

My Life at Eastern University

William Allen Zulker

7/1/1960 – 6/30/1976 – **Director of Admissions** – Ott Hall, 2nd Floor Office
1962 – ??? - Additional title added – **Director of Financial Aid**
(Charles Comfort, Associate Director of Admissions – 1969-1970)
7/1/1976 = 6/30/1980 – **Dean of Christian Life** – Walton Hall Library – 2nd Floor
(David McBride – Director of Admissions – 1980)
10/10/1980 – 1/1/1981 – “Double Duty” **Interim Dir. of Admissions** - Mall
Cottage
1/1/1981 – 6/30/1983 – **Dean of Admissions** – Ott Hall 2nd Floor
(Bruce Buell, 9/1983 Director of Admissions)
7/1/1983 – 6/30/1990 – **Assistant to the President** – McInnis Hall 2nd Floor; Ott Hall,
2nd floor; and Ott Hall 1st Floor Porch Office
8/1/1987 - 6/30/1988 – Double Duty again – **Interim Dir. of Admissions** – Mall
Cottage
June, 30, 1990 - **Retirement**

A Ministry in Christian Higher Education

11/27/2019
(written in 2015)

ADMINISTRATOR AT EASTERN UNIVERSITY 1960-1990
William Allen Zulker

On July 1, 1960, I became the Director of Admissions at Eastern Baptist College, St. Davids, PA. Later, the name was changed to Eastern College, and then to Eastern University.

For me, this was an opportunity to extend or expand my ministry from the pastorate to an educational setting that was distinctly Christian, founded to further the Gospel of Jesus Christ. I believed with the founders, trustees of the college, President, and Dean, that we could make a difference in the lives of our students by maintaining a Christ-centered environment both in and out of the classroom.

Academic pursuits with Christian professors highly qualified in their respective fields, combined with social, recreational, and residential policies in harmony with Biblical principles were of vital importance. As college administrators we were charged with that responsibility. At the time I was employed, the President, the Dean, and I were all ordained ministers of the Gospel of Jesus Christ. There were three other administrators: the Registrar, the Treasurer, and the Business Manager.

July 1960

As indicated elsewhere, Dean George S. Claghorn visited me one day in my office at Bethany Temple Presbyterian Church and invited me to become the Director of Admissions at Eastern College. He had been my professor of Philosophy when I was a student there. As I approached my graduation in 1953, I shared with him the possibilities of my becoming the Assistant to the Minister at the Church. He knew the church because his parents had worshipped there, and he encouraged me to accept the position.

After I had graduated from Temple University School of Theology in 1956, was ordained by the Philadelphia Presbytery, and had become the Minister at Bethany Temple, I invited Dr. Claghorn to be one of our guest ministers. He observed my work and thought that I could assist him as a colleague in the administration at the College. The story of my departure from the pastorate is told in “My Ministry at Bethany Temple” in this web-site.

When I began at the college in July 1960, I was assigned an office in Ott Hall, on the second floor just next to President Guffin’s office. Directly across the hall was Dr. Claghorn’s office. It seems to me that the carpet between his office and mine must have worn down quickly because we were in constant communication.

I was the first Director of Admissions of the college and knew nothing at all about it. The admitting of students had been a process handled by the Registrar’s Office. Interestingly enough, the Register at that time was Ms. Jean Whittaker, a young Christian woman who had graduated from Wheaton College in Wheaton, Illinois, and who had been my professor of music when I attended The King’s College in New Castle Delaware in the Fall on 1949.

Because the college was growing, and more growth was desired, it was decided that a separate Admissions Office should be created and a director employed. Moreover, more time was needed to be devoted to the recruitment of students. Such efforts at the time were sporadic and handled part-time by one of the faculty members. Fortunately for me, Jean Whittaker was gracious enough to give up her former responsibilities for admissions and allow me to set up a completely new office.

Running back and forth to Dr. Claghorn’s office and spending every lunch-hour together during the summer before fall classes began, I was able to understand what the Dean expected of me. It was extremely challenging and enjoyable to establish policies and procedures, to set up an entirely new office, procure equipment and employ a new staff – just one part-time person to begin with – an office secretary.

By the time school opened in September, I was rolling along. This position was also appealing to me in that I would be free to continue, and even increase, my opportunity for a preaching ministry – another story told in the web-site under “My Preaching Ministry.”

RESPONSIBILITIES OF THE ADMISSIONS OFFICE

1. To recruit and enroll new students.
2. To prepare recruitment brochures and advertisement material.
2. To work with the Faculty in determining qualifications for admission.
3. To interview all prospective students.
4. To prepare application files for each applicant for review by the Admissions Committee.

5. To handle all correspondence with applicants, high school Guidance Counselors, references, and Pastors.
6. To conduct an extensive visitation schedule to high school Guidance Offices.
7. To conduct on-campus visitation programs for prospective students, counselors, youth leaders, and pastors.
8. To oversee an Admissions Office staff of full-time employees and part-time student assistants.

