PLANNED TUESDAY

Dinner Conference Will Launch Centenary Drive
March 29, 1964, Shreveport Times

Centenary College will officially kick off its $2 million "Campaign for Excellence" Tuesday with a dinner conference of Shreveport-Bossier City civic leaders at the college cafeteria, at 6:30 p.m., John B. Atkins Jr., general chairman, announced Saturday.

Charlton H. Lyons Sr., 1964 Republican gubernatorial candidate and long-time member of the Centenary Board of Trustees, will deliver the principal address at the dinner, which will also mark the first local public appearance of Dr. Jack S. Wilks, president-elect of Centenary.

Dr. Wilkes, who will not succeed to the presidency until Dr. Joe J. Mickle's retirement May 31, is making a flying trip to Shreveport for the occasion.

TO OUTLINE PLANS
Edwin F. Whited, chairman of the development committee of the Centenary board of trustees, will outline some of the college's future plans.

Concurrent with the overall kickoff will be that of the campaign's advance gifts division, headed by J. Robert Welsh, president of Southwestern Electric Power Co. All six group leaders and 30 workers of the division are expected to attend.

Only the chairmen of the other campaign divisions will be present at the Tuesday meeting, as the kickoffs for their workers are scheduled at later dates. They are Staunton B. Sample, special gifts; Cecil E. Ramey Jr., general gifts; N. C. McGowen Sr., national firms and foundations; Dr. John B. Entrikin, college family; Glenn M. Mason, publicity; and Ray P. Oden Jr., audit.

The dinner will open a civic campaign in Shreveport and Bossier City which will solicit $1.5 million in pledges which will be payable over a three-year period. The remainder of the total goal of $2.5 million will be sought in an area drive to be conducted next fall through the Louisiana Annual Conference of the Methodist Church.

CAMPAIGN GOAL
The campaign goal, Atkins explained, has been set as the amount Centenary needs to strengthen itself in areas for which sufficient funds were not available during the building construction of the past two decades.

Areas demanding special attention are faculty salaries, library books, laboratory and classroom facilities, modernization of the physical education plant and additional endowed funds.

Atkins asked that guests at the dinner meeting park their cars on Woodlawn Avenue on the East boundary of the campus, and enter the college grounds through either the library or the new School of Music. He said that members of the Maroon Jackets, college leadership organization, will be present to direct them to the meeting.