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### Sheridan Coliseum: Newsletter, Sheridan update

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# FORT HAYS STATE UNIVERSITY

## SHERIDAN UPDATE



SHERIDAN COLISEUM

### Renovation Moves Toward Reality

"There's not a doubt in my mind that we'll see the Sheridan Performing Arts Center completed," Fort Hays State University President Gerald Tomanek proudly boasts. "We're well past the halfway point now, and just need to keep on climbing."

To date, \$1,353,170 has been raised from 620 loyal supporters of Fort Hays State. An additional \$646,830 must be raised by December 1986 to insure the Kansas Legislature's matching funds of \$4 million needed to complete the planned renovation.

The initial \$1.3 million has been raised through two major channels. Primarily, a one year formal campaign was launched. Drive co-chairmen Norbert Dreiling and Bob Schmidt organized numerous volunteers to raise over one million dollars. With the professional assistance of Bill Doyle of Community Services Bureau, Inc., a very successful and organized campaign brought us more than halfway to the \$2 million goal.

While some substantial contributions were received, it is important to stress that it is the individual donations, regardless of size, that make a campaign such as this successful. Just as Sheridan was built block by block by hundreds of committed individuals, it will be renovated through the combined efforts of many individual contributors.

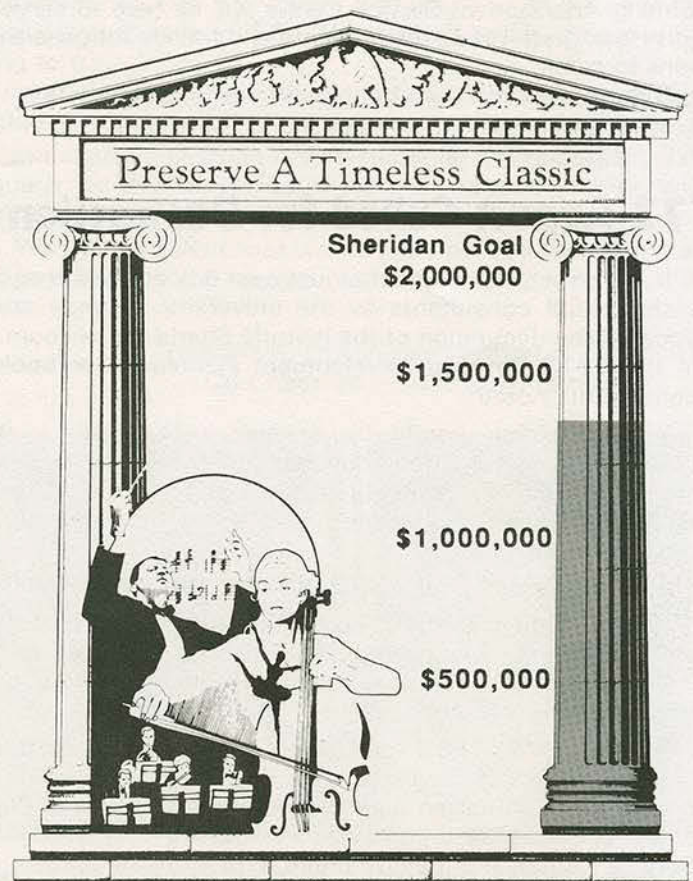
A second drive that will help see the Campaign to its completion is the Seat Sponsorship campaign. By means of a \$500 contribution, a benefactor may sponsor an individual seat in the Performing Arts Center. A metal plate will be affixed to each seat listing the sponsor's name or the name of a loved one or organization that the donor specifies.

At present, 238 seats (about one-fifth) have been sponsored. Typically a sponsor will pay \$100 down, pledging to pay \$200 each of the next two years. However, alternate payment plans can be worked out if requested.

"It's a tremendous way for any alumnus or former student to become involved with Sheridan," remarks Ron Pflughoft, Vice President for University Development and Relations. Pflughoft, President Tomanek, and alumna Nita Landrum have written numerous letters to alums and former students urging support for this Campaign.

"At present, we're only offering this unique opportunity to alumni and former students," Pflughoft adds. "We wanted to give them the first chance at this great opportunity."

