

# The Old Gal Gazette

Number 9

January 24, 1992

## NATIONAL NEWS

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### WHY JOIN A FRATERNITY? WHAT IS OUR MESSAGE?

Our message is friendship. Knowing, liking, trusting, and doing good things for other people. It's as fresh as the new initiate who claims, "*My brothers are my best friends.*"

And it's as timeless as the alumnus who says years after graduation, "*My best friends are still my fraternity brothers.*"

*Yes, friendship is our message.*

However, let me tell you that the membership marketing gurus would probably declare such a recruiting message as quaint, certainly insufficient. They would urge a recruiting message that portrays a supermarket of programs, services, and opportunities. If we were to follow their advice, our message--the message of fraternity would not be friendship, but would sound something like this:

Fraternity is the omnibus organization for the success-oriented student. It provides: room and boarding facilities, social programming, philanthropic endeavors, athletic competition, leadership and managerial training, alumni networking; and several intangibles like: pride, companionship, and personal growth.

But the message of fraternity is not a menu of goods and services. Such goods and services are collateral benefits, but in most of our history, the reason people have joined fraternities is for friendship.

To put it another way, "*People join people and a good fraternity too.*"

It's not the product stuff; it's the people stuff that counts.

The message of fraternity is friendship.

Oh, I'm also aware that simple friendship won't cut it with many of the folks who have a social agenda for fraternities:

- No one will be able to find the word "friendship" in the institution's mission statement.
- Because friendship is issues neutral, its message is probably insufficient to satisfy the forced diversity lobby--friends tend to resist being socially engineered.
- And friendship is thought frivolous by many serious minded faculty and administrators.

Friendship? "Get serious!" many will say.



- And there are those who say that friendship is the cause of the cover-ups and rationalizations, and indeed, is often, the driving force behind hazing, sexual abuse, and drunkenness, and mayhem.

The social agenda people will say that we will really shoot ourselves in the foot if we ignore these critical issues and settle on a fraternity message of simple friendship.

With all due respects, such friends and adversaries alike, just don't get it.

*Gangs masquerading as fraternities should be put out of business, but friends pledged to and practicing mutual support and a better commonwealth are already the foundation of any social agenda.*

There should be no confusion about our message. The confusion only comes when we--the people who lead the system--allow gangs to choke the spirit of true friendship out of a chapter.

The message of fraternity is friendship. When our name is attached to anything else, we should take it away.

So why join a fraternity? Let the students answer that question. They are almost always eloquent in their responses.

To do that, allow me to share with you a part of a copy of a letter I recently received from a young man at one of our North Carolina chapters. He writes to his chapter brothers, *"I guess what I would really like to say is that my fraternity has been the most influential aspect of my life. I have never made a decision that has affected my whole life in the way that joining our fraternity has...Every member is like a member of my family, well even more than that--a part of me..."*

He goes on to make a poignant statement in a time of so many dysfunctional families, *"Even though my family has basically broken up and my kin deserted me, I have faith in the fact that my fraternity will be the wood in me to keep my fire burning..."* He concludes, *"I love you guys."*

***People join people and a good fraternity too.***

So why the decline in our affiliation statistics? List to what the interfraternity spin doctors say:

Our numbers are down because:

1. The "drunks" aren't joining anymore. We've been successful in risk management.
2. Deferred rush always results in fewer fraternity affiliations and there's a lot more deferred rush.
3. Restrictive rush rules are killing us; some IFCs are making it difficult for freshmen to go through the rushing process.
4. The media message about fraternities is scaring parents and incoming freshmen away.
5. Today's college students are children of the "flower children" who hated fraternities in the late 60s and early 70s and they have passed their prejudice onto their children.
6. Enrollments are down, why shouldn't our affiliation numbers follow suit.

And one more, the flip side of the "risk management is working" spin:

7. "King Keg" is dead and undergraduates tell us that "fraternity is not fun anymore."

Well, I'm convinced that a lot of terrific kids are staying away from fraternity because they feel and their parents do as well, that we've lost our way. They have come to believe that we have forgotten about simple friendship: knowing, liking, trusting, and doing good things for people. Instead they believe that we are only interested in those who are only interested in King Keg. That's how we are perceived and that scares them and they stay away.



