

The University of Notre Dame's
"Center of Impact"
The Athletic and Convocation Center



insight: Notre Dame
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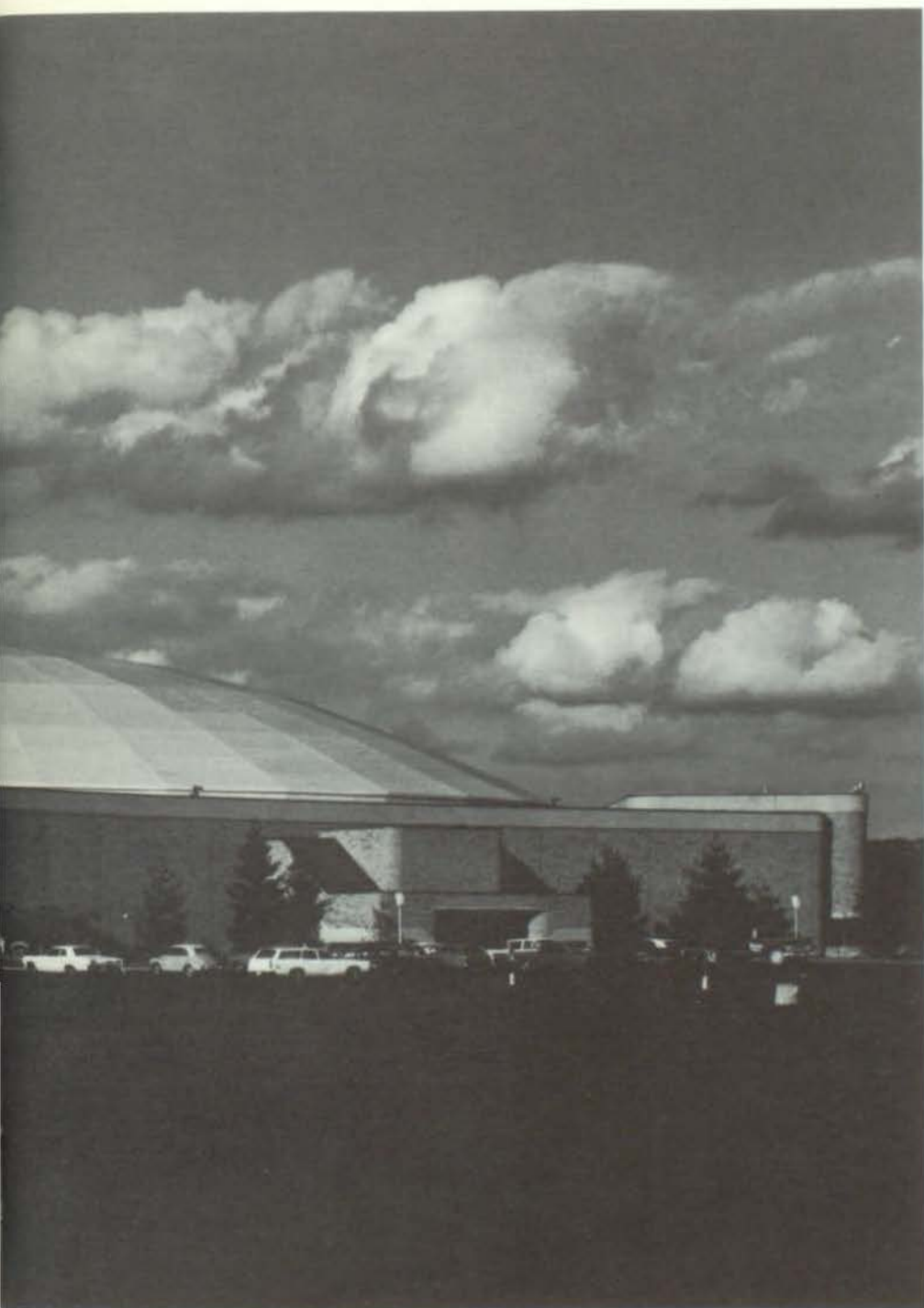
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... and where they meet, there's
impact!

The performer ...
singing, dancing, running, jogging,
wrestling, fencing, painting
and skating ...
before an audience ...
that talks, walks, watches, listens,
screams, laughs, cries, broods,
cheers, dreams, eats,
drinks and rests ...
in performance ...
of a concert, musical, lecture,
comedy, film festival, car exhibition,
horse show, basketball tournament
and political convention.

That kind of place—where people
meet people doing all sorts of
different things—has been created at
Notre Dame. It's called the Athletic
and Convocation Center. And this
is the story of the University's new
center of impact.



*Two new silver domes rise on the
Northern Indiana horizon. They belong
to Notre Dame's Athletic and
Convocation Center ... attracting the
best in the worlds of sport and culture
to be enjoyed by the University and
surrounding communities.*

It rose in the last two years on the east campus from a dusty parking lot flat into an \$8.6 million duo-domed structure that today has earned the title of the "double bubble." While more humorous names have been given the ACC, the Athletic and Convocation Center's two domes are symbolic of dualities that give meaning to its very existence.

For example, it brings the best of the cultural and athletic worlds onto one campus . . . into one building. Its facilities, while accommodating a varsity athletic program which already has reached pre-eminence, now answer the long-felt need of club, interhall and individual sports programs.

More important, however, construction of the Center brings into greater focus the university as a cross-roads. Here in the tradition of the academic community men and women from every point of the compass and with greatly divergent views may gather to discuss the great problems and issues of the day. In this regard the ACC will accommodate academic, cultural, religious and civic events.

Another duality is the involvement of town and gown communities in joint ventures. In a very real way the development of the ACC represents the close relationship of the non-academic community—local, national and international—and the scholarly world and their dependence on each other. While the University is a great cultural resource for the community, the world beyond the campus has been a great source of support to the University with individuals (alumni and friends) and organizations contributing immeasurably to Notre Dame.

The ACC was dedicated last December and already the facility has attracted thousands of people for hundreds of different programs. It's become a center of activity meaning many different things to many different people.

In essence, this is the purpose of *INSIGHT: Notre Dame's* special on the Athletic and Convocation Center. To tell the story of the place, the programs and the people . . . and where they meet, there's impact!

"One building . . . two domes . . .

and a connecting concourse." These are the major architectural elements of Notre Dame's Athletic and Convocation Center, a structural concept simpler than the building's very name. It's after you've filled "one building . . . two domes . . . and a connecting concourse" with tunnels, lockers, water coolers and gymnasiums that you then sense the physical dimension of the \$8.6 million structure.

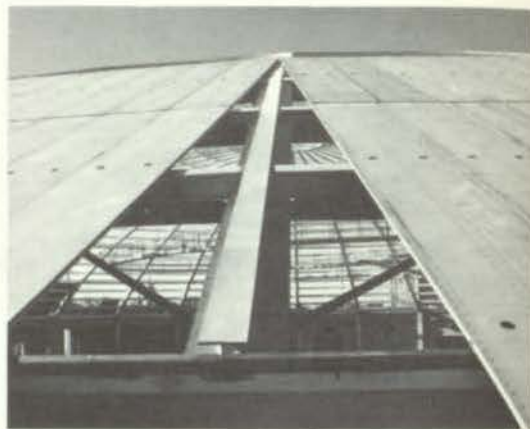
For example, add
three tennis and
four squash courts . . .
five gymnasiums . . .
a six lane Tartan track . . .
(and you're just beginning)
seven popcorn machines . . .
eight handball courts . . .
(and the count goes on)
nine vending machines producing
everything from fresh-brewed black
coffee to tuna fish sandwiches . . .
ten snackbars . . .
all on 10½ acres . . .
and on and on and on . . .