All this was very exciting to me.

CREATING RECRUITMENT BROCHURES AND ADVERTISEMENTS

I enjoyed working with an artist and a printer in preparing colorful brochures and leaflets to help prospective students know more about the college, its academic programs, residence halls, campus activities, athletics, music, chapel, scholarships, costs and schedule.

We then developed an advertizing and mailing schedule along with special visitation days for young people and their parents.

One of the most significant parts of my work was the very heavy schedule of high school visitation in order to meet with Guidance Directors and share with them the story of Eastern. At first, it was shocking to realize that the college was so little known, and that the impression was that all our students were Baptists, and that it was a pre-theological school. Of course, in the beginning of the college, that was true.

BEGINNING HISTORY OF THE COLLEGE

The college began in 1932 as the collegiate division of the Eastern Baptist Theological Seminary founded in 1925 in Philadelphia. Having moved to the Overbrook area of West Philadelphia at City Line and Lancaster Avenues into the former Green Hill Hotel complex, it offered three years of graduate theological studies in preparing ministers for Baptist churches. After the first seven years in existence, the Seminary felt that it could best prepare the seminarians by first offering the usual four years of undergraduate liberal arts in the same location with the same professors. It meant that the collegians would also be in a Christian environment and would have the benefit of very highly qualified professors with many years of experience.

When I began as a student in January 1950, new students were expected to attend the Seminary for a total of seven years and graduate with two degrees: the Bachelor of Arts undergraduate degree (BA), and the Bachelor of Divinity theological graduate degree – (BD). But in 1952, the collegiate division became a full-fledged college of Liberal Arts and Science with its own name – Eastern Baptist College – and it moved to St. Davids, PA, its present location.

The College had the same Board of Trustees as the Eastern Baptist Theological Seminary, but meetings were convened at different times. One President, one Treasurer, and one Vice-President for Development and Fund-raising served both institutions. The Deans, the Registrars, the Faculties and Staffs were different.

I was in my last year as a student in the collegiate division when this change occurred, and I graduated in June 1953 in the first class to receive a degree from Eastern Baptist College in its new location.

THE “NEW” EASTERN BAPTIST COLLEGE AT ST. DAVIDS, PA

The previous section simply indicates the situation that we then faced in 1960 in trying to up-date everyone with the true picture of Eastern Baptist College, a Christian College of the Liberal Arts and Sciences. It was not an easy task.

HIGH SCHOOL VISITATION

By this time in 1960, most high schools employed Guidance Counselors who assisted students in their choices of a college and helped them prepare their applications. I soon learned that it was very important to make personal visits with as many counselors as possible, to share with them up-to-date information about the programs we offered. I also wanted to build a bridge between them and the college through friendship.

Obtaining a list of high schools, I then set up appointments and hoped that in addition to meeting with the counselors that I would also meet some students. What a shock to hear so many counselors say that they were not aware of our existence or that they didn't have any Baptist or pre-theological students. The best schools to visit were those few that already had a student at Eastern, but that didn't open new territory. So off I went – one day East, the next to the South – two, three or four days a week. But then I had to get back to the college to keep the office running and to interview students visiting the campus. Often I would leave a counselor's office and sit in my car dictating letters on my pocket Dictaphone that my secretary would transcribe when I returned.

So in addition to a secretary, it became necessary to employ an office assistant who could do these things in my absence.

I don't recall the time-line, but the next step was to employ an Admissions Counselor to assist in making high school visits. And as the college grew, and we had to step up our admissions efforts, our office staff and number of counselors also increased.

DIRECTOR OF FINANCIAL AID

By 1962, Dean Claghorn had also informed me that I was to take on added responsibility as the Director of Financial Aid. I was put in charge of the new College Work/Study financial program, the Federal College-Loan program, and the college's own scholarship program. Subsequently, we employed as assistant to handle all financial aid.

CHURCH VISITATION

Churches were one of the best recruiting areas. Most of our students had been active in their home churches and we thought if others still in high school knew about the excellent opportunities at Eastern, more of them would apply. Likewise, if the ministers knew of recent developments and the expansion of academic offerings, they would recommend that their young people consider Eastern.

I began a very extensive program of church or pastoral visitation. Whenever I had a free moment between high school visits, I would drop in at nearby churches to talk with the ministers. Often it would be a luncheon meeting. Occasionally, I would be invited to preach at a Sunday worship service, tell something about the college, and then meet with interested students or their parents afterward.

THE COLLEGE CHOIR

Right from the start in 1960, the Dean asked me to arrange and schedule the annual College Choir Tour for the following Spring. It was to include churches as far away as in Maine. For it was felt that nearby churches in New Jersey and Pennsylvania could be scheduled during the school year, but not so with those far away.

