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Nova University News, October 1966

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NOVA UNIVERSITY NEWS

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BUILDING BEGINS, LONG-AWAITED MOMENT ARRIVES

The day for which the founders of the University have waited for three years or more has arrived. The construction men and their machines are at work on the campus, erecting the first building — the \$300,000 University Center donated by Edwin M. Rosenthal — and simultaneously laying the foundation for the second, the Physical Sciences Center for which Louis W. Parker has provided the sum of \$1 million.

The first is to be completed before spring and the second by summer.

Performing the work is the Caldwell-Scott Engineering & Construction Co., headed by William W. Caldwell, board chairman, and George L. Caldwell, president. A contract with the firm was finalized late in August.

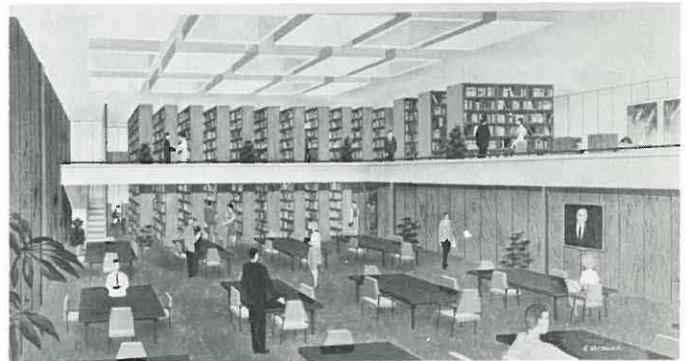
The University Center, when completed, will serve as headquarters for some professors and some clerical functions of the institution until construction of other buildings can be undertaken. Ultimately it will be the student activities center, housing recreation and social rooms, the student newspaper offices and other related services.

Start of construction on the campus, President Warren J. Winstead remarked, "represents an event of much significance to the educational and economic future of South Florida — actually the beginning of a new era in science and technology for the entire southeastern United States."

"Now it must become evident to everyone," commented Board Chairman James Farquhar, "that Nova University is not just an idea. Within a matter of a few months, it will stand here in concrete and steel."

DR. FISCHLER HEADS EDUCATION CENTER

The dean of the University's Education Center, Dr. Abraham S. Fischler, has arrived and settled with his family in Hollywood, prepared to launch the institution on significant ventures into the areas of teaching and learning.



Library of the planned \$1.5 million Hollywood Education Center. The ceiling is glass. Adjacent is an outdoor study mezzanine.

Dr. Fischler came to us from the University of California at Berkeley, where he was a full professor in the School of Education. His specialty is science education, a field in which he is a consultant to the government of Chile and other school systems. During the summer he participated in learning research projects in California, and a set of junior high science textbooks which he co-authored will be off the presses this fall.

"Our biggest need right now is to get the Hollywood Education Center built, and for that we need the financial help of everyone," the dean declared on his arrival. The people of Hollywood have undertaken to raise the sum of \$1.5 million for this facility.

In the meantime, however, Dr. Fischler is preparing to plunge into a vital program of research in how to provide better training for teachers. The Education Center, he explained, "will be the research arm of the Nova complex."

"Our job will be to pilot new methods of teacher training and make them available to schools of education throughout the state."

The university, he added, will develop a two-way partnership with Broward County schools. Elementary and secondary classes will serve as laboratories for the university's work, and in turn, the county schools will be able to call upon the institution's professors for counseling and instruction.



At start of work on the Physical Sciences Center, with donor Louis W. Parker at the bulldozer controls. Left is Philip Cheaney, right is university architect James M. Hartley.

U.S. OCEANOGRAPHY INSTITUTE IS SOUGHT FOR BROWARD COUNTY

Efforts to have the multi-million dollar National Institute of Oceanography placed in Broward County are being spearheaded by the University in conjunction with the Broward County Industrial Development Board and Chambers of Commerce of the area. If these efforts should be successful, "our potential would be as great as was the potential of Cape Kennedy when the missile base was established there 13 years ago," in the opinion of President Warren J. Winstead.

The National Institute of Oceanography will become the fountainhead of the entire U. S. activity in this science. Alone, it will have a payroll approaching \$2 million in its first year of operation, and as time goes on it will attract scores of industries and research laboratories.

All the power that the county can muster should be brought into play behind the effort to have Broward designated as the site, Dr. Winstead feels. "We hope that our business and political leaders understand the enormous economic impact that this project could have, over an extended period of time."

The University has been assured that Broward County will be inspected as a possible site, the president disclosed. Site inspections are to begin in November, with Massachusetts, New York, Rhode Island and North Carolina among the contenders, along with Dade and Palm Beach counties in Florida.

Meanwhile, the University is proceeding with its own research program, which embraces two Gulfstream projects involving about \$350,000, and a \$13,500 nationwide study on design criteria for the laboratories of America's proposed "sea colleges".

RETAIL MERCHANTS WILL HOLD BENEFIT BAZAAR OCTOBER 30

A mammoth spectacular sale of merchandise at greatly reduced prices is being arranged by the Retail Merchants Division of the Greater Fort Lauderdale Chamber of Commerce, with the hope of raising \$30,000 as the contribution of this business group to the support of the University.

