THE SULLIVAN EXECUTIVE cheerleaders for 1971. In cheerleader tryouts held on October 14 Shirley Sullivan, Julie Marquardt, Susan Lane, and Sandy Bartley were chosen to lead cheers for the 1970-71 season.

Bright Smiles and Enthusiasm Highlight ‘Shortest’ Cheerleaders

On October 14, cheerleading tryouts were held at Sullivan and seven enthusiastic girls showed up to try out. They were Sandy Bartley, Anne Carmen, Rita Harman, Sue Lane, Julia Marquardt, Hilley Harris and Shirley Sullivan. Each of these girls was asked to perform two cheers of their own choosing with the name Sullivan or Executives inserted.

Then, again on October 19, another tryout session was held. Two more vibrant girls tried out. They were Linda Carter and Beverly Doyle.

Mrs. Danna Parker, who was once the cheerleader sponsor for Pleasure Ridge High School, and Mr. A. R. Sullivan had the difficult decision of choosing four girls to represent Sullivan. Their idea of the perfect Sullivan cheerleader was a girl who possessed the qualities of neatness, confidence, loyalty, enthusiasm, bounce and pep.

Your 1970-1971 cheerleaders are
Sandy Bartley, 5’3”
Julia Marquardt, 5’0”
Sue Lane, 5’2”
Shirley Sullivan, 4’9”

Sandy graduated from Ireland High School in Indiana. She has had four years of experience and has also held the position of captain.

Julia graduated from Holy Rosary Academy. She has had five years of experience, three of these on a varsity squad. She has also had the responsibility of being both captain and co-captain.

Shirley graduated from North Hardin High School. She was a cheerleader for two years. Her sophomore year she cheered at Fort Knox High School and her senior year she was captain of the varsity squad of North Hardin.

Sue graduated from Durrett High School. She has no experience, but her prospects as a cheerleader look very bright.
School Executives A. O. and A. R. Sullivan Put in State and National Spotlight

Honored again for their leadership in the private business school field, President A. O. Sullivan and Executive Vice President A. R. Sullivan have received important appointments to state and national organizations.

Culminating 43 years in the business college field, President A. O. Sullivan was appointed on September 3, by the Honorable Governor Louie B. Nunn to a three-year term on the State Board of Independent Business Schools. Mr. Sullivan is past president of the Kentucky Association of Independent Business Schools, past president of the Southeastern Business College Association and former Director of the United Business School Association.

A. R. Sullivan, executive vice president of Sullivan College has recently been honored by his election to the 12-man board of directors of the United Business Schools Association. This organization is composed of over 460 accredited colleges of business throughout North America.

Mr. Sullivan is only the second Kentuckian to be so honored in recent history and will represent the business colleges in Kentucky, Tennessee, and North Carolina on this national board. Mr. Sullivan traveled to Honolulu, Hawaii during Sullivan’s fall vacation period to attend the U.B.S.A. national convention at which time he was officially inducted. This honor is unusual because Mr. Sullivan is one of the youngest men ever elected to this national board. In serving a three-year term he will be in the mainstream of decision making affecting the prestige and recognition of business colleges throughout the United States.
VICKI SNOW was the winner of two tickets to The Lettermen after being chosen the most unique on the Halloween Dress Down Day.
Sullivan Students Attend Annual Business Symposium

On Friday, October 16, the eighth annual College Business Symposium was held at the Brown Hotel. The conference, which is co-sponsored by the Kentucky Chamber of Commerce and the Chambers of Commerce in Louisville and Richmond, met from 9:00 a.m. to 3:30 p.m.

Students from colleges and universities all over Kentucky attended this conference. The eight students who represented Sullivan at this symposium were Barbara Carr, Donna Connel, Julia Marquardt, Janet Green, Steve Beek, Bob Glenn, Matt Combs and Clinton Sears.

The speakers were B. A. Easton, head of the Manufacturing Personnel at International Business Machines Corporation in Lexington. The title of his speech was "Why a Business Career?" The next panelist was W. H. Gammon, vice president of Ashland Oil, who spoke on "Social Responsibilities of Business." Gammon stressed the idea that the education of society was placed on the shoulders of those that are in the position to do something about it and on the shoulders of those already educated.

