



UNIVERSITY OF OKLAHOMA ASSOCIATION

Independent Organization of Graduates & Former Students

ALUMNI DEVELOPMENT FUND • PUBLISHERS OF THE SOONER MAGAZINE

Norman, Oklahoma

Dear Sooners:

1964-65 will mark another year of operation of your Alumni Association. As your newly elected president, I shall try briefly to outline some of the new projects on the agenda and the continuance of those which were initiated or advanced under the capable leadership of our past president, Jack A. Taylor.

First and foremost, we shall strive for a substantial increase in alumni membership. At this writing, our membership totals 14,811—5,177 of whom are life members; 4,924 annual members; 2,262 senior members, and 248 hold complimentary memberships. With a continuing progressive increase in membership, the problems of furthering the objectives of your association are more easily solved.

Second, we shall strive to form new alumni clubs throughout the nation and to strengthen those already in existence. To mention but a few that have done such a tremendous job would include those of Los Angeles, Amarillo, Dallas, Miami, Washington, D.C., New York, Tulsa, Oklahoma City and Bartlesville. Houston and Kansas City have been issued new charters, and great things are expected from these clubs in the future.

Third, We shall strive for the formation of an Alumni Council that is truly representative of every contingent group organized for the benefit of our University. This worthy project was initiated during the past year and, if possible, shall be continued to completion this year.

Fourth, we shall strive for the further expansion of the Alumni Development Fund which has been so successful this past year. A total of \$240,666.66 was raised by 5,824 alumni and friends. In addition, continuation of the Plan for Excellence which in the past year received more than \$4 million in gifts and pledges from business, industry, foundations and trusts.

Fifth, we shall strive for continued improvement of the alumni publications—namely the *Sooner Magazine*, the *Sooner News-Makers* and the *Gomer Jones Football Letter*. Each of these will be improved in regard to styling and readability. Gomer's letter will be published after each game, and the *News-Makers* and the magazine will be published and circulated on alternate months for the next year.

If at any time you have any question regarding any phase of any alumni operation or activity, or if you have any suggestion which will aid or embrace the activity, please be kind enough to contact us through the Alumni Office. *Remember, this is your association.* You have made it possible. Let's all work harder this next year to make it the finest and most progressive alumni association in the nation.

As your president, I undertake this task with humility and sincerity, and earnestly solicit your help in every way possible.

Sincerely,

Harold Tisdal, M.D.