An Unending Network of Tunnels,
Domes and Lockers

by John McDermott

Twenty-nine months of computerized planning and technical skill transformed the dusty field east of the football stadium from a parking lot into Notre Dame's \$8.6 million center of activity. From shovel to snorkel, however, the real building force of the

ACC was manpower. That manpower began with the dreams of men like Rev. Edmund P. Joyce, C.S.C., chairman of the faculty board in control of athletics; Ed "Moose" Krause, athletic director; and the late Herb Jones, former business manager



of athletics. It also demanded the continuing support of Notre Dame's loyal family. Alumni and friends made the dream come true through the "Challenge II" capital funds drive while members of Michiana communities—South Bend, Mishawaka

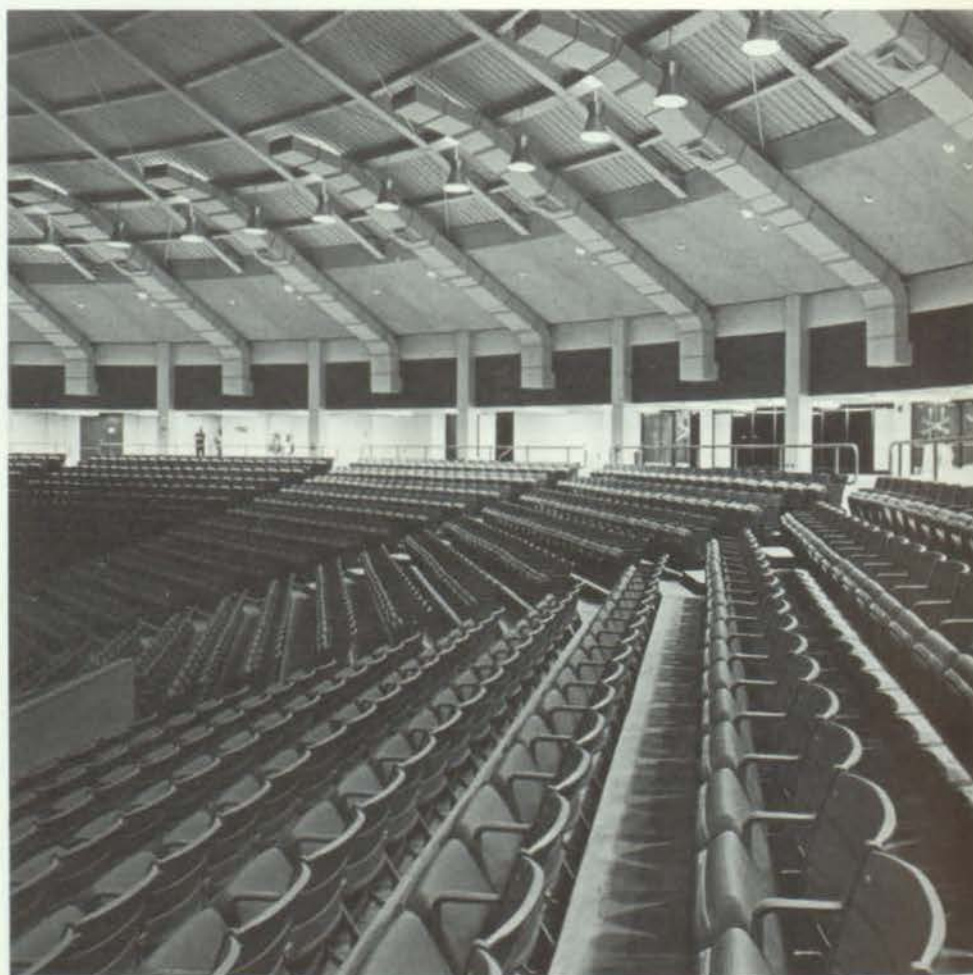
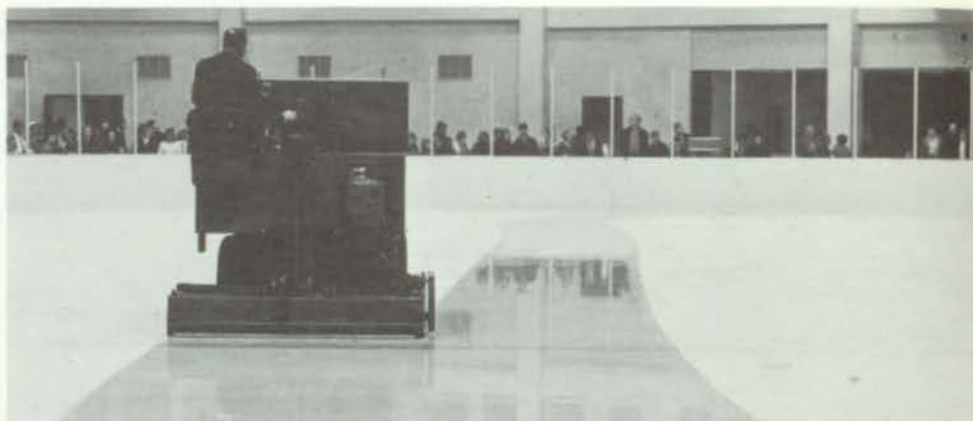
and Elkhart, Indiana and Niles and Buchanan, Michigan—supported the University's newest facility through the \$1.8 million "Valley of Vision" campaign.

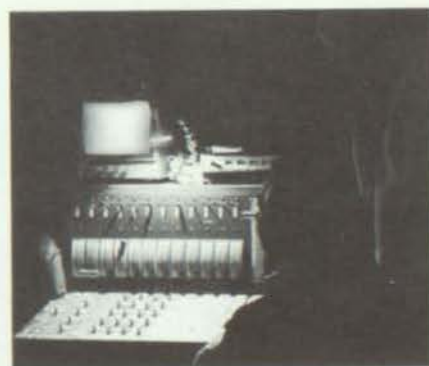
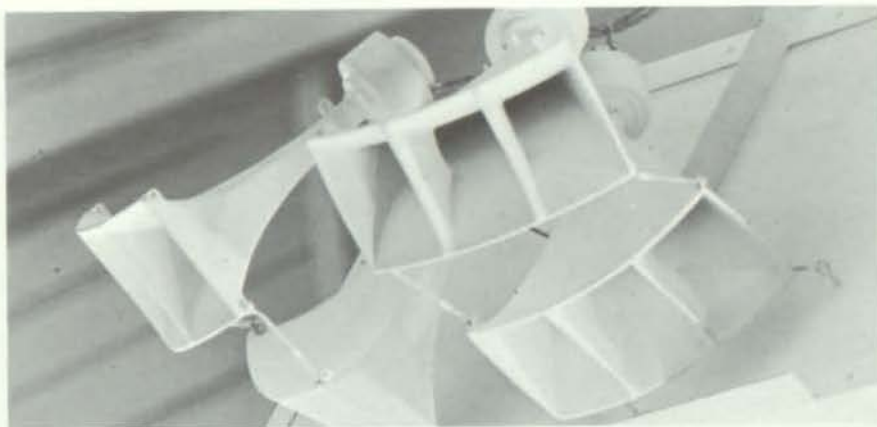


But wait. These facilities occupy a very small part of the building's 464,800 sq. ft. of usable floor area. Under the north dome, called "the fieldhouse," is an 85 by 200 ft. ice rink. Surrounded by 5,000 seats and equipped with 300 pairs of skates, the rink is a palace for hockey fans and figure skating enthusiasts alike. Alongside the ice rink and using the other half of the fieldhouse is a 10-lap Tartan track. Six lanes abreast, the course is made of a synthetic, green resin and is durable enough to withstand the pounding hooves of a harness race.

Adjacent to the oval is a 90-yard straightaway for short dashes while inside the track are three tennis courts that can convert into a baseball or softball diamond . . . or a badminton or volleyball court . . . or an exposition area . . . or a field for soccer or rugby . . . or for football practice in bad weather. On the perimeter of the fieldhouse are a weightlifting room . . . a boxing room . . . varsity hockey locker rooms . . . a canteen and pressbox . . . and this is all under one dome.

Preparation and maintenance are necessities demanded by a facility adapting itself to new uses. It takes hundreds of chairs, innumerable pieces of equipment and, on occasion, even thousands of ice cubes to ready the ACC for that next event.





Together the two domes and the building's concourse enclose more area than Houston's Astrodome. ACC officials also are quick to point out that its floor space makes the Center the largest exhibition hall between Chicago's McCormick Place and Detroit's Cobo Hall . . . and the count goes on.

*Fifty-four drinking fountains . . .
ninety blazers for ushers . . .
two hundred telephones . . .
(and the list grows in length and
quantity)
five hundred dozen towels . . .
seven hundred 3 by 8 ft. one and
three-quarter inch thick doors, "darn
heavy" doors moan the team of
carpenters who installed them . . .
(and the count increases rapidly)
seven hundred and forty lights dot
the fieldhouse . . .
nine hundred tons of material in
each dome . . .*

In the heart of the building's second coliseum is the 94 by 50 foot basketball court . . . a little long for high school play . . . large enough for the professionals . . . and just exactly NCAA specifications. The same five hundred square yards of hardwood can accommodate a 1,500 seat banquet, a concert stage, or an ice rink.