The last panelist to speak was G. E. Guttschalk of Eaton, Yale & Towne, Inc. His speech entitled "Profits for Survival" was centered around the concept that making a profit is the theme of business. He stated, "Profit is the thing that tells you where to act."

After the talks were completed, lunch was served. Sullivan students were fortunate enough to meet Mr. G. E. Guttschalk and have lunch with him.

The guest economist, Dr. W. J. Hocter, vice-president and economist of the Federal Reserve Bank of Cleveland, spoke immediately following the luncheon. His talk was short and concise, dealing with the problems and future of our economy.

After the last speaker, the students went to one of five assigned groups for discussions on the topics that were covered during the day. Each of the panelists resided in each group for 20 minutes answering questions and adding to the discussions.
Sullivan College Hosts Catholic Guidance Group

On Tuesday evening, October 20, Sullivan College was the host to a meeting of the Louisville and Jefferson County Catholic Guidance Counselors and Business Teacher organization.

The college hosted a buffet dinner and panel discussion at the Kentucky Hotel attended by approximately 100 members of the group. After the dinner and panel discussion the group toured the facilities of Sullivan and saw the regular evening division classes in progress. Guided tours were taken of all classrooms and other facilities, then questions were answered.
An Editorial

A Game Called War

By MARIE COLE

EDITOR'S NOTE — Editorials in The Sullivan Herald are written by members of the staff who express their own ideas without editing by staff advisor or college administration.

You like games, don’t you? I have one here. It’s not a new game, but one some people seem to enjoy. It’s name? War.

My opponent and I would like to demonstrate by playing. Choose your side.

We’re playing on a large complex board, principally like checkers. My, how complicated, just like this busy world spinning around ... .

Both of us play equally, moving our tokens away from the edge of the board. After lulling myself into complacency, my opponent suddenly jumps my playing token named compassion. My respect token eyes his character token warily, and I decide to overtake it.

My opponent’s equal relationship token has reached the opposite side of the board, and it becomes twice as powerful. It jumps, maybe a little too boldly, back to the center of the board, where it promptly jumps my patience and friendship tokens.

Fortunately, I have another patience token which is diligently struggling to the other side of the board, so it can be equal to my opponent’s “king.”

Because this is such a complicated game, I’m really not too skilled in it. Some people swiftly catch on to its purposes and tricks, while others play it for years, and only understand it at surface value. Success comes to those who can understand its full meaning to them, and to the not so fortunate, a shallower meaning of this real-to-life game.

Good fortune has come my partner’s way. He has succeeded in capturing all but two of my tokens, and his five tokens have completely cornered me. My two tokens, love and understanding, have a hard decision to make. How can these underdogs, small portions surrounded by a large opposition battle their way back to the top?

This is where the battle ends on a playing board but it is only the beginning of thousands of moves made through the real thing. For you decide the moves now. Will your moves smother love, understanding, patience, and forgiveness, or will the decisions you make set them free, to live in a rich and full life?

Ready? It’s your move.
Milady Charm Classes Begin; Actress-Model Teaching Classes

By JULIA MARQUARDT

Have you noticed yet? There is a new classroom here at Sullivan. The new room is 464 where Mrs. Cherry Stucker Van Kirk holds her class in the new room is 464 where Mrs. Cherry char mand poise. The Milady Charm class meets every Wednesday and Thursday during third period.

So far, the girls have learned the correct techniques for cleansing the face and the way to walk, stand, and sit with perfect posture.

Mrs. Van Kirk, who is a 1962 graduate of Seneca High School, has been modeling since the age of 16. Her beauty, poise, and talents have been proven many times by the titles she has held. At 18, she was named Peanuts Queen for the Louisville Kiwanis Club. Later the same year she was selected as “Miss Sports Show 1962” for William H. King’s annual show at the Kentucky State Fairgrounds. Other titles held by Mrs. Van Kirk include “Miss Hydroplane” and “Marine Derby Regatta Queen.”

