

INTERVIEW-MRS. LORENE BURKHART
AUGUST 15, 2000

INTERVIEWER:

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Chair
Indiana University-Purdue
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NARRATOR:

Mrs. Lorene Burkhardt

DATE OF INTERVIEW:

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[Start of Tape One, Side One]

Scarpino: Today is August 15, 2000, and I am conducting the first interview with Mrs. Lorene Burkhardt. This interview is part of a pilot project that will, over the long run, build a library of oral history interviews on the general subject of philanthropy. The co-sponsors are the IUPUI Archives and Special Collections and the Department of History at IUPUI. The co-sponsors have received considerable help from the IU Center on Philanthropy. The interviewer is Dr. Phillip V. Scarpino, Chair, Department of History.

Mrs. Burkhardt was born in Vincennes, Indiana. Her father was an Undersecretary of Agriculture under President Truman, and her mother was active in the Vincennes community. She attended Purdue University and graduated in 1956 with a degree in home economics. Purdue recognized her with an honorary Doctor of Letters in 1997. This action on Purdue's part acknowledged her lengthy service to the university including the donation of one million dollars in 1993 to establish the Center for Families. A former home economics teacher, Mrs. Burkhardt had a long career in business including Director of Consumer Services, Ruben Montgomery & Associates, 1972 to 1975; Director of Consumer Services, JennAir Corporation, 1975 through 1978; and Strategic Planning-Foods & Dairy Division, Borden, Inc., 1981 to 1983. She was the founder/owner of the Women's Investment Network, 1983 through 1985, owner of the *Register*, 1992 through 1998, and Chairman, Metro Magazines, Inc., 1997 through 1998. Mrs. Burkhardt worked in media in various capacities including a syndicated radio show, 1967 and 1968, a daily radio show on WXLW, 1967 through 1970, Noon News on WTHR, 1970 to 1971, and a one-hour TV show on Channel 16, 1994 through 1995. Mrs. Burkhardt has a long and impressive list of civic and volunteer activities including service on a number of boards of directors and trustees, such as the Indiana Historical Society, 1997 to the present, and the Indianapolis Museum of Art, 1988 to the present. Among other things, she raised more than a million dollars for the Indianapolis Museum of Art. She has volunteered and raised funds for organizations dedicated to the arts, youth, the elderly, healthcare, and education. Mrs. Burkhardt has won numerous awards and recognitions for philanthropic work, among them the National Spirit of Philanthropy Award given by Kappa Alpha Theta in 1998, and she was named a Most Influential Woman by the *Indianapolis Business Journal* in 1996.

Scarpino: Well, the tape recorder's on, and I'd like to thank you very much for agreeing to this interview. And, as I explained before I turned the recorder on, I need to ask your permission to record this interview, to have the tape transcribed, and to have the transcription and the tape placed in the IUPUI Archives and Special Collections. Can I have your permission to do that?

Burkhart: Yes, you could.

Scarpino: Okay, thank you very much. I'd like to start with a really easy question, and that is when and where were you born?

Burkhart: I was born on a farm just outside of Vincennes, Indiana, in 1934, mid-summer, at home.

Scarpino: At home? And the date was?

Burkhart: July 11th.

Scarpino: July 11, 1934?

Burkhart: Uh-huh.

Scarpino: And who were your parents?

Burkhart: My mother was Emma Bobe, which I believe in the part of Germany their family came from was probably called Bobe, and married my father, Clarence McCormick, and so she became Emma Bobe McCormick. And they were both from that area—lived about five miles apart and met at the little country church.

Scarpino: Do you remember offhand when they were married?

Burkhart: No, I don't. Hmm. I don't remember.

Scarpino: What was the denomination of the church?

Burkhart: It was Methodist. They would've been married in the early '20s, yeah.

Scarpino: What do you remember about your parents? What stands out when you think back about your parents?

Burkhart: Well, I had a very interesting upbringing because my father was—now, the older I get the more I appreciate what he was and what he did. He always did at least two or three things at the same time, which is something my brothers and I learned to do also. And so he came from a family of well-educated people, and it was very unusual that in the early 1900s that his sisters and he and his brother, all of them, went to college. And they lived on a farm, so that was very unusual. But I think one of the reasons that they could do that was because Vincennes University was a two-year college, and they could live at home and go to Vincennes. But my

father was a basketball player so he received a basketball scholarship to what was called Indiana State Normal, which is now Indiana State University of Terre Haute. So he actually did graduate from college there and went back to the Vincennes area, to the farm area that he grew up near, to farm but also to teach school at Decker High School. And he taught botany and was the basketball coach. My mother came from a very large German family, and her mother died leaving nine children when my mother was seven, she was the middle child. So of that family, only one got to even go on to high school, and the youngest, who was only three months old when the mother died, actually was raised by a relative, and he not only went to college but became a medical doctor. But so my mother had only an education through the eighth grade, and so when she and my father married, he was, you know, farming and teaching. And very early on he saw the need for farmers to have some sort of help and be organized in some way, and was very involved in the beginning of the Farm Bureau organization. And then took a job actually with a State Farm organization, so by the time I was born in 1934—and I have two older brothers—he actually was working away from home five days a week and would come home on weekends then to work on the farm. And then during—and actually was with the Extension Service at one point at Purdue University, and was involved with the AAA Farm organization, which was the result of--you know, when Roosevelt was President—a result of the Depression and the farm organization that happened after that. So he did that until just before the World War II, and he had just taken a job in Washington, D.C., before the war broke out. And when it did, everyone was frozen in their civilian positions, so he was living in Washington, D.C., and we were living on the farm. And I had a younger brother also, so there were four children and my mother. All right, so what I remember, you see, is a father who was an absentee father, but very much the head of the household and a wonderful inspiration to me in his constant reaching out as a public servant. A mother who was the, one of the original liberated women who never intended to be running a farm, raising children, and being the other one that kept it all together. So it, of course, had a tremendous impact on me, especially being the only daughter. Seeing myself in both roles and growing up with three brothers in a real environment where you don't run out and play with people after school because you ride a school bus home and then you do the farm chores. So I learned at a very early age then, of course, about involvement in community because as many and most rural families at that time, your involvement was with your church and school, where your children went to school. And they didn't have events that

parents participated in that much, you know, but they were supportive of, like, the basketball games and the things that we were involved with. But they were very involved with their neighbors and whenever there was a need then, of course, all the neighbors helped out. And so I just was born into an environment of being a public servant and being involved in helping others.

Scarpino: What kinds of things did you do, say, in high school?

Burkhart: Well, the only thing that rural children did was 4-H, and you start when you're nine years old, and I was in it for nine years. And there are all kinds of leadership opportunities in the 4-H organization which I did. And then in high school I was often chose to lead whatever the effort was that was happening, and so I was cast in the leadership role over and over in the variety of things that I was involved with. And when I went to college, then immediately went in my first session with a counselor—that freshman do—because I had admired my home economics teacher so much because back then, home ec was a really good thing. And she had come straight from Purdue back to this little school that she had attended, and I wanted to be just like she was. So I asked the counselor at Purdue what are the honoraries, and how do you--what do you have to do to qualify, to be selected for those? And I had my checklist and just went down the list. So if there's a freshman honorary, that's what I did. Then the next one was sophomore honorary, and you know, so on and so forth. So I, of course, was very involved in college because you weren't tapped for these honoraries just because you have a nice personality. So it was either based on grades or it was based on activities or a combination. So I think that I was much more oriented to activity than I was to the concept of giving money, although of course I saw my parents put money in the collection plate at church all the time, and I knew that they gave to other things that went on in the community. But as a child you aren't really tuned in to that very much.

Scarpino: Did your parents, or was it this teacher, that inspired you to go to college?

Burkhart: Well, my brothers and I just knew we would all go to college because that was what we did (laughing). My father didn't leave any questions in our mind about that. But because my mother had not even gone to high school—my oldest brother is ten years older. His wife is a real inspiration to me in that she had gone to college, and she knew about sororities and all that. So she was the person through high school and college that explained to me how things worked. But then the—my home ec teacher then was my real inspiration of understanding what I might do as a job.

Scarpino: Um hmm.

Burkhart: And the only thing that I knew that women did as a job was home ec teacher or county extension agent, because those were the only two women I saw other than other women teachers to emulate. So of course I took home ec at Purdue to be a home economics teacher, what else?

Scarpino: So role models were important in your life?

Burkhart: Role models were very important.

Scarpino: Did you think about that later on as you, as your life developed and your career developed . . .

Burkhart: Oh, yes. I . . .

Scarpino: . . .and you became the person, the role model?

Burkhart: Oh, yes. I never, ever turn anyone down who asks to meet with me. No matter what their age and what it is they want to meet about, because I know how important that was to me through the years of having people give me some time to talk about their life or whatever I was needing to know about.

Scarpino: I want to follow--a couple of follow-up questions on your father. You said he was involved in the Farm Bureau?

Burkhart: Yes.

Scarpino: What did he do?

Burkhart: He was involved in organizing the local Farm Bureau Cooperative. You paid dues, and then I didn't explain that he went on in leadership roles, and he was actually in a farm organization when he was in Washington in World War II. But then he came . . .

Scarpino: Exactly what organization was that?

Burkhart: I think it was the Commodity Credit Corporation. And then he was home for a little while, and then he went back to Washington when I was in high school. He was asked by Harry Truman's administration to be the Undersecretary of Agriculture. So he was in Washington while I was in high school. And my younger brother and I were in high school and chose—said, you know, we did not want to move to Washington, and it would've been a real culture shock for these two little farm kids. And so my mother would go to Washington and spend time there, and we stayed at home. But I did go up to Washington a few times, and I did have the honor of going to Eisenhower's inauguration when my father went out of office. And I did know a lot about Washington and about the Truman administration and the Korean War, which took place

during that period of time that my father was in Washington. And my father was on a very special committee appointed by Truman to help manage the government.

