

Cynthia Reinhardt, Assistant Manager of the SIUE Cougar Bookstore
Transcript of Interview for the History SIUE Oral History Project
Interviewed by Ellen Nore-Nordhauser
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Ellen Nore [EN]: So, I usually start out by asking people how they happen to come to SIUE and to describe their job through the years.

Cynthia Reinhardt [CR]: Okay, well, I came to SIUE as a student.

EN: Okay, good.

CR: And um, after one year full-time as a student, I decided that I needed to get- I was trying to do babysitting at home, in the afternoons, while going to school in the morning, and eventually, your schedule just doesn't work. So then I had to find some other kind of a job, and I got a job in the bookstore as a student worker in the book department. And I did that for a year, but I was going to school full time, and I was working 30 hours a week, and I had a pre-schooler, and it was just a little too much [laughs], so then I became a Civil Service employee, where I could work 37 1/2 hours a week and just go to school part time and not have all that homework after I got home.

EN: What was your major?

CR: Uh, Business. I love History and English, but I didn't think I could make a living. (CR laughs) I mean you're lucky...

EN: Did you specialize in Business, like accounting?

CR: Marketing.

EN: Okay, that was good for your job. And did you participate...In the '70s, there was an organization of mothers who lobbied to get child care on campus. Were you part of that?

CR: No, because this was the late '70s. When I started there, and as a matter of fact, when I got the job at the bookstore and well even before that when I first started school there, Carrie [daughter] attended the daycare there, when the Early Childhood Center was in the house where the Credit Union is now.

EN: Okay yeah, I think that was, yeah, I think that organization was in the late '60s now that I think about it.

CR: Yeah, the Early Childhood Center.

EN: But it was a mother's initiative that got it.

CR: So yeah, She went in the morning, and then I would go pick up Carrie—you could only go for a half day at that time, and so I would have my classes in the morning, and then, I would go pick up Carrie and another child that I babysat in the afternoon.

EN: Oh my. Well that's nice for Carrie to have a friend like that to play with. Neat. So, you were... Who was managing the bookstore then?

CR: Um, my first day in the bookstore as a student worker was Elaine Smith's last day as manager. So then, Dolores Shea became manager.

EN: Mhmm. And she's just retiring? Or just did retire.

CR: No, that was, uh, Dolores retired six or seven years ago. Darlene Fox then became manager, and she was at the bookstore for well over 30 years. And she became manager after Delores left. Now, she just retired at the first of the year.

EN: I remember seeing something about that. Okay. Now, you were you were the Secretary to the manager in your Civil Service position?

CR: Right. And I did that, or, until I got my degree, and after I finished my degree, in '83, um, I started looking for a job, but then it came up that the Assistant Manager, who was the book buyer was going to be moving on, so uh I applied for that position and was able to move into that slot, and that's where I've been ever since.

EN: Okay, you've been Assistant Manager since 1983?

CR: Since 1984.

EN: since '84.

CR: And I have that paperwork.

EN: Yeah, I can see that.

CR: Okay.

EN: Okay. Now the bookstore, has the bookstore always been pretty much the same during your time there? Has it always featured a mixture of, um, University...

CR: Products?

EN: ...products and books?

CR: It has changed quite a bit. It's always had the trade books as long as I've been there, uh, but the product mix has changed particularly since they built the Residence Halls. That's made a huge difference in, um, school spirit, wanting to own your school. We sell a lot more of the

imprinted merchandise than we used to. So, there's there's been a big change there, and there's more traffic in the building.

EN: I can see that. Do you, um, do you, are you the person who's responsible for the allocation of space in the bookstore, I mean pretty much?

CR: Well, that's the manager I guess primarily. Um... Of course, you know we don't have one right now. The books have pretty much always been in the same location. There's the book area and then, the rest of the store.

EN: Yes.

CR: At one time, we had two Assistant Managers. There was Assistant Manager of Operations, which was the non-book side, and then, there was the Assistant Manager of Books, which is trade and text. At one time, they actually had Textbook Service under that position also, but it really just didn't work because you were needed in two places at the same time during rush. It was just impossible to do, so now they've got a Director over at uh Textbook Service.

EN: Are you getting - are you finding that um- since you started - I'm just asking- so you started getting used books, and is that a pretty big part of your market now, for classes?

CR: We get as many as we can. We don't do a big buy-back at the end of the semester. We do have a company that comes in and does that, but because most of the books that are bought and sold at other campuses-those are all the rental books at our campus. So we have this used book company that comes in at the end of the semester and with 14,000 students, they may get eight boxes of books. They're just not...

EN: Do they set up a booth in front of the bookstore?

