

TRU *Life*



Baking Cakes
Local bakery, Rayna's, will celebrate its one-year anniversary

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The TOAST MASTER leads the way



Mascots encourage residence hall spirit

Dobber the Toaster, who reigns over the 2004 College Cup in Dobson Hall, is one of the most visible mascots.

Maggie Wolcott
Staff Reporter

One highly glorified resident of Dobson Hall doesn't have a room, but rather resides in a trophy case. A naturalization paper signed by former University President Jack Magruder made Dobber the Toaster a resident of Dobson in the summer of 2001.

"He just started catching on as a mascot that we hold on to," said Josh Lemmer, Residential Life Area Coordinator and former Dobson Hall Director. "I think [Dobber] gives us something to brag about."

Phil Campbell, Grim Hall Community Coordinator, said Dobson Hall, Ryle Hall and Grim Hall are the only halls that still really use their mascots.

"I enjoy mascots," Campbell said. "Some people don't, some people do. I just think it is something fun you can relate to and take pride in."

Campbell said mascots can be symbols to show off to other people. "[Mascots] are representative of the emotions or the feelings or the thoughts or the spirit that reside in the residence halls," Campbell said.

John Mounsey, Residential Life Area Coordinator, said both mascots and hall colors were created for all the Residence Halls and first used during the 2001-02 school year.

"I think they were looking to create more of a hall identity," Mounsey said. "Mascots are branding."

Mounsey said Dobber was discovered when the Residence Life staff was moving a bunch of stuff out of an office in Brewer.

"One of the things that was there was Dobber the toaster," Mounsey said. "Of course, he wasn't Dobber at that point. He was just a toaster."

Since there was no need for a toaster in the office, former Dobson Hall Director Matt Kingston

decided to take the toaster and get a naturalization paper, Mounsey said. Dobber's naturalization paper states, "Applicant is a toaster," and is signed, "Dobber T. Toaster."

Although Ryle Hall residents might recognize the Blue Whale and Grim residents might recognize Gizmo the Gremlin, Dobber is by far the most popular.

"Everyone always remembers the toaster if they lived here," Lemmer said.

The Dobson staff pushes many initiatives that incorporate the toaster, Lemmer said. Dobber has his own page on the Dobson Hall Web site and has made appearances on T-shirts saying things like, "Got toast?" Also, Dobson's staff and residents have been known to sing Dobber's praises in chants and cheers during Truman Week.

Like many prized possessions, people try to steal Dobber, mainly other Hall staffs.

"Once we realized that he was going to try to be stolen all the time, we just put the key in the most secure safe that we have," Lemmer said. "It takes three keys to get the key that gets to Dobber."

Residents of Dobson quickly become familiar with Dobber because he makes many appearances during Truman Week. Lemmer said he helps build hall unity.

Lemmer said one of the goals of the Residence Life staff is to build excitement among the freshmen about living on campus and get them energized.

"A lot of them probably aren't excited to be living in a campus facility," Lemmer said. "We try to give them other things that will hype them up a little bit, and then they realize that Res Halls aren't too bad."

Marty Eisenberg, Dean of the Residential College Program and Associate Vice President for Academic Affairs, said building a sense of community is very important in the residence halls.

"I think [with mascots] there is some connection to that sense of belonging," Eisenberg said. Gizmo the Gremlin is really involved in Grim, Campbell said.

"[Residents] painted a mural last year and had Gizmo's face on the Statue of Liberty and Mount Rushmore and all over the world," Campbell said. Campbell said Gizmo is kept in Grim's display case, along with books and stuffed animals of gremlins.

"We'll probably bring him out during Truman Week ... just to show him off and get people excited and recognizing him as our mascot," Campbell said.

DOBSON

Mascot: Dobber
T. Toaster
2004 College
Cup Winner

GRIM

Mascot:
Gizmo the
Gremlin
2002 & 2003
College Cup
Winner

BNB

Mascot:
Bumblebee

CENTENNIAL

Mascot: Banana

RYLE

Mascot: Whale
2001 College
Cup Winner

MISSOURI

No mascot
this year

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Marty Eisenberg
Residential College Program Dean
and Associate Vice President of
Academic Affairs