OUR CAMPUS, OUR STORY
Celebrating Missouri S&T’s 150 years
OUR CAMPUS, OUR STORY

“WELCOME”
DIRECTOR COPELAND

Dorward Copeland graduated from the Massachusetts Institute of Technology with the degree of S. B. in 1903, immediately after his graduation he was appointed Professor of Metallurgy and Ore Dressing. Prof. Copeland was one of the most popular members of the faculty both within and without the class room. Although absent for a year and a half, his popularity has not diminished at his return to Rolla, Jan. 29, 1904, was met at the station by a large de
OVERVIEW OF THE DAY

8:30 a.m. Welcome, St. Pat’s A

9–10 a.m. Keynote speaker, St. Pat’s A
Stefan Mumaw
“Designing for Emotion”

10:15–11:15 a.m. Breakout sessions
Event planning workshop, Carver and Turner
Roundtable discussions, St. Pat’s A
OVERVIEW OF THE DAY

11:15 – 12 p.m.  Vendor Fair, St. Pat’s C

12 p.m.  Lunch, St. Pat’s A and B  
with guest speakers
Larry Gragg and Jack Ridley  
“Forged in Gold”

1 p.m.  Closing and door prizes,  
St. Pat’s A and B
May 2, 1863, Battle of Chancellorsville near Fredericksburg, Virginia (National Archives)
1870 Panorama of Helena, Montana
(National Archives)
WHY STORIES?

★ Stories are memorable.
★ Stories travel farther.
★ Stories inspire action.
“People don’t want more information. They are up to their eyeballs in information. They want faith. Faith in you, your goals, your success, in the story you tell.”

– Annette Simmons
“Start with the truth. Identify the worldview of the people you need to reach. Describe the truth through their world view.”

— Seth Godin
“Instead of just using storytelling as a marketing tactic, we need to do what our ancestors did for millennia — allow our stories to guide our actions, deepen our understanding and create meaning and belonging.”

— Bernadette Jiwa
“If you look at a sky full of stars, you can’t make sense of it. If you take a few stars, link them together and make a constellation, now you’ve got a cool picture of a bear and that’s memorable.”

— Neil Stevenson, IDEO