Astronauts John W. Young, right, space shuttle commander, and Robert L. Crippen, shuttle pilot, checkout the cabin of the spacecraft 'Columbia.' Young is a 1952 aeronautical engineering graduate of Georgia Tech.
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Road Race, 280 Compete in 9th Annual Event
James D. Robinson III, The Tech Man Behind the Card
Graduation, The Day Finally Arrives
The Year of the Quarterbacks, Coach Curry Seeks Balance
Jim Luck Retires, Ends 20-Year Coaching Career
Jim Morris, Tech's New Baseball Coach
L. L. Gellerstedt, Receives Alumni Distinguished Service Award
Russ Chandler, 'I have Reached All the Goals'
Square Foot Gardening, Engineering the Backyard Garden
Research, Adding Depth to Education
Front Cover: James D. Robinson III, IM '57, is the Tech man behind the American Express card and company. Photograph by Russell Mobley.
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"I came in third and got a great big chocolate cake, and I've been running ever since," said the 83-year-old Haskell of Birmingham, Ala.

The cake race put Haskell on a track that more than half a century later led back to Georgia Tech and competition in an event named for a contemporary of his—the George C. Griffin Road Race held on May 2. Griffin, dean of students emeritus, fired the starting gun for the ninth annual event, and helped pass out trophies in the race sponsored by the Committee of Twenty of the Georgia Tech Alumni Association.

"I came back 62 years later to see if I could do it again," said Haskell of the 3.14159 (Pi) mile race. Haskell's time was a respectable 28:22.

After competing in the 1919 cake race, Haskell went on to become a cross country track competitor, and when transferring to Columbia University, was captain of the cross country team.

Haskell was a jogger decades before it was a fashionable exercise. A retired employee of U.S. Steel in Birmingham, Ala., Haskell said, "Everytime I would get under stress, I'd run. I just did it to relax.

The first woman to cross the finish line was Kathy Johnston, wife of Dr. Jack Pace in the Tech mathematics department. She has been running about five years, and participating in middle distance track meets for the past four years.

Frank Spears, co-ordinator of the road race for the Committee of Twenty, said 280 people participated in the event (continued on page 23)
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The winner of this year's George C. Griffin Pi Mile Road Race was Jon Lancaster, 19, a freshman from Toronto, Canada, and a member of the Georgia Tech Cross Country Track Team. The winning time was 15:27. A native of England, Lancaster and his family moved to Canada in 1969. Lancaster said he has been running for about five years.

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"May I'm an engineer who went astray and ended up in the financial world," joked James D. Robinson III, chairman and chief executive officer of American Express Company, during an interview at Trust Company of Georgia in Atlanta where he is a director.

"I use the term 'engineer' loosely," he added, observing that he was a 1957 industrial management graduate.

"Georgia Tech was a great experience," he continued. "I very much enjoyed my college life."

After graduating from Tech, he served in the U.S. Navy Supply Corps, and then joined the Trust Company of Georgia.

"Ironically, while I was at Trust Company of Georgia, they had me prepare a special report on American Express. That was in 1959. I never imagined that one day I would end up on their doorstep."

Robinson then went to Harvard Graduate School of Business Administration where he received his MBA. He became an officer with Morgan Guaranty Trust Co., and in 1967 was named assistant vice president and staff assistant to the chairman. The next year he became a general partner in the Corporate Finance Department of White, Weld & Co., and in 1970, joined American Express as executive vice president.

The Atlanta native was elected president of American Express in 1975, and in 1977, at age 41, he was elected chairman and chief executive officer.

He also lends his time and effort to directorships of the Bristol-Meyers Co., the Coca-Cola Company, and the Union Pacific Corp.

A dedicated community leader, he is a member of the Business Roundtable, the Council on Foreign Relations, and the Board of Trustees of the Brookings Institution, United Way of Tri-State, and other organizations and non-profit associations.

Earlier this year, Robinson helped forge a merger between American Express which had 1980 sales of $5.5 billion and Shearson Loeb Rhoades, the second largest U.S. brokerage house which had sales of $653 million.

Time magazine called the deal an "exquisite nugget of Wall Street craftsmanship."

"After the agreement was reached, Time quoted Robinson as saying, "We used to say, 'Don't leave home without us.' Now we've added, 'Don't be home without us.'"

Robinson is married and has two children, a daughter, Emily, and a son, James IV.

A profile of Robinson was featured in the May 1981 issue of Delta Sky magazine, the magazine of Delta Airlines, published by the Halsey Publishing Co. It is reprinted here by permission.

Q • • •

What do the trademarked names Gold Card, LifeCycle, Express Pac and QUBE all have in common? If you answer, "They're all products of American Express," you're right. But the more accurate response is that each one, in its own way, represents the American Express philosophy of customer-oriented, well-tailored financial, and communications services.

In a world increasingly depersonalized, American Express—and its Chairman and Chief Executive Officer, James D. Robinson, III—are constantly concerned with the individual. And it shows in the company's approach to everything from marketing to technology.

This 130-year-old company, born as a 24-hour travel service in the days of the Old West, has never strayed far from the essentials of travel and funds related to travel. American Express is broadening its essentials of travel and funds related to travel, while also moving forward with technology.

"We do not believe in thrusting technology on our customers when they do not want to accept it," said Robinson. "We simply believe it suits our needs but perhaps ignores theirs. In addition, it's absolutely critical to minimize the concern of customers who sometimes feel they are potential victims of vast, inefficient computerized systems. Today, the customer wants the efficiency of technology, but personally delivered and with appropriate privacy safeguards."

With nearly 12 million Cardmembers worldwide, that sentiment actually describes a monumental challenge. How can a company serving so many people in countless cities and around the globe, guarantee to customers the security and comfort of the personal and the corporate? Two as virtually inseparable.

