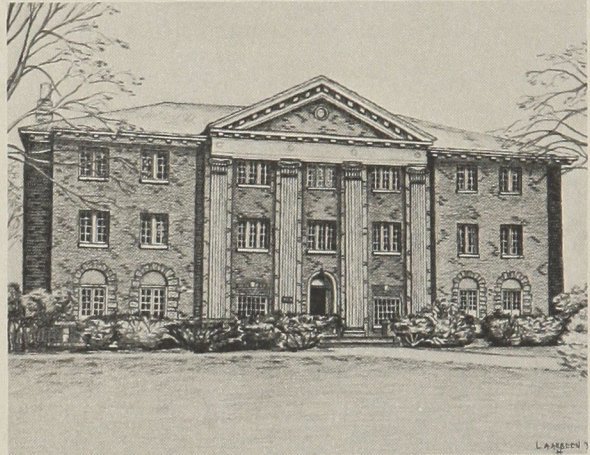
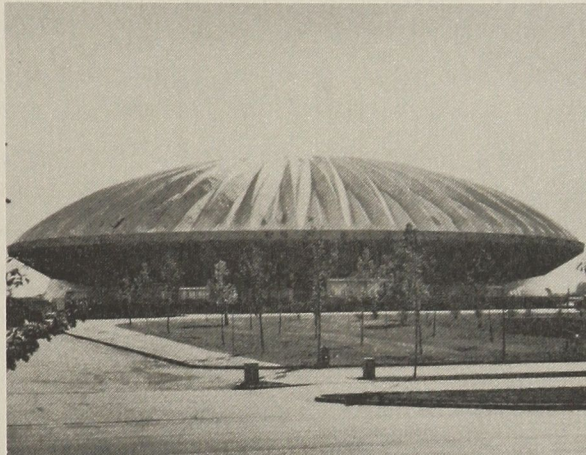


The Old Gal Gazette

NO. 5, APRIL 1975



No, it isn't a flying saucer (left), it's the Assembly Hall of the University of Illinois at Urbana-Champaign . . . just one of the sights on the campus that will be hosting the 1975 Educational Conference. At right is the chapter house of Eta chapter of Alpha Sigma Phi, where delegates to the August 14 - 17 event will be headquartered.

1975 EDUCATIONAL CONFERENCE . . . MAKE PLANS NOW!

Operations

Alpha Sigma Phi convenes at the University of Illinois, August 14 - 17 for the annual Educational Conference of the Fraternity.

Names of official delegates from each chapter are due right now in the executive offices of the Fraternity. It has been suggested that the H.S.P. for the coming year and an outstanding Sophomore Brother attend from each chapter.

Eta Chapter in Champaign will play host to the conference that runs from Thursday afternoon through Sunday morning. The conference will be a special opportunity to exchange ideas, to learn how to improve chapter operations, how to use the resources of the Fraternity both nationally and locally. It's a fine chance to get help in problem solving.

All delegates will be housed in the Eta Chapter House. The Fraternity will furnish one-half the room and board for two representatives plus transportation costs.

The cost for attending the conference is \$30.00 per person. By no means is the conference limited to the two official delegates. All Brothers — undergraduate and graduate as well — are urged to attend.

Brother Rick Dexter, a member of the Grand Council, is conference chairman. He is putting together an outstanding program. And he's leaving time for fun and socializing as well. So come one, come all . . . be a part of a learning, sharing, singing Brotherhood experience.

Operations

LITTLE SISTERS: A PIN, A RITUAL, A PURPOSE



Want to start a Little Sisters group for your chapter? Many have found it worthwhile. Gamma Chi, Indiana, for one has found the program a real benefit for its chapter. They stress to members of the group that there are no dating obligations. And that there is real benefit from friendship between the girls themselves as well as between Little Sisters and the Fraternity members. Little Sisters are welcome to come to the Gamma Chi house at any time except during rituals. They can attend any social event the chapter sponsors.

Gamma Chi's group has made signs for a lawn dance; cheered at intramural games, helped on service projects, helped with alumni and parents' weekends.

Remember if you do have or start a Little Sisters group that the tradition of Alpha Sigma Phi is that no woman *except a fiancée or wife* may wear the coat of arms of the Fraternity.

Little Sister pins (pictured) are available through the Fraternity's executive offices in Delaware, Ohio. Suggested rituals for such groups are also available on request.

The Little Sister badge, by the way, is the original pledge pin of the Fraternity, used until 1946 when the present pledge pin was adopted.

