

NEWS

from

**saint francis college
biddeford, maine 04005**

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release date

IMMEDIATE

(SAINT FRANCIS COLLEGE PRESIDENCY ANNOUNCED)
75-58

BIDDEFORD--"I am here today because I believe there is an outstanding future for this college." With this declaration of faith, Jack S. Ketchum of Kennebunk accepted the presidency of Biddeford's Saint Francis College, effective July 1, 1975. The announcement of Ketchum's unanimous election to the position by the college's Board of Trustees was made at two meetings, one for faculty, administrators and staff and the other for students, on Tuesday, April 8 by Edwin G. Walker, chairman of the institution's board.

In a second announcement at the same meetings, Walker noted that Dr. Donald J. MacIntyre, who has served since August, 1974, as acting president of the college, would become Provost and Dean of the Faculty on July 1, thus returning to the academic duties he held before assuming the acting presidency. Walker explained the decisions by pointing out that "On many occasions in the past the Board of Trustees has been advised that it was of paramount importance to seek a permanent president whose talents and background lay in the sphere of finance rather than academics."

Ketchum was retained by the Board of Trustees in December 1974, to serve as consultant and financial analyst to the college as it worked its way through short-term financial difficulties. According to Walker, "Mr. Ketchum, in association with our very able acting president, Dr. MacIntyre, has achieved for us the necessary funding to reach our short term goal; that of being in existence today and operational." In his

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remarks, Ketchum pointed out that although the short-term goal was reached through agreement on December 16 with the consortium of banks that have supported the college, there is still much to be done on the search for long-term stability. "There are no guarantees," he said, "and we are not home free yet," but by summer Ketchum expects things to look very different for the private college.

Underscoring that assessment is the president-elect's feeling that Saint Francis College has the three qualities necessary to success: competent and dedicated people, needed educational services and capital assets. Elaborating, Ketchum described and praised the work done by the administration and faculty on both "a hard look" at the college's strengths and weaknesses and on a masterplan for future growth and improvement. Similarly, he evaluated the college's career-oriented programs in the life sciences, human services and business areas and its strong liberal arts tradition as programs "on which the future can build." Finally, Ketchum, as an experienced financial analyst and evaluator, rated the college's campus and buildings as extremely valuable capital assets.

Ketchum was born August 30, 1930, on Prince Edward Island, Canada. His undergraduate education was at the University of New Hampshire where he received the B.S. degree in business administration in 1953. He earned his M.B.A. at Dartmouth College's Amos Tuck School of Business Administration in 1955.

Most recently, Ketchum has operated his own business as a financial analyst. He has been involved in the management of private investment funds, valuation of private companies and consulting services for financial planning and capital financing with small corporations. He is a director

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Presidency - - - - - 3.

of both Dataroyal Corporation of Nashua, New Hampshire, and Howell Laboratories, Inc. of Bridgton, Maine.

From 1961 to 1973, Ketchum served in many management capacities with Union Mutual Life Insurance Company of Maine. A securities' analyst for over a decade, Ketchum also was vice president of securities, senior vice president of investment operations and president of both the Union Mutual Equity Corporation and the Union Mutual Management Company.

Ketchum is a member of the Board of School Directors for MSAD 71 and is a professional member of the Society of Chartered Financial Analysts and Boston Society of Security Analysts.

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BACKGROUND: April 8, 1975

JACK S. KETCHUM, President-elect, Saint Francis College, Biddeford, Maine

Jack Ketchum has been associated with Saint Francis College since December, 1974, when he was retained as financial analyst by the college's Board of Trustees. In that capacity he was instrumental in designing and presenting a financial program to the consortium of Maine banks and other lenders on December 16 which resulted in continued financial support for the college. In the months since December, Ketchum has been actively involved in the development of a long-range plan for the financial and academic growth of the college, including the preparation of a master plan for a major financial proposal which will be submitted to private lending agencies, the Federal government, foundations and other sources of funds. The purposes of the proposal will be to gather long-term and immediate financial commitments which will ensure the stability of the college and permit it to expand and improve its academic programs and student services.

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