In all three of its present divisions—Financial Services, Travel Related Services (TRS), International Banking and Insurance—the company is accelerating an existing pattern of innovation and personalization of product and service while simultaneously preparing with technological advances geared towards improved productivity and efficiency. The familiar Gold Card and Travelers Cheque approach is several forms now; insurance policies uniquely tailored to particular market segments are available; relationships with banks and financial institutions around the world have been established; and a series of joint ventures and acquisitions in the communications and data processing areas have been initiated or completed.

QUBEx and American Express is a trademark of American Express Co., and in several forms now; insurance policies uniquely tailored to particular market segments are available; relationships with banks and financial institutions around the world have been established; and a series of joint ventures and acquisitions in the communications and data processing areas have been initiated or completed.

"Robinson describes American Express as a data-based communications company. Because it is, he and his management team have devoted considerable attention to developing a corporate policy regarding the application of technology that is consistent with their "customer driven" perspective.

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"What is interesting about his own comments on the subject is that they invariably combine good economic sense and progressive marketing theories with a high sensitivity to consumer concerns.

"Robinson describes American Express as an executive vice president who wants a variety of financial systems and payment instruments to satisfy multiple activities and lifestyles, and those customer-driven companies which provide a variety of quality products, both efficiently and personally, will do well."

"The attitude of "customer driven" responsiveness to market demand is a hallmark of Robinson's administration, and promises to continue as a major theme well into the Eighties. What Robinson so accurately points out, most people would end up on their doorstep.

"In annual report messages, quarters, interviews and internal memoranda, Robinson, through it all, has consistently and clearly stated themes that never fail to mention profit, but always includes words like "partnership," "people," and "privacy" in the same breath.

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James D. Robinson III, Chairman & CEO, American Express Company

The Tech Man Behind the Card

"Georgia Tech was a great experience. I very much enjoyed my college life."
The Tech Man Behind The Card

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At American Express, clearly, the movement is away from the Orwellian vision of pervasive Big Brotherhood, and straight in the direction of greater choice and freedom.

Moving from technology to product, the philosophy of alternatives is no less apparent. In each of the company's divisions, as mentioned earlier, innovative service concepts designed to meet highly specific, provably needed customer interests are fleshing out a well rounded "market basket" of financial services.

In the insurance division for example—which accounts for the majority of the company's revenue, to the tune of some—carefully tailored policies are available for businesses, individuals, home owners and others. Fireman's Fund Insurance Companies, American Express' wholly-owned subsidiary, is one of the largest property-liability insurers in the nation in terms of premiums written. All types of commercial, personal and specialty insurance for businesses, institutions, families and individuals are written by Fireman's Fund, and group and individual life, accident, health and annuity policies are provided by life insurance subsidiaries. Fireman's Fund is represented by over 11,000 independent agents and brokers in the United States and Canada and operates internationally as well.

But the size and scope of the company's insurance services belies its personalized focus. There is a Market Value Homeowners policy, introduced in 1979, which provides affordable protection for homeowners. The "Total automation and dehumanization of financial services will not occur in the Eighties," he predicts. "Perhaps it never will. However, the coming decade will bring to all of us the opportunity to define the market and establish our destiny. Let us protect the individual's right to privacy...and embrace the multiple choice society. Let us do so promptly, and wisely."
"Technology is basically neutral. How we use it makes it good or bad."

opposite, as he perceives the vastness of technology as something that can—and should—be controlled by man.

"Technology is basically neutral," explains Robinson. "How we use it makes it good or bad. So, in the Eighties, it's up to us to decide whether we move towards a world in increasing uniformity and authority in which people have less choice, less freedom and less privacy, or whether we move in other more democratic directions."

At American Express, clearly, the move is away from the Orwellian vision of pervasive Big Brotherism, and straight in the direction of greater choice and freedom.

Moving from technology to product, the philosophy of alternativeness is no less apparent. In each of the company's divisions, as mentioned earlier, innovative concepts designed to meet highly specific, provably needed customer interests are fleshing out a well rounded "market basket" of financial services.

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‘One of the cornerstones of our success has been our unique partnership with banking institutions.’

‘Technology is basically neutral. How we use it makes it good or bad.’

Certainly do compete in some areas, we have worked together—institution over many decades for the benefit of our common customers."'

He points to the company's earliest days, when its role involved conveyance of remittances and exchanges between banks; the invention of the Travellers Cheque by American Express in 1891; and the continuing development of products and services like those mentioned earlier, and the Financial Institution Money Order, created in the early Seventies to reduce back-office processing costs for banks and provide a nationwide, high-volume delivery system.

These are the traditional services of American Express," says Robinson. "They are time-tested and were not developed overnight. They are backed by large investments in systems and our people. Because of the years of experience, they are perceived in the marketplace as highly reliable and of consistent quality.

But those are by no means the only services of American Express today—or tomorrow. Robinson, who was elected to his current post in 1977 after two years as President (1975-77) and two as Executive Vice President (1973-75), chairs a company which today is actively refining its image as "a data-based communications organization." The strategies being employed focus on technology, internal development, international expansion and acquisition.

Recent acquisitions include First Data Resources, one of the nation's largest providers of data-based services to financial institutions, and prior to that, Payment Systems, Inc., a leading supplier of information and research in the payment systems field. In 1979, though, American Express began to probe new and exciting territory in communications per se with the purchase of a 50 per-cent share in the cable television subsidiary of Warner Communications. The renamed company—Warner Amex Cable Communications—is a major factor in the fast-growing home entertainment business, and its potential role in the overall American Express picture is great.

The reason is QUBE™, the only two-way cable system in the United States and part of the communications company's technological storehouse.

"Computerized terminals allow viewers "to talk through their television sets," explains Robinson. "Customers can be entertained, protected and even- tually even shop at home. QUBE's possibilities seem limited only by the imagination... At a time when some banks are experimenting with home terminals, and telephone systems are beginning to merge with computers and video equipment, the imagination soars. Scenarios in which an American Express cardmember arranges a vacation, selects merchandise or applies for an insurance policy or other services via QUBE are clearly attainable. But constantly, Robinson and his company are keeping in mind that all the technological ad- vances in the world are, as he says, "basically neutral," and therefore can become positive or negative influences, depending on how they're used.

