

CLARENCE EARL WHITEFIELD '44 has guided the General Alumni Association of this University through 12 years of notable growth while managing also to maintain that genuine bond of affection between Carolina alumni and their alma mater. His loyalty to the University has been as spirited as the tunes he plays on his harmonica, a trademark not unlike that of former Chancellor Bob House.

JANE PITTARD WHITEFIELD, a graduate of UNC at Greensboro, could hardly be more loyal to her husband's alma mater. An engaging person who loves people as much as does Clarence, she has been an unofficial "first lady" for the Alumni Association, travelling frequently with her husband to alumni meetings, on alumni tours, or hosting the Alumni Board and other groups regularly at their home.

In both body and mind, Clarence Whitefield has never been far from Chapel Hill. Although born in Durham, he lived in Chapel Hill for three years in his youth, and thereby gained his first knowledge of, and love for, this University. With the encouragement of friends made then, he enrolled in the University in the Fall of 1940; and, following a four-year stint in the Army during World War II, earned his A.B. degree in Journalism in 1948.

While he worked first as a newspaperman in Durham, he has since that time given more than a quarter of a century in professional service to higher education. He had spent 14 years as Director of Information Services at Duke University when his alma mater summoned him "home" to succeed J. Maryon (Spike) Saunders in 1970.

Under Clarence Whitefield's stewardship, the Alumni Association's membership has more than doubled, and its ranks of nearly 10,000 Life Members to date have provided the Association with a solid financial base. Another significant accomplishment during this time—and a factor in his selection for his imminent new career here at Carolina—has been the computerization of records for the more than 165,000 alumni.

Among other accomplishments have been an expanded schedule of reunion activities, chapter meetings, publications, and tours; a new focus on programs for women, young alumni and black alumni; closer coordination of activities with those of the Development Office and the various constituent alumni associations; production of a national prize-winning slide show; formation of a student alumni association; publication of an alumni directory and plans for yet another; improvements to the Alumni House; and expansion of the staff.

During his adult career, he also has compiled a record of commendable civic service. He has been a national trustee of the American College Public Relations Association, a national trustee and state president of the Easter Seal Society, president of the Tobaccoland Kiwanis Club, a City Council member and Mayor Pro-Tem of Durham, and a deacon in his church. He also spent over 20 years in the U.S. Army Reserve, retiring with the rank of Major.

Students at the University recognized his contributions to the continuing life of alma mater in 1975 by tapping him into the Order of the Golden Fleece.