CR: Yes, in front of the bookstore, and we put out flyers around campus to notify students, but uh, there's just not a lot of books to sell back. If it's a workbook, of course it doesn't have any value. If it's an old edition, it doesn't have any value. And, if it's a rental book, they turn it back in so.

EN: Do you foresee Textbook Rental being abolished?

CR: I can't see that ever happening. Right now, campuses across the country are faced with legislators that are trying to make it law that state universities have to go to rental systems because the price of textbooks has gone up so high. Textbook Service here at SIUE gets at least two calls a month, if not more, from other schools who were told to look into getting a rental system.

EN: I know that they rent in the red, [EN Laughs] pretty much for the last-quite a long time. And, I know that there is discussion within the faculty about abolishing it, but I think it probably is a tremendous savings on the big science books and on those big American History textbooks.

CR: If you're in the sciences your text books could run \$800 or \$900 a semester. So I mean it's saving hundreds of dollars.

EN: Right. I've never really been in favor of abolishing-

CR: And the students always have the option to buy. No one is discouraging them from buying their textbooks, and at a discount. So, it's really a win-win. I know there are people saying that its-it's not fostering an ownership [of subject matter], but the thing is, students without rental would buy their books, and they're the same ones that will be selling them back at the end of the semester. If they really want to own the book, they will keep it but they are the same ones who will buy it from textbook services.

EN: Right. I agree with that. I do agree with that. Do you remember your graduation? Did you go to your graduation when you graduated in '83?

CR: Yes, I did.

EN: Did your family come?

CR: My parents came. It was when they still had the graduations outdoors. And uh, my daughter was maybe four, something like that. She must have been older than that- a little older than that. Anyway, I remember thinking that I thought it was important for her to see Mom getting a diploma. I remember sitting there in the chairs. When graduation was outdoors, people seemed to feel it was okay step out. I stayed in my chair because I thought, "You know, it's rude to get your diploma and leave." So I stayed in my chair, and pretty soon, there was no one sitting anywhere close to me, and my family was over at the side saying, "Come on, come on." And I looked around and finally, I thought, "Oh well, I'm going to go too." [CR Laughs] There were literally only four rows of people left because everyone was getting their diploma and leaving. But that was before they split the graduation. So, it was all one gigantic graduation, and School of Business came first, and so you had a long, long time to wait for the rest of the students to get their diplomas.

EN: Sure, that's interesting. And it didn't rain or anything? Do you remember? Do you remember the speaker at your commencement?

CR: No, not at all.

EN: This was in - this was in May of '83? Or was it June of 1983? Because we were still on um, quarters in '83.

CR: Yes. Oh, I don't remember for sure.

EN: Okay, I think it was probably June.

CR: It was May or June.

EN: It's May under semesters and I think it's probably June under... it doesn't matter. But I'm just wondering,...

CR: I think you're right.

EN: What about your classes in business school? Do you remember any of your professors? Did you have a feeling of becoming a professional as you studied in the School of Business? Did you feel that you in a...part of an Avante Garde group?

CR: Not really. You know, I had worked in businesses before, you know as a secretary before in business environments, small businesses, that sort of thing. I had done book-keeping. I had done accounting, so a lot of what I was learning was building on what I had already learned in the outside world. Being an older student, going back to school, it was probably a very different experience than what someone going straight out of high school would have experienced. So uh, I found the classes interesting, except for Economics. I just hated Economics, and I can't fault the instructors. It just was one of those subjects that made my eyes want to glaze over. [Laughs] As I said, my real interest was in History and English, but I just didn't think that it would be practical. It seemed that you really had to be lucky to get a job in those fields.

EN: Did you, as an older student, understand the concept of General Education and then, specialization? Did you understand that as a student? I'm just curious.

CR: Yes, I did. I had a lot of that done. I had a year of college at Wisconsin Lutheran Teachers' College in Milwaukee. So, I didn't come in with no credits, and I had already started that General Education phase of my degree. But I did do some- I know I took an English 102 class. I had had English 101. I had George Soule as my instructor, and I was working on a project with genealogy at the time. And I had taken a piece of my family's history, the Nichols Sand Company.

EN: Yes! I've read that book!

CR: And I decided you know well I'm going to make this my paper and George will go along with it because then I can have George proof it for me. So that's what I did. I approached him with it and so, I had like a 100-page English 102 paper.

EN: Now George Soule, S-O-U-L-E, is he married to Alison Fun?

CR: Yeah.

EN: Okay, because I never knew his name, I only know Alison's last name. And we know them. They are friends of ours, but I never know... he would have loved something like that.