For the future, especially short-range, Robinson remains committed to an equal application of integrity, and careful consideration of the consumer's needs, wants and rights.

"Total automation and dehumanization of financial services will not occur in the Eighties," he predicts. "Perhaps it will never will. However, the coming decade will bring to all of us the opportunity to seize control of our electronic destiny. Let us protect the individual's right to privacy...and embrace the multiple-choice society. Let us do so promptly, and wisely."
Graduation At Last!

Approximately 900 students received degrees during Georgia Tech's 131st commencement exercises held June 13. The expressions on the face of students—captured by photographer Billy Howard—reflect some of the emotions of that significant day.

New Graduates Tom Flournoy, Left, And John Huffman Celebrate The Occasion

A Packed House Witnesses The Commencement Exercises

All Smiles

Happy, Proud, Relieved
Graduation At Last!

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Coach Curry Seeks Balance As Tech Faces Tough Schedule

THE YEAR OF THE QUARTERBACKS

Georgia Tech will field an improved football team this year, featuring a dynamic pair of quarterbacks, and a stunning, blitzing defense, according to head football coach Bill Curry. But Tech will also face one of the nation's toughest schedules.

Senior Mike Kelley, who missed much of last season due to injuries, will return to direct the Yellow Jacket attack as the starting quarterback. He will be joined by junior Jim Bob Taylor, a transfer from SMU who was the second leading passer in the Southwest Conference during his sophomore year.

While Kelley will start at quarterback, Coach Curry said he intends to play Taylor in every game. "Anyone who looks at our offense is going to see that it hinges on how well the quarterback plays," said Curry. "The quarterback has got to play well."

Curry added that while Tech will definitely "throw the ball," his objective is to present a balanced offense.

"From a technical standpoint, we'd like to show a lot of offensive formations. We'd like to force the defense to respect the run and the pass. That's ideal. There'll be games when we set up the run with the run, and there'll be games when we set up the run with the pass."

Tech returns 43 lettermen, including 17 starters, who will be joined by 28 freshmen—including Robert Lavette and Miami's Jon Jackson, Lavette was named a high school football All-American by the National High School Athletic Coaches Association. In addition to his recognition as an outstanding football player, Jackson received All-America honors in soccer.

Although Tech has more experience on offense than defense, Curry said he anticipates that the defense will continue to improve.

"We've got to get stronger on defense to have a chance; so, we'll concentrate on strengthening our defense," Curry said. "We've also got to do a better job with kicking."

"Defensively, we're playing with smaller people. As long as we have to play that way, we're going to be a moving, stunting, blitzing defense. We're going to show a lot of different looks."

"Much of our ability to succeed depends on the quality of the competition," Curry said. "We know they're going to be good. We hope they're not quite as good as they were a year ago when seven of our opponents went to bowls. Three of them were the number one ranked teams in the nation on the day we played them—Alabama, Notre Dame and Georgia."

Last year's squad posted a 1-9-1 season record, including a win over Memphis State and a tie against Notre Dame.

"We will be an improved team," Curry said. "We must maintain intensity and consistency in order to beat some teams that will be favored over us."

He said the team would have to be physically and mentally tougher. "Physically so that we don't give in to the small injuries, those little bumps and bruises that come out of the games and reduce our efficiency—and mentally to be able to adjust to swings in momentum. We haven't dealt well with being behind or ahead...You've got to be able to be consistent whether in prosperity or difficulty."

Curry said one of the objectives of spring training was to work the squad under pressure situations to develop depth. Another objective, he said, was to "continue to build confidence in our defensive and offensive schemes. We changed some things on offense and had a lot of teaching to do. We felt like we made substantial progress."

Spring practice was marred by an injury to one of the top defensive players, linebacker Steve Mooney, who tore ligaments in his right knee. Curry said Mooney won't play this year, but will probably return next year.

Eight players gave very strong performances during spring practice. Curry said—quarterbacks Kelley and Taylor, offensive tackle David Lutz, defensive guard Mark Bradley, linebacker Duane Wood, fullback Eddie Fortier, defensive end Derek Gwinn, and defensive back Sammy Brown.

"There are areas that we've got a long way to go on," Curry added. "One is depth. Our back-up people have got to continue to improve and this recruiting class coming in really must help us during this season. We must get some of our young mothers to come through for us, and some of the secondary."

"It was a reasonably good recruiting year. There are some people there that physically are capable of helping us fairly quickly. But you don't know how a young man is going to respond to pressure. That doesn't mean that he's a bad guy if it's real hard for him to produce against the kind of competition we're playing. But some of them, I predict, will come through for us early."

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Luck Ends 20-Year, 600-Game Career As Baseball Coach

When Coach Jim Luck took over the struggling Georgia Tech baseball program back in 1962, gasoline was 25 cents a gallon, the prime rate was nothing more than the price of a good cut of beef, cars could still exit from or enter onto Interstate 85 from North Avenue and Roger Maris was beginning his descent into oblivion.

But was 20 years and 600 games ago. The Yellow Jackets had just posted a 1961 record of 6-15. Coach Joe Pittard was retiring after a 16-year stint and the call went out to Luck, a Tech assistant coaching football at the time, but one of the state's most successful high school baseball mentors prior to accepting a coaching spot at Tech.

Today, after 320 victories in those 600 contests, Jim Luck has hung up his cleats, said goodbye to his familiar third base coaching box for the last time, and settled somewhat uncomfortably behind an Athletic Department desk, cluttered with papers and forms denoting Tech's expanding involvement with its campus facilities and non-revenue sports participation.

Time and career responsibilities finally caught up with Luck, who for the past year had shared the titles of Head Baseball Coach and Assistant Athletic Director for Facilities and Non-Revenue Sports. The time had come, so he felt, to give up one for the other.

