

50th Anniversary Conference of Marks &
Lundy, 1976 August 6th

5.11

FIFTIETH ANNIVERSARY CONFERENCE

GUEST LIST

and

LUNCHEON SEATING ARRANGEMENTS

THE WALDORF-ASTORIA
New York, New York

August 6, 1976

— *Martis & Lundy* INC.

<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
9	AYRES, C. Burgess	Headmaster - The Gunnery
7	BAIRD, John A., Jr.	Vice President for Development Eastern Baptist Theological Seminary and Eastern College
9	BAKER, James H.	Vice President, Public Affairs College Entrance Examination Board
2	BALL, Peter V.	Director of Development Pomfret School
1	BARNES, Bill L.	Vice President, Development Christian Theological Seminary
16	BIELE, Harry D.	Field Director, American Committee Weizmann Institute of Science
9	BILLINGSLEY, Dr. Andrew	President - Morgan State University
16	BIRDSALL, Neale	Director of Development and Alumni Tabor Academy
19	BIRMINGHAM, Miss Rita	Marts & Lundy, Inc.
Dais	BLAKE, S. Prestley	Wilbraham, Massachusetts
15	BLYDENBURGH, Miss Louise M.	Marts & Lundy, Inc.
3	BOARDMAN, Richard B.	Director of Development Groton School
10	BOLTON, Michael G.	Development Office Lehigh University
Dais	BREWER, Melvin D.	Marts & Lundy, Inc.
4	Mrs. Brewer	
8	BRIGGS, Bill J.	Director of Development Gardner-Webb College
11	BRINDLEY, J. Barry	Director of Development University of Tennessee at Knoxville

— *Marts & Lundy* INC.

<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
15	BROAD, Fred L., Jr.	Marts & Lundy, Inc.
15	BROWN, C. Wellman	Marts & Lundy, Inc.
13	BROWN, Gordon M.	Director of Development The Methodist Hospital of Brooklyn
13	BROWN, R. C. (Jim)	Marts & Lundy, Inc.
13	Mrs. Ruth Brown	
5	BROWN, Tozier	Marts & Lundy, Inc.
5	Mrs. Brown	
8	BULKLEY, David	Marts & Lundy, Inc.
4	BURNETT, Dr. Howard J.	President Washington & Jefferson College
1	BUTLER, Dr. Robert E.	Director of Development Gettysburg College
Dais 3	CARLSON, John I. Mrs. Carlson	Marts & Lundy, Inc.
13	CARNER, Douglas G.	Headmaster - Scarborough School
7	CARNEY, The Reverend James R.	Alumni Director - Regis High School
10	CARPENTER, Mrs. Benjamin, Jr.	Administrative Assistant Lincoln School
12	CHRISTIE, J. Wiley, Jr.	Marts & Lundy, Inc.
12	Mrs. Christie	
2	CLARKE, Clifford M.	Executive Director The Arthritis Foundation
7	COLLIER, Dr. Herman E., Jr.	President - Moravian College
11	COLLINS, Daniel W.	Marts & Lundy, Inc.
17	COOPER, Peter	Assistant to the President Marlboro College
18	COTTINGHAM, James	Burlington County College

— *Marts & Lundy* INC.

<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
3	COUCH, Mrs. Nathan P.	Director of Development Concord Academy
19	CREEDEN, William J.	Director of Development The Peddie School
3	CROW, Robert	Director of Development Deerfield Academy
6	CURRY, Dr. Joseph R.	Headmaster - Cushing Academy
10	CZARNECKI, Dr. Edwin	Director of Alumni Relations Pennsylvania College of Optometry
15	DEAKYNE, William	Director - Darien Library
9	DICE, Charles S.	Marts & Lundy, Inc.
9	Mrs. Dice	
9	DICK, Dr. Charles R.	President - Centenary College
2	EDLEY, Christopher F.	Executive Director United Negro College Fund
6	ELLIOTT, Dr. A. Randle	President - Bay Path Junior College
7	EVERETT, Dr. Harvey A.	Associate General Secretary American Baptist Churches
16	FAGAN, Sister Kathleen, RSHM	Marymount School of New York
13	FISHER, Vinicio	Assistant to the Director of Development Albright College
15	FRANCIS, Paul W., Jr.	Director of Finance and Development Kingswood-Oxford School
Dais 4	FRANZ, Paul J., Jr. Mrs. Franz	Vice President for Development Lehigh University
7	FREEMAN, Bruce G.	Marts & Lundy, Inc.
5	GAMBUTI, Gary	Executive Vice President St. Luke's Hospital Center

— *Marts & Lundy* INC.

