

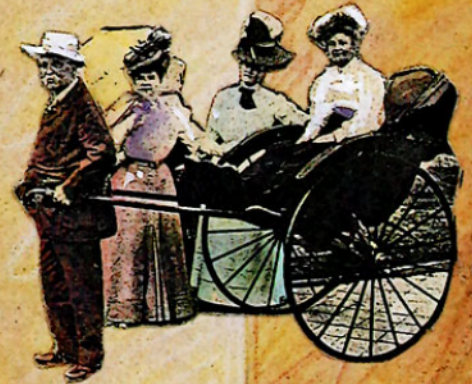
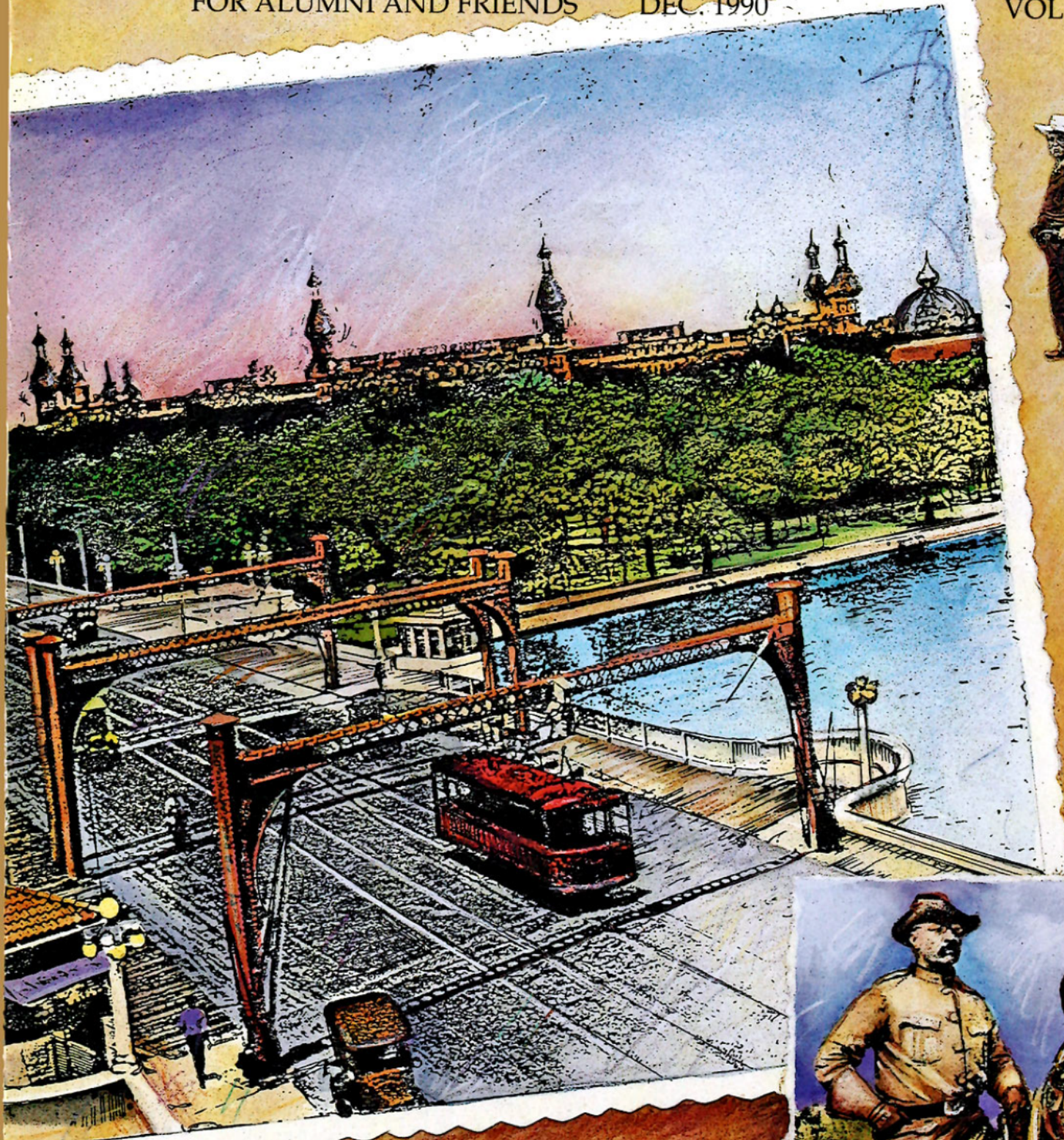
THE UNIVERSITY OF TAMPA

# Journal

FOR ALUMNI AND FRIENDS

DEC. 1990

VOL. VI, NO. 3



TAMPA BAY  
HOTEL  
H.B. PLANT  
HALL  
1891-1991

100









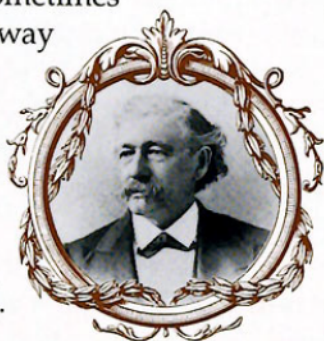
# T A B L E O F C O N T E N T S

## 2 An Island of Shacks in an Ocean of Sand

That's how Tampa was described when the grand Tampa Bay Hotel began emerging from the palmettos and scrub of a backwater town called Tampa.

## 5 Hard to Believe

The world's rich and famous beat a path to the Tampa Bay Hotel, sometimes on their way to other places, but they often spent time in the hotel.



**8 Henry B.** didn't believe in promising more than he could deliver. But when he promised something, you could count on it. Here was a man who might have given some of our modern financial giants a run for their money.

## 10 America's Love Affair with the automobile

and Tampa's love affair with the hotel began about the same time. During the April centennial party a bevy of old roadsters will gather for a tour of Plant properties.

## 11 Four Months of Festivities

January through April was the traditional tourist season before the advent of air conditioning. So a number of centennial events are spread from January through April; everything from a fancy dress ball to a people party in the park.

## 14 Closing a Chapter

Bruce A. Samson will have been The University of Tampa president for five years in July. He plans to step down then so the University can find a president to take it through the 1990s.



## 15 New Face

Phil Hills is the new alumni development chief, but the UT graduate is familiar with the ins and outs of UT. He has big plans for the 1990s.

## 16 Man of His Word

National Alumni President, Mike Lauder, has made some big plans. He's also delivered on some promises.

## ABOUT THE COVER

Artist/illustrator Neverne Covington of W/C Studio Inc. created the wrap-around cover using elements of Plant Hall's colorful history. It's an appropriate cover for an issue dedicated to the centennial of Tampa's landmark.

## 17 What's Happening

with your classmates? Find out with three pages of Class Notes.

## 20 Confusing?

No, just difficult to understand. The new tax law will take some study to fathom.

## 21 Check your Calendar

Something for everyone on UT's events calendar.



The University Of

T A M P A

## Journal

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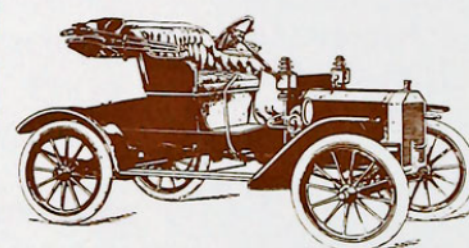
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# The Hundred Years of Plant Hall

First it was a posh and glamorous hotel. Then it was an army headquarters. Next it was a kind of community clubhouse. Then it was an enormous, empty white elephant. And finally, it became a distinguished university and museum.

But since 1891, this Moorish/Turkish/Victorian wonder now called Henry Bradley Plant Hall has been the commanding architectural symbol of the City of Tampa.

## *A Posh, Glamorous Hotel Is Born*

Henry B. Plant first built his palatial hotel to be one of the trendy, place-to-be-seen resorts of its day. But he must have had a vision far beyond mere fashion whims. By creating a structure with such presence and mystique, it was as if he were proudly announcing to the world that Tampa was destined to become a city and port of considerable international consequence.

On July 26, 1888, the cornerstone was laid for the two-million-dollar Tampa Bay Hotel. According to Donna Hole, architectural historian and Historic Preservationist for the Historic Tampa/Hillsborough County Preservation Board, the hotel is Tampa's quintessential Victorian building. It represents an era when railroad giants like Henry Flagler and Henry Plant opened the last of the American frontiers in the South, and built resort hotels in romantic settings.

Reports Donna Hole, "Such hotels were intended as destinations in themselves for the



This early photo was probably taken in the mid-1890s and is an example of some of the exquisite bronze figures, tapestries, rich furniture and porcelain vases which adorned this hallway and the rest of the common areas of the posh hotel. This area is now called the Hazel Ward Lounge.

wealthy and leisure classes of the nineteenth century. This upper level of society moved from Newport or the Adirondacks in the summer to the Florida coasts in the winter. And, they expected and received the most up-to-date amenities and appropriate settings for their regular social activities such as broad

verandas for promenading, ballrooms for dancing, music rooms for concerts, and large dining rooms for leisurely and elaborate meals." At the Tampa Bay Hotel they found all this and more. And they received such uncommon conve-

*... guests were surrounded by an eclectic collection of costly European and Oriental furniture, porcelain, mirrors and sculptures gathered by Mrs. Plant in her extensive travels around the world. Her purchases exceeded \$1 million and filled 80 boxcars.*

niences as electricity and telephones in every room. In addition, guests were surrounded by an eclectic collection of costly European and Oriental furniture, porcelain, mirrors and sculptures gathered by Mrs. Plant in her extensive travels around the world. Her purchases exceeded \$1 million and filled 80 boxcars.

This colossal hotel housed a grand salon, two ballrooms, two writing and reading rooms, solarium, billiard room, hair salon, gentlemen's bar, grand dining rooms, various sitting rooms and a casino with a heated indoor swimming pool. The grounds were opulent as well, with a golf course, boat house, race track, stables, kennels, tennis courts, exposition hall and rail sidings able to accommodate six private railroad cars at a time. So large was the resort that rickshaws were used to carry guests through the tropical gardens and around the mile-long perimeter of the hotel.

## *The Trendy Moorish Revival*

With this hotel Henry Plant, a smart marketer, was giving Americans what they were looking for. Moorish Revival was the architectural rage of the day. Every Victorian home of any consequence included either a Turkish corner, a Moorish library or salon, or an Indo-Moorish gazebo in the garden. So, according to *A History of the Tampa Bay Hotel* published by the University of Tampa Foundation, Henry modeled his hotel after the Alhambra Palace in Granada, Spain. He lavished his palace inside and out with the exotic and the unusual. Then, as a final touch, he topped the 13 shiny minarets, cupolas and domes with 13 gilt crescent moons raised high to the heavens, symbolic of a complete Moorish lunar year.

The Tampa Bay Hotel celebrated its Opening Ball on Feb. 2, 1891. Every one



of the 511 rooms was filled with guests from as far away as Boston, New York and Philadelphia. A New York orchestra played waltzes, two-steps and even a cakewalk or two until dawn. Champagne flowed in the dining rooms and more authoritative drinks were served in the downstairs rathskeller, a male sanctuary. By the break of day, guests were found fast asleep in every corner of every room, draped over every available sofa, chaise and chair.

On Dec. 4, 1896 there was another big opening. The casino by the river, complete with a stage and a heated indoor swimming pool, had been built to attract New York opera companies and renowned international performers on their way to engagements in Havana. The recreational annex would later fall victim to fire and burn to the ground, in 1941.

### *Army Headquarters Never Looked So Good*

But two years after the opening came the days of glory. *A History of the Tampa Bay Hotel* reports that on April 19, 1898 the hotel was selected as a military mobilization base and command headquarters for troops bound for Cuba in the Spanish American War. It housed such visitors as Lieutenant Colonel and Mrs. Theodore Roosevelt, officers of his Rough Riders, Clara Barton, Stephen Crane and Richard Harding Davis. For a month the hotel basked in international attentions. And by the time it was all over, little Tampa found itself on the map forever.

That winter was the opening of the Exhibition Hall and Race Track, which Henry Plant built in an effort to lure more guests to his hotel. It was such a success that, by 1904 the South Florida Fair was established here, which eventually became the Florida State Fair.

