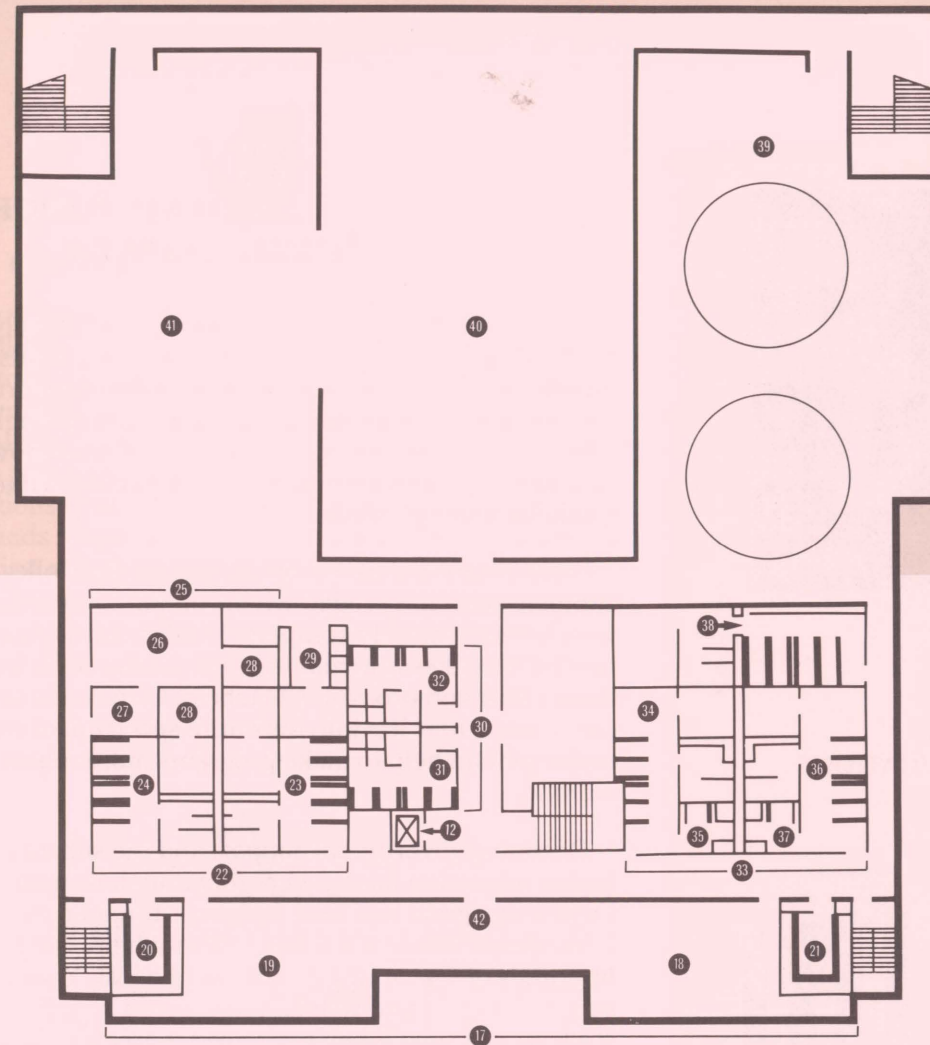
Building site





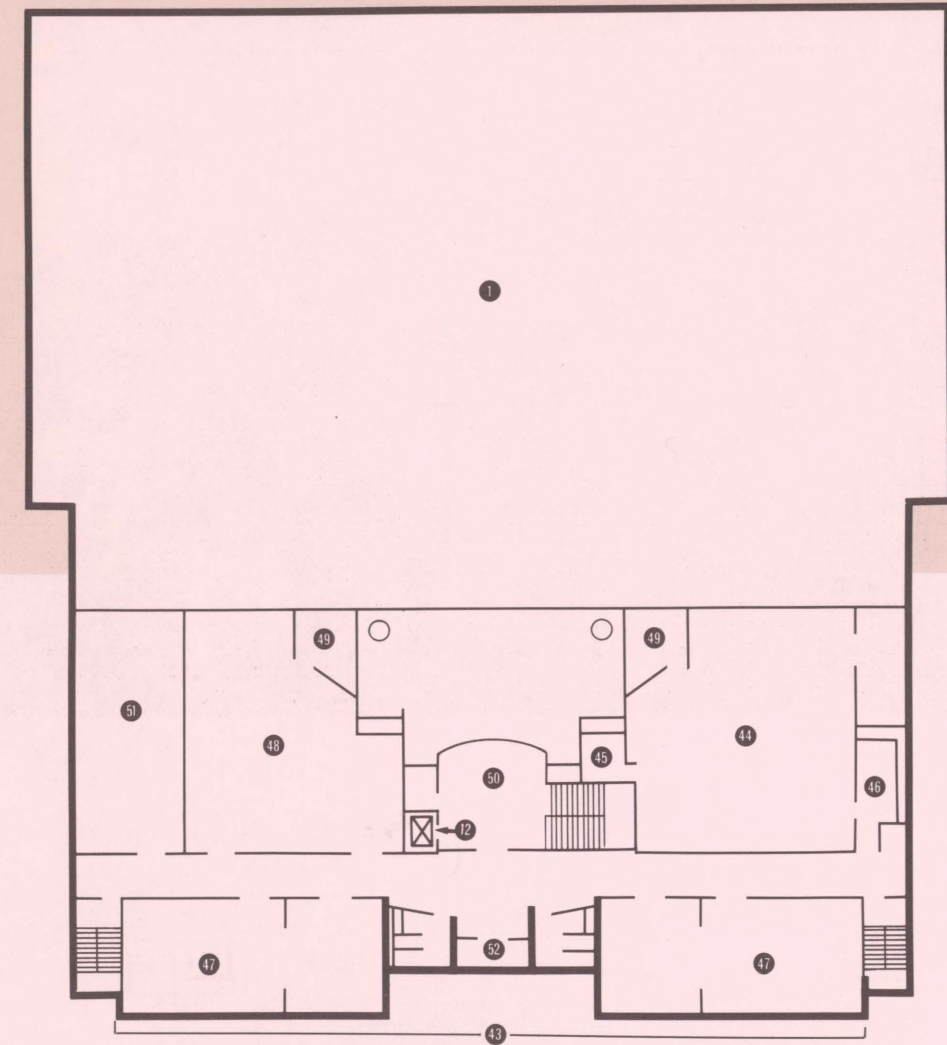
TO NAME THE CENTER			
1. To Name the Gymnasium	\$1,500,000	7. Duplicating Room	\$10,000
2. Lobby/Atrium	\$1,000,000	8. Classroom/Conference Room	\$50,000
3A. Office Complex	\$500,000	9. Multi-purpose Recreation Room	\$100,000
3. Reception Area	\$350,000	10. Equipment Room	\$15,000
4. Conference Room — 2 @	\$25,000	11. Kitchen	\$25,000
5. Offices (South) — 6 @	\$25,000	12. Elevator (3 Floors)	\$30,000
6. Offices (North) — 3 @	\$15,000	13. Receiving Area	\$25,000
	\$20,000	14. Ticket Booth	\$10,000

