

**NATIONAL ALUMNI ASSOCIATION  
BETHUNE-COOKMAN UNIVERSITY**



**MS. ALUMNI HANDBOOK**

Printed 1998  
Revised 2002, 2007, 2016



The guidelines and information for the Ms. Alumni Contest were approved by the Board of Directors and adopted by the General Assembly during the 30<sup>th</sup> National Convention, and under the tutelage of John H. Williams, National President (1996-2000). The first printed copy was distributed to chapter presidents July, 1998.

Many thanks to Ms. Alumni Contest Chairperson 1996-2001, **Ms. Annie Pearl Hill**, for her assistance in putting the original manual together. Her prodding, proof reading and tireless effort made this possible. She, **Ms. Evelyn Walker**, who preceded her as Chairperson and coordinator of the coronation for many years, **Ms. Lee Bryan** and **Ms. Lucretia McBride** who both served as Co-chairs over the years also lent their expertise in coordinating the pageantry and choreography of the coronations, along with the other committee members, have moved the contest to a new level of excellence.

John H. Williams  
National President (1996-2000)



May 10, 2016

Dear Alumnus:

These guidelines are being updated to reflect any changes that have taken place since its implementation.

Many thanks to Ms. Alumni Contest Chairperson 2014-2016, **Mrs. Margaret Hill**, for her assistance with these revisions. A copy of the revised handbook will be given to chapter presidents and contestants.

**Chapter presidents are asked to complete and return the Ms. Alumni Contestant Profile Sheet to the National Office P. O. Box 11646, Daytona Beach, FL 32120, immediately after identifying their contestant.**

We thank each contestant and each chapter for their participation in our contest. Your support and participation helps the National Alumni Association to maximize its financial contribution to Bethune-Cookman University.

Sincerely,

Jennifer L. Adams  
National President



## **I. PURPOSE**

The purpose of the National Alumni Association's Ms. Alumni Contest is to:

- Provide financial support to Bethune-Cookman University through the fund-raising efforts of local alumni chapters participating in this activity.
- Provide opportunities to showcase alumni involvement in the institution by entering the National Queen in the Homecoming Parade and presenting her during the Homecoming football game and other venues
- Create an interest in getting recent graduates involved in local chapters.

## **II. HISTORY**

The Ms. Alumni Contest has been a major fund raising project for the National Alumni Association since the early 1950's. The National Alumni Association realized the need to generate funds for the institution and therefore sought various means to accomplish the objectives. The Ms. Alumni Contest has been one of the major and more successful fund raising efforts used to meet the objective. All chapters are encouraged to participate in this effort. Therefore, a national queen is crowned annually at the National Convention from a pool of contestants competing financially for the title. The contestant from the local chapter level who generates the largest amount of money for the activity is crowned Ms. Alumni.

## **III. ELIGIBILITY**

To compete in the Ms. Alumni Contest the contestant:

- must be a financial member of the local chapter and National Alumni Association as stated in the organization's by-laws;
- must also be willing to generate funds to compete on the national level;
- must obtain and submit sponsors/contributors for the convention souvenir booklet; and
- must submit a minimum of \$500.00 to be declared a winner and to be eligible for the awards.

The chapters are ranked in three levels according to chapter assessment.



The national queens will be crowned from the top fundraisers from the three pools of contestants for the following titles with one queen coming from each of the three levels:

- **Ms. Alumni** will be the contestant with the highest amount raised over \$2,000 among the top fundraisers from each of the three levels.
- **Ms. Gold** will be the contestant with the second highest amount raised over \$1,000 among those three winners.
- **Ms. Maroon** will be the contestant with the third highest amount raised over \$1,000 among those three winners.
- If there are only two pools of contestants raising over \$1,000, Ms. Maroon will be the second runner-up from the two pools who raises the greatest amount of money over \$1,000.
- If there is only one pool of contestants raising over \$1,000, the three winners will be selected from that one group.

#### **THE THREE ALUMNI CHAPTER ASSESSMENT LEVELS ARE:**

##### **LARGE (\$5,000)**

Broward County  
Duval/Nassau  
Hillsborough County  
Miami/Dade  
Orange County  
Palm Beach  
Volusia County

##### **MEDIUM (\$2,000)**

Alachua County  
Atlanta, Chapter  
Big Bend  
Escambia County  
Lake/Sumter  
Polk County

##### **SMALL (\$1,500)**

Brevard County  
Coastal Georgia Chapter  
Columbia/Lake City  
Detroit  
Grand Bahamas  
Houston  
Marion  
Nassau, Bahamas  
New York  
Putnam/St. Johns  
Seminole  
Pinellas/St. Petersburg  
Washington, D.C.