Surrounding the court are 5,000 brightly colored theater seats—majestic blue, persian red, deep purple, marigold yellow, olive green—and 7,000 portable bleacher seats.

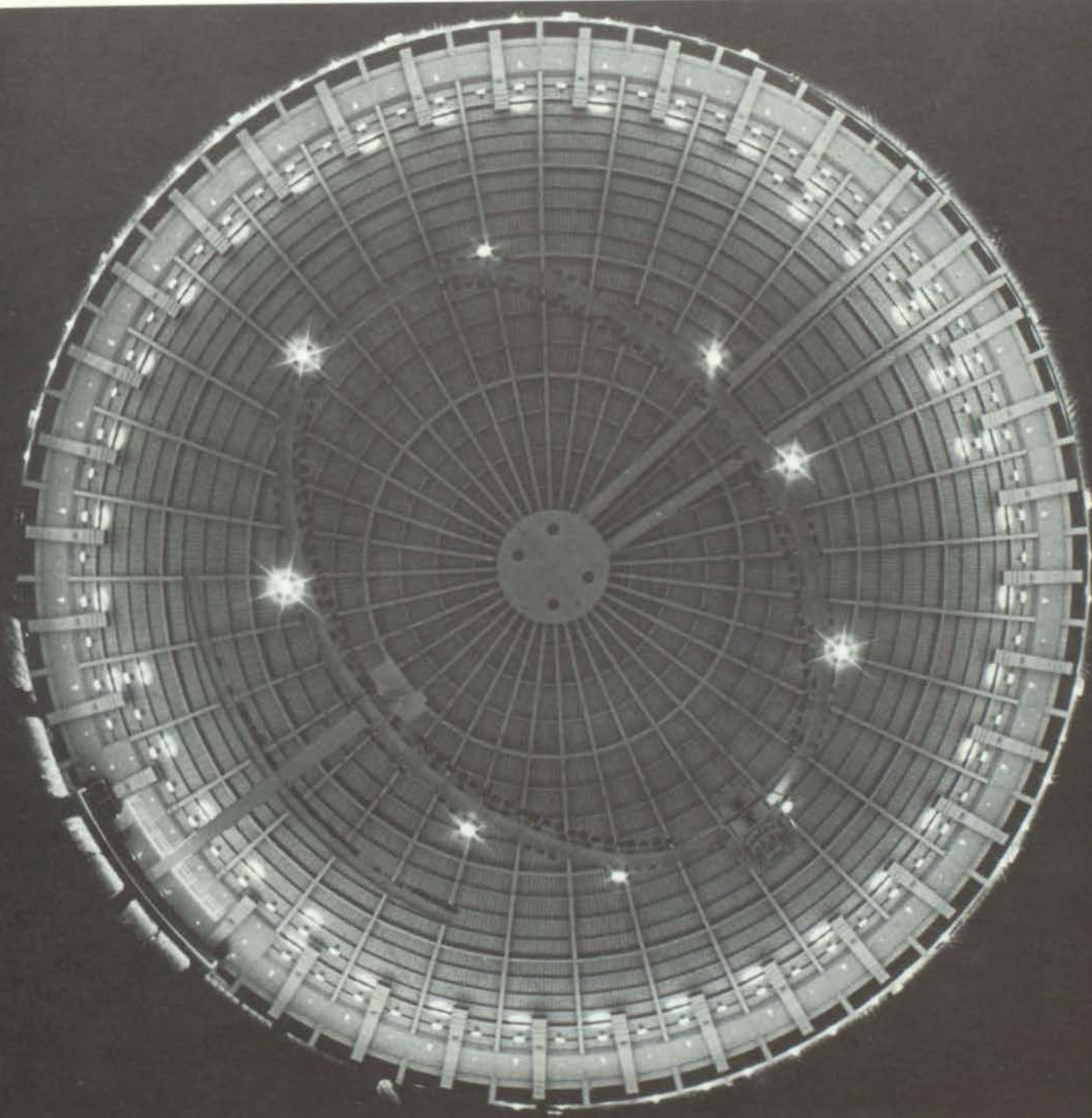
One section of seats is on a hydraulic lift that elevates to nine feet, accommodating large objects brought into the arena. And beneath these arena seats is an unending network of tunnels, lockers, and athletic rooms . . . a golf driving range . . . a complete photo lab . . . and varsity locker rooms.

Behind the seating is where most of the squash and handball courts are located. Also in this area are most of the snackbars which during any event will sell 2,000 to 3,000 boxes of popcorn and 1,000 ice cream bars. The lighting in the arena meets the latest standards for color TV broadcasting. In fact, it's better than the lighting in many television studios. The acoustic system has been specially engineered and a full-time sound technician is employed to maintain this excellence in sound. That's the second dome.

*895 light switches . . .
1,200 tons of chilled water to
condition the air . . .
1,850 electrical plug outlets . . .
3,800 lockers, conventional, boxed,
and cabinet types and all ventilated . . .
5,000 ash trays . . .
(and the totals continue to soar)
5,233 lighting fixtures
7,900 giant-sized light bulbs . . .
17,400 yards of concrete . . .
(it almost seems infinite)
100,000 cinder blocks . . .
a half million Belden buff bricks . . .
500,000 cu. ft. of conditioned air
enters the building every minute . . .
600,000 pounds of sheet metal . . .
1,300,000 feet of wiring . . .*

The concourse connects the two domes. This is where most of the 3,800 lockers are located as well as the training and rehabilitation room furnished with over \$20,000 worth of equipment that includes eight whirlpool baths, a cervical traction unit, a ten-man universal gym, a microwave diathermy machine, and hydrocollators containing hot and cold packs. (But you know what all that means.) Amidst this mass of lockers and equipment is the central issue room from which is distributed all the equipment for all sports. Up the corridor at the west end of the concourse are the coaches' offices, conference rooms and an 88-seat theater. One floor up are the ticket and publicity offices, and a pressroom.

On the second floor of the concourse is a 15,000 sq. ft. area that can be used for dances, exhibitions or just about anything at all. At the eastern end of this area is the Monogram Room, the most impressive room in the building . . . if one dare say so. Paneled in English Brown Oak . . . carpeted with plush red acrilan carpeting . . . and outfitted with a color TV, bar and kitchen, the Monogram Room is used for special meetings and private parties. Imported from England, the paneling is rare since it comes from White Oak trees which through the centuries have reacted with chemicals to take on a rich, brown color.

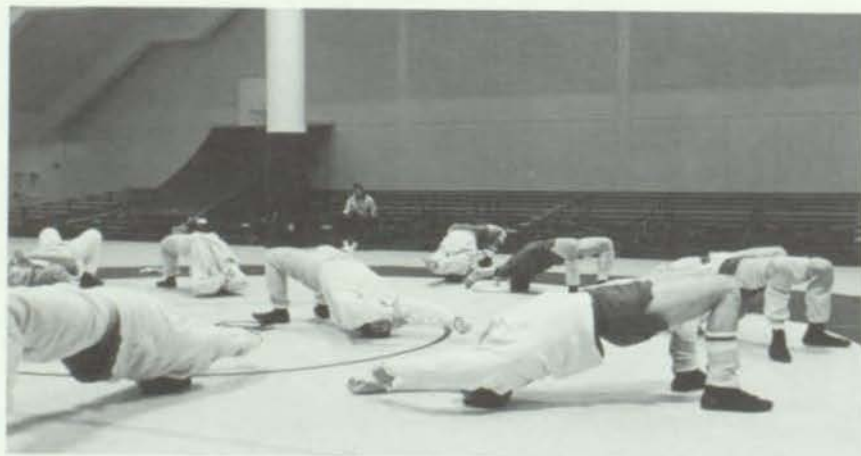


With the fisheye lens focused upward on the ring lights of the south dome, the camera proves a point—beauty and utility are not incompatible throughout Notre Dame's Athletic and Convocation Center.