FIRST FLOOR



17. Fitness Center	\$250,000	30. Faculty/Officials' Locker Room Complex	\$150,000
18. Weight Room	\$100,000	31. Men's	\$50,000
19. Exercise/Dance	\$100,000	32. Women's	\$50,000
20. Steam Room	\$15,000	33. Visiting Locker Room Complex	\$75,000
21. Sauna	\$15,000	34. Men's Teams	\$25,000
22. Varsity Locker Room Complex	\$100,000	35. Men's Coaches	\$10,000
23. Men's Teams	\$50,000	36. Women's Teams	\$25,000
24. Women's Teams	\$50,000	37. Women's Coaches	\$10,000
25. Training Complex	\$100,000	38. Wrestling Locker Room	\$25,000
26. Training Room	\$50,000	39. Wrestling Practice Room	\$250,000
27. Hydrotherapy	\$25,000	40. Indoor Recreation Room	\$250,000
28. Office	\$15,000	41. Meeting/Conference Room	\$250,000
29. Laundry	\$20,000	42. Lobby	\$25,000

LOWER LEVEL

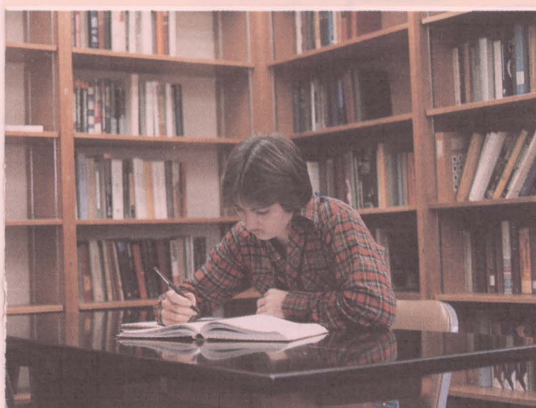


43. Conference Center (2nd Floor)	\$300,000
44. Multi-purpose Room	\$100,000
45. Projection Room	\$25,000
46. Food Preparation	\$15,000
47. Conference/Seminar — 2 @	\$50,000
48. Multi-purpose Room	\$50,000
49. Interior Balconies — 2 @	\$25,000
50. Lobby/Balcony	\$75,000
51. Mechanical Room	\$50,000
52. Exterior Balcony	\$25,000

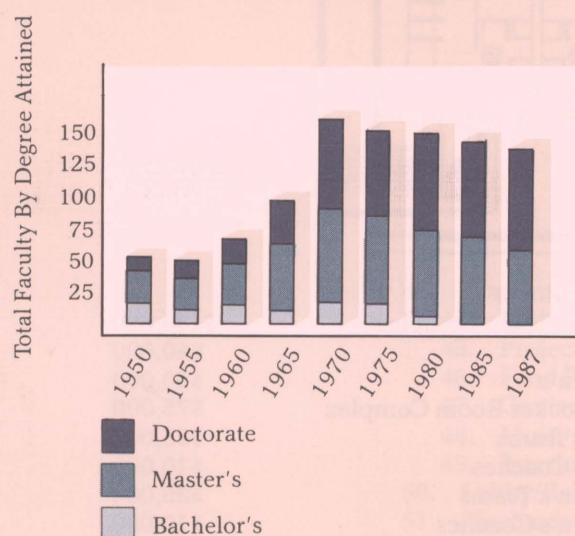
SECOND FLOOR



SITE ELEVATION



**WILKES COLLEGE
FACULTY QUALIFICATIONS**



WILKES TOMORROW ... ACADEMIC GROWTH

Another \$2.5 million will be devoted exclusively to improving the College's endowment. These funds will enable the College to increase scholarship support, and recognize an outstanding and loyal faculty through adequate compensation. A growing College endowment will add important resources, strengthening Wilkes' basic financial underpinnings.