## NATIONAL NEWS (Cont'd)

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The 80s distracted us. Giggling all the way to the bank with the initiation receipts, we hardly saw what was happening.

*If we are to recapture the initiative, and if we are to meet the membership marketing declines head-on, then we must remember that people join people and a good fraternity too. How do we do it, collectively? Here are some suggestions:*

- ✓ *First agree on our message and then:*
- ✓ *Hire a survey/polling outfit to test the opinion of high school students and their parents regarding fraternities.*
- ✓ *Hire an ad agency to design our message to high school students and their parents.*
- ✓ *Advertise in high school newspapers.*
- ✓ *Attend college fairs to promote our message.*
- ✓ *Speak at high school assemblies.*
- ✓ *Organize and meet with high school guidance counselors in major cities around the country.*
- ✓ *Offer a program that can be delivered to local civic clubs.*
- ✓ *Participate with a significant contribution in freshman orientation programs.*
- ✓ *Find a way to join the "freshman experience" phenomenon that seems to be sweeping student personnel departments these days.*
- ✓ *Establish an interfraternal, interorganizational agency with the sole purpose of promoting fraternity membership marketing.*
- ✓ *Fund it all with a \$1.00 special, annual fee from each fraternity and sorority initiate, the friendship fee.*

***Let's do it now, today, because tomorrow is too far away!***

- Campus Commentary

### STAFF CHANGES

Executive Vice President John R. Chaney, Indiana '67 is happy to announce that former Senior Chapter Leadership Consultant **Owen G. McCulloch, Oregon State '86** has been promoted to Special Projects Facilitator, effective as of January 1, 1992. Owen's new responsibilities will include advancing the Province System by updating the program with sample lesson plans and training material for use by province leaders, developing sample Province System programs, writing job descriptions for Grand Province Chiefs and other province officers, and producing, coordinating and conducting a Grand Province Chief orientation session and training session before the 1992-93 school year. Owen will remain on staff through June 30, 1992, and we wish him the best of luck in his new position.

Chapter Leadership Consultant **Edward W. Lenane, Plattsburgh '88** has returned to staff after spending the fall completing his graduation requirement of student teaching. Ed will visit chapters, colonies, and interest groups of the fraternity to assist with leadership training and character development. Ed will remain on staff through the 1992-93 school year. We welcome Ed back and wish him nothing but tremendous success.

## CHAPTER NEWS

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### GAMMA LAMBDA, BARTON COLLEGE

The 1991 fall semester was a success. We were graced with the showing of **John R. Chaney** from National Headquarters at our Homecoming at which 50 alumni were present. We initiated four into the wonderful Mystic Circle and look forward to their production as brothers. In flag football we made it to the final four before losing to Pi Kappa Phi, 13-6. Finally the semester ended with our annual Christmas Party. We are looking forward to the Spring 1992 Semester. Last, but not least, we would like to congratulate **Brian Grass**, our Vice President for being elected President of the Interfraternity Council. **GOOD LUCK WITH SPRING RUSH 1992!**



ΔΑ

### **DELTA ALPHA CHAPTER, LOYOLA UNIVERSITY OF CHICAGO**

Everyone is very excited about 1992! House innovations are ongoing and successful. This semester we are dedicated to the task of combining former and fresh ideas to assemble a new and comprehensive Rush Program. This will, hopefully, improve last semester's class of eight new Brothers. We are also in the midst of assembling a new fundraising committee. Any ideas or aid which could be provided would be greatly appreciated. Please contact **Todd Chemielewski, 1062 W. Columbia, Chicago, IL 60626**. We had a very big turnout for our Annual Alumni Basketball Game. The Ramblers defeated Portland, and all the alumni, their families, and Brothers had a wonderful and memorable day! We are currently planning on a fundraiser for a local Chicago charity. Last year we raised \$1,000 for A.D.A.P.T., a growing organization that helps provide the handicapped with opportunities for normal living adjustments.