Her career not only consists of modeling but also acting. Did you see Tony Curtis in “The Great Race” which recently was shown on the Thursday night movie? If you did, then you saw Mrs. Van Kirk. She was the envy of millions of women when she was chosen to merge from a crowd and plant big kiss on Tony Curtis. She also appeared in “The Silencers,” “Clambake,” “Inside Daisy Clover,” “Harlow,” “Marring on the Rocks,” and “Never Too Late.”

While she was in Hollywood, she was the stand-in for the pretty Melody Patterson of “F-Troop.” “The F.B.I.,” “Dragnet,” “Star Trek,” “I Spy,” “Mission Impossible,” and “Run For Your Life,” include the television shows in which she has appeared.

Acting on the stage can also be included among her talents. She has acted for the Sheboygan Community Players in their production of “Lion in Winter.” In this play she held the role of Alais Capet, a French princess.
What Makes The Difference?

By PAT GREEN

It is a strange truth, but you can never help someone else without helping yourself at the same time. Try it and see!

3. Enthusiasm ... Be enthusiastic about your studies as a student, and the same when you are an employee. Enthusiasm is contagious. Those who show this quality about their job will be among the half to go up.

4. Dependability ... Always be on time! Finish your studies or work as the case may be, on time. Build a reputation for doing your part and a little more.

5. Interest ... Let the world know that you are interested in what you are doing. Study your job to see if there is any way in which you can do more, do better, and/or, do that which the most of your associates cannot do. Develop an inquisitive mind, learn not only how to do things, but why ... and always remember the supervisor, or the head of any department in business will know the whys as well as hows.

Rate yourself on these five points, and use them to check yourself until you are at the top. After all, no one is perfect. Just remember your attitude can make you, or break you. It will have more affect on your success in life than any other one element.

The manager stepped up to his supervisor and asked? Say! How is our new employer doing? I am sure glad you asked me, he is just doing fine! He is just the kind we have been looking for. He is a most willing worker and ready to try anything. He has the best attitude of anyone we have had so far. He's valuable, for already his attitude is starting to rub off on some of the rest of us! This is just as true with students as employees. The attitude we take toward our studies and teachers makes the difference between success and failure.

The attitude of the employee toward the customer makes a lasting impression especially if they show enthusiasm, confidence, and interest. Big business today lays claim to five chief characteristics that point up a good attitude on the job. What will apply to the job, will also apply to those who are preparing for the job.

1. Willingness ... Do you want to learn? Are you curious about what others are doing and why? Are you willing to be trained, to do your share, and a little more?

2. Cooperation ... Pull together. Help the other fellow even when it means you have to work a little longer and harder. Get along with people.
Economics Award

June Graduate, Danny Mefford Wins Wall Street Journal Medal

Danny Mefford, from Carrollton, Kentucky and a June graduate of Sullivan in the Computer Programming curriculum, has been honored by the college and the Wall Street Journal. Danny has been chosen to receive the Wall Street Journal Economics medal for excellence in Economics.

Upon selecting Danny for this award, Mr. George Winfree, his economics professor, stated, “Danny was very thorough and had an excellent grasp of economic theory. This award is given annually by the Wall Street Journal to one student at selected colleges and universities who has excelled in the study of Economic Theory. Danny will receive an award medal from the Journal and will receive a one-year free subscription to the Journal. In addition his name will be added to a plaque that hangs in the main college office at Sullivan.

Mefford is presently employed as shift supervisor for the computer installation at the executive offices of Glenmore Distilleries in downtown Louisville, a position he received through the Sullivan placement service after his graduation this past June.
Basketball Pep Band
Now Being Formed

Do you like to make noise? Or possibly make music? Then we have just the organization for you this fall.

A Pep Band to boost the Executives is going to be formed. Talent isn’t important only the fact that you own a musical instrument and are willing to devote a little time is all that is needed. More information will be forthcoming soon so watch the bulletin board in the main hall for details.
Pant Suits In at Sullivan

The ladies of Sullivan College are facing the "year of indiscision" in fashion by happily following the administration's agreement to allow穿着 on Office Dress Day on Thursdays. Sullivan, being as progressive as always, has followed the lead of many of the city's leading business firms in allowing their employees to wear business type pants suits. The pantsuits outfits must be of a suit type and must have a dress or long length. The majority of the students, this writer spoke to were enthusiastic to say the least. Some of the comments heard were:

Glenna Persinger: Private Secretarial Student:

"I think they're great! I suppose designers couldn't make up their minds between the mini, mini, or maxi so they created something new—The Pantsuit. I'll wear it."