From a former position of leadership, the College's faculty compensation has eroded when compared to colleges with which it most closely competes. Additional support is needed if Wilkes is to maintain the caliber of its faculty and attract new and promising teachers. Gifts to the endowment can breathe new life into the entire spectrum of academic endeavor and help to make programs more robust and vibrant.

Declining government support and the substantial cost of higher education have severe repercussions upon students. Decreasing grant and loan programs threaten to bar many from post-secondary studies. Without help, the potential of hundreds of fine young minds may be lost. Your generous support of endowed scholarships would benefit worthy students at a time when their need is greatest. Your gift will directly encourage their energy, creativity and growth.

Gifts in furtherance of academic objectives may be designated to: establishment of a professional school, the endowment of chairs for distinguished professors, scholarships, special institutes, or a Presidential endowment for academic innovation.

Specific commemorative and academic endowment opportunities are detailed in a separate insert within the back cover.

WILKES...

CAPITAL AND ANNUAL GIVING

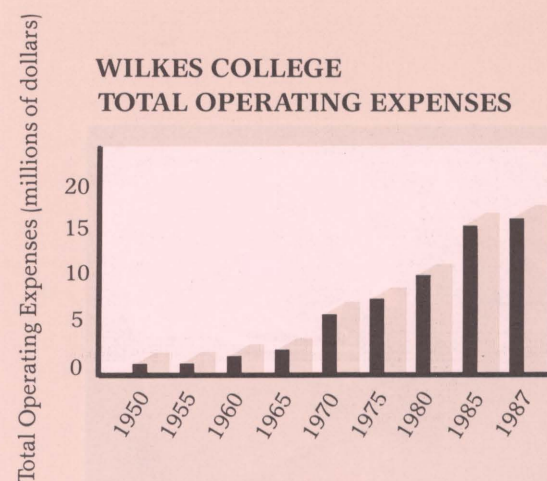
The final portion of the WILKES TOMORROW Campaign — \$10 million — is targeted for current operating expenses and day-to-day improvements. These funds are, in essence, those normally contributed as part of the Annual Fund to which alumni, parents, friends, businesses, foundations and others so generously subscribe. Our need is such that contributions to the Annual Fund cannot falter in favor of capital funds for physical plant and endowment. Therefore, Wilkes' first request is that friends continue and, where possible, increase their Annual Fund contributions. Friends are also requested to consider a substantial additional capital contribution, payable over three to five years. Only in this way can the total goal of \$18 million — \$10 million in operating revenues and \$8 million in capital for construction and endowment needs — be achieved.

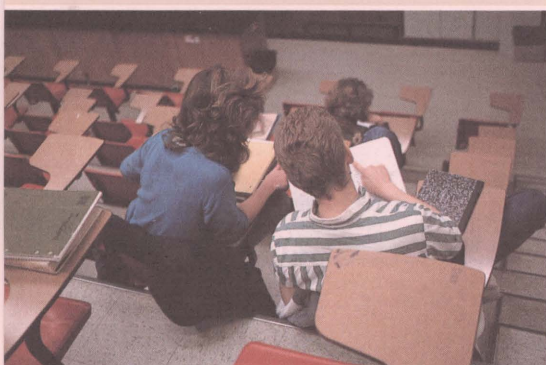
WILKES...

AND THE BENEFACTORS OF TOMORROW

The WILKES TOMORROW Campaign affords substantial opportunities to recognize a family affiliation, a lifetime interest or the remembrance of a loved one with a gift of an endowed fund, one of the professional schools, the sports and conference facility or a portion of it. A number of such commemorative gift opportunities relating to both construction and endowment appear on pages 12-14 and in the supplemental materials at the back of this booklet. This recognition represents not only appreciation for extraordinary support, but more importantly cites those leaders whose outstanding generosity assures a robust WILKES TOMORROW.

WILKES COLLEGE
TOTAL OPERATING EXPENSES





WILKES TOMORROW . . . AND WAYS TO GIVE

Substantial gifts, the kind that will make the WILKES TOMORROW Campaign successful, require thoughtful consideration and careful attention. Each form of giving has its own advantages and depends upon the circumstances of the contributor. Several methods are:

Budgeted Gifts: By making a budgeted gift rather than a lump-sum cash contribution, most donors will find that they can provide much greater support. To encourage this type of giving the Trustees have adopted a flexible payment period of three to five years as the standard for pledging. Payments may be monthly, quarterly, annually or at other intervals.

Appreciated Securities: A gift of securities which has grown in value while in the donor's possession is a frequent method to fund a major gift to Wilkes. Not only is tax avoided on the appreciation, the appreciated amount is also deductible, thereby reducing taxes.

Real Estate: Gifts of real estate may be conveyed to the College as a method of funding a Campaign gift. Frequently a donor finds that this method of giving achieves a larger objective while reducing taxes considerably.

Life Insurance: A gift of a life insurance policy which has served its initial purpose, but has cash value accumulations, is a convenient way to utilize a sometimes idle asset to fund a capital gift. Other gifts using insurance may present equally advantageous giving opportunities. The Wilkes Campaign staff is ready to discuss a variety of approaches.

Gifts which return income: A capital gift which takes the form of an annuity trust, charitable remainder trust, unitrust or pooled income fund is another way to make a substantial contribution while retaining income and gaining tax advantages. The Campaign Office is prepared to discuss this form of gift which contains substantial donor advantages.

Bequests: An individual can include Wilkes College in his or her will under a variety of forms of bequests or estate notes. It is possible for an individual to enjoy the recognition of making a commitment to the Campaign through testamentary commitments under certain circumstances. The Campaign Office is prepared to discuss qualifying provisions of a will.

