

# the TOMAHAWK

of Alpha Sigma Phi

Volume 106, Number 2

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## Our Housing Future: Raised to New Heights



A BROTHERHOOD  
SPECTACULAR:  
GRAND CHAPTER 2010  
PG. 10

ALPHA SIG'S BEST  
AWARDED PG. 25

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## Editor's Comments

### Brothers of Omega Touch us Even Today,

New Orleans is hot and muggy in August. If you've been, you know.

Resisting heat and humidity, some 300 brothers and guests attended the 51st Grand Chapter of Alpha Sigma Phi this past August in the Big Easy. There we were challenged to "*fan the flame*" of brotherhood, which indeed happened at the opening reception on the campus of Tulane University.

The night was stifling, the air so thick you could almost hold it, yet dozens of brothers, undergraduate and alumni alike, donned robes and participated in one of our oldest and most sacred traditions, the Black Lantern Processional. As the sun crept below the Spanish-moss draped water oaks on campus, lanterns were lit, and the sound of the processional's distinctive steps echoed across the quad. Names of brothers who had entered the Omega Chapter these past two years hung in the stillness as the Grand Marshal read each one.

Our national gatherings are always times of celebrating those who came before us and for celebrating those with us today in Alpha, Sigma, and Phi.

One brother, Robert Sheehan, Jr., Westminster '76, interrupted a business trip to be in New Orleans. Even though he could only be at Grand Chapter less than 24 hours, he was compelled to share this special time with brothers.

Many of you know that Rob served Alpha Sigma Phi as a member of the traveling staff and later as executive director from 1981 - 1990. He went on to serve as the executive director of LeaderShape, earned his doctorate, and now is the academic director of the Executive MBA Program at the University of Maryland. He also has a successful consulting business based on his book, "Mission Impact: Breakthrough Strategies for Nonprofits."

"What I learned from Alpha Sigma Phi shaped what I do today in helping guide nonprofits to breakthroughs in their missions," Rob said. "There are so many unmet needs and by helping these organizations reach their fullest potential, I know the world can be changed for the better."

During the reception, I watched Rob easily mingle with undergraduates and with older alumni. I remembered him from his staff time at similar national gatherings, moving from one brother to another, engaging each with intense interest in their experiences. Neither his interest nor his brotherly touch has waned.

Later that evening, Rob and I shared stories of a brother who had deep impact on our lives, Evin Varner, Presbyterian '58, who entered the Omega Chapter in 1985. "What mattered most is that Evin cared about everyone," Rob said. "He had a passion for Alpha Sigma Phi and for every brother." And I recalled, that though Episcopalian by affiliation, Evin once spoke of our Fraternity and our values as his 'church.' Brother Varner, for whom our highest alumni honor is named, personified brotherhood. He taught Rob, me, and countless others, that giving of oneself is not a sacrifice; it is the life of the 'better man.' It was good talking about Evin, laughing, remembering.

That evening reminded me how each of us affects our brothers in ways we may never know. And that the example we make of ourselves is timeless. I know that living our values, being with brothers in person, and in spirit, will always evoke celebration.

### Keep Up With Alpha Sigma Phi

Want to keep up with more news about your Fraternity? Simply sign up to receive the *Tuesday Tomahawk*, an email newsletter that arrives each month.

All we need is your current email address which you can provide at <http://memberupdate.alphasigmaphi.org>.

## THE TOMAHAWK

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*The Tomahawk* seeks to reflect the Vision and Purpose of Alpha Sigma Phi by presenting news of active chapters and affiliate organizations, individual members, and the national organization; by addressing current issues facing the Greek system and our Fraternity; by educating and entertaining those interested in the welfare of Alpha Sigma Phi Fraternity; and by serving as a historical record.

Alpha Sigma Phi Fraternity, Inc. was founded at Yale University in 1845 and currently recognizes 81 chapters and colonies across the country. The Fraternity aims to be the co-curricular organization of choice for discerning young men through the provision of an enriching brotherhood experience and a full range of character and leadership development opportunities.

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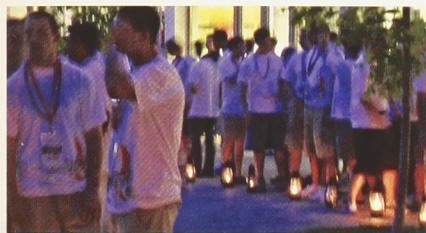


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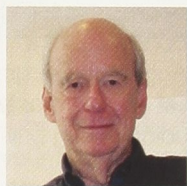
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**Ritual:** In a simple act we are bound to the Fraternity as a Brother all through life. It's in one of our most treasured ceremonies that we celebrate the lives of Brothers who pass into the Omega Chapter.

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**Alumi Profile:** A true entrepreneur, Steve Brown got his start at Upsilon Chapter and now runs an international company making a difference.



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**Grand Chapter 2010:** A spectacular display of brotherhood is how most would sum up the 51st Grand Chapter in New Orleans. By all accounts it is one for the record books.

**Housing Initiative:** History has taught us that with consistently engaged alumni and a chapter facility to call home, our chapters are more successful. This past summer the Grand Council elevated the discussion and took action. A whole new entity was born.



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**Expansion and Growth:** It can be described best in one word - accelerate. There is no turning back now, the Fraternity is growing bigger and stronger as each semester passes. Learn about where future plans will take us.



**Awards:** Recognizing the Fraternity's best and brightest just got more competitive. Each chapter is now asked to submit an Annual Report to Headquarters each spring; see where your chapter ranked this past year and who went home with the Fraternity's top honors.



## Reaching New Heights



In the last issue of *The Tomahawk*, I reported that the top priority of our Fraternity is to build a network of volunteers supporting our undergraduates. We have made significant strides in this area with each chapter now being supported by a Grand Chapter Advisor and an increasing number of chapters being supported by additional volunteers. Our national focus is also on growth and this past school year a record number of men pledged to Alpha Sigma Phi. With 12 successful expansion efforts and no chapters closed, we ended last school year with the largest combined number of chapters and colonies in our history. With two chartering ceremonies already completed this school year we now have the largest number of active Alpha Sig chapters ever!

Moving forward our focus will remain on these top two priorities of volunteer engagement and growth. Earlier this year, your Grand Council reaffirmed commitment to the Alpha Sigma Phi's Strategic Plan. During Grand Chapter this past August, undergraduate delegates also placed further emphasis on alumni volunteers at the chapter level by increasing the role of chapter based alumni associations including voting privileges at Grand Chapters for alumni associations in good standing.

Steps were also taken earlier this year to establish a national housing entity for the Fraternity. Joining Alpha Sigma Phi Fraternity, Inc. and Alpha Sigma Phi Educational Foundation, Inc., CLVEN LLC is our third Alpha Sigma Phi corporation at the national level. This entity is envisioned with providing resources and support for not only housing efforts for existing chapters and undergraduates, but will also need to play a key role down the road when we take on new expansion efforts at some of the nation's largest campuses. The delegates at Grand Chapter demonstrated their support of this initiative by establishing an annual housing fee that they and subsequent Alpha Sigs will fund to literally build a better Fraternity for the future.

With all of our success, one of the biggest challenges that could prevent us from reaching even greater heights is alumni involvement. Alpha Sigma Phi has more men in more chapters than ever before! It's for that reason that we need alumni to get involved! Our undergraduate brothers need your help, advice, and guidance. With alumni involved, the sky is the limit. Without alumni we risk becoming stagnant.

Brothers, our Fraternity is making incredible progress and this is truly a historic time for Alpha Sigma Phi. Take a moment to revel in this success; but more importantly heed the call to action and get involved with the chapter nearest to you. The 2010-2011 school year will undoubtedly see more records set, and we can definitely use your help to continue the momentum!

Within the Mystic Circle,

Richard T. Ritter, Toledo '91 & Ohio Wesleyan '93

Grand Senior President



# Three Decades of Rituals and Still Relevant ...

by G. Scott Grissom, Oklahoma '78

G. Scott Grissom, Oklahoma '78, is known by many brothers for his love of the Fraternity's Ritual. His deep knowledge and abiding trust in our ritual as the tie that binds us for life, led to decades of studying and sharing its meaning in our lives. *The Tomahawk* asked Brother Grissom to share a few thoughts about our ritual and its ability to transform.

## RITUAL HAS MANY MEANINGS.

Depending on your background, we may think of ritual in relation to church or similar ceremonious occasions. Having been raised as an Episcopalian, church was my first experience with ritualistic ceremonies.


My second exposure to a formal ritual was during my initiation into our Fraternity. The initiation we all share as brothers — what binds our brotherhood together — are the rituals of Alpha Sigma Phi.

I see the teachings of our rituals as being so well crafted back in 1845, that they are as current today as when our founders first met at Yale.

Our founders envisioned the kind of people they wanted us, their successors, to be. And our rituals became a map to becoming better men.

It officially started, as we all know, on the chilly, damp night of December 6, 1845 in the candle-lit dorm room of Louis Manigault. However, the seeds of our principles were sown in the family backgrounds of our founders long before they ever stepped off the train in New Haven, Connecticut. Two of the three founders were raised in the deep South with all the comforts afforded wealthy plantation owners of the time. Expected to be well-mannered gentlemen from a young age, that same expectation was woven throughout the fabric of our rituals from the very start.

The original initiation began when our founders gathered to form a secret literary society as an alternative to the only other sophomore society on campus. Competition between the class societies was extremely fierce, both for members and for honors within the college. It was this rivalry that led to vandalism, distrust, and stealing of property between the various class societies.



On the evening of August 5, 2010, over 250 brothers gathered to conduct the Fraternity's Black Lantern Processional on the campus of Tulane University, home to the currently in-active Gamma Omicron Chapter. Pictured here are the men before putting on robes to conduct the ceremony. Tulane served as the location for the kickoff to Grand Chapter 2010.



Perhaps in a move to protect them, our initiation ceremonies were not written, as they are today. The ceremonies themselves were the only way our traditions passed from one generation of brothers to another. Initiations remained verbally transmitted even when charters were granted to groups at Harvard, the University of Massachusetts, and Marietta College. Members of our Alpha Chapter at Yale would travel to the next chapter's campus to conduct ceremonies. This tradition is somewhat continued today, when often, members of the last chapter chartered travel to the site of the newest chartering group's initiation.

Our rituals were first put to paper when Delta Chapter at Marietta College was the sole remaining chapter of the Fraternity. With the drum-beat of the impending war-between-the-states, the rituals were written and then entrusted to a brother's mother for safe keeping.

Several years after the war, these written rituals were presented to the six Yale students who wanted to re-establish the Alpha Chapter. At the 1907 Grand Chapter, a lengthened ceremony with explanations of the badge and newly adopted coat-of-arms were approved. In 1908 the Alpha Chapter re-established the tradition of the Black Lantern, on the Yale campus, but it would not be formalized nor included in the ritual book until the 1983 edition.

