President A. O. Sullivan congratulates Diana Jarboe and Clyde Hengst for their achievements in winning the annual Scholarship-Leadership-Achievement Awards.

Leadership-Achievement Awards Earned By Jarboe And Hengst

"To do more for the world than the world does for you. That is success." To do more for Sullivan than others, do more in class to achieve, and do more to be a leader; all are qualifications leading the Sullivan College faculty to choose Diana Jarboe and Clyde Hengst as the 1968 recipients of the College's Scholarship-Leadership-Achievement Award. Both students names have been engraved on plaques which hang in the school office.

Following the faculty's thorough screening of all students eligible for the award, five young women and three men were nominated for the honor. Diana and Clyde clearly led the voting and were chosen as this year's top students on the first ballot. Other students nominated and recognized for their outstanding scholarship, leadership and achievement were: Jean Northcote, Marilee Young Poulier, Tinker York, Lynda Price, Charles Abell and Richard Leinenback.

During her year at Sullivan Diana has taken Accounting and Computer Programming. She served as Co-Editor and Editor-in-Chief of The Herald, and was a member of Alpha Iota Honorary Sorority. While at Sullivan

Achievement Awards

Jarboe And Hengst Honored

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Sullivan she maintained a B average and graduated as an Honor Graduate.

Clyde overcame seemingly great odds in earning an A average in his quest for knowledge and education. He is a 23 year Army veteran having served in World War II, in Korea, and in all parts of the world. He is attending Sullivan on the GI Bill and plans to become an accountant after graduation. In 1943, after having earned enough credits to graduate from high school, he was drafted into the Army and sent to North Africa. Clyde said "over half my senior class in Pittsburgh, Pennsylvania were drafted in '43 and received their high school diplomas while serving in the war." Following his 23 year tour with the U.S. Army, Clyde retired and entered Sullivan. He has been an outstanding student at Sullivan and is a member of Phi Theta Pi Honourary Fraternity. In January Clyde was honored as Phi Theta Pi's 'Best Pledge', and in February was elected Recording Secretary for the honorary men's fraternity. Clyde is married and has six children. His accomplishments are certainly deserving of his being named as the outstanding male student at Sullivan.
Students Given Opportunity
Via Banks Understanding

"Virtue is knowledge," so said Socrates many hundreds of years ago; but our educational system has changed greatly since the days of Socrates, Plato, and Aristotle. Oliver Wendell Holmes once said that a child's education should begin at least one hundred years before he is born, and so it does, as it has taken our educational system hundreds of years to evolve to its present state.

With the present state of education being more elaborate, more intensified, more advanced, more specialized, and more expensive than in the past, we must thank the bankers, business men and educators who make higher education possible. As they advocate education for all society's children, the bankers, business men and educators of our community have been a tremendous force in helping many of us finance our education.

As the first group of United Student Aid Fund loan recipients graduate and are placed in jobs, The Herald would like to salute the banks who have been so courteous and understanding. Without the help and understanding of such banks as Citizens Fidelity, First National, Liberty National, Oldham County, Stock Yards, St. Helens and Fort Knox National, many of our fellow students would have found it impossible to attend college. The unselfish services rendered by these banks has been truly an investment in the betterment of the community and The Herald would like to express these students appreciation.

Banks Especially Understanding

The USAF loan is a government guaranteed loan created through the National Vocational Student Loan Act of 1965, but cannot function without the support of the local banks. It is through the banks that the funds are granted, with USAF guaranteeing repayment should the student default. The banks mentioned have been especially understanding in making these loans since the interest rate is 6% simple interest and the principal amount is not repaid until ten months after the student graduates. The banks operational costs in making these loans has been very near what they receive in interest charges, therefore one can easily see that the banks are truly rendering a service which does not gain them an immediate profit.

In thanking the banks for assuming this burden and so courteously helping our fellow students, we would like to remind each student and graduate using a USAF loan that you should remember the help your bank provided. As you graduate and begin to earn your own income you are urged to open a savings and checking account with the bank which helped you. When you make a loan or installment purchase, remember, this bank deserves your business. In this way you can thank your bank for giving you the opportunity to gain a better education and a better job.
Dread Disease Strikes Healthy Land,
Pride In Country’s Heritage Slips Badly

Once upon a time there was a country whose strength lay with her people. Her hills and meadows were green and her cities productive. Her people took pride in viewing their cities because within these cities the prosperity of a nation was nurtured. Pride was also taken in strolling among the hills and meadows because there peace and contentment were found along with renewed faith in their creator. It was easy to be thankful in such a peaceful surrounding.