Matching Gifts: More than 1000 corporations will match contributions made by employees and retirees, their spouses, or directors of the company. Consult your personnel office or Wilkes for more details.

Tax Considerations: All gifts to Wilkes College and The WILKES TOMORROW Campaign are deductible under tax laws.



WILKES TOMORROW

WILKES COLLEGE
170 South Franklin Street
Wilkes-Barre, Pennsylvania 18766
(717) 824-4651



Wilkes College
Wilkes-Barre, PA 18766
717-824-4651

WILKES COLLEGE BOARD OF TRUSTEES

BOARD OF TRUSTEES

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and Chief Executive Officer
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Joseph J. Savitz '48
Partner

Rosenn, Jenkins & Greenwald

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Scranton and Wilkes-Barre

William J. Umphred '52
Senior Vice President
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Weiss Development Corporation

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Vice President - Retired
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Thomas H. Kiley
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First Eastern Bank, N.A.

Charles H. Miner, Jr.
Attorney

The Hon. Max Rosenn
Judge
United States Court of Appeals
Third Circuit



WILKES TOMORROW

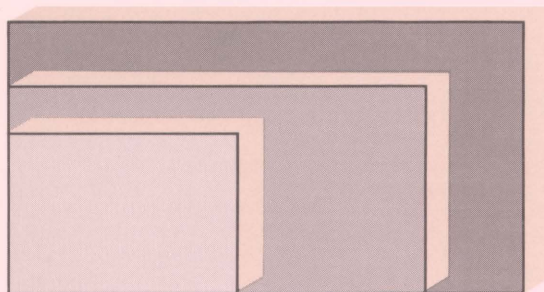
Wilkes College, Wilkes-Barre, Pennsylvania

ENDOWMENT GIFT OPPORTUNITIES

The WILKES TOMORROW Campaign is targeted to raise a total of \$18 million. Of these funds, \$2.5 million will be devoted exclusively to improving the endowment. Named endowed funds may be in support of faculty chairs, professional schools, and scholarships for deserving students. The realization of an improved College endowment fund will assist in recognizing an outstanding and loyal faculty through adequate compensation. A growing endowment will add important resources for student aid, all the while strengthening Wilkes' basic financial underpinnings.

Contributions may be made to existing scholarship and endowment funds, or a commemorative gift may be used to establish a new endowment fund in honor of a family member or in recognition of a lifetime interest.

WILKES TOMORROW CAMPAIGN GOALS



\$18 Million WILKES TOMORROW Campaign

- \$2.5 Million Endowment Funds Support
- \$5.5 Million Capital Projects Support
- \$10.0 Million Ongoing Operating Support

WILKES TOMORROW
Wilkes College, Wilkes-Barre, Pennsylvania

TO ESTABLISH NEW NAMED ENDOWMENTS FOR FACULTY AND SCHOLARSHIP SUPPORT

This objective could be provided	With a gift of:
To Name a Professional School	\$1,000,000
Endowed Chairs for	
Distinguished Professors	\$500,000 to \$1,000,000
Presidential Endowment for	
Academic Innovation	\$1,000,000
Historic Building Endowments	\$250,000 to \$500,000
Endowed Scholarships	\$5,000 to \$150,000
Special Program Institutes	\$300,000

SELECTED EXISTING NAMED SCHOLARSHIPS*

The Robert S. Capin Scholarship in Accounting
The Walter S. Carpenter Scholarship in Engineering
The Esther and William Davidowitz Scholarship
The Fortinsky Scholarship
The William Langfelder Scholarship
The Anne Vanko Liva Scholarship
The Charlotte V. Lord Scholarship
The Frances and Louis Maslow Memorial Scholarship
The Charles B. Reif Scholarship for the Biological Sciences

**For a list of additional endowed scholarships from which to choose, please contact the WILKES TOMORROW Campaign Office.*

SELECTED EXISTING SPECIAL ENDOWMENTS*

The Tom Bigler Chair of Communications
The B. G. Carpenter Outstanding Teacher Award
The Allan Hamilton Dickson Chair of English Literature

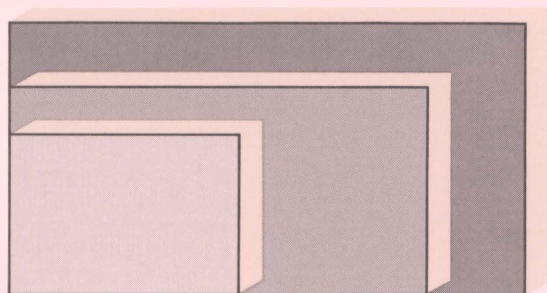
**For a list of additional special endowments from which to choose, please contact The WILKES TOMORROW Campaign Office.*

PHYSICAL PLANT GIFT OPPORTUNITIES

The WILKES TOMORROW Campaign is committed to raise a total of \$18 million. Of the overall goal, \$5.5 million will be earmarked for physical plant capital improvements. The centerpiece of these improvements will be the immediate construction of a multi-purpose center for recreation and fitness activities, academic conferences and seminars, intramurals, and intercollegiate sports. Other longer-range capital projects include the renovation of buildings of historical significance and property acquisitions designed to unify and integrate the College's campus.

Contributions or commemorative gifts may be used to support a specific area within the Sports and Conference Center, provide conference and office space, or other functional area. In addition, funds may be allocated for renovation and preservation of historic buildings or consolidation through selective property acquisition.