Our ceremonies remained virtually unchanged, even with the merger with Phi Pi Phi in 1938, until the end of World War II. In 1946, the consolidation of Alpha Kappa Pi and Alpha Sigma Phi brought many changes to our rituals. The seven pointed brotherhood badge of Alpha Kappa Pi became Alpha Sigma Phi's Pledge Pin. Several aspects of Alpha Kappa Pi's initiation ceremony were incorporated into a new pledge ceremony, and other elements became part of Alpha Sigma Phi's expanded initiation ceremony. The core principles established in 1845 remained, but the additions were included as a condition of the consolidation agreement.

These additions remained an integral part of our ritual for some 40 years.

The task of updating and modernizing our esoteric initiation and integrating exoteric *Rituals for Life* began in 1983 by Evin C. Varner, Jr., Presbyterian '58.

While our *Rituals for Life* had been performed for many years by chapters and at Grand Chapter events, this was the first time they were formalized and placed in written form within the ritual book itself. The end product was the most comprehensive and all inclusive ritual book provided to our chapters to that date. Brother Varner's tireless attention to detail paid off and our chapters



Brother Grissom has served Alpha Sigma Phi for more than three decades, most notably serving as a member of the Grand Council for six years, including serving as Grand Junior President and Grand Marshal.



carried our traditions forward with that version for almost 20 years.

By the mid-1990s, undergraduate members voiced concerns about the time consuming nature of our ceremonies. Some chapters had to devote up to eight hours to initiate larger pledge classes. Chapters were altering the ritual to save time. The 1996 Grand Chapter appointed a committee to review and make recommendations for changes.

It became a four-year project of which I was honored to be part. The committee researched the history of our ritual from its beginning through all its revisions. We compared all the previous changes to the oldest written record of the original initiation to see where alterations were warranted, or information had been lost. We read countless letters written by Manigault to the other founders looking for insights on the creation of the Fraternity. As you might imagine, this was a long task because of the committee's dedication to preserving the core teachings of the Fraternity.

Based on the information gleaned from this research, the committee returned the initiation ceremony to its 1845 version as closely as possible. This painstakingly accurate version was unveiled at the 2000 Grand Chapter in Washington D.C. The delegates approved the proposed revisions, which reduced our initiation by two-fifths in length and integrated the *Rituals for Life* ceremonies as key elements of the ritual book. This 2000 edition of the initiation remains in use today.

An updated ritual book was published in 2009 and contains new formatting, easy to read fonts, consistency corrections, improved diagrams, enhanced chapter meeting materials, a new Grand Chapter Advisor Installation Ceremony, the Black Lantern Processional has again been included, and the new *Ritual Education Guide*. We now have an all-encompassing manual for the presentation and understanding of our cherished ceremonies. These presentation improvements have not altered the core teachings and message of Alpha Sigma Phi.

For a few, the message of our rituals barely scratches the surface. But for most, the message is very deep.

I have had the unique obligation and privilege of presenting our rituals to literally hundreds of men across the country. From chartering chapters, to Grand Chapter ritual exemplifications, to assisting individual chapters with their ceremonies, I had the responsibility to ensure each new brother had a powerful, meaningful presentation of our ceremonies.

**While our Pledge Ceremony does not reveal the secrets of Alpha Sigma Phi, it does explain the requirements for membership and the basic ideals of the members. Most don't realize that the second portion of our Pledge Ceremony is open to friends, parents, and administration. Here Ryan Adkins, Ohio Wesleyan '05, who served as president of the Epsilon Chapter from 2007-08 demonstrates the public Pledge Ceremony.**

My hope is that the experience will last a lifetime. Alpha Sigma Phi is a lifelong experience. It starts with the initiation into our sacred Mystic Circle, but each time we take part in a ritual ceremony, we have the opportunity to experience it on a higher level. I have been blessed to learn something new each time I have assisted in presenting our rituals.

Taking guidance from our founders through their ritual teachings provides us with all the tools we need to lead a fulfilling life. A life, if founded on the rock of character, will move a man to those higher levels of service to others — not just during his college years, but all throughout his life.

The power of our rituals grows within us when we demonstrate our virtues by our daily actions silently—not for wealth or public notoriety, but simply for the opportunity to help others in need. This charitable way of life, if taken to its full potential, can indeed become a magnificent obsession.

This altruistic way of life is ultimately incredibly rewarding to those who choose to follow its path. As brothers, we should continue throughout our lives to share our virtues with those outside the Mystic Circle in an effort to lead new men to that path of Alpha Sigma Phi.

If we truly believe, as I do, that Alpha Sigma Phi is the best fraternity in our nation, then it is our responsibility, our duty, our very obligation, to afford the benefits of Alpha Sigma Phi to as many friends, as we possibly can. Failing to allow any well deserving man the opportunity to enjoy the benefits of membership and the bonds of brotherly love that we all share as brothers, is truly a failing of our own self. Give your friends the best gift in the world; give them the lifelong gift of Alpha Sigma Phi.





# THE MANIGAULT SOCIETY

*Make a Bequest — and a Difference*



ALPHA SIGMA PHI  
EDUCATIONAL FOUNDATION, INC.

Everyone should have a will. In the same way that you have authority over what to do with your property during your lifetime, you can take responsibility for what happens to it once you enter Omega Chapter.

By including Alpha Sigma Phi Educational Foundation in your will, you create an important legacy for you and your family, while providing for future generations. By these actions, you can be sure that Alpha Sigma Phi remains strong in the future.

- Reduce tax exposure
- Create a legacy for future generations
- Determine how your estate will be administered

Drawing up a will is a necessary step toward a wise financial plan for you, your family, and the charitable organizations you support. A valid will allows you, rather than your state's law, to determine the distribution of your assets upon your death. Whether you provide for a spouse, children, or charitable organizations, your will should be prepared with the help of an attorney and reviewed regularly.

## Let Us Know

We hope you'll tell us when you have named Alpha Sigma Phi Educational Foundation in your will. We would very much like the opportunity to thank you for your generosity. All brothers who decide to make planned gift provisions for Alpha Sigma Phi are honored and recognized by being named to "The Manigault Society."

## LASTING LEGACY

Since 1991:

- Brothers contributed \$9.7 million to permanent endowments within the Educational Foundation through only 34 bequests
- The Foundation granted \$6.65 million to benefit undergraduates' leadership and academic development

A bequest through a will is the most popular and flexible way of making an estate gift to Alpha Sigma Phi. Over the years, the Educational Foundation has received bequests of all sizes. Such gifts do not need to be large to have a lasting impact.

## GIVING BACK TO ALPHA SIGMA PHI



Each gift makes a direct impact on today's Alpha Sigs. You can advance the Mission of Alpha Sigma Phi and serve some outstanding young men. Please consider a contribution to the Educational Foundation today.

### MAIL

Use the self-addressed envelope in this *Tomahawk*, or send your own to The Alpha Sigma Phi Educational Foundation, 710 Adams St., Carmel, IN 46032.

### ONLINE

Visit our web site and make your secure donation at [www.alphasigmaphi.org](http://www.alphasigmaphi.org)

### CALL

Contact our Educational Foundation team at 317-843-1911.

### SEND A STOCK GIFT

The Foundation can accept contributions in the form of stock transfers. Call our Educational Foundation team at 317-843-1911 to obtain the account number and the DTC

number needed to make an electronic transfer. As you plan your stock transfer, please let us know your plans, including the name of the stock being transferred, the number of shares, and the date of the transfer. This will enable us to properly recognize your gift.

### MATCH YOUR GIFT

You may be able to match your gift in three steps.

1. Ask your employer if they offer a matching gift program.
2. Complete your company's matching gift form.
3. Submit the form to the Foundation with your donation.

### LEAVE A LEGACY

Contact Drew Thawley, president, at 317-843-1911 ext 225 or [dthawley@alphasigmaphi.org](mailto:dthawley@alphasigmaphi.org) to ask about donations through a bequest or a planned gift.



## ALUMNI PROFILE

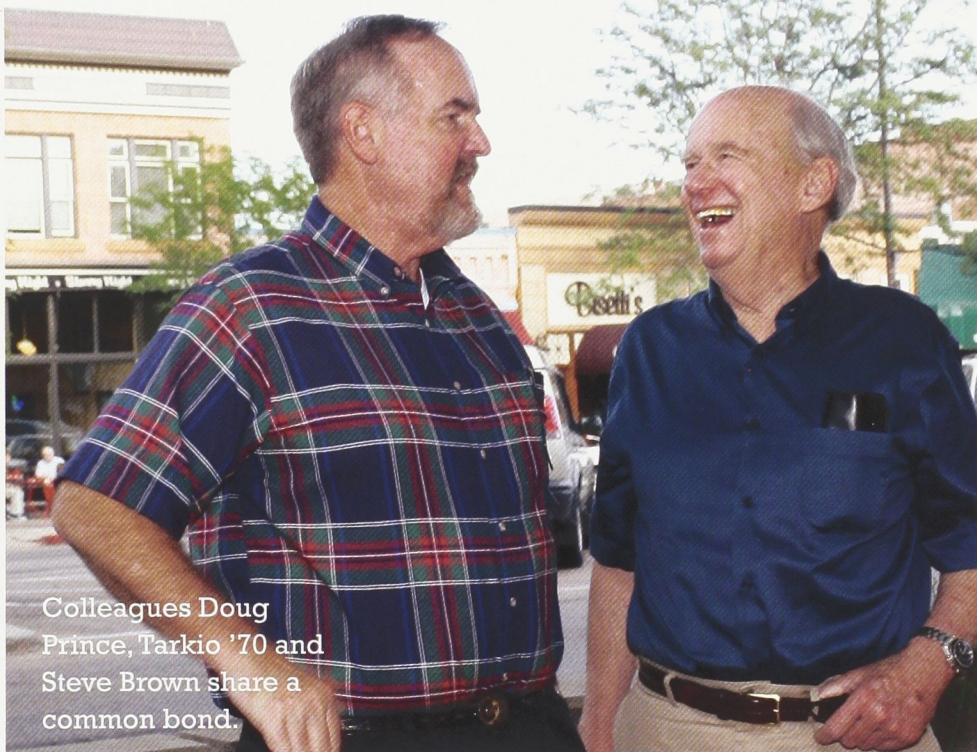
# Blazing a Trail

## One Brother's Thriving Business Rooted in Values and Brotherhood

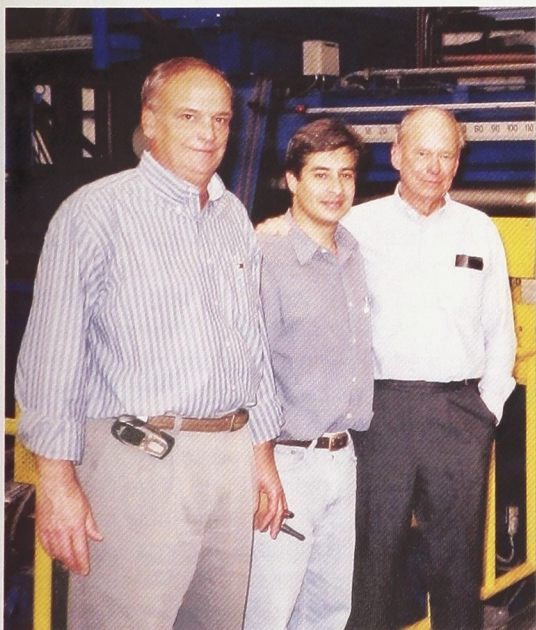
It's 10:30 p.m. and it's time for a study break at the Upsilon Chapter House at Penn State. Patties sizzle on the grill and draw hungry college men to the chapter's kitchen. Brother Brown serves up the 30-cent Alpha Burgers and feeds his entrepreneurial spirit.