<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
2	GIBSON, E. Burr	Marts & Lundy, Inc.
2	Mrs. Gibson	
6	GIBSON, Terry G.	Vice President, Development and Public Affairs - Lake Forest College
1	GORDON, Mrs. Carol	Northside Center for Child Development
17	GRAHAM, William	Lutheran Church in America
18	GRUBBS, Francis O.	The Loomis-Chaffee School
2	GRUENTHER, Col. Richard L. USA (Ret.)	Association of Graduates United States Military Academy
7	GUIDON, Peter T.	Executive Director Bethlehem United Fund
7	HELMAN, Dr. A. Blair	President - Manchester College
8	HESLIN, James E.	National Development Director The Arthritis Foundation
3	HESS, Norman L.	Associate Director of Development The Phillips Exeter Academy
17	HINEBAUCH, Harry E.	Marts & Lundy, Inc.
17	Mrs. Hinebauch	
13	HOENIGER, Mrs. Doris	Eliot Pratt Education Center, Inc.
12	HOFFER, Edward P.	Director of Development Lafayette College
5	HOLCOMBE, Robert M.	Director of Development Lehigh University
10	HOTCHKISS, Dr. Wesley A.	Division of Higher Education United Church of Christ
10	HOWE, Richard O.	Division Head for Public Relations and Development - Museum of Science

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<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
13	HUGHES, Smitty	Director of Development Kimball Union Academy
18	HURWITZ, David L.	Bucknell University
13	HUTTON, Charles W.	Marts & Lundy, Inc.
13	Mrs. Hutton	
8	IANNOLI, Joseph J., Jr.	Marts & Lundy, Inc.
16	JOHN, Dr. Ralph C.	President - Western Maryland College
6	JOHNSON, Winston R.	Director of Development McLean Hospital
15	JONES, W. Humphrey	Director, Fund Development Roger Williams General Hospital
4	KADEL, Dr. William H.	President Pittsburgh Theological Seminary
15	LAUGEN, Jack	Vice President for Development Coe College
15	LECKIE, Joseph B.	Director of Development Washington & Jefferson College
12	LEYDEN, John T.	Director of External Affairs Northfield Mount Hermon School
3	LIGHTFOOT, Donald G.	Director of Development Williston Northampton School
5	LITTELL, Walter D.	Director of Public Relations and Development St. Luke's Hospital Center
1	LOTHROP, Scott	Director of Development Governor Dummer Academy
4	McCLAIN, Austin V.	Marts & Lundy, Inc.
4	Mrs. McClain	
8	McGRAW, Dr. Thomas J.	Acting President Gardner-Webb College

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<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
4	MARTS, Mrs. Arnaud C.	New York, New York
3	MASON, Miss Lucile	Director of Development The Montclair Kimberley Academy
17	MEEKS, Jack H.	Director of Development Wyoming Seminary
7	MEHAN, Joseph A.	Public Relations Director United Negro College Fund
11	MELLEBY, Ronald N.	Assistant Director of Development Elizabethtown College
12	MENDHAM, Thomas W.	Director of Development and Alumni Affairs The Mercersburg Academy
17	MILAN, Mrs. Ethel P.	Marts & Lundy, Inc.
18	MILLAR, James	Marts & Lundy, Inc.
11	MILLER, Malcolm F.	Director of Development The Lawrenceville School
13	MILLER, Paul R., Jr.	Vice President for Development Simmons College
1	MORAN, Thomas J.	Executive Director, Public Relations and Development - Wilkes College
10	MORGAN, Miss Mary L.	Director of Development Museum of Science
7	MORRIS, Horace W.	Executive Director New York Urban League
2	MURPHY, Mrs. Greta W.	Vice President for Development and Public Relations Milwaukee School of Engineering
9	O'DONNELL, J. Peter	Alumni Director - Canterbury School
17	OLSON, Robert T.	Executive Director The Boys' Club of New York