Making a preliminary phone contact during the Fall with churches in New York State, Connecticut, Rhode Island, Massachusetts, New Hampshire, and Maine, I was able to schedule the choir for two-weeks with fifteen engagements. Then, in order to maximize attendance, I personally visited each church in February and gave the ministers printed flyers and other promotional material. We also discussed housing accommodations for the choir, and even gave suggested meal menus so that the choir wouldn't be eating the same type of casserole every night – which was one of the student's complaint of past tours.

Because the Dean also asked me to accompany the choir and assist Professor of Music Joel Anderson, the Director, in non-musical ways, I made motel accommodations for the Director and myself in each town.

This choir-tour effort was productive and I continued it myself for several years before turning it over to someone else.

In 1963, Professor Anderson and I met with a representative of the American Baptist Convention in Valley Forge to arrange a choir tour to Haiti during Spring Break. After many planning meetings, we arranged for the choir to fly first to Puerto Rico for several concerts in Baptist Churches and then on to Haiti. We stayed at the Theological Seminary near San Juan, Puerto Rico and traveled by bus to places like Ponce and the beautiful coastline at Carolina.

Flying on to Port au Prince, Haiti, the choir sang in the large First Baptist Church where Dr. Reuben Marc was the minister and stayed in a down-town hotel where electricity was on only for a few hours each day. It was an eye-opener for all of us and we became aware of the effects of the dictatorship of Dr. Duvalier and his "ton-ton macoute" police force. The poverty was shocking and the dirt and rubble were repulsive.

Our next stop was to Cap Haitien in the North. We were put on make-shift buses to travel the long journey on a dusty broken-down road that was long overdue for repairs.

Arriving at a motel overlooking the waters to the north, we then visited the Baptist Hospital nearby and the theological Seminary. The choir presented a couple of concerts and was well received. Again, the poor living conditions of the Haitians was a shock to all of us. We watched the people line up at a street-side spring, with large buckets in order to get water that was not otherwise available. The spirit of the Christians we met, as well as that of the missionaries, was upbeat and positive. It was quite an unforgettable experience for all of us.

COLLEGE-FOR-A-DAY PROGRAMS

Each year we in the Admissions Office conducted “College For A Day” in order to attract more students and give them a first-hand opportunity to meet faculty members, attend sample classes, see the labs, different buildings and residence halls. We provided lunch for them and a special chapel service with the choir and musical groups.

THE “TURNING POINT” MUSICAL ENSEMBLE

When the new president (my third) Dr. Daniel E. Weiss arrived on campus in 1973, he asked me what we could do to relate more directly with churches. My response was that we needed a musical ensemble of five or six students that would be carefully selected, well trained musically and socially, and then be scheduled for programs in various churches. They would also be paid just like other work/study students. He thought it was a good idea – and shocked me by giving me the responsibility to do it.

Actually, I was very glad he did. My earlier experiences with the Zulker Gospel Trio, as well as my years as a minister helped me formulate ideas for this new ministry. I immediately employed Neil Fichthorn, a former public school music teacher who was then in charge of the music program at the Sandy Cove Bible Conference and Morning Cheer Ministries to assist me. Together we held auditions, selected the members of the team, chose the music we felt was appealing and appropriate, and began our training sessions each week.

My secretary for sixteen years (Ms. Barbara Easterday) is presently (February 2014) still in the employ at Eastern University and has kept detailed records of all the personnel and engagements of Turning Point right from the beginning. Anyone looking for specific information should contact her. She handled all correspondence between our office and the churches or other places where the Turning Point ensemble sang.

My oversight of the team continued from 1973 to the time of my retirement from the college in 1990. At first, we scheduled the team for twenty engagements each semester for a total of forty for the year. But then we added a summer ten-week tour for an added eighty concerts for a total of one-hundred-twenty for the year. It was a very busy and rigorous schedule for the students and quite a task for us in handling all the details involved. Though I started this while I was Director of Admissions, I continued the full responsibility for it even when I was appointed Campus Minister (with the title of Dean of Christian Life), and later the Assistant to the President. I consider this one of the most significant phases of my life as an ordained minister of the Gospel of Jesus Christ. I can only hope that my training of the students as well as the ministry they had in so many churches has been of some significance for them, for the college and for the church.

PRESIDENT'S LUNCHEONS

Sometime after Dr. Daniel E. Weiss became President of the College, I arranged luncheon meetings with local ministers in various communities in order for them to meet the new President. I wanted them to hear him share his vision for the college, and to enlist their support of the college in directing students our way and well as helping financially. I first of all got the President to reserve several dates on his calendar, and

then I secured a private room or a private area in a local restaurant. Then I visited local pastors, invited them to a free luncheon, chauffeured the President and let him do the talking. These luncheons continued with both Presidents Seiple and Hestenes.