Stephen Brown, Sr., Penn State '55, is a born businessman whose ventures have taken him from the comforts of Pennsylvania through the war-torn countries of Central America to a way of life nestled at the foot of the Rocky Mountains.

"I've always been an entrepreneur." At age eight, the Philadelphia native picked his mother's flowers and sold them to neighbors. His skill at identifying a lucrative niche in the market led him to pursue studies of engineering and business at Penn State, while time with the Fraternity helped perfect his business savvy with start-ups in mowing, the fraternity Coke machine, and a laundry service. "Studying and textbooks are only part of the education," Brown said. "That's where Alpha Sig added so much."



Colleagues Doug Prince, Tarkio '70 and Steve Brown share a common bond.



Steve Brown (right) is on hand at the San Salvador extrusion plant.

"Steve is a very funny guy and I was drawn to him by his humor and his seriousness. He has an extremely interesting way of conversing with a person through laughter as well as his depth of thought. He has grown strong in that throughout his life," said Brown's pledge brother, "Alpha Burger" co-creator, and lifelong friend Richard Liedy, Penn State '55.

Brown made the transition from college to the New Jersey offices of aluminum-producer Alcoa, where he worked directly with the company's international growth in countries such as Peru, Jamaica, and El Salvador. Fluent in Spanish, he talked to anyone who used aluminum – from plane manufacturers to window factories. "Sometimes it felt like working for the Peace Corps, visiting everything from dirt floor factories to larger international companies." While there, Brown developed a deep compassion for the culture, history, and people of Central America.

Alcoa was looking to sell Aluminio de Centro America (Aldeca), their aluminum extrusion plant in El Salvador, and Brown saw that as an opportunity; his way to contribute to a developing people and build a company. He purchased the plant, retained its full time employees, created Matrix Aluminum Corporation, and embarked on a path to create and deliver industrial and consumer goods while growing the standard of living in Central and South America. Brown said, "Despite the hostile times, it was the best move I've ever made." He has a strong commitment to Salvadorans and the values-based Matrix Corporation helps create a better way of life for its employees.

As the standard of living grows in these heavily populated and ever-developing parts of the world, there is a need for new infrastructure and better consumer goods. "Construction was pieced together with different materials and often poor





Steve Brown, Penn State '55 grew a company with a heart for the people of El Salvador and Central America.



quality," said Brown. If good materials were available, they were difficult to obtain. Brown's El Salvador plant was creating quality aluminum materials, but had no way to get them into hands that needed them.

His entrepreneurial mind designed a solution. Brown created Alumicentro, a series of distribution centers with a storefront – similar to a hometown hardware store – that brought quality products to companies, tradesmen, and do-it-yourselfers. The demand for good quality building products was strong and Brown's commitment to excellence fueled the expansion of Alumicentro; they can now be found in locations across Central America, from Southern Mexico through Panama.

While growing Aldeca and stocking its distribution centers, Brown grew to love the beautiful countries of Central America and their people. He and his family made El Salvador their home for a decade. He finds the people warm and giving with a strong sense of community. The plant uses aluminum that is heated and fabricated into architectural shapes or building materials – all which stay in nearby communities. "We make it there, and sell it there. It's a need we're fulfilling," said Brown. By creating jobs in the clean, high-tech plant and its likewise modern distribution centers, he helps increase the quality of life for the company's 500 employees.

Looking for a transition back to the United States in the early 1980s, Liedy encouraged Brown's move to Colorado. "Colorado has a magic draw on people who love the mountains and the wide open spaces. Steve caught that the very first time he came out here," said Liedy.

Finding a move to the West enticing, Brown was quick to set up Matrix's headquarters in Fort Collins and now has a domestic base that enables Matrix to provide technical and purchasing support for Aldeca and the Alumicentros.

Leading Matrix's effort to secure essential manufacturing products to stock Alumicentros across the Americas is fellow Alpha Sig Doug Prince, Tarkio '70, who heads the purchasing and logistics arm of Matrix. The fraternal connection between the two wasn't exposed initially, but it's now a common link. Their college experiences couldn't have been more different. The 15 years between their initiations into the Mystic Circle saw a cultural revolution. Brown's experience with the immense Penn State Greek system overshadowed Prince's alma mater – now closed – in tiny Tarkio, Missouri. Prince regularly gathers with his Delta Gamma chapter brothers at alumni reunions in Tarkio. Despite their differing Alpha Sig experiences, the fraternal bond is obvious as they share fond stories of brotherhood, friendship, challenge, and reward. Brown and Prince are a good example of brotherhood for life – a brotherhood that runs deeper than a pledge class or a chapter.

Just a few minutes of conversation with Brown reveals that brotherhood is a guiding facet in his life. His important relationships are driven by respect, mutual love, and



support. As he describes the men and women in Central America who are the lifeblood of Matrix, the brotherly affection for them is obvious. In Colorado, he shares brotherly respect for colleague Prince and his lifelong brotherhood with Liedy has matured over the nearly 60 years they have known each other. "We have continued to grow as brothers. He has been there for me, and I have always strived to be there for him. Our relationship continues to grow now as it did when we were pledges in the Fraternity," said Liedy.

Four decades after starting Matrix, the lanky businessman is forging a new path. Brown and his wife, Margie, built their home on 285 acres near the college town. "I decided I wanted to run some cattle. I knew nothing about it, but that hadn't stopped me in the past." The cattle turned into a passion and quickly outgrew the Brown's acreage in Fort Collins to now be housed at Brown's 2500 acre ranch in the mountains.

"I recognize opportunities," said Brown. "They are a natural connection for me." Those opportunities have forged a trail and impacted the world.

Perhaps the distraction of the cattle and the call of the mountains will allow Brown to ease into retirement and leave the company in the able hands of his son, Stephen Brown, Jr. Or perhaps another business venture will capture his attention in the years to come. Wherever the trail leads, it will be paved with Brown's commitment to excellence and rooted in brotherhood.

The aluminum extrusion plant in San Salvador is clean, high-tech and provides a good work environment for its 500 employees.



Brown's Aldeca grew from his entrepreneurial spirit.





# 51st Grand Chapter

**“BIENVENUE! WELCOME TO THE BIG EASY! WHERE Y’AT, WHO-DATS?”**

So went the greeting from Mike Waters, Oregon State '73, Louisiana resident and the Fraternity's first Hargear Award recipient, at the opening reception for Alpha Sigma Phi's 51st Grand Chapter held this past August in New Orleans.

Whether it was pronounced Nyu Or-lee-uns, Noo Or-leens, Naw-lins, or Noo or-luns, Brother Waters welcomed more than 300 brothers to one of Alpha Sigma Phi's largest Grand Chapters.

The evening reception was held on the campus of Tulane University, home to the now inactive Gamma Omicron Chapter. Delegates, attendees and alumni were treated to some of the city's famous cuisine and a festive atmosphere that set the tone for the three-day event that saw important legislation passed, new Grand Council members elected, sessions on leadership held, and the bonds of our national brotherhood strengthened.

“This was an awesome Grand Chapter,” Undergraduate Grand Councilor Aaron Dau, Toledo '07, “It's great to see how diverse our brotherhood is, yet how our common bonds are what keeps our great Fraternity alive and

growing. The time in New Orleans is one of the best experiences I've had.”

Alpha Sigma Phi had much to celebrate. From the historically largest number of active chapters and colonies (76) operating around the country, to the most men – ever – pledging in one year (almost 1,300), to every chapter and colony having an engaged Grand Chapter Advisor (the first time all have had this distinction), the men of our Fraternity set the stage for even greater successes to come.

One budding success announced is the formation of CLVEN LLC, a national entity created to support housing initiatives for our present and future was announced at the opening session (see page 14 for story). Later CLVEN received a huge vote of confidence as Grand Chapter delegates voted to assess a \$15 per member per year fee to support CLVEN's efforts.

“I'm very pleased with the way the business of our Fraternity was conducted by the undergraduate delegates,” says Grand Senior President Rich Ritter, Toledo '91 and Ohio Wesleyan '93. “They tackled some complex issues and showed real leadership

in their deliberations and decisions. By their actions, they told the Grand Council that growth continues to be important, housing is important, and support to values development is important.

“We're on a strong track – and the challenge for the next two years will be to raise us to even greater success,” he says.

In addition to the legislative portions of Grand Chapter, dozens of educational opportunities were held for undergraduates, and special sessions were held for alumni in attendance.



Photos clockwise: Grand Chapter attendees at the kickoff reception at Tulane University. Undergraduate Grand Councilor Brian Thomas, UC-Berkeley '06 has the honor of walking with the American Flag during Opening Ceremonies. University of Toledo undergraduates enjoying some New Orleans cuisine at the kickoff reception at Tulane University. Grand Chapter Opening Session; the Grand Council is seated in front of the flag with delegates from the Fraternity's chapters and colonies seated in Greek alphabetical order.



## **Right Fork, Right Knife, Right Brotherhood**

One highlight of the educational sessions has become an Alpha Sig tradition at Grand Chapter: an etiquette luncheon. Attendees, dressed in coat and tie, learn the proper ways to conduct themselves at a dining table – whether in more formal social settings, or, most importantly, during job interviews.

“For many undergraduates, the etiquette luncheon is their first real exposure to navigating multiple knives, forks, spoons, and plates,” says Fraternity CEO Gordy Heminger, Bowling Green '96. “Basic table manners are really important to know – particularly in business settings. Those skills are just as significant as many of the other things we teach in our efforts to create better men.”

Sponsored by Alpha Sigma Phi Educational Foundation, the luncheon featured international etiquette coach Nonnie Owens, affectionately known as Mom Nonnie, who led the luncheon for the third Grand Chapter in a row.

During the luncheon, Kevin Garvey, Westminster '75, chairman for

the Educational Foundation, and undergraduate Phoenix Society Chairman Meng-Hsiu "Tony" Chan, Elmhurst '06, awarded the Phoenix Society Trophy to Nu Chapter at the University of California – Berkeley, and to Delta Nu Chapter at Lock Haven University for the best participation in the Phoenix Society Campaign. To be recognized as part of the Phoenix Society, an undergraduate must give \$18.45 or more.