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<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
8	PARKS, Harold L.	Vice President for Development The Pennington School
Dais 5	PATTERSON, Dr. Frederick D. Mrs. Patterson	Chairman Robert R. Moton Memorial Institute, Inc.
12 12	PATTERSON, James Mrs. Patterson	Director of Public Relations Robert R. Moton Memorial Institute, Inc.
19	PEDRICK, Ronald J.	Director of University Relations Bucknell University
16	PENDLETON, Dr. Lawson A.	President - Philadelphia College of Textiles and Science
17	PENICK, The Reverend Frank W.	Director of Development Pittsburgh Theological Seminary
Dais 6	PILLSBURY, Mrs. George S. Mr. Pillsbury	Wayzata, Minnesota
8	PORTER, Sister Jacquelyn, RSHM	Marymount School of New York
3	POUTAS, Miss Bernice J.	Director of Development Simmons College
11	POWELL, Edgar D.	Chairman of the Board American City Bureau/Beaver Associates
Dais	PRATT, Mrs. H. Irving	Oyster Bay, New York
11	PRESTON, Seymour S., Jr.	The Lawrenceville School
16 16	PRINCE, William L., II Mrs. Prince	Marts & Lundy, Inc.
6	RAND, Dr. Sidney A.	President - St. Olaf College
18	RATTÉ, John	Headmaster The Loomis-Chaffee School
Dais	RICHMAN, Herbert C.	Marts & Lundy, Inc.

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<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
Dais	ROTT, The Reverend Ralph R.	Executive Director World Mission Support American Baptist Churches
8	RUGGIERO, Frank J.	Vice President Chemical Bank
6 6	ST. LAWRENCE, Robert B. Mrs. St. Lawrence	Marts & Lundy, Inc.
1	SAMPLE, Dr. Frederick P.	President - Lebanon Valley College
2	SANDERSON, Paul G., Jr.	Suffield Academy
15	SANDOE, Robert M.	Headmaster - The Cambridge School
19 19	SASEK, Mrs. Carol Mr. Joseph A. Sasek	Director of Development Wilmington Friends School
9	SAWYER, Dr. Edwin A.	Director of Stewardship The Moravian Church, Northern Province
1	SCANLON, Harry E.	Director of Development Elizabethtown College
18	SCHNEIDER, Sanford	Burlington County College
1	SCHULTZ, Dr. Arthur L.	President - Albright College
6 6	SCHWARTZ, John J. Mrs. Schwartz	President - American Association of Fund-Raising Counsel, Inc.
11	SHEETZ, Ernest A.	Director of Development Mount Union College
10	SHEETZ, John W.	Vice President - Resources Tufts University
4	SPALDING, Dr. Keith	President Franklin and Marshall College
Dais	STACKHOUSE, The Reverend William R.	Manager, Mission Funding Strategy The United Presbyterian Church in the U. S. A.

— *Marts & Lundy* INC.

<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
16	STAHLE, John C.	Marts & Lundy, Inc.
16	Mrs. Stahle	
2	STAIR, Mrs. Ralph M.	The United Presbyterian Church in the U. S. A.
11	STANTON, Norman D.	Vice President Union Theological Seminary
7	STEPHENS, Charles R.	National Campaign Director United Negro College Fund
3	STUCKEY, Daniel	Assistant Principal for Development The Phillips Exeter Academy
12	SYNODINOS, John A.	Vice President - Development Franklin and Marshall College
2	TABLAK, Edward F.	General Director, Support Agency The United Presbyterian Church in the U. S. A.
10	TAYLOR, John E.	Marts & Lundy, Inc.
10	Mrs. Taylor	
12	THEISEN, James M.	Director of Annual Giving The Phillips Exeter Academy
11	THORNTON, David F.	Vice President, Development Roanoke College
5	THUN, Ferdinand	Development Office Lehigh University
3	TOWNSEND, Miss Virginia	Director of Development Lincoln School
5	TRENT, William J., Jr.	Director of Development Bennett College
18	TURGEON, Mrs. Charlotte	Associate Director of Development Williston Northampton School
19	WACHS, Theodore, Jr.	Marts & Lundy, Inc.

— *Marts & Lundy* inc.