Scarpino: What was the name of the committee?

Burkhart: It was the Management Committee. The President's Management Committee. And so he had a good working relationship with Harry Truman, and I have some wonderful framed things with Harry Truman's signature.

Scarpino: Did you meet Harry Truman?

Burkhart: Only—I didn't meet him personally when I went to Washington. Actually, my father was away on a trip out of the country, and I was there at the National 4-H Club Camp. And there was a ceremony in the Rose Garden, but I didn't have the opportunity to meet him personally. But he was there in that ceremony.

Scarpino: You said your father also worked at the Extension at Purdue?

Burkhart: Uh hmm.

Scarpino: Briefly what did he do there?

Burkhart: Some sort of farm program. That was at the time I was born so I don't remember that. But I know he traveled throughout the state. I think he had a certain area that he covered, and I don't know whether he was meeting with farmers or what he was doing, you know, but I know that he was actually employed by the Extension Service.

Scarpino: So I have it all in one place—how many brothers?

Burkhart: I had three brothers.

Scarpino: And do you remember their dates of birth?

Burkhart: Well, my oldest brother is ten years older than I am so I believe he was born in 1925.

Scarpino: And his name?

Burkhart: Jim McCormick. And the next brother is five years older than I am so it would've been about 1930--'29, '30. And then I was born in 1934, and then my younger brother was born in 1936. And so it's Jim, Don, and Ed McCormick. And they too learned to do at least three things at one time, which we all did and still do.

Scarpino: So that's a family trait?

Burkhart: And still do. Yes, and still do. But our mother was also involved in the community. You know, she was involved in the church. In many ways she was involved in the Women's Farm Organization, you know, so she—we saw this involvement from the time we were born.

Scarpino: What kind of a farm was the farm that your parents owned?

Burkhart: It was a grain farm, livestock and grain.

Scarpino: And you worked on the farm?

Burkhart: My job was the chickens. Yes, well, the women's work, and I was my mother's assistant. Women's work was the house, the garden, and the chickens, and the yard.

Scarpino: What was Vincennes like during the time that you were growing up?

Burkhart: Well, Vincennes—early memories, of course, when I was only six years old was when World War II broke out, and there was a very large air base just on the other side of the river from Vincennes. So I have early memories of hundreds of planes flying over our home because it was a gigantic air base. And also a memory of all the soldiers. Whenever we would go into the little town—there was only 18,000 with all these soldiers all over the town. But also that my oldest brother was sent home from college by the draft board to farm, and he hired—he decided to plant all these tomatoes and he hired German war—he arranged with the airbase for the German war prisoners that were stationed, based there to pick tomatoes on our farm, which was a pretty interesting experience to have the soldiers, you know, around the field with the guns and have these young men who were so far from home and homesick, I'm sure thrilled to be out on a farm doing anything, you know, rather than being at the air base. Most people didn't realize we had German war prisoners in the center part of the United States. But Vincennes was a, you know, of course it's a very historical town so early on I understood the importance of history and of course, the French, not only in the name, but the fact that there were seven large Catholic churches there. And that the town was actually laid out in the French fashion of the streets coming up from the river. So they made no sense whatsoever in terms of north, south, east and west (laughing).

Scarpino: That's not on a modern grid, is it?

Burkhart: No (laughing). And so, but then, of course, Vincennes University is the oldest university west of the Alleghenies. And so Vincennes University was always a part of our life, of somebody in the family attending at some time. And then my father became the chairman of the board of the trustees at Vincennes University, and was a trustee for years and was chairman of the board. And then my oldest brother became chairman of the board of trustees. And so we've all been involved in a variety of ways. And supporting that financially as well as in other ways. And then the science center at the University is named in honor of my parents.

Scarpino: If I could somehow manage to get a history time machine and go back to Vincennes at the time when you were a teenager and just walk on the streets, what would I see?

Burkhart: Well, you would've seen on Main Street Gimbel Bond, which was a department store that was actually started by Mr. Gimbel from New York of the Gimbel Store, which was pretty interesting that that happened to be there. And at the north, I guess it was north, must've been the west--I don't know, you never could tell which direction you were going in. The street closest to the river where Main Street ended was actually where George Rogers Clark Memorial was, in that area. And if you just, you know, continued on that Main Street you would run right into the river. And there was the Lincoln Bridge that covered, you know, spanned the White, the Wabash River. So you would've seen a bustling little town of busy Main Street with the two banks located on Main Street and the department stores and the little specialty shops. And that's where everybody went. And we, and that's where we went from the farm on Saturday morning, and seldom any other time. So my mother and I would take the eggs to the hatchery, and then get our twenty dollars or whatever they paid us for the eggs (laughing), and then we would go shopping. And we would do whatever we needed to do. And on Main Street she would go to the bank, and we could do our little chores and shop and have lunch at one of the—it wasn't called tea room but a little restaurant in, I think they were actually, one of them was actually in one of these department stores. So that was always a big thrill for me. And then we would end by going, stopping at the grocery for a few things. And we didn't need to buy very much because we had most things on the farm. And the last stop was always at the frozen food locker because we didn't have deep freezes, as they called them at the beginning. We had our own meat, so it would be slaughtered, and then it would be taken directly from the abbatoire to the frozen food locker, and then that would be our last stop on the way home. And we would have these big grocery bags, and Mother would run in, and it would be all frosty and cold. And you'd unlock your box. It was like a big drawer, like a file drawer, and get your meat for the week, you know, and then take it home and put it in your freezer above your refrigerator. So Vincennes—and we would see people that we knew as we were, you know, around in the streets. And even though I didn't know very many people in Vincennes because we lived out on the farm, and I went to a rural school, but we would see various folks that we knew.

Scarpino: How far out of town was your farm?

Burkhart: Seven miles. Seven miles from Vincennes, but actually the school that I went to—I had to go to the school of the township I lived in, and it was fourteen miles into Decker High School where I—it was only about six miles to the grade school that I went to, but fourteen miles to Decker so it was an hour bus ride each way to high school and back. And actually there were a couple of other schools that were actually closer to where we lived, but we had to go to the school of the township we lived in.

Scarpino: What was the name of the elementary school?

Burkhart: Purcell, Purcell Grade School. And this was where—this was interesting that there was a Catholic grade school, St. Thomas, and a Lutheran grade school. And then Purcell Grade School was the public school. But the buses picked up all those children, see, and they brought them to Purcell. And then you got—in my case I stayed there since that's where I went to grade school, but then the children that went to the parochial schools got on the Lutheran bus or the St. Thomas bus. And now I look back and think, isn't that interesting? We were using public tax dollars to transport these children to their parochial schools. I didn't—of course, no one thought about it at the time (laughing).

Scarpino: An interesting arrangement though, isn't it?

Burkhart: Yes. And then when I was in high school, that's where I would get on the high school bus, so I would ride to Purcell through eighth grade, and then I would go on the high school bus to go on to Decker.

Scarpino: Let's see, you went to Purdue at about 1952?

Burkhart: I did.

Scarpino: Did I get that figured out right? (Laughing)

Burkhart: You did, good job.

Scarpino: Okay. And you—why Purdue?

Burkhart: Well, because of my mentor, the home ec teacher. And that was where—well, of course, my dad had been involved with the Extension Service at Purdue, and it was the logical place. Well, if I wanted to be a home ec teacher that's—although no, I guess that wasn't necessarily because my cousins were home ec teachers, and they went to Indiana State for home ec. So I think it was because of my mentor, my home ec teacher who went to Purdue. And then of course my oldest brother had gone there before he had to come home in World War II.

Scarpino: Well I remember in reading information we gathered on you and also in talking to you a few weeks ago, that you've had quite a bit of loyalty to Purdue over the years.

Burkhart: I have.

Scarpino: What happened there in your undergraduate career to help to develop that loyalty?

Burkhart: Well, because of my orientation to be involved in wherever I am, I was president of different organizations as an undergraduate. And then when I married—my first husband and I lived in Cincinnati, but when we moved back to, when we moved to Indianapolis, back to Indiana and moved to Indianapolis, I actually then had the opportunity to start being involved in the home ec alumni organization at Purdue. And it was a way for me to stay connected to the university and to friends that I had met there and many of the professors I had, of course, were still there. So it was a nice connection for me. And then I also felt very strongly about being involved in my professional organization of home economics.

Scarpino: And the name of that organization?

Burkhart: Well, at that time I was in the Indiana Home Economics Association, but then because I wasn't working full-time—my teaching was done in Cincinnati, and when we moved to Indianapolis I wasn't working full-time because I had two young children. So they had one section that was called Home Economists in Homemaking, and these were women who had college degrees in home economics that weren't working full-time. So it was a perfect place for me to maintain my professionalism, and actually through that organization I learned about some jobs that I later had because we were very supportive of each other of knowing about free-lance jobs that were available. And so I remained involved at Purdue because I had so many friends there, both in the faculty as well as women who had graduated around my time.

Scarpino: Just for the record, what was your first husband's name?

Burkhart: George Shunk.

Scarpino: And what year were you married in?

Burkhart: I was married in 1955 between my junior and senior year in college. And he had already graduated so he got a job in Lafayette, and then I stayed and finished my senior year.

Scarpino: And you have said that you have two children?

Burkhart: Uh hmm.

Scarpino: And their names are?

Burkhart: Mark Shunk and Stewart Shunk, and they are now—well, Mark was born in 1957, and Stewart was born in 1960.