"I felt I had reached a point in my career where I had to take this opportunity to move into the area of administration," explained the 57-year-old Luck, who for the past 20 years had been his father figure to all the players. We knew that if we ever had a problem, whether it was with our schoolwork or some sort of personal problem, we could go to him for help and he'd do anything he could for us.

"As an opponent on the baseball field, the thing that has impressed me most over the years about Jim Luck has been his business-like approach to the task at hand, no matter what it may be," said his long-time friend. "As an opponent on the baseball field, he has always been undaunted and never willing to concede. His approach to coaching baseball has never been anything but serious."

"I have always thought that Luck would have been a very successful businessman or possibly a high-level administrator, but then his love for loyalty to Georgia Tech would have never permitted him to leave."

In retrospect, Luck felt he had done a good job as possible under the circumstances and remembered with pride the efforts of his teams.

"I, Yes, I thought we did pretty well, considering the circumstances we had to work upon," he said. "We never had a full-time assistant coach and never had the budget some of the other schools had. Why, in 1971 when we went 31-6 and participated in the NCAA district playoffs, we didn't have a single player on full scholarship. But we played hard and our players all received a quality education. That hasn't changed over the 20 years."

And while he has mellowed somewhat in 20 years, Luck hasn't changed all that much either. He's still a man happy in his work and proud to be at Georgia Tech.

"I think any fellow who enters the coaching profession would someday like to coach at his alma mater," he said. "I was fortunate enough to coach here at Tech in two sports and enjoyed success in both. You just have to take a little extra pride when you are doing it for your school. It's something I'll never forget."

"It's always sad to end a part of your career, no matter what you are doing. But at least I know I'll still be coming to work at Georgia Tech every day. Even though I am out of baseball, I'll still be contributing to Tech. We are all very optimistic about the future of our own program here at Georgia Tech. Being out of coaching doesn't bother me and it probably won't—at least not until fall practices start."

While he may be gone from that third base coaching box, Georgia Tech still has Jim Luck. And it's a mutual admiration society.

We recruited the Atlanta area very well. For example, during that time we signed eight players from Murphy High School and five others from Dykes High School. Without a doubt, it was our most successful era.

"Luck's final years as baseball coach were marked by ups and downs, climax ed by his 1981 squad which closed the season with victories in eight of its last nine games, including a 3-2 win over Georgia. In Luck's final appearance, Tech scored a 5-2 win over Georgia State.

In addition to the 320 wins, which marked 36 percent of all the baseball victories for the Yellow Jackets in the school's history and made him the winningest coach of all time at Tech, Luck produced 14 players who signed professional contracts and had three All-Americans, two more than the school had produced in all its years up to 1982.

But statistics are for the record books. During his 20 years, Luck came in contact with and influenced a number of Tech athletes. Senior Tommy Thompson, himself an All-American in 1979, summed up the players feelings.

"Coach Luck has been around baseball so long and knows so much about the game that you feel comfortable playing for him," he said. "You can rely on the decisions he makes to be right because of his great knowledge."

"The field, he was sort of like a father figure to all the players. We knew that if we ever had a problem, whether it was with our schoolwork or some sort of personal problem, we could go to him for help and he'd do anything he could for us."

For Luck, it was an emotional experience. Eric Perry retired the final three Georgia State batters on that final afternoon last May. It was the end of a 20-year collegiate baseball coaching career, but even more it marked the end of a 33-year coaching performance which included seven high school seasons and 26 at Georgia Tech, where Luck was head coach and 20-year collegiate baseball coaching career, but even more it marked the end of a 33-year coaching performance which included seven high school seasons and 26 at Georgia Tech, where Luck was head coach and a head baseball coach in the Atlanta area.

As an assistant football coach, Luck coached 22 years of service under four head coaches (1955-76), during which time the Yellow Jackets posted an overall record of 141-89-8 and appeared in nine bowl games. In baseball, he had a winning percentage of .533, including several victories over long-time coaching foe Bill Wilhelm of Clemson.

"As an opponent on the baseball field, he has always been undaunted and never willing to concede. His approach to coaching baseball has never been anything but serious."

"I have always thought that Luck would have been a very successful businessman or possibly a high-level administrator, but then his love for loyalty to Georgia Tech would have never permitted him to leave."

In retrospect, Luck felt he had done a good job as possible under the circumstances and remembered with pride the efforts of his teams.

"Yes, I thought we did pretty well, considering the circumstances we had to work upon," he said. "We never had a full-time assistant coach and never had the budget some of the other schools had. Why, in 1971 when we went 31-6 and participated in the NCAA district
Jim Luck At Last Game As Baseball Coach

When Coach Jim Luck took over the struggling Georgia Tech baseball program back in 1962, gasoline was 25 cents a gallon, the prime rate was nothing more than the price of a good cut of beef, cars could still exit from or enter onto Interstate 85 from North Avenue and Roger Maris was beginning his descent into oblivion.

But was 20 years and 600 games ago. The Yellow Jackets had just posted a 1961 record of 6-15. Coach Joe Pittard was retiring after a 16-year stint and the state of Georgia and I just didn't have the time. Without that’s face it, coaching is a young man’s game. I was in my 20 years and I felt that was a nice figure to come on.

Of course, when Luck took the head coaching post back in 1962, things were a lot different than now.

“Back when I started coaching baseball at Tech, we were playing only about a 20-game schedule with road games being those we had to play within the Southeastern Conference, including such teams as Tennessee, Kentucky, Vanderbilt and Florida,” he said, “but we played few other teams outside the league. Needless to say, our schedule had expanded somewhat since then.”

Working on a very limited budget, Luck fielded a team that first year which consisted mostly of walk-ons and players from other sports on campus. “We had three boys getting $500 apiece that first season and that was the extent of our scholarships,” he explained.

“The first two years our team was made up almost entirely of walk-ons and football players. Anybody who wanted to play baseball were good at all, we kept them.”

But 1964 brought about the second phase of Luck’s baseball coaching career. The scholarship budget was increased by $1,000 and he was able to sign seven Atlanta area players to $100 scholarships apiece. Just that little bit of aid soon paid off in terms of accomplishments.