The sale has been scheduled for Sunday, October 30, at the former Winterhurst Skating Rink on N. Federal Hwy., Fort Lauderdale, beginning at 9 a. m.

Through the persistent efforts of a committee headed by Edward L. Bonneau, manager of Saks Fifth Avenue in Sunrise Shopping Center, the merchants are eagerly joining in with donations of totally new merchandise — which those in charge of pricing have marked down to 25 to 50 per cent of previously advertised values. The stock of this bargain store, furthermore, runs the full range of consumer items from automobile tires to expensive gowns from the most exclusive apparel shops.

The merchants' committee is convinced that the sale will be a sellout — and they are prepared to make it an annual event as their contribution to the University's operation.

Working with Bonneau are executives and department heads from all of the Fort Lauderdale area's most popular retail stores. Among these individuals are:

Charles Fletcher, general manager of Burdine's; Knute Kristell, general manager, Jordan Marsh; Fred Mathers, general manager, Sears Roebuck; Ed Enfield, general manager, J. C. Penney; Alma Vorrath, apparel executive, Saks; Paul Epstein, Gateway Men's Shop; Tom Gibson, assistant general



Edwin M. Rosenthal, donor of the University Center, autographs shovel as construction begins on his building. Right is Contractor W. W. Caldwell, center Dr. Warren Winstead, rear Trustee L. C. Judd.

manager, Britt's; Carl Ross, owner, Carl's Furniture; John Ullman, interior designer; Gil Smith, partner, Hopkins-Smith; Francis Wood, pro shop manager, Saks; Robert O. Cox, president, Lauderdale Marina; Birch Willey, owner, Hobby Houses.

W. Howard Allen, president of the First National Bank in Fort Lauderdale, is acting as vice president-controller.

Also serving are George Evans, president, George Evans Co., advertising; Walter Dunn, president, WFTL; Dick Doty, WTVJ, and Yolanda Maurer, publisher, Fort Lauderdale Pictorial.

RAY TITUS DONOR OF OUR FIRST YACHT

The first yacht has been donated to the University's oceanography program — a 32-foot Chris-Craft, the "On Time" provided by Ray E. Titus, Chicago financier who spends a good part of the year in Fort Lauderdale.

Thus the effort of the Marine Industries Association to do its part for the University with a campaign for donated boats is strongly under way. Members of the association, and yacht brokers in particular, have undertaken to remind their clients and other boat owners of the advantages of donating surplus craft to such educational institutions.

Acquisition of the "On Time" was arranged by Arnold Larson of Miller Yacht Sales in Fort Lauderdale. The effort is being spearheaded by a committee headed up by Robert O. Cox, president of the Lauderdale Marina.



Ray E. Titus, donor of the 'On Time'.

If you would like to receive the Nova University News by mail each month, simply notify us by phone or mail. Write the Public Relations Department, 440-A East Las Olas Blvd., Fort Lauderdale, or phone 525-6771. There is no charge for the publication.

PLANS MOVE AHEAD ON RACE DAY, DERBY BALL

October finds plans progressing rapidly for the Florida Derby Ball and Nova Day at Gulfstream Park Race Track, with the Ball set for late March and the track day scheduled for April 22.

These are to be important events for all supporters of the University, since between them they raised \$167,000 for our operating expenses earlier this year. Hopes are high that the income next year will top \$200,000.

Mrs. Thomas N. Shelton of Fort Lauderdale, general chairman for the Ball, has chosen five of her community chairmen: Mrs. Robert B. Butler and Mrs. Myron I. Segal for Hollywood, Mrs. E. J. Averman, Jr., for Hallandale, and Mrs. Joe Edd Burch and Mrs. Walter Pierce for Dade County. The remainder of the organization will be announced during the coming weeks.

Tickets for the Nova Day at Gulfstream are to be available before Christmas, and all the civic, social and service organizations in the area will be called upon to make a gay club excursion out of the occasion.

Proceeds from these events enable the University to bring into the area first-quality research professors, whose presence here has strong economic as well as educational impact upon the area.

CAPT. THOMAS MAKES BOOK CONTRIBUTION

The first major donation of books to the University's library added approximately 350 volumes to the shelves, and in all our various libraries including those of faculty members, we now have more than 2,000.

The initial donation came from Capt. Elwell Thomas, president of the Marine Company of Florida, and the books for the most part are concerned with navigation and marine science.