Every sport is at home in the Center. Soccer, lacrosse, basketball, fencing, handball, hockey, weightlifting, football, boxing, track, tennis, rugby, squash . . . even swimming will have its spot in the ACC once the olympic pool is constructed. Varsity programs, while

enjoying facilities second to none, actually utilize but a small part of the building. One's as likely to find faculty members and conditioning fiends jogging around the tartan track at noon as he is to observe the track team in late afternoon. Club and interhall

athletic programs also make full use of the Center and in the summer the ACC will be turned over to boys and girls, ages 8-16, during the Notre Dame Summer Sports Camp.





Originally included in the plans for the eastern end of the concourse was an olympic-sized pool. Construction of the pool has been temporarily postponed. But all the electrical and mechanical necessities have been installed.

The flow of air in the building is amazing. The air changes every 10 minutes in the arena . . . eight times an hour in the offices . . . and every 20 minutes in the squash courts. This is six times as often as in your own home. All totaled, 500,000 cu. ft. of conditioned air enters the building every minute.

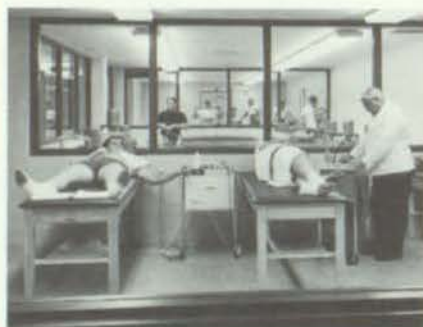
Computers played a very important part in the building of the Athletic and Convocation Center and continue to do so in maintaining it. A process called the Critical Path Method was used to hurry construction along by many months. The heating and air-conditioning in the building is controlled by computers a half mile away in the Notre Dame power plant. The temperature, lights, and power are all controlled from there.

"Overpowering and awesome," remarks building superintendent Frank Nagy. "It's made all sports, sports for all seasons," says Gene O'Neill, the athletic equipment manager. But managing director John Plouff describes it best by saying, "It makes you happy just to be here." In any case the Athletic and Convocation Center now is a reality. It evolved from 300 sheets of blueprints and 29 months of construction to its present form. And no matter what you choose to call it or what you think of it, you'll have trouble finding something that you can't do inside it except " . . . bring food into the arena."



Beyond the domes, basketball courts and concession stands are the more secluded areas of the ACC which the visitor normally doesn't see . . . the training and rehabilitation center where Gene Paskiet, head trainer of Notre Dame teams for many years,

controls whirlpool baths and other intricate therapy equipment . . . the more than 3,800 lockers housing the clothing and equipment of athletic teams and individual participants . . . the endless chain of interconnecting offices accommodating the Center's



Behind the wheel of the ACC go-cart which takes him on daily rounds of the Center, Managing Director John F. Plouff gives the cooks tour of the building to his grandson and Stephen McTigue, of the South Bend-Mishawaka Chamber of Commerce.

management, ticket sales, and publicity director Roger Valdeserri and his assistant Ted Haracz . . . the 88 seat auditorium where football coach Ara Parseghian and other coaches brief their charges . . . and the numerous meeting and conference rooms where

people like Dominick "Nappy" Napolitano, director of club and interhall programs, confer with students and others. Not quite as secluded, the Notre Dame Monogram Room is prepared to handle banquets, receptions, parties and special gatherings.



... especially one like the Athletic and Convocation Center? Better yet, what is an athletic and convocation center and what's it for?

Its name leads one to believe that the place may be a Cow Palace ... or a Lincoln Center ... or a McCormick Place ... or all these places rolled together under one roof. The funny thing is one wouldn't be terribly wrong in making such an assumption.

The fact of the matter is that the ACC is big ... it's different ... and it's a place where things happen. And whether one is turned on or turned off by its name, it is the Notre Dame Athletic and Convocation Center.

The "horizontal highrise" is deceiving at first glance. Its hulking appearance belies its true function—that of sports palace, cultural center and convention hall. By design the ACC is an all-purpose facility built to accommodate a broad spectrum of activities ... from intercollegiate athletics to art exhibitions, from academic convocations to testimonial banquets and trade shows.

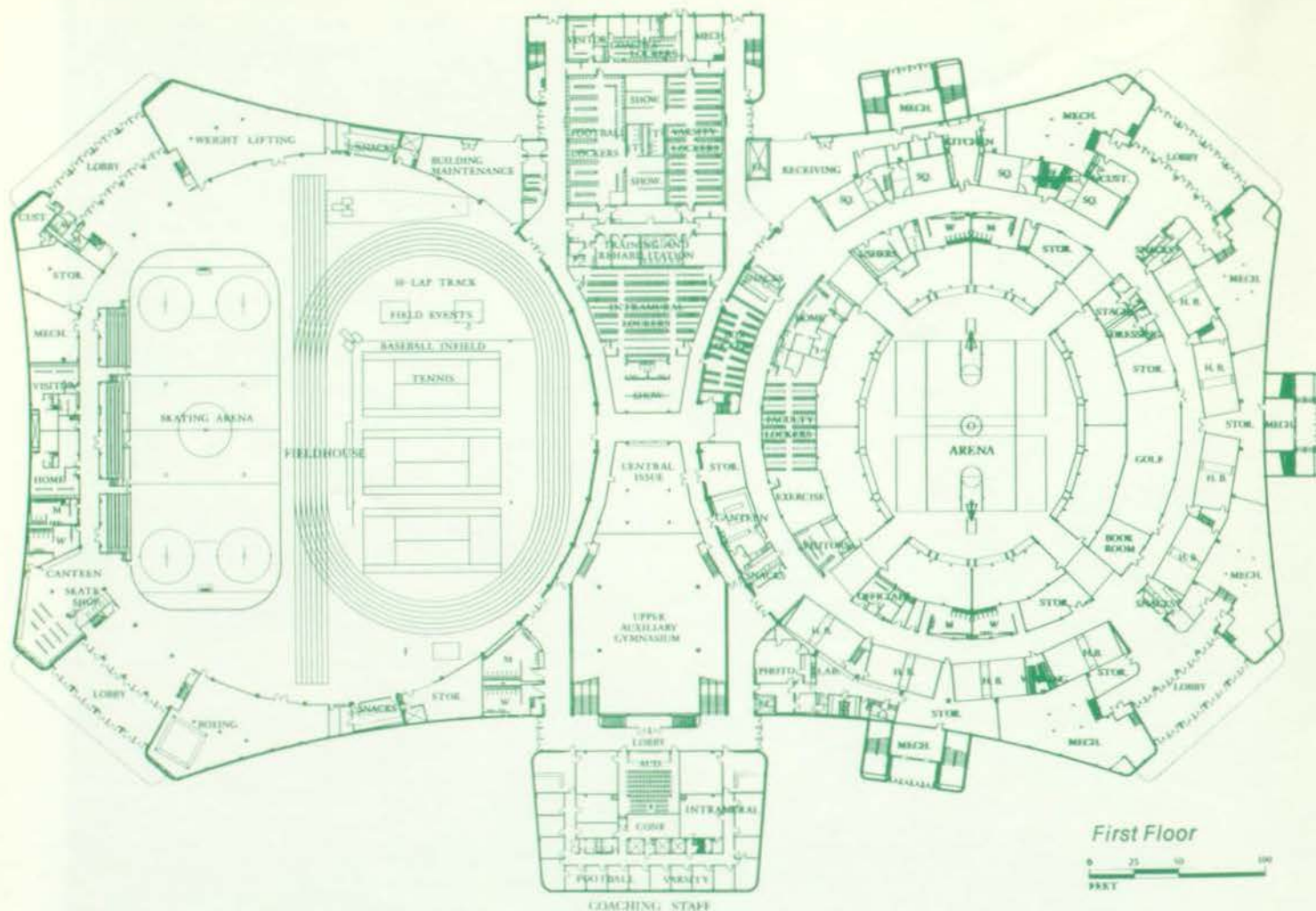
No End to Its Use

by Thomas J. Sullivan



Notre Dame's new "Center of Impact," the Athletic and Convocation Center, injects a whole new dimension of activity in the life of the University as well as the surrounding communities.

*For your pleasure, **insight:** Notre Dame happily presents a new dimension of its own in the following center told-out—to take your own tour of the Center or merely to pull out and decorate your wall.*



Fieldhouse

Second Floor

Fencing
Hockey Pressbox
Intramural Gymnasium (2)

First Floor

Baseball Infield
Batting Cage
Boxing
Weight Lifting
Snack Shops
Pro Shop
Exposition Floor
68,000 Sq. Ft.

