

The Impact of Others

February 10, 2005

McDonough Auditorium, Marietta College

I want to express my heartfelt thanks and appreciation for the honor you have given me tonight. This evening is very special and in many ways a little overwhelming.

To the Board of Trustees and former Board members, the Faculty, President Scott, Provost DeWine, members of the Administration, Marietta College students, alumni of the College and friends of Marietta I want to extend a sincere welcome to Founders Day 2005, celebrating the 170 th year of Marietta College, a truly special institution to all of us. Thank you so much for coming.

Tonight and every Founders Day celebration I am sure that those, who founded Marietta, would be pleased in how we celebrate it by acknowledging the Faculty of the College for their contributions. This evening several of you will be singled out for special recognition. But, every day all of you walk into the classroom and are investing in the future of this College.

The learning environment that you create here is truly special. Keeping the right balance between the needs/wants of the faculty, administration and students is key. A cord is much stronger with all three strands than one or two. All of us here want you to know that we deeply admire and appreciate all the hours, enthusiasm, care and love you give to the learning process here at Marietta. So, let's all stand and show our fondest appreciation to each and everyone of them.

I want to introduce several individuals present this evening who are special to me. Some of you may have already met them, maybe heard me talk about them or this is the first time to see them. Probably this first individual, should in many ways, be on this platform instead of me.

She has been the rock I have relied upon so many times and made many sacrifices for me. Numerous days she has held down the fort at home while I was here for Board meetings or traveling around the country on behalf of the College. I'll share more with you later about her. This coming May I will have spent 36 years happily married to this very special woman, my wife, Sue.

I am also fortunate that tonight our three children are here with us. The first time I received a degree from Marietta, they were somewhere into our future. Our oldest is Meredith Brooke Venetta and our son by marriage, Garret. Braeden, their son (who is 23 month old), our grandson and, when he is visiting us in North Carolina, my right-hand engineer, is not here, but in spirit he is. Anyway, it probably would be a little boring for him to hear his pa-paw ramble on tonight. Meredith worked eight years for Andersen Consulting/Accenture and now, besides being a full-time wife and mother, she owns a retail operation in Pickerington, OH called Venettucci's Social Papers.

Our son, Timothy James, has been teaching for four years and is currently a middle school math teacher in Lexington, KY. He is an avid road cyclist, maybe our next Lance Armstrong, who knows? Tim hopes to begin work on his PhD. Program in the near future at his alma mater, the University of Kentucky.

Finishing out the family is our daughter, Lindsay Blake Goicochea and our other son by marriage, Marco. Lindsay has been doing cancer research at the University of Maryland in Baltimore the past couple years. Most recently, she has been busy with the application process, waiting to hear in the next month, if or where she will be going to med school this coming fall.

From my extended family we also are so pleased to have my sister, Ann Osborne, and my brother by marriage, Lee, with us tonight from Greenfield, IN. Also, Sue's two brothers, Jim and Tom Capehart, are here with us from Emmaus, PA. And, we have with us from Cincinnati our grandmother, our kids great grandmother and Braeden's great-great grandmother JoAnn Bortz, and her daughter and our aunt, Mindy Myers.

I also want to recognize several individuals here tonight with whom I share a special relationship. Many of you here in Marietta know Nancy and Bill Hathaway and Bonnie and Richard Miller. In addition, we have Randy and Anne Bules here from the Atlanta area. All of them, except for Nancy, are Marietta College alums. I have known Bonnie, Dick, Bill and Randy since the eighth grade. Bill and Randy were groomsmen in our wedding. But, Anne and I go all the way back to the first grade.

Also, with us are Betty Jo and Doug Merle and Dr. Randall Ogg, who were our neighbors for many years when we lived in Pickerington, OH. Thank you all so very much for being here.

Friday afternoon this past Thanksgiving I received a phone call from Pat Willis, Chair of the College's Board of Trustees, telling me she and Charlie, Pat's husband, were on their way to Bryson City, NC to visit our model train museum and asked for directions. I didn't think much about it, as she had several times at Board meetings she said they were going to come up sometime from their home in Atlanta to see us.

