

The Arnaud C. Marts
Sports and Conference Center

DEDICATION LUNCHEON
February 17, 1989

*** * MENU * ***

A Scandinavian Smørrebrød

Berry Juice

— — —

Salmon/cream cheese/onion on bread thin

Egg salad/ tomato/chopped bacon on bread thin

Beef/cucumber/horseradish cream on bread thin

— — —

Cabbage Slaw

— — —

Warm Swedish Apple Cake with Sauce

— — —

Coffee - Tea



Wilkes College
The Arnaud C. Marts Center Dedication

_____ will attend
(please print names)

Please respond by Friday, February 10, 1989



The Arnaud C. Marts Dedication Ceremony
Wilkes College
Wilkes-Barre, PA 18703-9951





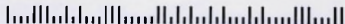
Wilkes College
The Arnaud C. Marts Center Dedication

_____ will attend
(please print names)

Please respond by Friday, February 10, 1989



The Arnaud C. Marts Dedication Ceremony
Wilkes College
Wilkes-Barre, PA 18703-9951





*The President and the Board of Trustees
of
Wilkes College*

*invite you to attend the dedication of
The Arnaud C. Marts
Sports and Conference Center
on*

Friday, February 17, 1989

10:00 a.m. tours and reception

11:15 program

The Arnaud C. Marts Center

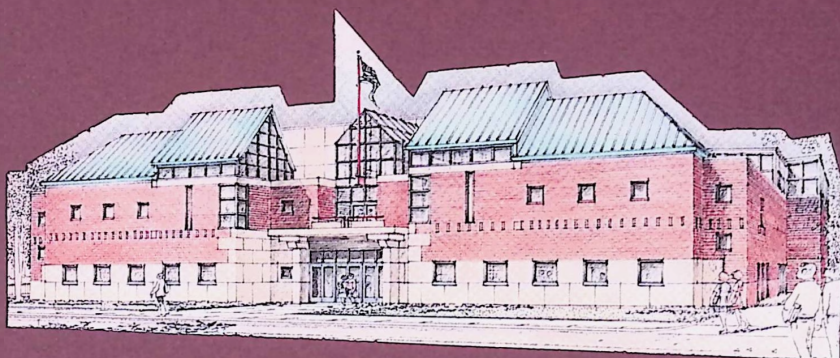
274 S. Franklin St.

Wilkes-Barre

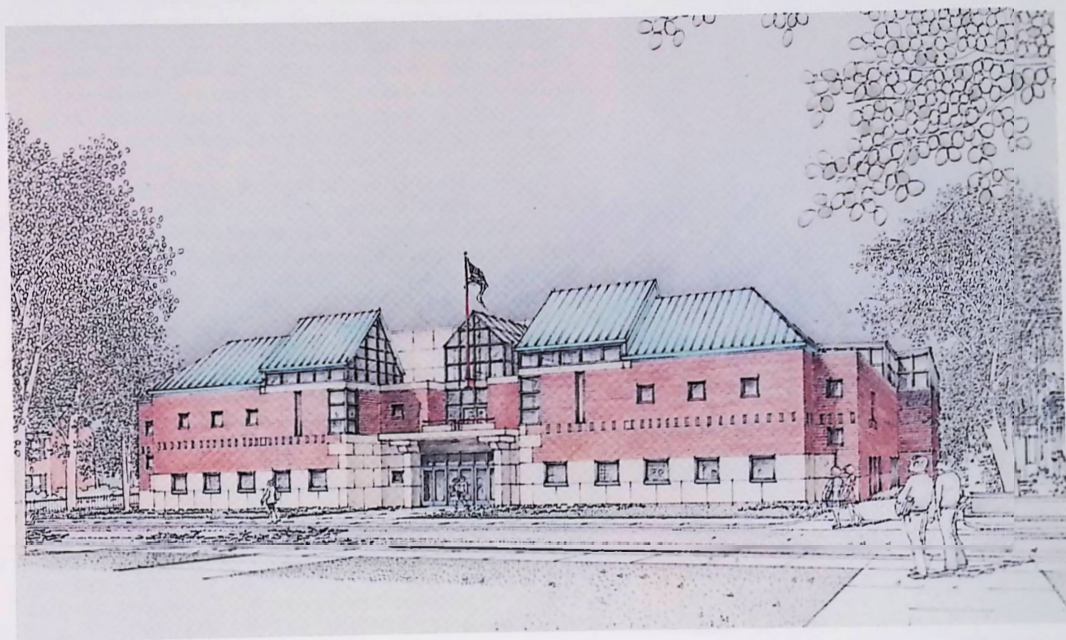
Parking will be available in the College lots

Please respond on the enclosed card by February 10, 1989





Dedication
Arnaud C. Marts
Sports & Conference Center
February 17, 1989



Christopher N. Breiseth



It is with great pride and a sense of achievement that we gather together to dedicate the Arnaud C. Marts Sports and Conference Center.

