PRESIDENT'S MESSAGE

“The old order changeth.” Tennyson’s words have particular meaning for this first issue of the College of Boca Raton Spectrum for change seems to be its predominant theme.

The most obvious change is in the Spectrum itself. This is the first of what will be a quarterly piece especially designed for our Alumni, Parents, and Friends. This publication is in addition to the CBR Report, our bi-annual reporter.

Perhaps the principle is flawed in some respect. Maybe it’s just a truism, deserving little more than passing notice. From the President’s desk, however, it seems worth mentioning: the more the editor truly edits, the more the reader provides direction, the more nearly a magazine such as this reflects the institution it seeks to represent.

As the magazine of the College of Boca Raton, the Spectrum will seek to present some of the events and projects taking place on campus. Its scope will include not only a forum for discussion and the exchange of information, but also a vehicle through which to report on new and special concerns that we face today.

In this issue we note the changes in store for the communications department; a program that is seeking to keep pace with a rapidly changing and expanding field.

We also examine the Elderhostel program, CBR’s athletics and other areas of change.

There are many things that can be said about change. It’s inevitable, it’s healthy, and it’s exciting; it’s also hard to escape, and occasionally hard to embrace.

We hope you will find our new magazine enjoyable and worthy of your time. We also hope you will feel free to comment, contribute or reply.

Sincerely,

Donald E. Ross
President
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Photography by Fred Hublitz, Mary Zwilling and Ann Rutherford. Special thanks to Nicole Rivet and Julie Randall.
I know you believe you understand what you think I said, but you may not realize that what you heard is not what I meant."

Dr. Jim Bethel is an associate professor at the College of Boca Raton whose educational expertise is in the field of communications. The Communications courses offered at CBR are steadily gaining in interest and enrollment, which Dr. Bethel finds only slightly surprising. Communications is a rapidly expanding field in today's technologically-oriented society.

In what direction is the communications major growing? Dr. Bethel states that there is currently a business and industrial demand for a broader educational experience. As a result, there is a shift toward a full liberal arts-social sciences background in addition to technical skills. Businesses do not want a purely technically-oriented communications major, such as computer specialists and rock D.J.'s. Although, adds Bethel, "technical training is also necessary." Technicians aren't needed as much as individuals who can think. In today's world, a person without the ability to read, write clearly, and understand is crippled. "This is not to say that technical ability isn't essential, rather we need to understand what technology means and how it affects us," stresses Dr. Bethel.

Every business is concerned with communications: "internal" communications, such as interpersonal relationships, the relationship between management and labor, and "external" factors such as advertising and public relations.

"Businesses are starting to realize that they have a valuable human investment. The quality of its employees determines product quality and productivity, and finally, profits." In today's world, a person without the ability to read, write clearly, and understand is crippled. "This is not to say that technical ability isn't essential, rather we need to understand what technology means and how it affects us," stresses Dr. Bethel.

The communications program will also become more competitive next year. There will be three main requirements in order to become a communications major: you must have 30 college credits, which translates into sophomore standing, a 2.5 G.P.A., and a communications faculty recommendation. However, these requirements will not close off the communications program to non-majors. Anyone can take a communications course.

Dr. Bethel gesticulates a point during Winterim lecture.

which he hopes to see in effect next fall. His approach is to create a general communications program, while providing opportunities to increase specialization within a certain area, technical or otherwise. However, there are problems with this approach. Right now Dr. Bethel is looking for a way to accommodate studio time with class time. This is a difficult task because the average classroom time block is an hour and a three-hour block is preferred for studio work. Combined, these classes either overlap in a student's schedule or make for a very long day.

The communications program will also become more competitive next year. There will be three main requirements in order to become a communications major: you must have 30 college credits, which translates into sophomore standing, a 2.5 G.P.A., and a communications faculty recommendation. However, these requirements will not close off the communications program to non-majors. Anyone can take a communications course.