### *The Community Clubhouse*

In the gay nineties, according to historian Donna Hole, the hotel was a lively place with balls, tea parties, and organized hunts during the winter social season. But following Henry Plant's death on June 23, 1899, it operated sporadically under a series of different managers. Then the City of Tampa purchased it on June 22, 1905 for \$125,000

and attempted to operate the hotel. It was refurbished during the Florida boom of the mid-1920s, but in 1929 the depression took the last of its original glamour and grandeur.

### *A College Emerges From The Hotel's Dust*

When the fledgling new Tampa junior college outgrew its facilities at Plant High

School, it looked to the languishing hotel for offices and classrooms. So in the fall of 1933, the City entered into a long term lease (\$1 a year) with the school for the use of the buildings and grounds which included Plant Park.

Fall of '33 also marks the establishment of the Henry B. Plant Museum in

*Continued on Page 4 . . .*

## Early Descriptions of "Plant's Palace"

*The Tampa Bay Hotel:* It was a charismatic place that inspired gushes of poetic sentiment like this, found in an early 1890s issue of the *New York Journal of Commerce*, written by a visitor who fancied the hotel had emerged from the pages of the *Arabian Nights*.

"The scene changed suddenly. The train emerged into a blaze of electric light. By this blaze of light you could see, high in the air and stretching a thousand feet to right and left, bright domes and minarets, appearing and disappearing with all the swiftness of magic. It was bewildering. A few steps lead into the blinding light of the grand hall of the new hotel, a wilderness of all that is gorgeous in works of modern art. Rich furniture in gold and ebony, velvets, tapestries, grand vases of porcelain, massive figures in pottery, bronzes in groups small and of life size, oil-paintings, works of masters, etchings, engravings, carvings, in short, countless examples of the most costly and superb art productions of the age, under a flood of light from a hundred electric bands; all this bursting on the gaze of the traveller at the end of his journey, it forms what may well be considered a modern artificial approximation to one of the transformations in dreams of the Saracens. Good taste has been exercised in the selection of these objects, and they are brought together in lavish profusion. The building is vast in extent. The grounds around it have been rescued from savage nature and reduced to order and beauty...To one who knew this spot as I knew it years ago, the gorgeous hotel and its surroundings may well seem the creation of a dream."

Later, in 1898, with perhaps a clearer head, journalist Richard Harding Davis wrote in *Scribner's* magazine: "The hotel stands on ground reclaimed from the heavy sand of the city. It is the real oasis in the real desert—a giant affair of ornamental brick and silver minarets in a city chiefly composed of derelict wooden houses drifting in an ocean of sand; a dreary city, where the sand has swept the paint from the houses, and where sand swamps the sidewalks and creeps into the doors and windows. It is a city where one walks ankle-deep in sand, and where the names of avenues are given to barren spaces of scrubby undergrowth and palmettoes and pines hung with funereal moss...In the midst of this desolation is the hotel. It is larger than the palaces which Ismail Pasha built overnight at Cairo and outwardly not unlike them in appearance, and so enormous that the walk from the rotunda to the dining-room helps one to an appetite...It has the curved tops of a mosque over the doors and windows; great crescents are cut in the woodwork and stamped in the plaster, and are flung out against the sky, and minarets that glow at night like a dozen light-houses are distributed along the great lines of its roof. Arches of colored electric lights spread out over the door-way, and Turkish rugs and palms in pots fill miles of hallway."

UT



## Hundred Years

*Continued from Page 3*

the south wing of the first floor, which showcases furniture, porcelain, mirrors and sculptures that once adorned the Tampa Bay Hotel.

The old hotel-turned-university was finally officially renamed Henry Bradley Plant Hall on Jan. 30, 1966.

In 1977, the former Tampa Bay Hotel was designated a National Historic Landmark by the National Park Service, a Federal honor reserved for buildings and places having special significance in the nation's history and architecture.

Today, Plant Hall serves as the University's flagship building. Instead of bedrooms and suites, there are now faculty offices, a post office, campus switchboard and the Henry B. Plant Museum. The old hotel's grand ballroom, grand salon and magnificent domed dining room have been restored and are used for recitals, plays, lectures, receptions, banquets, dances and concerts.

Over the years the University has grown beyond Plant Hall. Theaters, auditoriums, residence halls, a computer

center, student union, art facilities, a new sports complex and additional classrooms have spread along the Hillsborough River.

The University of Tampa, a private, liberal arts institution, offers a College of Business and a College of Liberal Arts and Sciences, and undergraduate degrees in more than 35 academic fields covering business education, the arts, sciences and humanities. An

MBA program is available to students and working professionals, and a Continuing Education program offers convenient evening courses. Sixty-five percent of the 2,500 full-time undergraduates live on campus. And a low student/faculty ratio allows for more personalized teaching.

For the Henry B. Plant Museum, 1991 marks a turning point, a flowering like never before, with authentic 1891 restoration in progress down to the last details

of wallpaper, carpeting and spittoons. Now, during the Centennial year, the museum is on the edge of a new era, a time of strong support and growing interest from the community.

In its 100 years Plant Hall has come a long way. According to Emeritus Professor of History James W. Covington in his 1991 book *Plant's Palace: Henry Plant and The Tampa Bay Hotel*, "Although the

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*"Although the Tampa Bay Hotel was not a profit maker for either Henry Plant or the City of Tampa, it served as a foundation for the growth of the city."*

*— Dr. James W. Covington*

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Tampa Bay Hotel was not a profit maker for either Henry Plant or the City of Tampa, it served as a foundation for the growth of the city. The people of Tampa used it as a center for club meetings, weddings and all kinds of celebrations including the first Gasparilla Carnival Ball [in 1904]. When spring training baseball teams came to the Tampa Bay area [in 1913], the hotel became base hotel for the Chicago Cubs. The exhibition hall and race track became home for the South Florida Fair, which grew into the Florida State Fair. The casino attracted top-notch artists who stopped in Tampa en route to performances in Cuba. The first full-length movie to be shown in Tampa was presented to the public in the casino ['Birth of a Nation' in 1914]."

Covington continues, "Plant Park, with its rich and varied collection of trees and flowers, became the first in the City's municipal park system. A small zoo was established and Sunday afternoon band concerts were presented...Considering its role in the development of Tampa and as center for Tampa's cultural activities, the Tampa Bay Hotel was, and continues to be, an outstanding success."

Symbolically and geographically, The University of Tampa lies at the heart of the City of Tampa. Its silver minarets have silently presided over the phenomenal growth of a quiet, sandy little port town with one wooden bridge into the burgeoning metropolis we know today.

**UT**



Plant Hall appears unchanged in this vintage photo. It was probably taken in the late fifties or early sixties. Note the dress of students and styling of the automobiles.



# Who's Who of the Plant Palace Guest Register



Babe Ruth

*In the past 100 years many a famous face has passed under the Moorish arches and minarets of the mammoth structure now called H.B. Plant Hall, or "Plant's Palace." Faces as dashing as young Teddy Roosevelt. As dramatic as Sarah Bernhardt. As beautiful as Anna Pavlova. And as heroic as Babe Ruth.*



Tyrone Power

It all started on opening night, Feb. 2, 1891, when 2,000 of the famous, the wealthy and the distinguished came from as far away as Boston, New York and Philadelphia by railroad cars to the majestic doors of the new Tampa Bay Hotel. According to *A History of the Tampa Bay Hotel* published by The University of Tampa Foundation, a New York opera company performed *Faust* all evening. Another New York orchestra accompanied the dancers until dawn. And the champagne flowed in every room. It all ended when daybreak found the happy revelers asleep, clustered together in every corner of every room, occupying every available chaise, sofa and chair.

Among the celebrants was a young boy named Dwight Davis (1879-1945), one of the contestants in the grand opening tennis tournament. He would later grow up to be considered the father of American lawn tennis, with an international tournament named after him, the Davis Cup.

## *Tampa Bay Casino Lures The Stars*

Three years later Plant built the Tampa Bay Casino just across from the hotel near the banks of the river. The casino was a huge ballroom affair that was used frequently until 1941, when it burned to the ground. Here, much to his guests' delight, was a mammoth indoor swimming pool which was made accessible by pulling the floor of the casino back.

Since Henry was interested in good music and excellent plays, the Casino

became a logical stopping place for artists en route from New York to perform in Cuba. Hotel guests could see big opera companies from New York City and an alluring array of great artists. It was said that among them were John Drew (1853-1927), American actor and part of the Barrymore family; Ignace Paderewski (1860-1941), Polish pianist and statesman; Anna Pavlova (1885-1931), Russian ballerina; and "the divine Sarah" Bernhardt (1844-1923), the French actress who came to Tampa on one of her numerous farewell tours but, in character, dramatically refused to stay at the

hotel because she claimed it was too drafty. So she retired to her private railway car.

As tales of the beauty of the Tampa Bay Hotel spread, many outstanding visitors flocked in, and a growing number of national meetings were scheduled. In 1895 Mrs. Ulysses S. Grant, wife of the Civil War General and 18th President of the United States, drew a crowd of 1,000 when she was

*... "the divine Sarah" Bernhardt (1844-1923), the French actress who came to Tampa on one of her numerous farewell tours but, in character, dramatically refused to stay at the hotel because she claimed it was too drafty. So she retired to her private railway car.*

honored there at a reception. And numerous conventions gathered, like the National Fish Congress in 1898.

## *The Glamorous Spanish- American War Headquarters*

What finally elevated the Tampa Bay Hotel to the Who's Who of Hotels was the gentlemanly "rocking chair period" of the Spanish American War in the long hot summer of 1898. Suddenly it was one of the most famous hotels in the world.

The hotel saw its most glorious days during this pre-embarkation period, serving as staff headquarters and as a temporary home for various dignitaries, including Lieutenant Colonel Theodore Roosevelt (1858-1919), to become the 26th U.S. President from 1901 to 1909 and

Theodore Roosevelt



*Continued on Page 6 . . .*



## Who's Who

Continued from Page 5

Nobel prize winner in 1906; General Nelson A. Miles (1839-1925); Union General William R. Shafter (1835-1906); famed journalist Richard Harding Davis (1864-1916); and various newspaper correspondents and military attaches from all parts of the world.

Richard Harding Davis eloquently describes what he dubbed "The Rocking-Chair Period of the War" in an 1898 issue of *Scribner's* magazine: "The army lay waiting at Tampa and marked time. It could not risk going down to the sea in ships as long as there was the grim chance that the Spanish fleet would suddenly appear above the horizon line and send the transports to the bottom of the Florida straits. The army longed to be 'up and at them' ...so it continued through the month of May to chafe and fret and perspire at Tampa. ...And so for a month the life of the army was the life of a hotel...Someone said it was like a Turkish harem with the occupants left out. For at first there were no women at the hotel. It was an Eveless Eden, and during the early part of May the myriads of rocking chairs on the long porches were filled with men.

"It was an army of occupation, but it occupied the piazza of a big hotel...They talked and argued and rocked and drank gallons of iced tea, and the hot days wore into weeks. Life then centered around the bulletin-board; men stood eight deep, peering over each other's shoulders as each new telegram followed fast and was pasted up below the last...We were condemned to the life of a seaside summer resort and to the excitement of the piazzas. The men who gathered on those piazzas were drawn from every part of the country and from every part of the world, and we listened to many strange stories of strange lands from the men best fitted to tell them...There were mili-



Actor Tyrone Power (center) is greeted at Tampa's airport by then UT President, Elwood C. Nance, and Miss Tampa of 1948, Jean Burnett. Power was awarded a Doctor of Humanities Honorary Degree.

tary attaches in strange, grand uniforms from Africa, Siam, Matanzas and beyond."

### *Teddy's Rough Riders, Aptly Named*

According to Emeritus Professor of History James W. Covington in a newspaper article entitled "Rough Riders in Tampa," also on hand was the First United States Volunteer Cavalry, which

*Also among the throng were two other notables: one of the most famous women of American history, Clara Barton (1812-1912), founder of the Red Cross and remembered as "Angel of the Battlefield" in the Civil War, and Stephen Crane, author of "Red Badge of Courage" who was to die at 28 before his considerable talent was fully appreciated.*

became known consecutively as the Rocky Mountain Rustlers, Teddy's Terrors and finally as "The Rough Riders." Truly, it was a rough bunch of individualists pretending to coordinate as a regiment.