WILKES TOMORROW CAMPAIGN GOALS



\$18 Million WILKES TOMORROW Campaign

- \$2.5 Million Endowment Funds Support
- \$5.5 Million Capital Projects Support
- \$10.0 Million Ongoing Operating Support

TO SUPPORT AND NAME ASPECTS OF THE SPORTS AND CONFERENCE CENTER

To Name the Center	\$1,500,000
To Name the Gymnasium	\$1,000,000
FIRST FLOOR	
Lobby/Atrium	\$500,000
Office Complex	\$350,000
Reception Area	\$25,000
Conference Room — 2 @	\$25,000
Offices (South) — 6 @	\$15,000
Offices (North) — 3 @	\$20,000
Duplicating Room	\$10,000
Classroom/Conference Room	\$50,000
Multi-purpose Recreation Room	\$100,000
Equipment Room	\$15,000
Kitchen	\$25,000
Elevator (3 Floors)	\$30,000
Receiving Area	\$25,000

(Continued on the reverse side.)

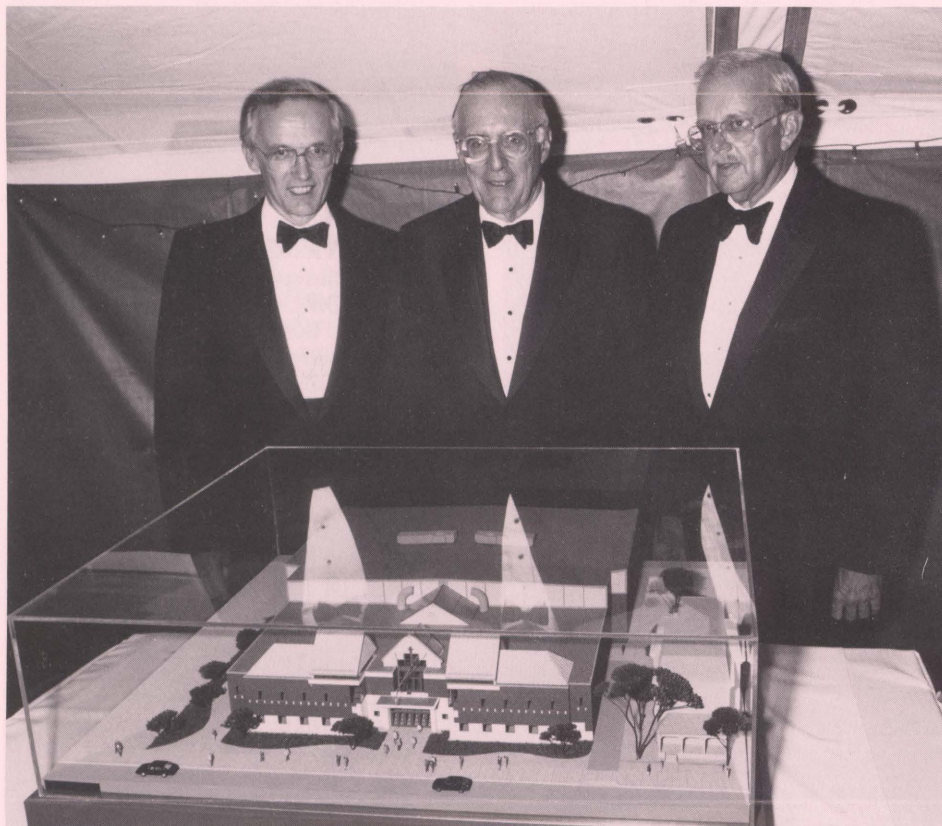


WILKES TOMORROW

Capital Campaign Update

January, 1988

Wilkes Crosses Halfway Mark In \$18,000,000 Campaign



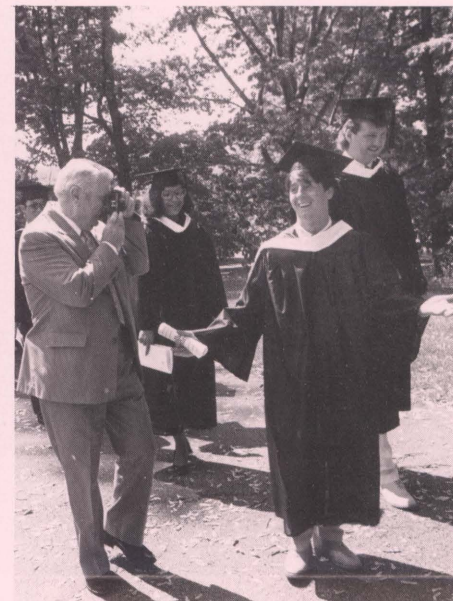
It was unveiled at the John Wilkes Club Dinner on September 10 and is currently on display in the lobby of Weckesser Hall. This scale model of the Sports and Conference Center, designed by Bohlin Powell Larkin Cywinski, Architects, is the cornerstone of the \$18,000,000 WILKES TOMORROW Campaign. The building has moved from an idea, to drawings, and now to model version. Actual construction will begin soon after the new year, 1988.

Pictured under the big top tent where the dinner and unveiling were held are Christopher N. Breiseth, President; David C. Hall, Chairman of the Board's Physical Facilities Committee; and Frank M. Henry, Chairman of the Board of Trustees.