“At the Burns Institute and at the Leadership Academy, brothers literally dug into their pockets for change to contribute to the Foundation,” says Brother Chan. “Together we raised nearly \$5,000. We really made a positive impact on the Old Gal.”

Brother Garvey added, “I truly believe that Alpha Sigma Phi is a trailblazer among national fraternities because of its strong leadership and values-based programming such as the Burns Institute, Academy of Leadership and Chapter Advance. Our Foundation is proud to support these programs and we know our undergraduate brothers value them, especially when they step up and contribute their dollars to help fund these opportunities for future brothers.”

## **Engaged Alumni**

Alumni members were treated to a number of events to mingle with undergraduates and with each other.

“Increasing alumni engagement is one of our strategic objectives,” says Ritter. “I am particularly pleased that so many alumni chose to spend their time with us in New Orleans. Alpha Sigma Phi cannot be successful without strong alumni support. Coming to Grand Chapter is an excellent way to renew ties with the Fraternity and to see firsthand the difference alumni can make. Plus, you can have a pretty good time.”

Some 50 alumni brothers attended an evening reception for alumni to celebrate the successes of Alpha Sigma Phi and to recognize the special contributions made by several men. Grand Senior President Citations were presented to five brothers exiting the Grand Council this year. They include Brian Thomas, UC-Berkeley '06, Bernie Schulz, Radford '89, Joe Zimmerman, Bowling Green '84, Jonathan Burns, Member-at-Large '84, and Jeff Hoffman, Member-at-Large '76.

**Left: Undergraduates attend the Educational Foundation's Etiquette Lunch. The lunch was also dedicated to celebrating the effort our men have had in raising funds for LIVESTRONG - The Lance Armstrong Foundation. At the end of the LIVESTRONG presentation a check for \$15,000 was presented to a LIVESTRONG representative. The \$15,000 was money raised by chapters and colonies during the previous academic year.**





A GSP Citation was also presented to Brother Brian Jump, Indiana '77, for his significant contributions as chairman of the Educational Foundation Board of Directors and for leading the Foundation in its support of the Fraternity and its strategic vision for the future.

## Forward We Go

After the legislative sessions and educational programs came to a close, the Cardinal and Stone Gala Awards Banquet on Saturday evening saw well in excess of 300 brothers and their guests in a final salubrious gathering.

In his remarks to brothers and guests at the Cardinal and Stone banquet, Brother Ritter said, "What a fitting way to conclude Grand Chapter as we celebrate what we've accomplished while looking forward to a great future.

"When we all come together next summer, I see a Fraternity of nearly 90 groups and over 70 chapters.

"I see a Fraternity where all of our groups have engaged alumni as Chapter Advisors and an overwhelming majority of our groups have an active and supportive Chapter Council.

"I see a renewed focus on working with our chapter-based Alumni Associations and look forward to our 2012 Grand Chapter, when Alumni Associations will again be represented on the floor of Grand Chapter.

"I see nearly 400 brothers in attendance at the Ralph Burns Leadership Institute in January.

"I see a Fraternity with the involvement of volunteers as we continue to implement cutting edge leadership programming such as Chapter Advance and the Academy of Leadership.

"I see a Fraternity that is second to none in the fraternal world in terms of experiences and opportunities we provide to our undergraduate and alumni members.

"This is an exciting time to be part of our Fraternity. We have *fanned the flame* of Brotherhood, and the fire from that flame will carry us forward to even greater heights."

The Opening Ceremony always begins with the Parade of Chapters. Each chapter delegate carries in a flag with their chapter designation. They proceed to the front of the room where the Grand Marshal then reads their chapter designation and college or university name aloud. Here Jeremy Horne, Ohio Wesleyan '08 (Epsilon Chapter) and Beau Ingle, Ohio State '06 (Zeta Chapter) wait for Opening Ceremonies to begin.



Undergraduates pose with a living statue. The Kickoff Reception included several roving artists.



During the Kickoff Reception Iota Chapter at Cornell University was recognized for reaching the century mark. In honor of this achievement, President and CEO Gordy Heminger presented Cornell with a plate to commemorate their achievement. President Doug Jones, Cornell '09 accepted the plate on behalf of the chapter.



Members of the Educational Foundation's Board of Directors together at the Gala Awards Banquet on Saturday evening. From Left to Right: Stan Thurston, Iowa State '70, Chairman Kevin Garvey, Westminster '75, Greg Kroencke, Illinois '91, Foundation CEO Drew Thawley, Ohio Wesleyan '94, Jonathan Burns, Member-at-Large '84, Former Chairman Brian Jump, Indiana '77, Steve Zizzo, Illinois '84, Tom Brown, Indiana '75, Dr. Ron Graham, Oklahoma '74, Rick Dexter, Oregon State '60, John Anderson, Trine '71, Greg Eppler '69, and Chris Musbach, Ohio Wesleyan '06. Peter Fuss, Michigan '54 not photographed.



Members of the Grand Council during their Installation Ceremony; from right to left: Grand Senior President Rich Ritter, Toledo '91 and Ohio Wesleyan '93, Grand Junior President Rick Buss, UNC-Charlotte '90, Scott Gallagher, MD, Ohio Wesleyan '93, Grand Treasurer Tom Hinkley, Indiana '84, and Grand Secretary Bryan Proctor, Grand Valley '96.

Grand Council Installation continued; from left to right: Grand Councilors John Tilden, Binghamton '93, Ed Lenane, Plattsburgh '88, Matt Maurer, Bowling Green '03, Byron Hughes, Salisbury '06, and Undergraduate Grand Councilors Aaron Dau, Toledo '07, David Roux, Clemson '08, and Kyle DeDiminicanthano, Chico State '11.



**See the awards and citations on page 25**



# CLVEN Established

## Fraternity's New Housing Initiative

The image many people have when they think of a fraternity or sorority chapter is a large house with Greek columns and wide porticos, positioned on a leafy street with other houses similar in style – the iconic fraternity row.

So, does a house make a fraternity chapter successful?

The simple answer to that question is no. The perennial success of chapters like Murray State, which doesn't have a house, is living proof. But for the more than half of Alpha Sigma Phi chapters that do have a communal living space – a dedicated house or university provided residential facility – most report a positive experience from living together, sharing meals together, and being jointly responsible for a piece of real estate.

A house can be a point of differentiation, especially on campuses with large Greek communities, like those found at the University of Washington, University of Illinois, or Cornell University – all chapters with long-time housing. Eta Chapter alumni from Illinois felt so strongly about the importance of housing that they recently completed a seven figure campaign to fund the complete teardown and rebuild of its house on East Armory Ave. in Champaign, Illinois.

Alpha Sigma Phi's Purpose for Being calls for our Fraternity to provide a 'college home' for our members. While most of us would agree, a house does not make a home – or fraternity chapter – undergraduate housing has been an often-debated-but-no-solutions-generated topic for Alpha Sigma Phi.

From rocky national attempts at offering support, to highly successful chapter-based housing corporations, our Fraternity has wrestled with the issue for years.

In truth, many colleges and universities were not in favor of new Greek housing. Some cited their opposition as having a lack of discipline and control over student behavior; others simply

wanted housing revenues for their own campuses.

Today, however, the present and foreseeable economic climate and budget constraints on private and public colleges and universities have created a favorable climate, in many circumstances, for the addition of Greek housing.

That factor, along with a strong and successful expansion program, prompted your Grand Council, in 2009, to form a special committee to study housing and recommend a position for our future. Headed by Bernie Schulz, Radford '89, the committee examined how other national Greek organizations approached housing, and explored ownership structure, financing, and other policy and operational approaches that seemed to work best.

The committee's objective was to develop a recommendation



**Above: Upsilon Chapter House at Penn State University in College Station, PA. Right: Delta Rho Chapter House at Central Michigan University in Mt. Pleasant, MI.**





about how Alpha Sigma Phi should proceed nationally, or if all housing decisions and issues remained local.

Other members of the Housing Committee, were Rick Buss, Charlotte '90, Ed Lenane, Plattsburg '88, Joe Zimmerman, Bowling Green '77, Aaron Dau, Toledo '07 and Brian Thomas, California '06, as well as Past Grand Senior President Rick Dexter, Oregon State '60, with consultation from current Fraternity and Foundation CEOs Gordy Heminger and Drew Thawley.

Born from this effort is CLVEN LLC, which joins Alpha Sigma Phi Fraternity, Inc. and Alpha Sigma Phi Educational Foundation, Inc., as a third national corporate entity for the Fraternity.

The CLVEN acronym is derived from Alpha Sigma Phi's open motto *Causa Latet Vis Est Notissima*.

"Our recommendation to form a national housing corporation was



made after significant consultation with other national fraternities and sororities in order to identify best practices in fraternity and sorority housing, support, and management," says Schulz. "I'm pleased our recommendation was approved."

Schulz adds, "Formalizing our commitment to collegiate chapter housing moves us to the same tier as other national fraternities such as Sigma Alpha Epsilon, Sigma Phi Epsilon and Tau Kappa Epsilon."

CLVEN's sole purpose is to provide housing assistance for Alpha Sigma Phi's existing and new chapters. What form that assistance will take is still evolving.

Assistance is initially targeted as possibly purchasing houses to hold in a national portfolio, lending money to chapter housing corporations to purchase or renovate chapter houses, and offering professional consultation and advice to local chapter housing corporations.

To both provide seed money for CLVEN and to provide an on going source of funding, an annual fee assessment of \$15 per undergraduate member per year was presented and approved with overwhelming enthusiasm by the delegates at Grand Chapter this past August.



**Above: Mu Chapter House at the University of Washington in Seattle, WA. The house includes a grand foyer, dinning room, living room, study rooms, chapter room, and can sleep more than 60 men.**





"By doing so, our undergraduate brothers spoke their opinion that housing is important, loud and clear" Grand Senior President Ritter says. "While we are still exploring the possibilities for CLVEN, I'm certain it will open up significant opportunities for alumni to financially support chapter housing with charitable contributions."

Gordy Heminger points out that the service of CLVEN and a housing initiative is not necessarily right for all of our chapters.

"Many of the colleges and universities where we have chapters do not allow fraternity housing or provide housing for fraternities," he says. "Alpha Sigma Phi's commitment to excellent support programs and ensuring strong chapters is not diminished by the formation of CLVEN. It is an limited liability corporation completely separate from Fraternity and Foundation operations, but its work can have a tremendous upside for our Fraternity as a whole."

As CLVEN moves forward with its mission of assisting chapters with housing needs — from general housing consultation, to new construction — new opportunities to strengthen our Fraternity will come. Says Grand Senior President Ritter, "I am confident we'll see more doors open for expanding the Alpha Sigma Phi experience to campuses where housing is key to being competitive in the Greek community. The next several years can be significant to our growth."