The drills and maneuvers put on by foot soldiers were drab compared to the show of the colorful Rough Riders and their horses. Soon the camp attracted throngs of black and white youngsters, some outfitted with makeshift cardboard spurs in imitation of the cavalymen. It was the glamour of the Rough Riders with their cowboys, gunfighters, Indians, Texas Rangers and Eastern blue bloods that lured the crowds. Add to that Roosevelt's mountain lion, dog and two horses—"Rain in the Face" and "Texas," and there's the makings of a circus.

Here at the time was Frederic Remington (1861-1909), popular American Western painter, sculptor and author, known especially for his depiction of cowboys and Indians.

Also among the throng were two other notables: one of the most famous women of American history, Clara Barton (1812-1912), founder of the Red Cross and remembered as "Angel of the Battlefield" in the Civil War, and Stephen Crane, author of "Red Badge of Courage" who was to die at 28 before his considerable talent was fully appreciated. Crane supposedly drafted his story,



"The Price of the Harness," while staying at the Tampa Bay Hotel.

Finally on June 14, 1898 the fleet steamed for Cuba—and a place in the history books. Now, most of the country and the world knew where Tampa was located.

### *Politicians, Boxers and Dancers*

During the period from 1906 to 1920 the Tampa Bay Hotel became the center of Tampa's social life and attracted a fair share of tourists in the December to April season. The hotel's offerings included golf tournaments, fishing excursions, transportation by boat to picnics at Sulphur Springs and Ballast Point and hunts featuring duck, alligator and quail.

The list of prominent guests included such personalities as boxer John Sullivan (1858-1918), dancers from Cuban, Italian, Spanish and American naval vessels, German Italian and Spanish ambassadors, European nobility and various state officials and industrial leaders.

In February 1900, political leader William Jennings Bryan, who later became Secretary of State under Woodrow Wilson, arrived here accompanied by his



**Marjorie Kinnan Rawlings (1896-1953), author of *The Yearling*, and other books, was a visitor to the University when she was awarded an Honorary Doctor of Literature, in 1942. It is thought that this photograph was taken at Cross Creek, FL where she lived and wrote her books.**

cousin, W. S. Jennings, of Brooksville, who later became Governor of Florida. After visiting all over Tampa the next day, he spoke to the Tampa Women's Club that evening in the ballroom.

### *Babe Ruth's Famous Homer*

According Dr. James W. Covington in another article entitled "The Chicago Cubs Come To Tampa," in 1913, in an effort to attract more tourists to their city, the leading citizens of Tampa invited the Chicago Cubs, a major league baseball team, for spring training at Plant Field. Their first game in February drew a crowd of 6,000 people, setting a record for athletic contests in Tampa. In March, 1913, a five-year contract was signed. And for the next 50 years Plant Field remained the spring training grounds for several other teams as well, including the Cincinnati Reds.

One of sports' greatest moments happened right here at Plant Field in 1919: On April 4th, Babe Ruth hit his longest homer. He was playing for the Boston Red Sox against the New York Giants, and smacked a 587-foot home run that set a world record in a pre-season game. 4,300 screaming fans saw the feat. Ruth, who played from 1915 to 1935, and hit 60 homers one year, is regarded as the greatest slugger in history.

And, as the story goes, George Herman "Babe" Ruth (1895-1948) signed his first baseball contract in the hotel lobby when he appeared as a prospective pitcher for the Boston Red Sox.

### *Honorary Degrees Bring the Famous and Accomplished*

After the Tampa Bay Hotel transformed into a university, many other notable individuals walked its long halls and admired its wonders, not as hotel guests, but as recipients of honorary degrees.

In 1941 an honorary degree was given to Rear Admiral Richard E. Byrd (1888-1957), American naval officer and polar explorer. In 1942 the two recipients were Marjorie Kinnan Rawlings (1896-1953), American author of *The Yearling* and other books; and Captain Edward Vernon "Eddie" Rickenbacker (1890-1973), aviator and World War I ace. In 1948 a degree was bestowed upon

American actor Tyrone Power (1914-1958). In 1949 honorary degrees were given to Lowell Thomas (1892-1981), American commentator and author; Dr. Linus Pauling, American chemist and Nobel prize winner later in 1954 and 1962; and Dr. Dale Carnegie (1888-1955), American author and educator.

### *Memories Of Citrus Under The Minarets*

In addition, two notable women have memories of visiting the hotel in their childhood. Marjory Stoneman Douglas,



**Famous radio commentator, Lowell Thomas, (center) was a guest of the University in 1949 and received an Honorary Doctor of Humanities Degree. He is greeted by UT President Elwood C. Nance (left) and another unidentified gentleman.**

born in 1890, known as the first lady of conservation and ecopolitics and author of *The Everglades: River of Grass*, visited when she was four years old. Her first memory of Florida was of being held up to pick an orange off a tree outside the Tampa Bay Hotel. Actress Gloria Swanson (1899-1983) remembered her visit at age six, and, because of the lovely fragrance in the air, claimed that forever after, when she smelled a tangerine, a flood of lovely memories returned of her visit at the Moorish palace.

Indeed, many a famous face has passed under the Moorish arches and minarets of Plant's Palace. And, perhaps there are just as many coming through in the next 100 years.

**UT**



# HENRY BRADLEY PLANT, RAILROAD EMPIRE BUILDER

In the 1898 issue of *Success*, a national turn-of-the-century magazine devoted to praising the wealthy, Henry B. Plant, the accomplished and the rags-to-riches hero, was compared to the Russian emperor who lifted his pencil and drew a straight line on the map between Moscow and St. Petersburg, saying to his engineers, "There is the line for your railway."

Perhaps, the story suggests, the emperor performed no greater feat than Henry on Florida's west coast when, in 1883 he pointed to the isolated, hot sandy little village of Tampa, containing no more than 700 people, and said something like "There. We will have a city there. And across the river we will build one of the greatest hotels of the world. Ten miles down the coast, where there is nothing but sandy beach, we will have a deep-water port, and establish communication with the West Indies and Central America." And that's exactly what he proceeded to accomplish in the next 15 years.

In all, Henry Plant accomplished quite a lot in one lifetime. When he was nine years old, there were only three miles of railroad track in the nation. Before he died, he controlled 2,139 miles.

According to *Success*, "A mere list of the thirteen railway lines, extending several thousand miles, of the nine steamboat and steamship lines, from Cape Breton to Jamaica, and of the Six large hotels, owned and operated by the company, under the general title of the 'Plant System,' reads like a traveler's guide."

Once, when asked about the secret of his success, Henry Plant replied: "I have always been used to work, and I couldn't be happy without it. That's the way I amuse myself now. I regard that as one of the essential principles of my success: my personal supervision of every detail of my business. I believe in never leaving to others what I can do myself."



Henry B. Plant

## *The Beginning Of The Plant Dynasty*

In the 1890s probably no name was better known in the South, with the exception, of course, of Confederate generals, than that of Henry B. Plant, founder of the "Plant System" of travel.

Plant's was truly a rags to riches story. His entry into the world was a modest one, born to a farming family at Branford, Connecticut, Oct. 27, 1819. In his last years, hoping to set up a Plant Dynasty, he became curious about his ancestry. So he hired researchers who established, to his great satisfaction, that Plants did indeed have a history.

According to the *New York Times* in 1899, "Henry Bradley Plant was as rich in ancestry identified with the life and growth of this great Commonwealth as he was in works of general beneficence. Sarah Frisbee Plant, his grandmother, was the daughter of Joseph Frisbee, who served with distinction in the war of the Revolution.

Joseph Frisbee traced his descent to Richard Frisbee, a Huguenot, who came to Virginia from London with the Puritans of England in 1619. His son Edward was driven out of Virginia because he was a Puritan, and settled in Branford, Conn.

For several generations the history of the Frisbees was the history of Branford. Edward Frisbee and his son, John Frisbee, were the leaders in the church, town and colony during their lives. On his maternal side, Henry Plant could trace descent from Francis Bradley, who was among the settlers of Branford.

On the paternal side, he was of the lineage of John Plant, A Puritan who was one of the founders of Hartford in 1639. His forefathers fought with honor in the War of Independence."

## *Finding Himself*

In his penniless youth, Henry spent a good deal of time "finding himself." He was a reluctant tycoon, to say the least—a very slow starter in the business of garnering financial power, reports Charles E. Harner in a chapter entitled "The Connecticut Yankee Who Helped Revive the South" from *Florida's Promoters: The Men Who Made It Big*. He was, in fact, a very slow starter in getting anywhere at all. He plodded through grade schools in Connecticut and New York State, then, a high school drop-out, he chose to spend five years as a deck hand and cabin boy at sea. After that, it took him 20 more years of nose-to-the-grindstone grunging work in the express business before anyone ever heard of him. Only in his old age did he become glamorous.

## *The Big Breaks*

For Henry the "rags" days were the ones spent as a deck hand—where life was about as rough as it comes. For four years he slept shoulder to shoulder in the



forecastle and ate in the galley, standing up. But he stuck with it till his big break came: The ship's captain assigned him to handle the express packages. There were so many that they rated a double stateroom, where lucky Henry got to sleep from then on.

"As I look back on the high points of my career," Plant told an interviewer many years later, "the time I was transferred from the dingy fore-castle to the express room was by far the happiest."

Two more big breaks came in 1842 when, at 23, Henry was hired ashore by an express company and he married Ellen Elizabeth Blackstone, daughter of State Senator James Blackstone. The Blackstone family, which had settled in New England ahead of the Pilgrims, was influential and well-to-do, and found young Plant socially acceptable, albeit penniless.

### *First Trip To Florida*

Fate played a big hand in 1853 when doctors advised Mrs. Plant, who suffered from tuberculosis, to get away from the New York cold weather. While wealthy invalids flocked to the Mediterranean, Henry, with neither status nor money, was forced to look south to Florida.

An 1899 *New York Times* story asserts, "The opening of Florida as a winter resort was the outcome of Mr. Plant's arrival in the South. He visited the state for the sake of his invalid wife. For the visitor Florida then meant Jacksonville,

but Mr. Plant set out for St. Augustine, and in trying to reach the old town through the forests, after paddling through the St. John's river in a dugout canoe, the guide lost his way, and the party was compelled to spend the night beneath the trees. It was not many years before Plant made unnecessary such a romantic incident by putting a network of railways over the state."

The next year Henry, now working for Adams Express, was transferred to its

southern division headquartered in Augusta, Ga. In the next seven years Henry established Adams Express lines throughout the South on railroads and riverboat lines.

### *A Yankee Works For The Confederacy*

When the Civil War broke out in 1860, the Adams Express Company, through some of Henry's fancy footwork, was forced to sell its Southern Division to him. The Adams people weren't exactly pleased with the transaction, but they could admire a shrewd business deal and the man behind it.

Suddenly, Plant found himself in great demand in high places, working for the Confederacy.

The *New York Times* reports, "At the outbreak of the civil war he became President of the Southern Express Company. As the head of that concern his name was familiar to almost every Confederate soldier indebted to him for the gratuitous delivery of clothing and supplies from home. The energy and thoroughness with which Mr. Plant conducted the business of the company during the war was illustrated when

General Lee was operating north of the Potomac River. The Confederate Government desired to send the General a large remittance of money, and shipped it through Mr. Plant's hands, rather than trust to its own means of communication."

After his wife Ellen died in 1862, Henry came close to a breakdown from grief and overwork. His doctor called it "gastric fever," probably an ulcer, and ordered him to get away from it all—perhaps a year or so in Europe would do. Henry wasted no time packing.

Once again in good health when Lee surrendered in April 1865, Henry returned to Augusta and began feverishly rebuilding the Southern Express, now in desperate financial straits like everything else south of the Mason/Dixon line.

### *The Post-War South: Investors' Playground*

The South became a playground for investors who knew where to put their money, and no one knew better than Henry. Right and left, he was buying up defunct rail lines as fast as he could.

"After Sherman's march and the close of the struggle, Plant set to work to reconstruct with boundless faith in the possibilities of the South," reports the *New York Times*. "As fast as the rails which Sherman's troopers had heated in great fires and twisted around trees and telegraph poles could be reheated and straightened, a track was laid, patched-up locomotive and weather-beaten cars that had escaped destruction were put in operation, and straightaway the Southern Express was transporting cotton to the factories and bringing back greenbacks."