We are proud of this magnificent new facility and the opportunities it provides our students to develop physical attributes through recreational activities and in athletic competition. It underscores our primary goal to produce students fully capable both mentally and physically to accept the many challenges that lie ahead.

There is a sense of achievement because this facility has been the centerpiece of our Wilkes Tomorrow campaign and its construction has been a constant and tangible reminder of the enormous support we have received from all of our friends.

This building and its site are especially appropriate as a memorial to Arnaud C. Marts since it marks the location and preserves the purposes of a building that was the first new construction in which Wilkes College engaged — the construction of the first gymnasium completed in 1950. As Dr. Francis Michelini, second President of Wilkes College and current President of the Commission for Independent Colleges and Universities (CICU), reminds us, the first challenge to build a complex such as this came in 1947 from the Middle States Accreditation Association which mandated that the young college have an appropriate place for student assemblies, physical education, and athletic events.

Dr. Marts helped plan the gymnasium, accommodate the requirements, and advised and assisted Dr. Eugene S. Farley in the fund raising necessary to finance that effort. For over 40 years the "old gym" served as the focal point for countless events on campus. It was, for many members of the Wilkes College family, an emotional moment when we razed that structure. However, history did repeat itself and we again responded, although belatedly, when the Middle States Accreditation Review in 1979 again recommended we build a *new* athletic and recreational center to meet the needs of a student body more than twice the size of that in those early years.

Again it was the expertise developed by Arnaud C. Marts, through his firm of Marts and Lundy, that guided us through the successful launching of the Wilkes Tomorrow campaign that made all of this possible.

This Center will provide athletic facilities as fine as any in the country. It will provide much needed classroom and conference space. The academic, social, and athletic events held here will enrich the lives of future generations of students. Because of the vision and foresight of one of our founders, Arnaud C. Marts, we are able to take another confident step toward the 21st century.

Christopher N. Breiseth
February 17, 1989

The dedication of the Arnaud C. Marts Sports and Conference Center brings recognition and honor to the memory of the man who is most responsible for the firm foundations upon which Wilkes College is built.

Arnaud Cartwright Marts was born in neighboring New York state in 1888. In 1910 he graduated with Phi Beta Kappa honors from Oberlin College in Ohio. Through his first job at Pittsburgh's Y.M.C.A. he became involved in fund raising, an activity he developed not only into a career but into an industry.

By 1926 Dr. Marts was one of the leading fund raisers in the nation and established the firm of Marts and Lundy. He became deeply involved in the development of Bucknell University where he was elected to the Board of Trustees in 1932. Three years later, in the depths of the Depression, his fellow board members called upon Arnaud Marts to be president of Bucknell. He accepted only reluctantly and insisted upon continuing to manage Marts and Lundy, commuting by rail each week between Lewisburg and New York City.

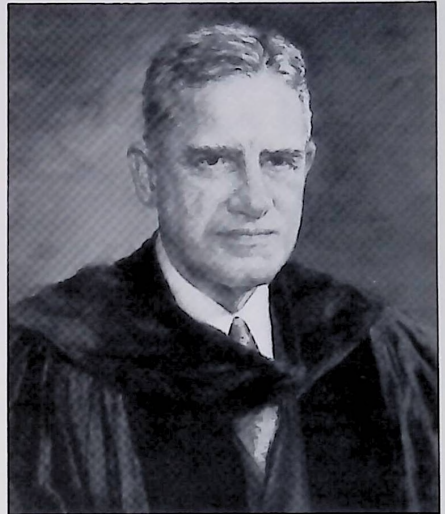
Dr. Marts quickly became aware of the pressing needs of the new Junior College Bucknell recently had established in Wilkes-Barre. In its first years Bucknell University Junior College had grown in numbers of students beyond the wildest imagination of the Bucknell Board. This growth forced Dr. Marts to find a leader for the Wilkes-Barre campus. He did so, after an extensive search, in finding Dr. Eugene S. Farley who would become the first president of Wilkes College.

Throughout the next three decades Dr. Marts served as Vice Chairman of the Board of Trustees of Bucknell University Junior College, helping Dr. Farley to inspire the leaders of the local community to invest in the higher education of their children. From the first fund-raising campaign appropriately named "A Miracle in Our Day," Dr. Marts planned and helped the efforts by which this college established itself financially. In response to Dr. Farley's urgent appeals for more space for the growing student body, Dr. Marts approached the Kirbys, the Conynghams, and the Stark and Chase families to give their great River Street mansions to the College, thus establishing its present campus.

Through a busy and enormously productive life Arnaud C. Marts found the time, energy, and devotion to help build this College for the young people of Northeastern Pennsylvania. He believed in their potential for leadership and service with the proper education. Through his unfailing support of Dr. Farley's efforts and his skillful mobilization of friends and funds for Wilkes College, Arnaud Marts challenged this community to invest in its future.

