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# The University of Montana

NEWS RELEASE

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## '94 HOMECOMING THEME NETS GOLD FOR UM IN REGIONAL COMPETITION

MISSOULA --

Betsy Brown Holmquist, events coordinator for The University of Montana Alumni Association, wasn't going for the gold when she came up with last year's homecoming theme. However, her angle for "A River Runs Through It" hooked regional recognition for UM.

Holmquist and the UM Alumni Association will receive a Grand Gold Award, one of the highest honors to be presented by the Council for Advancement and Support of Education's District VIII, at its annual meeting in Seattle Feb. 27.

CASE District VIII is comprised of professionals in educational fund-raising, alumni associations, communications, government relations and student recruiting services at educational institutions in Montana, Idaho, Washington, Oregon, Alaska and four Canadian provinces.

"Alumni permits" instead of name tags, the queen wearing a fishing vest instead of a cape and the king carrying a fishing rod instead of a scepter all snagged the attention of judges.

Holmquist, a **Billings** native, said the theme also caught the interest of the Missoula community.

"We just played on everybody's being a part of fishing, the river, the University," said Holmquist. "It just played out well."

In all, UM will net five awards from this year's CASE District VIII competition. A total of

-more-

104 winners were selected from 413 entries in 22 subcategories.

The Alumni Association also will receive a Gold Award for its multipurpose Thanksgiving card and calendar of events mailed to friends and alumni in November 1994.

Neal Wiegert, graphic artist supervisor for UM Printing Services, created the prize-winning images for both projects. The card features a smiling grizzly bear lounging in golden autumn on the Oval, while the Homecoming '94 logo sports a bear fishing the river with Main Hall and Mount Sentinel in the background.

Todd Goodrich, photographer for University Communications, won recognition in two categories for photos published in UM magazines. Goodrich, a Troy native, will receive a Silver Award for "Montana Faces," a portrait of former UM professor Leslie Fiedler that appeared in the Winter 1994 issue of the Montanan. He also will receive a Bronze Award for "Life on Mars," which appeared on the cover of Vision.

Caroline Patterson and Mike Egeler of University Communications also will receive a Bronze Award for writing and designing the 1994 President's Report.

David Purviance, director of University Communications and co-chair of the CASE District VIII awards committee, said UM has always fared well in the competition.

"This is a particularly remarkable accomplishment when you consider that CASE District VIII is comprised of 93 colleges and universities," Purviance said. "In head-to-head competition with the largest institutions in the Northwest, UM was awarded one of only six grand golds given by the judges."

Purviance helped organize, but did not judge, this year's awards competition. He will be one

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of two masters of ceremony at the Feb. 27 awards banquet in Seattle.

"The grand gold is not just for the alumni office, but for the campus community and the whole community of Missoula," said Bill Johnston, UM Alumni Association director. "Everyone should feel that this is their award."

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