According to Charles Harner, Henry stopped just long enough to woo and marry Miss Margaret Josephine Loughman, a New York girl of Irish descent and artistic proclivities. They set up house in a palatial brownstone on Fifth Avenue. But Plant's real home became *Private Car 100*, his office, bedroom and dining room for many years as he traveled throughout the Plant System.

Even paying only 10 cents on the dollar for his deals, Henry was running out of cash. So he quickly organized Plant Investment Company with a carefully selected group of millionaire friends as stockholders. Two of them were Henry Flagler of the Standard Oil Trust and Henry Sanford, President of Adams Express Co. and owner of property on Florida's St. Johns River.

Now, cash in hand again, Plant proceeded to open up the West Coast of Florida with a rail-steamship operation which came to be called the Jacksonville, Tampa & Key West Line.

### *When Tampa Almost Didn't Happen*

But Tampa had been a mere second choice. Due to a single incident in history, what we know to be the thriving metropolis called Tampa today, may well

*Continued on Page 12 . . .*



# Vintage Automobile Tour Celebrates Centennial

**T**he automobile was introduced in America in 1892, one year after the construction of the Tampa Bay Hotel. So as part of the four-month-long January-to-April Centennial Celebration of Plant Hall, a group of Bay Area residents plan to drive their vintage automobiles on a tour of some of Henry B. Plant's hotel properties.

"Our goal is to highlight the historical aspects of this celebration by involving antique cars," said Tom Jevcak, who organized the April 13 tour. Jevcak plans to participate in the event with his wife Eileen in their 1926 Rolls Royce.

Other cars appearing in grand old style will be: a 1913 Cadillac, 1914 Dorris, 1923 Buick, 1924 Cadillac, 1909 Ford, 1914 Buick, and a 1911 Ford, one vehicle for each of the eight hotels Plant owned. Each vehicle will be occupied by two people dressed in appropriate "motor-ing attire" dating back to the period of the cars. All of the mobile relics are owned by history-minded Bay Area residents, and are guaranteed traffic-stoppers.

Jevcak said the cars will travel streets and roads that existed at the time the hotel was built, a route which will probably go through Oldsmar, since there were no bridges crossing Tampa Bay in 1891.

A goal of the tour's planners is to ceremoniously transport historical memorabilia from Plant's eight hotels to the Henry B. Plant Museum, a noted Tampa tourist attraction located in the south wing of Plant Hall. A committee has collected such artifacts as china, silver articles and old photographs.

Also, upon arrival of the cars, an historical plaque will be dedicated in honor of the 100-year celebration.

Henry B. Plant's business empire in Florida included eight hotels that he either built or purchased between 1883 and 1897. Always a canny marketing man, Plant knew the hotels would stimulate business for his other interests

which included a transportation system of railroads, and steamships that ran from the Northeast to Cuba and other parts of the Caribbean.

The first hotel to be visited by the antique car caravan will be the Belleview Biltmore on April 13th at 10 a.m. Constructed near the gulf on the highest elevation on Florida's West Coast, and completed in 1897, it was the last of Plant's hotel acquisitions.

The second stop will be the site of the Port Tampa Inn, which was completed in 1888 and was constructed on pilings at Port Tampa. This was the first of the three hotels Plant built. As was the case with most of his business ventures, Plant played an integral role in its building and development. He had the final say in most of the construction and decorating. And it showed. His taste for high-quality architecture and lavish furnishings were apparent in all his hotels and luxurious pullman railroad cars.

The third and final stop, at 2 p.m., will be at the former Tampa Bay Hotel, Plant Hall. In 1891 it became Plant's masterpiece, his Moorish palace.

The five other hotels in Plant's empire were The Tropical Hotel in Kissimmee, acquired in 1883; The Ocala House, purchased in 1884; Winter Park's Seminole Hotel, bought in 1885; The Punta Gorda Hotel, an 1887 acquisition; and The Fort Myers Hotel, purchased in 1897.

All of these hotels were purchased to enhance Henry Plant's vast empire, both for business and tourism. The state's seaports and railway systems were a potential gold mine, and nobody knew



**Tom and Eileen Jevcak of Tampa pose with their 1926 Rolls-Royce which will lead the antique car tour to former H.B. Plant properties on April 13.**

that better than Henry Plant. So eventually, he managed to control the majority of Florida's west coast railway lines and all of its steamship lines.

The automobile was a rare sight in Plant's day. Authorities credit Charles E. and J. Frank Duryea with development of the first gas-powered auto in 1892, called the "Duryea." Soon the invention caught on. By 1898 there were more than 50 automobile manufacturers in America, but their products were not affordable for most Americans until 1903 when Henry Ford began mass producing cars, rolling out 17,000 model T's in the first year of business. And so began America's love affair with the car.

Come April 13th, Tampa Bay residents are in for a pleasant diversion when the old roadsters once again roll out onto the by ways in search of grand accommodations at a Henry Plant-built hotel.

**UT**



## UT SPORTS FALL REPORT

# CENTENNIAL CELEBRATIONS...



- Wed., Jan. 9** University-wide Chamber of Commerce Centennial PM Kick-off, 5:30-7 p.m.
- Wed., Jan. 16** "History Talks" lecture series. "Whistle Stops of Florida," by Randy Stevens - Plant Museum - 7 to 9 p.m.
- Fri., Jan. 18** Remington Exhibit Opens - Plant Museum
- Sat., Jan. 19** Chiselers' Centennial Ball, 7 p.m.: a black tie, by invitation event which will serve as a fundraiser for the Chiselers' Plant Hall restoration efforts.
- Thurs., Jan. 31** Anniversary Opening of The Tampa Bay Hotel
- Sat., Feb. 6** "History Talks" lecture series - "I'm a Stranger Here: Florida Blues Music," by Kent Kester - Plant Museum - 7-9 p.m.
- Fri., April 12** Picnic 'n Pops, Florida Orchestra - Plant Park - 6-9 p.m.
- Sat., April 13** Centennial Celebration - Plant Park: An all-day party, sponsored by Plant Hall Centennial Committee. It will feature a giant birthday cake in the shape of Plant Hall and donated by Winn-Dixie; music, entertainment, food booths, an antique car tour and, perhaps, a Centennial Run.



## PLANT'S PALACE

### Centennial Book Slated for January Delivery

To commemorate the 1991 Centennial of the Tampa Bay Hotel, The University of Tampa has commissioned Professor of History Emeritus, Dr. James Covington, to research and write a history of the life of Henry Bradley Plant and the Tampa Bay Hotel, the first comprehensive study of the man since Smyth's 1898 Henry Bradley Plant.

The title of the work is Plant and His Palace: The Life of Henry Bradley Plant and the Tampa Bay Hotel. Included with Dr. Covington's history will be a magnificent photographic study of the Tampa

Bay Hotel as it approaches its one hundredth birthday. Renowned photographer Tommy Thompson has captured the spirit of this historic building with pictures from the Rathskeller to the Minarets. This book will serve as a tribute and lasting remembrance of this significant occasion.

**Published by Harmony House, this centennial volume is scheduled for release in January 1991 at a price of \$29.95. For information on ordering a book, contact the Office of Institutional Advancement at (813) 253-6220.** **UT**

Success in athletics has always been a UT tradition and this year has been no exception.

For the seventh time in eight years, Tampa advanced to the NCAA volleyball playoffs, marking the sixth time in Coach Chris Catanach's seven years at UT that Tampa qualified for post-season play. The Spartans finished 33-11 and number 11 in the final national rankings.

In the NCAA tournament, Tampa defeated NC-Greensboro in three games before losing to host Florida Southern in four games over Thanksgiving weekend in Lakeland.

The post-season honors poured in for the Spartans at year's end. Kim Dix, a junior, was named second-team All-American. Tampa placed four members on the all-south region team and four on the all-conference squad.

The Spartan soccer squad enjoyed its finest season since the Final Four team of 1987. Tampa finished the season 14-3-1, won the SSC championship for the third time in Coach Tom Fitzgerald's four seasons, and advanced to NCAA post-season play for the 10th time in 11 years.

Tampa hosted conference rival Florida Tech. in the first round of the NCAA playoffs at Pepin/Rood Stadium on Nov. 10. Florida Tech. defeated UT 1-0.

Fitzgerald was conference coach-of-the-year for the third time in four years and was also selected as the Florida collegiate coach-of-the-year for 1990. UT placed four members on the first-team all-conference team.

Peter Brust's men's cross country squad faired admirably and boasted the first place (Gunnar Svendsen) and the second place (Dave Shilkitus) runners in the entire conference. The men finished the season by taking seventh place at the NCAA South Region championships at Mississippi College.

The lady runners captured fifth place at the regional meet, the highest finish ever for UT women's cross country. They were led by Linda Cassella and Lucy Ladd, who were the top two Tampa finishers in every meet this season.

Coach Richard Schmidt's men's basketball squad returns seven seniors but has started off slowly in 1990-91, posting an early 2-2 record.

Tampa returns seniors All-American Bryan Williams and Drexel Deveau, who have received pre-season national recognition. Both have played well early in the season.

Coach Tom Mosca's ladies finished the season 11-17 last year in his first season, a vast improvement from the 5-22 squad he inherited the year before. **UT**



## Henry B.

*Continued from Page 9*

have been created 100 miles to the north at Cedar Key instead.

Plant had selected then-busy Cedar Key as the logical Gulf port to connect Jacksonville and Key West. So he bought—or thought he did—the railroad there. As it turned out, he was tricked by the town fathers—Plant discovered the payment had covered everything except the terminal, which the owners refused to sell.

Enraged, Plant vowed, "I'll wipe Cedar Key off the map! Owls will hoot in your attics and hogs will wallow in your deserted streets!" And he did just that—wipe Cedar Key out of the action.

Blocked out of Cedar Key, Plant looked to Tampa as his Gulf railhead. Tampa, a village of 700 inhabitants, was a chancy choice as it had a bad reputation for some kind of yellow fever miasma. But fearlessly, Plant entered the town of sand and palmettos. Boom times started on June 16, 1883, when a gang of 168 track workers hit town and started grading operations. Boarding houses and stores were built as workers thronged in by the hundreds. Logging crews and sawmills started working night and day to fill orders for hundreds of thousands of cross-ties.

### *Puffing Up Tampa With The Cigar Makers*

Plant continued the line down the Florida's west coast, then connected to the Key West line. And he established the Plant Steamship Line from Tampa to Key West and Havana, via two fast ships, *S.S. Mascotte* and *S.S. Olivette*.

The new ship-rail service brought the cigar makers to Tampa from Havana, which was struggling with Spain for its rights of self determination. Eventually, all three of Cuba's biggest cigar manufacturers moved to Tampa, employees and all, starting with Vicente Martinez Ybor, in September 1885.

Later, Henry Plant became the cigar industry's hero, coming to the rescue when "Butcher" Weyler, the Spanish overlord of Cuba, tried to shut off the flow of American money and guns into Cuba by placing an embargo on tobacco shipments to the U.S.

Plant got word of it, and just before the embargo, ordered that his ships return packed with the biggest cargoes they ever carried—holds and staterooms were filled to the ceilings with tobacco—enough to ride out the embargo and keep the cigar manufacturers in business.

### *\$4 Million Dollar Plans For A Port And Hotel*

Then in 1888, just after another yellow fever outbreak, when times looked bleak for Tampa, Henry stepped in again. Arriving in *Car 100*, he announced to the survivors that he was about the spend three or four million dollars in Tampa on a port and hotel.

Interestingly enough, according to *A History of the Tampa Bay Hotel* published by the University of Tampa Foundation in 1966, both Henry Plant's and Henry M. Flagler's careers in Florida had striking similarities. The common talk, among those who knew Plant well, was that a great part of his motivation to build the Tampa Bay Hotel in such a grand fashion was to outdo Flagler's Ponce de Leon Hotel in Saint Augustine.

First came the seaport with a wharf running a mile out into the bay, topped with railroad tracks. A million dollars later, he built Port Tampa Inn out over the water where guests could whimsically fish from their windows. It was one of the most efficient harbor operations in the country.

One month later, in July of 1888, Plant laid the cornerstone of the Tampa Bay Hotel. He intended for no one to miss the construction of this hotel. When his trains passed by the site at night on the

way to Port Tampa with passengers for his steamships, bonfires were lit so the Tampa Bay Hotel could be seen for miles.