The people loved their land and their land loved her people. They were proud to be of this land and they said so. Many men laid down their lives so that the land and her people might be kept free. The men were proud and honored to wear their homeland’s uniform and fight for its freedom.

There of course was sickness and poverty in this land, as there is no earthly Utopia, but the people knew with faith in God and support of their chosen leaders things would be better in time to come. As the land prospered, fewer and fewer were poor and everyone had a better life. The land became great not only within its own boundaries but throughout the world and the greater she became the more she was loved.

Oddly enough one day this great land began seeing a change in her beloved people. They had become so secure within themselves they had turned cold and indifferent. They no longer cared about the poor or the oppressed in their own country and abroad. They soon cared only about their own personal happiness and didn’t care what happened to anyone as long as it didn’t disturb them.

The beloved people who had fought to make this land great were pulling her pillars of strength from beneath her. The men no longer would fight for the freedom of the land. Oh, they still wanted to live in a free land, as long as someone else fought for that freedom. The people soon wanted the rights and privileges of this great land without the corresponding responsibilities.

The indifference of the population soon made them doubt their leaders, but that all they did was doubt, for they were too indifferent to do anything but doubt. In less than half the time it took to build this great nation, this great nation had fallen. The people no longer loved her, but saddest of all she loved them all, but they wouldn’t accept this love.

Whose work stimulated toppling of this great nation? No not Communists, Socialists, Totalitarians, nor militant youth, but the great society itself. The society had become infested with apathy. The most dread and seemingly incurable of national diseases. The pillars of strength were struck from beneath her and she sank quickly with her beloved people holding their heads high caring not what happened or when. Their personal happiness was soon the remorse of the world.

Here lies another fallen nation having a proud beginning, but a quick ending. The inhabitants fought to make her free and a better place to live and they turned on her and destroyed all she stood for. Forgive them God for these Americans know not what they do!
Students Key To Completing Course In Prescribed Time Is Attendance

By Cheryl Klemm

“The only way we can guage future attendance of an employee is through the school attendance record,” said Tom Terrill, personnel Director at Brown and Williamson Tobacco Company. Attendance is so important to you, to your progress, and to employers that the Herald is encouraging you to make good attendance your most important goal.

Attendance in class is important to you in that the subjects you are taking require continued practice to reach maximum skill and accomplishment. The attendance policy at Sullivan College, while allowing for illness and emergencies, is set to coincide with that of business. While you are allowed three unquestioned absences in the twelve-week quarter, it is imperative that after this point, assuming you have not been ill, grade penalties must be required since your progress in class has definitely been damaged.

If this policy seems unduly harsh, it might be compared with a recent example learned when talking with Mr. Terrill at Brown and Williamson Tobacco Company. Mr. Terrill related this recent experience with an employee who, in three months employment had sporatically missed four days. This employee had been warned and is in a probationary period. “If during the next few months she does not improve her attendance record we will be forced to replace her,” said Mr. Terrill. The Sullivan absentee policy is closely patterned

after that of businesses like Brown and Williamson.

Mrs. Margaret Erbe, Personnel Interviewer at General Electric said “the students attendance record either opens or closes the door for many applicants.” In continuing she said, “when we are considering a person for a position and looking at their school record, attendance in school is one of the only ways we have of knowing they will be dependable and be on the job.”

Sullivan Business College is set up with designated courses to be completed in a certain amount of time. If the student does not complete the course in this time, it is costing that student money in lost salary. The courses at large colleges and universities are mostly based on theory, whereas Sullivan requires the students to attain the knowledge of more practical things. Practical skill subjects take time and practice, thus students must be in class.

Mr. A. R. Sullivan, vice-president stated, “We find that the students who are continually absent are the same students who are making poor grades and who have a poor attitude about themselves. If a student builds up trust to the point where his teacher can tell when he stays home that he is ill, any excuse within reason is acceptable.

All things considered, it is much easier to attend classes, get a good education, and the reward will come when a good job with excellent pay is obtained.
Alpha Iota Honors York
With Annual Scholastic Key

Alpha Iota International Honorary Business Women’s Sorority this year honors Tinker York as Kappa Phi chapter’s winner of the annual Scholastic Key Award. The AI Scholastic Key Award is annually given to the active member giving the most of herself in service to the sorority and maintaining the highest academic standards.