CR: Yeah, so that was kind of fun. And then, I had Norman Nordhauser for a history class, one of the first courses I took at SIUE, and that kind of put me at ease because, when you go back to school after so long, your first concern is: "Am I going to be able to do all right?" I soon realized that you know no one was going to yell at me for being stupid and out of step or anything. At

SIUE, you found that there were a lot of students your age. There were even students who were older than you were. And uh that the faculty was very open and cooperative with pretty much whatever you wanted to do. Of course, I didn't ask them to do something really outlandish, but...

EN: Well, how old were you when you-you were born in 1951. So you were in your late 30s , early 40s when you were going to SIU. No, you were in your late 20s early 30s.

CR: Yes. I wasn't too far outside of the age of traditional students, but you feel like you are. I'd been married for seven or eight years, and I had a little one at home. You feel like you're going to go to that first class and find all eighteen-year-olds. [CR Laughs]

EN: Right, so as a student did you, um did you...let's see. Let me turn this off for a minute. [Recording stops and starts again] Looking back on your years as a student and maybe working now as a Staff person, what do you think is unique about the University? You went to another college, so you have some basis for comparison. Looking back, and you work in a field that's common to lots of other universities.

CR: Right, but they didn't have at the other school that I went- that I attended—because that was a teachers' college, so everything was geared towards education—[a setting like this campus.] I really think the campus itself is the most unique, the landscape. That's one of the things that we hear people commenting on most often, people visiting the campus. It's got good programs and things like that, but a lot of schools have good programs. It used to be that, um, when I was a student, I was the type that I came in, went to my classes, and left. At that time, that was really common. You just didn't see much in terms of well, I don't think there were many organizations Greek organizations. They were there, but not that active. Student programming wasn't like it is now. They just have a lot more for the students to do now.

EN: Yeah, that's interesting. So um-Do you have any- You were in the Community of Readers. That was in the early 90s? Community of Readers?

CR: You know, I was going to look that up.

EN: I think it was.

CR: Because I have the books at home. And they're usually autographed and dated.

EN: Spiegelman.

CR: Art Spiegelman. And they had Johnson, who wrote *Middle Passage*. That was one of the books. He didn't come. Spielgeman is the only one who came. They had several books for the year. And Louise....

EN: Of medicine?

CR: No, *Yellow Raft in Blue Water*.

EN: Oh, Louise Erdrich and her husband [Michael Dorris]. That was a dual book.

CR: Yeah. But that was - And I'm sure the library has probably got something that um that has the whole program.

EN: And were you on the committee for the community of Readers? Because of the bookstore and having to order the books and have them ready and everything. I read all of those books.

CR: Julie Hansen of the library was in charge of it. And I'll tell you it was very successful, but it took a tremendous amount of manhours. Julie, with someone else I can't remember who, Carolyn I think, anyway they got a grant. It was a huge number of hours. And you know-Some departments don't give you time away from your department. I know the bookstore it's never, if you're involved in campus activities, we've never been given time away for other campus activities. For instance, I'm with the Friends of Theater and Dance. I took a vacation day in February to do all day auditions for scholarships. It's just understood that, if you're involved with these other organizations, that it's on your time.

EN: I see. Is that true of all the offices at SIUE?

CR: I don't think so.

EN: Oh.

CR: Because you've got other departments and faculty, who don't get called away from classes of course, but other departments where that's considered part of the job.

EN: Hm. How did you get involved in Friends of Theater and Dance?

CR: Well, we had been members and have always enjoyed the performances and have always admired people who can do that kind of work. And um, so I was asked if I would be interested in being on the board, and it's been a lot of fun. It's very rewarding when you um take everything that you earned and you turn around, and you give it to these students. You know, when you're involved in productions, you just don't have the time to work as many hours as what some other students... I mean, the set designs and the lighting. These things take hundreds of hours with every performance, every show that they do. Making costumes and going to rehearsals. A lot of times, the people going to rehearsals are also the people making costumes. So um, it's nice to be able to help them get out of school without quite as much debt.

EN: That's neat. What about A Book in Every Home? Are you involved in that as a part of the bookstore also?

CR: Yes, but also, you know I had a personal interest too. And uh, I was really disappointed when that fell apart. That had been Kay Werner's project.

EN: Yes, I thought it was still going on.

CR: No. It kind of folded when she left. We didn't have anyone who was able to dedicate the time needed to it. That's a case too where, now with that program, it was acceptable for me to leave and... I don't want to say that it was because it was the Chancellor's wife. [CR Laughs] There was a direct connection with books, but that was an organization that I was able to go to on work time. But, you know um, I think there might have been people who maybe their departments wouldn't have been as willing to let them spend the time if it weren't the Chancellor's wife. And that's not to say anything derogatory about Kay at all because she was fabulous at it, a real asset. But I also don't mean it to be anything derogatory about the current Chancellor's wife. You know Sue Vandergrift- Cause if you're going to volunteer, you're going to volunteer where your interests are, and she's finding her niche also. It would have been nice if the program could have continued, but you needed someone who could devote maybe 10 to 12 hours a week, at least, and that would be during your um slow times.