But once it was completed, there was no overlooking the colossal Tampa Bay Hotel. According to Charles E. Harner in *Florida's Promoters*, "In explanation of its Arabic-Moorish-Turkish-Colonial American architecture, it must be understood that the United States was in the midst of one of its fads. A great craze for everything Oriental was sweeping the country. College boys quoted the *Rubaiyat* of Omar Khayyam to girl friends. Every housewife of any affluence at all had a "Turkish corner," complete with pillows and a hanging lamp. Close to Plant's office, on 23rd Street where the Masonic Grand Lodge of New York still has its offices, the Ancient Arabic Order of Nobles of the Mystic Shrine was created and its members started marching about, wearing red fezzes and baggy pants. And fashionable folk started going to bed in another Oriental costume, pajamas. That was the national state of mind when Plant built the Tampa Bay Hotel. He knew what the public wanted. And he gave it to them!"

By 1891 the Tampa Bay Hotel was built and all the purchases were in place—costly furniture, porcelain, paintings and statues from Europe, China and beyond. The Plants gave a grand ball on the night of Feb. 2, and declared the 511-room hotel officially open.

Then for Henry, it was back to the day-to-day business of empire-building. And in 1895 Henry was the guest of honor at the Cotton States and International Exposition in Atlanta. The *Atlanta Constitution* editorialized on Oct. 27, 1895, Plant's 67th birthday: "Above any other man living he represents the great industrial revolution which has come over the face of the Southern States and which marks the success of free over slave labor."

### *Managing Operations For The Spanish-American Rocking-Chair War*

Two years later, Plant found himself moving an American army to war with Spain, who had declared war on the U.S. on April 24, 1898, in its attempt to retain its colony of Cuba. Because Tampa of-



ferred the mainland port closest to Cuba, the War Department moved 30,000 soldiers into Tampa as fast as the Plant railroads could carry them. The Tampa Bay Hotel became its headquarters. Big transport ships steamed into Port Tampa and tied up to the wharves.

According to historian Charles Harner, Plant personally supervised the whole winding up and down of the military transportation, even getting in a tiff with the single-minded, headstrong young Teddy Roosevelt. The aggressive young lieutenant colonel confronted Plant with the warning that unless there were more efficiency, the War Department would seize his whole rail system. "Seize it and be damned," said the elderly Plant and turned his back on the young whipper-snapper who probably just shrugged and sauntered on back to his Rough Riders.

### *The End Of The Plant Dynasty*

Managing operations for the Spanish American War proved to be a tremendous feat for a 79-year-old, and it used him up. Henry Plant died unexpectedly on June 23, 1899 in his New York home.

"MRS. PLANT PROSTRATED," read the *New York Times* headline on June 23, 1899, regarding the death of Henry Plant. And what a vision this must have been,

considering that the ample-bodied Mrs. Plant (weighing hundreds of pounds) was not exactly a stereotypically delicate, fainting Victorian lady.

Many tributes were written about the railroad magnate, the "King of Florida":

The *New York Times* stated: "Many a visitor to Mr. Plant has marveled at his wonderful familiarity with every point touching upon his business, but his acquaintance with the multitude of details was acquired by years of inspection at each point where any difficulty occurred or where the proper course was doubtful. His private car was now in Halifax, then again in Tampa, on the morrow in New York or Boston. Mr. Plant would hear of some embarrassment upon the Georgia section of his system. In a few hours his private car would be hauled into the center of the tangle, and withdraw a few hours later, leaving everything smoothed. The lonely operator in the pine woods of Georgia was no more surprised to see the head of the system drop in on him, gain the news of the system from all points, and an hour later depart, than was the head of the New York office at a visit from his chief."

"Mr. Plant was a man of charming simplicity of manner," the *New York Times* continued. "In the late years of his life it was said of him that his society was so agreeable that his years were forgotten. His friends knew him as fair of mind and kind of heart, while to those enjoying a less intimate acquaintance, his air of reserve force impressed and commanded respect. His spirit was restless above all, and no man was more fond than he of adventure.

"Many times his private car disappeared from view, while

Mr. and Mrs. plant enjoyed jaunts through Japan and India...Politics and speculation were alike shunned by the great developer. Often he quoted, 'It is easier to promise than it is to perform,' and he was scrupulously careful of his prom-

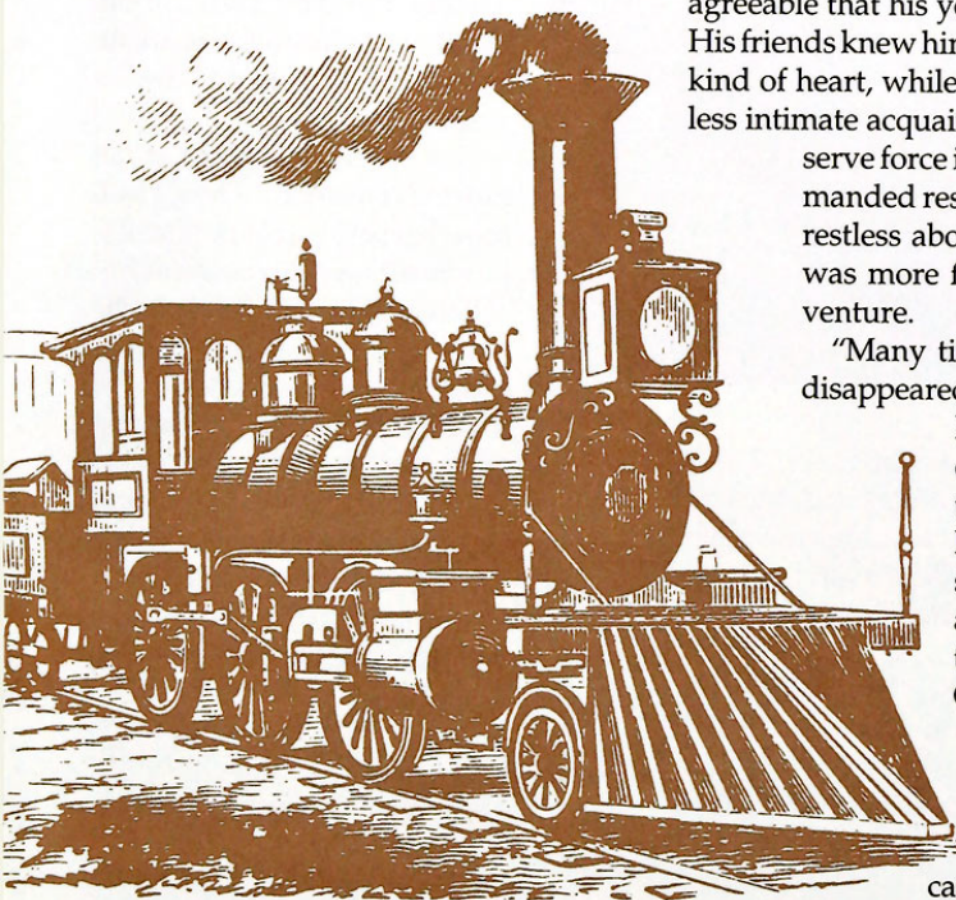


ises, but once he had committed himself he was extremely exact in keeping his engagements. He lived within his income at all times, and it is said he kept the various companies he led within the same course."

Earlier, *Success* reported, "The head of the Plant System has the great consolation that he will leave behind him those who will continue it in his name; his son, Morton F. Plant, is associated as vice-president in his father's companies; and at Atlanta, Mr. Plant said, with pride; 'These beautiful flowers came to me from my grandson, and I bespeak in his behalf, from you all, the love and affection which you have shown to me, and express the hope that, in days to come, when I have passed away from these scenes and am no more with you, he may be one of yourselves and a co-worker in the enterprises which all the employees of our companies sustain by their energies and their work.'"

But alas, Henry's vision of a Plant Dynasty failed. In his last years, apparently lacking faith in his son, he willed his entire empire to his then-four-year-old grandson, Henry Plant Jr. However, his widow protested the will. And in the end, little Henry got nothing.

And so went the Plant Dynasty. **UT**





# Samson Steps Down as UT President, Effective July 31

Saying he had "achieved and exceeded" the goals he set for himself almost five years ago, University of Tampa President, Bruce A. Samson, announced in a Nov. 29 press conference his plans to retire as president on July 31, 1991.

At that time he will have served five years in a job he initially agreed to take on as interim president for only one year to see UT through a financial crisis.

He said his announcement paves the way for an orderly search for a new president "who I hope will be in place by next fall to lead this University through the rapidly changing 1990s and into the 21st century."

Samson cited the following achievements under his administration:

- Returning the University to financial health by instituting sound business practices;
- Record faculty and staff salary and benefit increases;
- Administrative restructuring, with strong senior staff in place;
- State-of-the-art administrative and academic computer systems;
- Significant improvements in facilities and grounds, including restoration of the minarets on H. B. Plant Hall, which have been a skyline signature of Tampa for nearly a century;

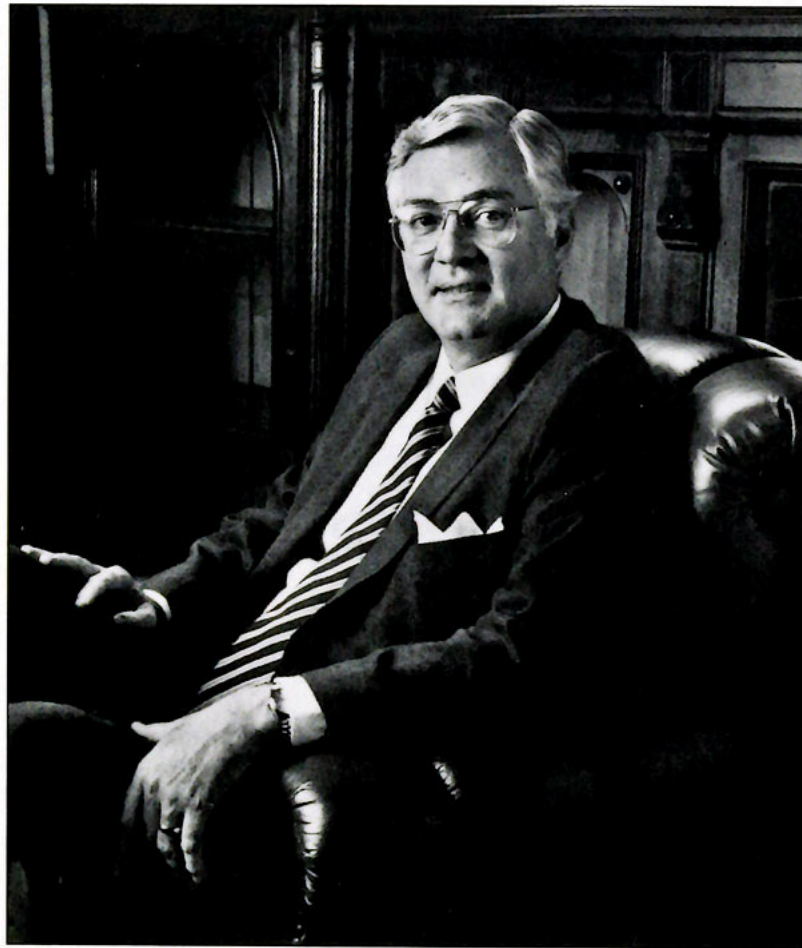
- Academic restructuring, including establishment of a College of Business, a College of Liberal Arts and Sciences, and a School of Continuing Studies;

- Formation of a Task Force on Academic Enhancement and a Task Force on Strategic Planning with an eye on the future.

The Academic Enhancement task force will make its final report in January, with the Strategic Planning group's final document due in May.

*"... in 1993, UT will begin its academic reaccreditation process and may need a more traditional president with an academic background."*

*— President Samson*



President Samson

*"... the announcement 'paves the way for an orderly search for a new president who I hope will be in place by next fall to lead this University through the rapidly changing 1990s and 21st century.'"*

*— President Samson*

"At that point, I will have completed my mission, leaving the next president a solid base on which to build," Samson said.

When he assumed his post in 1986, Samson acknowledged he was an unusual university president, holding a Harvard

MBA rather than a Ph.D. degree and with no academic work experience. At the time, the University trustees believed UT's fiscal problems required a proven chief executive with Samson's financial background.