ΔΛ

### **DELTA LAMBDA CHAPTER, STOCKTON STATE UNIVERSITY**

We are the first organization in Atlantic County to sponsor the "Adopt-a-Road" program. We have a specified stretch of road that we are to keep clean. This program serves the community and the environment, while providing us with a source of positive public relations and brotherhood development. Road clean-ups are always followed by football or softball games. Fifteen brothers ushered the annual performance of George Frederic Handel's "Messiah." The school and sponsors appreciated this as this year's performance had the biggest turnout to date. We plan to continue our road cleanup program. We are currently looking into adopting a major state highway to add to our county work. We will be selling "TOP 10" T-shirts ("The Top Ten Things Heard at Stockton"). These shirts have proven profitable in the past, and we are sure they will be a big success this year.

ΔΟ

### **DELTA OMICRON CHAPTER, ILLINOIS STATE UNIVERSITY**

Delta Omicron is proud to announce that one of her members is the current President of the local chapter of Order of Omega. Recently, Brother **Cliff Watanuki** was elected President of the Epsilon Theta Chapter of Order of Omega at Illinois State. At Illinois State University, one of the highest honors for a fraternity man or sorority woman is to be selected into the national honorary Order of Omega. Only the top 3% of ISU's Greeks, the second largest Greek system in the State of Illinois are selected based on scholarship, interfraternity service, leadership, and community service. At Illinois State, the Epsilon Theta Chapter of Order of Omega is responsible for sponsoring the Greek Leadership Conference in the winter, and the largest Greek event of the year, the annual Greek Unity Week in the spring. Brother Watanuki was initiated into ΑΣΦ in January 1990. He has held the offices of Pledge Class President, Programming Chairman, Pledge Educator, and Recording Secretary. Currently, he is a senior majoring in Business Education and has a double minor in business administration and psychology. Only initiated into the Order in October of 1990, he quickly was elected both Secretary and Treasurer of the Order of Omega. As president, he is also a member of the "Big 11" Committee which consists of the Directors of Student Life and Programs Office, as well as the Advisors of the NPHC, and Presidents of IFC, Panhel, NPHC, and the Greek Relation Specialists. This committee sets the standards of the entire Greek community. "I think the best part of being president of an all-Greek honorary is the opportunity I've had to work with the minds of the campus. These are the most motivated, hard working, well-known people at ISU. It has truly been the most rewarding experience I've had during my college career," says Brother Watanuki. To date, this is the highest office in the Greek system held by an Alpha Sig since we have been on the Illinois State campus.

## **INTEREST GROUP CORNER**

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The Grand Council is pleased to announce the newest interest group of the Fraternity, Pi Interest Group at the University of Colorado. The young men involved are very committed to the Fraternity and her ideals and purposes. We very happily welcome these men and wish them the best of luck as they strive toward the Pinnacle! Look for more news and updates from these men as the year progresses. They can be contacted at the following address: Randy Pacheco, President; 108 Cheyenne Arapahoe Hall; Boulder, CO 80310.

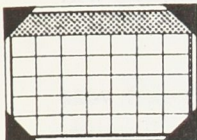


## FOR YOUR INFORMATION

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### DATES TO REMEMBER

#### February

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- 2 NIC Regional Rush Symposium (U.C.L.A.)
  - 3 Liability Insurance Premium due
  - 9 NIC Regional Rush Symposium (California-Berkeley)
  - 13-15 Southeastern Interfraternity Conference Leadership Academy (SEIFC) Atlanta, GA \*\*
  - 14-15 Bowling Green State University Leadership Conference, Bowling Green, OH \*\*\*
  - 17 Final date to submit copy for winter issue of chapter newsletter
  - 22 SUNY New Member Conference, SUNY-Binghamton (contact your Greek Advisor if interested)
  - 23 NIC Regional Rush Symposium (Lycoming College)
  - 24 National Leadership Conference Coordinator Applications due \*
  - 27/3-1 Northeastern Interfraternity Conference Leadership Academy (NEIFC), Pittsburgh, PA \*\*
  - 27/3-1 Mid-American Interfraternity Council Association (MIFCA), Columbus, OH \*\*

