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FIFTY GREAT YEARS

Founder J. Blanton Belk reflects on the past and looks toward the future as Up with People celebrates its 50th Anniversary this year.

A time to pause and a time to look into the future. My wife, Betty, and I pause to thank all those who made it possible for us to have such an adventurous and challenging life. My faithful comrades in arms include those indomitable Colwell brothers—Steve, Paul, Ralph, and Ted—as well as Herb Allen, Pat Murphy, and Lynne Morris. They are the great geniuses who gave their all in the creation that has touched and moved all of us. We lived in a creative flurry, sparking each other to reach way beyond our human understanding. Oh, what fun we had! We could do this because of the wonderful staff who kept the train moving faster and faster. Thank you also to the former and current members of our Board of Directors. They are selfless individuals who love the company and the mission. Some have gone on but their presence is still felt.

There have been some magical moments along the way:

- President Eisenhower called me when I landed in Nogales, Arizona in 1966 saying, “I have been thinking about your program. I want you to incorporate it and make it available for the youth of the world. Make it a nonprofit, apolitical, and nonsectarian.” His vision was that someday, six million young people would have the opportunity to participate in a global education program like Up with People (UWP).
- During our last trip to the People’s Republic of China in 1985, Mr. Wang, the Deputy Director of the Chinese People’s Association for Friends with Foreign Cultures heard I was in Beijing (I know not how). He came by the hotel with his daughter. He gave me a hug and said, “I just wanted to tell you what an impact your young people had on our country [during your last visit] in 1978. We never believed there were young people from the West with the discipline and commitment that we saw.”
- DeWitt Wallace, founder of Reader’s Digest, wandered into a UWP show in the Pierre Hotel in New York City. He met me and invited me out to lunch the next day with Hobart Lewis, the President of Reader’s Digest. He said to me, “What I saw last night was a dream that my wife and I have always held; hoping that our magazine would bring people together like you were demonstrating in your show.” He was one of our first financial supporters. This led to a friendship of a lifetime.



*Mr. Belk (left) and President Eisenhower enjoy a performance of one of the first UWP casts—then called Sing Out—in Indio, California in 1966.
[UWP will be touring that area again this spring.](#)*

Continued on page 4.

HERE THEY COME!

After months of preparation, Cast A 2015 arrived in Denver on January 9 ready to take "The Journey" with UWP.

Top left: A group of Cast A 2015 cast members meet for the first time.

This cast includes 94 young people from 20 countries including Brazil, China, Japan, Cuba, Nepal, Belgium, Ethiopia, Mexico, Spain, South Africa, and Costa Rica.

Top right: Veronika Westermark ('08B, Sweden), center, greets UWP's newest cast members at Denver International Airport (DIA). **Middle left:** Two new cast members hold signs at DIA to welcome their new friends.

Middle right: Once Cast A 2015 arrived in Denver, they were greeted by staff and treated to dinner while they got to know one another. **Bottom left:** Wearing travelers from Cast A 2015 group in DIA, awaiting transportation to their host pick-up site where they will meet their Staging and Orientation host families.

Bottom right: Only in UWP would you find a student playing a guitar in the middle of an airport to pass time.



DUFFLES AND RUFFLES

People often wonder how UWP students pack for a six-month world tour. Recently, a UWP staff member interviewed an alumna from the 1960s about what she packed in her blue denim duffle bag.

I took a trip down memory lane recently with the delightful Patricia “Pat” Berry Glassner (‘69B, United States) and asked questions about her student year in UWP. She was in a high school cast in 1969 and traveled mostly in the United States. Cast members were allowed to bring one piece of luggage, and hers was a blue denim duffle bag (no wheels) that was durable. It was passed on to her son, Robert “Chip” Glassner III (‘13A, United States) who used it until recently. When Chip traveled in UWP he had a rolling suitcase, as most cast members have now.