The combined background of liberal arts, technical ability and experience desired by industry translates into a great amount of college work. In fact, Dr. Bethel feels that these requirements might be better incor
Dr. Bethel points out the need for "hands-on" experience with studio equipment during Winterim class.

- Incorporated into a five-year major rather than a traditional four-year program. "There just isn't enough time in four years, especially when you're dealing with incoming students who are uncertain of a major, much less a career!"

- How can CBR better fill the technical void while simultaneously keeping pace with the rapid changes in technology? Dr. Bethel's primary emphasis is the need for an on-campus studio. A studio would enable students to get "hands-on" experience, which he feels is a vital part of any communications program. He would like his students to use the equipment the very first day in the studio, preferably during freshman year. By senior year the students would then have complete mastery over the equipment. The result: graduating seniors would not only know their material, but have the ability to create something with it. "Hands-on experience with equipment is, I believe, important for welding a student's awareness about what's going on in their educational experiences."

- A studio would also benefit the CBR campus in other ways. "A lab is not just a 'toy' for communications majors. This technology would reach across the entire campus. Every department has the potential for creating material in such a facility. For example, the admissions office can film a tour of the CBR campus and the biology department can run a series of films on Darwinism. Classes could also be extended into the community by video for college credit."

- Still, there is the problem of funds. Dr. Bethel estimates that it would take at least $250,000 worth of initial equipment invested and physical modifications to get a studio program off the ground. In the long run, the problem seems to grow larger. Communications technology is very expensive and would likely need to be revamped every five years in order to keep up with the rapid technological changes. It is a major commitment, both short and long-term.

- Although these considerations are problematic, Dr. Bethel believes that an on-campus studio will be installed. His time estimate is a little beyond the next five years.

- When the studio is in operation, in what kinds of activities would he like to see it engage? "My vision is the emergence of a full-fledged studio, with a dedicated cable channel full of CBR produced programs. For example, courses would be offered, soccer games, plays, and concerts televised, and documentary work shown. I'm really very excited about these possibilities."

Dr. James Bethel came to the College of Boca Raton after serving as the Communications Department Chairman at the University of Southern Maine. Having graduated from the University of Tulsa, Dr. Bethel went on to earn his M.A. and Ph.D. in communications at the University of Oklahoma. Several of Dr. Bethel's works have been published and presented. His background includes research, teaching and consulting in personal and mass communications. He is currently coordinator for the Communications Study Program at the college and lives with his wife, Jenniffer, in Boca Raton.
The Legacy Continues...
College receives gifts in excess of $4 million.

The College of Boca Raton is pleased to announce the establishment of the Harcourt Sylvester School of Graduate Studies. The College recently received a grant from the Harcourt M. and Virginia W. Sylvester Foundation, Inc., allowing the College to provide selected graduate programs in addition to continuing its commitment to the Institute on Aging.

Under the direction of Dr. David Demko, Vice President of Graduate Studies and Director of the Institute on Aging, the College plans to implement and develop three graduate programs over the next five years. To meet the growing demand for trained personnel in the rapidly expanding field of Eldercare Administration, the College's first Masters Degree Program will be offered in Health and Human Services. This degree will be the first in the United States to be offered with a specific emphasis on Eldercare Administration.

The Masters Degree is designed primarily for persons working in eldercare facilities including nursing homes, adult day care, adult congregate living facilities, and retirement communities who seek to enhance their professional skills in order to move to higher level positions. The administrative aspects of the curriculum have been established in accordance with guidelines provided by the Association of University Programs in Health Administration and the American College of Health Care Administrators. In addition, the coursework is consistent with the state educational requirements for Nursing Home Administrator licensure.

The 43 credit-hour plan of study consists of courses scheduled during evenings, weekends, and on an accelerated basis enabling full-time students to complete the program while maintaining their current work schedule.

The Dedication of the Harcourt Sylvester School of Graduate Studies was held in Sylvester Hall on Tuesday, February 26. Donald Ross, President of the College of Boca Raton, presided at the dedication. The guests of honor were the members of the Sylvester family, including Harcourt Sylvester Jr., Jayne Sylvester, Alex and Laura Cameron, and Foundation Director, Gary D. King. Mayor William Konrad was also in attendance.