EN: Okay. That's interesting. You're also in Friends, I'll just go on with all these SIUE things, you're also in Friends of Lovejoy Library.

CR: Mike [Rinehardt] and I, both are involved. When we have books that don't sell too well or maybe too many copies, we'll donate those to the Friendship Shop. Of course, Mike helps with the antiques, and he does things with the Friendship Shop also.

EN: And have you always been involved with that since you've started working at the bookstore?

CR: We've always been members. And then we'll do donations over there through the bookstore.

EN: Okay and now... You are active in the Alumni Association as a Lifetime Member. That isn't true of everybody that I've interviewed.

CR: Well, we just go to some events, like when they have a ballgame day or something like that. You know, so it's not real active but maybe a little bit more than some. They'll have a cubs-cardinals day, and we'll go to that when we can. Hopefully, we can go to Chicago this year. They have a ballgame day in Chicago too. Carrie [CR daughter] is really active in the Alumni Association in the Chicago area. As a matter of fact, she's one of the contact people when they're going to have an event up there in recent years. She and a couple of her friends they know a lot of the people that are in the Chicago area. I've been giving her a lifetime membership for Valentine's Day every year. This will be her last year. She'll have her lifetime membership all taken care of. You know, ever since she was really little, with SIUE paying half of the tuition of children of SIUE employees since she was real young, she was told, "You will go to SIUE. You will graduate in four years. This is what we can afford." She had regrets about not going away to school, uh, but really not many. She said she enjoyed her time at SIUE. So, we're a two-generation family, and she ended up with a great job from it. She got an internship at SIUE that led right into a great position after college.

EN: Great, what was her internship?

CR: She was with UPS, a recruiter on campuses in the area. She would go out to all the schools in the area and recruit people for UPS.

EN: And that turned into a permanent position?

CR: Well, with that experience, she then got a job as a recruiter for a computer consulting firm, and then, she went to being a career services advisor at the Illinois Institute of Art in Chicago, not the one connected to the museum-I always got them mixed up, and anyway now she is back in personnel. Working to- It was all related, and it started with that internship at UPS.

EN: Well, that's nice to know. Are you in a union at school?

CR: Yes. I'm part of AFSME [American Federation of State and Municipal Employees also known as AFSCME, for American Federation of State, County and Municipal Employees]. I've had people at various times say, "Aren't you management? Shouldn't you not be in this Union?" As a matter of fact, I'm exempt. If I work more than 37 and 1/2 hours a week, I don't get paid for it. Um but, I could probably request that my position be taken out of the Union at any time, but the Union has been very good to me. When I started as Assistant Manager at the bookstore, I only made \$13,000 a year, and I had a huge responsibility. When you look at it as being a part of the educational mission, without textbooks you're not going to go very far, and then this huge trade department. SIUE has been notorious for being the lowest paid Civil Service in the State, and I think that has improved, but back when I started, pay was really bad. If it had not been for two equity studies that were done over the years, my salary today would probably be a third of what it is now. For that reason, I feel that I owe the Union that loyalty. They need the numbers.

EN: So this is the American Federation of State and Municipal Employees?

CR: Correct.

EN: Okay, I just want to make sure I get it right. Yes, I'm thinking of having a chapter in the book on unions at SIUE. I don't know if the circle will go for it, but I know the unions contributions have been really important in getting hundreds of thousands of dollars to buy the land in the first place, and they really had a lot of momentum to get the university because they wanted it for their children. I know there are different stories of the Unions at SIUE. Have you ever been a negotiator?

CR: No, but Mike has, I think. He was on the Board of the Union...

EN: I should ask Mike about that.

CR... really up until the time that he transferred to the library because then, he was no longer in AFSME. And Paula Ogg was President for years.

EN: Yeah, Paula Ogg.

CR: We don't have one of those Unions that's real... where it isn't, it isn't really a source of community in your life.

EN: No

CR: No, okay... but you know that they're there, and you know that they're fighting for you. These equity studies especially I mean you know I think at one time the figures were-and you should probably look this up before making it a part of it- that the Civil Service staff were the lowest paid of all Civil Service staff in State University employees, and State University Civil Service are lower paid than regular State Civil Service. But, the faculty were the second highest. So, there's a real discrepancy there. You see people coming in-I know we had a um I know that the secretaries over the years at SIUE, there have been various ones maybe they're single maybe they're single with a child, they qualified for Food Stamps. And with the amount of skill needed to be a secretary on that campus! I just think it's really sad that they were not compensated.

EN: Yes. Yeah. So... you feel... I want to write about that, because I've always been concerned about that. The secretaries are so lowly paid.