Pat’s denim duffle was packed full as students at that time packed for an entire year. The girls’ show costumes were green, yellow or blue linen jumpers with white blouses. They also were required to wear travel costumes which consisted of a white blouse, red skirt, and a red and white houndstooth vest with Capezio dance shoes. The skirts and jumpers were fairly short, as was the fashion at that time. Halfway through the year they received a pink or turquoise rayon dress that laced

up the front and had long pointy collars.

Females were not allowed to wear pants. Pat noted, “But we were mavericks! We talked the staff into letting us strike the equipment after the show—as girls weren’t allowed to strike—so we got to wear pants when striking or painting the stage.”

She kept in touch with her family from Toledo, Ohio with occasional Sunday phone calls. Of course there were no cell phones or phone cards. Host families would often be gracious and let her use their phone for a long distance call home. When they traveled throughout Canada for three months, calls to the United States were too expensive. So, she wrote letters to her family as often as she could between rehearsals, shows and studying. Getting a letter from home was a big deal as casts never knew when the mail would catch up with them.

Among the clothes for a year in her duffle bag, Pat packed stationery and stamps for host family thank you notes and letters, a Vivitar camera with lots of rolls of film (the photos were developed after she returned home), and her trusty journal. She was pretty faithful about writing in it as their school superintendent, Virginia Trevitt, advised cast members to write everything down because they would soon forget those UWP experiences.



Pat holds up the blue denim duffle bag that she took on the road with her for one year. She packed it full of clothes, toiletries, a journal, and stationery among other things.



Pat sings a solo during a UWP performance.

“But we were mavericks! We got to wear pants when striking or painting the stage.”

- Patricia (Pat) Berry Glassner (‘69B, United States)

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FIFTY GREAT YEARS *continued...*

- Jim McDonald, President of General Motors, served on our Board of Directors and initiated an invitation to all five casts to participate in the 75th Anniversary of General Motors. He also chaired a \$25 million campaign for UWP's 25th Anniversary in 1990.
- Dr. Shoichiro Toyoda, Honorary Chairman of the Toyota Motor Corporation, saw a performance of UWP when Coca-Cola was sponsoring UWP in Japan. He came to our 25th Anniversary celebration as a speaker and subsequently accepted the invitation to serve on our International Board. He became the key figure for UWP in Japan and Asia.
- Barron Hilton first saw a UWP cast in 1966 in a private show at the Beverly Hilton Hotel in Los Angeles. Walt Disney and other Hollywood personalities were also present. In the following years, with Barron's initiative, the Hilton Foundation became one of the supporters and backers of UWP.
- Pete Roselle and his wife, Carrie, became lifelong friends of UWP while he was the Commissioner of the National Football League (NFL). This led to unprecedented halftime performances at four Super Bowls. Mrs. Roselle served on our Board of Directors.
- One of the greatest athletes of the 20th century was Jesse Owens. He won four gold medals at the Berlin Olympics in 1936 in the presence of Adolph Hitler. In 1972, Jesse returned to Germany for the Munich Olympics and, after the tragedy of the killing of the Israel Olympic team, he boldly took UWP to perform twice for the athletes in the Olympic Village. It was a statesmanship of the highest form since the atmosphere in Munich at that time was intense. He became a faithful board member of UWP and served for over 30 years.
- Captain Eugene Cernan was a pioneer astronaut who commanded Apollo 17, the last mission to the moon. He saw his first show in the lobby of the Imperial Hotel in Tokyo and then spoke to the cast. Later, he came on the Board of Directors and was an inspiration to all the students as well as a tremendous voice for UWP. In December 2012, he hosted the "Salute to the Pioneers of Space" on the 40th Anniversary of his trip to the moon. A UWP alumni cast performed the UWP original song, "Moon Rider," which he inspired.



Jesse Owens, an early supporter and former member of UWP's Board of Directors, signs autographs for members of Cast 1978D at the ARCO Jesse Owens Games August 15-17, 1978 in Los Angeles.



Mr. Belk speaks to a cast in Estes Park, Colorado in 1967.