Scarpino: What attracted you to Cincinnati?

Burkhart: My husband's job, and I had a child who was one year old when we moved there. We had lived temporarily—we moved from Lafayette after I graduated and lived for, I don't know, nearly a year, I think, in Vincennes when my husband was in a management-training thing there. And actually I was offered a position at Vincennes University to teach home economics, but we knew that we were going to move to Cincinnati. But when I got to Cincinnati—we moved in mid-winter and so then during the next summer I applied for a teaching job in Cincinnati. And began my teaching, then, that next fall when my youngster was not quite two years old and taught home economics at Hughes High School, which was a big six-year school. And I taught seventh, eighth, and ninth grade, which was a very interesting experience for my first year of teaching of quite a mixed bag of youngsters (laughing).

Scarpino: You mentioned when we visited several weeks ago that this was quite challenging.

Burkhart: It was very challenging.

Scarpino: In what ways?

Burkhart: It was challenging in that growing up on a farm in southern Indiana I really had, through no fault of mine, very little contact with African Americans. And that was very typical of that era, the early '50s, or you know, during that period of time. And at Purdue there was only one African American girl that I had any contact with. She lived in my dorm my freshman year, and she had a private room and really didn't socialize. So I didn't, I had never had the opportunity to know any African Americans and I didn't have a feeling one way or the other. I just had never had an experience. Well, it turns out that I had a predominance of African American children in the classes at this high school, because it was a large high school across from the University of Cincinnati that had been quite an elegant area of Hyde Park, but had become a mixed neighborhood. So that was a very new experience for me. And I didn't have any particular problems with them at all. But I look back and realize how . . .

[End of Tape One, Side One]

[Start of Tape One, Side Two]

Burkhart: . . .talking about skin color, hair color, or you know, anything that had to do with grooming. It never occurred to me to acknowledge that they had different coloring than I did (laughing). You know, I look back and laugh about that. But then the second year then I decided that I wanted a different kind of teaching experience. And I had, again as a beginning teacher, I was assigned a very good assignment actually for a beginning teacher because of my high grades at Purdue. And then I asked to be transferred to a different school the second year that would be closer to—we had bought a little house, it would be closer to our house, and so the second year I actually taught in a brand new high school, and I set up the whole department of home economics in my second year of teaching. And then I had a second child and at that time in our history, women did not wear maternity clothes in classroom. So fortunately school was out in June and my youngster was born in October so it worked out just right. But then after that I did some very interesting things in education and one—well, I taught some night school classes for adults. I taught, did a little bit of substitute, but that really didn't work for me because I didn't have a babysitter on tap all the time--night school, my husband could take care of them. But then I realized that I wanted something more structured and more challenging, so I called my home economics supervisor that I worked with my freshman year, I mean my first year, and I told her that I felt I had two hours a day that I could teach, was there anything that I could do? And she said, as a matter of fact they were setting up a brand new program to train women on welfare to be domestic workers, and if I would like to do that I would have to write all my own material. I would have to do everything, and it would be held at this school downtown that was left, remained standing after they took down all the slums around it and put the highways in. And so, well sure, I'll do that, you know. So I was able to work it out with my little ones of organizing that, so I would teach two hours a day. And my class members were all women on welfare. And the class would last for four weeks, would be two hours a day for four weeks. And they were either African American or Kentucky hillbillies, or I guess we call those rednecks. But anyway, (laughing) it was an interesting combination of people. And probably got the best education in my life during the years that I did that. So the next year I changed the hours that would match my personal needs, and then it was two hours a day. And I learned so much about—I didn't, I was so naïve when I started, I didn't realize they didn't know how to read or write. And I assumed that when I described making a bed they were getting the mental picture that I was getting when I described making a bed, not realizing that no, that wasn't that case.

And so I learned during that teaching experience to break ideas down to the simplest components, and it was a valuable, valuable lesson. I really learned how to communicate. I realized that just because I was speaking didn't mean that people were listening or understanding. They were listening, but they weren't understanding what I was describing. So then when I realized that many of them couldn't read or write, then literacy class was set up for them. Then they would come into my class. And then the Welfare Department would find them jobs. So it was a very successful program and I, in the third year, actually added an hour to it so that I could teach something about food, simple food preparation, and more things than we could cover in the class.

Scarpino: Was this for restaurant type jobs . . .

Burkhart: No, working in the home.

Scarpino: . . .or just domestic?

Burkhart: Uh hmm, domestic, and some worked in hospitals but as cleaning people in hospitals. But what I tried to do was instill pride in them and give them little tips on, little tips that would make them better than anyone else. They were, are secrets, and all the things that I could do to make them feel better about the kind of job they were going to have. So it was very successful, and this was before the government was involved in training programs. So the Department of Labor sent people out to observe this because it was working so well, and they were getting ready to put me on closed circuit television so that I could teach to lots of people. But then my husband took a new job in Indianapolis and so they actually disbanded the classes because by then there was government money available if you were starting new classes, but not . . .

Scarpino: What year was that?

Burkhart: That was 1960, no, it was '63, '64, along in there, uh hmm. And so when we moved to Indianapolis—knew that I didn't want to teach in a classroom setting anymore because I had learned about myself, that I love to gather up information, but I only want to give it out once (laughing). Pretty difficult to do when you're teaching.

Scarpino: I understand.

Burkhart: Yes. So then I discovered—I thought I had died and gone to heaven, I discovered broadcasting. And it's very much like teaching. You gather up the information but you can only give it out once. And it fit me perfectly. And I found this quite by accident, again, it was

through this home ec group that I mentioned earlier where a woman in the group said that she was moving out of town, and she needed to replace herself in this job. And it was working for a PR firm based in New York who had one home economist per major market. So in the case in Indiana, they had one home economist, period, in the state of Indiana. And my job was to represent clients in whatever way they had given me instruction, so it might be to create some stories in the newspapers, it might be to appear on radio shows or television shows to talk about products or services. So I discovered that broadcasting fit me perfectly.

Scarpino: Now was that when you were Public Relations Representative for Info Plan?

Burkhart: Yes.

Scarpino: Okay.

Burkhart: Uh hmm. That's the one down at the bottom. And it was something that I did easily and enjoyed, and because I was always curious about everything, I had quite a filing cabinet of things that I clipped and saved. So I became quite the person in demand on these talk shows to come in. At the last minute they would call--a guest hadn't shown up, Lorene, jump in your car and come over and do a radio show, just pull something out of your files, you know (laughing). And so it was a lot of fun. It was a great experience for me, and I learned really how to do that on the air and ended up having then a daily radio show.

Scarpino: On WXLW?

Burkhart: LW, uh huh.

Scarpino: Was that an Indianapolis station?

Burkhart: Um hmm. And . . .

Scarpino: And in your daily radio show the subject was home economics?

Burkhart: No, it actually it was sponsored by a shopping center, and I would interview people at stores and talk to them about products and shopping and that kind of thing, so it was promotion for the shopping center.

Scarpino: What shopping center?

Burkhart: Southern Plaza Shopping Center here in Indianapolis. And at the same time I was also doing some television things for clients. And then eventually would be asked if I would do a commercial for a company, you know, just sort of gradually moved into these things. And then I was—one year at the Indiana State Fair they had a real problem in that the woman that was the director for the Women's Building had some personal problems and wasn't going to be able to—

they found out in May wasn't going to be able to do her job through September, a critical time. And my younger brother had been president of the State Fair Board, and they knew me and so asked me to fill in. And as a result of that, I met a lot more people in the media, had to do a lot of media things for all the changes we were making in the Women's Building at that time. And so then was asked to be on the noon news at Channel 13, and . . .

Scarpino: That's WTHR?

Burkhart: Right, and at that time they were where Channel 20 is now (laughing). So actually I, the noon news that I was on, my claim to fame is that David Letterman was the weatherman on the noon news (laughing).

Scarpino: Is that right? (Laughter)

Burkhart: But I did a taped segment. When they asked me to do this, they actually wanted me to be on the air everyday, and I said well, that just didn't work for me. I didn't want my life to revolve around where I had to be everyday at noon, how my hair looked, and what I was going to wear. And so they said well, what would you be willing to do? And I said, well I would be willing to tape my segments, so I was like the original Martha Stewart, because what I did on television was what I figured other women would be interested in knowing about and doing. And because I sewed, and I created things, and I kept my home house, and I decorated, cooked, and all these things, so the shows that I did would be things that women could relate to because they were doing them, too. And I would show them how to make a man's tie or whatever it was that was kind of the in thing. And so it was great experience, and I also then ended up at the same time having a syndicated radio show. I found that I did know how to write this kind of thing, having learned how to be very concise from my early teaching experiences, and so I wrote and taped two hundred, one minute radio shows as my own business and sold them into sponsors.

Scarpino: Same general subject?

Burkhart: Uh hmm.

Scarpino: That is, subjects of interest to women?

Burkhart: Or anyone. I visualized a man driving along in his car listening to the radio, that he would be just as interested in what I was saying as a woman would be. So it might be how to sew a button on so it won't fall off. You know, very simple fun kinds of things that anyone could relate to and say, oh, that's a good idea.

Scarpino: So you kept drawing on your home economics background as you expanded your career in different directions?

Burkhart: Yes, and I think I'm a real example of how you take a basic education and parlay it into just about anything that you decide that you want to do.

Scarpino: Well, there have been pretty dramatic changes in the role of women in American society at the time that you grew up and developed your career and so on. How did you see your life changing as society around you began to rethink the role of women?