President Ross stated he sees the graduate program addressing the growing educational needs of South Florida. The College hopes to set the pace for meeting the demands of eldercare administration through the establishment of the Sylvester School of Graduate Studies.
Reflections

The 1984 Congressional race in Florida's 14th district held a special interest for many at the College of Boca Raton. The Republican candidate was CBR President, Donald Ross.

Ross has always been actively involved in the Republican Party, which finally persuaded him to run for Congress in '84. He took a leave of absence from CBR in March, 1984 to throw himself whole-heartedly into the campaign. Although he lost the election, his efforts paid off. The race was extremely close; the victor being decided in the final hour.

Now that the dust has settled and the campaign trail has come to an end, President Ross can reflect upon his past whirlwind year. What was it like for him and his family to campaign for a national office?

"It was an incredible experience; one which we will remember for the rest of our lives. We met thousands of people and made many friends. As a result, these new friends became friends of the College, which has a very positive effect. These people also made the 7 a.m. to 10 p.m. non-stop schedule worthwhile!"

Ross learned much during his campaign. "You see and begin to understand that there are different spheres of influence in different areas. You also learn to appreciate people. One of the biggest rewards was the 'humanness' of the campaign and people's commitment to it. I would walk precincts knocking on doors and talking with people, while others accompanied me as I went along. It was wonderful!"

Of course, there were also problems, which President Ross attributes to logistics. He was often required, within the same hour, to be in two or more locations which were quite likely some distance apart. Campaigning was also stressful for his family, but by mid-summer their schedules enabled them to work as a team.

One of Ross' most memorable campaign experiences was filming a television commercial with Vice President Bush in South Florida.

Ross still has his thumb in the political pie. Jeanie Austin, head of the Florida State Republican Party, asked him to serve as Chairman of Voter Registration for the state of Florida. It is a job which occupies much of his weekend time.

In retrospect, how did running for office affect his position at CBR? "I was away from the campus so much that I wasn't able to spend a lot of time with the students and faculty. I often eat lunch with them in the college dining hall and just talk. I really missed this close relationship with the kids while I was campaigning, but I intend to spend more time with them this semester."

What does President Ross foresee for CBR? "I see it becoming a stronger four-year private college. Today this college is a viable part of the community, and it will continue to grow."

He feels that a major transformation at CBR will take place between now and 1990. For example, course options and extra-curricular activities will be expanded, student enrollment will increase, and alumni enthusiasm and support will become a strong presence. All of these factors correspond with Ross' idea of a stronger and more well-rounded educational experience.

Back to politics. Will President Ross run again? From Ross comes a firm conviction. "I have always been active in the Republican Party and will continue to do so. My first commitment is to the College. I want to see it reach its full potential!"
SPORTS: A SPRING SNEAK PREVIEW

Want the spring sports scoop? Talk to Roy Wiggemansen, Director of Athletics for the College of Boca Raton, and get the lowdown on baseball, golf, and women’s tennis which presently comprise CBR’s spring teams.

The baseball team is looking strong after their intensive triple session workouts and a full spring schedule of 55 games. Harry Christiansen, in his second year as CBR’s head baseball coach, is working hard to develop his new recruits and polish his veteran players. Consequently, this season should prove to be action-packed. Christiansen was a former pitcher in the Minnesota Twins system.

Wiggemansen agrees. “CBR’s baseball team is very strong and has tremendous potential. Harry Christiansen has built a solid program, and we have a lot of good recruits.”

The golf team promises some intense competition. There are approximately five players that are playing with a one or two handicap. With such an abundance of talent and skill, Coach Dick Thomas and his golfers should have a chance to flex some CBR muscle.

Wiggemansen also feels positive about the women’s tennis team. “Like CBR’s other sports, the women’s tennis team is young. They have a lot of potential and just need a little time. Then the program can take off.”