CR: Over the last 20 years, they've had to have uh so much more skill. I mean... You almost have to have a degree in English. A lot of them do budgets. You need to know finances. You've got to be an expert at the computer. Many of them are the computer resource person for their department. Some academic departments, I mean, secretaries, are teaching faculty how to use the computers. They have to be excellent at customer service. They have to be able to juggle about 50 things at once. A lot of these things I mean it used to be they just did the customer service thing, and they typed things that were handed to them, but a lot of times now, they are the originator of the documents. It varies from department to department, but you have to have a lot more skills than you had to have 20 years ago.

EN: That's a very good point, very good point. So, AFSME is their Union for those people, and you have chosen to remain in the Union even though because of your position you could have opted out because you owe it to them, your-their equity studies. That's good. That's very great.

CR: I'm still only at a point where... a lot of the kids that are graduating go out and start at what I'm making now after almost what's it been- 27 years. [Laughs] But, you know, my needs are simple. As long as I'm making a decent living.

EN: Uh-huh. When Nancy Belk came, I think there had been a long negotiation going on with AFSME, and I think she settled the meeting very quickly and that was a condition of her accepting the job of President.

CR: I don't remember the dates of things like that. Mike might be able to help with some of that stuff he keeps notes on everything. I wasn't directly involved in the negotiations.

EN: Mhmm yeah, that's really good. And I know at different times there have been picket lines and things yeah...

CR: Informational.

EN: Informational right. During the negotiation- I'm glad I asked you about that. You are also extremely active in the Community in the Friends of LeClaire as a member of the preservation commission of your church and with the Granite City Library. Do you feel as a member of those organizations that you represent the University? Are you seen as a representative of the University?

CR: In some ways. With Friends of LeClaire, as you know, I've helped with some classes. And um-Right now, I'm working with an intern in the History Department. So that I find that my jobs are kind of overlapping in those areas. And in HPC I'm considered the LeClaire representative. Actually the intern is officially, the internship is with the HPC.

EN: But, you're the one who got the intern? How did you get it?

CR: I had uh I had been working with Laura Milsk Fowler [Assistant Professor of History]. She had a class that was working on a house survey of LeClaire, and she knew that we needed more done. There are over 400 properties. So, she called one day and she said, "Would you be interested [in an intern]?", and I jumped at it. In the same way, Anne Valk called about the Oral History class, and we now have some oral histories of LeClaire from that class.

EN: So, this is an example of your collaboration in an outside agency with the university, and because you're at the university, it's easy to get in touch with you and talk about this. Does working with the intern, I'm just asking, does it constitute another extra job for you? You have to fill out evaluation forms. Do you feel you get enough work out of the intern that justifies the time that's spent?

CR: I'm actually not having to spend very much time at all. I provided the forms that are to be filled out-architectural surveys. She's just pretty much working on her own so many hours a week. I provided maps that divided the neighborhood into sections. She's on her fourth section.

EN: Well that sounds good.

CR: We just touch base by e-mail every so often. So, it's not taking up a lot of time. You know, I'm not a native of Edwardsville, but I understand that early days there was a lot of resentment among some of the townspeople toward the university, and there was a big divide. I think I'm sort of an example of how the university and the town have come together and are now embracing each other. You find more people from town doing things at the university and the University coming to town to do more things. There used to be this really sharp divide.

EN: Yeah, that's going to be one of my themes too, in the book, exactly that. You provide a good example. Richard Walker provides another one, and then Reba Klenke was another one with her work. Yeah, that's good.

CR: Rich Madison too.

EN: Yes I haven't called him yet. I don't know why I've delayed calling him. I guess I always I felt bad that he left...

CR: Have you talked to Lyle Ward

EN: No, I haven't talked to him either. I guess I haven't called him because I felt bad about the circumstances of his relationship with the university. I guess I was afraid of getting turned down, but I know I have to call them somehow I've just had a psychological block against it.

CR: Lyle Ward is going to be working with Steve Kerber on MRF.

EN: I know. He's doing this fantastic CD. I'm going very lightly on MRF.

CR: Lyle and Rich both, I believe, were students at SIUE who worked their way up.

EN: So I have to call them, they'll be the next people I call actually.

CR: Lyle's wife, Shirley, was on campus at the same time.

EN: I'll interview her too. Maybe I'll interview them together.

CR: I would think you could.

EN: They're nice people.

CR: There was some action and um there was some protest about the Vietnam War, back in the '60s, not anything big because SIUE was mostly commuter, but Lyle and Shirley would be able to tell you about that.

EN: well that's good. I've just had this psychological block about calling.

CR: well they're really nice.

