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On the Cover:
Rust College honored the classes of 1960 of Rust and M. I. College during the 144th Founders’ Celebration held in November 2010.
The Rust College campus was taken by storm both literally and figuratively during the 144th Founders’ Celebration held November 12-14, 2010.

Despite dark clouds, wind and rain, the students of Rust College marched through the streets of Holly Springs, showing off their school spirit in the annual Founders’ Day Parade.

Commemorating the anniversary classes of 1960 of both Rust College and M.I. College, and the Rust Class of 1985—graduates of those classes were awarded commemorative diplomas to honor their part in the history of both institutions.

Alumni and friends gathered at the annual Alumni and Friends Awards Banquet to celebrate the generosity of those who gave to the college during the 2009-2010 fiscal year. Also honored during the weekend were those graduates of the classes of 1990-2004, who have earned post-graduate degrees, i.e. Ph.D, M.D., D.D.S, J.D., etc.

Other events included the annual Homecoming game, a carnival for students, and the 144th Founders’ Convocation, held in Morehouse Auditorium.

**Buck Receives Tower of Leadership Award**

Congratulations to State Rep. Kelvin O. Buck, ’97, who is the 41st recipient of the Rust College Tower of Leadership Award. Buck was recognized for his outstanding work in the Mississippi State Legislature, representing Marshall and Benton Counties.

Buck has represented District 5 for more than six years, serving on several committees—including being appointed Chair of the Universities and Colleges Committee.
Giving Honor to Our Donors…
Rust College recognized the alumni and friends who generously donated to the college during the 2009-2010 year. Members in each donor category were awarded with plaques as a thank-you from the Administration and the Office of Alumni Development.

Why Not Include Rust in Your Estate Planning?
Years of Rust College

Miss Rust College 2010-11
Ereca King

Sophomore Theoplis N. Walton rings the bell at Asbury U.M. Church

Lady Bearcats, coached by Troy Howell

Dr. Beckley with Mrs. Oreler Murry, ‘60, at the Alumni Breakfast

Bearcat majorettes lead the parade.

M.I.C. Alumni Association President
Dr. Jessie Edwards, MIC, ‘75

Dr. Robert C. Walker, ’01. (right), with Dr. Beckley.

Graduates who have earned terminal degrees since 1990. (i.e. Ph.D., D.D.S., M.D. Pharm, J.D., etc.)

Rust College Blue Blazing Marching Band

Honoring Rust founders, Rev. A.C. McDonald and Rev. Moses Adams, with recognition of Bishop Elias Cottrell, Founder of Mississippi Industrial College.

Special Alumni Breakfast honors the Classes of 1960 & 1985

For more information, contact the Office of the Vice President, 150 Rust Avenue, Holly Springs, MS 38635
Phone: (662) 252-8000, ext. 4012    Email: iedwards@rustcollege.edu
RUST COLLEGE HONOR ROLL OF DONORS

The following list contains known donors who were omitted from the 2009-2010 President’s Annual Report. Every effort has been made to verify the accuracy of the donor list. Any errors or omissions should be mailed to Rust College, Office of Institutional Advancement or the Office of the Vice President, 150 Rust Avenue, Holly Springs, Mississippi 38635.

PRESIDENT’S CIRCLE: $1,000-$2,499
Alpha Kappa Alpha Sorority, Inc. Eta Phi Lambda Chapter
Missionary Union Baptist Church, Inc. c/o Mr. Johnny Johnson
Terry N. Klemp
Tennessee Valley Authority Customer Service Center, Miss. District

SILVER CIRCLE: $250—$499
Alpha Kappa Alpha Fraternity, Inc. Nu Epsilon Omega Chapter
Aqua Flow Free, Inc. c/o Mr. Bob Jones
Delta Sigma Theta Sorority, Inc. Mississippi Golden Triangle Alumnae Chapter
Mr. Stephen B. Imes
Kappa Alpha Psi Fraternity, Inc.
Third District Grand Lodge c/o Mr. Raymond Buggs
Ms. Dovie E. Trimuel

L.M. McCoy Golden Circle: $500-$999
Rev. Preston Belle
Delta Sigma Theta Sorority, Inc. Columbus-Lowndes County Alumnae Chapter
Mr. Flozell & Mrs. Tavetia Hughes
Mr. Johnny & Mrs. Fairie Johnson
The Links, Inc.