In 1988 Wilkes College celebrated the centennial of Dr. Marts's birth by bestowing posthumously the honorary degree of Doctor of Humane Letters upon him. We again honor through the naming of this new building, Arnaud Cartwright Marts, Wilkes College's founding father and faithful friend.

Arnaud C. Marts



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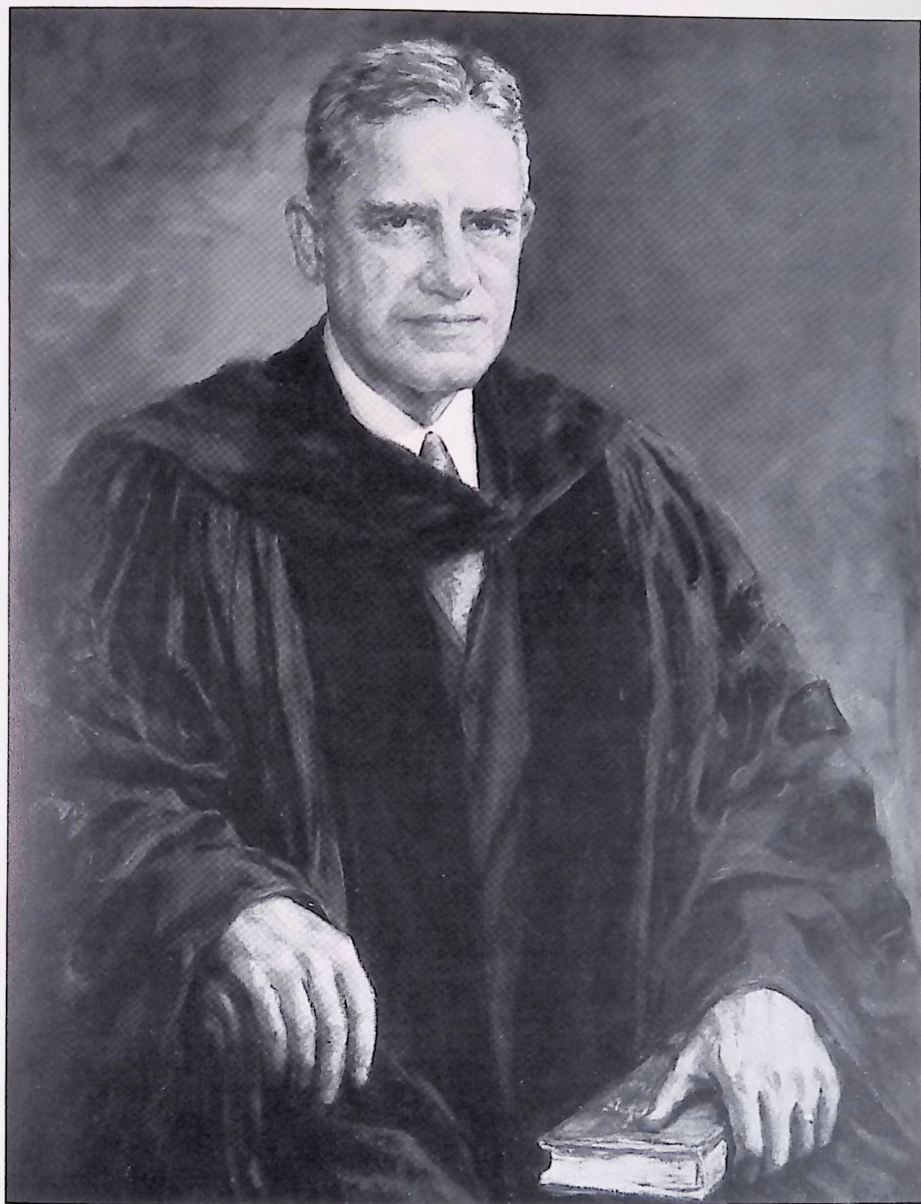
Program

<i>Welcome</i>	Dr. Christopher N. Breiseth <i>President, Wilkes College</i>
<i>Greetings</i>	Bruce Gover '72 <i>President, Alumni Association</i> Frank M. Henry <i>Chairman, Board of Trustees</i> Lee J. Namey '68 <i>Mayor, City of Wilkes-Barre</i>
<i>Remarks</i>	Dr. Christopher N. Breiseth Mrs. Arnaud C. Marts Dr. Gary A. Sojka <i>President, Bucknell University</i> John Reese Dr. Sandra Bloomberg '71 Joseph Wiendl, Jr. '69 Marvin Antinnes '61 Robert D. Wachowski '89
<i>Benediction</i>	George Ralston <i>Dean Emeritus</i>

Music by
Wilkes College Brass Ensemble
Jermone W. Campbell, *Director*

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Arnaud C. Marts

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