Tony Albrand: Former student at Sullivan, now Assistant to the President of Planned Growers, Inc.:

"I don't agree with women wearing them to work in offices—they seem too casual and unbusinesslike—they take away from femininity."

Georgellen Kelly: Private Secretarial Student:

"I like Pantsuits. They're so comfortable for sitting in school and offices."

IN KEEPING up with the trends of modern business offices, Sullivan girls fashion the new-look pants suits worn during business dress day.

Chris Phelps: Private Secretarial Student:

"Pantsuits are something new in fashion. That by itself makes them fun to wear. They're comfortable, too."

Mrs. Carol Rutherford: Typing Teacher at Sullivan:

"I really like them! They're comfortable—and they make stooping and reaching on high shelves a lot easier."

Sullivan College's Office Dress Day has become a tradition and was initiated several years ago to help each student learn and practice what is worn and expected in the modern business office. It has also earned the student body a reputation in the downtown area as being the best dressed college students in Louisville. None of the other downtown colleges, two year or four year have the dress standards of Sullivan. and each student should be proud of the reputation the student body has earned.

NOW YOU SEE the difference as students in shorthand class are shown wearing the new-look pants suits and the still popular mini dress.
Students Ask Why PAR?

By PAMELA RAYNER

The powerreading program, more commonly known as PAR, will once again confront new-coming students.

Powerreading is a modern training program designed to increase reading efficiency and teach the ability to concentrate and work under pressure.

The PAR course consists of several mechanical and visual aids such as: flash films—numbers, words, and phrases flashed for split-second durations; PAR reading films—stories projected line at a time at different speeds; and, ratiometers—electrically operated reading pacers.

In the powerreading course, the student is basically on his own. He is tested and a correct starting level is found. It is from this level that the student will begin progressing at his own rate.

If you have read this article on powerreading in a matter of seconds, and you comprehend basically all of it, then . . . congratulations! You may be one of the few students who bypassed this course. If not . . . welcome to the upcoming classes of PAR.

As Mr. George Winfree, one of the teachers of the powerreading course, would put it, you’ll be reading “quick like a fox.”
Facility Profile

By Pam Fitzgerald

One of the newest and most well-liked members of the Sullivan faculty is Mr. Byron Wunderlich. Youthful, affable, and enthusiastic best describe Wunderlich in his accounting classroom. His personal interest and desire to help each student is seen each day in his classes.

In an interview with Mr. Wunderlich, he discussed his background. He attended Bosse High in Evansville, Indiana. During high school, he became a very active participant. He was president of the Christian Science Club, a member of DECA (Distributive Education Club of America), and a member of the Transportation and Pep clubs.

After high school, he went on to Georgetown College where he majored in Business Education and Economics.

'Outstanding Young Educator'

Receiving his Bachelor of Science in Commerce Degree from Georgetown, his first teaching assignment was at Carroll County High School in Carrollton, Kentucky. At Carroll County, he taught many varied business subjects and on Monday and Thursdays he taught an adult and high school student vocational class. On Tuesdays he also taught an adult educational class at Madison Consolidated in Madison, Indiana.

While teaching at Carroll County for five years, he became president of the Local Teachers' Association and also received an "Outstanding Young Educator Award" (1966-67).

Byron Wunderlich

On June 18, 1970, he started teaching at Sullivan. His first opinion of this new school was one of challenge. He said, "What impressed me most about Sullivan was the conduct of its students, and the organization and cooperation between students and faculty."

At the conclusion, Mr. Wunderlich said he chose teaching as his career because he liked students and being around young people. He likes their many individual ideas.
STUDENT BOARD OFFICERS — Students recently elected officers for the Student Board of Directors. They are: Chairman, Ron Grobmeier; Vice-Chairman, Mike Asbury; Secretary, Debbie Edwards; Treasurer, Sandy Bartley; Social Chairman, Shirley Sullivan; and Historian, Maria Cole.