Later they arrived, and the store was a little busy as one of the tour trains from the Great Smoky Mountains Railroad had just arrived. I briefly welcomed them and explained about the retail store and museum. Pat browsed around a little before entering the museum. But, when she caught me free from a customer, she couldn't wait any longer to tell me that Marietta College wanted to confer an honorary degree to me this coming Founders Day. It really blew me away. I didn't know what to say. It was the furthest thing away in my mind. I do remember asking if the Faculty was comfortable with it being Founders Day, as I am not from academia, and to quote Pat, "It's a done deal - everyone is excited about it!"

So you got me here again! This evening I want to share some comments that I have entitled "The Impact of Others."

I really believe that what we are in many ways results from those around us. There are so many individuals I could talk about, so I apologize if I leave anyone out. But, I do want to touch on a few. In the scheme of things, they have played a role in why I am here tonight.

Let me begin by sharing with you this newspaper article entitled “Home Is Found for Infant Abandoned by Mother Here.”

The bizarre story of a heartless mother who abandoned her ill-fed but bright-eyed baby boy three weeks ago was revealed here Saturday, and immediately the incident was given a happy twist with the disclosure that a good home has been found for the two month-old infant.

It was three weeks ago yesterday that a young woman, attractive and well dressed, called at the home of Mrs. Jane Stahl, 517 Underwood Street, asking permission to leave her baby with Mrs. Stahl while she went downtown on a shopping errand.

The young woman never returned and Mrs. Stahl undertook to care for the baby which was scrawny and considerably underweight.

The neighborhood learned of the strange case, which finally came to the attention of a Bethesda Hospital nurse who knew a couple who had recently been heartbroken by the death at birth of their child.

The nurse appealed to Probate Judge W. O. Secrest who in turn called the case to the attention of Humane Officer Stanley Frazier.

When the investigation failed to disclose the identity of the baby’s real mother, proper papers were filled out to turn the child over to the young couple recommended by the nurse.

The couple, residing in a neighboring city, have a fine home even complete with a nursery which they had prepared for their baby. The name of the foster parents is not being revealed.

Zanesville Times-Recorder, March 19, 1944

By now you probably realize that this baby is standing here before you. Louise and Jim Cooper, my mom and dad, opened their home to me here in Marietta on Cutler Street, cared for me, taught me to share, gave me my work ethic and most of all their love. I am so lucky!! Although my parents have both passed on, I believe they surely are here with us tonight.

Some of you here may remember Miss Edith Sanner. She was in her seventies, when she was my kindergarten teacher at Washington Grade School. Miss Sanner realized that I had a learning disability and encouraged my parents to hold me back another year from

the first grade so she could work with me. My kids joke with me about how I must be the only child that ever flunked sandbox. But, Miss Sanner tried very hard to help me. I was put in speech therapy classes for several years thinking that was the issue, but somehow I just struggled through. . Later in life we discovered that I am dyslexic.

I found it difficult to read and do math. There were several teachers, who worked with me over the years, I wish to recognize tonight - Miss Morris, Miss Barrett, Miss Evans, Mrs. Pierson, Bert Duvall, Mrs. Earl Bender, Miss Louise Clark and Jim Stephens, when he taught history at Marietta High School and later was the Director of Financial Aid here at Marietta College.

When it came time to wrap up my senior year at Marietta High School, I really found it a difficult decision as to whether I should go on to college. The issue was I didn't know what I wanted to do. I ran cross-country and did quite well setting several school records. A number of schools wanted me to come and be a part of their college team. My dad wanted me to go, as I would be the only one from the family to go to college. Many of you may remember Mrs. Ethel Guthrie, Mrs. Dorothy Oyster, Doris and Neil Christy and Doc Eggleston, my next door neighbor. They all encouraged me. So, off I went in the fall of 1962 to college.

College was a whole new world for me, as it is for most young people. First, just trying to figure out what should be my major was a struggle. Since many of my friends were bio majors (you know - good old peer pressure) and Doc Eggleston was Mr. Biology, I tried it out. Well, in my sophomore year Dr. Sinclair from the Chemistry Department helped me see that biology was not my "cup of tea."