#### **IV. PROCEDURES**

- Each chapter may permit as many entries on the local level as desired. However, a run off must be conducted to determine the winner who will compete on the national level.
- Only **ONE** contestant from each chapter **WILL BE PERMITTED TO COMPETE** in the national level competition. Second and third place winners at the local level are welcomed to participate in the coronation activities, as space may permit, but not as contestants for the Ms. Alumni title.
- Chapters not competing in the contest are encouraged to make a contribution toward this effort. If so, a representative from the chapter may participate in the coronation and will be recognized as the chapter representative.



- As per Article XV, Section 1-d of the By Laws, local chapters are responsible for the travel expenses for their Ms. Alumni contestant and/or representatives.
- All donations/contributions must be made payable to the National Alumni Association of B-CU and mailed to P.O. Box 11646, Daytona Beach, Florida 32120 and post marked prior to the established deadline. Monies received with a postmark after the deadline will not count toward the current contest but will be credited to the chapter as a donation.
- In the national competition the contestant generating and reporting the largest amount of money above \$1,000.00 in its group size (i.e., among the large chapters, medium size chapters, or small chapters as designated in the Chapter Assessment document) will compete against the top fundraisers in the other two groups with the contestant reporting the highest amount of money being crowned Ms. Alumni, the next highest fundraiser coming from one of the other two groups being crowned Ms. Gold and the third highest fundraiser coming from the third group being crowned Ms. Maroon. Therefore, Ms. Alumni, Ms. Gold and Ms. Maroon will each come from a different size group, i.e., large chapters, medium size chapters or small size chapters. If ever there is no contestant in one of the three groups, Ms. Maroon will be the top fundraiser from the two runner-ups.
- The Queen and her Court reign begins with their crowning at the National Alumni Convention and continues to the new crowning at the next convention. They should come prepared to participate in all of the convention events after their crowning. (2016)

## V. AWARDS

Ms. Alumni Committee Chairperson(s) and the Treasurer shall be responsible for seeing that these guidelines are fulfilled.

### **MS. ALUMNI WILL RECEIVE:**

- A plaque/trophy or other token the committee agrees to
- Ms. Alumni Crown and sash
- Flowers:
  - Bouquet for the coronation at the convention
  - Bouquet or corsage for the Homecoming parade and game
- \$50.00 toward cost of out-of-county transportation
- Hotel accommodations (arranged by the National) to:
  - Homecoming
  - Florida Classic
  - Annual National Alumni Convention
- Two (2) football game tickets to Homecoming game
- Two (2) football game tickets to Florida Classic Game
- Membership on the Board of Directors of the National Alumni Association
- A full-page in the Annual National Alumni Convention Souvenir Journal.
- Free registration at the following year's national meeting.



### **MS. GOLD WILL RECEIVE:**

- A plaque/trophy or other token the committee agrees to
- Ms. Gold crown and sash
- Flower(s) during coronation ball
- Bouquet or corsage for the Homecoming parade and game
- \$50.00 toward cost of out-of-county transportation
- Hotel accommodations (arranged by the National) to:
  1. Homecoming
  2. Florida Classic
  3. Annual National Alumni Convention
- Two (2) tickets to the Homecoming game
- Two (2) tickets to the Florida Classic game
- Free registration at the following year's national meeting
- Participation in the Homecoming parade

### **MS. MAROON WILL RECEIVE:**

- A plaque/trophy or other token the committee agrees to
- Ms. Maroon crown and sash
- Flower(s) during coronation ball
- Bouquet or corsage for the Homecoming parade and game.
- \$50.00 toward cost of out-of-county transportation
- Hotel accommodations (arranged by the National) to:
  1. Homecoming
  2. Florida Classic
  3. Annual National Alumni Convention
- Two (2) tickets to the Homecoming game
- Two (2) tickets to the Florida Classic game
- Free registration at the following year's national meeting
- Participation in the Homecoming parade

The winners will reign for one year or until the next National Alumni Meeting Coronation. The Ms. Alumni Committee will deliver all prizes and awards to Ms. Alumni and her court at least five days prior to the event (Homecoming, Florida Classic and National Meeting). The treasurer will open the envelopes and receipt the money when received. The contest results will be reported at the National Meeting.