Student Board of Directors
— Students’ Sounding Board

BY DEBBIE EDWARDS

Planning activities and student affairs is the main goal of the Student Board of Directors. The constitution states:

“The purpose of the Student Board is to act as a sounding board between students and administration and faculty; between students and other students, and as a voice of the student body in school affairs.” Thus students must participate and make their voice heard if the board is to be effective.

The 1979 Fall Quarter Student Board of Directors had its first meeting on Tuesday, October 19. All recently elected Homeroom Representatives and Alternates attended. The second meeting was held on Tuesday, October 13, and elections for officers were held. The following officers were elected:

Chairman, Ron Grobmeier; Vice Chairman, Mike Asbury; Secretary, Debbie Edwards; Treasurer, Sandy Bartley; Social Chairman, Shirley Sullivan; Historian, Maria Cole.

Homeroom representatives are: 460, Ron Stone; 408, Pam Yoku; 410, Sheila Jo Bader; 412, Shirley Sullivan; 414, Mike Asbury; 415, Anita Mattingly; 416, Sandy Bartley; 430, Becky Kendall; 432, Barbara Lucas; 441, Debbie Edwards; 458, Ron Grobmeier; 462, Buff Brawn; and 464, Maria Cole.

A Dress Down Day Dance for students was held on Thursday, October 29. Since this normally would have been a Business Day, students had a choice of dressing up or dressing down. Dress was optional. A prize of two tickets to the “Lettermen Con-

sent was given to the most unusually dressed boy or girl.

A dance for the student body and their dates will be held Friday, November 20. Dress will be semi-formal (coat and tie for guys, nice dress for girls)—no sportswear, and the dance will last from 9 to 1. The band and place have not yet been decided. Any student having suggestions for the band or place to have the dance should take them to their Homeroom Representative. Bands already suggested are: Second Time Around, Copperfield, Carnations, Brothers Pride, Gary and Sherry Edwards, and the Emery, The Black Generation, and Copper N’ Brass (or Premiers).

The 1979 Sullivan Student Class Picture will also be taken on November 23. It will be taken in the Flag Room of the Kentucky Hotel. Afterward there will be a pep rally, lasting as long as the noise does.

The Student Board is working for YOU, the students of the present class at Sullivan College. Any complaints, comments or suggestions will be appreciated.
SUE McNALLY, a student from Meade County, dressed as Little Bo-Peep during the Halloween Dress Down Day.
Belle of Louisville Rocks With Sullivan Fall Cruise

By DONNA CONRAD

On the morning of September 18, 1970 the Student Board of Sullivan Business College sponsored for the September freshmen an excursion trip on the Belle of Louisville. The trip was planned to run from the dock at Cox Park to the Locks of the Ohio, and the return cruise.

The weather, wet as it was, did not seem to dim the spirits of the majority of students on the steamer. The music of the band, The Black Generation, seemed to take their minds far away from the rain on the upper deck of the steamer.

The trip started after the first period classes. The attire of most of the students was that of culottes, bell bottoms, and whatever else they could wear on the boat that is not permitted in the classroom.

The activities included a mixer game, dancing, and a warm lunch served by several of the members of the Student Board. The activities were enjoyed by all, with the lunch being most heavily participated in.

For some of the students this was their first encounter with the large steamship. When questioned, most of the students said that this was the nicest day they could think of to start their career at Sullivan.
IBM's Newest Computer Arrives; Students Begin Immediate Use

After some 13 months of waiting the day finally arrived in early October. Yes Sullivan College received delivery of an IBM System 3 Computer, one of the first of this new type to be delivered in the Louisville area. Although the college has used an IBM 360 computer here in the college building the past few years, this new installation will give the data processing students the very latest computer available at any school in this area.

It really is something to see with all the flashing lights and the high-speed printer printing out information faster than the eye can see. The Data Processing department, headed by Paul Clements, tells The Herald that it will improve instruction and school record keeping immensely.