Also, during that same time my dad had his first heart attack. Bill Hathaway and I came home for lunch that day, my mom was at a church meeting, and we found him having the attack. As a result, he had to take early retirement. I didn't feel comfortable with school, and the financial picture was changing dramatically. So, I decided to leave MC in May 1964 thinking I would work for a while and then return.

I began my work career delivering flowers for Dudley Florists and working nights as a desk clerk at the Wakefield Hotel. It didn't take me long to see that this did not offer much of a future, although it did help some financially. I wanted something that I could learn from, and it just so happened that Bill Hathaway and I found this job advertisement in the newspaper for a "Manager Trainee." So we applied together and landed jobs with the same company but in different cities, Bill in Altoona and I in Allentown, PA. When Randy Bules finished his degree at Marietta College, he too joined Bill in the Altoona operation.

After three months, I was transferred to the Philadelphia office, and I worked there for seven years. In year five I met Sue, and we were married May 10, 1969. The work experienced helped me mature and find her. But, I could see that without my college degree, I was in a job plateau, getting passed over for those with college degrees.

From the time we got engaged, Sue's parents, and in particular Mom Capehart, kept prodding me to finish my degree. Sue and I decided in March 1971 that I should return to school. We owe a lot to Mom and Dad Capehart, who have passed away too, and I am sure they are here also tonight just beaming in spirit.

I returned to Marietta College in May 1971 and started work on my degree. With my business background I knew this time what my major should be. Dr. Bert Glaze became my advisor. He helped me plan it out so that I could finish about two and a half years of school work in 15 months.

Being married and not involved with fraternity life (in my first time at Marietta I was an ATO), I found it easy to hit the books. But, soon the cost of college became a reality. Sue found getting a job in Marietta a little difficult, and when Neil Christy found this out, he sent her up to Marietta Concrete.

Her gross pay was \$64 a week. We had to put \$25 away each week to have enough to pay tuition each semester, several bucks for gas, pay rent and eat. I remember one month that Sue served baked beans from the can for dinner thirty different ways and each night we split a hot dog together, that was our dinner. But, to this day I still love when she makes baked beans. It has special meaning.

Mrs. Fay Angel stepped in and hired me to work at the College's bookstore 15 hours a week under the work-study program. I stocked shelves, waited on customers and cleaned the store at night. My school load was at times was challenging, carrying 21 hours a semester, so you know who stepped in to bail me out so I could study - Sue cleaned the bookstore many nights.

In August 1972 another angel stepped in, Anne Bules' mother, Mrs. Jane Wilson. Many of you know her as she was the College's Librarian before Sandra Neyman. She had lost her husband recently and wanted someone to live in the back apartment of her home on Fourth Street. She just needed someone around so she would not be totally alone in the house. Mrs. Wilson would not take anything for rent. She was a true blessing, and we lived there until December 1972 when I finished my course work.

Dr. Wayne Wall also helped me. I put off until my last semester the course I dreaded most, a graduation requirement - Speech 101. Dr. Wall helped me gain my confidence in public speaking, and how I got an A in that course is still a mystery. However, to some degree my dyslexia may have helped because reading note cards and being nervous, caused the words to really scramble. Generally, all the speeches were short, so I simply memorized all my speeches.

Jim Stephens never forgot about us either, and the College awarded me the Lloyd Scholarship covering the cost of my last semester's tuition. We left college without any debt which today would be hard to do.

During my college work I developed a lasting friendship with several professors. Bert Glaze would be sitting in the front row tonight if he could be here. And, there is Ed Osborne and Dr. Wen – Yu Cheng. Bert convinced me to do a departmental honors project my last semester. So, we just tossed that into the mix. You know what's a 30 to 40 page paper and research going to take. Well, it was almost the straw that broke the camel's back. Now, every night Sue cleaned the bookstore and on top of that I had her typing the honors paper.

Next is Ed Osborne. Ed has always been my mentor -- a successful CPA, worked for Arthur Andersen, one of the top firms in the profession and my accounting prof. During my last semester at Marietta several professors encouraged me to think about grad school. However, Sue made it clear to me that I was to job hunt. This school thing had lasted long enough. I had several job offers, including a couple in public accounting.