BEARCAT CENTURY CLUB: $100-$249
Brightest Light Ministry c/o Mr. Kermit Dilworth, Jr.
Mr. Roosevelt & Mrs. Janiece Bridges
Mr. J.D. & Mrs. Tracy Brooks
Mrs. Mamie Brown
Mrs. Joyce Coleman
Mr. Sellus Dickerson
Mrs. Jacqueline Edwards
Evening Star Lodge #10 c/o Mr. William T. Walker
Mrs. Goldie M. Hall

Attorney Jack Hayes, Jr.
Mr. Dennis & Mrs. Hazel Johnson
McIntosh Lodge #80
Mr. Andrew & Mrs. Anita Nichols
Phi Beta Sigma Fraternity, Inc. Delta Upsilon Sigma Chapter
Zeta Phi Beta Sorority, Inc. Pi Iota Zeta Chapter
Zeta Phi Beta Sorority, Inc Sigma Mu Chapter
PATRONS: $1.00-$99

Ms. Frances B. Johnson
Lattie Pate Whitehead Foundation
c/o Mr. Curtis Bush

Ms. Lovie Amous
New Zion United Methodist Church
c/o Mr. Curtis Bush

Mr. Gregory D. Andrews
Shep’s Cleaners, Inc.
c/o Mr. Paul Brown

Mrs. Doris D. Bankhead
Mr. Melvin L. Smith

Mr. Percy Bryant
Mrs. Helen Troupe

Mrs. Rosemary Cockrell
Ms. Yolonda Troupe

Ms. Laquandra Conner

Mr. Willie E. Crockett

Ms. Frances B. Johnson

RECENT GRANTS AWARDED TO RUST COLLEGE

- U.S. Department of Education—$1,675,030
- Home Investment Partnership Program (HOME) — $305,000
- Student Support Services — $289,940
- Robert M. Hearin Support Foundation — $145,000
- Corporation for Public Broadcasting—$131,880
- National Endowment for the Humanities — $100,000
- Lattie Pate Whitehead Foundation—$100,000
- Charles Frueauf Foundation—$50,000
- UNCF/Mellon Foundation Program — $30,000
- Families First Health Literacy Program — $25,000
- UNCF/Henry C. McBay Research Fellowship — $12,000
- Morehouse School of Medicine (HBCU-CFE) — $10,000
- Southern University for W.K. Kellogg Foundation — $10,000

Discounts Available to Rust & M. I. Colleges Alumni Donors

Donate $50 or more to the Rust College General Scholarship Fund and receive discounts of up to $20 on hotel rooms and car rentals!

Contact the Office of Alumni Development for more information: 662-252-8000 ext. 4913.

For more information, contact the Office of the Vice President, 150 Rust Avenue, Holly Springs, MS 38635
Phone: (662) 252-8000, ext. 4012  Email: iedwards@rustcollege.edu
Catherine Hall is falling down. The beloved women’s dormitory, along with the remaining buildings of the Mississippi Industrial College campus, has fallen into disrepair in the years since its closing in 1984.

Rust College purchased the property in 2008. This purchase gives both institutions’ alumni the opportunity to preserve the history of Mississippi higher education, and leave a legacy for graduates and generations to come to know of the contributions made by Mississippi Industrial College.

Mr. Walter Paul Haynes, MIC ’64, and Mr. R.C. Anderson, MIC ’63, are spearheading a project to build a permanent monument on the Mississippi Industrial College campus through the sale of bricks from Catherine Hall, which will be taken down. Graduates are encouraged to purchase bricks at $2.00 each to support the M.I.C. permanent monument to be erected on the campus. Graduates are encouraged to give $2.00 for each year since graduation (i.e. Graduation date 1960 = $100.00) to the project.

Please use the form below to purchase a brick. Each donor to the project will be listed on the monument.