Thanks Seniors

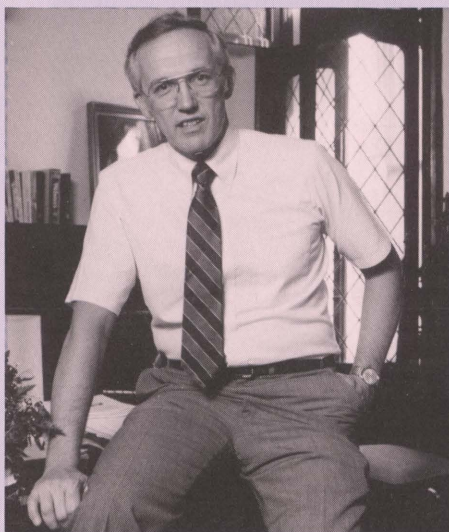
The Class of '87 achieved many things. One feat was contributing the balance of their class fund to the Sports and Conference Center. Even though they didn't get to see it during their Wilkes careers, they voted, at commencement time, to invest in the building.

Wilkes is proud of the Class of '87 and grateful to the Class for directing its "last hurrah" to a better College for future students.



WILKES TOMORROW An Outline of Needs

	(millions)
Sports and Conference Center (SCC)	\$ 5.5
The College's last self-study for accreditation, a larger student population, interest in lifetime fitness, and admission research, all dictate high priority for the SCC.	
Endowment Funds	
Endowment per student ranks tenth among sixteen private colleges with which Wilkes is most competitive. Additional endowment will enable Wilkes to:	
• Improve Faculty Compensation to competitive levels.	
• Increase Scholarships for deserving students.	2.5
Current (Annual) Support to the Academic Program	10.0
TOTAL	\$18.0



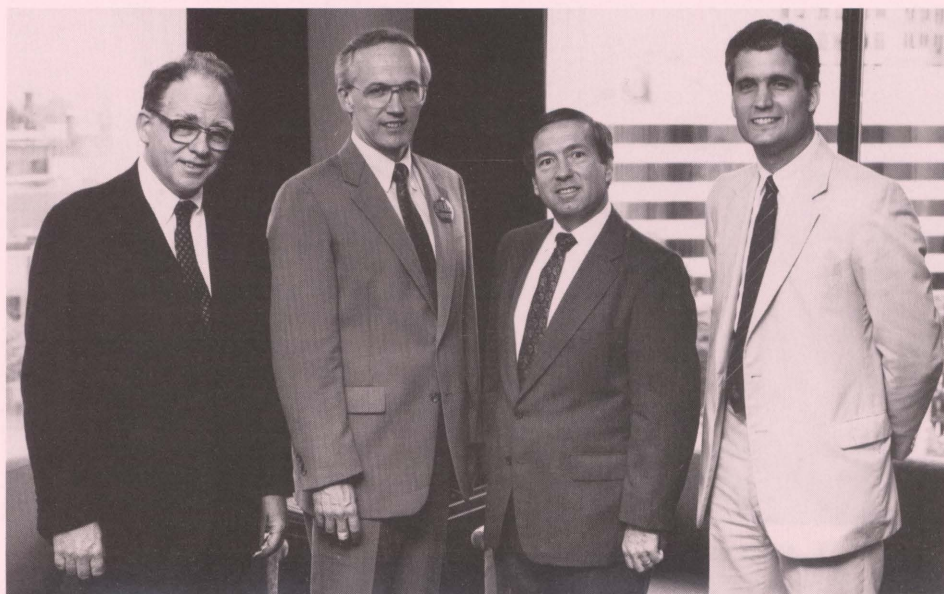
The Construction of a new Sports and Conference Center will cost \$5,000,000. This is a large sum of money, particularly for Wilkes College. But I am convinced that the impact on the quality of student life on this campus from the construction of this building, and the signal that its successful completion will give to our many constituents, will be the greatest shot in the arm Wilkes has had in many years. I can't overemphasize the importance of raising the money to complete the project. Among our highest priorities is finding that friend, family or alumni leader who will provide the crucial gift of \$1,500,000 to name the building and put Wilkes "over the top."

Christopher N. Breiseth
President

Businesses Investing In WILKES TOMORROW

The local corporate community is expressing confidence in the WILKES TOMORROW Campaign by pledging some of the largest commitments they have ever undertaken. So far, \$600,000 has been committed by businesses in support of the Sports and Conference Center, Faculty and Scholarship Endowment. Two recently announced examples are First Eastern Bank and Pennsylvania Millers Mutual Insurance Company.

At recent gift presentations are (right): Richard M. Ross, Jr., First Eastern Chairman of the Board and Chief Executive Officer; Christopher N. Breiseth, Wilkes President; William R. Mainwaring '65, First Eastern President and Chief Operating Officer; and Thomas B. Hadzor, Wilkes Executive Director of Development. The other photo of Pennsylvania Millers dignitaries includes (below right): Breiseth; Paul Radick, President and Chief Executive Officer; Eugene Roth '57, National Chairman of WILKES TOMORROW; William J. Umphred '52, Board of Directors; and Charles H. Miner, Jr., Board of Directors.



The WILKES TOMORROW Campaign Council

They're all different, but alike in at least one way. They are the twenty six individuals who have volunteered as Campaign Council members.

Recruited by key leaders of Wilkes, the Council has been formed to assist the achievement of the \$18,000,000 WILKES TOMORROW Campaign. Members will identify prospects, inform them about Wilkes, do some soliciting, and provide valuable input to the conduct of the drive.

The Council expands the WILKES TOMORROW volunteer structure. Joseph J. Pinola '49, Honorary Chairman, Eugene Roth '57, National Chairman, and a seventeen member Steering Committee round out the top volunteers who have "enlisted" so far. The next focus for volunteers will be beyond the Wyoming Valley when the WILKES TOMORROW story is told in cities with large concentrations of alumni, parents, and other friends.

The first get together of the Campaign Council was a dinner held May 7 in the gymnasium. Progress of the Campaign was outlined as well as plans for the Sports and Conference Center. Individual meetings were then held with each volunteer to exchange ideas on WILKES TOMORROW.