<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
15	WALTERS, Miss Gladys	Marts & Lundy, Inc.
18	WARD, Robert A.	Headmaster Williston Northampton School
17	WATERS, Stephen G.	Headmaster - St. Andrew's School
18	WELLS, Daniel H.	Director of Development The Loomis-Chaffee School
4	WELLS, Ronald V.	Marts & Lundy, Inc.
Dais	WESSELL, Dr. Nils Y.	President Alfred P. Sloan Foundation
16	WIEDER, Homer W., Jr.	Vice President for Development Susquehanna University
17	WILLIAMS, Elwyn M.	Vice President for Development Otterbein College
10	WILLIAMS, Robert E.	Insurance Consultant New York, New York
11	WILLIAMS, Col. A. Sydney	Director of Development The Shipley School
12	WILLIAMS, William M.	Headmaster - Polytechnic Preparatory Country Day School
4	WILSON, Roger H.	President - John F. Rich Company
8	WINSHIP, Paul M.	Director of Development Westminster School
1	WOLFE, Charles W.	Marts & Lundy, Inc.
8	WOLFE, Ralph D.	Marts & Lundy, Inc.
1	WONDERLING, Robert M.	Director of Development Lebanon Valley College
9	YACKEY, Paul H.	Vice President for Development
9	Mrs. Yackey	Heidelberg College

— *Marts & Lundy* INC.

<u>TABLE NO.</u>	<u>NAME</u>	<u>AFFILIATION</u>
5	YOUNGER, Paul H.	Marts & Lundy, Inc.
5	Mrs. Younger	
19	ZENKER, Robert D.	The Peddie School
19	NICHOLS, Rodney W.	Vice President The Rockefeller University
19	RIESCHICK, Paul	Union College

— *Marts & Lundy* INC.

August 6, 1976

Dear Mel:

First of all, I was glad to be with you on this Special 50th Anniversary Celebration of Marts & Lundy. Of course I wished Arnaud could have been there; he would have been pleased and proud of all of you.

You were a superb MC, and conducted the luncheon program in a quiet, dignified, and fast-moving manner. The luncheon was most effective, and noticeably composed of a fine representation of persons who have been involved in M&L campaigns. Mr. Lundy and Dr. Robey would have been pleased and proud too. You paid great honor to those fine gentlemen who had been associated with M&L. Truly, a job "well done."

Thank you for inviting me to attend this wonderful occasion. Also, thanks for the gift of the pyramid model, and the little folder accompanying it. Beautiful! Such a brilliant and unique idea; and excellent descriptive writing relating a (professional) fund-raising organization to the formation of the pyramid. Congratulations - to all involved! I know it took initiative, teamwork and hardwork, as demonstrated at this most memorable event.

And so, with new energy, new resourcefulness, never losing sight of the objective, M&L starts another milestone with follow through planning for the future. Perhaps with different dimensions because of the times in which we live. After a well deserved rest and some relaxation, get on with it - there is much to be done - and I wish great success to you all.

Again, Many thanks, and warm regards,
Most sincerely and affectionately,

A. M.

COUNSEL - the Special Anniversary issue is a masterpiece.



FIFTIETH ANNIVERSARY
CONFERENCE AND LUNCHEON

THE WALDORF-ASTORIA
NEW YORK, NEW YORK

FRIDAY, AUGUST 6, 1976

THE MORNING PROGRAM

THEME: DIRECTIONS IN FUND-RAISING

8:30 a.m. Registration, Foyer Louis XVI Suite
All morning sessions in the Louis XVI Suite

9:30 a.m. "THE FUTURE OF CAPITAL GIVING PROGRAMS"

Moderator: HERBERT C. RICHMAN
President and Treasurer
Marts & Lundy, Inc.

Speaker: EDGAR D. POWELL
Chairman of the Board, American Association of
Fund-Raising Counsel, Inc.
Chairman of the Board, American City Bureau/Beaver Associates

Respondent: E. BURR GIBSON
Vice President
Marts & Lundy, Inc.

10:15 a.m. "THE FUTURE OF ANNUAL GIVING AND DEFERRED
GIVING PROGRAMS"

Moderator: JOHN I. CARLSON
Executive Vice President and Secretary
Marts & Lundy, Inc.

Speaker: ROGER H. WILSON
Treasurer, American Association of Fund-Raising Counsel, Inc.
President, John F. Rich Company

Respondent: ROBERT B. ST. LAWRENCE
Member, Board of Directors
Marts & Lundy, Inc.

