

# ADF News

In a move designed to consolidate services and internal functions, the Alumni Development Fund and the Association have pooled their staffs effective with the beginning of fiscal 1970-71.

Ronald T. McDaniel, who is Association executive director, also will serve as ADF director. The two organizations will maintain separate executive boards but will share offices and mailing lists in an effort to eliminate waste caused by duplicate mailings and facilities.

Involved in the change will be a switch to computer operation for mailings and record keeping.

A man experienced in computers and their intricacies has been hired as the new ADF executive secretary. He is William C. Hammond, '61ind.eng, who for the past several years has been a data processing marketing representative for IBM in Oklahoma City.

Jack Shakely, who has been heading the ADF for the past year, has resigned.

Hammond played varsity basketball for OU while he was in school and was a member of Delta Tau Delta social fraternity. He served two years in the Army in Germany and now is a major in the Army Reserve's 95th Division (Training). He is vice president and member-

ship chairman for the Tip-In Club, basketball support organization.

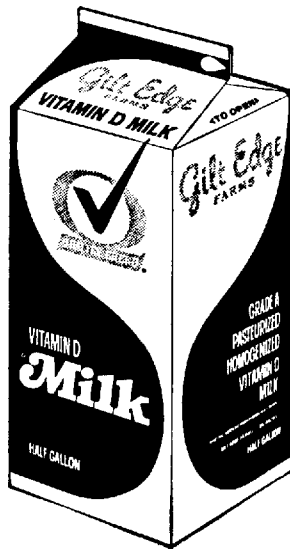
A native of Oklahoma City, where he still lives, Hammond and his wife (Marilyn McDowell '60ba) have been active in the Oklahoma City Alumni Club and are members of St. Luke's Methodist Church. They have two daughters, Cheryl Anne, 5, and Deborah Lynn, 2.

The combining of the ADF and the Association is not a new move. The two organizations have worked together under a similar arrangement in the past, and it was the feeling of ADF, Association and

University officials that a re-joining of the two would best serve the interests of the alumni who work in the annual giving campaign and the program as a whole.

In the coming year Hammond hopes to effect a complete liaison with the Association activities, although the fund raising effort will remain a separate entity from Association services and membership.

The combining of the organizations underwent thorough study by both the Association and ADF executive boards before implementation.



## SUPERB FLAVOR

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## GIFTS TO O.U. AND THE 1969 LAW

The 1969 tax law changed some of the rules for making tax-deductible gifts to the University of Oklahoma. A number of the long established rules for deducting charitable gifts are unchanged.

Both the unchanged rules and the new amendments continue to encourage gifts to O.U. They reduce the cost of your gift and often enable you to make a larger gift than originally planned.

The Office of University Projects has prepared a booklet which tells about taxwise ways to benefit the University of Oklahoma. This booklet, entitled DONOR'S GUIDE TO THE NEW TAX LAW, will be sent to you on request.

Bob Harris, Director / Deferred Gifts  
660 Parrington Oval, Room 119  
Norman, Oklahoma 73069

Please send me my free copy of DONOR'S GUIDE  
TO THE NEW TAX LAW.

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