But, Ed felt that I would be the right fit for Andersen, so he called the Director of Recruiting in the Columbus office, Chuck Winslow, and told him that they should look at me. Now graduating in December is not the best time to apply for work in public accounting as back then they hired everyone to start in the summer. But, Chuck Winslow called me and ask that I come to Columbus for an interview.

I finished exams on December 20th and on December 26, 1972, I started my career with Arthur Andersen at the training center in St. Charles, IL. Now, what was very unusual was that Andersen hired someone without an accounting major. I had only 15 hours of accounting courses which didn't even meet the state requirements to sit for the CPA exam.

Ed worked up a plan so I could take the last course I needed. It was the early on version of distance learning - you read the textbook, work problems assigned by Ed and come back to Marietta every four to six weeks and take a test. Well, it worked - I finish Intermediate II Accounting and had the necessary hours, but I realized from work that my accounting skills were at the neophyte stage.

The work world was something else. They used an entirely different language referring to tick marks, confirmations, attest functions, all common to those who had taken auditing but that course was not one I had taken. Sitting in the staffroom I would hear talk about so and so who had just finished Ohio State's accounting honors program with 42 hours of accounting or scored in the top 10 in the state in the most recent CPA exam. I use to come home, so discouraged at night wondering how I was going to explain to my wife that sooner or later I was going to get fired because of my incompetence.

A year and a half later, I was promoted to audit senior. Then, I learned how close I was to getting fired on my first field assignment. The audit senior had called the office complaining about how little I knew, asking if I got my degree at "Pep Boys". He didn't want me on his job anymore and asked to send me back to the office which would have been the kiss of job death.

Well, with Sue's encouragement I hung in there, passed the CPA exam and progressed quite well, making partner in 11 years and served as head of the Columbus office's audit practice for 17 years until my retirement in August 2000.

I remember a story that I heard back in my College days which helped me realize that this work stuff was a journey without any quick shortcuts to the destination point. When Pablo Casals, the greatest cellist, reached 95, he was being interviewed by a young reporter who asked him : "Mr. Casals, you are 95 and the greatest cellist that has ever lived. Why do you practice six hours a day?" And, Mr. Casals answered, "Because I think I'm making progress."

I learned a lot from my clients, like Joe Chlapaty. Joe was one of my clients, and incidentally many of you may not realize it, but Joe worked with Ed Osborne at Arthur Andersen in the Chicago office before Ed came to Marietta - it truly is a small world. I value my work experience, my clients and those who worked with me. It was a learning experience every day for 30 years. I made sure that I surrounded myself with people smarter than me. I knew early on that I could use all the help I could get. I came to a clear understanding what a TEAM effort is all about - Together Everyone Accomplishes More !!!

One last Andersen story. At my first partners meeting a retired partner, who had been in-charge of the Atlanta office, explained our role as new partners. His explanation has stayed with me ever since. He shared that our sole purpose was to drill holes so that those in the future could drink. Since then, I have always strived not to drill any dry holes.

I want to come back now to Marietta College. After graduation, Bert Glaze, Ed Osborne and Frank Cheng always stayed in touch with me. They showed interest in my career and look for ways to keep me involved with Marietta College. I served six years on the EMA Advisory Council, was a guest speaker several times at the Roundtable program Dr. Glaze championed and Ed invited me to lecture to his auditing classes. Through these experiences, I got to know Fraser MacHaffie, who likewise asked me to speak a number of times to his classes.

To the faculty I know you realize that you make a big difference to all your students. However, please appreciate that you also have a significant impact on us after we leave Marietta. How can we ever forget Dr. Whit Hancock's relationship with David Rickey that led to a \$10 million investment in Marietta College's future.

I do want to touch a bit on Dr. Cheng. One of my favorite classes at Marietta was Microeconomics. I took more notes in that class than any other - in fact it took five minutes after class for all the chalk dust to settle from the graphs Dr. Cheng drew on the blackboard. Frank truly was energetic in the classroom. But, we all know he is relentless in the pursuit of what he believes in and does.

After becoming a Board member I learned that Dr. Cheng in 1991 wrote a letter to Dr. McDonough recommending that the College's Board of Trustees look at getting me on

the Board. Well, like a lot of things during Dr. McDonough's tenure it slipped off the plate. But, Frank never let up.