To the best of my recollection here are some of the dates and locations:

1973 - December 10

1984 - September 19 - Bridgeton, NJ - President Seiple

1984 - October 30 - Lancaster, PA - President Seiple

1984 - November 14 - Northeast Philadelphia - President Seiple - Wanamaker's

1984 - December 11 - Oxford Valley, PA - President Seiple - Wanamaker's

1985 - February 6 - Lansdale, PA- President Seiple

1985 - March 13 -

1985 - October 3 - Walps Restaurant - Bethlehem, PA - President Seiple

THE DEAN OF CHRISTIAN LIFE

In 1976, President Daniel E. Weiss asked me to take charge of the Christian life of the college with the title of Dean of Christian Life and leave the Admissions Office.

As further enticement to accept the position, the President suggested that I pursue a Doctor of Ministry degree at Eastern Baptist Seminary without cost and with time off to attend classes and study. I did, obtaining the degree (D. Min.) in May 1978.

I became Dean of Christian Life on July 1, 1976.

My responsibilities included the Wednesday chapel services, Bible-study groups, spiritual counseling, "Turning Point", and working with other student groups such as the "Angels of Harmony" a singing ensemble of black students. I enjoyed each day so much.

Despite being a Christian college, there had never been a full-time person overseeing the Christian life of the institution. It must have been thought that because there were so many Christians throughout the administration and faculty that a spiritual life and attitude would be present and grow or develop automatically. Thus, through the years there had been several part-time chaplains or someone called a "spiritual advisor. Dr. Weiss, a graduate of Wheaton College in Illinois, felt that something more needed to be done. He was also concerned about the impression that left with the public.

Creating the new administrative position equal with the Academic Dean and the Dean of Students, he also selected the location of the Christ Life office on the main floor of Walton Hall, the student center. The wood- paneled former college library, with glass-fronted wall book shelves, and a decorative arched and vaulted ceiling, provided a very warm and friendly setting. It was an invitation for students to "drop in" before and after meals in the adjoining Dining Room and when visiting the College Book Store on the same floor. Though the large stone fireplace in the office was not to be used, sitting on sofas in front of it provided a casual environment when counseling a student or conducting a small Bible Class or Prayer Meeting.

Separate entrances led into my personal office and that of my secretary, with a connecting door between them. Several windows looked out over the Walton Hall mansion patio and lake. Across the hall, beyond the student lounge was a small chapel with several wooden church pews, a piano, organ, pulpit and stained-glass windows. It could seat about a hundred.

Working with students, we prepared fifteen-minute audio meditations that were activated by anyone entering the chapel for a few moments of prayer and worship.

CHAPEL SERVICES

Chapel services were held every Wednesday from 10:00 am to 11:00 am. Attendance was not required, but between one and two-hundred students and members of the faculty and administration attended. It seemed to depend more upon the program or speakers than upon one's personal schedule. That made it imperative me to plan the best possible, though it was not always easy. Music programs attracted the largest attendance, and when I announced a "Kaleidoscope" service, the three-hundred seat auditorium was filled to capacity. All participants in those programs were students using their talents in music, speech or drama in some very unique ways. The "Clowns," with their silent portrayals of Biblical Truths, were very popular. "The Angels of Harmony" as well as "Turning Point" or a very talented instrumentalist or vocalist, were all very well received. One of my favorite endeavors was in creating a video presentation with accompanying music. Today that is called a "power-point" presentation.

Of course, there were some very outstanding speakers – some clergy, some athletes, some politicians, and some missionaries.

On two special occasions we made telephone calls to the speakers who could not be present. At the designated moment I would sit at a table on the platform with a large projection screen behind me. Placing the call, I then asked questions that I had previously sent to the interviewee and as he answered, we projected pictures of his work on the screen. Being amplified in the auditorium, the students heard the entire conversation.

One of these calls we placed to missionary in South America who had graduated from Eastern – Mr. Bob Judy, with Wycliffe Bible Translators in Mexico.

Another call was to Chuck Colson, former advisor to President Richard Nixon during the time of the criminal Watergate episode. Colson had been indicted and sent to prison. After being released he became a Christian and the founder of Prison Fellowship, a ministry that spread around the world in taking the Gospel of Jesus Christ behind prison bars. Knowing at the time that we would not be able to get Colson as a chapel speaker, we placed the pre-arranged call to him at his office and interviewed him in this manner.

I was also in charge of the annual Christian Life Conference at which a major theme centered on the Bible and Christian Life. Special well-recognized speakers were brought to the campus and held discussion sessions in addition to the chapel service.