Anyone wishing to sponsor a seat, or make any other contribution can contact the Sheridan Campaign office at Box 272, Fort Hays State University, Hays, KS 67601-4099.



(Graphics by University Relations)



## President Tomanek Stresses Desire to 'Keep Climbing'



G.W. Tomanek

It is heartwarming to see our progress on the Sheridan Campaign. One of the added benefits has been our getting in touch with many old friends in our efforts to reach the \$2 million goal. While your financial support is appreciated, I also want to extend my thanks for all the beautiful letters, notes, and cards that I have received. Your moral support for our efforts is deeply appreciated.

While our progress is praiseworthy, let me take a moment to stress that we are not finished. For the legislature's matching funds to be guaranteed, we must reach our \$2 million goal as quickly as possible. We must band together, with even more strength than ever, to get "over the top in '86."

I am requesting that all of us put the campaign at the head of our priority list. Consider any classmates, friends, business colleagues, or relatives who might be willing to join the cause. Contact them. Let them know how you've made a commitment to the preservation of this historic landmark, and ask them to do the same. If each of us can inspire just one other person to support the campaign, our \$2 million dream will become reality.

Again, my thanks go out to all who have been inspirational in this drive. The leadership of Norb Dreiling and Bob Schmidt has united scores of volunteers to bring us two-thirds of the way home. With a rededication to the campaign by us all, I have no doubts that the renovated Sheridan Performing Arts/Student Service Center will be here to serve Fort Hays State University students and friends for generations to come.

This will take place, but only with your help! Let's finish as quickly as possible!

## '73 Report Called for Destruction

It is alarming to realize that just over a dozen years ago architectural consultants to the university strongly advocated the demolition of the historic Sheridan Coliseum. In the **1973 Physical Development Planning Workbook** consultants noted:

"This building would be expensive to remodel; it presently occupies a good building site; for these reasons serious consideration should be given for removal." Their final analysis was "obsolete", and demolition was suggested for 1979.

Fortunately, in 1978 an addendum to this report noted:

"This building is still in use while functional replacement is being constructed. The historic value of this building requires a re-evaluation of the desirability of removing this structure."

And, finally in 1983 the University, together with the Kansas Board of Regents and the State Legislature, unveiled the \$6 million plan to renovate and preserve the entire structure as a combined Performing Arts/Student Service Center. It is being funded with a unique weaving of private and state money with an expected completion date of fall 1990.

## Leaders See Need for Facility

Across campus and throughout the community many people see the renovated Sheridan facility as a much needed home for the performing arts.

**John Huber, Chairman of the Department of Music**, sees the potential of using the Sheridan Performing Arts Center for larger opera and musical productions, the Hays Symphony, and the High Plains Band Camp. "We are hoping that the new facility will enhance performers and performances, to 're-ignite' the fire of enthusiasm for live performances," he says.

**Stephen Shapiro, Director of Theatre**, is "delighted that the new center can be used as a means for maintaining the structure of Sheridan." He adds that the renovation is "an excellent attempt by the administration to focus needed attention on the arts in the community."

**Steve Larson, Director of Technical Theatre**, points out that "the facility will enable us to host some events like the Regional American College Theatre Festival, and Association of Kansas Theatres Conference." Those particular groups have been hosted by other Kansas schools including Washburn and Emporia State, who have adequate space.

**I. B. Dent, Director of Student Activities**, concluded, "We're radically limited in whom we can bring in at the present time. Sheridan will enable us to book larger acts that we know would sell out too quickly in our present 316 seat auditorium."

**Mary Bartholomew, Executive Secretary of the Hays Arts Council**, sums it all up by saying, "It is a necessity in a community this large, for bringing in concerts and other activities." She hopes that top-name theatre and dance companies, and full orchestras will include Hays on their schedules when the facility is completely renovated. Knowing that one-third of the Sheridan Campaign fund remains to be raised she added, "we've just got to hang in there and not give up."



**FALLING IN LINE** - behind Sheridan are students, alumni, faculty, staff and friends of Fort Hays at a Sock Hop held in Sheridan to help raise money for the needed renovation. The Residence Hall Association sponsored the evening. (Photo by FHSU Photo Services.)