Skating Arena

85' x 200' Ice Rink
1,200 Permanent Seats
Additional Portable Bleachers
Skate Change
Canteen
Team Lockers
First Aid Room
Ten-Lap Track
60-Yard Straightaway
Field Events
Tennis Courts
Building Maintenance

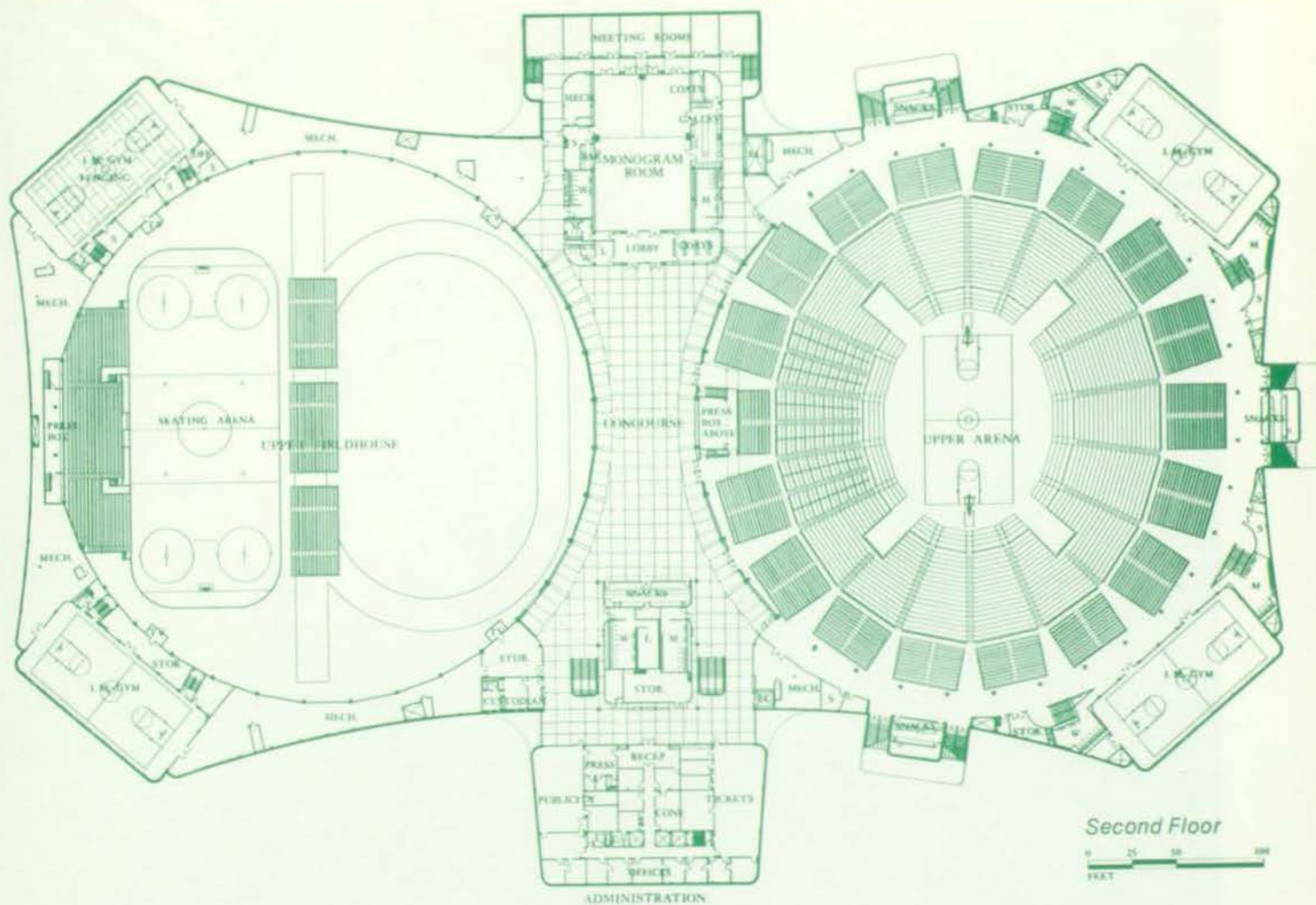
Concourse

Second Floor

Athletic Administration
Building Office
Snack Shop
Exposition Floor
15,000 Sq. Ft.
Meeting Rooms
Monogram Room
Publicity Office
Ticket Office

First Floor

Central Equipment Issue
Intramural Lockers



Arena

Intramural Offices
Varsity Coaches' Lockers
Varsity Coaches' Offices
Visiting Team Lockers
Future Olympic Pool
University Photographer

Basement

Auxiliary Gymnasium Wrestling

Second Floor

Arena Seating—12,000
Snack Shops
Exposition Floor
40,000 Sq. Ft.
Intramural Gymnasium (2)
Pressbox

First Floor

Central Kitchen
Snack Shops
Exposition Floor
14,000 Sq. Ft.

Faculty Lockers
 Exercise Room
 Golf Driving Range
 Handball Courts (8)
 Intramural Lockers
 Officials' Lockers
 Squash Courts
 Student Canteen
 Varsity Basketball Court
 Practice Cross Courts (2)
 Varsity Basketball Lockers
 First Aid Room
 Stage Dressing Room (2)
 Shipping and Receiving

"center of impact"



the university of notre dame
athletic and convocation center



Fifty-five subcontractors and suppliers provided the labor and material for Notre Dame's Athletic and Convocation Center. Major parties in the construction of the building were Ellerbe Architects of St. Paul, Minnesota . . .

Schumacher Sons, Inc., general contractor from Mishawaka, Indiana . . . South Side Electric, electrical contractor from South Bend . . . and Slutsky Plumbing and Heating Company, Inc., of South Bend



Comedian Bill Cosby, making his youth in a Philadelphia slum sound like an experience "nobody should miss," tickled a capacity crowd into hysterics during the ACC's dedication week.

He was joined that first week in December by other top stars who began a succession of performers who have entertained Notre Dame and surrounding communities.



It is more than just a half million bricks mortared around some intricate steel girder work and incorporating a hardwood floor or two so the varsity roundballers have a place to show their stuff. It is a building of a thousand dimensions, most of them still to be tapped. From the base of its foundation to the topmost strips of plastic on its domes, the ACC embodies the theme of total usage.

If you are a member of the Notre Dame community, the ACC is yours to spend hours in. You battle opponents on its handball and squash courts. You tread countless laps on its track. You cheer University teams on its ice rink and in its basketball arena. You also attend meetings and convocations in its arena. You might even entertain your wife or sweetheart at a dinner-dance in its spacious concourse.

If you happen to reside in the Michiana area, you send your brood off to the Center for open ice skating on weekends. Or you get together with some of your neighborhood buddies, make a few modest wagers, and take in the Notre Dame-Michigan State basketball game . . . making a small profit of course.



All the elements of drama were represented during "Performance Maximus," dedication week at the ACC. Suspense, majesty and poise . . . with the likes of UCLA's John Wooden and Lew Alcindor, the colorguard, and ice and stage ballerinas.