R.C. and Paul:

I am glad to support the M.I.C. Brick Monument Project. Enclosed is my tax deductible gift of $___________. I am a member of the Class of 19____.

Name

Email address

Address

City___________________________ State_________ Zip_________

Donations should be made payable to Rust College and mailed to Mrs. Margie Green, M.I.C. Class of 1974, Assistant Director of Alumni Development, Rust College, Holly Springs, Mississippi 38635.

For further information, please call the Development Office at (662) 252-8000, ext. 4014.
Celebrating the United Negro College Fund

The United Negro College Fund is the nation’s oldest and most successful minority higher education assistance organization. Its mission is to enhance the quality of education by raising operating funds for member colleges and universities, providing financial assistance to deserving students and increasing access to technology for students and faculty. To date, UNCF has raised over $2.5 billion to promote higher education achievement and has helped more than 350,000 young men and women. The UNCF continues to help deserving young people realize their dreams because “A mind is a terrible thing to waste.” There are 39 historically black institutions that belong to the UNCF community.

Holly Springs/ Marshall County Area Hosts 21st Annual UNCF Banquet

Supporters of Rust College and the UNCF came out to celebrate the fundraising campaign Thursday evening, February 17, 2011 at Rust College. Dr. David L. Beckley presided over the event, welcoming City of Holly Springs Mayor Andre’ DeBerry, ministers from local churches, and several others to enjoy themselves and also unite and observe the needs of not only Rust College students, but all students who need the aid of UNCF.

Serving as guest speaker was Mississippi State Representative Kelvin O. Buck, ‘97, who has served in the Mississippi Legislature since 2004. Buck, a native of Tupelo, Mississippi serves as Chair of the Universities and Colleges Committee, and sits on several other committees as well. He spoke of the changes happening in the field of education.

“We are in the midst of an education revolution. If you’ve been watching and reading the news, there is every sign that we’re in a real transition in education in this country,” said Buck. He described the questions and debates happening in the Legislature—funding being the most prominent.

“Where do we get the money to provide the education needed for today’s students? How much should we spend? The revolution dealing with budgetary concerns is very real.” Buck also informed the Rust audience of its competition—online and technical colleges and universities, as well as traditional institutions. “When we think about what we will be like 10, 15, or 20 years from now, it is time now for Rust College to make sure we are in the game the right way.”

“We aren’t competing with just the Mississippi Valley States, or the Ole Misses; we are competing with schools everywhere.” Buck touched on recent arguments that HBCUs are no longer needed: “We as thinkers, leaders of these educational institutions need to figure out where we are going and how to keep these doors open.” He elaborated on the lack of funding HBCUs are receiving due to new and different types of competition.

“Anybody who wants an education, can get an education,” he said.

The Holly Springs/Marshall County area UNCF campaign was successful in reaching its $40,000 goal.

Rust College Receives Donation from I.C.S., Inc.

Rust College Vice President Dr. Ishmell H. Edwards graciously accepted a check for $3,500 on January 31, 2011 from Mrs. Eloise McClinton, executive director, Institute for Community Services, Incorporated, in support of the Rust College / Marshall County United Negro College Fund (UNCF).

“We appreciate ICS continuing their effort to support the Annual Rust College / Marshall County UNCF campaign,” said Dr. Edwards. “Because of that support, needy students are able to attend Rust”.

For more information, contact the Office of the Vice President, 150 Rust Avenue, Holly Springs, MS 38635
Phone: (662) 252-8000, ext. 4012   Email: iedwards@rustcollege.edu
Rep. Kelvin O. Buck, ’97, (D-MS), made a number of announcements during the Holly Springs/Marshall County UNCF Fundraiser concerning Black History and its future on Thursday, February 17, 2011.

- The Mississippi House of Representatives’ passed House Bill 1463, which will allow a state-funded National Civil Rights Museum to be constructed in Jackson, Mississippi. This will be the first state-sponsored/supported Civil Rights Museum in Mississippi. Rust College president Dr. David L. Beckley will sit on the advisory board, which will concentrate on the management and operations of the facility.