EN: Okay good. Also I think partly because he was working with Steve on this thing I was so afraid that he might not be for that. Okay I'll call them, thank you. Anyway, I like this theme that your work with Friends of LeClaire and the HPC was part of bringing the University and the Edwardsville community closer together. Are there any other themes that you expected in this interview that we haven't talked about? Anything you'd like to develop, as a person creating a source? [EN Laughs]

CR: I was thinking of some of the things about the bookstore. I had to fill out a form not too long ago, and one of the first things it said was "date established." And I thought you know I don't know when the bookstore did start. And so I started asking around. I contacted John Oxford because I knew that he had been the manager. I emailed him. He showed up at the bookstore. He comes down from Victoria, Canada, from time to time. He said that when he became manager, there were actually three Bookstores. There was one in East St. Louis, one in Alton, and one in

the basement of Lovejoy Library. Only, when he was hired to manage the bookstore, for some reason, no one mentioned the one in East St. Louis. He said he was there for about three months when this woman called and said, "John, aren't you going to come down and see our store?" He said he just kind of played along, but in the course of the conversation, he found out that he had a third store, and he made his way down there immediately.

EN: Oh my. This was about 1965? Did the bookstore open simultaneously when Lovejoy Library opened?

CR: That's my understanding. They had, not actually a store. Purchasing ordered the textbooks, and then, they distributed them to East St. Louis and to Alton. But they were all ordered from Edwardsville. When John started too, he said they did everything up at the Dental School. He said he'll never forget the day they got a shipment of cadavers in. He just knew... he didn't know what to expect, and they opened the back of the van. He said the stench was overpowering. He said they all kind of backed up. Eldon I can't remember his last name, the warehouse guy before Mike Rinehardt, just took one look and leaned over and lost his cookies.

EN: Oh dear.

CR: JHe said they had to order everything for the Dental School—the gold, the instruments, I've said they had to order the cadavers that they used for anatomy classes.

These days, the Bookstore orders textbooks for the Dental School. We go up once a year in August and have the big book sale. We set up a store there for two days, but otherwise, we don't order all the other things for the Dental School. They take care of ordering those things. There is no permanent bookstore up there. And then, the bookstore used to participate in things like—can you remember when we had a Goshen Ocean.

EN: Yes. They brought in sand.

CR: They filled the Goshen Lounge with sand and set up volleyball nets. They lined it with plastic and then filled in sand, and they would have guys up there without shirts on in the middle of winter playing volleyball. They'd have sand building contests. That was always a really popular event.

EN: This was in the '80s or in the early '90s seems like to me, '89... '90?

CR: I know they did one when Carrie was three or four years old because I have a picture of her. The Bookstore had a fashion show, they modeled all the spring clothes, and she was our child model. I have a picture of that and uh...

EN: It must have been early '80s then.

CR: Well she was bom in 1975, so I was probably still a student worker at that time.

EN: Uh-huh, okay....

CR: And we had the fashion shows from time to time....

EN: What was the Bookstore's role in Goshen Ocean? Do you have some books about the beach...

CR: Well, we had a fashion show as part of the Goshen Ocean.

EN: Okay. Doesn't seem to connect very well the store but....

CR: The summer clothes would have just come in from the Bookstore, SIUE clothing, of course. The other odd thing is with the Bookstore and SIUE, uh. SIUE has had trouble getting an identity. Part of it is, and we see this a lot at the bookstore because of the marketing, they can't settle on a logo. It has changed so many times over the past years, especially in the 90s. It was changing everytime you turn around. They would change it, and then, they would say, "Now, we don't want you selling any of that stuff with the old logo on it." We had the Comfort Inn Logo. You know the ball that looked like the comfort inns. We had Nancy Belck's rolling hills, which people that one.

EN: With the Arch. It was beautiful.

CR: When you want to promote something, the best way to promote it is to have a logo that people like and that they want to wear. They'll put on things, you know. And we've had some dandies.

EN: The snarling Cougar?

CR: That's Athletics. You need to do licensing to carry it anywhere. It's licensed with athletics. But the thing with that cougar is that most people don't like it. People don't want to wear that. We go to vendors, and they say, "Where is your logo?" And we show it to them, and they say, "OOO. Who is going to want to wear that?" They recognize it as something that's not going to be successful as a seller. Do you remember the cougar that was kind of the stained glass pieces? That one was kind of popular. It had a classic look. I don't know why they didn't stick with it. That's been the best cougar that they've had over the years.

EN: Do they ever ask you about these things anywhere at the university? Does any of the marketing ever....

CR: We're usually told.

EN: Okay... you should get in touch you should email Greg Conway.

CR: Oh, I know Greg real well.

EN: well...And ask him why don't you ask him about the logos and about what sells well and what people like...