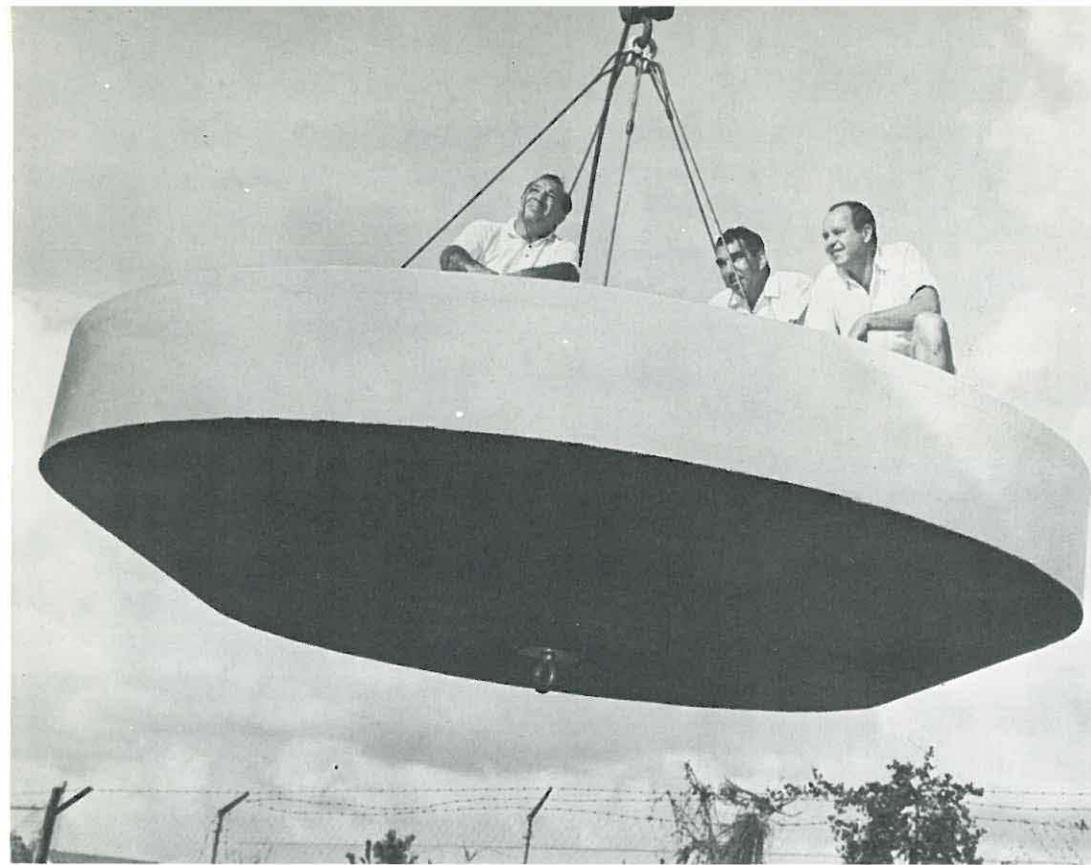
Books are being eagerly sought, though it is emphasized that the primary need is for those relating to science, engineering, chemistry and such technologies — not, of course, for fiction or books for young people.

Mrs. Betty Lou Rose of Fort Lauderdale, formerly a teacher at Stranahan High School; has been placed in charge of assembling both books and funds for the library. Our goal is to have 10,000 volumes or more on the shelves when the first classes begin a year from now.

The library presently is housed at 430 E. Las Olas Blvd., Fort Lauderdale, second floor.



Dr. Abraham S. Fischler has arrived from the University of California at Berkeley, where he was a Professor of Education, to be Dean of the Hollywood Education Center.



Men on the flying ocean bouy — a new open-sea float to be used by the oceanography group in its research work. Left to right are Larry Vita, head of Surfside Six, where the bouy was built; research assistant Bruce Pitcairn and Dr. William S. Richardson, Professor of Physical Oceanography.

SALTZMAN JOINS ADVISORY COUNCIL

Another prominent industrialist has accepted a position on the Founders' Council of the University. He is Arnold A. Saltzman, of New York, president of the Seagrave Corporation and a director of a number of other major U. S. industrial firms.

Saltzman is chairman of the board of the Columbia College Fund and prominent in New York civic circles, serving as a director of the Cancer Committee and a trustee of Maimonides Hospital. Last year he was with the U. S. Agency for International Development as a senior officer on the Operations Evaluation Staff, assigned to Guatemala.



Saltzman

of the board, Continental Can Company; Alexander Makinsky, vice president, The Coca-Cola Export Corporation; Dr. W. Homer Turner, vice president, United States Steel Foundation; and Pierre Bedard, chairman of the Executive Committee, Cartier, Inc.

For 27 years he was an executive of the Premier Knitting Co. of New York, the last seven as president. In 1961 he became president of Seagrave; presently he is a director of Custom Built Homes in New Orleans, Debevoise Paint Co. of New York, Irving Tanning in Boston and other enterprises.

On the University Founders' Council, Saltzman joins Gen. Lucius D. Clay; Admiral David L. McDonald, U. S. Chief of Naval Operations; Thomas C. Fogarty, chairman

DR. PEPINSKY BACK FROM SUMMER ABROAD

Dr. Ray Pepinsky, the University's Robert O. Law Professor of Physics and Chemistry, returned in early September from three months in Europe, during which he served as visiting professor at the University of Marburg, Germany, and delivered papers at scientific congresses in Prague.

Preparing for a busy season of research and readying for the opening of his classes next fall, Dr. Pepinsky nevertheless took further time to speak at a conference conducted by the General Motors Corporation in Detroit, Sept. 20. He is scheduled for another appearance in Nashville, Tenn., Dec. 1-3, before the American Physical Society.

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