Each team exemplifies CBR’s efforts and determination to build a strong athletic program; benefitting the entire college community.

The Palm Beach Watercolor Society held their second annual membership competition and exhibition at the College of Boca Raton. The art work was displayed at the Schmidt College Centre and open to the public from December 7-17. Mr. Richard Madigan, Director of the Norton Gallery and School of Art in West Palm Beach, judged the event.

The College will display 18 works by the late I. Rice Pereira in March at the Schmidt College Centre. Mrs. Pereira’s paintings, a new addition to the College’s private collection, characterized by their geometry and interplay of light and glass, are among some of the finest examples of 20th Century American abstract art.

CBR hosted an exhibit of the Professional Artists Guild January 8-31. This display provided a treat for the participants of the College Elderhostel Program. Ruth Fiegl, Chairman of Exhibits for P.A.G. of the Boca Raton Museum of Art, conducted a tour for the senior citizen’s group.

Rounding out CBR’s art calendar will be the student art show which will be displayed during Parent’s Weekend, March 8-10.
FRIENDS OF THE
LIBRARY GROUP
ORGANIZED

Under the direction and leadership of Chairman, Dina McMenimen, the College has established a Friends group for the College Library. The Friends of the Library's (F.O.L.) primary purpose is to be a service organization which will work for the betterment of the College Library.
Chairman McMenimen stated that the goals and objectives of the group are two-fold.

1. To encourage gifts, endowments and memorials to the Library.
2. To sponsor programs designed to improve the cultural and intellectual life of the community and campus through lectures, programs, publications, exhibits, and book reviews.

Four different membership types are available and are open to all those who might be interested in the College and its Library.

INDIVIDUAL LIFETIME MEMBERSHIP
INDIVIDUAL SUSTAINING MEMBERSHIP
INDIVIDUAL CONTRIBUTING MEMBER
INDIVIDUAL STUDENT MEMBER

Mrs. McMenimen is joined by the following officers of the Executive Committee: Rosemary Cook; Vice Chairman, Helen Adams; Secretary, Jarmila Goinga; Assistant Secretary, Pat Paretta; Treasurer.

Anyone wishing more information should contact Nancy Adams, Head Librarian at the College of Boca Raton, (305) 994-0770.

A Sophisticated Soiree

This year's fourth annual College Ball was a memorable step into the past, for its theme centered on the Art Deco period of the 1930's. Colorful artwork, beautiful flowers, excellent food, and great swing music created an atmosphere with sparkle.

Cocktails were served at the Schmidt College Centre, while dinner was served in the Lynn Student Center. The Lester Lainin Orchestra provided the music, and Jerry Humphries and Ulla McClave sparked the dance floor with their special ballroom dancing exhibition.

The awards ceremony was the highlight of the evening. Donald Ross, President of the College of Boca Raton, and Mayor William Konrad presented the Boca Raton Award to Peter Blum for his contribution to the business, cultural and economic development of Boca Raton. Mr. Blum has been active in the community for over 24 years.

A Posthumous Boca Raton Award was also presented in honor and memory of Virginia Sylvester. Mrs. Sylvester assisted the College in its pioneering efforts in the field of gerontology by creating the nation's first Chair in Gerontology, and founded this region's first Institute on Aging. Harcourt Sylvester, Jr. accepted the award in his mother's honor.

The purpose of the College Ball is to raise money for student scholarships at the College of Boca Raton. This year, a net amount of $30,000 was raised for scholarship funds.
You may not recognize the College of Boca Raton's soccer coach and Athletic Director, Roy Wiggemansen as a world-class soccer player. Yet, this fact is hardly surprising when one examines the team that Roy has produced. This year CBR's soccer team ranked fifth in the nation in the NAIA.

Roy is a native of South Africa. His father encouraged him in soccer when he was three years old, while also introducing him to other sports such as tennis, cricket, and swimming. Roy quickly excelled in tennis and soccer, but was inevitably forced to choose between the two. Soccer won out. By the time he was 17 he left school to pursue a career as a professional soccer player.