CR: Well, he doesn't usually do that.

EN: It's university printing and graphics.

CR: It's marketing.

EN: Okay marketing.

CR: University marketing.

EN: Okay.

CR: We go to all the shows, and we see those that work, but it's not something that we're consulted about.

EN: Okay. That's too bad.

CR: Our most successful thing has just been a plain, square- lettered SIUE in bold.

EN: With some t-shirts

CR: The right colors. We have sold 9,000 of those shirts to 14,000 students. That's a successful item! [CR Laughs]

EN: And you have all these new spring colors now.

CR: But I think um, that lack of identity has been a problem with the university, and I think it's because they don't get something that's make it traditional and stick with it, instead of having these you know gimmicky things. Now, they have the little "e."

EN: Yes, now the little, I was gonna ask you, about the little e. How do they put that on a-I haven't seen that on a t-shirt anywhere I go to the gym so...

CR: We've been told to carry it.

EN: It just has a little "e" on it, and that's all?

CR: No, it has SIU in capitals and then the little "e" it's the same size as the capitals, but it's the lowercase...and the buyers don't like it. We are selling a lot of it to departments that are supposed to be pushing it, but in general, the public is not fond of it.

EN: And there's nothing else but just a block of SIU and then a little "e" blown up that's all it is?

CR: Yeah.

EN: Okay.

CR: I think for a lot of us, there's always been this thing where Carbondale's the main school, and we're the little guys. To me, that little "e" is just like, "Look, we really are the little guys." [In a speech given on June 22, 2006, the Chancellor announced that, for the university campus entryway signs, he had rejected the little "e."] But they're pushing it. And I'm newly retired, and so I can talk about it.

EN: Yes, you certainly can. Well, it's too bad you can't break in to....I think it is very important.

CR: Well, these kind of things are but the time we knew about it the university was committed to pushing it. But see that's not the official logo though. The official logo is what you see they got it on the gates with the big e and the little e you know, which isn't bad but certainly is unique with the you know Southern Illinois University at Edwardsville with the two big E's on either end of Edwardsville.

EN: I guess I, I ride by on the bus everyday, but I guess I haven't noticed it's uniqueness.

CR: The new gates they are putting up, its the official logo.

EN: Okay. See new entrance sign.

CR: Yeah but no If you want to put something on a shirt, that's too much. People want something that's bolder. We go to the shows and you see you know, down in Texas they have the school logos, just the head of the longhorn steer. When you see that, you know what school they're talking about.

EN: Sure.

CR: I mean you know Yale. You know it's short put it on something it's four block letters. And I think that's why you know SIUE the four letters it's simple by itself; it's so successful. Um that's the new.

EN: Yeah.

CR: But we need that identity thing. That's why I think the statue of the cougar that they're working on that's gonna be helpful. We don't have a symbol that you can take a picture of. This is why Nancy Belck's rolling hills was so great. It symbolized the campus. Our buildings you know it's not that they're unattractive it's that they're not a symbol for the campus. And I think this cougar statue could help with that. They had a design for a fountain to go in there, you know, where they shortened the hairpin. And I just looked at it and thought you know I think they're trying to match the buildings, but this is going to be a big focal point of the campus, and this could be a marketing tool for the campus. You need to make it something that will make people you know, "I want a picture with this. I want that on a shirt. I want it on a mug." They had a fountain design that was just sort of a couple of brick pillars.

EN: Are they still gonna put that up?

CR: I think so but I think that they got a lot of comments like mine, and they went back to the drawing board.

EN: So, where will the cougar statue be? I admit I haven't read the... I saw the picture and I saw the last alestel... is it going to be some on the quad?

CR: I think it's going to be on the side of the quad, but near the University Center, but I'm not sure.

EN: It's too bad they couldn't make a fountain out of it. You know with the pillars and the cougar fountain in the middle...

CR: But... they... They need symbols.

EN: well I just interviewed Richard Walker and I could have... but I don't know if it costs enough for it to get him concerned. He doesn't get involved unless it's a quarter of a million.

CR: Uh, I'll bet it does.

EN: Oh okay. I'll e-mail and ask him. Because I think the one over at city park was a quarter of a million. Maybe I'll email and ask him about the fountain and you know... When I interviewed him, I didn't ask him about the hotel project either. I was afraid he wouldn't tell me and you know...

CR: Well, for the hotel, the funding was cut off at the Bank of Edwardsville.

EN: Urah that's what we heard. Too bad. Okay. Anything else? That was very interesting about the lack of identity and the connection with the logo.

CR: Those were the um main things I have seen changing over the years.

EN: Do you sell a lot of trade books at the Store?

CR: Quite a few.

EN: I don't know if you sold a lot for different speakers...