## Donors Voice Support, Recall Sheridan Memories

With each day's mail we receive word from many friends and alumni concerning the renovation of the Sheridan Coliseum. Below are just a few excerpts from these notes:

"As a rural farmboy from Montrose, KS, I thought the 'coliseum' was just about the grandest building ever! I was a Busch Gross-boy of the late 30's, playing BB in the huge arena. I am happy to contribute to the preservation/renovation program for that grand old building."

**Wayne W. Loomis '41**

"I am delighted to be among your chosen 1200 alumni to contribute seats for the 'new' Sheridan Coliseum. To reflect back many years, I remember hearing John Phillip Sousa in concert there."

**Virginia (Maranville) Williams '42**

"My mother wrote in her memoirs that she took music lessons upstairs in the coliseum, and during the flu epidemic of 1918 the coliseum halls were full of soldier boys (ROTC) lying around on cots. My father said that he worked for 7 1/2 cents an hour hauling bricks for the new coliseum when he was a young man."

**Mrs. William E. (Nulton) Dodrill FS**

"Frankly, Sheridan Coliseum was not my favorite building at Fort Hays, mainly because of the interminable hours I had to sit in it in the fall of 1946 when enrolling as a freshman, and the administration was not really ready to handle the huge (for then) freshmen class. It is, however, a classic example of native stone construction and I hope you succeed in preserving it."

**Robert P. Gibbens '50**

"So glad they saved that lovely old building. I saw it built."

**Pearl Clark '14**

"My only son and heir insisted that my wife and I support the campaign. His reasoning was: meeting at Ft. Hays and later being married while students, we should leave our legacy by having seats side-by-side in memory of our happy days there. Once a TIGER, always a TIGER!"

**Hobart Jackson '31**

"The transforming of old Sheridan Coliseum into a performing arts center (which it essentially was in the past) is in keeping with the tradition of this building. This is indeed a positive move, one that, I am sure, has the support of all who have been close to the University throughout the years."

**Lawrence Rarick '33**

"You have envisioned a great dream for the University and Western Kansas. Much Success!"

**Vernon Stutzman '41**

"I have been thinking about this coliseum project ever since it was announced because it is about the most exciting thing that has happened since I left. I was afraid it was going to be torn down, and that would break my heart."

**Mildred (Albertson) Newport '44**



Norbert R. Dreiling



Robert E. Schmidt

## Chairmen Eye Campaign Goal

While hundreds of friends of Sheridan will be reading this update, we'd like to direct our remarks to the many committee members playing a crucial role in this campaign.

Your hard work and long hours have been significant to the progress of this campaign. Eighteen months ago the Sheridan renovation project was a mere dream. Today, over \$1.3 million later, that dream is two thirds of its way on the road to becoming a reality. Without you, we would never have made it this far.

However, we're not "home" yet. The last \$646,830 that must be raised represents our final and ultimate challenge. We all must renew our commitment to the effort. In the next few months we will be reharnessing the campaign leadership and determining what can be done to finish the task at hand. Perhaps a call that was never made or followed up is the key; or maybe a benefactor who might consider a second gift needs to be called. Perhaps there is even one more idea, like the successful Seat Sponsorship Campaign, that is just what we need to get "over the top in '86." Whatever it takes, we are willing to try.

We remain committed to the idea that historical old Sheridan must be preserved, while providing a fine cultural arts and student service center in the bargain. To guarantee the Kansas Legislature's matching money, we must complete this drive.

We are confident that we can rely on you for the extra effort that this will require. You are integral to Sheridan's future.

Norbert R. Dreiling and Robert E. Schmidt  
Co-Chairmen — Sheridan Campaign



"LET'S GET DOWN TO BUSINESS" - John Huber '62 says to Loren C. Jantzen '58 at the Sheridan Campaign Kickoff Dinner. (Photo by FHSU Photo Services.)