**Ms. Alumni and her court will turn in their sashes and crowns at the end of their reign.  
(2016)**



## **VI. RESPONSIBILITIES (Chapter Presidents should ensure that contestants and escorts receive a copy of this manual)**

- **The attire for the Pageant is strictly formal.** Rehearsal(s) will be at the convention on Thursday or Friday (time to be announced). Place of rehearsal will be obtained at the conference registration desk or as stated on Schedule of Events. (2016)
- Each chapter that makes a contribution and participates in the coronation, whether competing for the title or just representing the chapter, is requested to **provide an escort** for its chapter queen.
- Escorts of reigning Ms. Alumni and her court will be given courtesy tickets for the coronation only. All other ticketed events during the convention will be the responsibility of escorts (2016).
- To add more visibility to the National Alumni Association and the University, The Court is encouraged to participate in community activities and events as well as create an annual Community Outreach or Volunteer Program. This can be completed individually or collectively.

Each contestant or representative **must complete a profile sheet and supply a photograph for the Souvenir Journal.** Then, mail it to The National Alumni Association of B-CU, Inc., P.O. Box 11646, Daytona Beach, Florida 32120, ATTN: Ms. Alumni Coronation, before the established cut-off date or emailed to designated person. Contestants and participants must also attend rehearsal(s) on Thursday or Friday during the convention (exact time and day to be announced). (2016)

- Ms. Alumni and her court will be expected to:
  - **Participate in the Homecoming Parade**
  - **Be presented during Homecoming Game (Pre-game or Half-time)**
  - **Participate in the National Alumni Convention's Ms. Alumni Coronation**





## VII. Former Ms. Alumni King and Queens

Year	Title	Name	Chapter
1955-1956	Ms. Alumni	Ernestine Walker Williams	Alachua
1956-1957	Ms. Alumni	Theodora Jackson-White	Palm Beach
1964-1965	Ms. Alumni	Farrise Fryer	Volusia
1965-1966	Ms. Alumni	Juanita Clayton	Volusia
1966-1967			
1967-1968			
1968-1969	Ms. Alumni	Ernestine Jackson Harris	Palm Beach
1969-1970	Ms. Alumni	Alice Akins	???
		Dr. Charlotte Ford Clark	Miami-Dade
1970-1971	Ms. Alumni	Clementine Davis Butler	Palm Beach
1971-1972	Ms. Alumni	Latisha Holzendorf	Volusia
1972-1973	Ms. Alumni		
1973-1974	Ms. Alumni		
1974-1975	Ms. Alumni	Edith Coleman Bush	Palm Beach
1975-1976	Ms. Alumni		
1976-1977	Ms. Alumni	Joetta Lockley Harrington	Columbia/Lake City
1977-1978	Ms. Alumni	Margaret Dixon Chukuma	Palm Beach
1978-1979	Ms. Alumni	*Barbara Johnson	Delaware Valley
1979-1980	Ms. Alumni		
1980-1981	Ms. Alumni	*Charles & Elizabeth-Stubbs Munnings	Palm Beach
1981-1982	Ms. Alumni	Elizabeth-Stubbs Munnings	Palm Beach
1982-1983	Ms. Alumni		
1983-1984	Ms. Alumni	*Vertie McWilliams Barrett	Columbia/Lake City
1984-85	Ms. Alumni		
1985-86	Ms. Alumni	*Constance A. Oliver	Volusia
1986-1987	Ms. Alumni	*Valarie N. Pouncy	Volusia
1987-1988	Ms. Alumni	*C. Nadyne Zow Young	New York
1988-89	Ms. Alumni	*Vivian Caldwell Harris	Miami-Dade
1989-1990	Ms. Alumni	*Cilla Schoefield	Orange
1990-1991	Ms. Alumni	Brenda Hawkes	Miami-Dade
1991-1992	Ms. Alumni	Leila O. Purcell	Volusia
1992-1993	Ms. Alumni	Annie Pearl Smith - Hill	Palm Beach
1993-1994	Ms. Alumni	Tammy Thomas-Anthony	Palm Beach
1994-1995	Ms. Alumni	Helen Wright Young	Hillsborough
1995-1996	Ms. Alumni	Myrtle Burrell Brown	New York
1996-1997	Ms. Alumni	Sheila Washington	Miami-Dade
1997-1998	Ms. Alumni	Betoria Watson	Hillsborough