“That group was joined by three football players and a basketball player and if they were any good at all, we kept them.”

Luck Bids Players A Final Farewell As Coach

Luck’s final years as baseball coach were marked by ups and downs, climaxing by his 1981 squad which closed the season with victories in eight of its last nine games, including a 3-2 win over Georgia. In Luck’s final appearance, Tech scored a 5-2 win over Georgia State.

In addition to the 320 wins, which marked 36 percent of all the baseball victories for the Yellow Jackets in the school’s history and made him the winningest coach of all time at Tech, Luck produced 14 players who signed professional contracts and had three players named All-America, two more than the school had produced in all its years up to 1982.

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For Luck, it was an emotional experience. “Eric Perry retired the first three Georgia State batters on that final afternoon last May. It was the end of a 20-year collegiate baseball coaching career, but even more it marked the end of a 33-year coaching performance which included seven high school seasons and 26 at Georgia Tech, where Luck had also spent 21 years as a letterman in both football and baseball.

As an assistant football coach, Luck coached 22 years of service under four head coaches (1955-56), during which time the Yellow Jackets posted an overall record of 141-89-8 and appeared in nine bowl games. In baseball, he had a winning percentage of .533, including several victories over long-time colleague Joe Bill Wilhelm of Clemson.

The thing that has impressed me most over the years about Jim Luck has been his business-like approach to the task at hand, no matter what it may be,” Wilhelm said of his long-time friend.

“As an opponent on the baseball field, he has oftentimes been undermanned but never willing to concede. His approach to coaching baseball has never been anything but serious.

“I have always thought that we would have been a very successful business or possibly a high-level administrator, but then his love for and loyalty to Georgia Tech would have never permitted him to leave.”

In retrospect, Luck felt he had done as good a job as possible under the circumstances and remembered with pride the efforts of his teams.

“Yeah, I thought we did pretty well, considering the circumstances we had to work within,” he said. “We never had a full-time assistant coach and never had the budget some of the other schools had. Why, in 1971 when we went 31-6 and participated in the NCAA district playoffs, we didn’t have a single player on full scholarship. But we played hard and our players all received a quality education. That hasn’t changed over the 20 years.”

And while he has mellowed somewhat in 20 years, Luck hasn’t changed all that much either. He’s still a man happy in his work and proud to be at Georgia Tech.

“I think any fellow who enters the coaching profession would someday like to coach at his alma mater,” he said. “I was fortunate enough to coach here at Tech in two sports and enjoyed success in both. You just have to take a little extra pride when you are doing it for your school. It’s something I’ll never forget.”

“It’s always sad to end a part of your career, no matter what you are doing. But at least I know I’ll still be coming to work at Georgia Tech every day. Even though I am out of baseball, I’ll still be contributing to Tech. We are all very optimistic about the future of our own program here at Georgia Tech. Being out of coaching doesn’t bother me and it probably won’t— at least not until fall prac-
tice starts.”

While he may be gone from that third base coaching box, Georgia Tech still has Jim Luck. And it’s a mutual admiration society.
Tech Names Morris New Baseball Coach

“My objective at Georgia Tech,” said new head baseball coach Jim Morris, “is to turn the program into a big winner as fast as possible, which isn’t the easiest thing to do in the ACC.

“But, I feel very confident we can have a better than .500 record next season. I’ve never had a losing season as a coach, and I don’t want to start next season.”

The 31-year-old Morris, former head coach at DeKalb South Junior College, comes to Tech from Florida State coach at DeKalb South Junior College, Georgia Tech Athletics Director Homer Rice. “He is a proven winner and an excellent teacher of the game. He knows what it takes to win and will bring that competitive attitude to Georgia Tech.”

Jim Morris: Winning Credentials

A native of Lexington, N.C., Morris graduated from Elon College of North Carolina in 1972, where he was an assistant coach. Morris played two years professionally within the Benton Red Sox organization, and also coached at Appalachian State University where he received his master’s degree. He is married to the former Denise Miller.

He became head baseball coach at South DeKalb in 1975 and quickly established the school’s baseball program with a 26-14 season. In 1976-77, Morris led DeKalb to a 41-7 mark and to the national junior college finals. During the next two years under Morris, DeKalb South was the number one ranked junior college in the country in baseball. During those four years, 37 players who were under Morris were drafted by professional baseball teams.

During his first year as an assistant at Florida State, the Seminoles posted a 57-21 season record. “I feel like one thing we need to do is recruit up the middle,” Morris said of his recruiting program. “We need a shortstop, a young catcher and pitchers.

“With three or four outstanding players, we can be a contender with the players we have now. I think Gary Newsom (all ACC second baseman) and Rick Lockwood (shortstop) in our infield are as good as anybody I’ve seen in the country at those positions.”

Morris said Tech will increase the number of full scholarships offered to baseball players from eight to 10 this academic year, and will offer 13 full scholarships (the NCAA limit) by the next academic year.

Sheppard Chairs CIUSRA

Dr. Albert P. Sheppard, associate vice president of research at Tech, has been selected chairman of a national association of 32 major universities which conducts space research. Sheppard will head the Council of Institutions for the University Space Research Association which conducts space research programs in conjunction with the National Aeronautics and Space Administration.
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The 31-year-old Morris, former head coach at DeKalb South Junior College, comes to Tech from Florida State where he served as top assistant with the Seminoles.

“In Jim Morris, we feel we have obtained one of the best young baseball coaches in America,” said Tech Athletic Director Homer Rice. “He is a proven winner and an excellent teacher of the game. He knows what it takes to win and will bring that competitive attitude to Georgia Tech.”

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Russ Chandler, President Of Qualicare, Inc.

'The key to our success now. By developing a management team, a track record and credibility with banks, we can acquire and build hospitals. For example, we just opened an $11 million hospital in New Orleans in February, and it's breaking even now, which is very good for a new hospital.' Chandler said. 'We're going public in the next nine to 12 months. It's going to provide an additional equity in our corporation and allow us to continue to grow.'