In closing, I must pay tribute to Chuck Jarrett ('74A, United States), current Chairman of UWP's Board of Directors, and Dale Penny ('71A, United States), President and CEO of UWP, for their bold leadership that thrust UWP into Israel and Cuba in 2014, two relevant hot spots of today. All of this set the stage for our 50th Anniversary celebration this year and the launching pad for the next fifty years.

J. Blanton Belk,
Founder, Up with People

DEVELOPING THE WORLD'S NEXT AMBASSADORS

Along with impacting communities, UWP is also developing youth to be our future global representatives.

My name is Veronika Westermark from Sweden. I am 26 years old. UWP came into my life by accident. I was late for one of my high school classes and saw a woman standing at a booth in a hallway. She had a laptop with some kind of musical show playing. I saw a sign with the words "volunteering," "traveling," and "performing." Being a dancer at the time and having a dream to travel I asked her a few questions and she gave me tickets to the UWP show. That day I came home and told my mom that when I graduated, I would travel in UWP.

I travelled with Cast 2008 B. I was shy, an introvert, and had just learned to speak English. During our first few weeks, we attended different workshops about topics like culture shock and communication. Anyone who has ever been to a UWP workshop knows that the question, "Would anyone like to share something?" will come up many times. I never shared. I was scared that I would say something weird or that my opinion would be judged. It took me seven weeks before I ever raised my hand to share. The question was: "What have you spent the most time doing before UWP: working, traveling, or playing?" I raised my hand, was called upon, stood up and said "Veronika from Sweden. Playing." Then I sat down.

Still shy and introverted, I had the opportunity a few weeks later for a UWP internship called "advance work" meaning that I would leave the cast for a couple of weeks and work with our promotional team to prepare a future city for my cast's arrival. My internship was in Hermosillo, Mexico, and my Spanish was limited to "¡Hola! ¿Como estás?" It was going to be a huge challenge and

ended up being the best three weeks of my tour. I worked with staff

members from the United States and Mexico. Together, we had three weeks of laughter and fun while creating an unforgettable experience for my cast. Even though I did not speak Spanish, the internship forced me to come out of my shell. I learned small phrases that I could say in meetings, presentations, or to the whole cast when they arrived. I came back into the cast with a confidence and self-assurance that I had never had before.

I've been back with UWP since 2011 and am currently the Business Manager on the road. My job is very external. I teach others how to do presentations and media interviews, and how to network: all of the things I was terrified of when I first started my journey in 2008.

UWP is celebrating its 50th Anniversary this year and I believe the reason an organization like UWP can exist that long is not only because of its relevant message, but also because of how it develops the world's next global ambassadors... just like me.

When you come see UWP's 50th Anniversary show, "The Journey," you will not only experience colourful pop medleys while you clap and sing, you will meet people like me who believe in changing the world as well as ourselves. And as you clap along in the audience, I am sure that you will feel a part of UWP along with the rest of us.

*Veronika Westermark
(08B, Sweden),
Business Manager for UWP*

BACKSTAGE WITH BETSEY POTTER

Who is Betsey Potter? Join the conversation when three former UWP costume interns from various casts get together to reminisce and catch up with their favorite costume designer.

Betsey Potter has been designing costumes for UWP since 1981. Her first costume design job for UWP was a song called "If There Is Love." She was referred to Debbie (Cornell) Colwell ('65A, United States) by a coworker. Debbie's husband, Ralph Colwell ('65A, United States), one of UWP's musical founders, called her to explain UWP and its program. He invited her to meet Lynne Morris, UWP's choreographer at the time, at the Coronet Theater in Hollywood. Following that meeting Lynne wanted Betsey to see an UWP show and took her to the Pasadena Auditorium. She saw that the cast was doing quick changes in the stairwells and saw how things had to be packed to travel so she was better able to understand how the costumes needed to be made in order for them to survive on the road.