1998-1999	Ms. Alumni	Iona Gamble	Palm Beach
1999-2000	Ms. Alumni	Regina Harrison	Orange
2000-2001	Ms. Alumni	Gina Petty Sanders	Hillsborough
2001-2002	Ms. Alumni	Latisa L. Williams	Miami-Dade
2002-2003	Ms. Alumni	Sarah Lawrence	Palm Beach
2003-2004	Ms. Alumni	Carolyn Martin	Volusia County
2004-2005	Ms. Alumni	Marilyn Hinson Jordan	Volusia County
2005-2006	Ms. Alumni	Lanita Parrish	Palm Beach
2006-2007	Ms. Alumni	Christie Jacobs	Hillsborough
2007-2008	Ms. Alumni	Robin Moncur	Miami-Dade
	Ms. Gold	Inez Holt	Big Bend (Tallahassee)
	Ms. Maroon	Larose Lovett	Duval-Nassau
2008-2009	Ms. Alumni	Michelle Carter-Scott	Volusia
	Ms. Gold	Pamela Bergman	Palm Beach
	Ms. Maroon	Sandi Gasset-McCloud	Big Bend (Tallahassee)
2009-2010	Ms. Alumni	Rose Roland	Volusia
	Ms. Gold	Patricia McGowan	Big Bend (Tallahassee)
	Ms. Maroon	Elsie Steward	Miami-Dade
2010-2011	Ms. Alumni	Kimberly Simmons	Palm Beach
	Ms. Gold	Patricia McGowan	Miami-Dade
	Ms. Maroon	Gladezz McCoy	Miami-Dade
2011-2012	Ms. Alumni	Jamie Trinette Bain	Palm Beach
	Ms. Gold	Chiquita Davis	Miami-Dade
	Ms. Maroon	Deanna Reed-George	Columbia/Lake City
2012-2013	Ms. Alumni	Raquel Watson	Hillsborough
	Ms. Gold	Linda Thomas	Columbia/Lake City
	Ms. Maroon	Margaret Hill	Orange
2013-2014	Ms. Alumni	Sylvia Howard Gibson	Palm Beach
	Ms. Gold	Essie Smith	Volusia
	Ms. Maroon	Elvira George	Columbia/Lake City
2014-2015	Ms. Alumni	Iona Gamble	Palm Beach
	Ms. Gold	Shirlyon McWhorter	Miami-Dade
	Ms. Maroon	LaVeta Hayes Logan	Washington, D.C.
2015-2016	Ms. Alumni	Wanda Devoe	Miami-Dade
	Ms. Gold	Gloria Robinson	Volusia
	Ms. Maroon	Brandi Williams	St. Petersburg/Pinellas
2016-2017	Ms. Alumni	Vanessa Lloyd	Volusia
	Ms. Gold	Judy Holiday	Palm Beach
	Ms. Maroon	Linda Swain	St. Petersburg/Pinellas



\*Indicates deceased

We are asking chapter presidents and alumni to assist us in updating our records by informing Ms. Alumni Chairperson of any former Ms. Alumni whom you are aware of, who are not included above. Information was gathered from various source and some queens' reign may need to be amended. Send corrections to:

The National Alumni Association of B-CU  
ATT: Ms. Alumni Chairperson  
P.O. Box 11646  
Daytona Beach, Florida 32120



**NATIONAL ALUMNI ASSOCIATION  
BETHUNE-COOKMAN UNIVERSITY**

**MS. ALUMNI CONTEST  
CONTESTANT PROFILE SHEET**

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Wk No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Year Graduated \_\_\_\_\_ Degree \_\_\_\_\_

Major \_\_\_\_\_

Advanced Degree(s) \_\_\_\_\_

Honorary Degree(s) \_\_\_\_\_

Professional Organizations \_\_\_\_\_

\_\_\_\_\_

Hobbies \_\_\_\_\_

Honors/Awards \_\_\_\_\_

Other Affiliations \_\_\_\_\_

Greek Letter Affiliation \_\_\_\_\_

Chapter \_\_\_\_\_

Family information (Husband & number of children) \_\_\_\_\_

\_\_\_\_\_

Life's Motto \_\_\_\_\_

Place of Employment \_\_\_\_\_

Occupation/Position \_\_\_\_\_

Name to appear on plaque \_\_\_\_\_

Name of Escort \_\_\_\_\_ Profession \_\_\_\_\_

Additional information regarding escort \_\_\_\_\_

\_\_\_\_\_



MAIL PROFILE SHEET AND PHOTO BEFORE THE ESTABLISHED DEADLINE TO:

National Alumni Association of B-CU, Inc.  
P.O. Box 11646  
Daytona Beach, Florida 32120  
ATTENTION: MS. ALUMNI CORONATION

Updated: May 2016  
Margaret Hill, Committee Chairperson  
Jennifer L. Adams, National President