CR: We don't always sell a lot for speakers [on campus], but we consider that a service. I've got another one coming up this week. It's at four o'clock. It's in a classroom in Peck Hall. And I don't anticipate selling more than six or eight books. Which that hardly covers bringing them in, you know. Um but it's a service we do. Trade books have gone down somewhat, thanks to Amazon. It's just easier for people to click. I think it's an important part of the educational mission to have a trade bookstore, especially since it's four or five miles to the nearest one.

EN: I've always thought it was really a nice store in the way it was organized, and I always thought it had more books than the stores at most state universities that I've been to.

CR: Most universities are in town, and you'll find that there are other bookstores within a couple blocks of campus. But we've not had that, until Peace of Mind [Edwardsville's book store]. There was no other bookstore in town you had to go the closest one was probably Fairview Heights uh bookstore.

EN: Do you ever, any more, get any flack from people in the town about competing?

CR: Well, there are State laws. Basically, outside of imprinted, we're not allowed to carry anything that we didn't carry prior to that legislation. So, if we decided we wanted to sell tennis shoes that didn't have SIUE on them, we wouldn't be able to do that.

EN: okay. So you could sell tennis shoes that had siue on them.

CR: Yeah imprinted merchandise we can sell and...

EN: Okay. And I noticed... This week in THE INTELLIGENCER there was an article about licensing local merchants to sell imprinted materials.

CR: Yes. They're talking about that. The cougar. Yeah

EN: The snarling cougar [EN laughs] and the red zones on the back of the snarling cougar. That's another one that's like it's got a target on it. Red zone, that's kind of creepy.

CR: Yeah some of the stuffs, you know you go to the shows, and one of the things uh, I went to a seminar where they talked about teens. They said that teens today are more mature. If you are looking at the stuff you used to look at and you say, "Oh, wouldn't a teenager like that?," they probably won't because they like Starbucks. They like a sophisticated design and style. The cutesy stuff that you used to think of as being for teens is now for junior high and younger. So, I think if you go with something classic, you're not going to have to change.

EN: Any other observations of the university? Did you...

CR: Did you leave that burning stove on?

EN: Oh no I didn't thanks. My cast iron pan so. Usually I don't have that happen- I guess I dished it up and thanks for telling me. That's what I could smell... I was like what's that egg smell like vinegar... okay I won't...

CR: You cut these parts out right.

EN: Yes, I cut out whatever I say that isn't relevant. Anyway...I interviewed Chris McGee. Who was a student here in education whose family was involved with the cougar guard.

CR: We had neighbors who were involved with the Cougar Guard. The second cougar, I don't remember it's name now what do you call it cubs?

EN: Cub, yeah

CR: The cub, was next door quite often. They were very nice people, but they were big guys, and I think they rough-housed a little too much. A lot of people were upset with the way the cougar was taken away. I think it was the way it was taken away. It was kind of underhanded. People went away during the break between spring and summer, and they came back and the whole cage was gone. They took the whole thing down in a weekend and took the animal away. And the cage was gone so. There was no bringing it back. But uh I had heard that they were concerned about liability, and this may have been warranted. I think that as a young animal, the kind of play that they were doing with it would give it habits that would not be good when it became a larger animal.

EN: And that's true with regular cats. If you rough house with them when they're young they'll kind of bite you and scratch you.

CR: Yes, we have one of those

EN: Oh, do you? Okay.

CR: It was Mike's mother's for the first year of its life.

EN: Oh, okay.

CR: He was biting her so much...with her thin skin she was bleeding all the time.

EN: Oh.

CR: But he doesn't bite me very much because I will not play with him that way. But Mike....

EN: Is this turning? Yeah it is...

CR: I guess I've never understand...I guess I've come to consciousness of this mascot thing in the animal rights period. I think that they should have let them have the cat at the high school though, I mean it's a dead cat, give me a break. I've thought that this was a very cruel and unusual thing to have a live mascot like that, with the claws and the teeth pulled out, but I've come to appreciate also that it meant a lot to a lot of people. It was a focus of student organizing that gave the students community. It was a community center, taking care of it, walking and exercising it.

CR: Well, on the campus as a whole, people felt like it was "our" cougar, and "our cougar mascot." Especially when you don't have the big sports teams, it was a thing that drew people together. It did serve a good purpose.

EN: And then it just disappeared without any discussion.

CR: When the first one died, they probably should just not have gotten a second one.

EN: Chimera was that the first one?

CR: Chimega and Kenya or something like that....And Chimega was the one they had for a long time.

EN: Yes someone else confirmed your observation that it seemed terrible when they took it away like that.

CR: There were a lot of hard feelings about that.

EN: Do you have other comments about the university or?

CR: I can't think of anything else.

EN: Well, thanks for the interview.