Burkhart: Well, I was always on the cutting edge of everything. I was doing things before other women did them, and finding ways to combine my traditional role with my avant-garde position of moving forward. When I was doing this radio and television, you know, I had an office at home, and I did all the traditional wife-mother things, and I called myself a closet career women. But the only thing was people saw me on television, you know, but they also saw me at my son's Little League game in the afternoon. So I tried to combine all of it, but I was able to do that by having, you know, operating from my home so that I might be talking on the phone while I was taking the clothes out of the dryer kind of thing. Well, no I couldn't do that because we didn't have cell phones (laughing), you know, or answering machines or faxes or any of that.

Scarpino: I believed you, I just thought you had a long cord (laughing).

Burkhart: But, and then I was, you know--with a father like I had, there was never any limit in my mind as to what I might do. And I was very fortunate that I had teachers, even in these little schools, where I wasn't really well prepared as far as subject matter to go to college. I'd no chemistry, no physics, no advanced math. I mean, I was really very unprepared in such subject matter to go to college. Never written a theme. And my teachers said, well Lorene, you can do anything that you want to do. You may have to work harder because you won't have the background that some of the young people will have, but you can do it. All you have to do is have somebody tell you that you can do it that you believe in, and you do it. And I knew that I would have to work hard in chemistry. Why wouldn't I? I'd never had--I had no idea what it was about. But I ended up making better grades than the kids that went to college prep schools who had had maybe a whole year of chemistry in high school, because I knew that I knew nothing, and I really had to work. And they thought they knew something and didn't have to work as hard (laughing) and they found out that, you know, it was a little harder than they thought it was going to be. But it was also interesting to me that—and since I'm still very

involved at Purdue, I've talked to various faculty people about this—you know, college has become very specialized and people have very narrow focus. And I explained to them how important my broad based education was, that when I took home economics at Purdue, it was a really tough course. At Purdue we had to have 140 hours to graduate, and we graduated in four years. No one ever thought of going to summer school or staying longer than four years. So we carried eighteen, nineteen hours a semester. And we had to take physics, a year of inorganic chemistry, a semester of organic chemistry. We had to take biology. We had to take economics. All these things that—but I just want to be a home ec teacher. Nope, this is what you take here, and that was so valuable to me, because we never know what we're going to do in our lives. And when I became the Director of Consumer Services at JennAir Corporation, I went back somewhere in my brain to that science-based education, because I wrote the original consumer literature for convection cooking. And you have to know about air movement and temperatures and all that kind of thing, and I conducted all the research there for it. And so, you know, I really believe in a very broad-based—of having, of taking subjects that you think have no relevance to your life and forcing yourself to learn as much as you can, because you never know what's going to happen. And when you need it, you don't have time to learn it.

Scarpino: I'm going to ask you a question that I hope is relevant, because somebody is going to listen to this tape or read this transcript and ask themselves, what in the world is convection cooking?

Burkhart: Convection cooking (laughing). Convection cooking had always been used, only been used in commercial ovens, and that's why when you would go to a restaurant and have standing rib roast the meat was so crispy on the outside and juicy on the inside. Well, in convection cooking the air—there's a fan that blows the hot air around the food. Where in radiant baking, which is a traditional oven, the heat element is just on the top. Well, there's a heat element on the top that you use for broil, and then the heat element is on the bottom. So all the heat is on the bottom of the oven. And so what they do is take that heat that's on the bottom, put a fan in the back of the oven, and on today's convection ovens all you do is just flip it over to convection, and you hear the fan come on. Well, it then makes the food cook faster, but it also makes for roasting meat, it makes it crispy outside but a very juicy interior so that the inside isn't overcooked while you're getting it crispy outside.

Scarpino: So you helped to develop that technology.

Burkhart: No, I wrote the consumer materials on what it is and how you use it in the home.
Yeah.

Scarpino: Okay, I wanted to ask you a few questions about your career which seems to be like, if I could imagine it in my mind, it would be like a braided rope (laughing).

Burkhart: Yes.

Scarpino: I mean, everything seems to be twisted together, but we talked a little bit about your involvement in radio and television, but I noted on your resume that between 1978, excuse me, 1972 and 1978, you were Director of Consumer Services for two companies . . .

Burkhart: Uh hmm.

Scarpino: . . .Ruben Montgomery & Associates, and JennAir.

Burkhart: Uh hmm.

Scarpino: Could you first tell me what those companies were and briefly describe what you did?

Burkhart: Yes, well, for people with a degree in home economics, the position that was open in the business world that became a position—when was that, in the ‘60s, was consumer services. And if you remember when consumerism became a big topic in the late ‘60s, early ‘70s, then companies found they needed to have a person who was Director of Consumer Services, which meant that they were the contact with the customer when they called in and had a complaint or needed information, that’s what that person did. Well, then a person with a degree in home economics was the logical person to fill that position. And so when I was Director of Consumer Services at Ruben Montgomery--this was an advertising agency--and so what I did was to use my background in communications and radio and television and in writing, and applied it to their customers, their clients that they did advertising for. So I was actually the spokesperson for different clients, and I would write, like for American Redbone Moving Company, I would write their brochures. For their clients I would do specialized things, and my name would be on them—Home Economist, Lorene Shunk, which gave it some status and said that this is a person who has a degree, you know, that’s supposed to know something that’s important for people to know. So I was there for three years, and then was offered this position at JennAir Corporation, which was a manufacturer of a electric grill. I had met Mr. Jenn, again through a contact through this home economics group that I became involved with. And whenever he needed a freelance home economist, he would call me to demonstrate the product here and there. And this electric grill was a new concept where what made it work was that he had created something called down

draft ventilation. So you turn on your electric grill, but then there's a vent instead of being on the ceiling above you, it was at the same level as where you were cooking. And then the smoke would be pulled down and then would be vented to the outside. So I used to laugh and say, you know, we've all been taught that smoke goes up. Well, I'm just going to prove to you right now when I turn this on, that smoke can go down. And so as—I was their first Director of Consumer Services, and this was at a time when he was beginning to develop other products.

Scarpino: This was incorporated into a stove?

Burkhart: Uh hmm. Well, it was a separate unit. You could buy just the grill, yes. But today, I don't know whether they sell just the grill by itself, but it's actually incorporated in a JennAir cook top. So he was beginning, Mr. Jenn was beginning to develop additional consumer products so he felt that he needed someone full time. And he was going to be building an actual facility for having groups come in and having programs and having a big kitchen built for doing testing. And so he asked me to be their first Director of Consumer Services. But I also traveled all over the country representing JennAir, and speaking to their distributors and builders, and then I would go back to my, using my broadcasting background so I would have interviews with media people, and I'd be on radio and television to talk about GenAir and grilling.

Scarpino: So you became the spokesperson for the product?

Burkhart: Yes, uh hmm.

Scarpino: And then 1978 to 1983 you worked for Borden, Inc.?

Burkhart: Uh hmm.

Scarpino: Director of New Product Development? What did you do in that capacity?

Burkhart: Well, this was very interesting. That was the first job that I had where having a degree in home economics had nothing to do with the job. So it was a major leap forward for me. And this was at a time when women were beginning to enter the middle level of management, and they were beginning to have their own companies. So it was a time that was very exciting, and women were trying, you know, there was a lot of unrest and feminism became a big thing. And women were beginning to say well, we have these college degrees, we're capable of doing these things, we want to work, and we want jobs that have some meaning to them. Well, I was very fortunate with each job that I had, was that the person who wanted me to take the job came to me and asked me to take it. I wasn't out looking for other jobs. And I had been divorced after twenty years of marriage, and so I was offered this job with Borden, and

would be based in Houston, Texas, so it meant moving from Indianapolis to Houston. And so it was a good time in my life to do that. My oldest son was in college, the other one was in high school. And so I took this position. I was the only woman executive in 10,000 employees, but then I had been the only woman executive every place that I had been. And so that was just—and with bigger numbers. But it didn't feel like it because in our office in Houston there were only twenty executives. Now they were all the top executives of the company, but I was the only woman. But I was only, you know, there was just twenty of us there. And we all traveled, and it was pretty exhilarating because everyone there had the ability to say yes. That's very important to know in business because if you're only dealing with the people that have the authority to say no, you're not in the management level. So, anyway, as director—I was their first Director of New Product Development in the dairy division of Borden, which was a very large company. The dairy division of Borden was about a billion-dollar business, I think, and it was, of course, all over the United States. And everybody's familiar with Borden milk and Elsie the Cow. And I used to laugh and say Elsie and I were the two females in the company (laughing). But so I had to figure out the job so that also became a part of my life because no one had ever had the positions before I had them. In every job I'd had, except my first teaching position, I always had to figure out what it was about, how to do it, and then do it. And so . . .

Scarpino: So what did the Director of New Product Development become?

Burkhart: Well, that person—I became a person who went back to my farm background as well as what I had learned about food and nutrition at Purdue. And looking at the line of products that Borden had and saying—are there what we call line extensions, are there products here where we can create some kind of a new product from something we already have? But then I also looked at . . .

Scarpino: Can you give me an example?