His first pro-team experience was in 1977 when he played for the Arcadia Shepherds in Pretoria, South Africa. In 1978 he went to Holland to play in the Dutch first division team, F.C. Twente.

What was it like to turn pro at 17? Roy felt it was the right decision. "Many people ask me, "What about your studies?", but they don't seem to realize what an incredible experience it is to play a sport professionally."
professionally. You learn so much. I was very homesick the first four years that I was away because I'd never been away from my family before. But I grew up so much during those years. I became very independent."

Roy did not stay in Holland for long. By the end of 1978 he became interested in the United States and decided to move to Florida to play for the Ft. Lauderdale Strikers of the NASL. In the Spring of 1983 he suffered a knee injury. As a result, the '83 season was primarily an effort toward rehabilitation and a comeback.

During Roy's years with the Strikers his interest in coaching grew. In 1979 he started coaching at Miami Westminster Christian in the off season. After three years, he grew restless working at the high school level. "I wanted to start something new because I have always liked a challenge."

He found his challenge at CBR. Not only was there no soccer program, but there also was no playing field. "When I first arrived here, Greg Maliftano, Vice President for Student Services, took me out to the baseball field and said, 'This is your soccer field.' I couldn't believe it."

1982 was the beginning of a flicker of interest in soccer at CBR that would gradually become a flame. Roy started a soccer club to encourage new players and give them a feel for inter-collegiate competition. Considering that CBR's team was so young, they did quite respectably: they were 5-9-0. Not bad for the school's first sport. The next year the club became a full-fledged team by joining the NAIA and recruiting more players. School spirit began to grow as students came out to support their team. Their team went on to compile a 9-5-0 record.

In 1984 the program really took off. Roy and his CBR Knights had two goals, and inevitably they achieved both. The first goal was to become one of the top ten collegiate soccer teams in the nation. CBR ranked fifth. The other goal was to produce an All-American player. Gus Pardo received this honor.

Roy and his team had their sights on winning the NAIA championships, but this was to be denied them. While over 300 CBR students, faculty, staff and friends rallied around them, the team lost the district championship in a shootout—to Flagler College. Although this upset was certainly disappointing, the team's record had few blemishes. Roy had wanted to win at least 10 games during the season, and the team's final record exceeded his hopes: 15-2-3.

What is next for Roy Wiggemansen? He plans on continued cultivation and development of his soccer program. Roy also hopes someday to earn a degree in sports therapy. However, his goal for next year is to arrange the best soccer schedule possible, which would enable CBR to play some of the top teams in the country.

Is the NAIA Championship attainable next fall? With a smile, Roy says that luck is always involved, but one can also sense the determination behind these words. Watch out for CBR's soccer team next season. They are here to stay.

College of Boca Raton defender Kevin Carlson and a Palm Beach Atlantic College player battle for the ball.
Last year more than 80,000 older adults participated in over 760 Elderhostel programs in the United States, Canada and abroad. The Elderhostel movement from its inception in five New Hampshire institutions in 1975 has been offering older adults the opportunity to enroll in college classes and to take part in campus life.

Elderhostel was inspired by the youth hostels and folk schools of Europe and by the philosophies of Martin Knowlton, an American educator, who believed that an exposure to the liberal arts and sciences in a supportive residential campus setting would respond to the need felt by many older adults for intellectual stimulation and meaningful activity in their later years.

With this philosophy in mind, the College of Boca Raton embarked upon its first Elderhostel experience on January 6, 1985. This first for the College was also a "new" experience for the traditionally summer-oriented Elderhostel program. The College of Boca Raton was the first Florida college to offer a winter Elderhostel session.

The Florida Elderhostel network includes 12 educational institutions which provide Elderhostel programs primarily during summer months. In 1984 the College of Boca Raton was invited to join the Florida Elderhostel programs during non-summer months. By initiating programs in non-summer months, Florida Elderhostel could expand its network without jeopardizing enrollment in programs offered by institutions during the summer.