BACK TO THE ADMISSIONS OFFICE – September 1980

In the Fall of 1980, President Dr. Daniel E. Weiss was unhappy with my successor in the Admissions Office (David McBride) and terminated his employment. Enrollment had stalled and declined. On October 10 the President asked me to take charge immediately. Then in January 1981 he appointed me as Dean of Admissions while at the same time continuing responsibilities as the Dean of Christian Life for the remainder of the academic year. He said that I would also become a member of the President's Cabinet – to me, an important position assisting more directly in the major policy decisions of the college. I accepted the appointment.

So, then, I had charge of two offices at the same time. I ran back and forth from the Christian Life Office in Walton Hall to the Admissions Office which had been relocated to the center of the campus in Andrews Hall, the building between Walton Hall, the student center, and McInnis Hall, the main classroom building. The Admission's staff was already in position though some major changes had to be made in procedures.

Even here, I was still responsible for the ministry of "Turning Point." With a lot of extra hours and effort I carried both offices until a new chaplain (Paul Albrecht) was employed in September 1981. When that happened, I devoted all my time to Admissions and "Turning Point."

In September 1981, President Weiss submitted his resignation due to marital problems, and Dr. Manfred Brauch, vice-president and dean of the Eastern Baptist Theological Seminary was appointed Acting President of the College. We continued to meet weekly as the President's Cabinet until we heard that Mr. Robert Seiple was chosen to become President on July 1, 1983.

Mr. Seiple initially visited the campus on a couple of occasions and then on June 10th, 1983 (three weeks before he was to take office) he called me on the phone from his then present office at Brown University in Rhode Island to say that he had decided to employ an outside company to take over the Admissions Office. I, the Dean of Admissions, was being replaced and was told to clean out my desk by Friday, the end of the week. Just like that - with no preliminary discussions nor any indication that he was dissatisfied with my work or leadership - I was out. He went on to say that my employment at Eastern was not ended unless I wanted to leave, and that he believed there would still be a place for me at Eastern though he didn't know just where it would be.

It was a shocking and disturbing day for me as well as for the family. It so happened that our daughter Beth and her husband Jim were planning to join Isabel and me for dinner at one of our local restaurant to celebrate our wedding anniversaries on that day - their 5th and our 33rd. You can imagine the discussion around the table that evening. Then, to top it off, when we went to leave the restaurant, my car wouldn't start - the battery was dead. Jim and I walked to his house to get his car and return to the restaurant for our wives.

Now that I was out of a job - or at least out of the one where I had been for twenty-three years, I wondered whether I should wait for President Seiple to offer me a new position or should I just move on and seek employment elsewhere. While I waited, I was not aware that my good friend and long-time colleague Dr. Tony Campolo tracked down Mr. Seiple in Ohio, traveled to meet with him, and interceded in my behalf.

Though the story is much longer than this paragraph, the end result was that Mr. Seiple asked me to stay at the college and become the Assistant to the President, a position I continued to hold during the four years of Seiple's term, and three years more under the presidency of Dr. Roberta Hestenes.

ASSISTANT TO PRESIDENT SEIPLE JULY 1, 1983 - JULY 1, 1987

This new assignment turned out to be one of the best experiences of my life. The pace was much slower - a welcome and needful change at the age of fifty-seven. I was able to keep up my preaching schedule each weekend at many churches, and within five years, I "fell" (Divine Intervention) into the study and research of the life of John

Wanamaker - a story told below and in another part of the "web-site." It also enabled me, once again, to create and develop a new office and program, much like I had done twenty-three years earlier when I had become the first Director of Admissions at Eastern.

President Robert Seiple outlined several things that he wanted to see done, but it was up to me to determine how and when, and to be creative. Basically, he wanted me to be the liaison between the college and local churches.

A major change was the move to another office - this time back to Ott Hall - on the same second floor where I had started in 1960. There is a bit of humor here - or irony - in that after starting off in 1960 as the Director of Admissions in a very nice corner office with three windows in Ott Hall, my next move as the Dean of Christian Life in 1976 was to Walton Hall in the former Charles Walton Library. It was actually the largest office on campus, so large that we partitioned it with one section as a private office for my secretary Barbara Easterday, and the rest for my office. In addition to my desk and adjoining chairs we had a couple of large sofas in front of the large stone fireplace. It was there that I met with either individual students or small groups. The vaulted ceiling and glass-front walnut bookcases built into the walls made the room very cozy and attractive. More than a half-dozen windows overlooked the veranda and lake below.

Then my third move was when I was reassigned in 1980 to the Admissions Office which had been relocated to the cottage on the mall - actually, the previous Gardener's home - and later the health center. My private office was on the second floor. Somewhere along the line - later on, I also occupied another office on the first floor of Ott Hall as well as an office without windows on the second floor of McInnis Hall.

And now, when I became the Assistant to President Seiple in 1983 it seemed that he didn't know where he wanted me. So, a desk was put into a very small room - a former linen closet - in Ott Hall, with a very tiny window. Oh well, I had previously enjoyed enough "prestige" to last me for a lifetime - and I still had a job with more than enough freedom to develop a meaningful program furthering the cause of Christian Higher Education.