## A New Entity is Born

**April 2010** — Grand Council approves committee recommendations including creation of a separate housing entity focused on financing and advising local chapter house corporations on existing or new housing projects

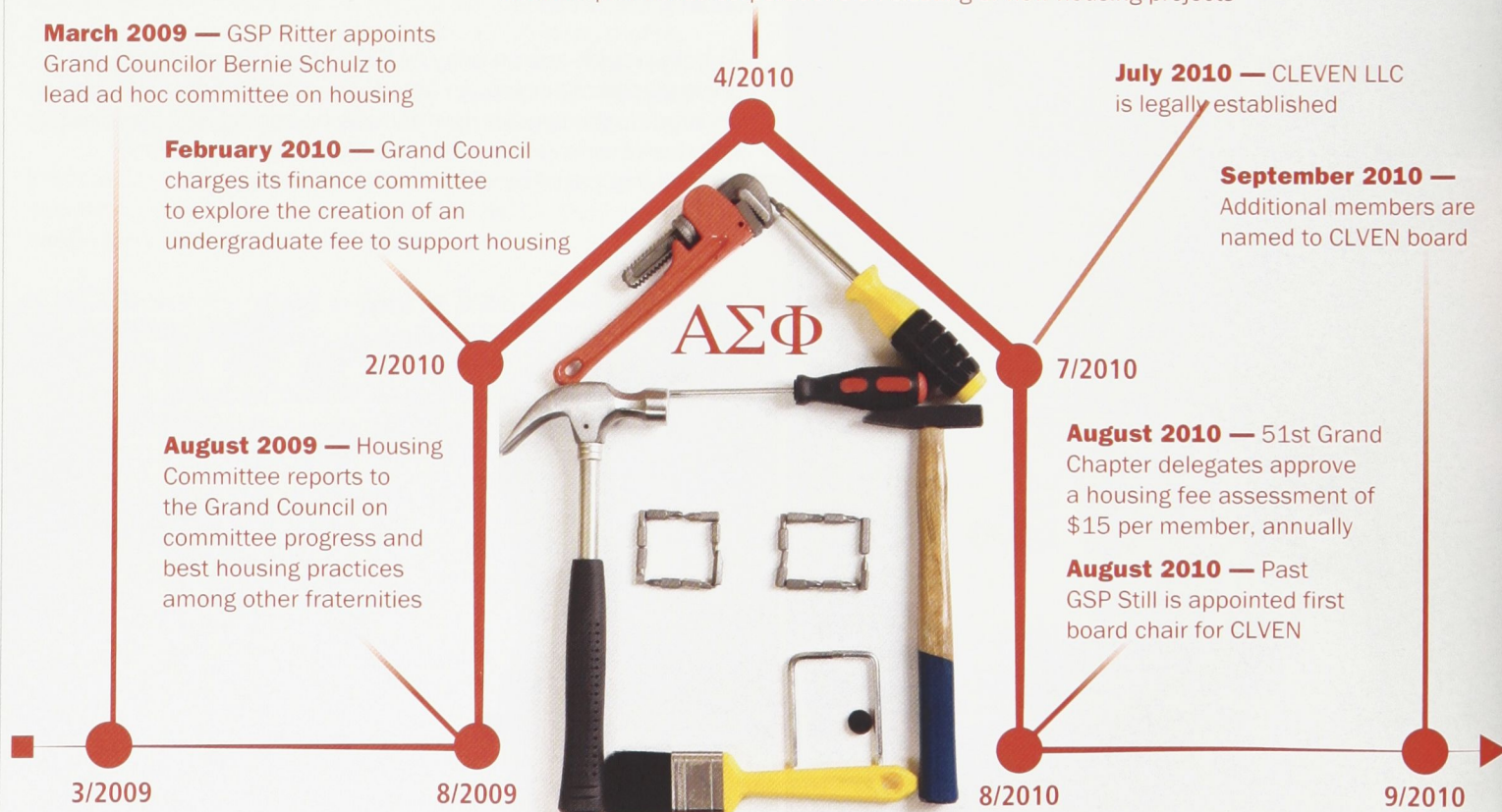
**March 2009** — GSP Ritter appoints Grand Councilor Bernie Schulz to lead ad hoc committee on housing

**February 2010** — Grand Council charges its finance committee to explore the creation of an undergraduate fee to support housing

**August 2009** — Housing Committee reports to the Grand Council on committee progress and best housing practices among other fraternities

**July 2010** — CLEVEN LLC is legally established

**September 2010** — Additional members are named to CLVEN board



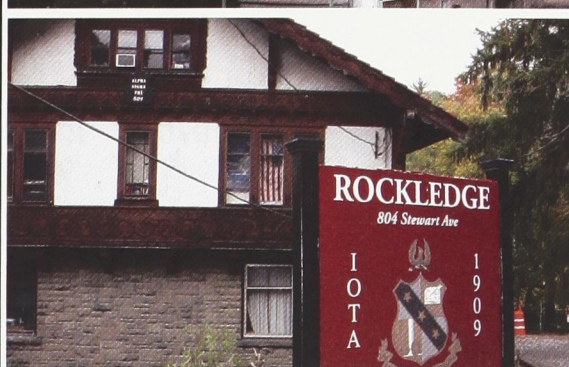




Above: On Saturday, October 23, 2010, Eta Chapter alumni and undergraduates at the University of Illinois dedicated a brand new chapter house on the same location where the old house stood. After four years of planning their dream was realized.



Above: Chapter house built by alumni for the Delta Chapter at Marietta College in Marietta, OH. The Marietta Chapter closed in 1993. Right Above: Beta Xi Chapter House at Hartwick College in Oneonta, NY. Right Below: Iota Chapter House at Cornell University in Ithaca, NY. Cornell's house is known on campus as "Rockledge" because it sits near the end of a waterfall and gorge.



## Snap and View

Alpha Sigma Phi has a video about housing we'd like you to see.

If your smartphone (like an iPhone or Droid) has a QR decoder app, use it to snap a photo of the QR code below to connect to the video. Otherwise, simply download a QR decoder app and follow directions.





## Alpha Sigma Phi's Growth Keeps Record Pace



24 men participated in the Pledge and Colonization Ceremony at Augusta State University on September 21, 2010.



On August 31, 2010, 24 men participated in the Pledge and Colonization Ceremony at the University of North Carolina - Asheville.

The academic year 2009-2010 saw Alpha Sigma Phi break all records for expansion and growth.

This year, 2010-2011, will set new ones.

"We are enjoying a growth period that's unprecedented in Alpha Sigma Phi's history," says Grand Senior President Richard Ritter, Toledo '91 and Ohio Wesleyan '93. "Our professional staff and outstanding volunteer network are bringing the purposes and values of our Fraternity to campuses around the country at an almost feverish pace. Plus, our existing chapters are pushing harder and attracting more young men each year. It's an exciting time for us."

During the 2009-2010 academic year, Alpha Sigma Phi added 12 new colonies and re-chartered three chapters.

For the current academic year, 2010-2011, five colonies have been established this fall and seven more are expected next spring. And two new chapters have been added to our roster, with a re-chartering scheduled to take place at Wayne State later this fall.

"At 81, we presently have the highest number of active chapters and colonies that Alpha Sigma Phi has ever had," says Gordy Heminger, Bowling Green '96, the Fraternity's president and chief executive. "We've also added almost 1,300 men to our membership roles in a single year, also setting a new record."

"As exciting as our growth is, it's now becoming part of our culture. We are a great fraternity and with this change in culture more men will get to experience our brotherhood."

Alpha Sigma Phi's professional staff have targeted a number of colleges and universities for future expansion and explore possibilities suggested by alumni or when contacted by groups formed on a campus or by a school's administration. A process is followed to gain acceptance for colonization by the school's administration and possibly its inter-fraternal governing body. After that, men are recruited to join Alpha Sigma Phi.

Schools that are presently being examined include; Western Michigan University, Eastern Michigan University, Michigan State University, California State Polytechnic University, Florida State University, and the University of Cincinnati, to name a few.

"We find that more colleges and universities, including large flagship schools, are welcoming quality organizations," Heminger says. "Leading with our values is opening a lot of new doors for us."

## TOP 10 YEARS

### Most New Members Recruited

2010	1966	1968	1967	1969	1970	1947	1965	1949	1950
1,284	1,061	1,022	1,014	988	965	950	916	888	885

### Most Chapters and Colonies

2010	2005	2004	2001	1995	2008	2007	2003	2002	2006
76	69	69	68	68	66	67	67	66	65



Members of the new Epsilon Chi Chapter at Capital University in Bexley, OH gather with their charter at their Chartering Ceremony on September 11, 2010.



## COLONY NOTES

Our colonies have wasted no time; most will charter within the next year, if not sooner. Here is a brief update on where our colonies currently stand:

**Alabama** — 31 men recruited to date; chartering petition will be submitted in January 2011.

**Chico State** — 50 men recruited to date; highest fraternity Grade Point Average; chartering petition was approved at October Grand Council Meeting. The Colony will charter in early 2011.

**Montclair State** — 28 men recruited to date; strong presence in Student Government Association; chartering petition to be submitted in February 2011.

**Seton Hall** — 32 men recruited to date; largest fraternity on campus; chartering petition will be submitted in November for approval.

**Wayne State** — 27 men recruited to date; the Colony will charter the weekend of November 20 - 21, 2010.

**UC-Davis** — 32 men recruited to date; chartering petition to be submitted in February 2011.

**San Francisco State** — 30 men recruited to date; donated over \$500 to philanthropy; known on campus as the gentlemen's fraternity, will submit petition to charter in February 2011.

**William Paterson** — 19 men recruited to date; just received recognition from Greek Council and plan to submit a petition to charter in April 2011.

**Augusta State** — 24 men recruited to date; the largest fraternity on campus.

**UNC-Asheville** — 24 men recruited to date; the largest fraternity on campus.

Members of the Colorado State University Colony at their Pledge and Colonization Ceremony on September 26, 2010.

## Colonizations: 2009-2010

Oakland University	(Rochester, MI)
University of Alabama	(Tuscaloosa, AL)
University of California – Davis	(Davis, CA)
San Francisco State University	(San Francisco, CA)
Chico State University	(Chico, CA)
Montclair State University	(Montclair, NJ)
William Paterson University	(Wayne, NJ)
Seton Hall University	(South Orange, NJ)
New England College	(Henniker, NH)

## Colonizations: Fall 2010

University of North Carolina—Asheville	(Asheville, NC)
Georgia Institute of Tech.	(Atlanta, GA)
Augusta State University	(Augusta, GA)
Colorado State University	(Ft. Collins, CO)
Oregon State University	(Corvallis, OR)
Portland State University	(Portland, OR)

## Charterings: 2010-2011

Sonoma State University	(Rohnert Park, CA)
Capital University	(Bexley, OH)
Wayne State University	(Detroit, MI)

## Expansion: Spring 2011

Massachusetts Institute of Technology	(Cambridge, MA)
Fresno State University	(Fresno, CA)
University of Massachusetts	(Amherst, MA)
University of Wisconsin - La Crosse	(La Crosse, WI)
Indiana University - South Bend	(South Bend, IN)







## WANT TO GET INVOLVED?

### Volunteers Needed at New Colonies and Chapters

Here are three key ways you can help Alpha Sigma Phi grow.