The first winter session of Elderhostel offered by a college in Florida welcomed Elderhostelers representing 18 different states. The 78 Elderhostelers, who participated in the two one-week sessions at the College of Boca Raton, came from as far away as Texas, Minnesota and Delaware. Residential participants registered through the national Elderhostel office in Boston and were selected randomly from a pool of over 800 applicants. By July, 1984, registration for the winter program had been completed and a waiting list exceeding 750 individuals existed. In addition, four area commuters were enrolled in each session before the end of July.

Elderhostelers resided in Sylvester Hall and were assigned rooms on a double
occupancy basis. Older students shared two communal bathroom facilities, laundry facilities, kitchen and a lounge in the lobby. They ate meals in the dining area located in the Lynn Student Center just like their younger counterparts.

Classes for the January 6-12 session included "The Holocaust: Before, During and After", "Wellness: Maintaining a Healthful Lifestyle", and "Taking the Byte Out of Computers". Students attended each class for an hour and a half per day during their five weekdays on campus. Daytime classes were complimented by extracurricular activities in the evening.

During their one-week stay, Elderhostelers experienced a campus tour, an art exhibit tour in Schmidt College Centre, a slide presentation on the history of Boca Raton, a Jane Powell concert, a play presented by Potomac School, and the climax of the week—talent night. On talent night, Elderhostelers shared their hobbies and talents in a festive evening of storytelling, dancing, and singing. The evening culminated in graduation in which each participant received a certificate of attendance and a group picture.

The second session conducted from January 13-19 offered courses on “Dynamics of Leadership”, “Food and History”, and “Taking the Byte Out of Computers”. Extracurricular activities included a campus tour of tree and plant life, a play at Caldwell Playhouse, an Alex Guinness film, and a slide presentation on IBM and the evolution of the computer. Talent/graduation night was also the highlight of the second Elderhostel session.

Saturday morning was check-out time for Elderhostelers and long farewells followed a late-morning brunch. Promises for renewing friendships at another Elderhostel, perhaps at the College of Boca Raton in January, 1986, concluded a spirited and active Elderhostel experience.

For more information contact: Bob McKinlay
College of Boca Raton
305-994-9770 Ext. 125.
**1980:**

After CBR, Debbie Buschbacher attended FAU and graduated in 1982 with a Bachelor's Degree in criminal justice. Presently, she is working for Microtel at their corporate headquarters in Boca Raton. She also resides in Boca Raton.

Debbie reports that Wendy Osmun is working and living in Pennsylvania.

**1981:**

Upon graduation from CBR, Joseph Sullivan worked at the Boca Beach Club as a senior officer in the security department. He returned to New Jersey in October, 1983 and started his own business, "The Immaculate Cleaning Service Inc." He currently lives in Livingston, New Jersey.

**1982:**

Cynthia Silky has changed her name to Cynthia Harte. She is still single and in college in the Boca Raton area.

**1983:**

We're waiting for some news!

**1984:**

Paul Gunther is now living in West Milford, New York.

Brian Lichorwic is currently working for Modular Data Systems Inc. in Ft. Lauderdale, Florida. He recently created a new computer program which promises to be very useful to businesses, as well as being extremely efficient. The Convergent Multiplan™ Package is a sophisticated financial modeling and planning software package, designed specifically for financial and business planning, analysis, budgeting and forecasting.

After working on a local congressional campaign, Tom Down has begun plans for a teen travel tour group. As Director of "Teen Tours", Tom will conduct summer trips to Holland, Jamaica and the Canadian Rockies. Tom is presently Director of Marketing for CEI, Inc., located in Boca Raton.

Tom also reports that Steve Bonsignore is currently doing sales/consultant work for Modular Computer Systems, a high-tech corporation located in Ft. Lauderdale, Florida.

Kent Leopold is working in the furniture business with his father in St. Louis. A new store is due to open soon in Kansas City.

Denise Phillips is presently working for IBM in the Boca Raton area.
## CBR GIFTS

Please circle size and color choice when ordering

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