Chandler believes that exercise is important 'in terms of mental awareness,' and practices rigorous exercises—'risk exercises, where you take yourself to the limit.' Two of these exercises are skiing and kayaking.

'I think I have reached all of the goals I've established for myself,' Chandler said. 'The next major goal which I established was to retire when I was 40. Even though that is an achievable goal, it is not necessarily one that is desirable. I enjoy what I'm doing so much now, I don't know why I would want to do anything else.'
Russ Chandler, President Of Qualicare, Inc. can relate to the as a tough-minded, persistent young as a budget-conscious student, and later didn't own a single textbook. He had
riches tales of the popular 19th Century story in some ways rivals the rags to
dollar hospital management firm in New
Tech.
to help pay the expenses of traveling
sold his books at the end of each quarter
in, for example, he
Georgia Tech in 1967 with a degree in in­
American novelist.
home to Memphis, Tenn. and back to
was probably one of the major influ­
 said smiling, "my budget for food for a
month was less than I would spend now
bottle of wine.
I really believe that Georgia Tech was probably one of the major influ­
in my life in terms of my early de­
, establishing a firm basis for
were important: the analytical basis that
was a Phi Gamma (Delta)."
Another thing I believe was effecting
the fraternity his senior year, and inherited a
budget that was $8,000 in the red.
The prior treasurer was not skilled in
financial matters," he said with some

The 36-year-old Chandler is now pres­
was back on sound financial footing.
After graduating from Tech, Chandler
worked a year in engineering, saving up
money to attend the Wharton School of
Business, University of Pennsylvania, where he received his master's degree.
In 1970, Chandler moved to New
Orleans to take over a family business in
plastics which had been started by his
grandfather.
I determined shortly that I was in a
field that was not for me," he added. In
1971, he sold the plastics business and
began teaching management and mar­
ketng at the University of New
Orleans.
When he was at Wharton, Chandler
had a bankrupt corporation, and had
developed some expertise in that area.
I realized there was a tremendous
potential in the hospital field."
While teaching at UNO, Chandler
began working with John M. and Gerald
L. DeBlois who operated a firm which
developed hospitals for other companies.
In 1972, Qualicare was formed as a hos­
pital management and development
firm, and a year later, Chandler was
made president and chief operating of­

er. John DeBlois serves as chairman of
the board, and Gerald DeBlois serves
as executive vice president.
"During my first few years, we had
rough times and rocky roads, as many

corporations do," Chandler recalled. "In fact, in 1973, we were close to fail­ing. I didn't draw a salary for a year. It
was a tight, tight time.
I think
those were dues that were being paid." When Chandler took over the com­
p any, it had a negative net worth of
almost a half a million dollars, he said.
The firm now has a net worth of $4.5
million, a market value of about $50
million, and will realize a profit next year
of $5 million, he added.
In 1973, we had gotten down to
the three of us and a secretary," Chandler
said, "I was eventually able to build up a
very strong management team. Now I
have one that would stack up against any
in the business."
Qualicare now has 13 hospitals and
more than 2,000 employees. "In the last
three years, we have really experienced
tremendous growth because we've been
able to acquire and develop some very
good hospitals that we own ourselves.
That's the key to our success now. By
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Chandler said the firm is also in the
process of developing weight loss centers
in a joint venture with Nathan Pritikin,
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thing else."
Seven years ago, Mel Bartholomew sold the civil engineering graduate of Georgia Tech, became interested in gardening. Instead of plowing traditional ground, however, he began to analyze conventional gardening methods and problems, and has come up with a concept that has been called a revolutionary approach to home gardening.

He describes his system in his book, Square Foot Gardening. Published in January, the book went into its second printing in March. House and Garden Magazine said in a review of the book, "Here's a no-nonsense, practical approach to maximizing every bit of space and ingenuity goes into raising vegetables—more and better...The expertise of Mel Bartholomew has produced answers that are nothing less than staggering in its simplicity.

Family Food Garden Magazine said of Bartholomew, "His is a restless, problem solving mind—full of ideas for making gardening easier, more efficient and more productive." It may sound ironic for an engineer to suggest to agricultural experts that there is a better way to establish a back yard garden, but Bartholomew says, "There's no mystery or secret to it. It's not a method of growing as much as it is a method of spacing. All it does is eliminate the wasted space of a conventional garden."

Bartholomew said his concept uses about 20 percent of the space required for a conventional garden, and yields the same harvest.

As soon as you reduce the size by 80 percent, you're going to reduce everything except the harvest by 80 percent—the work, the weeding, the fencing, watering, fertilizing and everything else associated with gardening.

By using his technique, Bartholomew said a 15 by 15 garden would yield enough harvest to feed a family of four. He has been featured in a number of television programs where he demonstrated the principles of square foot gardening. The Long Island public television station came out to his Old Field home and filmed a series of programs. An independent station at Long Island did a half-hour show on his garden and concept. And Bartholomew has been visiting Atlanta regularly. Cable News Network did a series of features on his method, and he also appeared on WSB-TV in Atlanta.

For the CNN production, the station made a plot of ground near the station available, and Bartholomew turned it into a garden spot as the television crew filmed the progressive development. One of Bartholomew's goals is to have his own half-hour national television show on gardening.

While Bartholomew may have retired once, he acknowledges that his hobby has brought him out of retirement and into the unlikely role of an engineer teaching gardening. The title of his book, Square Foot Gardening, he laughs, has the ring of his engineering background.

His involvement with gardening and even his retirement from business were unlikely turns of events, he said. "I'm a workaholic-type person, so retirement is not in my vocabulary."

A native of Buffalo, N.Y., he grew up in Southern California. After graduating from Georgia Tech and spending three years in the U.S. Army, he began working for a civil engineering firm. At age 32, he decided to start his own company, Bartholomew and Associates. "It was well, well, well, and was successful financially," Bartholomew recalled. "I had no idea I'd ever retire."