There is also a Sister Pin of the Fraternity which can be worn by mothers or blood sisters of Brothers. It is an exact replica of the old Alpha Kappa Pi badge.

WHAT'S A UGA? VOLPE EXPLAINS.

Rick Volpe, Undergraduate Advisor to the Grand Council (currently serving a second term), of Beta Epsilon, Lehigh University, describes the duties of a UGA:

An Undergraduate Advisor is one of the three undergraduate brothers elected at the convention or at the educational conference each year. His function is to communicate the needs, feelings and sentiments of the undergraduate chapters to the Grand Council.

All chapters are divided equally among the three of us, so each UGA knows which chapters he's responsible for. It is his duty to contact these chapters, by phone or by letter at the outset of his term and outline a program to be followed for the year.

The UGA attempts to collect material for *The Old Gal Gazette*, our new undergraduate communications tool. The HJP is the contact for this at each chapter. If you feel your chapter hasn't been sounding off enough in *The Gazette*, get after your HJP. It is very frustrating when we contact chapters and get little or no response. We're open for ideas and more efficient methods.

In addition to *The Gazette*, the UGA should follow through on some Province programs. He should write or telephone chapters, ask questions, stimulate interest in inter-chapter communications and activities. He should make it his responsibility to urge each province to have a conclave and to have the province submit a report to *The Gazette* concerning the activities, programs and goals agreed upon.

UGA's attend Grand Council meetings and represent all chapters at those meetings.

A UGA may be also called upon to organize a group of brothers to visit another chapter to help with rush and other events. These are satisfying and rewarding experiences and impress even deeper upon your heart and mind the meanings of Alpha Sigma Phi.

ALPHA SIG SCHOLARSHIPS AT BERKELEY

Eight \$600—\$750 scholarship grants are available at the University of California at Berkeley for those who are lineal descendants of members of Alpha Sigma Phi.

Funds for the grants are made available by the Board of Directors, California Alpha Sigma Phi Association which administers the assets of Nu Chapter. Application blanks may be obtained through our executive offices in Delaware, Ohio or by writing to Mrs. Jean Heywood, Development Office, 318 Sproul Hall, University of California, Berkeley, Ca. 94720.

DELTA BETA XI: YOU CAN NOMINATE



DELTA BETA XI AWARD

The Delta Beta Xi award is a special one indeed. It commemorates the memory of those men who kept the spirit of Alpha Sigma Phi alive during a period when our Alpha chapter was forced underground. And today it recognizes those men who have given outstanding service to the Fraternity on the local, province and national level.

But many chapters have not nominated men for this special award. And that is how they are selected — by nomination from you!

Get out the pledge manual and check the listing or Delta Beta Xi recipients from your chapter. Consider those men to whom you would like to say "thank you" for outstanding or long-standing help. Then drop a note to the executive offices in Delaware, Ohio for nomination blanks. Those forms take only a minute to fill in. Now's the time to make your nominations because the Grand Council will soon be considering the next class of Delta Beta Xi members. Do it today! You'll do a Brother and your chapter honor!

POETRY WITH A POINT . . . RUSH!

Rush

Executive Secretary visited our chapter at the University of Illinois in November. Some time afterward, an ode to rush appeared on the Eta chapter bulletin board. The author didn't sign it — but the message is loud and clear. Should we start an Alpha Sigma Phi "poetry" contest? Any entrants?

Tw'as the eve of Spring Semester,
And the Bros were uptight,
With numbers declining
And no relief in sight.

The bills were coming
But the housebills were low,
And some were wondering,
If the old Gal might go.

Then along came Ralph,
To bring us some cheer,
And show us the way,
To survive another year.

His words gave the answer,
But would anyone care?
Would the men at the Sigsies,
Accept such a dare?

Ralph's word has two meanings,
But only one here applies,
"RUSH" will be the savior
Of Alpha Sigma Phi.

"RUSH" he said,
And he shuddered the crowd —
"How can we do that;
WE'RE too proud!"

But soon after sign-up sheets,
Were in place,
It appeared like hysteria,
Had struck the place.

Those who are willing are,
Too numerous to count,
The enthusiasm had risen
Without a doubt.

Will this drive for next semester,
Wither and die?
If it does,
Perhaps I'll cry!

The ambition present,
At this stage of the game,
Must next semester,
Remain at least the same!

With outside help
From old Sigsy Bros,
The sky is the limit,
And then who knows?