During this period I was virtually my own boss, reporting occasionally to President Seiple regarding the strategy and relationship I was developing with churches and ministers. I was fortunate enough to be able to set my own goals and schedule, with a more than an adequate budget.

Basically, I made numerous visits to pastors with the intent to solicit the support of their churches in directing prospective students to the college, and to arrange for them to have the choir, the musical group "Turning Point," or a drama team present programs at the church. Though it was also hoped that the church would include the college in the church budget, I did not have any responsibility in that area.

I set up many luncheons at which pastors were able to meet the President. That consumed a lot of time in travel and meetings - all enjoyable.

President Seiple and I worked quite well together though it was not the same as it had been with the four previous Presidents - Gilbert Guffin, Thomas Mc Dormand, Lester Harnish, and Daniel Weiss. He did not take me into his confidence nor include me in any institutional planning discussions. I was simply an adjunct - but happily enjoying my work and independence.

Then the day came when President Seiple surprised us all with the announcement of his resignation in December 1986 to take effect on July 1, 1987 after just four years in

the office. He obviously had his eyes set on something which he thought was so much bigger, namely, the Presidency of World Vision in the USA.

ASSISTANT TO PRESIDENT HESTENES - JULY 1987- JULY 1990

In late summer of 1986, Dr. Roberta Hestenes, a Presbyterian minister, began as President of Eastern College. She had been serving as Associate Professor of Christian formation and discipleship at Fuller Theological Seminary in Pasadena, California. She was also the Chairman of the Board of Directors of World Vision in the USA. It is interesting that it was the same organization to which Robert Seiple was going as president.

Upon her arrival on campus, she recognized me as a Presbyterian-clergy colleague and we worked well together. She made no attempt to modify my position as Assistant to the President at Eastern and gave me considerable latitude in my work. Somewhere along the line after the arrival of President Seiple, I had moved into a very nice two-room office that had earlier been constructed on the first-floor porch of Ott Hall for Mr. Jack Baird, long-time VP for development and fund-raising at Eastern.

My long-time secretary, Ms. Barbara Easterday had joined me there and occupied the front office. She assisted me as I continued arranging president's luncheons, church visitation, the oversight and scheduling of the musical group "Turning Point," and "Celebrations," the area-wide meetings featuring Dr. Tony Campolo. To do all that, I traveled a lot in nearby states.

Shortly after the arrival of Dr. Hestenes I was given responsibility to assist in the planning of a reception that she held for "distinguished guests" in the new "President's home" on campus. I had enjoyment doing that.

Some have felt that Dr. Hestenes was not at her best on "one-to-one" meetings, and neither did she like being involved with the minister's luncheons that I had felt were so successful in bridging the gap between churches and the college. Moreover, though she liked Tony Campolo very much, and was glad for all that he was doing to promote the college and attract student, faculty, and money, she did not like the "Celebrations" I had been organizing. It seemed to me that she wanted to be featured - not Tony - and she failed to understand that I had him providing a very important and valuable platform for her as an unknown, newcomer to the area. I thought that she reluctantly participated.

In October 1988, my life was to take on the biggest change I could have ever imagined. I read in the Philadelphia newspapers that the fifteen famous John Wanamaker department stores in Pennsylvania, New Jersey and Delaware had been sold. Moreover, the Philadelphia center-city store - the flagship store - was down-sizing, and that the original office of John Wanamaker, the founder, had been dismantled. A great bit of memorabilia from JW's office was given to the Historical Society of Pennsylvania located at 13th and Locust Streets in Philadelphia.

Having been the minister of Bethany Temple Presbyterian Church, one of the churches founded by John Wanamaker, and interested in knowing more about him, I went to HSP, met with the curator, and was told that the vast collection of more than 100 cartons needed to be organized, and processed before being opened to the public. I volunteered my services, indicating that I was enrolled in a Library of Science Degree

program at Villanova University. Accepting my offer, I was told that I could begin immediately.

My next step was to ask President Hestenes at Eastern for a sabbatical. Though she did not approve that, she did give me permission to absent myself from my office one day a week. So in October 1988 I began my research of the life of John Wanamaker.

As my research continued I realized that I needed more time to complete the task. It was then that I decided to resign my position as Assistant to the President on December 31, 1989, but President Hestenes requested that I remain until the end of the school year, June 30, 1990. That I did with further allowances to absent myself from the office but "keep things going" until the end, she said..

It was a study that resulted in the writing and publishing of my book John Wanamaker:King of Merchants which occurred in September 1993 with the public being release held in the Grand Court at the Wanamaker store in Philadelphia.