**1 Serve on a Chapter Council.**  
Each colony and chapter has a Chapter Council which serves as an advisory body to specific officers. The group's Grand Chapter Advisor chairs the Chapter Council. Serving on a Chapter Council typically does not require much time, and doesn't require that you live near a chapter or colony with most business conducted via email and telephone. And of course, if you live close, visits are always welcome. For more information and to volunteer, contact Denis Beaudoin at Fraternity Headquarters at 317-843-1911 or [dbeaudoin@alphasigmaphi.org](mailto:dbeaudoin@alphasigmaphi.org).

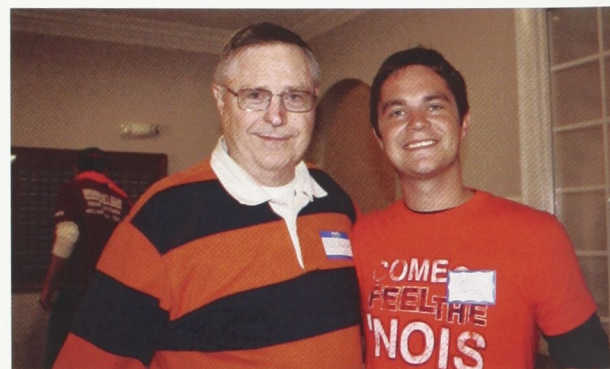
**2 Refer an undergraduate.**  
Know a young man of character who shares our values and attends one of our targeted campuses? Let us know who he is, regardless if you think he'd be interested or not in joining Alpha Sigma Phi. Just give his name to Matt Humberger, director of colony development at Fraternity Headquarters at 317-843-1911 ext. 238 or [mhumberger@alphasigmaphi.org](mailto:mhumberger@alphasigmaphi.org).

**3 Start an Alumni Association.**  
Many targeted campuses are where we've had chapters in the past and sufficient interest has developed for Alpha Sigma Phi to return. If you've been part of one of these chapters, consider starting an Alumni Association. It's a great way to support the expansion effort and to connect with alumni brothers with similar interests. Fraternity Staff is available to provide assistance and direction. For more information, contact Denis Beaudoin at Fraternity Headquarters at 317-843-1911 or [dbeaudoin@alphasigmaphi.org](mailto:dbeaudoin@alphasigmaphi.org).

Below: Newly initiated members of the Epsilon Phi Chapter at Sonoma State University in Rohnert Park, California. The chapter was chartered on August 21, 2010.



Left: During the Eta Chapter House Dedication on October 23, 2010, members from the 1950s, many from the same pledge class, came together to see the new chapter house.



Above: Richard Porter, Illinois '67, not only serves as a volunteer of the Eta Association, but is also parent to Marc Porter, Illinois '06. The Fraternity is always excited to see parents of members get engaged and participate as a volunteer.



## BEHIND THE SCENES: Chartering a Chapter

At times it can seem like magic.

When a group of young men receive a charter to operate as an official chapter of Alpha Sigma Phi, families and friends gather to celebrate an achievement like few others.

The men have worked hard; made new friends; participated in numerous campus activities; given of themselves in charitable and philanthropic acts; succeeded academically; and they have become brothers. For life.

Conferring the charter during that weekend evening celebration is just the result of a process that involves intense involvement by Fraternity Staff and volunteers, feats of logistics, and more than one emergency that has to be resolved.

It starts with a phone call.

When an Alpha Sig colony is ready to become a chapter, it carefully prepares a petition seeking recognition as such from the Fraternity's Grand Council.

Within hours after an affirmative vote, the Grand Senior President telephones the colony president with the news. And that's when the Fraternity Staff goes into action.

"Because we are granting charters on a consistent basis now, we have a pretty smooth process in place," says Steve Latour, Central Michigan '04, director of chapter development. "No matter how many times I'm involved in a chartering ceremony, I'm excited and really want it to be a positive experience and reflection on the future of our new chapter."

A Fraternity Staff member coordinates the weekend's activities with the Colony's chartering weekend director. A banquet hall has to be secured – often at a hotel neighboring the campus or sometimes at a university alumni or activities center with banquet facilities. The menu has to

be planned, decorations determined and ordered, and formal invitations sent to families, friends and area alumni.

An appropriate venue for the initiation ritual has to be found. Often the site is on campus and can be secured to protect the secrecy of our ceremonies. Sometimes it is in a church or other place of worship, or Masonic or similar halls.

And all ritual equipment has to be acquired and transported, most of it protected from being seen by non-initiates.

When the men at Sonoma State University received its charter this past August, it was the 139th time a chartering ceremony had been conducted by Alpha Sigma Phi.

The first part of our ritual, commonly referred to as the 'dinner,' took place on Friday afternoon.

"The men arrived not quite knowing what to expect," says Latour. "It's funny to know they have worked so hard for this moment that many get some anxiety and nerves about the whole thing."

Later that evening, the men reconvened for the part of our ritual that involves the actual rites of initiation.

What took four months to coordinate was realized in those next few hours.

The volunteers, many from Nu Chapter at UC-Berkeley, who helped with the rituals represented a total of 300 hours of planning, setting-up, and conducting the ritual. And each brother understood the importance of showing our new brothers how to perform our rituals correctly, knowing that within hours, the ritual books and equipment would be in the hands of the new chapter for them to continue our lineage of some 165 years.

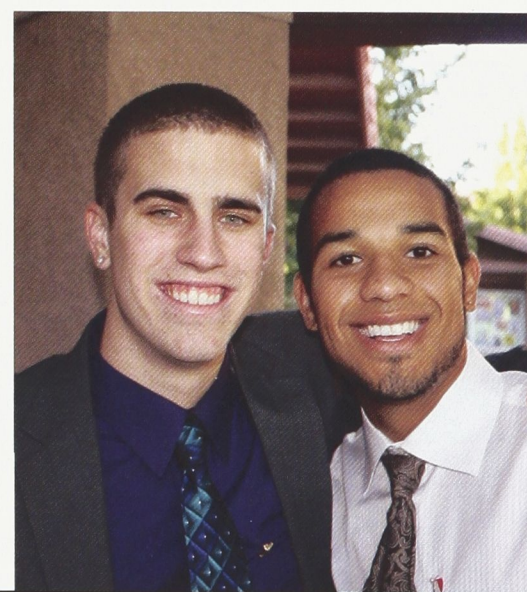
That evening, Alpha Sigma Phi gained 35 new brothers.

"What sometimes gets lost, is that while these men have been initiated, their official status as affiliated with a chapter doesn't occur until the charter is presented," Latour says. "The men at Sonoma State understood this and arrived two hours early to review scripts and their part in running the banquet and its events."

More than 125 guests attended the chartering banquet. The national Fraternity was represented by Grand Historian Robert Kutz, UC-Berkeley '67, and past Grand Councilor Brian Thomas, UC-Berkeley '06. Matt Humberger, Bowling Green '03, the director of colony development also had a significant role during the weekend. By evening's end, Epsilon Phi Chapter was born, and a new section of Alpha Sigma Phi history began to be written.

The achievement is something that will stay with each of the 35 Founding Fathers throughout life.

"But they know the heavy lifting now begins," says Latour. "Getting the charter is a goal they worked very hard for, but sustaining it is the real goal. With the good start these brothers have, I hope we'll see a centennial celebration take place here one day."



Sonoma State Members Nate Espitallier, Sonoma State '10, and Fabio McCraw, Sonoma State '10, enjoy the evening of their chartering banquet.



# Letters from Home

## The Syra-Sig Kept Brothers Bonded Through WWII

Editor's Note: Leland B. Taylor, Syracuse '39, recently sent a packet of newsletters to Fraternity Headquarters to be placed in the archives. The *Keep in Touch* Syra-Sig Newsletter was a monthly compendium of letters from Alpha Epsilon Chapter brothers who were separated by time and war. Most writers were serving in the U.S. military during World War II. George Van Derven, Syracuse '39, a staff sergeant posted at Fort Wadsworth, New York, was editor and chief as he kept brothers in touch and asked that more brothers write. We're happy to share a few excerpts.

Events of the past 10 years have called many Alpha Sigs to war in the Middle East and Afghanistan. Separation is never easy, but today's technologies help make keeping in touch a little easier.

Communication during World War II was entirely different. Weeks, sometimes months, would pass, before a soldier, sailor, marine, or airman, would get letters from home. To speed communications, the U.S. Postal Service developed Victory Mail, or V-mail, as it was known. V-mail was written on special paper, limited to 700 typed words and most were microfilmed for easy shipment. V-mail was developed and printed for the recipient. Both military personnel and civilian friends and families used V-mail.

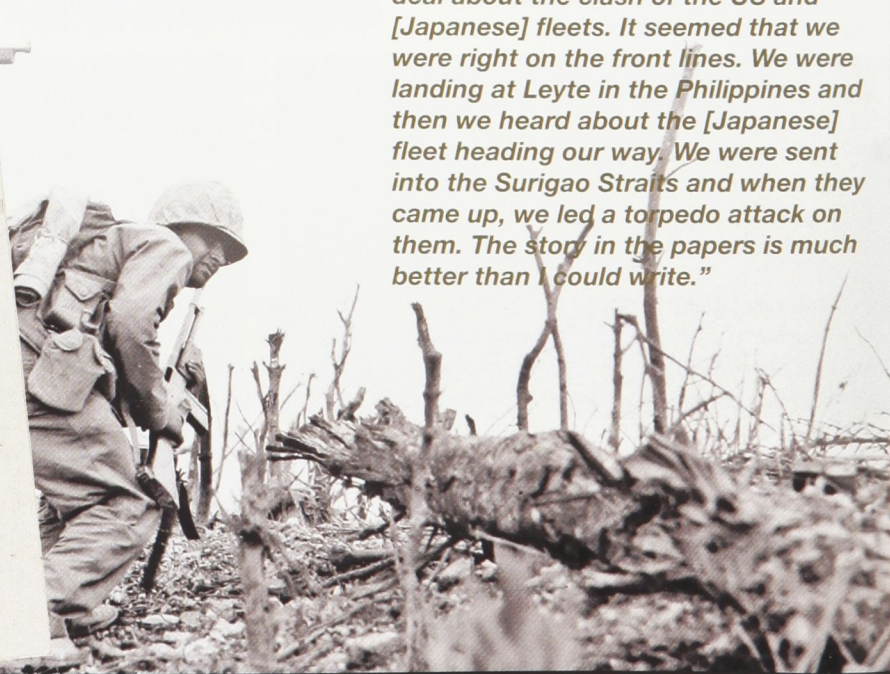
For brothers of Syracuse University's Alpha Epsilon Chapter, which was decimated by wartime attrition, the Syra-Sig Newsletter filled the gap. Its editor, George Van Derven, compiled information from letters and V-mail to share with his chapter Brothers.