But in six short years, he said, he had achieved all of his business career goals. "Business got to a size and a position where I looked back and I said, 'What's next?' And in as many companies, you have to keep growing to stay in business, so I could only see becoming bigger as the next thing to do, and that didn't seem interesting. So, I decided to sell the company and retire."

Bartholomew and his wife, Virginia, have three children, "a girl in the middle," he explains. "My wife was very supportive of the whole thing." When the youngest of his children left for college, he was suddenly left with a house on the water and sort of took up a new garden for a new lifestyle.

"We moved to Long Island, found a house on the water and sort of took up a new life," Bartholomew said. "Of course, everyone said it wouldn't work because of my workaholic methods and manners."

Two years after he retired, Bartholomew said he became involved with a local gardening club.

"I volunteered to quote, unquote, help out," he observed. "Soon I found myself interested in many things and starting many new things. It just kept growing, getting more time consuming, and more interesting."

"I began to watch people more, and see the things that bothered them—they're the joys of springtime became the disasters of summertime when the weeds and bugs took over. I began to question conventional methods of gardening. I asked why do we plant in rows, with big wide spaces between rows?"

"As an efficiency expert, I had the question, 'Why do we plant a whole packet of seeds and then go back and thin most of them out?'"

"I began to develop not only new methods of gardening, but new equipment that supports for vertical growing tomatoes, weed control devices. Pretty soon people started to say, 'You ought to do something with that.' I was still a volunteer and it was still a hobby, although I found myself almost as busy as when I was in business."

Among his other chores, Bartholomew also began writing a gardening column for the local newspaper.

"After all my experimenting, trials and errors, I came up with the square foot system," Bartholomew said. The 15 by 15 foot garden, featured on the cover of his book, will not only feed a family of four, it requires only one hour a week to weed and water, he said.

After developing his system, Bartholomew said, "I gave it a lot of thought and I decided to retire from retirement, and go back into business. But this time in the horticultural field instead of engineering."

It was three years ago when Bartholomew decided to come out of retirement. "I decided to write professionally instead of as a volunteer, I write for all the national magazines. I put my equipment on the market and some of the items are sold through all the major seed catalogues."

"Last year I decided to write the book. For the first time all of the publishers and picket two that I thought would do the best job. I contacted them and sent a proposal to each. My first choice said okay, and we signed a contract."

Bartholomew said his daughter had a garden wedding in May, 1980, and the next day, he closed the door to his study and started writing.

"I wrote for four months solid, then took two more months to polish and put it in final form. I wrote 10 to 12 hours a day. All the photographs in the book were taken in my garden."

The book was published by Rodale, which also publishes Organic Gardening magazine, and was chosen as the January selection of the Organic Gardening Book club.

Bartholomew said the best way to begin square foot gardening is to forget everything you know about conventional gardening which is designed for larger farms, but unnecessary for a home garden. For a garden for one person, 4 x 4-feet, 16 square feet, is all the space needed.

The plot should have at least six hours of sunlight, and an ideal soil mixture would include a wheelbarrow full of leaf mold or peat moss and one of manure, mixed into the soil. Sprinkle on half of one pound coffee can of 5-10-5 fertilizer and the same of lime if the soil has a low pH.

"The real secret of square root gardening is to plant each seed by itself with enough distance from its neighbors that it has room to grow without being crowded, yet without wasting space for wide open rows," Bartholomew said. "This system eliminates over-crowding and the need for thinning—two big problems in most gardens."
Seven years ago, Mel Bartholomew sold his business and retired at the youthful age of 42. As a result, home gardening may never be the same.

Following his retirement, Bartholomew, a chemical engineering graduate of Georgia Tech, became interested in gardening. Instead of plowing traditional ground, however, he began to analyze conventional gardening methods and problems, and has come up with a concept that has been called a revolutionary approach to home gardening.

He describes his system in his book, *Square Foot Gardening*. Published in January, the book went into its second printing in March.

House and Garden Magazine said in a review of the book, "Here's a no-nonsense way to use every bit of space and ingenuity into raising vegetables—more and better... The expertise of Mel Bartholomew has produced answers that are nothing less than revolutionary." Family Food Garden Magazine said of Bartholomew, "His is a restless, problem solving mind—full of ideas for making gardening easier, more efficient and more productive.

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Bartholomew said his concept uses about 20 percent of the space required for a conventional garden, and yields the same harvest.

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By using his technique, Bartholomew said a 15 by 15 back yard garden is enough harvest to feed a family of four.

He has been featured in a number of television programs where he demonstrated the principles of square foot gardening. The Long Island public television station came out to his Old Field home and filmed a series of programs.

A gardening concept that was about twenty percent of the space required for a conventional garden, and yields the same harvest.

Road Race (from page 6)
which was held in conjunction with Green Week. It was a record participation.

Individual winners include: freshmen men, Jon Lancaster; freshmen women, Sharon Smith; sophomore men, Rick Converse; sophomore women, LeeAnn Woodhall; junior men, Harold Ford; junior women, Elizabeth Chandler; senior men, Steve Oliver, senior women, Lee Davernport; 14 under, David Craig; open, Rob Adam; 30-39, Phil Sparling; 40-49, Ronald Gaff; 50 and over, H.T. Marshall.

Teams, first place: Steve Oliver, Harold Ford and Rick Converse (best-three man combined time); and second place: Jon Lancaster, Arnold Brakel and Jim Allan.

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At age 42 he decided to start his own company, Bartholomew and Associates, "I was convinced it would work and was successful financially," Bartholomew recalled. "I had no idea I'd ever retire."

But in six short years, he said, he had achieved all of his business career goals. "Business got to a size and a position where I looked back and said, 'What's next?' And as in any company, you have to keep growing to stay in business, so I could only see becoming bigger as the next thing to do, and that didn't seem interesting. So, I decided to sell the company and retire."