#### April

- 9-12 Western Regional Greek Conference Leadership Academy (WRGC), San Francisco, CA \*\*

#### August

- 5-9 NATIONAL LEADERSHIP CONFERENCE & CONVENTION, Charlotte, NC
- 7-9 VOLUNTEER ALUMNI CONFERENCE, Charlotte, NC

- \* For applications, please contact your HSP, President, or Headquarters.
- \*\* Scholarships applications are available for all of these fabulous regional conferences. The deadlines are approaching quickly so contact your HSP, President, or Headquarters for an application.
- \*\*\* For more information, write: ANNUAL LEADERSHIP CONFERENCE, 425 Student Services Building, Bowling Green, OH 43403.

### NIC ANNOUNCES SPRING 1992 REGIONAL RUSH SYMPOSIUMS

You will find three Regional Rush Symposia listed under the "DATES TO REMEMBER" section listed above. The National Interfraternity Conference will be offering eight of these one-day programs throughout the United States this spring. The programs are designed for chapter leaders, IFC leaders, chapter advisors, fraternity staff members and campus administrators. Materials covered at the symposia will help you understand current trends affecting the fraternity movement; the roles of the IFC and the chapter during rush; how to plan and implement fun and interactive chapter rush events; the key to marketing the fraternity experience to students from all backgrounds; and how to help prepare chapter members for rush through a chapter rush clinic.

Please note that you do not have to be a student at the institution where the symposium is being held. These are Regional Rush Symposia, so if you are near the sites, you may find these programs beneficial to attend. If you are interested in attending a Symposium near you, please contact your Greek Advisor for details.

## RISK MANAGEMENT FORUM

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### QUESTION FROM A DELTA ETA CHAPTER, EAST CAROLINA UNDERGRADUATE

*Q. Our chapter house was broken into and I had my CD, stereo and other electronic items stolen. How do I go about filing a claim?*

- A. Delta Eta Chapter is not enrolled in the Alpha Sigma Phi property insurance program offered by Alpha Sigma Phi. You have two current options: 1) File a claim against your landlord if your chapter's lease policy allows that recourse. 2) Ask your parents to inquire with their local property insurance carrier and ask if you are covered by a "rider" as a fulltime college student on their policy.



# RISK MANAGEMENT FORUM (Cont'd)

## LOCK HAVEN CHAPTER QUESTION:

Q. We are thinking of holding a Spring Carnival, and need some information. If we hold the carnival, will our insurance cover anything that happens to someone during the event?

A. The "Old Gal" needs more information to respond effectively. We see hundreds of events each year ranging from "Courtesy Patrols" to "Cliff Diving." **No insurance covers "anything" that may happen.** Effective Risk Management and Event Planning begins with Exposure Analysis. The "Old Gal" suggests you prepare a detailed written outline of the proposed event which can then be reviewed by Advisors, School & Local Officials, Legal and Insurance Representatives for potential Exposures to Claims.



*Visitors from Headquarters*

### 1992 TRAVEL SCHEDULE FOR CONSULTANTS

<u>DATE</u>	<u>C. RYAN DUNHAM</u>	<u>EDWARD LENANE</u>	<u>TOM STROFFOLINO</u>
<b>Jan 27</b>	William Paterson	Buffalo	Coastal Carolina
28	William Paterson	Buffalo	Wake Forest
29	William Paterson/Rutgers	Buffalo	Wake Forest
30	Rutgers	Office	Wake Forest
31	Rutgers	Office	Wake Forest
<b>Feb 1</b>	Rutgers	Grand Council/Colorado	Grand Council
2	Lock Haven	Colorado	Grand Council
3	Lock Haven	Colorado	Office
4	Lock Haven	Colorado	Office
5	Lock Haven/Bethany	Colorado	Office
6	Bethany	Colorado/Berkeley	Office
7	Bethany	Berkeley	Office
8	Lv. Bethany	Berkeley	Office
9	Office	Lv. Berkeley/Off	Arrive Findlay
10	Office	Off	Findlay
11	Office	Office	Findlay
12	Arrive Marshall	Arrive Marietta	Findlay/Michigan
13	Marshall	Marietta	Michigan
14	Marshall	Marietta	Michigan
15	Marshall	Lv. Marietta	Michigan
16	American	Arrive Westminster	Arrive C. Michigan
17	American	Westminster	Central Michigan
18	American	Westminster	Central Michigan
19	American	Westminster/Penn State	C. Mich/Ohio North
20	American	Penn State	Ohio Northern
21	American	Penn State	Ohio Northern
22	Lv. American	Penn State	Ohio Northern
23	Davis & Elkins	Slippery Rock	Off
24	Davis & Elkins	Slippery Rock	Office
25	Davis & Elkins	Slippery Rock	Office
26	Lv. Davis & Elkins	Lv. Slippery Rock	Office
27	Office	Office	Office