- For the first time in Mississippi history, on February 17, 2011, the Institute of Higher Learning (IHL) held a state-sponsored Black History program at the State Capitol in Jackson, Mississippi. “This ‘New South’ we’ve been hearing about, there are signs it is alive and well,” said Rep. Buck.

- The 50th Anniversary celebration of the Freedom Riders will be held May 22-26th, 2011 in Jackson, Mississippi. “The Freedom Riders worked on behalf of African Americans to ensure equal rights” with stops in Holly Springs and Rust College.

Freedom Riders from the North traveled to a racially-torn South to fight for the rights of African-Americans. Here, they stand, joining hands, singing “We Shall Overcome”.
In Pictures ~ The Golden Triangle UNCF Fundraiser in Columbus, MS.

Tupelo/Lee County Alumni Club Makes Donation to Rust College

Rust College President Dr. David L. Beckley graciously accepted a check for $6,300 on February 1, 2011 from Rev. Clarence Smith on behalf of the Tupelo/Lee County United Negro College Fund Committee.

“We appreciate the Tupelo/Lee County UNCF continuing their effort to support the joint UNCF campaign of Mississippi,” said Dr. Beckley. “Because of that support, needy students are able to attend Rust, Tougaloo, and the other thirty seven UNCF schools across the country. We are delighted they have bought into the concept.”

Rev. Smith announced that Andrew Birks of Tupelo, MS, was the first recipient of the Dr. Debra Calvert Memorial Scholarship established in 2009. Birks, a freshman, currently receives $500 per semester toward his expenses while enrolled at Rust.

The group recently concluded their 2010 campaign with its 20th UNCF Banquet, held at the Summit Center in Tupelo, Mississippi. The theme for the banquet was “A Challenge for Change”. Dr. Walter Kimbrough, president of Philander Smith College, Little Rock, AR, was the guest speaker for the annual event. Other distinguished members who played a major role in this year’s success included: Rev. Robert J. Jamison, Attorney James Ford, Mrs. Mearion Smith, Ms. Florine Nails, Mrs. Lillie Bell Johnson, Mrs. Nettie Y. Davis, Ms. Ora Baldwin, and Mrs. Betty Thompson.
Rust College will celebrate its 145th Commencement May 1, 2011, with the graduation of approximately 160 seniors. Commencement activities will be held beginning Saturday, April 30th with the annual Rust College Presidential Run/Walk-A-Thon. The walk/run will begin at 8:00 a.m. at the intersection of Rust Avenue and Memphis Street.

On the evening of the 30th, Rust College will hold its annual Senior Consecration. The ceremony will be held in Morehouse Auditorium of the Doxey Fine Arts Center and led by President David L. Beckley.

Commencement activities will reconvene Sunday morning, May 1st, with the Senior/Alumni Breakfast in Shaw Cafeteria. After the breakfast, graduating seniors will participate in the annual tree planting, a tradition established by President Beckley. Graduating seniors will take photos with President David L. Beckley after the tree planting, in front of the L.M. McCoy Administration Building.

The 145th Commencement Exercises will be held at 2:00 p.m. Sunday in the McMillan Multi-Purpose Center. Rust College will welcome Charles H. Beady, Jr., Ph.D. Dr. Beady is the Associate Director of the Virgin Islands University Center for Excellence in Developmental Disabilities (VIUCEDD), in charge of operations on the Island of St. Croix. VIUCEDD is one of sixty-seven centers, nationally, serving individuals with developmental disabilities and their families.