## Campaign Gifts Vary Greatly

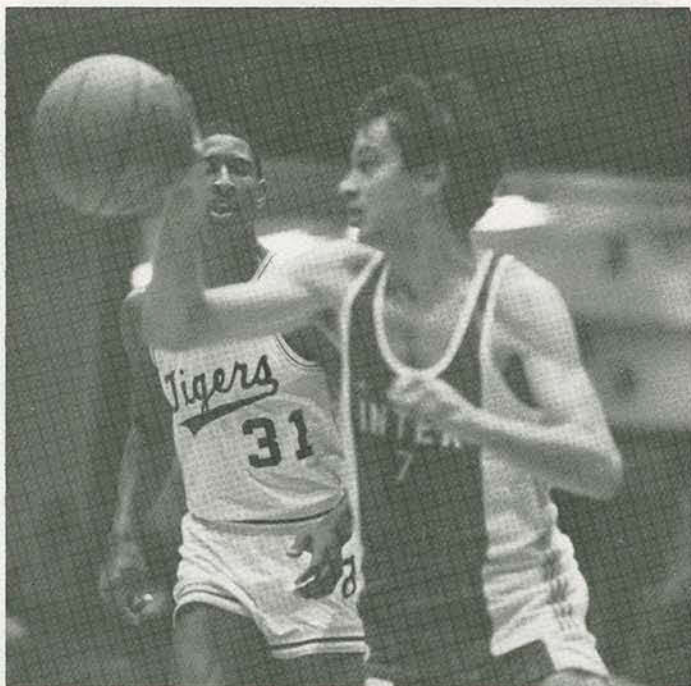
Contributions to the Sheridan Coliseum Campaign have come in a variety of forms. While most gifts are either cash or checks, some of the unique gifts have included:

- real estate property
- 100 shares of Ashland Oil Co. stock
- 50 shares of Pepsico stock
- endorsed stock dividend or social security checks
- provisions for Sheridan in donors' wills

Many donors have utilized the matching gift program to further the Sheridan goal. In this program some employers will double, triple, or at times even quadruple an employee's gift with a matching sum. A partial list of firms who have contributed to the Sheridan Campaign through matching gifts include:

- Aid Association for Lutherans
- BMA Properties, Inc.
- Equitable Life Insurance
- Massachusetts Mutual Life Insurance
- McGraw-Hill, Inc.
- Phillips Petroleum Company

To learn more about matching gifts, or other unique giving plans, contact the Sheridan Campaign office. Many tax advantages come with certain gifts, and you may wish to consult with your accountant or attorney to insure proper tax status. All gifts to the Sheridan Coliseum Campaign are tax deductible.



**GUARDING THE FORTRESS** - Cedric Williams (#31) guards a member of the Yugoslavian International Basketball team during a benefit game for the Sheridan Campaign. Over \$4,000 was "netted" for the cause. (Photo by FHSU Photo Services.)

## Donors Seek Important Answers

Many benefactors of the Sheridan Coliseum Campaign have asked important questions about the campaign, the facility, and the University as a whole. In this column we will seek to answer the most often raised questions.

**Q: When will the facility be finished?**

**A:** The renovation schedule calls for the building to be vacated starting in late summer 1986. (Some offices have already been relocated.) Interior renovation will begin in 1987 and the facility should be fully operational by 1990.

**Q: Will the building be centrally heated and air conditioned?**

**A:** Yes. Not only will this allow for the most economical energy usage, but it will also eliminate the need for individual room air conditioners, thereby restoring the appearance of the exterior.

**Q: Has the facility been renamed for a major donor?**

**A:** Not at this time. The Campaign Committee has determined that a \$1 million contribution would enable a donor to rename the structure, \$750,000 to name the Performing Arts Center, and \$500,000 to name the main lobby.

**Q: What will happen to Picken Hall when all the administrative offices are moved into Sheridan?**

**A:** Long range plans for the University have scheduled the School of Business to be moved to Picken Hall, thereby allowing the world famous Sternberg Museum to occupy more of McCartney Hall (the old library).

If you have a question you'd like to see addressed, write: SHERIDAN CAMPAIGN, Box 272, Fort Hays State University, Hays, KS 67601-4099.

# —Preserving the Past, Providing for the Future.