## INITIATED INTO THE MYSTIC CIRCLE

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**ALPHA ZETA CHAPTER, University of California at Los Angeles:** David Ramezzano, Jonathan Mates, Joshua Bammer, Matthew Artukovich, D. Todd Harris, Mark Rogerski, Sean Allen, Brian Scully, and Willis Heusser on January 5, 1992.

**BETA CHI CHAPTER, American University:** David Rifas, Christopher J. Vacek, Joshua J. Newton, Brandon S. Lang, Alexander H. Wyckoff, Gary Kazatsky, Chad S. Kavanagh, Boris A. Populah, David Thomas Lyon, Aric A. Jordan, Gregory C. Cabibbo, William R. Waldman, David R. Urbach, Michael R. Sommer, Scott C. Krosnowski, Daniel J. Guest, Michael S. Meritz, Christopher J. Lamb, Gregory T. Bond, Brent S. Moore, Kevin L. Bauer, and Scott Mullen on January 18, 1992.

**GAMMA RHO CHAPTER, Lycoming College:** Theodore Bruce Butler, Jr., C. Mitchell Osman, Sami M. Bourizk, and Jeffrey A. Al-Mashat on January 20, 1992.

### Public Relations

**They say that "fraternities are on trial." Of course they are, but that in itself isn't anything to worry about. Everything good and decent is always on trial. Criticism, if it results in continuous and honest self examinations will bring new strength.**

**Basic concept is that every member of every chapter of every fraternity has a responsibility to every other member of every other chapter of every other fraternity, everywhere.**

**People are prone to generalize.**

**Public Relations—"Means doing good and getting credit for it." It means what you do and how you do it, and what people think you do.**

**What you say and think you do or stand for aren't very important if other people think differently.**

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The Old Gal Gazette is published every two weeks during the academic year by the National Headquarters. It is distributed to all chapters, colonies, advisors and fraternity volunteers in an effort to keep all informed of their Fraternity's activities, plans and progress.

News items for **The Gazette** may be sent to: Alpha Sigma Phi National Headquarters, 24 West William Street, P.O. Box 838, Delaware, OH 43015.



## *THIS I BELIEVE*

I BELIEVE the college fraternity was not foisted upon our schools, but evolved to satisfy a natural social need.

I BELIEVE that man wants the intimate companionship of certain of his fellow men who have similar standards, ideals and aspirations.

I BELIEVE that college men working together in common cause can help to bring out in one another the best that within them lies.

I BELIEVE that the chapter is the ideal laboratory where men learn to assay what gold they have, to discard the slag, and to discover how best to use the finished product.

I BELIEVE that the college fraternity is the best of all places to make friends at the best of all times.

I BELIEVE a man joins a fraternity for life and not just for college years; and while specific obligations may change with graduation, a reciprocal responsibility continues to exist.

Finally, I BELIEVE that many an alumnus is giving himself to his community because years ago he learned to give himself to his fraternity, and the objective then was to prepare him for larger usefulness to his environment—not for larger usefulness to his fraternity.

I submit, that, if these be our beliefs, we may be proud of what the college fraternity is, and prouder still of what it is going to be.

JAMES C. HAMMERSTEIN

Executive Secretary Emeritus, Sigma Alpha Mu