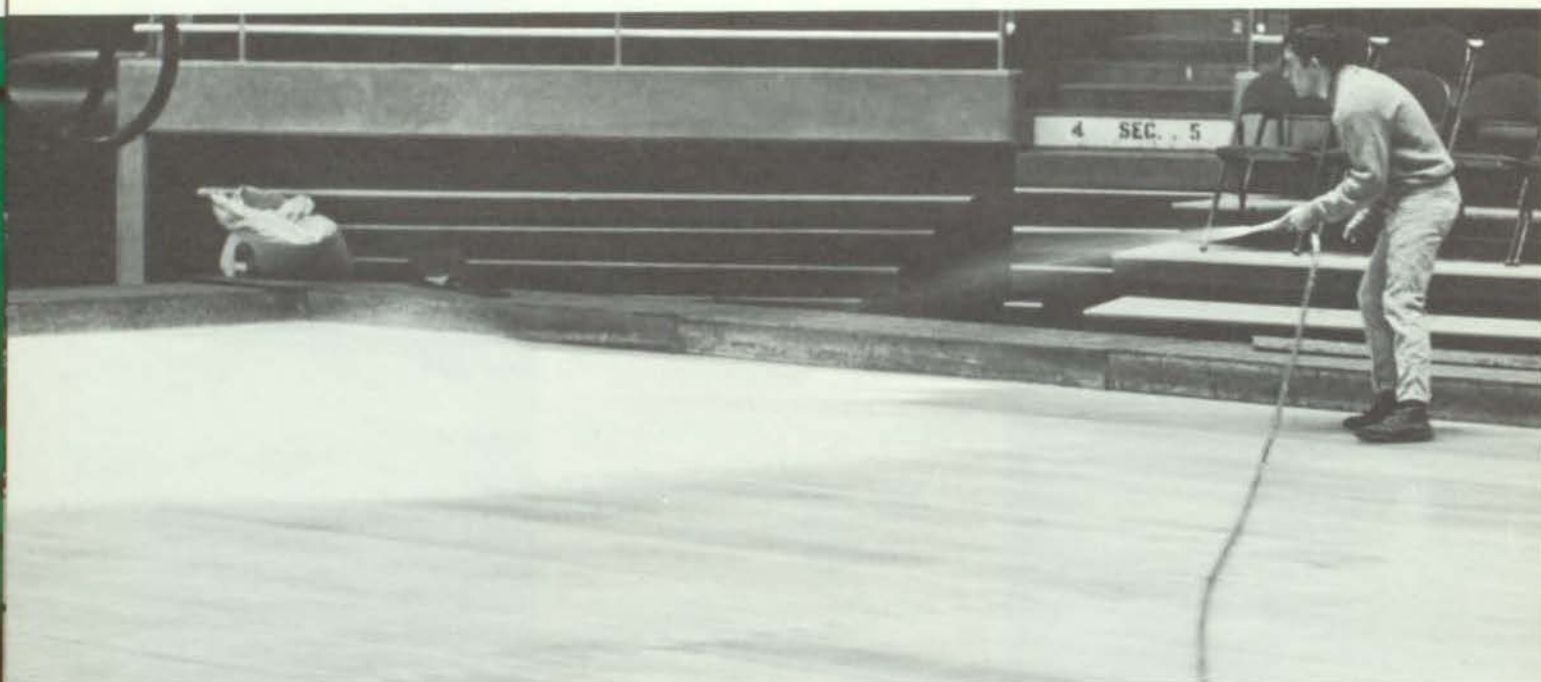


The ACC has brought about tremendous cooperation and interplay between the University and the local community. Its adaptability to most any occasion is the key that opens the door to an unending succession of entertainment, convocations and exhibitions that previously could not have been accommodated in the area.

If you were around last December, you had the chance to enjoy the antics of Bill Cosby . . . and to swoon over the lyrical exploits of Andy Williams during the Center's dedication festivities. Or, if you were lucky enough to get a ticket, you got a firsthand look at the first million dollar athlete, big Lew Alcindor.

You also had the opportunity to view the colorful beauty of the Ice Capades during its week-long visit to South Bend. Or you may have taken in the Chicago Symphony in February or whooped it up at the March exhibition put on by Meadowlark Lemon and the rest of the Harlem Globetrotters.





The precision beauty of the Ice Capades, which enjoyed a week-long stay in the Center, depended largely upon professional preparation and the adaptability of the ACC.

For former members of the "pleasingly plump club" there was the Indiana State TOPS (would you believe Take Off Pounds Sensibly?) Convention in April. More than 2,000 former plate pushers gathered in the ACC for the spring rites.

But this was only a debut. The ACC is a facility with limitless possibilities and it forces the creative thinker to explore them. If you are a coin collector with a yen to stage an exhibit, pick up the phone and request a booking. Or if you happen to be a transplanted Broadway buff with an unquenchable hunger for greasepaint and stage lights, sooner or later a roving band of troubadours will end up in the new facility.

Likewise if you happen to be an industrial entrepreneur with a hankering to show off your goods, a phone call is all it takes to get the ball rolling. And if you find your fraternal club or organization is planning a bash and attendance is likely to soar, you schedule yourself into the ACC and enjoy a luscious, catered feast in air-conditioned comfort, preceeded by a cocktail party in the plush Monogram Room.

The ACC is a center of many hats with the ability to mold itself into a little bit of the wild west to accommodate a rodeo or horse show one night and to be completely transformed the next day for a ballet performance. It can also boast of being one of the larger movie theaters around, seating more than 3,000 for a feature length film.

Local members of the "order of the green thumb" might also delight at the ACC's ability to transform itself into a botanical garden at slightly more than a moment's notice. And don't forget the local curling organization. Those robust ice dwellers drool at the thought of brushing their way frantically down that smooth skin of ice.

Some of the ACC's potential is off the drawing board and into the schedule book. Much that is exciting and useful will take place in the future.

One of the twin "big tops" will be put to appropriate use in September when an honest-to-goodness three-ring circus makes its South Bend debut. Ringling Brothers, Barnum & Bailey will bring "The Greatest Show on Earth" to town complete with elephants, trapeze artists, cotton candy and clowns.

Area card sharks will have a chance to take lessons from more than 3,200 bridge players who'll descend on the Center for the Champagne Regional Bridge Tournament in August. The local folks also will get the chance to take in the Midwest Regional Mobile Home and Recreational Vehicle show this summer.

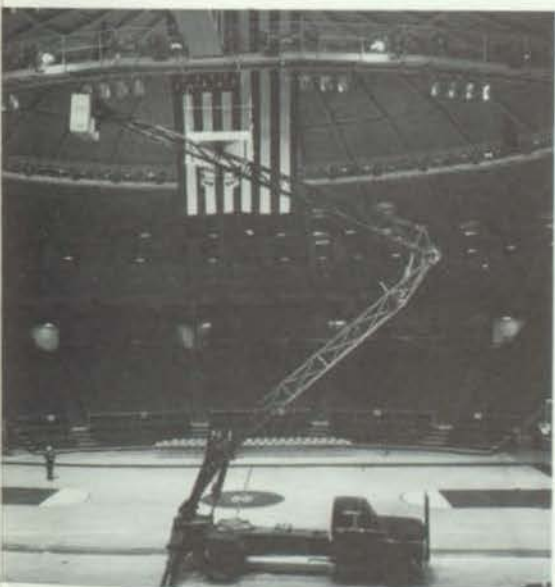
Canine enthusiasts will inspect the best breeds in the area when the Michiana Kennel Club holds a soiree in the fall. Fans of Bob "ski nose" Hope will see the old wizard in person in October. And talk about being booked in advance, anyone interested in the ACC for the summer months of 1974 will have to fit himself around the International Science Fair.

Rich man, poor man, Indian chief... each can find the ACC amenable to his particular uses. In short, it is a "place for all seasons." Its most amazing feature is its ability "to become"... to transform itself according to the needs and desires of people.

Dedicated at a solemn concelebrated Mass attended by the Fourth Degree Knights of Columbus, the ACC had something for everyone during opening week festivities. The Indiana High School Music Festival, comedian Bill Cosby, singer Andy Williams, country



and western star Roger Miller, a lively song and dance group called "The Going Thing," and a ballet company provided plenty of entertainment for the enthusiastic, responsive, laughing and always alert audience.