Perhaps then we'll start
A waiting list,
And pick who we want —
Isn't that a new twist!

Now don't get your hopes up,
There's more work than play,
But if we persist,
Alpha Sigma Phi will see a finer day !!!

SUMMER RUSH — IT STARTS RIGHT NOW!

Now's the time to get mailing lists of all incoming men and plan a series of mailings to them about your chapter . . . now's the time to set up summer rush events and parties . . . now's the time to get your Graduate Brother Group involved in helping with summer rush. A well-planned and executed summer rush program can pay big dividends this fall.

Summer is also a good time, as Brothers travel about, to contact your Graduate Brother members on a personal basis. Give them a call, ask them to get involved with the chapter again. Check your files of Graduate Brothers before you leave campus. If your files aren't up to date, here's a tip for the quieter summer season: ask those Brothers on campus during the summer to update the addresses through your school's alumni department. They'll probably give you access to their files while things aren't rushed. Then be sure and send all corrections to our office in Delaware. A few hours work this summer will have your files ready for use this fall.

BITS OF NEWS FROM CHAPTERS

The Chapters

We get reports on exciting new growths and activity at Wagner. Cheers to our Alpha Sigma chapter!

Stevens, Alpha Tau, also reports new growth and spirit.

Wake Forest, Beta Mu, reports on one of the largest pledge classes in years — the result, they say, of a year-long, well-planned rush program. A program that concentrated as much on getting to know prospects individually as on social events.

Presbyterian, Alpha Psi, recently held its annual Black & White at a coastal resort.

Atlantic Christian, Gamma Lambda, overflowed the ballroom of a Holiday Inn at its annual Spring Banquet. Graduate Brothers were there in full force for an outstanding awards dinner and dance. The event marked the unveiling of major renovations of the chapter's house.

MARSHALL HOSTS THIRD ANNUAL TOURNEY

Beta Delta, Marshall, Huntington, West Virginia, hosted the third annual Alpha Sigma Phi Softball Tournament on April 18, 19, 20. Chapters to be represented were Marshall, Davis & Elkins, Concord, Slippery Rock and two teams from Ohio Northern.

A double elimination tourney was held, along with a big party that Saturday night. Beta Delta promises pictures of the event for *The Gazette*.

Brother James Cummings was recently presented the Delta Beta Xi award at a special dinner attended by alumni of the chapter. Brother Cummings has served Beta Delta as secretary-treasurer of its house corporation and has given many, many hours of service to the Fraternity for many years.

SPECIAL ISSUE OF TOMAHAWK SCHEDULED

Publications

The summer issue of *The Tomahawk* is to be — at the direction of the 1974 convention — an issue that will be useful to give to prospects during rush. So plans are being made for an “annual report” type issue. To be an effective tool for your chapter, it's vital that your chapter be represented. With articles, photos, etc. How would you want your chapter “sold” via this issue? Get the material together now and get it off to your editor.

SOME SPECIAL READING IN THIS ISSUE

Two articles that should be worthwhile. An interesting viewpoint on what chapter public relations really is . . . something to think about as you plan your chapter's operation for the coming year. And, handy for getting those summer rush functions going, a special event checklist.

NEED FOR NEWS, NEED FOR THANK-YOU'S

Odds&Ends

Your Undergraduate Advisors to the Grand Council have designated a news report form for *The Gazette*. Copies have gone to all chapters. Use them, OK? Use anything — but WRITE!

Province meeting travel expense can be partially underwritten by the Fraternity. For details write to the executive offices.

We've run into it again and again. A graduate Brother contacted by the Fraternity, seeking to involve him in work for the Fraternity. We get a “no”. Seems he has helped a chapter a couple of times, including a check or two. But he's never received a simple thank-you note. It's a basic thing, but worth commenting on — letting those who help your chapter in any way, even if it's just a visit, know that you appreciate their interest will pay off later on. If you don't, you hurt your chapter and the entire Fraternity.

We notice that many chapters have not elected HAE'S. This is an important post. Particularly in working towards a more useful *Gazette* and *Tomahawk*. There's also a special national award for the chapter that does the best job in providing material for the Fraternity's publications. Without a good HAE, communications suffer.

APPLY FOR CHAPTER CONSULTANT POSITIONS

Alpha Sigma Phi welcomes applications for the position of chapter consultant. It's a big, demanding but exciting job. If you think you're the man for the job, drop a note to our executive headquarters.