Burkhart: Well, yes, an example would be cottage cheese. Cottage cheese is very good for you. But cottage cheese was not very acceptable--or wasn't an exciting product, let's put it that way—because it was soupy. You had to spoon it out of the container and eat it with a fork. Well, this was when spooned, eating out of a container was becoming very popular. Yogurt was just coming out in the container, and people loved the idea of the convenience of eating out of the container because women were working, and people were busy. So that was a product that I looked at and said, I need to understand how this is made from the very beginning, and what

potential there might be here for doing something with that product. And so our research—Borden Research Center was in Syracuse, New York, so my workday would be, might be to get on a plane in Houston at seven in the morning, and fly to Syracuse. Get off the plane and be picked up, taken to the Research Center where maybe twenty men are sitting around the table waiting for me to arrive. I would walk in, their lunch was on the table, sit down at the head of the table, and the meeting would start. And my job was to pull from these experts who had been with the company for a long time, all of the information I could determine, that I could use to determine what might be done with that particular product. And out of that we created a test product that we called, well, in the testing process, cube food because you have to have some kind of name to put on things. So basically what we did was to take the cheese product that is made originally in the process of making cottage cheese--it's a curd, but it doesn't get soupy 'till you add something to it that makes it soupy which is called the dressing. So I said well, what does the curd taste like? Well, it doesn't really taste like anything but it's very nutritious. Well, then why don't we make it taste like something and not add the dressing to it? So we made this into a bar, or little chunks, where we added all different kinds of fruit flavors, all different kinds of spiced flavors, and it was just a fabulous product 'cause you eat, you know, just eat it like a candy bar. And what—it was just zooming along in tests and all the things that we were doing with it and finding all the applications there might be for it. And what killed the product, which often happens in large companies, is that it was such a big idea that the Foods Division of the company said, well, this is such a big idea, the Dairy Division could never do a good job of marketing this so we're going to take that product over here where we know how to market--not understanding that it was a short shelf life product that had to be in the dairy case. Well, they didn't do business in the dairy case so the product died. And that often happens in companies. It was very interesting, so many of the things that I worked with—you had to have, you had to be a very optimistic, positive person because almost every project that I worked on never happened. Now we learned a lot while we were doing it, might be applied to something else. But another line extension would be just adding flavors to milk that had never been done before, or, but then I also looked for products all over the world and processes. So sometimes it was a process that made the product different, and so then I would be the point person. Sometimes they would be so confidential. I worked on a project in Buffalo, New York that was so confidential that my, the Borden attorney had to be with me every time we had a meeting, and then all of the notes had to

be kept together. They were then--if the project didn't happen, all the notes had to be returned to that company. And so it was, it was a very interesting time because I was traveling, I was by myself, I didn't have a family unit that I had grown up thinking would always be my life. So always I was plowing new ground. And of course during that period of time, it was very difficult for me to be involved in any way in anything of community. But I still was involved in the Home Economics Association.

Scarpino: In Texas?

Burkhart: Yes, in Texas, yes. But I spoke everywhere. I spoke to women's groups all over the country. Wherever I was I would try to get a speaking appointment set up before I went there, because I wanted to help other women find their way. And I gave a speech called seven steps to success. The speech was different every time I gave it.

[End of Tape One, Side Two]

[Start of Tape Two, Side One]

Burkhart: Well, so basically I was giving myself a masters degree in business because I would read everything I could get my hands on. Because see, I was traveling all the time. It was a very lonely existence, and so I was reading all these books so I was basically giving myself a masters degree in business because no one was teaching me how to do this. I was having to learn it on the job. So it was very—it's always been very rewarding to me that even yet—and it doesn't happen much now, but for many years I might be traveling and somebody would come up to me and say, I'll bet you don't remember me, but you gave a speech to our group in Atlanta, Georgia that changed my life. Well, that makes you feel really good.

Scarpino: So you feel as though you had a positive impact . . .

Burkhart: Yes, so . . .

Scarpino: . . .in influencing other women?

Burkhart: . . .so I had my one mentor. Well, I had more than that because I had my father and my home ec teacher. I had other teachers in the school. I had professors at Purdue, and so I then had the opportunity to be a mentor to thousands and thousands of people because of the opportunities that I had, I guess. People used to say you're so lucky. I thought, well, I'm also willing to take risks. And every job that I took I didn't know how to do. It would've been easy

to turn that down and say well, I don't know how to do that and I might fail. But I never thought that I would fail.

Scarpino: Do you think that risk-taking is an important of success?

Burkhart: Oh, absolutely, without any doubt. And I think this is a problem that--one of the big things that women have had to overcome is they had to realize that it was okay to have someone say no to you. It was okay to fail. It was okay if they started a business, and it failed. Well, lots of people start businesses that fail and they may, their first ten businesses of men who have been extremely successful may say, the first three businesses I had went bankrupt, but the fourth one worked. And my husband, John Burkhart, loved to tell that story that his first business was started during the depression and went bankrupt. And because of that he, the only way he could pay off his bank loan was to get a job that paid a commission. And that's why he started selling insurance, and then of course, eventually founded a very large insurance company and did all kinds of wonderful things.

Scarpino: When did you marry John Burkhart?

Burkhart: I married John Burkhart in 1985. And he was 76 years old when I met him, and I was 50.

Scarpino: And you met in Indianapolis?

Burkhart: Yes, uh hmm.

Scarpino: 1983 to '85 you were the founder and owner of the Women's Investment Network?

Burkhart: Yes, so I had three years at Borden in Houston, and then they transferred me to the corporate office in Columbus, Ohio. And they had a reorganization so the Food and Dairy Division were made one division. And they had some reorganization in the top part of the company. And so they put me into strategic planning, so I ended up in a job I never intended to do, in a city I never intended to live in. Both of those were things that I did not choose, you see, which was very interesting. So I stayed there for two years because again, I realized I would learn a lot doing this, and there wasn't anything else that I knew that I wanted to do. And so I stayed there in that position. But then when I realized that it was time for me to move on, that being in a corporate office is quite different than being in a branch office out in Houston, Texas (laughing) where there are twenty people. And so then I decided to move back to Indianapolis. If I was going to live in the Midwest, I'd rather live in Indiana. And my parents were elderly and I needed to be closer to them. And so I moved back to Indianapolis, and I decided just to—I was

a consultant when I came back, again to Mr. Jenn, who had sold JennAir but he had other companies. And I did two consulting jobs while I started this business of Women's Investment Network to provide financial services to women. Well again, this was just at the cutting edge of things where women were just beginning to make some decent money. Married women were beginning to realize they needed to know something about their family's finances. And so it was a very interesting business that . . .

Scarpino: So this is personal finance management?

Burkhart: Uh hmm, yes. But what we did was a combination—see, I've always used teaching all my life. I'm basically a teacher person 'cause I always like to tell people how to do things. So this--they joined as a member, and then we had classes of all kinds where they could come in a non-threatening situation to learn about all kinds of insurance, about securities, bonds, how to read the financial pages, what the stock market, how it functioned, you know, all those kinds of things without someone trying to sell them something. And then we would analyze their finances. We had certified financial planners, and we would put the information in the computer and explain to them that based on their income level at that particular time, and at the time that they said they wanted to retire, this was what their income would be. But then they had this number of years to change that end number, and then we would talk about how we might be able to do that. But we did not sell products. We gave out information and . . .

Scarpino: People were buying a service?

Burkhart: They were buying a service, right. And it was going quite well. And then I met John Burkhart and decided, we decided to get married, and I decided to close the business because it was the kind of thin--it was new enough that it really needed me to make this work, you know, it was one of those twenty hour a day kinds of things. And I realized that I didn't quite know what my life was going to be like at that point so I wanted to be available to travel and to do whatever we were going to do. And so started over again in a whole new life.

Scarpino: Extrapolating from your resume, you retired in 1985. Is that right? At least as an active businessperson.

Burkhart: Right. I thought I had. That was until I became a publisher (laughing).

Scarpino: (Laughing) I didn't say you stopped working. I was very careful not to say that.

Burkhart: (Laughing) I retired from that phase of business, yes.

Scarpino: Well, do you think that the, what I might call the developmental trajectory of your career, was it all typical for women in 1960s and '70s?

Burkhart: Oh, no, no. Women were inclined to take a job and stay there, you know, and retire from the company as men did too. But I liked to—my favorite word was new, and I loved new ideas and I loved—one of the things that I think I got from my father was the ability to think in a big picture kind of thinking. And to think about, you know, to have vision and to see not only where I was going, but where other things might end up being and what role I might have in that. So when I ended my work time, my career in 1985, was when I really got involved in philanthropy and in city causes, because my husband still went to the office at seven in the morning and came home at six in the evening. And so I was, I had all this marketing background.

Scarpino: In his seventies he was still doing this?

Burkhart: Yeah. And I had all this marketing background, and so of course I was just hot stuff (laughing) for all of these organizations, non-profit organizations. Because they couldn't have afforded to . . .

Scarpino: The recorder's on again. It seems to me in having read your resume and talked to you at your country club and visited here with you now for something over an hour, that your career development was not typical of women of your generation.

Burkhart: No.

Scarpino: So, do you think you were an exception because of your particular strengths as a person and your personality or that you were on the cutting edge of changes that happened to you maybe a few years before they happened to other women?

Burkhart: A combination. I think that I definitely was gifted in my ability to organize and manage and to see the big picture. And so that no matter what I would've applied that to, because as I applied it to non-profit organizations as a volunteer, again it was—I always ended up in these leadership roles. So had I never worked at all, I would've always been in leadership kinds of things. I started doing that when I was six years old and started to grade school when my peers and my teachers would ask me to lead things, because I knew how to make things work and how to make them happen. And I was very fortunate that times were changing for women. And I was able to participate in that change and was excited about it. And I think because people saw me doing things successfully would ask me then to participate in whatever it was that was

happening. That's part of, you know, if you're going to do something you do a good job with it, just because you want to do a good job with it, but then other good things always happen as a result of that. So it was just a lot of things that, you know, a combination of things.

Scarpino: I mean, obviously, no matter what your skills as a leader might be, somebody has to want them in order so that . . .

Burkhart: That's right.

Scarpino: . . .the changes in society were helpful, but do you also see yourself as an agent of change?

Burkhart: Oh, yes, absolutely.

Scarpino: In what ways?