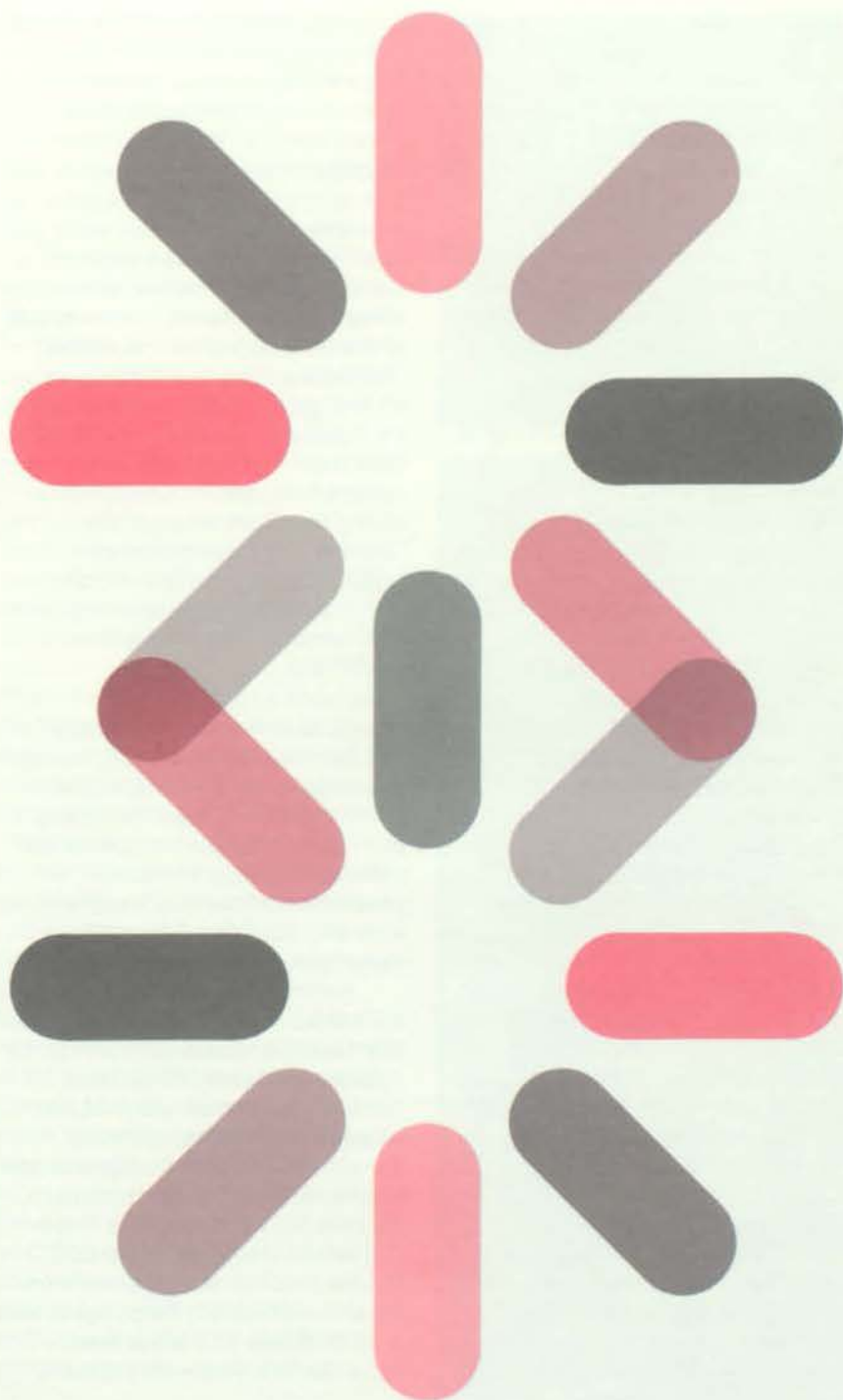
*More than anything else, the ACC
is a place for people. All kinds, all ages,
all shapes and sizes come for minutes
at a time or for hours on end . . .
working, playing, or simply watching.*

"Hey man, how's about a ride?"

The voice came from a little black boy who later told me his name was Ernie Phillips. Driving down Juniper Road on my way to South Bend, I had fallen for one of the oldest hitchhiking ploys in the book. It was one that I had used so often as a kid: the "ten buddies in the bushes" trick, where one fellow does the thumbing and asks the unsuspecting motorist if he will take the rest along.

Ernie and six of his friends piled into the car, their high-pitched chatter was constant as I drove them toward their homes in downtown South Bend. "It's cool, man, to be outa school for these three days," explained Ernie, telling me about the teacher conference at their grade school which had liberated the boys for more enjoyable aspects of life.

"We've been playing hoops out at the Center all the time," chimed in one of Ernie's buddies, as he clarified for me what the boys were doing out at Notre Dame in the new Athletic and Convocation Center. Then there followed a series of fantastic tales of how the little guys dodged the watchful eyes of the Center's managers in order to play basketball on the courts which are reserved for Notre Dame students and faculty. It brought back vivid memories of when I was little and the gang of us would sneak into the local college gym—evading the mean old manager and the threats of the "college guys" who always used to kick us out of "their court."



The Human Dimension

by Mike McCauley

The Center means different things to many different people... a Sunday afternoon stroll for mom and dad whose junior "will sleep well tonight"... a convocation for men of letters... jobs... a chance for tennis buffs to

After the kids scrambled out of the car, I couldn't help but think how much a place like the Athletic and Convocation Center might mean to local boys and girls who stream out to the Center for many different reasons. For Ernie Phillips the Center represents a dream of the days when he might be playing in the big arena before thousands of fans. It's this dream that motivates Ernie to "shoot hoops" four or five hours each day school's out.

The Athletic and Convocation Center represents more than just Notre Dame's latest contribution to the University's skyline. Besides housing so many awesome facilities and pieces of equipment and beyond the many professional and athletic productions that take place constantly, the Center has a very human dimension. Within its walls each day occur the obscure, individual human dramas that cause people like Ernie to dream of the future. Because of this human dimension, the Athletic and Convocation Center is the stage for human emotion: the laughter of little kids on the ice rink, the chilling excitement of a high school cheerleader during basketball tournaments, the satisfaction of the athlete after a moment of victory has been realized, and the sense of security which is felt by the hundreds of local people who earn a livelihood directly or indirectly from the big Center.

"It sure beats the Rock," said Gary Rimlinger in his usual style of understatement as we walked toward the ACC for a game of handball. Rimlinger is an undergraduate at Notre Dame and, like hundreds of

students, he has made the Center the main place for intramural sports. As we walked, Gary talked about the Campus tournament game which his hall team lost in the final seconds the night before.

"It was the ref who blew it for us," he explained. After three years of friendship, I know that the ref is always to blame for an intramural loss where Gary is involved. He added, "But the big thing now is that we don't get to play in the finals on the big court." Then I thought that Gary and little Ernie really weren't much different from each other—they both dream of the "bigtime" on that big court with 12,000 seats around it... all filled with imaginary people cheering them on to extreme feats of athletic supremacy.

In a subtle sort of way, the Athletic and Convocation Center is a melting pot, bringing college seniors and grade-school kids together; mixing professors and laborers; spectators, performers and participants—people from all walks of life, of all ages and sizes. The Center affects many lives in both big and small ways.

"We call it the 'turtle' 'cuz it looks like it could almost crawl from the outside," exclaims Debbie Roth. Debbie, a blue-eyed, blond-haired sixth grader, loses herself in an ice-wonderland each weekend as she and her little brothers skim across the cold, hard surface of the indoor rink in the north dome of the ACC. Debbie's mother watches them from the side—especially Peter, age 5, who is up on skates for the first time in his life. Mrs. Roth refers to the



do their "thing" year-round... a place where youngsters become awestruck amid the relentless pounding of dedicated joggers... and for students, a welcome change of pace.



Center as a "lifesaver," explaining that the ice skating provides her kids with something to do and gets them out of the house in the winter.

Pete Redden waves his red flashlight, signalling for the approaching car to park in the first row of the new black-top outside the Center. Pete and his brother run the Redden Travel Bureau which also handles all the parking for the University. For Pete the ACC has been a major economic boost. Before, there was little parking to handle at the University after the football season. But now it's different. "We use about 30 men at the Athletic and Convocation Center for a big event," explains Pete. "This sure has been a big boost for us because now we have a continuous business to handle out here."



That's the way it is for a lot of people: the Center is not only a source of entertainment but more important, a means of employment and livelihood. For old-timers like P. R. Vleaminck, "This job is more of a relaxation for me." Vleaminck is one of the seventy-some ushers who compose just a fraction of the staff working inside the big building. Moonlighting from his job at Bendix, Vleaminck has worked for years as an usher at Notre Dame. Regarding his impression of the new Athletic and Convocation Center, Mr. Vleaminck adds, "This place sure tops everything I've seen. We've handled so many different kinds of events, and the people have been coming from places as far off as Chicago and Indianapolis to see some of the things. The job is best because my work is enjoyable and it enables me to see a lot of different things I normally wouldn't see."





Besides the very real, emotional human side of the Athletic and Convocation Center, the big building is having a large socio-economic impact on the local community, and that will ultimately affect a lot of lives too.

"It's already had a greater effect on the community than anyone ever expected," says Lloyd G. Waterson, chairman of the convention operations for the local Chamber of Commerce. Waterson gives the example of the \$1.5 million renovation program recently announced by the LaSalle Hotel. Such a move represents the local expansion which the ACC is causing because of the out-of-town visitors it attracts to South Bend.