During this time Betsey was working as a costume designer for television shows like *One Day At A Time*, *Silver Spoons*, and *The Jeffersons* for Embassy Television which later became Sony. She also ran the costume department at the Sunset Gower Studios in Hollywood, home of classics such as *It Happened One Night*, *Mr. Smith Goes to Washington*, and *Funny Girl*, as well as designing costumes for a fun science show for kids called *Beakman's World* where her creativity was unleashed. We remembered her saying that, after seeing the UWP performance, she had to get back to Los Angeles to make a tuxedo for a six foot tall rat for *Beakman's World*.

Betsey has designed costumes for four Super Bowl halftime shows. The first was at the Silverdome in Pontiac, Michigan, home of Super Bowl XVI in 1982. She hand-dyed 500 yards of white China silk to be shades of orange and yellow for a sunburst effect on the field. Another favorite Super Bowl memory was in New Orleans where the costume shop was under the bleachers. Unfortunately during the game, Betsey and her costume assistants were "rained" on by beer falling down on them from the stands above. Reebok was a sponsor for that Super Bowl and provided the shoes and *Miami Vice*-style white jackets that the cast wore over their costumes. Betsey also created a custom-made, forty foot tall gold cape for Diana Ross's Super Bowl halftime performance in 1996.

When asked about her favorite UWP costumes she mentioned the dance costumes from "Gypsy" which have been used over and over by several casts. Another favorite were the flamenco-style dresses for the song "Bambleo." The yards and yards of ruffles were created by cutting hundreds of circles of polka dot fabric. She also learned a lot of difficult lessons for the years when budgets were tight. She learned how to make headpieces for a Samba number that were made from old dance trunks with wine corks attached to wire hangers that would bob around during the dance. Of course, the production staff had to help drink the wine to get the wine corks; recycling at its finest!



A moment from "Bambleo," a Spanish flamenco-style dance from UWP's medley, "Thank You for the Music" which celebrated the traditional, classic, and contemporary musical contributions from Europe.

Continued on the next page.

BACKSTAGE WITH BETSEY POTTER *continued...*

Another famous costume was for the song “Shape It Up.” Betsey used old sweat pants, cut out the crotch, and put the dancers’ heads through the opening and their arms down the pant legs to create an asymmetrical top. Old tops from another number were cut into mini skirts.

Just as when it began in 1965, UWP continues to create global leaders and, when asked about her leadership style, Betsey said she likes to lead by doing. “I do not know how you can expect people to do it if you do not give them a chance to show them what it is you want them to do.” UWP’s 50th Anniversary show, “The Journey,” has a new show costume color pallet with deep colors like burnt orange and brick red. She is also designing five medley moments for the new show’s 1960s, 1970s, 1980s, 1990s, and the 2000s medleys as well as an international medley. Like that flamenco-style dress from “Bambleo,” she has her work cut out for her.

Betsey has been such a huge part of UWP and its production history for so many years. Thank you, Betsey Potter, for continuing to share your creative vision with past, present, and future casts of UWP.

Written by Lorie Beth Brey ('90E, United States), with help from Kathi Jo Betsinger ('98C, United States), and Rob Prytherch ('92A, United States). Betsey Potter's costume shop, The Costume House, is located in California and specializes in period costumes of all eras for theater, events, television, and film. She can help with all of your costume needs for productions small and large.

DUFFLES AND RUFFLES *continued...*

Her hairstyle in the 1960s was straight so she packed a blow dryer and curling iron. Toiletries included the usual deodorant, toothpaste and toothbrush, and show makeup consisting of blush and eye shadow. She budgeted about \$50 per month for personal expenses, incidentals, stamps or treats. No ATM cards or credit cards!

Cast members did not have text messages or emails but were given a written itinerary when they got into town with the week-long schedule. They were in each town for a week with shows on Friday and Saturday. Their itinerary included staff phone numbers for emergencies. She never had an emergency or was in a dangerous situation while on tour.

Cast mates entertained themselves on long bus rides with deep conversations, studying, looking for things on the road, writing in their journals, and of course, sleeping! Pat recalled a staff year in 1976, during the U.S. Bicentennial tour, that they had a prom on their bus. They decorated the bus, had dates, dressed up, and danced!