Samson said the University's needs have now changed.

"In two or three years the University will begin a major capital campaign and will need a president with strong experience in fund raising.

"And in 1993, UT will begin its academic reaccreditation process and may need a more traditional president with an academic background," he explained.

"I am ready to assist in an orderly transition. Then, I will see what new career opportunities await me," Samson said.

Between now and July 31 he plans to continue to serve as chief executive officer of UT, to monitor the progress of the two

special task forces, to continue as chairman of the Independent Colleges and Universities of Florida, and to continue on the Presidents' Commission of the NCAA at its January 1991 national convention and to participate in shaping the 1992 convention agenda.

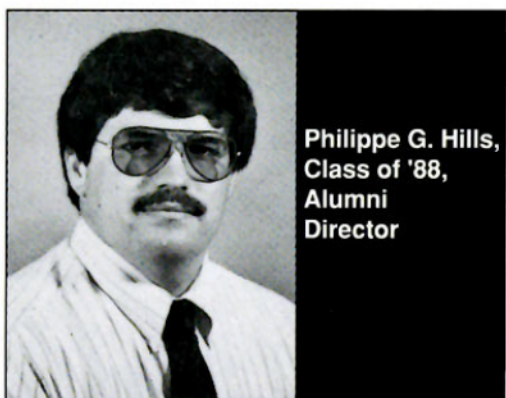
The Executive Committee of UT's Board of Trustees immediately began the process of forming a search committee to find his successor.

UT



# Muezzin

## ALUMNI NEWS



Philippe G. Hills,  
Class of '88,  
Alumni  
Director

**O**n Nov. 1, 1990 I officially became your new Director of Alumni and Parent Relations. As I took the reins from Susan Meade and began to settle in, I realized the awesome task which lies before us.

Susan has done a fine job at laying a foundation for a strong alumni program. Now, we must begin to develop that program which will stand firmly on that foundation. The Alumni video is quickly nearing completion and other projects are soon to be done. The National Alumni Association's framework is in place with three functioning chapters — Tampa Alpha, the MBA Alumni Association, and the new College of Business Alumni Chapter. We now must broaden our

horizons to the rest of the State of Florida and around the nation. The only thing that we are missing is you.

More and more as I speak with fellow alumni, they tell me that they are not involved because of lack of time or money. We all have precious time constraints and budgetary limitations — I can relate first-hand to both.

However, we also need outlets and times to share with friends, both old and new — that is the primary concern of this office. We must set as our number one goal to bring alumni together wherever they may wish to gather. From the campus in Tampa to the streets of St. Petersburg to the beaches of Miami or cold confines of Boston, New York, Chicago, and Denver our alumni live all across the nation and we shall meet with them wherever they wish to be.

Homecoming and class reunions will

also continue to grow and receive increased interest. The Classes of '41, '66, '71, '76, '81 and '86 will all celebrate major milestones in their dates of graduation from our alma mater. Receptions, luncheons, basketball and laser light shows are all planned for the weekend. Each alumni chapter is also planning an event. Schedules and registration forms for the weekend will arrive in mid-January.

I truly hope to hear from a great many of you on your suggestions of what we can do together to help make this office be more responsive to you. Send me your thoughts, ideas, and information about you and your family. Remember, the Office of Alumni and Parent Relations is here to help you help us build a strong network of friends. I hope to see you in February for Homecoming 1991.

UT

## Hills to Head Alumni Affairs Post

Philippe G. Hills, '88, was named Director of Alumni Affairs and Parent Relations for the University, Nov. 1. Hills is a Cum Laude graduate with a major in Political Science.

He has had broad experience at the University, both as a student and as coordinator of Student Activities, facilities rental and conference services.

"We conducted an extensive search and found a lot of strong candidates after Susan Meade (former director) announced her plans to leave," said Dan Gura, Vice President for Institutional Advancement. "I'm very pleased we found a candidate right here at home who is capable of doing all the things we need in the position."

Hills has already launched an extensive program to increase alumni participation in campus events, pointing out that almost half of the University's alumni live in the greater Tampa Bay area.

In addition, he said he intends to reach out beyond Tampa to other parts of the state and country to establish regional chapters.

As a student, Hills was active in a number of campus activities, was a member of the Sigma Phi Epsilon fraternity and received honors as Greek Man of the Year, National Alumni Association Outstanding Graduating Senior, Alpha Chi Honor Society, Pi Sigma Alpha Honor Society, Order of Omega and Who's Who Among College Students.

UT

### Donor Corrections

The following individuals were incorrectly listed or not listed in the September Annual Report Issue of the *Journal* Donor Honor Roll:

Catherine Peek McEwen  
Frederic Spaulding Society, bronze  
(\$100-249)

William F. Ebsary  
Frederic Spaulding Society, silver  
(\$250-499)

Michael D. Osterhout  
Frederic Spaulding Society, gold  
(\$500-999)

Vincent A. Hoover  
Minaret Society, silver crescent  
(\$1000-4999)



# National Alumni Update

By Mike Lauder, President, National Alumni Association

In the last issue, I gave a general overview of the activities that alumni chapters were undertaking. As a follow-up, here is a summary of the many successful events completed by our various chapters since then:

**Sept. 21,** — Tampa Alpha Chapter hosted a "kick-off" party/reception after the UT/University of Missouri soccer game. UT won the game and the party was attended by 25 members and non-members of the local chapter. A great evening - nice job, chairman Nick Mooney.

**Oct. 12,** — MBA Alumni Chapter hosted what will become an annual event, a golf tournament at Pebble Creek. About 50 golfers (alumni, faculty, staff and friends) participated in a great afternoon that raised over \$1,000 for the MBA scholarship fund.. Super job on two weeks notice!!

**Nov. 3,** — Tampa Alpha Chapter held their annual Raffle/Fundraiser in the Dome Room at UT's Plant Hall. This was a tremendous evening that featured open bar, hors d'oeuvres, entertainment, prizes and about 300 alumni and friends. Not only was it a wonderful social occasion, in addition one lucky winner walked away with \$10,000. The real winner, though, was the University. After expenses, Tampa Alpha Chapter will donate the net proceeds (\$5,000) to UT's athletic department. And, the grand prize winner, Hav-A-Tampa Corporation has graciously agreed to donate the entire \$10,000 prize back to UT (\$5,000 to athletics and \$5,000 to the publication of the Plant Hall Centennial book, "Plant's Palace)." One evening - \$15,000 for the University!! Thanks to all involved, especially Paul Petti, Christian Petti, Martin Lutzk, Dave Queen, Dan Lea, Epicure, Jack Rodriguez, and, of course, Thomas Arthur, president of Hav-A-Tampa.

**Nov. 19** — Tampa Alpha and Sword and Shield hosted a reception after UT men's basketball season opener against

## ALUMNI CALENDAR — UPCOMING EVENTS

1/18/91 Tampa Bay Downs UT Scholarship Day. Post time: 12:30 p.m.  
All proceeds of the dedicated race will go to UT Scholars.  
For more information, contact the Alumni office.

2/15/91 Homecoming - all weekend - details TBA.

### UT ALUMNI - TAMPA ALPHA CHAPTER

1/1/91 Hall of Fame Bowl Tailgate Party. Tampa Stadium, 11 a.m. Tickets, \$20.  
Includes admission to game, food, beverages before and after game.

3/3/91 Harold's Club at Sea - details TBA.

### UT ALUMNI - MBA CHAPTER

1/10/91 College of Business reception for MBA students.  
Domeroom, 5:30-6:30 p.m.

2/15/91 Business Network Symposium featuring UT faculty.  
8-11 a.m. Falk Theatre; Reception, Ballroom, 4 p.m.

Seattle Pacific. Despite their loss, the team was consoled by about 35 alumni and friends after the game.

**Nov. 26** — New chapter to be established! The signing of a charter will signify the start of the newest chapter of UT's National Alumni - The College of Business Alumni Chapter. All interested alumni should contact Phil Hills - 253-6220. Good luck to President Randy Gassman.

As one can see, the alumni groups have been very active the last three months. The next three are to be just as exciting. If you were not aware of these past events and would have liked to participate, let us know you're out there!

Please refer to the Alumni calendar for upcoming events and as always, if you want to join the fun, contact Phil Hills at Alumni Affairs, 253-6220. Talk to you next year!

UT

## Esse Quam Videri Award

The Esse Quam Videri Award is given each year during Homecoming to an alumnus who has distinguished him/herself in his/her career field and community. All nominations will be considered by the National Alumni Association Awards Committee.

I would like to nominate the following person for the Esse Quam Videri:



Name \_\_\_\_\_

Class \_\_\_\_\_

Please include a brief synopsis of why you feel this person should receive the Award. Return nominations to:

The University of Tampa  
NAA Awards Committee • Box H  
Tampa, FL 33606-1490



# C L A S S N O T E S

**'39**

**Onelia (Pelaez) Provenzano** ('39) and **Tony B. Provenzano** ('54) of Madeira Beach, celebrated their 50th Wedding Anniversary on June 9.

**'42**

**Shirley A. Ryals** was appointed Director of Community Outreach for Sun Bank of Tampa Bay.

**'49**

**Adele A. Harris** would like to be contacted by classmates from the class of '49 in regards to a possible reunion. Please contact the alumni office at (813) 253-6220 if you are interested.

**'50**

**James W. Johnson** has been promoted to Associate Professor as of Sept. 1, at Furman University in Greenville, S.C. He is a member of the Economics and Business Administration faculty.

**'61**

**John R. Tillman** has joined Raymond James & Associates, Inc. as an Investment Consultant in the downtown Sarasota City Center office.

**'65**

**Tonya (Sayre) Litus** recently received her Ed.D. from Nova University. She has a private practice in Melbourne as a psychotherapist and is a nationally certified biofeedback therapist.

**Dr. Barry Miller** is Graduate Assistant Director for Career Planning and Placement at Pace University, N.Y. Placement Services for a UT graduate living in N.Y. will be reciprocated for a Pace graduate living in the Tampa Bay area.

**'67**

**Charles Z. Jespersen** has been named Director of Original Equipment Manufacturer (OEM) Sales for the North American Appliance Group of Whirlpool Corporation. He and his wife, Lorraine, will be moving to the Benton Harbor/St. Joseph area of Michigan.

**Cheryl E. Middlebrooks** was presented the Presidential Award for Excellence in Science and Mathematics Teaching by President Bush in mid-October for her excellence in teaching Elementary Science at the secondary level at Dale Mabry Elementary School.

**'71**

(Reunion, Feb. 1991)  
**Raphael R. Garcia** has taught French and Humanities at Hillsborough High School since '71. He also has been the Athletic Business Manager at "Big Red" since '71.

**Ralph Charles Whitley, Sr.** is a recent copyright holder of a full length movie screenplay, "Revelation-The End of the World or Beginning?"

**'72**

**William B. Walker**, Navy Commander., has been awarded the Navy Commendation Medal as official recognition of his outstanding accomplishments for meritorious service. Commander Walker is currently serving at Naval War College in Newport, R.I.

**'73**

**Paul S. Fronczek** is working on his doctorate in Industrial Education at Texas A&M University in College Station, Tex. He has been living in the Friendswood, Texas area for the past nine years.

**Dennis G. Rears** was married to Sharon M. Meyer, a graduate of William Patterson College, on Sept. 30, 1989. They are living in Jefferson Township, N.J. Dennis is employed as a Computer Scientist for the U.S. Army Armaments Research Development & Engineering Center.

**'74**

**Douglas S. Henderson, M.D.**, now practicing in the Gainesville area, was recently named HMO Exclusive Health Options Provider in a seven county radius for North Central Florida by Blue Cross/Blue Shield.

**Delores Morrill** was recently assigned to a new position as Detective Sergeant with the Tampa Police Department.

**Aryne A. (Latenberg) Riley** and **James Robert Patterson, Jr.** were married on October 19 at the Tampa Woman's Club. Aryne is an R.N. in the Level I Trauma Center at Tampa General Hospital.

**Paula L. Silvestrone** is working for the American Heart Association in Rochester, N.Y. as Executive Director.

**'75**

**Robert W. Collins** has been nominated President-Elect for the 1991 Institute of Real Estate Management - Maryland Chapter.