Finally, in the spring of 1994 I received a call from the late Bill Kinney, chair of the Trusteeship Committee, that I had been elected to the Board of Trustees effective July 1, 1994. So, depending on what you think about the outcome, you can thank Frank.

My ten years on the Board were quite memorable. I served with an unbelievable group of individuals who helped make Marietta College one of the greatest turnaround stories that *never* hit the *Chronicle of Higher Education*, thank goodness. In 1994 we were searching for new leadership for the College, although at times we came close. By the end of that year it was commonplace to read about the College in the Marietta Times as more and more came out from the McDonough experience. We hired Larry Wilson as President in 1995, and he did a super job in settling down the campus and bringing integrity back to the President's office.

But, we seemed to still struggle at the Board level in balancing the budget (continuously having operating deficits), getting a Capital Campaign off the ground and what the future direction of the College should be.

But, thanks to the persistence of Frank Christy and Doug Greibel, and the favorable trend in the stock market, we began in 1995 to make some changes to the campus. The dormitories needed attention and that is where we started. Dorothy Webster got a face lift, and we remodeled the bathrooms in Dorothy Webster, Mary Beach, Elsie Newton and Marietta Hall as well as spread some paint around and rewired the lighting in these dorms. Later, we addressed Parsons Hall with some needed improvements.

But, the decision in 1997 to build a new residence hall really energized lots of discussion at the Board level. The challenge for residence halls is that donor prospects don't get excited about giving towards such facilitates. So, they generally are built using debt financing. The Board reflected on the failure to adequately finance the remodeling to Andrews. So, it took some tough decision making to go ahead with McCoy Hall. However, it has turned out to be quite a positive addition.

In early January 1999 Walt Webber, who chaired the Board's nominating committee, called me asking that I become the Chair in June, when Dave Ferguson would retire. I told Walt that there were a number of better qualified people than me and declined. February came and another call came from Walt. I encouraged him to continue to explore the possibilities. In March he called again, some of Frank Cheng must have rubbed off on Walt too, and I finally accepted and became the Chair effective July 1, 1999.

At the May 1999 Board meeting there was a special dinner meeting that a selected group of Trustees, mostly Executive Committee members, and President Wilson attended at the Becky Thatcher. The next day the Board adopted a recommendation to hire a Chief Operating Officer for the College to afford Larry more time to focus on the Capital

Campaign and in charting the College's future. Many of you remember this created quite a stir on campus to say the least.

During the June through August time period I made numerous trips to Marietta to meet with members of the Faculty Council, the President's Cabinet and others to address all the concerns. We had a special Board meeting in New York City in late August and agreed to drop the COO concept. By mid - September 1999 Larry announced he would retire as President of the College effective June 2000. So, now we were going to have a switch in leadership right before we formally announced the Capital Campaign. I asked myself several times back then why I ever gave in to Walt's request.

But, several things happened that began the process which would significantly affect Marietta College's future. At the fall Board meeting in 1999 the Trustees allowed me to empowered a group of leaders made up from the College's administration, faculty and student government to begin strategizing about the College's future. Some folks criticized the Board for this step, saying we should wait for a new president and start it then.

However, it proved to give the College a jump start for the new president to build on, especially since time was becoming a liability for Marietta. The core values of the College were surfaced along with the strategic steps that the group felt were crucial to its future success. We owe a lot to Gary Craig, who chaired the team, and those who served on the Strategic Planning Committee, many who are here tonight.

Next, we cannot to forget the valuable leadership that George Fenton has given to this institution. As Vice – Chair, George was a vital source of help and consultation to me during my term as Chair and the presidential transition period. When asked, without hesitation, he stepped up and chaired the Search Committee for the new president. The Search Committee did an outstanding job in working through the process to recommend to the Board in the spring of 2000 a new president, spending countless hours in meetings and interviewing potential candidates. Again, many of you involved in that committee are here tonight, and we owe you too our deepest thanks.

Certainly, the success of the Capital Campaign has had quite an impact on Marietta College. It has positioned us to be a real player again in the enrollment market. With completion of the Rickey Science facility, we are able to attract high caliber students that would have gone elsewhere. Then, we have the Dyson – Baudo Recreation facility and the new field at Don Drumm Stadium which also puts us in the sights of prospective students.