Alpha Iota Scholastic Key Award Winner Tinker York.

Organization and leadership were the keys to Tinker’s success in Kappa Pi Chapter. She served as both Secretary and President of the honor-

ary and often was a key factor in the success of its activities. She was instrumental in beginning the AI sandwich sales and worked hard in helping the sorority in its regional conclave last fall. Later in July, Tinker will be initiated into the Alumnae Chapter of Alpha Iota.

Works AI B. & W.

Tinker is a 1967 graduate of Clarksville, Indiana high school. She entered Sullivan in February, 1967, and took the Executive Secretarial program and when she completed her studies in March of 1968, she had maintained a B+ average and was placed in a secretarial position with Brown and Williamson Tobacco Company in Louisville.

Tinker’s name is added to a distinguished list of past Alpha Iota’s who have won the Outstanding Award of Scholastic Achievement.
The Herald’s reporter Linda Mitchell interviews June students concerning their first impressions of Sullivan. Students being interviewed are, L to R: Fannie Grant, Becky MacDonald, Pat Sims, William Warren and Pat Armstrong.

Freshmen Begin New Experiences; Give First Impressions Of College

By Linda Mitchell and Sharon Welch

Attending college for the first time is quite an experience. The first day can be very chaotic, but as the days pass, the experience becomes more enjoyable.

Regardless of the pandemonium, Janet McDonald of Our Lady of Providence High School in Clarksville, Indiana, felt the “smelliness and really personal touch makes everyone get to you a bit better.” As the orientation days passed from one test to another of the new students met and learned about each other and soon began to feel at home. When asked her first impression of Sullivan, Iroquois High School graduate, Pat Armstrong said, “a small school with big advantages.”

Test As Usual

Diann Livers, a graduate of St. Charles High School in Lebanon, Kentucky, expressed the feeling “at first it was very tense, but I enjoyed it. Everyone. Even though I haven’t met everyone, I’m sure I will enjoy studying here at Sullivan.”

“Not as large as a high school,” Christine Jones, but the tests made me think, ‘home again’.” Christine is a graduate of Charlestown High School in Charlestown, Indiana.

With students entering the June class from 46 different high schools in Jefferson, Spencer County, Kentucky and Indiana, many new and interesting friendships can be made en route to a business career. “I feel right at home” said Fannie Grant a 1968 graduate of Louisville Male High School. There are eight of my Male classmates in school at Sullivan; maybe we should start a Male High Club here.”

People Make School Interesting

“It’s not a kiddy school” said Linda Gafford. “They treat us like adults and expect us to act like adults.” Linda, who is a graduate of Southern High School, also said, “If we are going to enter a business profession, we had better act like adults.” Another June entrant Cheryl Crone, a recent graduate of Shawnee High School, said “all the different people seemed very interesting.”

Sara Peterson, a graduate of St. Augustine High School in Lebanon, Kentucky said, “I live at the YWCA and I really do like it. The people are all so friendly and make me feel welcome. So far I think the ‘Y’ is great.”

All-in-all the June group of students seemed quite happy to be in school again. As Sandra Morgan of Indiana South Central said, “weather-wise its real cool; but the people all seem so warm.” With the small summer classes and the enthusiastic attitude of the class, next spring’s graduates should be among the best ever.
Scholarship Key Awarded To Clyde Hengst

The third annual Phi Theta Pi Scholarship Key Award for academic excellence has been earned by Clyde Hengst. The Key Award each year is presented by Kappa Upsilon Chapter of Phi Theta Pi International Honorary Men's Commerce Fraternity to the member having the highest academic and scholastic standing.

In honoring Clyde for his academic excellence Phi Theta Pi sponsor Mr. George O'Mary said, "Clyde has won the award through a superior record of academic excellence and through outstanding service and leadership in the fraternity." Clyde is majoring in Business Accounting and Management and through three quarters of work has maintained a 3.8 average out of a possible 4.0.