**'76**

(Reunion, Feb. 1991)  
**Robert J. Bartusch** is Assistant Administrator for Internal Operations in the Department of Licensing, Title and Registration Services, located in Olympia, Wash.

**Gloria Olsen** received her Juris Doctorate from the University of Denver, College of

Law on June 2, 1990. She is currently working for the Internal Revenue Service in Denver, CO.

**Douglas B. "Pete" Peterson** of Marianna, FL is our new U.S. Congressman, representing Florida District 2.

**'77**

**Jeff Moledor, M.D.** and wife, Julianne, MD, announce the birth of their second child, Stephanie Nichole on April 2, 1990. Both are in private practice in Columbus, OH.

**Daniel M. Silberstein** and wife, Janice, announce the birth of their daughter, Meara, on Dec. 20, 1989. Daniel is employed by the Camden, N.J. County Probation Dept. Janice is employed as a hair stylist/trainer for Regis Corp.

**'79**

**Mary M. Palermo** recently married Robert Mangum on Sept. 2. They were married in N.Y. and have moved to Atlanta, GA. where she works for Bell South as a Credit Specialist.

**Andrew J. (Sonny) Sivak** passed the Board of Certified Safety Professionals examination, becoming a Certified Safety Professional (CSP) in August. He is employed at the Philadelphia Shipyard as an Industrial Hygienist. Sonny and his wife, Denise, have twin daughters, Amanda and Ashley.

**'80**

**Wesley J. Champney** has a new position with the Resolution Trust Corporation in Tampa as an Asset Operations Specialist. **Lisa (Phillips) Champney** ('82) is

*Continued on Page 18...*



# C L A S S N O T E S

a Commercial Lines Underwriting Assistant with Maryland Casualty Insurance in Tampa. Wesley and Lisa recently relocated in Tampa from New Hampshire, celebrating their 10th anniversary in July. They have a five year old son, Cory. Their second son, Ryan died in May 1989 at age 3-1/2 months from SIDS (Sudden Infant Death Syndrome). They are hoping to start a support group in the local area. Anyone interested may contact Lisa through the Alumni Office.

**Shereff F. Gunday, MBA, MA** is the Manager of Fiscal Operations at The University of Miami, School of Medicine. He is an adjunct faculty member teaching English at Broward Community College as well as Miami Dade Community College.

**Margaret (Megano) McCarty** recently became Vice President and Partner of Spectrum Landscape and Maintenance, Inc. of Tampa.

**Mary (Kelley) O'Neill ('80) and Joe O'Neill ('80)** announced the birth of their second child, Patrick, born on July 2. The O'Neills reside in Tampa.

**Glorian (Ferlita) Weatherly** announces the birth of daughter, Mallory Lane on Feb. 29. Glorian recently accepted the position of Curriculum Coordinator Infant/Toddler Program-Hillsborough County School System as well as completing her course work in Educational Leadership at Nova University in February for an Ed. S. Degree.

**'81 (Reunion, Feb. 1991)**  
**Robert A. Bourke** announces the birth of his daughter,

Ashlea Danielle, 7 lbs. 7 ozs., on Nov. 4. He also had an article published in the November 1990, Vol. 24, No. 6 issue of Institute of Internal Auditor's "Audit Scope", "Coke and The Internal Audit Report."

**'82**

**Lt. Cmdr. Lawrence V. Cipollone** was deployed to the Middle East during the month of November in support of Operation Desert Shield; the largest deployment of U.S. military forces since Vietnam.

**Edward T. Edelson** announced his recent marriage to Antoinette on Jan. 30. They have two children, 7-year-old Nathaniel Lee and 3-year-old Grant Anthony.

**Carl Fredrickson** accepted a new position with Brown-Forman Beverage Company in San Jose, CA. as Market Supervisor. Carl and wife, **Kelly (Browning) Fredrickson ('83)** will be relocating in the Anaheim area.

**John D. Murphy, Jr.** and wife, Lauren, announced the birth of their son John D. Murphy, III on July 15. They reside in South Windsor, Conn.

**Elizabeth (Gavula) Martin** has been promoted to Vice President-General Manager of Robert Half International in the Tampa Office. Elizabeth also announces her recent marriage to Les Martin on May 27, 1989.

**'83**

**Melody (Brown) and James P. Feist** announce the birth of their third child, Susannah Grace. In August 1990. James was promoted to a Grade 12 Revenue Officer in the Col-

lections Division of the Internal Revenue Service in St. Petersburg.

**Lisa Rosen Lievense** completed her Master's Degree in Biology at the University of Rochester in January. Her daughter, Stephanie Kay, was born on Mar. 27.

**'84**

**Francine Cuttler** and Jeffrey Reiner were married on Sept. 22. They reside in Plainsboro, N.J.

**Karen Amarnek-Husted** and husband Robert announce the birth of daughter, Jillian Rae, born on June 18 in Miami.

**Louise Gilbert** recently married on Oct. 6. She is now Louise G. Warner.

**Michael Carl Sinacore** was awarded a Juris Doctorate on May 13 by Duke University, School of Law.

**Joan Tillett** and Kent Hawk were married on June 17. They are living in Largo, FL.

**'85**

**Nicholas W. Francis** married Lynn M. Raccio on Oct. 26. They are residing in Middletown, Conn.

**Gary A. Harris** was assigned as an Industrial Engineer for the U.S. Air Force in April. He is presently on assignment overseas.

**Cindi Nadelman** plans to relocate to Langley AFB, VA. Captain Nadelman will be a Systems Analyst with the 1912th Computer Support Group.

**Laurie S. Nesbitt** has recently returned from two years in the Peace Corps in

Nepal. She is now in the M.A. program in Tesol at the Monterey Institute of International Studies in Monterey, CA.

**Lisa Finelli-Scozzano** has recently been promoted to Public Assistant Specialist Supervisor for HRS-District 20's Dept. of Aging and Adult Services. Lisa and husband, John, live in Pembroke Pines, FL.

**Mark A. Lewis** recently opened his own law office in metropolitan Atlanta, GA.

**'86 (Reunion, Feb. 1991)**

**Deborah A. Dierks** is an Assistant Editor with Wycliffe Bible Translators for their In Other Words magazine with a circulation of 250,000. Her recent editorial, "Separate Worlds Touch" was published in Vol. 16, No. 5, in the July/August 1990 issue. She is also an Associate Editor of Discussion, their in-house publication.

**Kathleen M. Kinchla ('86) and Anthony J. Ferraro ('86)** were married on July 7, spending three weeks honeymooning in Italy and France. They now reside in Old Greenwich, Conn. Anthony is a Program Analyst at the Corporate Offices of Waldenbooks. Kathleen is an Account Executive at the brokerage firm of Smith Barney.

**Jennifer Schroeder** and Clifford DeCarlo were married June 23. They reside in Greenwich, N.Y.

**'87**

**Michael J. Bouffard** completed his Master of Public Administration at Troy State University, Alabama, on Aug. 10.



# C L A S S N O T E S

**William W. (Bill) Godfrey, Jr.** is seeking his M.A. in "Professional Writing & Rhetoric" at the University of Texas in El Paso Parks & Recreation Program Director with the City of El Paso Parks & Recreation Department. His responsibilities include all programming, maintenance, safety, budget, and staff management operations of a 35,000 sq. ft. recreation center.

**Joseph "Joel" Hyer and Jaimi (Dean) Hyer ('89)** were married on Oct. 12. They reside in Reston, Va.

**Athena Koulizakis** has begun her MBA program at George Mason University in Fairfax, Va.

**Randee Lehrer-Wright** and husband David, announce the birth of their son, Ross Daniel Wright, born on Sept. 24, weighing in at 7 lbs., 10 ozs..

**Louise C. Palevea** and Richard W. Smith were married on Aug. 25.

**1st Lt. Susan Marie Teague** married Captain Charles W. Samuel on Nov. 10 and moved to Reese AFB in Lubbock, Tex. Susan is an executive officer for the 64th Flying Training Wing; her husband is an instructor pilot.

**Stephanie A. Vocolo** and Gerrit Van Manen were married on Sept. 10. Stephanie graduated from law school in May and took the New Jersey Bar in July of this year.

**'88**

**Iris M. Alfonso** and husband, Peter, announce the birth of their son, Peter, Jr. born on Oct. 22, 1989. Iris was recently promoted to Infor-

mation Resource Analyst 1 at Florida Power Corporation.

**Pamela June Davis** married Juan Diaz on Nov. 10. Pamela is an advertising copywriter for the St. Petersburg Times. She and Juan reside in Tampa.

**Lt. Joe Golden, Jr.** and wife, Rhonda, announce the birth of their son, Joe M. Golden, III, born on July 25 in Frankfurt, West Germany, weighing 8 lbs., 12 ozs.. Joe was recently transferred from Inola, Okla. to Frankfurt.

**Bryan Johnson** has been named Policy Analyst in International Economic Studies in The Heritage Foundation's Center for International Economic Growth, Washington, D.C. Bryan lives in Alexandria, Va.

**Chief Petty Officer Richard L. Peterson** has returned from deployment in the Mediterranean Sea after serving aboard the USS Sierra and participating in Operation Desert Shield. His present homeport assignment is Charleston, S.C.

**Susan R. Phipps, CPA**, was named Controller at Ruth Eckerd Hall in Clearwater, FL.

**Judith L. Ristow** and her husband are presently stationed in Kaiserslautern, West Germany. She's wanting to know how many fellow UT graduates are now serving overseas in the western European countries and interested in starting an alumni chapter.

**Katherine Smith** was recently named Tax Audit Specialist for ADT, Inc. in Boca Raton, FL.

**Louann M. Szafraniec** and Sgt. Fred Lewis Driver were married on May 5. They have relocated from Tampa to Tustin, Calif.

**'89**

**Lt. Randall D. Clausen** has concluded a one year hardship tour of duty in South Korea. He has been reassigned to the 9th Infantry Division as a Howitzer Platoon Leader with the 3/11th Field Artillery. After proposing to

his high school girlfriend, Lisa Renee Gessmann, on July 29 while vacationing on the Hawaiian island of Maui, they have made plans to marry on Dec. 28.

**Ensign Jacqueline L. Sechtman** completed the Surface Warfare Officer Course at Newport, R.I. in May.

**'90**

**Kristianne Rapp** has recently relocated to Sarasota, FL.

**Julie Ratliff** has moved from Kewanee, Ill. to Orlando, FL and is presently working as a Physical Therapy Aide at Health South.

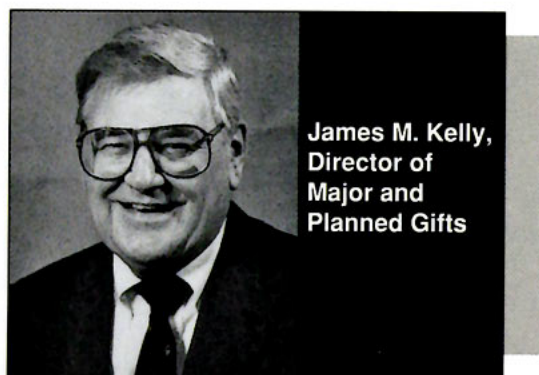
**Deceased:**

William T. Brown '49  
Angelo P. Fazio, '65  
Robert A. Holl '76  
Judge Robert M. Johnson '52  
Gary A. Kesler '64  
Virgil Medina '53  
Raymond E. Priest '63  
Ralph Thornton Russ '53

Alumni Office The University of Tampa Tampa, Florida 33606-1490		<h2 style="margin: 0;">ALUMNI</h2>		Use this Form to notify the Alumni Office of your change of address.	
Please change my/our address on your records					
From:			To:		
_____			_____		
_____			_____		
_____			_____		
(signed)			(class)		
The University of Tampa is vitally interested in the progress of its alumni. Use this form to keep the Alumni Office posted. I am happy to report the following:					
<input type="checkbox"/> New position		<input type="checkbox"/> Civic or church post		<input type="checkbox"/> Graduate study	
<input type="checkbox"/> Promotion		<input type="checkbox"/> Recent book or article		<input type="checkbox"/> Recently married _____	
				(date)	
(spouse's name) _____			(class) _____		
Addition to family					
(birth date) _____			(name of child) _____		
Please give further details _____					
			(signed) _____		
			(class) _____		



# Understanding New Tax Law Will Take Some Study



James M. Kelly,  
Director of  
Major and  
Planned Gifts

**D**uring the wee hours of the morning in early November, President Bush signed into law the much discussed new tax bill. The changes that the new law inflicts on the public are far reaching, inconsistent and difficult to understand.