Burkhart: Well, I'm a very creative thinker, and so I spend a great deal of time now, even though I try to cut way back on my involvement in non-profit activity 'cause you can work, I mean, every hour of every day and night for non-profit organizations if you want to, you know, because there's that kind of need. So I, even when I cut way back, it seems that no matter what I get involved with, then I get deeper and deeper into it because I don't just go sit in a meeting. I always have ideas that are workable ideas. So, and it isn't that I do premeditation about well, I'm going to go to such and such meeting and so therefore, I've got to come up with all these ideas so that people will be impressed or something. That's not the way it happens at all. I go to the meeting, and I know what the meeting is going to be about generally, but while I'm there, that's the way my mind works, is to suddenly--I have insight about a solution and I'm a very good problem solver. And so, and I'm very practical, and so I know because I've done so many different kinds of things now, I know what will work and what won't work. I know how to put certain people together to facilitate things happening. How to have organizations collaborate for greater strength, the whole idea of synergy, and so it's—yes, I am definitely a change agent and I love change. It's very, and I think it's very threatening to a lot of people. Of course, then I become a threat, or I might be intimidating because I'm excited about change. And that for people who are fearful of it, that they don't want to be around that. You know, and I'm aware of that, that not everybody welcomes . . .

Scarpino: Does that present a challenge to you particularly as you work with not-for-profit . . .

Burkhart: Yes.

Scarpino: . . . run into people who resist change or want to do things the way they've done it because that's the way they do it?

Burkhart: Yes, but it happens more with the staff of the organizations than with the other volunteers. But it would happen if I was in a for-profit situation. It's more comfortable for most people to, you know, continue doing things the way they've been done rather than having to change.

Scarpino: Do you consider yourself to be a leader?

Burkhart: Absolutely. And I'm not the least bit fearful about being a leader. But I'm also a very good follower, and this is something that surprises people because many times good leaders only want to be the leader. (Laughing) They have no intention of doing anything else. I am thrilled to be a follower, but I don't want to follow someone who doesn't know what they're doing. And it's very—you know, you see very quickly whether the person that you might be following is going to be a good leader or not. Now if they're a good leader, I love it because I always learn something. I find that I can bring my strengths to their strengths, and they're excited, I'm excited, and then I don't have to have that responsibility of leading the whole thing. But if it's a person who doesn't know what they're doing, rather than challenge them or make it uncomfortable for them in anyway, quite often I will just move on and do something else because I feel that everybody needs the opportunity to learn how to be a leader. I don't have to lead everything, you know, (laughing) and I happily don't want to.

Scarpino: I'm wondering in what ways your first career in business and media and advertising and so on influenced you or helped prepare you for your second career in philanthropy?

Burkhart: Oh, well, all my life the whole career thing was a building process. It's just like, I used to laugh and say, it's like I'm pulling this little red wagon. And I just keep putting skills in it, and with each job I would bring along with me the things I'd already learned how to do, and then I would add new things. And so, for instance, when I went to JennAir Corporation, I added on the component of learning about manufacturing, learning about sales, learning about the whole arena of consumer services, about research and testing, all those things went in my wagon. So then when I went to Borden, I had all of that already in the wagon, but I got to add on this worldwide travel, and this big picture of working with the legal departments and all of the things that were a part of that job. When I started my own company, I learned more than I ever learned in my life (laughing). And I learned that I spend a lot more time worrying about how I was

going to pay my employees then what I went there to do, which was a very good lesson. But, you know, that's another point and that is I think that really successful people are never afraid to start over. And I've done that so many times in my life, realizing I'm just kind of starting over again. But you're not starting from the same point ever, so that when I married John and I left my work world behind and my secretary and all my support system, then I went into doing all these things in the non-profit world. I had no secretary. I had no help. And I didn't start out being on boards. I started out at the bottom of doing publicity for a committee that was planning a gala. And that is quite . . .

Scarpino: Do you remember the first organization you volunteered for?

Burkhart: Yes, the Family Support Center. No, wait a minute, I take that back. Big Sisters, actually I was on the board of Big Sisters before I was married to John. But that's quite a shock when you go from being a powerful executive to doing the publicity for a gala (laughing). But my point in this is that the willingness to start at the bottom, the willingness to clean the windows if that's what that group's doing, is very important. And to never think that just because you were at the top of one particular thing makes you the top of everything. And then, you know, after a couple of years in the non-profit activity world, they recognized that I brought a lot to the organization so then they would ask me to chair the event. And then they would ask me to be on the board of the main organization instead of being just in the women's organization. You know, so there's a hierarchy in the non-profit world. There are the women's organizations that do the fund raising galas, and then there's the big board we called it, like in the case of Family Support Center, that actually had to do with running the center itself instead of the women's organization that had to do with the . . .

Scarpino: Were the women's organizations your entrée into the not-for-profit, like philanthropic world?

Burkhart: Yes, other than being on the Big Sisters board, which was a mixed board of men and women.

Scarpino: You, between 1992 and 1998, you were the owner of the *Register*?

Burkhart: Yes.

Scarpino: Could you explain what that was and how it functioned and what you did?

Burkhart: Well, after seven years of being married and being on the board of so many things and actually creating a lot of major fund raisers for the city that are ongoing—that's one of the things

I'm very proud of is that if an idea that I have had, and started something, and it is still going on after ten or twelve or fifteen years.

Scarpino: For example?

Burkhart: Well, for example the Indianapolis Art & Antique Show. I founded that. It was not my idea. The president of the organization asked me if I would do that.

Scarpino: Which organization?

Burkhart: The Methodist Hospital Task Corp, which is the women's organization there. And so I spent two years. I knew nothing about antiques. I knew nothing about antique shows, so again it gave me the opportunity to do the research, organize the group, figure out how to make it work, and do it. Which is what I repeat over and over and over. Whether at starting a business, or whether it's doing something like this for a non-profit. And it is now in its twelfth or thirteenth year, and it's raised a huge amount of money for the hospital. Another thing that I founded was the Wine Auction for the Art Museum. The major fundraiser for HealthNet, which is the series called The Bazaar, starting out with the Grand Bazaar Istanbul, and every year it's a different country, and it raises over \$100,000 now a year. And a lot of other things that I've been involved in at the beginning that are ongoing and unique to that particular organization. And that's very exciting for me.

Scarpino: Do you think that's a strength that you have, is to get things going?

Burkhart: Uh hmm, yes, uh hmm, and people know that.

Scarpino: You're sort of a launcher of activities?

Burkhart: I am. Well, I'm an entrepreneur of that particular kind of thing. But again, you see, it uses my whole background so I know that it has to have this in publicity, and it has to have this. In fact, one of the fun things that I did was the first Paris fashion show ever held in Indianapolis as a fundraiser for the symphony. And that again was a two-year project. And it was very successful and very exciting to be involved with. But leading up then to when I had the *Register*, I had had all this experience in non-profit organizations at that point, and my husband had been involved in publishing. So I had invested in this little paper called the *Register*, and it had had only two issues. And it folded, but it was one of five papers that this company had. And I was the only investor in that one, so I ended up with it. Now, I could've just said well, I lost that money, but my husband said well, you own it. There's not much there, you know, it's a name and it's a format, but it didn't have its own staff or equipment or anything. He said well, I think

you'd really have fun doing that. Why don't we just go ahead and do that? And I didn't know anything about publishing or running a newspaper, you know (laughing). So there I was, starting over again. And so I did it for six years, and it was a monthly publication that was—some people perceived it as being a society kind of a paper because we did have a lot of pictures of people going to social events, but they were fundraisers, most of them. Some were purely social, but most of them were fundraisers for organizations. And so it gave me an opportunity to present to the public of what these organizations do, and then what they do with that money that they raise. But it also, I hope, helped people understand that those people that get dressed up and go to those fancy events, they're not only giving up their money to be there, but their time to be there. They could be at home watching TV or reading a good book. And a lot of people just didn't understand that. They just said oh, those rich people out going to those fancy events. So we were able—and it became more and more focused on philanthropy. And we did a lot, I think, for the community of having—and we had a circulation of, I don't know, 75,000 or something like that of readers. Because if we distributed 35 or 40, I think, maybe 45,000 papers you can easily just double that as far as readership goes.

Scarpino: How was it distributed?

Burkhart: It was free, and the first five years of its life it was in stacks, it was at grocery stores, and places where, you know, free publications are in racks. And then the last year we did a collaboration with the Indianapolis Star where it was delivered to homes. But it was—I had development people tell me with organizations, non-profit organizations, that we basically told the story that allowed them to easily raise the money. That we helped people understand philanthropy, and it made it so much easier for them to raise money.

Scarpino: So if you had to summarize the mission and purpose of the *Register*, how would you do that?

Burkhart: It was to—and we had a mission statement, now I can't remember what it was. But basically to present non-profit organizations in philanthropy to the public in a way that helped them to understand the role that they played in the community.

Scarpino: Was anybody else doing that?

Burkhart: No.

Scarpino: In any other cities?

Burkhart: No.

Scarpino: What happened to the *Register*?

Burkhart: Well, my husband's health was failing and I ended up having to also run two other business publications that he was involved with, and so it really became very difficult for me to do all of that and take care of the things that I needed to with his other businesses, and his health was failing. And so we sold all the publications. The person who purchased the *Register* still hasn't done anything with it, and I don't know whether they will or not, which isn't my problem (laughing). But it went away, which is kind of a shame because it did a lot of good in the community, and people love seeing pictures of people, you know, going places and doing things. You know, as soon as it would come out at the first of the month, everybody would grab their copy and turn to the back and see who's pictures were in there. And whoever was on the cover, it was always a prominent person, whether it had to do, whether they were the head of some non-profit organization, or a leader in some way in the community--but not business-wise, but it all had to do with philanthropy and non-profits. They tell me that, you know, if they were on the cover, they could not believe the letters and phone calls they got from both men and women—say, saw your picture on the cover of the *Register*, congratulations, you know. So we knew we had a huge following, which was very exciting.