**Surprised By Awards**

Clyde's excellent record is a great accomplishment since he hasn't been in school since being drafted into the U.S. Army in 1943. He spent 23 years in the military service before retiring and attending Sullivan on the GI Bill. When learning of the honors he has received as the male recipient of the Sullivan Scholarship-Leadership-Achievement Award and the Phi Theta Pi Scholastic Key Award Clyde could only say, "I was really surprised about both. I came here to study and learn everything I could; I did not expect to receive any awards."

When graduating from Sullivan Clyde hopes to become an accountant in a business office, "where I can enjoy my work." When he was asked why he felt he had done so well he said, "I know what I want to do, I know what I like to do, and I am here to do it." He feels that the biggest problem with most college students today is that they do not want an education bad enough to really work for it. Certainly if all students had the years of experience which Clyde has had in the 'college of hard knocks,' they would undoubtedly study harder.

Clyde Wins College's Highest Honor
See Page 1
Paula Flumbaum Honored In Economics Receives Wall Street Journal Award

Achievement in Economics and outstanding success in the Economics class has earned Paula Flumbaum the first Sullivan Business College-Wall Street Journal Student Achievement Award. The Wall Street Journal Award is given by The Educational Service Bureau of the Wall Street Journal to the outstanding business student in the college's economics classes which use their newspaper in their studies.

First Award Winner

Paula is the first winner of this award which will be given annually to the top economics student. In giving the award to Paula, economics teacher Francis Moore said: "Paula's knowledge and understanding of economics has indicated to me that she has not only learned the economics of self-discipline, but that she will also be an asset to a company because she has the ability to separate the chaff from the wheat."

The winner of the award receives an especially designed medal inscribed with the nominee's name and the name of the college embedded in lucite as a paper weight. She will also receive a one-year's free subscription to the Wall Street Journal and will have her name engraved on a walnut-mounted brass plaque to be hung in the school office. Each year the winner's name will be added to the plaque.

Accounting Major

Paula is a 1967 graduate of Atherton High School and has majored in Business Accounting and Management while at Sullivan. She has maintained a B+ average and was placed in the accounting office at Tube Turns several weeks before her graduation. She began her position with Tube Turns immediately upon graduation June 12.

The Wall Street Journal has awarded the student achievement award to outstanding economics students throughout the United States since 1947.
Business Dress Day Held To Prepare Students For Future

By Linda Nickell

You can be both capable and charming, both masculine-minded and feminine-hearted, if you know how to add sweetness to sophistication.

Every Thursday Sullivan Business College students recognize Business Dress Day. Students dress in accordance with what would be expected if they were to walk into an office. For instance, boys would wear a suit or a coat and tie; girls, a dress or suit with heels or a dress shoe. All businessmen and women should know how to dress properly, the do's and don'ts, and the rights and wrongs.

There is really no excuse to go around half or quarter groomed. You owe it to yourself to be clean and neat before going out — or even if we’re not going out. The psychological value of this can’t be overestimated. No one can be serene and confident feeling scratchy and mussed. The whole attack on the day is improved by the feeling of well being that good grooming brings to you. It's much more than a surface thing, much deeper than fashion. It's not a question of lace on your dress or ribbons in your hair; it's a question of being well tailored and well groomed.

Appearance and surroundings tell others what you are. We don’t need beauty to be charming, but we do need to be well groomed and attractive. This is important because appearance and surroundings are temperature readings of what lies beneath.

Jeanne Hamilton, charm instructor for Sullivan says “Big business is charm conscious. Make up isn't carefully applied indicates personnel carelessness.” She advises each girl to be well groomed every day and especially on the day of the big interview.

This is beneficial training because when one goes for a job interview, appearance and manner are deciding factors for the future employer. Therefore, it is for these reasons that we become accustomed to what is permitted and not permitted in the business world, and Dress Day helps give us first-hand experience of what is in good and poor taste.
Herald Staff To Hold Journalism Workshop

Interested in newspaper work? If so The Herald needs you. Students interested in learning journalism, serving their fellow students and the college are encouraged to see Associated Editor Cheryl Klemm or Advisor Harry Weber soon. A meeting to teach inexperienced students about journalistic writing will be held on July 9 in room 416.

Cheryl Klemm reports that several of the June students have expressed an interest in working on The Herald. Students who have expressed interest are: Betty Betts, Edith Martin, Linda Mitchell, Don Sandusky, Dianne Carter, Rita Newcom, Rita Cheatham, Joyce White, Sharon Welch, Cathy Lechleiter, Maggie Hardin, and Joyce Ferguson.