Another dinner for Council members was staged last month with the Board of Trustees. Recent developments were shared. The Council will become even more involved with the effort during the next few months.

The Campaign Council now includes:

Albert G. Albert
Stephen M. Alinikoff
Myer Alperin
David Baltimore
Richard L. Bunn '55
Charles N. Burns, Sr., M.D. '35
Guthrie Conyngham
Edward Darling, Esq.
George L. Fenner, Jr.
Elmer J. Klimchak
Dan F. Kopen, M.D. '70
C. Paul Mailloux
William R. Mainwaring '65
John A. McCole
Herbert D. Nash, Jr.
Abram Nesbitt, III
Joseph Olshefski
Doris Pearsall '51
Marian Markle Pool '65
Paul Radick
Thomas P. Shelburne
Y. Judd Shoval
Rhea Politis Simms '77
Gilbert Tough '56
Frank Townend, Esq.
David L. Tressler

Pictures of half the group are contained in this newsletter. The other half will be printed in the next edition.



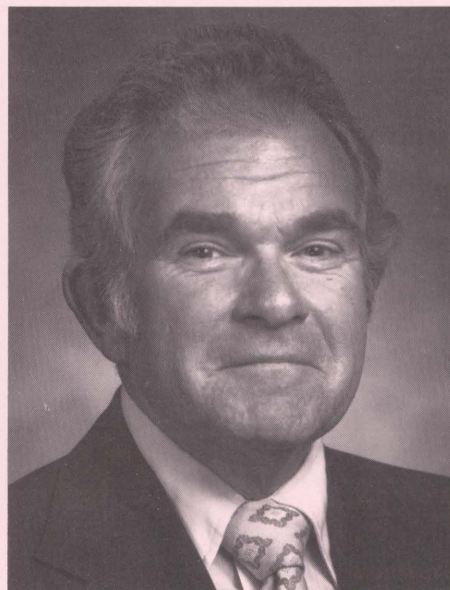
Myer Alperin



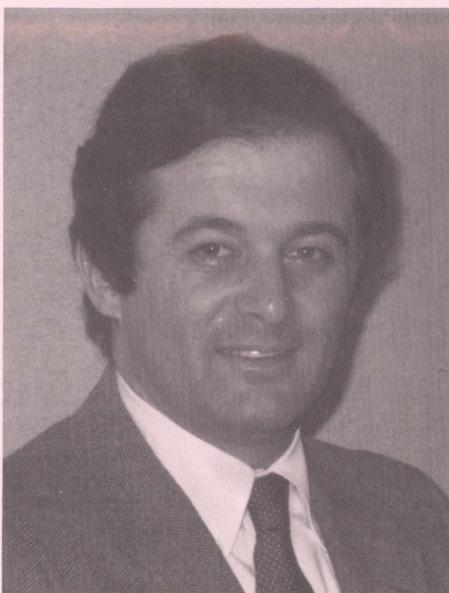
Guthrie Conyngham



John A. McCole



Herbert D. Nash, Jr.



Y. Judd Shoval



Rhea Politis Simms '77



Edward Darling, Esq.



C. Paul Mailloux



William R. Mainwaring '65



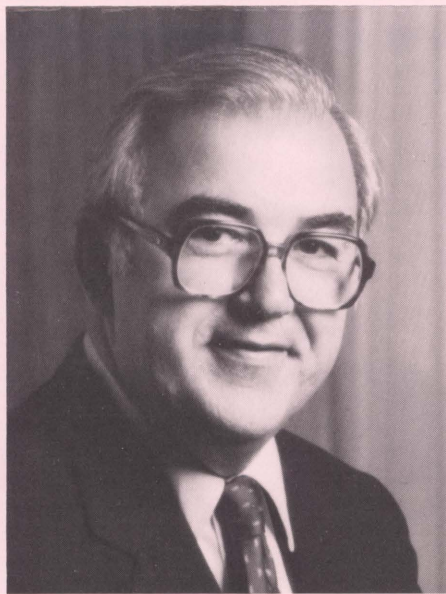
Paul Radick



Thomas P. Shelburne



Gilbert Tough '56



David L. Tressler

Sordoni Construction Awarded SCC Contract

Selected from among five firms, Sordoni Construction Services Company has been picked to build Wilkes' new Sports and Conference Center. The announcement was made jointly by Christopher N. Breiseth, President, and Frank M. Henry, Board Chairman, who stated that construction costs will total \$4,900,000.

A two year process has resulted in this award. Architectural proposals submitted by twenty-one firms were narrowed to one by the Board Trustees. The design commission was given to the Wilkes-Barre architects Bohlin Powell Larkin and Cywinski. Discussions by various segments of the Wilkes community resulted in the final plan for classrooms, offices, and recreational space.

Construction of the new facility at the site of the old gym is scheduled to commence in early 1988. The expected completion date is December of the same year.

Frank Henry, in making the announcement, said, "We embark on this project with a sense of excitement and anticipation. The need for this facility began to manifest itself in the mid-1960's. It is gratifying for us to know that the plan will finally become a reality, and that the SCC will benefit not only the College, but also the region that it serves."

