

CHARLES MILTON SHAFFER '35 is typical of those alumni whose devotion to this University has caused them to give up more lucrative careers in business to serve their alma mater.

CHARLOTTE WINBORNE SHAFFER '34, whom he met when both were undergraduates in Chapel Hill, has been his wife and helpmate for more than 40 years. They are a true "Carolina family."

The University and its alumni and friends are Charlie Shaffer's first love and concern to such an extent that he *is* the University to a great many persons. "Ask Charlie Shaffer" is a byword that has won new friends and strengthened old friendships for the University across the decades.

A Chancellor under whom he served once said of him, "No one has done more to nurture that special bond between the University and its supporters throughout our state and region."

Following his graduation from UNC, Charlie Shaffer returned to his native Greensboro where he was a successful industrial executive. In 1952, when he was appointed Director of Development at the University, he said of that opportunity, it was "the best thing that ever happened to me."

In working under six chancellors—five of whom he helped install—he has aided the University in becoming the beneficiary of some of its most significant gifts. Among these were the Aubrey Lee Brooks Scholarships, the William Rand Kenan, Jr. Charitable Trust, the James M. Johnston Scholarship Awards, and the Joseph E. Pogue bequest. The climax of his career was the Carolina Challenge campaign which more than doubled the University's endowment.

Although he retired as the University's first Director of Development last July, he has continued to work on a part-time basis as Executive Director of the University's Institutional Development Foundation.

In his own recollection, Charles Shaffer feels he "became entrenched" at Chapel Hill when he entered as a student. He was then known as an All-Southern halfback—a fine runner and punter for the Tar Heels. In his adult career here, he has done much to weld town and gown into a harmonious and stronger community, and in this he has been aided constantly by his wife, Charlotte. Charlie was the first President of the independent Chamber of Commerce after it separated from the Merchants Association in 1966. His efforts there were recognized when he was named Chapel Hill's "Citizen of the Year." He also has been active in the Chapel Hill Rotary Club, as an adviser to his fraternity, and as a vestryman in his church.

Charlie and Charlotte Shaffer have two children—Charles Shaffer, Jr. '64 of Atlanta, and Winborne Shaffer Chandler '67 of Winston-Salem, who carry on the family devotion to their single alma mater.

Charlie and Charlotte enjoy entertaining Carolina alumni, and have been unofficial hosts for the University for three decades. For their loyalty, support and love, we are pleased to present to each of them the Distinguished Service Medal.