### From the February and March 1945 editions:

*Of first importance is the news received from Mac Merrill, Syracuse '39, and Bill Teague, Syracuse '39, that 2d Lt. John D. McCarthy, Syracuse '40, has been reported as missing in aerial action over Germany since December 17th. Piloting a P-47, it is presumed he was lost on his first combat mission a day after the Germans launched their Belgium offensive. At this writing no further word has been received, but I know that each of you join me in hoping that Don (McCarthy) is well and safe somewhere. The last letter I received from Don was written December 3rd from Belgium, in which he said, "We've been moving around some since our sojourn in England, first to France, then here. Only difference between French and Belgian mud is a slight color contrast, only noticeable to the eye of a trained observer."*

*Next comes a very interesting letter from Technical Sergeant Leo J. Burke, Syracuse '39, telling a good story from the Philippines: "Here's one for the books. I was walking down the road to church one Sunday evening. There were a couple of small boys in front of me meandering along as such folk do. One of them had a brightly colored patch on his right shoulder. When I drew abreast of them, I saw that the patch was an orange shield reading SYRACUSE UNIVERSITY. Questioning revealed that some GI had given it to him. The boy didn't know what it was for, but it was a pretty gadget and he sure was proud of it."*

*Here's one from Lt. (jg) Lee Taylor [the brother who provided these newsletters for the archive: "Long time no see, no hear, no talk, but finally I come through. I'm sorry. Still in the Tin Can Navy - looks like a long job ahead, too . . . Way back in October, you heard a great deal about the clash of the US and [Japanese] fleets. It seemed that we were right on the front lines. We were landing at Leyte in the Philippines and then we heard about the [Japanese] fleet heading our way. We were sent into the Surigao Straits and when they came up, we led a torpedo attack on them. The story in the papers is much better than I could write."*





## Letters to Brothers



From Lt. (jg) Joseph Dalco, Syracuse '39: **"I have just participated in the invasion of Lingayan Gulf, Luzon [Philippines]. Not too bad for us, but I'm glad I'm not in the Army. Boy, I'd hate to hit the beach. Kept my eye out for [the enemy] but still haven't seen any. It was good to hear about all the fellows. We certainly are spread out far-and-wide. Continue the good work, I like to hear about all the boys."**

While news of combat and related tales were part of the Syra-Sig Newsletter, its apparent purpose was to bring news of each other and of the chapter to the scattered brotherhood. News was also shared about marriages, births, and continued education. But a big concern for all – even for those in combat theaters – was the continuation of their beloved Alpha Epsilon and the chance that they may all have a reunion in November of 1945 during the weekend game against Colgate.

*I was very pleased to receive this letter from Brother Ralph S. Johnson, Syracuse '39. **"Although this is the first time that I have acknowledged the Syra-Sig newsletters, I have always found them of great interest and they have been appreciated. I had the pleasure of getting back to Syracuse last October for the first time since 1925. I was disappointed in finding 202 Walnut Place not occupied by an active Alpha Epsilon Chapter, but I had not previously realized to what extent the war was affecting fraternities."***

*In the March edition, Brother Van Derven wrote: **"Today I appreciate the feelings of General McArthur, for after two years of newsletters, I can at last***

**report that Alpha Epsilon has been revived and the Legion of Merit goes to Brother Edgar Dreyman who 'single-handedly captured six pledges and rounded up another former pledge' bringing our active chapter up to seven pledges and one initiated brother. My quotation is from the official communiqué by Betty Jessen at National Headquarters who takes pride in this accomplishment, since she, too, graduated from Syracuse."**

After naming the pledges, he addresses them: **"Although we can't meet you all personally right now, we are certainly looking forward to that big COLGATE REUNION when the war ends; and some are even expecting to spend more time with you than that, for they will be glad to know they will find a fraternity house to live in when they return to school."**

The importance of the Syra-Sig and the efforts of Brother Van Derven, were appreciated and noted by many of the Alpha Epsilon brothers. In closing his March, 1945, newsletter, he writes: **"Well, like the**

**Brooklyn College basketball players, I must report I have lost my amateur standing, for I have been subsidized... I hereby inform all of your overseas men that this newsletter is hurrying to you via airmail courtesy of Cpl. Robert A. Penny, Syracuse '39, and his wife Martha who in their latest letter enclosed money for airmail stamps just to make sure each of you gets his letter as soon as possible. I'm certain each of you would want me to thank Bob and Martha for their thoughtfulness in your behalf. And with this, I must bring the March letter to a close, hoping to hear from each of you soon. Fraternally, S/Sgt George Van Derven '39."**

The Syracuse chapter continued until 1959. But the brotherhood shared by the men of Alpha Epsilon, during incredibly difficult times, has an eternal message to all Alpha Sigs of the importance of keeping in touch with our brothers.





## TWO GREAT VOLUNTEERS REMEMBERED

*Two longtime and outstanding volunteers crossed into the Omega Chapter during 2010. Both Alpha Sigs were examples of living our values. They chose to 'give back' to the Old Gal as volunteers, knowing their compensation for service was the difference they made in the lives of many young. We honor their memory as a template for all current and future volunteers.*

### Brother Otto Sonder, Jr., American '47

Brother Sonder lived a life of service to others during his 85-year life journey. He was actively involved in his Church Council, and served on the boards of numerous organizations including the Upper Susquehanna Historical Society, the Greater Oneonta Historical Society, the Jackson Leadership Academy, and the Executive Board of the Lycoming College Alumni Association.

But, Brother Sonder – Otto – to those who knew him, is best remembered for his devotion and service to the Brothers of Alpha Sigma Phi Fraternity.

Brother Sonder began his 'official' volunteer advising role in 1964 as the Grand Chapter Advisor for the Gamma Rho Chapter at Lycoming College. As a professor of sociology, he joined the faculty at Hartwick College in 1970 and became Grand Chapter Adviser to the Beta Xi Chapter, a position he held until 2006 when he retired from his active advising role and became a Grand Chapter Advisor 'emeritus.'

He additionally held the roles of Grand Chapter Advisor and Faculty Advisor for the Beta Chi Chapter at American University from 1996 to 1999.

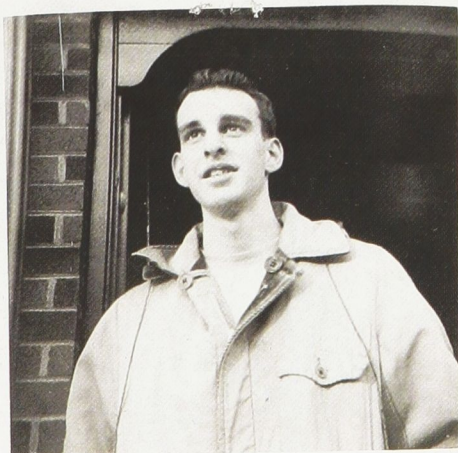
In 1974 at Lycoming College, the Alpha Sigma Phi Fraternity lounge was dedicated in his honor in recognition of his many years of volunteer service as a mentor and coach to undergraduate brothers. In 1996 he received the Evin C. Varner

Award for Distinguished Service. In 2006 the national Fraternity established the Dr. Otto L. Sonder Advisor of the Year Award in recognition of outstanding service and dedication of deserving chapter advisors.

In 2007, the Fraternity established the Dr. Otto L. Sonder Chapter Service Award given annually to an alumnus volunteer. Dr. Sonder was the first recipient in 2007, photo below.



### Brother Kieran Kreiss, Buffalo '51



Brother Kieran Kreiss was an active volunteer during his 79 years of life. He was a strong promoter of Alpha Sigma Phi Fraternity. In addition to his ties with the Gamma Epsilon Chapter at the University at Buffalo, he later affiliated with the Zeta Chapter at the Ohio State University where he was an honorary member of the Ohio State Marching Band. Brother Kreiss' love of music played an integral part in the development of many brothers as he helped them enjoy the Alpha Sig tradition of being a singing fraternity. He spent many years as the Grand Chapter Advisor at Buffalo before starting the Western New York Chartered Alumni Association where he served as treasurer and president. Brother Kreiss especially treasured his time entertaining undergraduates at his home and sharing Alpha Sigma Phi's colorful history. His love of the Old Gal was evident in all of his interactions with undergraduates.

While we will miss both of these men, their legacy remains a motivator for those who follow to be active volunteers in service to Alpha Sigma Phi.

This photo was attached to the biographical data form that Kieran Kreiss submitted when he pledged the Fraternity in 1950.



# THE BEST OF ALPHA SIGMA PHI

## Awards and Honors Presented at the 2010 Grand Chapter

Recognition is a powerful motivator.

But to do what's right, is even more powerful.

And doing the right thing was in full evidence by the awards and honors given to chapters, brothers, and volunteers at this year's Grand Chapter.

The Oak Wreath Award of Distinction was presented to Kevin and Dee Eidson, parents of Ben Eidson, Central Michigan '07, for their service to the Delta Rho Chapter at Central Michigan University. Dee serves as a parent advisor on the chapter's Chapter Council and Kevin was initiated into Alpha Sigma Phi last year as an alumnus initiate. Their nominees characterized them as 'crucial to the successful operation' of the chapter and for being 'a testament to the important roles parents play in a healthy chapter.'

Marcus Schreiber, Central Michigan '04, was also recognized for his service as Grand Chapter Advisor for the Central Michigan chapter, with the Otto L. Sonder Chapter Service Award. Named for Otto Sonder, American '47, who spent 45 years as a Grand Chapter Advisor at our chapters at Hartwick College and Lycoming College. His nominees describe Brother Schreiber as a 'personal mentor' who 'exhibits the true spirit of brotherhood which he extends to every member of Alpha Sigma Phi with genuine, infectious enthusiasm.'

Longtime volunteer and past Grand Senior President George Trubow, Michigan '53, was recognized as the Distinguished Merit Award for his contributions to the legal profession having

served in the U.S. Department of Justice, as a legal councilor to the White House, and as Dean of the John Marshall Law School in Chicago. Brother Trubow was a renowned expert in privacy law.

G. Scott Grissom, Oklahoma '78, received the highest honor an alumnus can receive, the Evin C. Varner Jr. Distinguished Service Award, named for one of Alpha Sigma Phi's most prolific volunteers. Brother Grissom's list of service covers more than three decades of service as Chapter Advisor for two chapters and one colony, as members of alumni associations and housing corporations for two chapters, as presiding Marshal at six Grand Chapters, and service on the Grand Council as Grand Marshal and Grand Junior President. Perhaps in the most encompassing and humbling statement made by one of his nominees, Brother Grissom is characterized 'always being a brother you can count on.'

The highest honor an undergraduate member can receive is the Frank F. Hargear Memorial Award, named for the distinguished alumnus from UC-Berkeley, initiated in 1916. First awarded in 1977 to recognize an undergraduate who has distinguished himself by significant service to the Fraternity, eight Hargear Award winners were in attendance to watch the next brother be so honored. Brian Thomas, UC-Berkeley '06, received the award for leading his chapter in growth from five members to 36, serving his chapter in every leadership role, exceptional service to his community and campus, and service on the Grand Council. His nominees wrote 'he has uncommonly



Evin C. Varner, Jr. Distinguished Service recipient G. Scott Grissom, Oklahoma '78, with Fraternity CEO Gordy Heminger and Grand Senior President Rich Ritter.