EASTERN COLLEGE "CELEBRATIONS" WITH TONY CAMPOLO

One of my first innovations as the Assistant to the President in 1983 was the planning and organization of special area-wide meetings to introduce the new president to pastors and churches. I suggested to President Seiple, that we could rent a large auditorium, theater, or church sanctuary and feature Dr. Tony Campolo as the speaker. Mr. Seiple would be the Master of Ceremonies and have the opportunity to talk about his future plans for the college, and to tell something about himself. As I was the Director of "Turning Point," the musical ensemble from the college, I would schedule them to sing. It would be set up as a large religious rally with congregational singing as well. He accepted the idea.

I set out to confirm the dates for two rallies each semester with the President and Tony, and to find a suitable location. Visiting a local area, I first of all contacted a local minister to serve as the chairman of a local committee. I then proposed the idea of the "Celebration" asking for suggestions of a meeting place and the names of other ministers to serve on a sponsoring committee. Sometimes I would first see if the local high school auditorium could be rented on a specific date and then contact the ministers. That would be followed up by having a "President's Luncheon for Ministers" at a local restaurant at which the ministers would be our guests and meet the President who would speak of recent developments and plans for the future. I reported to the President that when the ministers heard that the lunch was **free**, they jumped at the idea. I didn't want him to think too highly of himself!

When once the date was established and the local committee enlisted, it was then up to me to get publicity materials printed and distributed to each church, contact a local radio station to announce it, and check on many details. At some places we had to rent a piano, get sound-equipment, find ushers, get offering receptacles, arrange transportation for "Turning Point," Dr. Campolo, President Seiple, and even ushers.

Traveling around the local area, I personally visited as many churches as I could. It gave me the opportunity to meet with many pastors and seek their support of the College is a variety of ways.

All-in-all, it was one of the most enjoyable and rewarding experience of my thirty-years at Eastern.

A list of the dates and places of those "Celebrations" is given below:

1984 - October 28 - Berean Baptist Church - Bridgeton, NJ
1984 - November 18 - Conestoga Valley H.S., Lancaster, PA
1985 - March 3 - Bristol Baptist Church, Bristol, Connecticut
1985 - March 24 - North Penn High School, Lansdale, PA
1985 - October 6 - Jackson Street Baptist Church, Scranton, PA
1985 - October 13 - North Lebanon HS, Fredericksburg, PA
1985 - November 3 - First Baptist Church, Bethlehem, PA
1985 - November 17 - East Senior High School, West Chester, PA
1986 - May 4 - First United Methodist Church, Williamsport, PA
1986 - October 5 - First Baptist Church, Elmira, NY
1987 - February 28 - North Penn HS, Lansdale, PA
1987 - March 22 - Calvary Baptist Church, Providence, RI
1987 - November 15 - Muhlenberg HS, Laureldale, PA
1988 - April 17 - First Presbyterian Church, Pittsburgh, PA
1988 - May 17 - Count Basie Theater, Red Bank, NJ
1988 - October 2 - Wilson Concert Hall, Rowan Univ., Glassboro, NJ
1988 - October 30 - Lighthouse Tabernacle, Mt. Holly, NJ
1989 - April 9 - Conestoga Valley HS, Lancaster, PA
1989 - May 7 - Emmanuel Baptist Church, Albany, NY
1989 - November 5 - Bensalem HS, Bensalem, PA
1990 - April 1 - East Senior. HS, West Chester, PA

OFFICE STAFF AND ASSISTANTS

I was very privileged and fortunate to have so many good people work with and for me during my thirty years at Eastern as an administrator. It was quite a challenge to build and develop a team of highly efficient individuals while allowing each to maintain their own integrity and fulfill their own goals.

When I arrived on the scene in July 1960 as the first Director of Admissions I was given a part-time secretary - who was also a part-time faculty member - and two part-time students who assisted in some office work and conducted campus tours for potential students and their parents.

When I found out that correspondence to inquirers for admission was mimeographed and not personal, I immediately initiated a procedure in which each letter was individually typed and addressed to the specific interests of the inquirer. For example, if the student was interested in Science, Religious studies, Residence Hall policies, or Dining Hall food-plans, we answered those specific concerns.

That meant that we needed more student help.

Then, when high schools resumed classes in September, I began an intensive schedule of visitation to as many schools as time permitted in order to meet with Guidance Counselors, tell them the story of Eastern - about which some had no knowledge nor familiarity. Because I had to spend so much time away from the office, we employed a full-time secretary. As the college grew in numbers, we continued to enlarge the staff.

In order to broaden the scope of our recruitment program, I initiated a program which I named the Regional Admissions Counselors. We then employed a team of ten pastors to assist us. I wrote a manual of instructions and information and then brought the counselors to the College for a two day training session. Returning home, they were paid a daily stipend for visiting local high schools and meeting with prospective students. They were very helpful in making contacts for me as well when I traveled in those areas.