The Pattern for Success To Raise \$18,000,000*

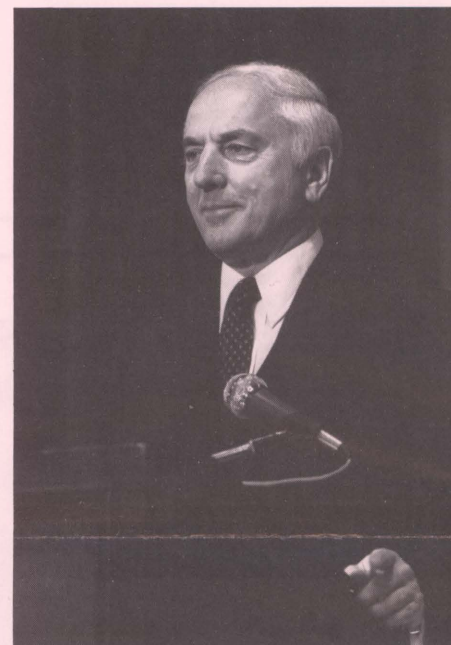
Usual Pattern			Achieved	
Gifts	Range	Totaling	Gifts	Totaling
1	1,000,000	1,000,000	0	0
3	500,000	1,500,000	1	500,000
5	250,000	1,250,000	3	975,592
8	100,000	800,000	9	1,113,803
11	75,000	825,000	1	75,000
14	50,000	700,000	18	993,155
23	25,000	575,000	15	466,734
35	10,000	350,000	27	355,174
60	5,000	300,000	14	82,527
125	3,000	375,000	5	14,900
300	1,000	300,000	12	18,680
Many	Under 1,000	25,000	11	2,869
585		8,000,000	116	4,598,434
Current Operations		10,000,000	Prvt '85	1,291,756
			Public '85	1,095,457
			Prvt '86	931,086
			Public '86	1,211,043
*Total 1985-1990:		18,000,000		9,127,776

*\$8,000,000 to capital purposes plus \$10,000,000 for current operations.

ALLOCATION OF CAPITAL GIFTS

Sports & Conference Center	2,010,106
Endowment	1,732,698
Other Capital Purposes	750,130
Program Support	105,500
TOTAL CAPITAL GIFTS	4,598,434

Honorary Chair Pinola Speaks



Joseph J. Pinola '49 was the featured speaker at the special dinner of the WILKES TOMORROW Campaign Council and Board of Trustees last month. Pinola is Chairman of the Board and Chief Executive Officer of First Interstate Bancorp and the National Honorary Chairman of the Capital Campaign.



Another capital project of the WILKES TOMORROW Campaign is the construction of the Burns Alumni Tower and Carillon in the quadrangle formed by Kirby, Chase, and Church Halls and the Farley Library. The structure was dedicated on October 24, the Saturday of Homecoming Weekend.

More than 300 alumni and other guests attended the ceremonies recognizing the contributions of Charles N. Burns, Sr., M.D. '35, the Class of 1970, and John J. Chwalek. Each have played different yet significant roles in the project. Construction is nearing completion and another program marking the success will be scheduled for Reunion Weekend, May 27-29, 1988.

THE BURNS ALUMNI TOWER AND CARILLON

In Honor Of

Charles N. Burns, Sr., M.D.

A member of the Bucknell University Junior College Class of 1935, first physician member of the Alumni body, who as healer, trustee, community leader, counselor, husband, father and friend exemplifies the highest aspirations of the educated person.

* * *

This Tower also recognizes the pride of Wilkes College in its Alumni and appreciation by Alumni for the opportunities afforded by a Wilkes education. On behalf of all Alumni, The Wilkes College

Class Of 1970

Demonstrated leadership by contributing their Senior Class Fund, established at their commencement, June 1, 1970, to be given in celebration of their 15th anniversary.

* * *

This centerpiece of the Wilkes College campus also recognizes the career of

John J. Chwalek

Who began his association with the College on June 1, 1946, and has served Wilkes continuously since that time as Placement Director, Admissions Counselor, Community Relations Director and Special Assistant. He worked to erect the Tower as a campus focal point and symbol of high ideals for students, alumni, faculty, staff, and trustees.

* * *

October 24, 1987



The WILKES TOMORROW Campaign already includes the planned gifts of several loyal friends. Contributions recorded involve trusts, bequests, and life income agreements arranged by donors and Wilkes.

For detailed and confidential information about planned gifts to the

College, contact any one of these staff members: Betsy Bell Condrón, Director of Community Relations; Richard F. Charles, Vice President College Advancement; Thomas B. Hadzor, Executive Director of Development; or Christopher N. Breiseth, President.

How Good Are They?

Real Good!

The caliber of today's Wilkes graduates is getting stronger and stronger. Take, for instance, four '87 graduates in engineering.

Thomas Centrella, Thomas Hyzinski, Steven Minacci, and Richard Zalewski, took on a technical project for Pennsylvania Power and Light (PP&L) as part of their senior project. The group solved a problem at PP&L's Brunner Island Steam Electric Station concerning the metering of electrical energy output on the Island's No. 3 generator. It was a problem which had been left unsolved by engineers from PP&L and General Electric.

The undergraduate engineering experience at Wilkes was recently described by an accrediting body as among the very best in America. Just another reason to support Wilkes academic programs. Training minds for our future.

How Do I Include Wilkes In My Will?

It's quite simple for your legal professional to include Wilkes as a beneficiary of your estate. A codicil can be stated simply:

"I give, devise and bequeath to Wilkes College for its general purposes all (or state fraction or percentage) of the rest, residue and remainder of my estate, both real or personal."

OR

"I give and bequeath to Wilkes College the sum of \$_____ to be used for the general purposes of the College."

You must make, sign and have a codicil witnessed in accordance with the laws of your state.



WILKES TOMORROW

Wilkes College
170 South Franklin Street
Wilkes-Barre, Pennsylvania 18766
(717) 824-4651

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