Scarpino: You said that you said you found yourself as the owner of this paper that had published a couple of issues and basically was in big trouble. Where did you get the idea to devote it to philanthropy?

Burkhart: Well, because my life has never been--you know, I didn't grow up in a country club environment, remember, I grew up on a farm (laughing). The only time I'd ever been in a country club 'til I met my husband, John Burkhart, was my brother belonged to a little club in Vincennes, so my first wedding reception was held there (laughing). So I wasn't the country club person. I didn't play golf, or bridge, or tennis, I worked. And so it would've not been my personality to have made that just a social newspaper, because my life has always been, had more depth than that. And I have a lot of friends who are, what I call, the country club ladies, and they're very nice, and they do wonderful things. But I always had this altruistic streak, you know, that says everything has to have some value to it. So if we can sugar coat these lessons since I'm the teacher and have it look like a social newspaper, fine. I remember I had a television show once that was called the Indianapolis Top 500, and it was a diet club on television. Remember, I was doing these things before anyone else was doing this kind of thing.

And it was behind the scenes. Because I was a home economist, it was called a community nutrition project. On the air, it was called the Indianapolis Top 500, because it started January 1st and ended May the 31st for the 500, see. But then I used all these professional people in different ways to talk about diet and exercise and all this kind of thing. And again, understanding the difference between forcing education down the throat and making it entertaining.

Scarpino: How did the *Register* pay for itself . . .

Burkhart: Oh, it didn't.

Scarpino: . . .if you give it away for free? (laughing)

Burkhart: Well, advertising. Oh yeah, I mean we would've hoped that it would've paid for itself through advertising. It never did.

Scarpino: I didn't frame that question very good.

Burkhart: Right (laughing).

Scarpino: Well, I mean the money has to come from somewhere.

Burkhart: Yeah, advertising, yeah. And we did have a few subscribers who didn't want to have to go to the store and pick it up. You know, we mailed it to them so we had some subscribers, but you would hope that, you know, that advertising would pay the bills. But we didn't quite fit into a normal niche so it was pretty hard for us to make that happen, and so it was a labor of love on my part (laughing), cost me love money.

Scarpino: Did you think the *Register* made a contribution to the field of philanthropy?

Burkhart: Absolutely.

Scarpino: Where do you think that contribution was?

Burkhart: For people to understand more about what the word means, and to understand what the non-profit organizations and the money that comes in through them does for our quality of life in the community. And we talked about that all the time. Everyone's life . . .

[End of Tape Two, Side One]

[Start of Tape Two, Side Two]

Burkhart: . . . little organizations, institutions can't survive without volunteers and without donations by the people who use them. My husband, being the conservative person that he was, he would say well, you know, the ticket price should—that the people that want to use that, pay for it, you know. I said well, it never works that way, though. It would mean that the arts are

just for the rich, rich, rich people, and it should be for everyone. Well, the only way it's going to be for everyone is that they have volunteers and that they have contributors. So I think that we helped people to understand that our community is the wonderful community that it is because of people who have given a lot to it, whether it was Mr. Lilly and the Lilly family who made so many things possible in this community, or some of the new people who are enriching our lives and our community. But there are hundreds of thousands of people who have done that through the years, and who have made this a quality place to live because they've been willing to give of their time and money. So that's the message that we always tried to get across. We talked about specific non-profit organizations that maybe some people hadn't heard much about that were social service kinds of things. We didn't just talk about the big ones and the big popular ones. We tried to—we would focus, every month we would have the executive director of the month. And then we would talk about what they did in their job. And we would, you know, so it gave people the opportunity to have an insight into a lot of non-profit organizations instead of maybe one, if they were involved in one.

Scarpino: I don't want this question to sound too much like an exam question (laughing), but what do you think philanthropy is, based on all the years you've been involved in it?

Burkhart: Well, for me philanthropy means giving of my time and money, my resources, to improve the quality of life for people.

Scarpino: Let's see, between 1997 and 1998 you were the owner and publisher of *Issues In Business*?

Burkhart: Yes.

Scarpino: What was that?

Burkhart: Well, these—my husband had been involved in business publications and he had been involved in two business magazines, this one in Indianapolis and one in Columbus, Ohio.

Scarpino: What was the one, the name the one in Columbus?

Burkhart: *CEO Magazine*, and actually *Issues In Business* was started as *CEO* in Indianapolis, and then they changed the name to *Issues In Business*. And through some things that happened in the business I ended up having to manage those as well as the *Register*. So, you know, they had a whole different orientation.

Scarpino: You also listed on your resume as owner and publisher of Metro Magazines?

Burkhart: Well, that was, Metro Magazines was then the three publications.

Scarpino: Okay, I see.

Burkhart: Right, the parent company.

Scarpino: Well, I had a bunch of questions I was going to ask you about media but we already, we got to that already. So I'd like to spend the rest of the time that we have talking about your philanthropic activities. You came to the attention of the organizers of this pilot project because of your experience in fundraising and your experience as a volunteer. And I'll just note for the record that you gave a million dollars to Purdue University to establish a center for families in 1993. When you look back at well over a decade of philanthropic, significant philanthropic work, what is it that you're most proud of? What really makes you feel good about the work that you did or have done?

Burkhart: Well, I mentioned some of the fundraisers that I started that are still going on. But one thing I was, I am very proud of was when I was president of the board of trustees of Meals On Wheels, that I created the concept of corporate volunteers. And I felt that the organization was going to have trouble surviving if they didn't expand their volunteer base beyond retired people or people who were available during the day. And so I created this concept of corporate volunteers, and I predicted that eventually there would be a lot more corporate volunteers than there were other kind. And it was very exciting this past year when I was invited to a recognition event where they recognized the corporate volunteers and quite lengthy list of companies that deliver Meals On Wheels. So I'm very proud of that because—this is what I call hands-on volunteering, and there aren't very many opportunities for that. This is where I call it immediate gratification. So for the person who delivers the meal to a shut-in, that person wouldn't eat that day if you weren't handing them the meal. And this is true of volunteer activity with children's organizations or sick people in hospices, that kind of thing. Hands-on volunteer work where you get this immediate gratification of seeing what you do affecting another person or people. Most of our volunteering and most of what I have been involved in is fundraising in a huge way, which I don't see the end result. Now I do when I go to the art museum and see the fine museum museum, and I do when I go to the symphony and see the quality there or to the IRT and what role I played there, you know, I was president of the arts council here. So I feel very good about that. But in my social services side, to know the impact that I had with Girls, Incorporated, and I was on the national board and the fine work that they do in helping girls be brave and strong, and smart, brave, and strong. Which goes back to my days in 4-H of understanding what it means to

have adults spend time with young people. And my work with health organizations, of understanding that we aren't all well all the time, and that we have to assist health organizations, and particularly because my mother had Alzheimer's Disease I've been somewhat involved in that organization, but I've been involved with many health organizations and with Methodist Hospital. But because I see the big picture, that it takes all these things to make a fine community to live in, and the same way I feel very strongly about education. And I'm very excited that I had the opportunity and the wherewithal to make that gift to Purdue. It was interesting that until I made that gift, the most I had ever given to Purdue in all those years was \$250 in one year. But it was also interesting, if you look at the list of all my awards from Purdue . . .

Scarpino: So you were not on the list of potential million dollar donors (laughing)?

Burkhart: No, if you look at all the awards I received from Purdue, there's this long list here starting in 1972, I barely had three nickels to rub together at that point. And yet I received the Distinguished Home Economics Alumni Award based on my service and leadership as an alum. The Old Master in 1972, and it goes on and on, 1979 and 1981, and dada dada da. So . . .

Scarpino: All which preceded your gift to the university?

Burkhart: Yes, but and the point is that Purdue valued the leadership that I brought to them. That I could be this mentor. That I could be this example of this career woman who had succeeded long before women were doing that kind of thing, and could come back and speak to young women at Purdue and say, here's what it takes, you know. So when—and they didn't ask me for this money, that's the interesting thing. I was serving, I was one of two women in the country on the Vision 21 Campaign, which was Purdue's first big effort to raise big money. And I walked in the first day to the meeting, and here are all these CEOs who flew in in their private jets from all over the country for this meeting, and here I am, I drove over from Indianapolis, you know, and I'm thinking what am I doing here? (laughing) But again, you know, I'm used to starting at the bottom and figuring it out. And so as we went through those meetings and I began to understand and to grasp what we were trying to accomplish, I began to see that the men would come into the meetings and they would say, well, my company will do this. And we will provide—IBM will provide the computers, and tada dada dada dada. And another company well, and my company will do so and so. Never once did I hear one of those men say, I personally out of my pocket will give this amount of money to Purdue. And so I had been

involved with all the work I had done at Purdue in the home ec school, which became Consumer & Family Sciences. I had worked for, oh gosh, a year and a half, maybe two years in kind of a study group about the concept of a center for families. We didn't call it exactly that but there was a need for something like that. But then it didn't happen because a couple of the professors who were involved in it retired, and there wasn't any money for it. And so one day I was attending a very first time event at Purdue for women donors, or potential donors, in the School of Consumer & Family Sciences. And they had a leader there, and we did an exercise called If You Were Going To Give A Million Dollars To Consumer & Family Sciences, or to Purdue, how would you want it used? This was just an exercise. And all of a sudden it all came together for me, that all my life everything good that had happened in my life had to do with my home ec class, my 4-H, that mentor teacher, going to Purdue, becoming a home ec teacher, which led me then to all the wonderful career things. And I realized that I needed to step forward as a donor, just as I've stepped forward all my life to show women how to be a donor at Purdue. And so I . . .