Though my memory now at eighty-eight hinders me from naming all the wonderful employees that helped me in the Admissions program, there are some that must be named.

First of all there was **Ms. Barbara Easterday** who was my personal secretary for sixteen years from 1974 to 1990 when I retired. Adjectives are not adequate to indicate her qualities and my appreciation for the support and help she gave me. She was diligent, efficient, thorough, innovative, cooperative, adaptive, and always pleasant. Not once did she ever cross me nor fail to render assistance as requested, desired, or needed.

For her first nine years with me I was Director of Admissions. When I became Dean of Christian Life in the following four years, she continued as my secretary, the only employee I had at that time. Then when I became the Assistant to the President she continued working with my successor in the Christian Life Office for a while but soon resumed her work with me in the ministry of "Turning Point," Presidential Luncheons, and the Eastern College "Celebrations." No one, apart from my wife, ever helped me more in my professional career and ministry than Barb. I shall be eternally grateful for her work and friendship. Now in 2014 she continues working at Eastern and continues to keep in touch with me.

Sue Blum Shier first worked for me when she was a student at Eastern. She was a frequent visitor in our home and so helpful to Isabel when our girls were so young. Sue was superb - so much so that after her graduation (1963) she became my Assistant, my first. Sue was pleasant, personable, efficient and full of energy. She was extremely enthusiastic and creative. Best of all, she had an uncanny ability of anticipating my needs as the Director, and filled in for me whenever I was needed elsewhere. During those years, Unfortunately, her time with me was shortened by her resignation.

Along with Sue, **Dolores Davis**, a very efficient secretary, enabled me in the early years to lay a very strong foundation for the Admissions program in the years that followed.

Diana Bacci was one of the best employees I ever had. She was classy in every sense of the word. Highly intelligent, well-educated (Phi Beta Kappa), pleasant, self-motivated and efficient, she became my assistant in the Admissions Office. Her expertise became evident to everyone else, and she ultimately became the Registrar - and presently in 2014 - the Vice-President for Administration/University Registrar.

Malcolm Chandler was still in the US Army with the rank of Lt. Col. when we interviewed him for one of the positions as an Admissions Counselor. When he started with us, we found that he always went beyond whatever was expected or required. He was with us when we started the student musical ministry of "Turning Point" and actually gave us the name for the group. Following the time when I was the first Director of Financial Aid and the succeeding years when we had a Financial Aid Assistant - **Ruth Dunlap**, whose services were still under my supervision - Mac became the full-time

Director of Financial Aid and organized an independent office. His service was superb. He continued in that position at Eastern until he retired.

Thomas Riddington, a graduate of Eastern, began his employment at the College as another one of our Admissions Counselors. Tom was always diligent, thorough, pleasant, and a no-nonsense hard worker. He was well-liked and also had a strong sense of his Christian stance. The administration became well aware of his capabilities as evidenced by the fact that he was moved first to the Development Office, then became a Vice President, and in 2013 was Senior Vice-President and Chief Marketing Officer.

Bob French - Rev. Robert French, that is - was another graduate of Eastern (1966) whom I employed following his service in the United States Air Force. He became one of our most effective Admissions Counselors for several years and then left to pursue theological studies at Eastern Baptist Theological Seminary. He was ordained and became the minister of the Lower Providence Baptist Church in Eagleville, PA where he continues to serve.

Another very successful graduate of Eastern (1971) whom I employed as an Admissions Counselor was **Stan Murray** from Maine. He came back to Eastern after graduation when he had returned to his home state. He became an integral part of our staff, serving with distinction. He, too, went on to attend Eastern Baptist Seminary, became a missionary in Japan and ultimately served as the Director of Foreign Missions in the South Pacific for the American Baptist Church denomination.

Dave McIntyre also graduated from Eastern College in 1971 and came back at my invitation to serve as an Admissions Counselor. Always pleasant, committed, diligent and hard working, Dave was a delight to work with. He became the church Administrator at the Moorestown Presbyterian Church in Moorestown, NJ where he continues in 2013 to serve the Lord.

Charles Comfort served with me as Associate Director of Admissions 1969-1970. He was a Baptist minister who previously served part-time as one of my Regional Admissions Counselors.

Bruce Buell graduated from the college in 1970. He was one of our most successful admission counselors and became the Assistant Director of Admissions in 1983.

Scott Keating graduated from the college in 1982. He too, was a very effective admission counselor who after leaving Eastern became an administrator at the Philadelphia College of the Bible. (then University, then Kairn University).

Debbie Clemson Johnson a graduate of Eastern served us wondrously well as Secretary. Her husband Rev. Bruce Johnson was employed part-time at the college in charge of the Christian Life Program before I became the first full-time campus minister or Dean of Christian Life in July 1976.

Other Staff Members -

Norma Dampman
Becky Waldt
Ruth Dunlap
George Thompson