145th Commencement Schedule of Events

**Saturday, April 30, 2011**
- 12:00 p.m. Alumni Luncheon Meeting
  - Shaw Cafeteria, Brown Mass Communications Center
- 6:45 p.m. Senior Consecration
  - Morehouse Auditorium, Doxey Fine Arts Center

**Sunday, May 1, 2011**
- 8:00 a.m. Senior/Alumni Breakfast
  - Shaw Cafeteria, Brown Mass Communications Center
- 9:00 a.m. Tree Planting
- 2:00 p.m. 144th Commencement Convocation
  - McMillan Multi-Purpose Center

### Renowned Educator/Author Named Speaker For 145th Commencement

Dr. Charles H. Beady, Jr., holds a B.A. in advertising, M.A. in Urban Counseling and a Ph.D. in Counselor Education, all from Michigan State University. Dr. Beady has received national recognition as an educational administrator, fundraiser, researcher, author, lecturer, motivator, professional cartoonist and teacher. He has written, illustrated and produced motivational materials, which have been used by student, teacher and parent groups around the country, in the U.S. Virgin Islands and on U.S. military bases in Japan and Korea. His primary areas of research are school climate and motivation. He has authored and co-authored several books and a number of scholarly publications.

He is married to (Dr.) Helen Glenn-Beady, a former small business owner, human resource specialist and presently, Director of Education for the award-winning Memphis (TN) Zoo. The Beadys have two sons and two grandchildren.
Dr. David L. Beckley, ‘67, was among the high-powered U.S. delegation that traveled to Dakar for the World Festival of Black Arts and Cultures in December 2010. More than 200 African American leaders participated, including groups from the National Conference of Black Mayors, the National Black Caucus of State Legislators, and the National Association for Equal Opportunity in High Education (NAFEO).

Dr. Alice M. Scales, ‘64, Professor of Education Emerita and Editor-in-Chief of The Negro Educational Review (NER) was a member of the People to People Citizen Ambassador Programs’ Language and Literacy Education Delegation to Johannesburg and Cape Town, South Africa in August 2010.

Dr. Ishmell Edwards, ‘71, was honored by the Mississippi High School Activities Association (MHSAA) as the Northwest Mississippi Basketball Officials Association “Official of the Year” on February 26, 2011. He was presented with this honor during the MHSAA Basketball State Championships in Jackson, Mississippi.

Dr. Leslie Burl McLemore, ‘64, received the W.E.B. Dubois Award from the Association of Social and Behavioral Scientists, Inc. during the Association’s Annual Meeting in Jackson, Mississippi. He was recognized for his personal and professional achievements in the academy. Dr. McLemore recently retired from Jackson State University in 2010, however, he was appointed interim president of Jackson State, which he served until January 1, 2011.

Rev. Dennis M. Oglesby, Jr., ‘83 has been selected by the Board of Trustees of Garrett-Evangelical Theological Seminary to receive one of Garrett-Evangelical’s Distinguished Alumnus awards to be presented at the 154th Commencement on Friday, May 13, 2011, at 2:00 p.m. at First United Methodist Church in Evanston. The Board of Trustees of Garrett-Evangelical selects two graduates each year to receive a Distinguished Alumnus Award, one who has graduated more than 25 years ago and one who has graduated 25 years or less. Oglesby serves as Lead Pastor at the Park Avenue United Methodist Church in Minneapolis, MN.

Chrystal Love, ‘96, is currently the bookkeeper for the Oxford Park Commission. Love has been employed with the Oxford Park Commission (OPC) since September 2008.

William Johnson, ‘96, produced and edited “Funeral Arrangements” - a comedy about a college graduate and aspiring music producer who finds himself in a hilarious situation at a complete stranger’s funeral, after lying to his boss to attend an important industry event. “Funeral Arrangements” was released in stores on February 15, 2011. “Funeral Arrangements” debuted at the 2009 Indie Memphis Film Festival, and has won several awards including the Award of Merit at the Indie Fest in La Jolla, California and the Award of Merit at the Los Angeles Cinema Film Festival held in April 2010. Johnson worked as the Cable Director for RC-TV 2 from 1996-2003. He is married to Monica Moore Johnson, ’99, and they have three children, Kailynn, Dillon, and Micahya. Visit www.funeralmovie.com for more information.

Mattie Dickens Gipson, ’67, has been appointed District Superintendent of the Greenwood District of the Mississippi Annual Conference of the United Methodist Church.

Lewis Trucking, Rust College Collaborate in Campaign to Market the College

Rust College President Dr. David L. Beckley welcomes the Rust banner currently displayed by Steve Lewis, owner of Lewis Trucking, LLC.