Frank F. Hargear Memorial Award recipient Brian Thomas, UC-Berkeley '06. Left: The Fraternity's Grand Senior President's Trophy awarded to top chapters from a large and a small Greek system campus each year.





## Awards and Citations

exemplified the values [of Alpha Sigma Phi] and moved his chapter and the Fraternity forward.'

Two chapters were also feted for their outstanding operations, service, and contributions to Alpha Sigma Phi. Each received the Grand Senior President's Award, the highest award a chapter can achieve.

The Beta Rho Chapter at the University of Toledo received the award for the chapter on a campus with a large Greek system. In conferring the award GSP Ritter commented that the academically-focused chapter held a Sig Bust for Toledo-area alumni, attracting more than 70 attendees, donated 3,259 hours of community service, were involved in parent relations programs, and carried 58 men on its current roster.

For a third time, Delta Tau Chapter at Murray State University was awarded for the chapter on a campus with a small Greek system. GSP Ritter noted that the men of Delta Tau contributed more than 7,300 hours of community service, raised more than \$10,000 for charities, and several men served in various leadership roles outside of the Fraternity chapter.



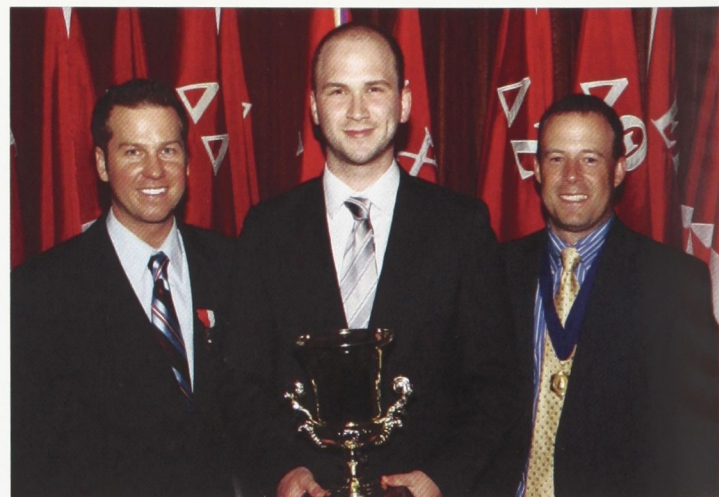
Beta Rho Chapter, University of Toledo the 2010 Grand Senior President's Award recipient for a large Greek system campus.



Delta Tau Chapter, Murray State University the 2010 Grand Senior President's Award recipient for a small Greek system campus.




Alpha Kappa Pi Gold Cup recipient Delta Zeta Chapter at the University of North Carolina - Charlotte. President Evan Lambeth, UNCC '06, accepting the cup on behalf of his chapter.




Alpha Kappa Pi Gold Cup recipient Mu Chapter at the University of Washington. President Nick David, Washington '08, accepting the cup on behalf of his chapter.



## How Our Best Measure-Up

 Citation Issued to Chapter

 Chapter Received Manigault Award

Total Possible Points:

Each spring our chapters are asked to submit an annual report to Fraternity Headquarters describing their activities and achievements in 12 categories. A total of 205 points are possible with the two highest scoring chapters – one from a campus with a small Greek system and one from a large Greek system campus – being awarded the Grand Senior President's Award. Other chapters with high point totals are recognized with a gold, silver, or bronze cup and a Manigault Award is given to each chapter which scores highest in a particular category. Other chapter achievement is recognized with a Grand Senior President Citation. The following chart lists the points scored in each category by chapter. The chart is also used to guide Chapter Councils in seeing what is expected of chapters and colonies and to determine areas that need improvement. If your chapter is not listed, it did not submit an annual report.

	Recruitment/Growth	Leadership	Alumni/Parent	Brotherhood	Ritual	Member Education	Service/Philanthropy	Finance	Risk Management	Campus Involvement	Scholarship	Chapter Operations	Total
	30	16	30	12	10	30	10	10	10	10	16	21	205
Murray State	26	15	19	9	10	25	8	8	9	8	12	19	168
Toldeo	16	13	28	7	9	23	10	6	10	8	11	19	160
UNC-Charlotte	18	15	17	11	9	20	10	6	10	8	7	20	151
Washington	29	12	18	12	9	20	2	9	7	1	13	19	151
Grand Valley	21	16	18	8	9	23	2	8	7	4	5	21	142
Akron	13	10	10	10	9	21	10	7	10	7	12	19	138
Lindenwood	12	16	18	2	10	15	8	3	10	10	12	21	137
Northern Michigan	21	6	16	11	10	27	6	7	7	1	3	21	136
Bowling Green	19	10	25	5	9	16	6	8	9	6	5	17	135
Indiana	10	13	18	11	8	23	6	5	6	6	7	20	133
Ohio Wesleyan	7	9	17	4	10	21	8	8	7	7	12	20	130
Elmhurst	10	8	17	7	8	23	8	6	8	5	10	19	129
Clemson	26	11	7	8	5	21	8	8	5	7	6	14	126
NC State	16	8	19	4	9	19	6	5	8	7	5	20	126
Albright	4	12	13	5	8	24	7	7	7	8	9	20	124
Wake Forest	16	3	16	10	5	25	6	8	4	7	3	20	123
Plattsburgh	14	4	16	11	7	15	10	6	7	7	2	20	119
Trine	5	9	18	7	10	26	6	4	8	2	3	21	119
Lawrence Tech.	14	5	23	10	6	16	0	3	6	7	13	15	118
McDaniel	6	11	25	2	6	16	4	7	7	7	11	16	118
Baldwin-Wallace	9	9	16	9	5	17	4	7	8	6	4	18	112
New Hampshire	18	9	15	4	5	23	4	6	2	3	3	20	112
UC-Berkeley	13	9	16	5	6	14	4	8	7	2	10	18	112
Rensselaer	7	8	16	7	8	21	2	10	9	3	1	18	110
Lock Haven	9	9	17	4	9	7	8	2	7	4	14	19	109
Michigan	12	14	17	1	5	22	6	6	8	1	1	14	107
Buffalo	9	11	18	9	8	11	5	2	7	5	1	19	105
Hartwick	13	0	16	12	7	17	4	2	9	10	0	14	104
Appalachian State	2	8	10	7	9	16	4	5	7	6	10	19	103
Cornell	12	12	5	7	7	16	6	9	6	5	4	14	103
Ohio State	7	8	22	10	6	12	0	6	8	1	10	13	103
NJIT	4	5	16	7	7	12	6	7	8	8	6	16	102
Capital	16	7	10	1	2	10	4	4	8	7	6	19	94
Illinois	6	7	13	4	4	19	0	8	5	0	13	15	94
Presbyterian	4	8	16	4	8	10	6	2	7	8	3	18	94
Virginia Tech.	7	7	15	1	8	14	3	5	7	2	6	17	92
American	10	6	16	6	6	14	5	3	4	4	3	14	91
Miami (FL)	7	8	4	4	8	13	6	2	7	7	6	19	91
Rutgers	4	3	11	12	8	10	6	5	9	0	4	16	88
Central Michigan	6	10	15	6	6	8	2	3	5	6	4	16	87
Otterbein	6	8	13	4	6	21	1	3	4	2	4	15	87
Southern Indiana	9	3	15	3	5	14	2	1	8	2	3	17	82
Stevens Tech.	0	0	28	0	10	0	0	5	0	0	6	19	68
Bethany	4	6	15	5	5	0	2	3	6	3	0	16	65
Slippery Rock	1	9	12	9	2	2	0	1	5	4	3	14	62
IIT	0	6	2	1	7	0	0	6	9	5	2	15	53
Purdue	8	3	1	2	8	3	3	7	6	0	0	10	51
Missouri Valley	3	3	12	2	1	0	0	0	3	4	3	13	44

Photos of many of the winners are on the following pages.



## Awards and Citations

Six chapters received the Phi Pi Phi Silver Cup: Akron, Bowling Green, Grand Valley, Indiana, Lindenwood, and Northern Michigan.



Thirteen chapters received the Alpha Gamma Upsilon Bronze Cup: Albright, Baldwin-Wallace, Clemson, Elmhurst, Lawrence Tech., McDaniel, NC State, New Hampshire, Ohio Wesleyan, Plattsburgh, Trine, UC-Berkeley, and Wake Forest.



Above: Mu Chapter recipient of the Manigault Award for Recruitment and Growth and the Manigault Award for Brotherhood. Accepted by Nick David, Washington '08.



Above: Beta Rho Chapter recipient of the Manigault Award for Alumni/Parent Relations and the Manigault Award for Service and Philanthropy. Accepted by Tom Burkhardt, Toledo '07.

Right: Delta Phi Chapter recipient of the Manigault Award for Chapter Operations. Accepted by Tanner Pike, Grand Valley '07.



Left: Epsilon Sigma Chapter recipient of the Manigault Award for Risk Management. Accepted by Brian Ramunno, Akron '07.





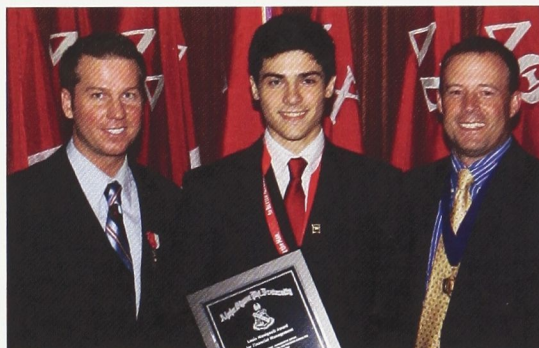
Left: Epsilon Beta Chapter recipient of the Manigault Award for Leadership Development and the Manigault Award for Campus Involvement. Accepted by John Miller, Lindenwood '08.



Above: Delta Beta Chapter recipient of the Manigault Award for Member Education. Accepted by Timothy Rosochacki, Northern Michigan '09.



Above: Delta Nu Chapter recipient of the Manigault Award for Scholarship. Accepted by Chris Sperring, Lock Haven '09.



Above: Beta Psi Chapter recipient of the Manigault Award for Finance. Accepted by Lorenzo Seirup, Remsseler '09.



Above: Alpha Tau Chapter recipient of the Manigault Award for Ritual Exemplification. Accepted by Kris Fonselius, Stevens Tech. '09.



Above: Theta Chapter recipient of the Manigault Award for Most Improved Chapter. Accepted by Krish Chopra, Michigan '09.



# TOMAHAWK

of Alpha Sigma Phi

Alpha Sigma Phi Fraternity, Inc.

710 Adams Street

Carmel, IN 46032-7541

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For more information on making a planned gift, contact:

**Drew Thawley**

*President, Alpha Sigma Phi Educational Foundation*

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