11:00 a.m. Coffee Hour

11:15 a.m. "WHAT DOES THE FUTURE HOLD FOR PHILANTHROPY?"

Moderator: TOZIER BROWN
Vice President
Marts & Lundy, Inc.

Speaker: JOHN J. SCHWARTZ
President, American Association of Fund-Raising Counsel, Inc.

Respondent: JOHN E. TAYLOR
Member, Board of Directors
Marts & Lundy, Inc.

THE LUNCHEON PROGRAM

MELVIN D. BREWER, *Presiding*
Chairman, Marts & Lundy, Inc.

INVOCATION THE REVEREND WILLIAM R. STACKHOUSE
Director, Mission Funding Strategy
The United Presbyterian Church in the U.S.A.

INTRODUCTION OF SPECIAL GUESTS

AWARD OF DISTINGUISHED SERVICE CITATIONS

PAUL J. FRANZ, JR.
FREDERICK D. PATTERSON
RALPH R. ROTT

AWARD OF DISTINGUISHED SERVICE MEDALS TO VOLUNTEERS

MORRIS B. ABRAM
S. PRESTLEY BLAKE
MRS. GEORGE S. PILLSBURY
*H. IRVING PRATT

ADDRESS NILS Y. WESSELL
President, Alfred P. Sloan Foundation
Former President, Tufts University

*—Posthumous

1975-76

Officers

Chairman of the Board MELVIN D. BREWER
President and Treasurer HERBERT C. RICHMAN
Executive Vice President and Secretary JOHN I. CARLSON
Vice President TOZIER BROWN
Vice President E. BURR GIBSON

Directors

The above officers and:

J. WILEY CHRISTIE, JR.
CHARLES S. DICE
BRUCE G. FREEMAN
ROBERT B. ST. LAWRENCE
JOHN E. TAYLOR
RALPH D. WOLFE



Founding member, American Association of
Fund-Raising Counsel, Inc.

MARTS & LUNDY, INC.
Incorporated July 21, 1926 in the Borough of Manhattan
City and State of New York



*The Officers and Staff
of
Marts & Lundy, Inc.
request the honor of your presence
at a*

*Fund-Raising Conference and Luncheon
in celebration of the
Fiftieth Anniversary
of the Founding of the Firm
Friday, August 6, 1976
The Waldorf-Astoria
New York, New York
Conference at 9:30 a.m.
✓ Luncheon at 12:15 p.m.*

*R.S.V.P.
on Enclosed Card
by July 30, 1976*

MRS. ARNAUD C. MARTS
Anne

This conference will mark a milestone in the history of Marts & Lundy, Inc., but the program is planned for a look into the future, rather than an observance of past accomplishments. It is our feeling and hope that those attending the conference will find the discussions and addresses helpful as they plan for the financial undergirding of the institutions they serve.

Melvin D. Brewer
Chairman of the Board

FIFTIETH ANNIVERSARY CONFERENCE

8:30 a.m. Registration — Foyer, Louis XVI Suite
Morning Program — Louis XVI Suite

THEME: DIRECTIONS IN FUND-RAISING

9:30 a.m. **"The Future of Capital Giving Programs"**

Speaker: EDGAR D. POWELL, Chairman of the Board, American Association of Fund-Raising Counsel, Inc.; Chairman of the Board, American City Bureau/Beaver Associates

Moderator: HERBERT C. RICHMAN, President and Treasurer, Marts & Lundy, Inc.

Respondent: E. BURR GIBSON, Vice President, Marts & Lundy, Inc.

10:15 a.m. **"The Future of Annual Giving and Deferred Giving Programs"**

Speaker: ROGER H. WILSON, Treasurer, American Association of Fund-Raising Counsel, Inc.; President, John F. Rich Company

Moderator: JOHN I. CARLSON, Executive Vice President and Secretary, Marts & Lundy, Inc.

Respondent: ROBERT B. ST. LAWRENCE, Board of Directors, Marts & Lundy, Inc.

11:00 a.m. Coffee Break

11:15 a.m. **"What Does the Future Hold for Philanthropy?"**

Speaker: JOHN J. SCHWARTZ, President, American Association of Fund-Raising Counsel, Inc.

Moderator: TOZIER BROWN, Vice President, Marts & Lundy, Inc.