We made some improvements to the library and Hermann Fine Arts Center, put a new heating system in a number of buildings affected when the old boiler system had to be retired, replaced broken sidewalks, spruced up the landscaping and invested over \$2 million in technology improvements. Now, Fayerweather Hall is being renovated, which will help meet space requirements for the rising enrollment demands, and soon the Brown Petroleum building's first phase will begin construction. But, let's not forget we also pumped \$21 million into much needed funds for scholarships and academic programs.

Many individuals played key roles in making this successful. But, definitely Marcia Koester's leadership behind the scenes had a positive impact. The other individual, that worked tirelessly on the Campaign traveling all over the country, was Kevin Henning. We owe so much to him for what he helped accomplish and bring to the table.

I learned from our Campaign that you never know from where help may come or its size. Maybe some of you have heard this story, but in fundraising it is a classic and one to remember.

In 1884 a young man died, and after his funeral his grieving parents decided to establish a memorial for him. With that in mind they met with Charles Eliot, president of Harvard University. Eliot asked this unpretentious couple what he could do, and they expressed their desire to fund a memorial for their son. Eliot said, "Perhaps you have in mind a scholarship?" "We were thinking of something more substantial than that...perhaps a building," the woman replied. Looking at the couple, Eliot quickly concluded that something like this was beyond their means and brushed aside the idea as being too expensive. So the couple ended their meeting.

The next year, Eliot learned that this plain pair had gone elsewhere to establish their memorial. Initially, it was called the Leland Stanford, Jr. University. Today, it is known as Stanford University. Their initial gift to establish the memorial was \$26 million.

We are so thankful for the generosity of the Rickey family, Laura Baudo, Rob Dyson, the McCoy's and in particular John G. and Chuck, Eric Dobkin, Joe Chlapaty, Libby and John Drinko, members of the Marietta community which gave over \$650,000 to match a \$500,000 challenge gift and to Bob Evans who help us raise that money, the McDonough Foundation and everyone who gave to the Campaign -- we made it all possible, and we didn't drill any dry holes!!!

Now, it is time to turn to President Scott. She has had quite a positive impact on this College since arriving here in July 2000. Being the first woman to preside over things is an important milestone in Marietta's history. She has lead us through "To Thrive in the Floodplain" and now under her direction we have embarked into our next long-term plan "Moving to Higher Ground, The Plan for Marietta College to 2010". However, Jean, I am sure that the last five months has brought a whole new perspective on thriving in the floodplain and the importance of moving to higher ground.

Your leadership has been marvelous. You have handled the ups and downs without a flinch and put the financial operations of the College in the black every year. And, you too have surrounded yourself with great people on the President's Cabinet.

And, what a choice you made in hiring Provost DeWine. Sue, your leadership is also something to be acknowledged. Looking over the first six years I was on the Board, the Provost position was always in turmoil. What a positive impact you have made.

Then, we have Pat Loreno Willis as the current Chair of the Board. She, too, is the first woman Chair in the College's history. In my last year as Chair, Pat served as Vice-Chair, and it was easy to see she has great leadership skills. So folks, with these three ladies I would have to say that Marietta College is in "good hands."

I have reminisced with you tonight about the impact that certain people and events have had in shaping my life. Hopefully, they have broaden your perspective in why you have chosen to honor me. But, I know that one other has had the greatest impact on my life. Through God all things are possible. Mankind has limited capabilities. My faith has made me what I am! More than I will ever realize, I have been truly blessed by Him and those around me.

Well, it is time to wrap things up. It is customary for famous speakers to receive an honorarium, but for Founders Day it has never been the case. And, on top of that I am not famous or a speaker. Yet, I have been paid me the greatest honorarium anyone will ever receive. Tonight, you have given me your time, interest, respect and love for this institution - what a wonderful gift !!!

I feel it is fitting to close my remarks this evening with the same thought I left with you last year at Founders Day from William Jennings Bryant. Let's all continue the romancing of our love for Marietta College. May God bless Marietta College and all of you!