Following her student year, Pat became a staff member and worked for UWP but she fondly reminisces about the wonderful adventures of her student year.

Written by Amy Jordan Russ ('1976B, United States), UWP's Sales and Sponsorship Assistant. Amy is a notorious over-packer and used a red fold-over suitcase with a matching carry-on bag during her student year. When she arrived in Tucson, Arizona to begin her UWP tour, her host mother went through her belongings and sent 60 pounds of clothing back to Amy's home.

Mark your calendars for UWP's upcoming 50th Anniversary Signature Events: "The Journey" Premiere on Friday, February 14, 2015 in Denver; the launch of UWP's 50th Anniversary Celebration on March 6 & 7, 2015 in Tucson, Arizona; and UWP's 2015 Gala on Saturday, April 25, 2015 in Denver.

Click any of the events for more information.



Up with People.

Join us for our Signature 50th Anniversary Events



DESTINATION: DENVER, COLORADO
"THE JOURNEY" PREMIERE
FEBRUARY 14, 2015



DESTINATION: TUCSON, ARIZONA
LAUNCH OF THE 50TH ANNIVERSARY CELEBRATION
MARCH 6 & 7, 2015



DESTINATION: DENVER, COLORADO
FOURTH ANNUAL GALA
CELEBRATING UWP'S 50TH BIRTHDAY
APRIL 25, 2015



DESTINATION: ORLANDO, FLORIDA
CELEBRATE 50! REUNION
AUGUST 4-9, 2015



DESTINATION: MEXICO CITY, MEXICO
MEXICO 50TH CELEBRATION
OCTOBER 17, 2015



DESTINATION: BRUSSELS, BELGIUM
EUROPE 50TH CELEBRATION
NOVEMBER 14, 2015



STUDENT PROFILE

Meet Rafael Schneider, one of UWP's newest cast members from Brazil.

UWP offers scholarships to support students every semester. Thanks to your gifts during this past fiscal year, we were able to award many scholarships to deserving students in Cast B 2014 and Cast A 2015.

UWP's scholarship program is made possible through the generous support of individuals and foundations. Every gift has an impact on the life of a student; from \$10 to \$1,000. We depend on your support to run our program. Please help impact more students with your gift!

To make a gift:

CLICK HERE

How did you hear about Up with People?

A UWP alumna, Rafaela (Goncalves) Enes ('06A, Brazil) used to work at the same company as my mom. She fell in love with the program and thought I would be a good fit for the program.

What aspects of your culture are you sharing with Cast A 2015?

I would say something cultural from Brazil is being passionate for everything that you do. It can be listening to someone speak, holding the door open for people, or sharing a smile. Making people recognize the beauty hidden in the small things and acts, and sparking them to be more passionate about life and this journey called life is a huge part of my culture.

Tell us about Staging and Orientation. What has been your favorite activity?

I am very impressed with how professional the staff is: from marketing, tech, vocals, dancing, etc... It proves to me that my decision to come to UWP was the right one. I don't feel nervous or anything. I just feel like I'm where I'm supposed to be.

How has your host family experience been so far?

My roommate is a second-semester student which has helped me to understand the meaning and purpose of UWP. We are actually the first "Uppies" that my host family has had. It already feels like we are a part of their family

and their routine. It takes a lot of courage for them to open their house for "strangers." It really is about sharing our stories, beliefs, and cultures with each other.

Do you have any goals that you're hoping to accomplish?

One of the quotations in the new show is "One thousand miles begins with a single step," and I feel that my first step was when I arrived in Denver on January 9. My goal is to leave UWP as a better and more active person in my own community, country, and the world. Alone, we can't accomplish much but we have no idea how strong we all are when we are together. I want to be a role model for those who seek change but have no idea from where to start. This is just the beginning of my journey.

A well-known foundation—that wishes to remain anonymous—has awarded UWP a \$1 million grant. We have already received \$500,000, and will receive the additional \$500,000 with YOUR help! If we can raise \$250,000 by June 30, 2015, it will grant us the additional \$500,000. Help us reach our goal.