Scarpino: And was that one of your goals in giving that donation, to show women how to do this?

Burkhart: Yes, always the teacher. And so at the break I told the woman who had organized this that I had figured what to do with a million dollars, and I was going to give a million dollars to establish the center for families. And she thought I was just doing the exercise. And I said well no, I'm serious. I said well, you know, I'm going to discuss it with my husband when I get home this evening, but that's what I'd like to do. And so we set it up so that in that first year that any person who made a pledge of \$10,000 or more in that first year of when we were establishing this center, would be a charter donor, and they could pay that pledge over a ten-year period. Well, \$1,000 a year is fairly do-able for people, and it also then put them into the donor base at the university of a \$1,000 donor, which at Purdue is the President's Council, so you have the benefits of that. And so we ended up with over forty donors, but many were much more than \$10,000 so that's why I didn't put my name on it, is because I wanted everyone that gave to feel that, you know, that it was very inclusive, that it was everyone's. And in the seven years of its life, it has done absolutely phenomenal things. And this fall when they go back for meetings they will actually see that we have a space, we have offices, we have a staff, and we just received

an \$8,000,000 grant from the U.S. government to study family life on military bases throughout the world.

Scarpino: So it's the Defense Department that gave the grant?

Burkhart: Yeah. And so this is very exciting, but you see, it allowed me to—and this is what we know about female donors. They give in a very personal way. Okay, this was a very emotional thing for me. This was my whole life laid out there and this was the way to bring it together of all that had happened, and so much of my life had to do with the Extension Service out of Purdue as being a land-grant college and the home ec. So this was my way to—and many donors like to say give back, but it was my way to express my appreciation for what all of that had meant to me.

Scarpino: So you think there's significant differences in motivation between male and female givers?

Burkhart: Absolutely, yes. And men give in a whole different way. Men give to the sports program at the school. If a couple is giving, they give to the man's school, and they may give to sports. And the woman may not participate at all in her school. Yes, men—and men have different expectations about how their involvement after they've given the gift. Women want to know how money's being used. They want to—they're much more inclined to give to children's things, to female type of things, to family kind of things. They want to stay involved. They want to hear the warm, fuzzy stories, and they have to be motivated in a different way, too. And so I've become involved in that now, and gave a speech at the University of Tennessee on my—the title of my speech was “Why I Gave A Million Dollars At Purdue.” Because they are starting now, and other universities are starting to understand that women have the capability of giving major gifts, but nobody has asked them because they ask the couple. And so my job there as the opening speaker was to say, you will find it very gratifying to give money in your name to your special interest, and here's why, and here is what it did for me.

Scarpino: So your audience was potential female donors?

Burkhart: Uh hmm.

Scarpino: Okay.

Burkhart: Right. And the way they sorted them was that they took couple gifts and gave her credit for half of it. So they had 75 women there, I think, and they had to have given more than

\$25,000 a year to the University of Tennessee. And so it was very exciting to be a part of that as they started that concept at that university.

Scarpino: So how do you motivate female, potential female donors as opposed to potential male donors to want to give?

Burkhart: Well, by telling my story about what that meant to me, and what it means, at my age, I'm sixty-six right now, and so this has been going on for seven years. So that I've had the opportunity to watch this grow and to see the huge contribution it's making now all over the world. And it's going to be so much bigger and better than I ever could've visualized when it started. So I feel that people need to give money when they're alive so that they can feel the joy. And it's so much more than having someone recognize and say, oh, you gave a million dollars. That's not it at all, and a lot of people don't even want their name on it. But I felt that I needed to come forward and say this is a good thing for women to do. And you can do it too, even if it's at \$10,000. And so actually what ended up, going back to that Vision 21 committee, that some of the men on that committee, actually the man and the wife, gave a contribution to the center for families, which was very gratifying to me.

Scarpino: Do you think that Purdue University was able to capitalize on what they might've learned from your donation?

Burkhart: Absolutely.

Scarpino: In what ways?

Burkhart: Well, Steve Beering, the president, talked about Purdue as a family. It really put a focus on family and I, it had tremendous publicity because it was such a new concept. And so the university threw out—I could see in many ways where they were beginning to understand that they had, that Purdue had the capability of taking a leadership role as far as families because of the extension service out there and home ec teachers and so forth. But from the top administration down, they saw the importance. And they really had not been supportive of this first event that this woman had in Consumer & Family Sciences, the development person, Cheryl Altinkemer. They just thought it was kind of a silly idea. Well, of course she has one every year now, and they see the amount of money that has been raised. Well, now we're into planned giving and millions of dollars are coming in through trusts and so forth, you know, that will come later. And so it got their attention because they'd just not done anything like that before, and I was a high profile person anyway and so that helped.

Scarpino: I want to back way up and ask you a question about Meals On Wheels. I actually drove for Meals On Wheels in Stillwater, Oklahoma, so I know what you're talking about, the gratification of it. You talked about the corporate volunteers. Was this a program where corporations would lease their employees to drive or encourage them, or how did that work?

Burkhart: Actually, the corporation signs up and agrees to do certain things. And so they decide, whether it's a dental practice of two people or a corporation of thousands of employees, they decide how many days a month they're going to drive, that they are going to be responsible for. And then they have kind of--it's not a contract, but an agreement with Meals On Wheels of how many days they're going to be responsible for delivering. And then they assign an internal person that will make sure that that happens. Where with regular volunteers, there has to be a person at the Meals On Wheels office that's trying to fill in all the time when a volunteer calls and says well, my mother's sick and I can't drive today, and all of a sudden, you know, you've got to find somebody because these people won't have anything to eat if you don't. And so it freed up the office, you know, to not have to take all those calls because the corporation was responsible. And then internally, they would have a sign-up sheet for people, and so whoever volunteered, then, they would be released for two hours at noon to do that, which they're using one hour of their own lunch time, and then the company gives them the other hour. And they use their own car and their own gas. And so at this one company, it was an insurance company, they had so many people sign up, they had to take the sign-up sheet down after a day because they had so many people that some of them would only drive once a year (laughing), you know. So it was very successful because—and then even the president of the company would sign up to be one of the drivers, and so it brought a company, you know, the top people together with other people in a unified effort. But then often times the company then would be supportive financially once they understood what this did.

Scarpino: And does this corporate volunteer system still remain an important part of the Meals on Wheels?

Burkhart: Oh, it's the main part of it. Yeah, it's very successful here. And it really wasn't done successfully anywhere else, I don't think.

Scarpino: I'm going to ask you one more question and then wrap it up before we run out of tape, but much of what you've done in the area of philanthropy is either related to the needs of either women or girls, and I know, for example, that you've worked with the YWCA and Girl Scouts of

America, Family Advocacy, Girls, Incorporated, Big Sisters, and the list goes on and on. And you're also on the steering committee and board of directors for the Women's Fund, and on the founding committee for Women in Philanthropy forum. What attracted you to give your time and your energy and your skills to programs to serve the needs of women and girls?

Burkhart: Well, being one and being an only daughter growing up on a farm where you didn't have girl, I mean, you didn't get to play with friends after school. And the role that women have played in my life of the different teachers and my female friends. And also I know that women's and girl—female causes are greatly under funded in comparison with male. So just in terms of the Scouts. The Boy Scouts raise millions of dollars, and the Girl Scouts raise hundreds and thousands of dollars. You know, and women traditionally have not given the kind of money that men give, and so I see that there's an opportunity for me to show my leadership skills, and begin to try to equalize some of that and say, but girls are just as important as boys, you know. And that they have just as many needs, and it takes just the same amount of money, so somebody has to champion, be a champion for that.

Scarpino: Do girls also have needs that might've been separate from or different from those that boys have that somehow felt the need to . . . ?

Burkhart: Oh no, it's just that they're so underfunded compared to boys. Of course, you know, I had three brothers and two sons and two grandsons so I've been surrounded by lots of boys. But it was just the reality that female organizations receive, even from the United Way, female organizations receive less money than male.

Scarpino: Why do you suppose that is?

Burkhart: Well, it's a good question. It's tradition.

Scarpino: You've had a long and productive career and been a woman for a long time (laughing). Why do you suppose that's tradition? What was going on in society?

Burkhart: Because women gave their time and not money, and all these women are in these women's organizations I was involved with, they didn't give money, they gave their time. And to organize events that raised money. But if you asked them personally to spend \$200 on a ticket, these were women that weren't working, the housewife kind of woman. They didn't have \$200 to pay for a ticket. If they could put something on a charge card, fine. But they had their grocery money and they had some spending money, but it's a mindset that we're growing out of ,

you know, because of so many women working. But it was certainly a part of my life and the times that I've been through. Women didn't have their own money to give, but I did.

Scarpino: What was the Women's Fund?

Burkhart: Women's Fund is an organization here in Indianapolis that was started six or seven years ago to provide additional funding to women, to pick up where the traditional funding stops so it's not instead of United Way funding, but for instance, then we raised a few million dollars for the Women's Fund. And we didn't start making grants until I think we had four million dollars and then people apply for grants. So it could be a woman who is trying to finish her college education so she can provide better support to her children, so it doesn't just necessarily go to the Girl Scouts. It might go to a single woman, and so it's to provide this support that isn't forthcoming, even yet from lending agencies.

Scarpino: Well, before I run out of tape I'm going to thank you very much for taking the time to sit with me. It's been very interesting.

Burkhart: Thank you, I've enjoyed it.

[End of Tape Two, Side Two]