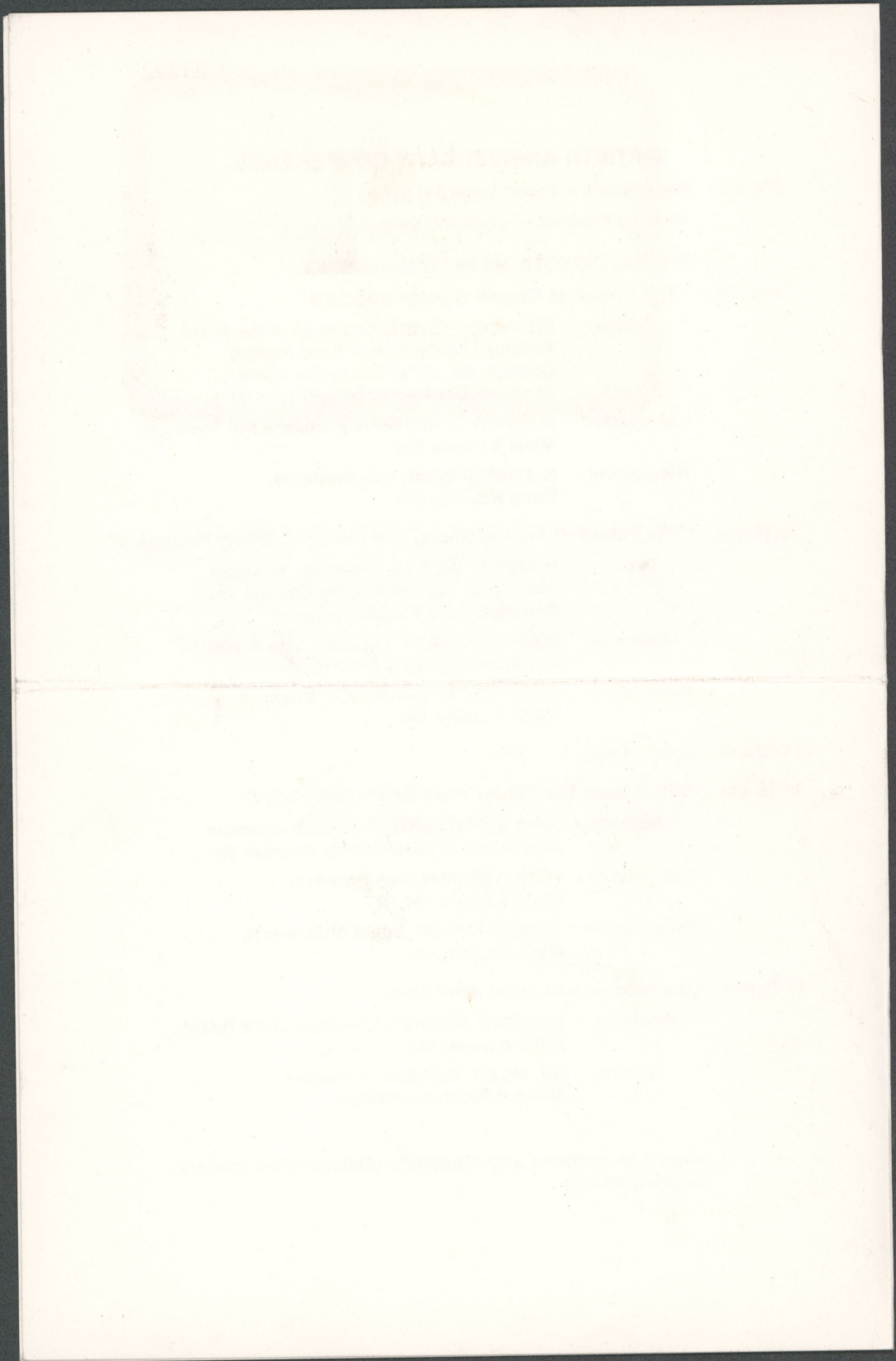
Respondent: JOHN E. TAYLOR, Board of Directors, Marts & Lundy, Inc.

12:15 p.m. Luncheon — John Jacob Astor Salon

Presiding: MELVIN D. BREWER, Chairman of the Board, Marts & Lundy, Inc.

Speaker: DR. NILS Y. WESSELL, President Alfred P. Sloan Foundation

Award of citations and medals to distinguished leaders in philanthropy



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