Give to UWP today!

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Igniting Our Future

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RECIPIENT EMAIL _____
ALUMNUS/A SIGNATURE _____



This certificate is non-transferable. Receipt of this passport does not guarantee acceptance into the Up with People program. To be considered for Up with People, both a personal interview and online application must be completed.

www.upwithpeople.org/apply

Everyone knows someone who is perfect for Up with People!

Up with People alumni can award an unlimited amount of Golden Passports each year to students they actively recruit to travel in our program. However, each future student can only receive one Golden Passport scholarship toward his or her program fee.

All students can apply for additional scholarship through Up with People's General Fund and Global Scholarship Fund.

Click on the Golden Passport (left) to be linked to a printable PDF version.

WHAT'S IN YOUR SUITCASE?

Cast A 2015 participant, Patrick Bjerregaard (Denmark), tells us about packing for his upcoming six-month world tour.

Patrick Bjerregaard arrived on January 9 to Denver to join more than 90 other students as the newest members of Cast A 2015. In addition to a backpack, he brought a pink suitcase. "I won't ever lose it," Patrick said. Packing for a six-month UWP adventure can be a difficult task. One must try to predict the many situations that may happen over that timeframe in addition to packing everything on UWP's recommended list such as gifts for host families. Patrick brought magnets with pictures of the Danish culture on them as well as Danish flags to give to the many host families he will stay with on the road. He also purchased a phone card that he will use in addition to applications such as Skype to keep in touch with his family. "I also brought my phone, an old iPod, and my laptop," Patrick said.

Students will have many memorable moments during their six-month journey that they will want to remember. "I do write in a journal," Patrick said. "Not every day, but most days. I am going to write a blog at some point, too."

Stocking up with toiletries such as deodorant and toothpaste for six months can be a struggle. Patrick packed two deodorants, two bottles of cologne, a toothbrush, and some hairbands. However he forgot all of his shaving gear!

Being on the road can often make you homesick for your family and friends. "I have pictures of my family members and friends on my phone. My mom, sister, and little brother

have each written a letter that I will open on days when I miss them or have a hard time," he said. Those letters are part of a long list of items Patrick knows he would not be able to live without on the road. His list also included his phone, a favorite sweatshirt, his earplugs, a credit card, chargers and adapters, and a smile.

Now if only he had not forgotten his shaving gear!



A line of suitcases were scattered in the lobby of the Pinnacle Charter School in North Denver, the main site of UWP's Staging and Orientation.

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CAST A 2015 TOUR SCHEDULE

Make sure you are up-to-date with our current cast. Click [here](#) to find out where Cast A 2015 will be next!

[Denver, Colorado | Staging and Orientation](#)

January 9—February 16, 2015

[February 14, 2015 | Premiere of "The Journey"](#)

[Farmington, New Mexico](#)

February 16—23, 2015

[Albuquerque, New Mexico](#)

February 23—March 2, 2015

[Tucson, Arizona | 50th Anniversary Signature Event](#)

March 2—9, 2015

[Orange County, California](#)

March 9—16, 2015

[Coachella Valley, California](#)

March 16—23, 2015

Guadalajara, Jalisco, Mexico

March 23—30, 2015

Mexico City, Mexico

March 30—April 6, 2015

Villahermosa, Tabasco, Mexico

April 6—13, 2015

Merida, Yucatan, Mexico

April 13—20, 2015

Cancun, Quintana Roo, Mexico

April 20—27, 2015

Schopfheim, Germany

April 27—May 4, 2015

Switzerland

May 4—May 11, 2015

Wolfrathausen, Germany

May 11—May 17, 2015

Europe

May 17—May 25, 2015

Apeldoorn, The Netherlands

May 25—June 2, 2015

UWP is searching for a Vice President of Advancement and a European Sales and Tour Manager. If you or someone you know is interested in working for a dynamic organization making positive change in our world, [click here!](#)