“We appreciate Lewis Trucking for promoting Rust College throughout the country,” said Dr. Beckley. “Because of his effort, Rust’s ability to reach more students will be greatly enhanced.

Lewis Trucking, based in Holly Springs, operates in 30 states. The company has been in business more than 11 years.

“We are delighted we can assist in the Rust College marketing campaign,” said Lewis.
The Rust College Community Development Corporation (RCCDC) has kicked off its 2011 Home Investors Program, says Executive Director Clencie L. Cotton. A grant in the amount of $255,000 and $50,000 for operation expense was approved by the Mississippi Development Authority.

The RCCDC was commended by Mississippi Governor Haley Barbour for its local commitment in addressing the housing improvement needs of Mississippi.

“I commend you for this initiative and for helping to improve the quality of life in your community, especially as it relates to the low and very low-income citizens,” Gov. Barbour said.

Make sure to vote EVERYDAY! Make Rust College #1!

The Home Depot® will announce the top finalists on May 16, 2011.
# It's Time for the 10th Reunion of Reunions!

## "Remembering Reflecting Reconnecting"

**July 8-10, 2011**

Holly Springs, Mississippi

Alumni of Rust College and Mississippi Industrial College!

Come out and join your classmates at the 10th Reunion of Reunions!

**Golf! Seafood! Dancing! Picnics! It promises to be a weekend to remember!**

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Package 1</td>
<td>$165.00</td>
<td>Two nights—(Friday and Saturday) (1 breakfast, 1 lunch, Picnic, Gulf Coast Seafood Party, Ball, Brunch) Beginning Friday Lunch</td>
</tr>
<tr>
<td>Package 2</td>
<td>$95.00</td>
<td>One Night—(Friday) (1 breakfast, Gulf Coast Seafood Party and Picnic)</td>
</tr>
<tr>
<td>Package 3</td>
<td>$105.00</td>
<td>One night (Saturday) (Picnic, Ball and Brunch)</td>
</tr>
<tr>
<td>Package 4</td>
<td>$130.00</td>
<td>Housed off campus (1 breakfast, 1 Lunch, Gulf Coast Seafood Party, Picnic, Ball and Brunch) Beginning Friday Lunch</td>
</tr>
<tr>
<td>Package 5</td>
<td>$80.00</td>
<td>Housed off campus (1 Breakfast, 1 Lunch, Gulf Coast Seafood Party and Picnic) arriving on Friday, leaving on Saturday</td>
</tr>
<tr>
<td>Package 6</td>
<td>$95.00</td>
<td>Housed off campus (Ball, Brunch and Picnic) arriving Saturday, leaving Sunday</td>
</tr>
<tr>
<td>Package 7</td>
<td>$110.00</td>
<td>Housed off campus (Picnic, Ball, Brunch and Gulf Coast Seafood Party)</td>
</tr>
<tr>
<td>Package 8</td>
<td>$85.00</td>
<td>Guest/Spouse (Non-Alumni) Housed off campus (Gulf Coast Seafood Party, Picnic, Ball, and Brunch) (Package must be purchased with an alumni package)</td>
</tr>
</tbody>
</table>

All packages include registration fee except #8. Packages #2 and #5 do not include Ball tickets.

### Individual Ticket Prices (Does not include registration)

- Breakfast: $8.00
- Gulf Coast Seafood Party (Friday): $40.00
- Reunion Ball (Saturday): $35.00
- Picnic (Saturday): $20.00
- Brunch (Sunday): $15.00

For more information, please contact the Office of Alumni Development, (662) 252-8000, ext. 4911

For more information, contact the Office of the Vice President, 150 Rust Avenue, Holly Springs, MS 38635

Phone: (662) 252-8000, ext. 4012  Email: iedwards@rustcollege.edu
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Dr. Ishmell H. Edwards, ‘71, Vice President
Mrs. Margie Green, MIC ‘74, Assistant Director of Alumni Development
Rev. Fredrick H. Brown, ‘62, Rust College International Alumni Association President
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