The amount of the tax increase or decrease you receive will depend on your taxable income, marital status, amount of itemized deductions and the number of personal exemptions claimed.

The good news is that capital gains taxes will be capped at twenty-eight percent (28%). Let us briefly review how the new changes will effect certain income levels as regards charitable gifts.

Single taxpayers who have an income below \$49,300 in 1991 and married taxpayers earning less than \$82,150 will, in all probability, feel no changes in their tax rates and no changes in what they can and cannot deduct.

For people with annual incomes above \$82,150 to \$100,000 the picture gets murky and more involved.

The previous tax law created a "bubble effect." Under the old law if you earned  $x$ , your rate was 28 percent. If

you earned between  $x + 1$  and  $x + 2$ , your rate increased to 33 percent. Finally, all income over  $x + 2$  paid a rate of 28 percent. These parameters defined the bubble.

Our new tax law's primary change to a maximum stated bracket of 31 percent shifts the impact of the so-called "33 percent bubble." The new law states that married persons who presently begin paying a 5 percent surcharge on each additional dollar of income (resulting in a marginal rate of 33 percent) at the \$78,400 income level, would instead begin paying a marginal tax rate of 31 percent of \$82,150 and above.

This process results in a decrease in taxes of \$.02 per dollar earned above that level until the new "bubble zone" is reached. (The 31 percent bracket begins at \$49,300 for single taxpayers and \$70,450 for heads of household). The tax law will have little impact on gifts made by people in this bracket. For those taxpayers earning between \$100,000 to \$150,000, the

new law would have little impact on gifts made by people in this bracket.

For those taxpayers earning between \$100,000 to \$150,000, the new law would begin to reduce cer-

tain itemized deductions (including charitable gifts, state taxes and mortgage interest) by 3 percent of the amount by which the adjusted gross income (AGI) exceeds \$100,000, regardless of filing status. Taxpayers in this bracket should be sure to check with their tax advisors before contemplating any major gifts.

Taxpayers who earn between \$150,000 to \$275,000 should be advised that the "bubble" still exists, but the

threshold at which it is reached would begin at \$150,000 for a married couple, rather than the 1990 level of \$78,400. The new "bubble" results from the cost of phasing out personal exemptions.

This is accomplished by raising taxes through the elimination of personal exemptions at the rate of 2 percent for each \$2,500 of income over a "threshold amount". For a married couple, this amount is \$150,000. For single persons it is \$100,000 and for heads of household, \$125,000.

The net effect of this phase-out is to increase the effective marginal tax rate by about 1/2 percent for each exemption taken. Taxpayers with incomes greater than \$275,000 should note that beyond the "bubble" the tax rate no longer drops to 28 percent. It will return to a new minimum rate of 31 percent. Persons who are beyond the "bubble" and thus in the new higher bracket will have an increased incentive to make charitable gifts next year (subject, of course, to the limited effect to the 3 percent floor).

For example, a person with an income of \$500,000, who makes a gift of \$10,000 now experiences an after tax cost of \$7,200. This cost would be reduced under the new law to \$6,900. If the 3 percent floor were to apply to this gift in the improbable case where there were no other deductions, the \$12,000 floor (3 percent  $\times$  (500,000 - 100,000)) would serve to eliminate this deduction entirely. As stated earlier, this seems to be a very unlikely outcome for most taxpayers. The new law also has some good news regarding gifts of tangible personal property during 1991 only. I would strongly recommend you check with your tax advisor if contemplating a gift of tangible personal property.

As we enter 1991, and more definitive regulations are released, I will do my best to keep you informed.

UT

*The changes that the new law  
inflicts on the public are  
far reaching, inconsistent and  
difficult to understand.*



# CALENDAR OF EVENTS

## Alumni Events...

- 1/1 Hall of Fame Bowl Tailgate Party. Tampa Stadium, 11 a.m. Tickets, \$20. Includes admission to game, food, beverages before and after game.
- 1/10 Reception for MBA Students - Domeroom - 5:30-6:30 p.m.
- 2/15 Homecoming - all weekend - details TBA.
- 2/15 Business Symposium featuring UT faculty. Details TBA in Homecoming materials
- 3/3 Harold's Club at Sea.

## Campus-wide Events...

- 1/7 Spring registration
- 1/9 University-wide Chamber of Commerce PM Event. Tampa Bay Hotel Centennial Kick-off.
- 1/10 Reception for MBA Students; Domeroom - 5:30-6:30 p.m.
- 1/12 Minority Collegians Commemorative Ball-Dancing, fashion show - \$25 person; \$40 couple. Students: \$15/person; \$25 couple. Contact ext. 571 or 549.
- 1/21 Martin Luther King, Jr. Holiday.
- 1/27 Super Bowl
- 2/8,9,10 Presidential Scholarship Competition.
- 2/15 Fellows Forum: "Commitment to Quality" featuring UT faculty. Falk Theatre
- 2/15-17 Homecoming Weekend
- 2/28 Business Network Symposium, 7:45 a.m., Ballroom

## In the Gallery...

**Gallery hours:** Mon-Fri, 10 a.m. to 4 p.m.; Sat., 1-4 p.m. Opening receptions are on the first Fri. of exhibition from 7-9 p.m. For more information, contact Lee Scarfone Gallery at 253-3333, ext. 217. All events in the Gallery are free.

- 1/11 to 2/1 University of Tampa Art Faculty. Opening reception: 1/11, 7-9 p.m. Friends of the Gallery will receive Patron print.
- 2/8 to 3/1 Johnathan Green exhibition. Opening reception 2/8, 7-9 p.m.
- 3/8 to 3/29 Florida Craftsmen Assoc. - 40th Anniversary. Opening reception: 3/22, 7-9 p.m.
- 4/5 to 4/26 Annual University of Tampa Student Exhibition. Opening reception: 4/5, 7-9 p.m.
- 5/10 to 5/24 High School Arts '91. Opening reception 5/10, 7-9 p.m.

## Musical Notes...

- 1/12 Pre-college Music Recital - 2 p.m. - Falk Theatre.
- 1/13 Kim McCormick, flutist - 4 p.m. - Falk Theatre
- 1/25 Alexander Shtarkman, pianist. 1989 Van Cliburn competition, 4th prize winner - 8 p.m. - Falk Theatre
- 1/30 UT student recital - 3 p.m. - Falk Theatre.
- 2/1 Deborah Hoffman, Metropolitan Opera Orchestra harpist - 8 p.m. - Ballroom
- 2/8 Don Zegel, trombone - 8 p.m. - Falk Theatre.
- 2/9 Pre-college music recital - 2 p.m. - Falk Theatre.
- 2/10 Susan Campbell, pianist, senior recital. 4 p.m. Falk Theatre.
- 2/17 UT Alumni Recital - 4 p.m. - Falk Theatre.
- 2/20 Wendy Okamoto, flutist - junior recital - 3 p.m. - Falk Theatre.

- 2/22 Fourth Annual Music Showcase - 8 p.m. - Tampa Bay Performing Arts Center (\$5 admission).
- 2/27 UT Student Recital - 3 p.m. - Falk Theatre.
- 3/7,8,9 Dance Recitals - 8 p.m. - Dance Studio.
- 3/9 Pre-college Music Recital - 2 p.m. - Falk Theatre
- 3/10 Jeff Young, trumpet, senior recital, 4 p.m. - Falk Theatre
- 3/11 Terry Mohn, clarinet and saxophone - 8 p.m. - Ballroom
- 3/25 Esther Glazer, violinist; Judith Edberg, pianist. 7 p.m. - Ballroom
- 3/27 UT Student recital - 3 p.m. - Ballroom.

## Henry B. Plant Museum...

- 1/5 Antiques Appraisal Session, 10:30 a.m.
- 1/12 Volunteer Enrichment, 10:30-11:30 a.m.
- 1/14 Museum Society
- 1/16 \* "History Talks" - "Whistle Stops of Florida" by R. Randolph Stevens. 7 p.m. - Domeroom.
- 2/2 Antiques Appraisal Session, 10:30 a.m.
- 2/6 \* "History Talks" - "I'm a Stranger Here" - Florida Blues Music with Kant Kester. 7 p.m.-Domeroom.
- 2/9 Volunteer Enrichment - 10:30-11:30 a.m.
- 2/9 Valentine Workshop - 2-4 p.m.
- 3/6 Antiques Appraisal, 10:30 a.m.
- 3/9 Volunteer Enrichment, 10:30-11:30 a.m.

\* "History Talks" co-sponsored by Henry B. Plant Museum and Tampa Historical Society. Free and open to the public.

## Spartan Sports Scene...

The following schedules are for **home games only**. For more information, call the UT Athletic Office at 253-6240.

\* Florida Sunshine State Conference Games.

**Baseball:** 2/9 & 10 FL Atlantic, 2 p.m.; 2/19 Warner So., 3 p.m.; 2/25 Un.Mich., 3 p.m.; 3/1 & 2 W.Mich., 3 & 2 p.m.; 3/9 U.S.C. Alken, 3 p.m.; 3/10 FL A&M, 2 p.m.; 3/12 U.S.C. Alken, 3 p.m. 3/13 Central Mo., 3 p.m.; 3/14 Temple, 3 p.m.; 3/5 Am. Int'l, 3 p.m.; 3/16 & 17, Un. Wisc. Stout, 3 & 1 p.m.; 3/19 Eckerd, 3 p.m.; 3/22 Toledo, 3 p.m.; 3/23 Mich.State, 1 p.m. 3/24 Lehigh, 1 p.m. 3/27 Rollins, 3 p.m.; 3/28 St. Thomas, 3 p.m.; 3/30 & 31, F.I.T. 2 p.m.

**Basketball:** Games played at Sports Center unless otherwise stated; 1/1 Ala/Huntsville (M-7:30 p.m.); 1/2 Hartwick (W-5:30 p.m.); St. Ambrose (M-7:30 p.m.); 1/5 Holy Family (M-7:30 p.m.); 1/8 Rhode Is. (W-7:30 p.m.); 1/10 W. Florida (W-7:30 p.m.); 1/11 Calif. (W. 5:30 p.m.); FL Mem. (M-7:30 p.m.); 1/12 Quincy (M-7:30 p.m.); 1/16 FL So. (W-5:30 p.m.; M-7:30 p.m.); 1/23 \*Rollins (W-5:30 p.m.; M-7:30 p.m.); 1/30 \*FL Tech. (W-5:30 p.m.; M-7:30 p.m.); 2/2 FL Atlantic (M-7:30 p.m.); 2/6 \*Eckerd (M-7:30 p.m.) 2/9 \*Barry (W-5:30 p.m.; M-7:30 p.m.) 2/16 \*St. Leo (W-5:30 p.m.; M-7:30 p.m.); 2/18 \*Eckerd (W-7:30 p.m.); 2/27 \*Eckerd (M-7:30 p.m.); 3/8 to 10 - NCAA Regionals-TBA.

**Crew (Tentative Schedule):**

3/23 President's Cup; F.I.R.A. Championships, Tampa By-pass Canal

**Softball:** Games played at Sam Bailey Field unless otherwise indicated:

2/25 Alma 3 p.m.; 3/7 Oakland Jr. College, 4 p.m.; 3/10 Stetson, 1 p.m.; 3/16 Eckerd 1 p.m.; 3/17 Rollins, 1 p.m.; 3/21 St. Andrews 4 p.m.; 3/30 St. Leo, 1 p.m.

**Swimming:**

1/4 & 5 UT Invitational; 1/19 Emory; 2/22 & 23 UT Invitational. Call Sports Info. for more details: 253-6240.





*In the past 100 years, legend has it that many a famous face has passed under the Moorish arches and minarets of the mammoth structure now called Henry Bradley Plant Hall, or "Plant's Palace." Faces as dashing as young Teddy Roosevelt. As dramatic as Sarah Bernhardt. As beautiful as Anna Pavlova. And as heroic as Babe Ruth.*

Art Bagley  
Box 73F

The University Of  
**TAMPA**



Office of Public Information • (813) 253-6232  
401 W. Kennedy Blvd. • Tampa, FL 33606-1490