Students in the Computer Programming, Administrative Accounting, and Business Accounting and Management programs as well as the Data Processing Secretarial students will learn to operate and program this new machine.

This is another major investment by the college to insure that each student receives the very best business training available.

SULLIVAN STUDENTS begin immediately with the new IBM System 3 in the classroom work of learning Computer Programming.
Fall is hardly here but already the major event at Sullivan is in full swing. Yes, our championship basketball team is already hard at practice and from early reports its opposition had better beware because it looks like Coach Lynn Stewart has another champion in the making.

A brief history of basketball at Sullivan reveals that, since entering collegiate competition four years ago the Eagles have won 91 games while losing only 25 against university freshmen, junior college, and small four-year college teams.

Some twenty different trophies are now housed in the college cabinet, including three National Championship trophies of the NLCNAA (National Little College Athletic Association). Seven Sullivan players have been named first or second team NLCNAA All-Americans during this same period.

The team has traveled several thousand miles and has met and defeated teams from all over the Eastern United States.

In the early years of competition it was easy to get games, but now since the Eagles have a proven record, many of the states university and four-year college teams refuse to schedule our team. Several of the junior colleges in the state also have the same unspoiled record. But four of us and a top schedule is set against this year and includes Morehead University, Eastern Kentucky University, Kentucky Wesleyan and other top teams.

One of the over-all tallest squads in our history has been acquired by Sullivan. Stewart is this year with size ranging to 6’8’. Some of the players counted on heavily by Coach Lynn Stewart are returning pivotman 6’6” Paul Kepp (that contributed mightily to last season’s winning team.) A college transfer from Plavco College is 6’7” forward Owen Keel, Owen in a proven performer and his experience will be counted on heavily early in the season.

Several All-Regional players will provide help and they include 6’2” Tom Marguette from Covington Holy Cross and 6’4” Hodge Somerville from Louisville Manual. A starter from Louisville Central’s top State Championship team, Melvin Brooks, an All-District performer at 6’4”, will be trying for a starting guard position. Others counted on heavily include 6’6” Keith Blackford from Bath.
Intramural Golf Tournaments Prove Successful to Participants

The second intramural golf tournament of the year was recently held at Crescent Hill Golf Course. This second tourney followed a very successful earlier tourney which saw Jerry Langford walk away with the top trophy with an 82 score for 18 holes on a different course. Second and third place in that tourney were Steve Austin and Greg Leimenbach. Receiving the trophy for the world's greatest duffer was Chips Everhart with the astounding score of 165.

This second tournament was played on the same course and was also under the direction of Greg Smith. Winners of the fall tourney were Mike Austin, 1st and Jerry Langford 1st with handicap.

At both tourneys a great time of fun and fellowship was had by all participants. (Also they enjoyed a little golf.)

TROPHY WINNERS from the intramural golf tourney proudly display their hardware. (L. to R.) Mike Austin, Greg Smith, Jim Zorn, Chips Everhart, and Jerry Langford.
Another SBC Grad Earns BBA Degree

Several weeks ago the college was visited by a 1969 graduate, Robert Emrich, who had just returned from Fort Lauderdale, Florida where he earned a B.B.A. Degree from Fort Lauderdale University.

The item that makes this story so interesting is the fact that Bob received this degree in just 12 months after completing the Business Accounting and Management program at Sullivan. In order for you to understand just how this could be accomplished here is a recap of the steps taken by Bob Emrich: Bob entered Sullivan in September 1968 after completing one year at Morehead University where he earned 29 hours of credit. In his one year program at Sullivan he earned another 80 quarter hours credit. When he applied to Fort Lauderdale University his hours from Morehead and from Sullivan were accepted at FULL value. Therefore he had 109 credit hours toward the 196 quarter-hour set credit needed to graduate from F.L.U. and was classified as a junior in college. Bob carried enough hours at F.L.U. the first three quarters from September 1969 to June 1970 so that he lacked just 32 hours to graduate. By special permission from F.L.U. because of his good record, he was allowed to carry 16 hours in each of their two six week summer sessions. This enabled Bob to be eligible for graduation this past August.