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Bartholomew said he became involved with a local gardening club. "I 'decided to write professionally instead of as a volunteer, I write for all the national magazines. I put my equipment on the market and some of the items are sold through all the major seed catalogues. Last year I decided to write the book. First I studied all of the publishers and picked two that I thought would do the best job. I contacted them and sent a proposal to each. My first choice said okay, and we signed a contract."

Bartholomew said his daughter had a garden wedding in May, 1980, and the next day, he closed the door to his study and started writing.

"I wrote for four months solid, then took two more months to polish and put it in final form. I wrote 10 to 12 hours a day. All the photographs in the book were taken in my garden.

The book was published by Rodale, which also publishes Organic Gardening magazine, and was chosen as the January selection of the Organic Gardening Bookclub.

Bartholomew said the best way to begin square foot gardening is to forget everything you know about conventional gardening which is designed for larger farms, but unnecessary for a home garden. For a garden for one person, 4 x 4-feet, 16 square feet, is all the space needed.

The plot should have at least six hours of sunlight, and an ideal soil mixture would include a wheelbarrow full of leaf mold or peat moss and one of manure, mixed into the soil. Sprinkle on half of a one pound coffee can of 5-10-5 fertilizer and the same of lime if the soil has a low pH.

The 4 x 4-foot plot should then be divided into 16 one-foot squares. Plan to plant a different vegetable in each square, low ones on the front or south side, and tall ones on the back or north side.

For example, a cabbage or head of lettuce needs 12 inches between plants, so one seed should be planted in the middle of a 12-inch garden square. However, Swiss chard, parsley or leaf lettuce needs only 6 inches between neighbors, so divide the 12-inch garden square into four 6-inch plant squares and plant one seed in the center of each.

"The real secret of square foot gardening is to plant each seed by itself with enough distance from its neighbors that it has room to grow without being crowded, yet without wasting space for wide open rows," Bartholomew said. "This system eliminates over-crowding and the need for thinning—two big problems in most gardens.\"
Stelson said the quality of the research programs at Tech exposes students to "the best and most exciting concepts of technological development. When they graduate, they have a much richer education because their faculty instructors have been involved in research."

"When I came to Georgia Tech 10 years ago, research external funding was $8 or $9 million," said Dr. Stelson. "Today it is about $50 million."

Sixty percent of all research performed at Georgia Tech is handled by the Engineering Experiment Station (EES), a center for research and development that has a research staff of more than 500 full-time professionals at work on approximately 600 projects. The remaining research is handled by the academic units.

"Our basic policy is that we should maintain a balance between educational programs and research activities in a financial sense doesn't subsidize or detract from the funding for educational purposes. We're very careful that we do not take resources we receive for educational purposes and put them in research to degrade education. At the same time, we make sure that the efforts and resources are appropriately matched."

"It's very clear that within the normal accountability of the system, research activities heavily subsidize and improve educational quality. This synergy between research and education is one of the great things we're proud of the educational programs we've created."

"Georgia Tech has twice as many faculty here as we would have if there weren't research projects; furthermore, much better equipment and support personnel and facilities come from research funds."

"I think any kind of analysis shows that research is very beneficial to the educational program, both undergraduates and graduate... We support many hundreds of undergraduate students by research contracts. Some of those students would not be able to come to Georgia Tech except for the research program. For example, of the 2,000 Georgia Tech cooperative students, about 200 of them were funded by Georgia Tech research programs. We are the single largest employer of our own co-op students. Those students are mostly very enthusiastic about their jobs. They find it interesting, exciting and professionally developmental. I think it fits very well."
RESEARCH:

Adding Depth to Education

During the past decade, Georgia Tech has established itself as one of the nation’s leading research institutions, an achievement that Dr. Thomas E. Stelson, vice president for research, said provides students with a “much richer” education.

“I think research permeates the total educational elements of Georgia Tech and contributes greatly to the outstanding reputation that Georgia Tech has in education,” Stelson said.

Dr. Stelson made his comments in an address to alumni attending a Tech program sponsored by the Georgia Tech Alumni Association, and expounded upon his address in an interview later.

“One of the great strengths of Georgia Tech research is heavy involvement of students. And that has two major advantages:

1. The students bring lots of enthusiasm, imagination and vitality to the research projects, and they are a major technical resource we can build on to conduct our research.”

Stelson said the quality of the research programs at Tech exposes students to the “best and most exciting concepts of technological development. When they graduate, they have a much richer education because their faculty instructors have been involved in research.”

“When I came to Georgia Tech 10 years ago, research external funding was $8 or $9 million,” said Dr. Stelson. “Today it is about $50 million.”

He became vice president of research six years ago, when, in terms of dollar volume, Georgia Tech was ranked 16th in the nation in engineering research, the institution’s major area of research. It is now the second-ranking institution in the U.S. in engineering research.

He added, “if we have goals to be a distinguished technological university, then it is, I think, critical for us to continuously reassess our programs in both education and research to make sure that they meet the needs of the state of Georgia and the country, and perhaps to a lesser extent, international objectives.

Sixty percent of all research performed at Georgia Tech is handled by the Engineering Experiment Station (EES), a center for research and development that has a research staff of more than 500 full-time professionals at work on approximately 600 projects. The remaining research is handled by the academic units.

“Our basic policy is that we should ensure that the research activities in a financial sense don’t subsidize or detract from the funding for education. We are careful that we do not take resources we receive for educational functions for Georgia Tech and put them in research—utilities, building maintenance, building depreciation, guards, communications, all overhead expenses.

“Our overall funding of research now is about 50 percent greater than the state appropriations to Georgia Tech,” Stelson said. “It is a critical source of revenue for the institution. Research not only pays only half of the salaries of the general faculty, and that includes all instructional research, research increasingly carries the physical plant at Georgia Tech—utilities, building maintenance, building depreciation, guards, communications, all overhead expenses.

“Other programs include complete GL, AP, PR, etc. Complete turnkey computer packages are available. Professional programs are solicited for review and possible inclusion in the growing list available from Engineers Software. Write for details.

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