Stephen T. McTigue, executive vice-president of the South Bend-Mishawaka Area Chamber of Commerce, supports Waterson's example of the LaSalle Hotel expansion, reporting that all major motels in the area are now considering similar expansion programs because of the ACC. McTigue notes that the Chamber's Convention Bureau has doubled its work within the last year because of the Center.



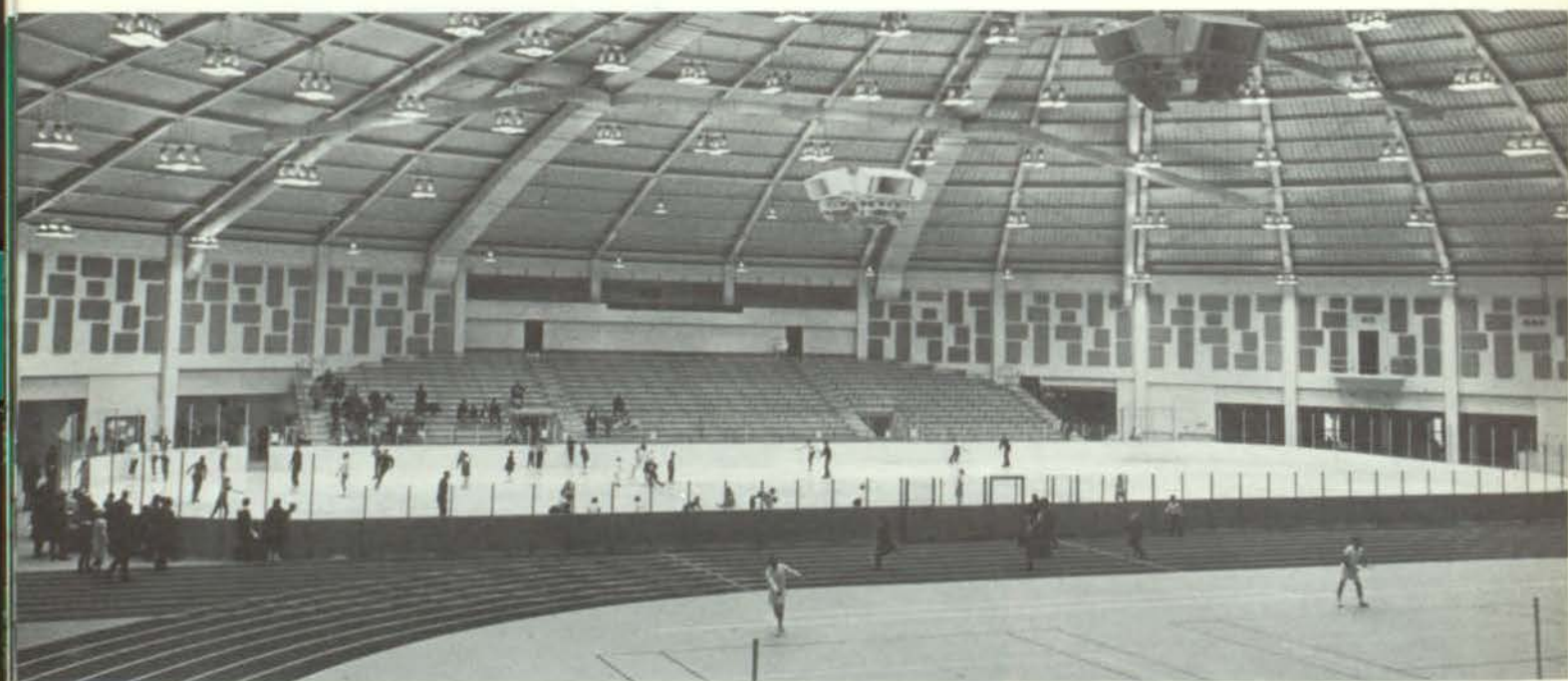
For Mrs. Audrey Conley, director of the Chamber's Convention and Visitors Bureau, this means her work has doubled also. Mrs. Conley predicts that the local area can expect more than \$8.7 million in revenue from Convention traffic in 1970 which will attract more than 100,000 visitors to conventions at the Athletic and Convocation Center. The Mobile Home Show in August, 1969, will draw more than 50,000 people, with the "biggest catch" still remaining—the 1974 scheduling of the International Science Fair, one of the most prestigious events of its kind in the world.

McTigue sums up the Chamber of Commerce's view of the Athletic and Convocation Center. "The Center has more than just a vast economic impact on the community—although that is a major consideration with the building expansion, the increase in goods and services, and the increased employment which the ACC has catalyzed. But the greatest thing perhaps is the morale factor: it is a big boost to civic pride. It gives a national and international scope to the local scene."



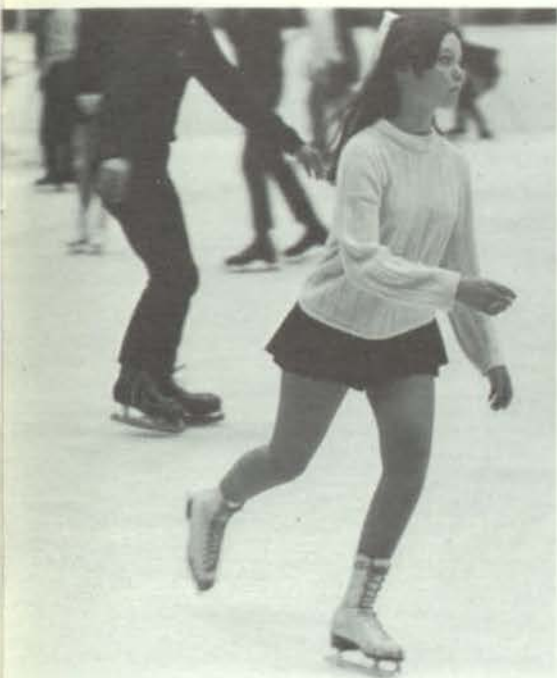
Emphasis people! . . . pouring out emotion during a basketball game . . . converting the south dome's basketball court into a 1,500 seat banquet hall . . . finding their way around the ACC . . . and, of course, meeting other people like one's favorite football coach.

The ice-rink . . . there you'll meet the people. Of all the ACC's facilities this is the one that attracts the greatest cross-section of users.



Proof? A page from the skating schedule:
 8:30-9:30 a.m.
 Physical Education Classes
 9:30-10:30 a.m.
 Ladies of Notre Dame and Tots
 10:30-11:30 a.m.
 Novice Ice Skating Lessons

11:30 a.m.-12:30 p.m.
 Faculty and Staff
 1:30-3:00 p.m.
 Students (Notre Dame and St. Mary's)
 3:30-5:00 p.m. Varsity Hockey
 5:30-9:15 p.m. Public Skating
 9:30-11:00 p.m. Intramurals.



Hovering high above the crowd, the photographer darts and dances to play his game of hide and seek. The ACC is a place for him also . . . a place where those who are doing the watching are often more interesting than those they are watching. And so,

the young and old . . . children of all ages . . . sit and watch. Little do they know that the photographer is watching also. To catch them asleep, or eating popcorn, or taking pictures, or . . .

Around Notre Dame and South Bend these days, it is hard to find an occasion when someone doesn't indirectly refer to the Athletic and Convocation Center. Even down at one of the local bars where one might expect to drink in relative peace, the old cronies stand around and brag up the place—exaggerating the cost of the building or quoting fantastic statistics concerning the dimensions of the building.

Although it is a big building with an awesome layout, the Athletic and Convocation Center is not at all sterile or stagnant. It is a "life-affecter" for kids like Ernie and Debbie; it is a melting pot for diverse people from many and varied walks of life; and it is a theatrical stage where everyday human dramas occur. These are the sort of things that in many little ways and in many big ways contribute to human understanding . . . the sort of thing this world needs now more than anything else.





insight: Notre Dame
editor: John P. Thurin
managing editor: Thomas J. Sullivan
assistant editor: Meg Zwiers
editorial assistants: Bill Mitchell,
Mike McCauley and John McDermott
chief photographer: M. Bruce Harlan

photo credits: pages 6-7 M. Bruce Harlan,
pages 8-9 Harlan and Dick Stevens,
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