PUBLIC RELATIONS -- MORE THAN NICE LOOKING PUBLICATIONS

By John A. Douglas, Fraternity Advisor, Iowa State University

What does the term "public relations" mean to your chapter? Is it merely a word thrown about during the chapter meeting, or is it just another title under a name on the composite?

The following is a list of questions which can be used to evaluate your chapter's program, or lack of one:

1. What type of materials are mailed to your alumni? Are they truly "alumni" oriented, or do they relate all of the trite happenings of the chapter house? The success of a chapter's alumni program is directly related to the effectiveness of the printed materials being sent.
2. Does your chapter always submit materials for use in the National's publications? Your alumni read these publications, and look forward to the section on your chapter. How often does some officer forget to send the information?
3. How are the people who live near your fraternity house treated? Are the families who live around you ignored at all times, except in the middle of night? When was the last time you invited them to dinner, to participate in some of your programs? Have you ever informed them prior to plugging a band on in your backyard, or an all-campus party in your basement?

It is much more difficult for them to live with you, than for you to live with them.

Picture *yourself* 10-20 years from now, living in the vicinity of a fraternity house. How would you like to be treated?

4. How are rushees treated by members of the chapter? Most are given the "king's treatment." What about those that you are not that "wild" about? Are they ignored, insulted? They might become excellent members of another fraternity, and the Greek system. How have you improved your image lately?
5. Does your chapter regularly submit its reports to the National Fraternity? How many were never sent? What impact does this practice have on your chapter's public relations program? There is a purpose behind each report form.
6. What type of activities is your chapter involved in? Is your chapter's menu of activities confined to sack racing and go-kart pushing? Much of a chapter's reputation is based on the programs and activities it is a part of. When was the last time an educational program was presented at your house? Have you ever held a social function without using alcohol? What you do as a chapter is what you are as a chapter.
7. What type of printed material is given to prospective members? Do you emphasize your elaborate housing facility, the wild parties, and the fantastic meals? Are these aspects all that you have to offer a new member? What about the pursuit of ideals; the attempt to improve scholarship, the "guts" of what your chapter is all about? Why not be honest? The pledge attracted to your chapter by the artificial aspects, is likely to become a worthless member, or a disenchanted one.
8. How are college and university officials treated by members of the chapter? Are members of the Dean's office, and faculty members, invited to attend functions at your house? What type of welcome is extended to them? The chapter which isolates itself from this segment of the University will suffer, public-relations wise.
9. How many unpaid bills are lying on the treasurer's desk? If you were a business man, you would expect your customers to pay their bills. Businessmen have friends who are also business men. One unpaid bill can destroy your chapter's credit, and your reputation.
10. "Those guys are a bunch of fairies!" And they may think the same of you. Other fraternities, for the most part, are not much different than you. Why not plan some activities with these groups that you really know nothing about? You may be pleasantly surprised.
11. How many of the chapters' members converse with the alumni visiting the house? The greatest alumni program going cannot impress an alumnus who is ignored.
12. How does the chapter treat females? Are girls "grossed out" around the chapter house? Are dates insulted at chapter activities? Women do talk, and talk travels. Your chapter's Public Relations program may be suffering badly in this area.

Public relations is more than attractive printed material. It is the everyday activities of your chapter. The chapter which is cognizant of its role, function, and impact is capable of truly executing the total public relations program.

A PLANNING CHECKLIST FOR SPECIAL EVENTS

Odds&Ends

The I.F.C. at Indiana University distributed the following check list on homecoming planning. Gamma Chi found it helpful for homecoming, parents day and fur rush as well. Here's the check list for your consideration:

1. **PLAN A FULL SCHEDULE.** One of the worst things you can do is to allow guests to sit around, not knowing each other, with nothing to do. Suggested activities are brunch, board and alumni meetings, sing-alongs, football game pools, tours of campus and house and any other plan to show guests that you are interested in their enjoyment. Why not try a drawing for a prize like two free tickets to next year's game.
2. **WELCOME SIGN.** A nice touch for your guests is to go that extra step to show them they are welcome. Hang a nice sign over the house entrance saying "Welcome Alumni". Use your chapter or school colors.
3. **GREETING AT THE DOOR.** Make sure that guests are met as they approach the front door. Undergraduates should be assigned times when they will perform this mission. A chapter rehearsal of a proper greeting for guests has been successful for many groups.
4. **REGISTRATION.** Have a registration table with a guest book right inside the front door. Assign an undergraduate to this table along with an alumni leader. Have the guests put down their name, address and class year. This information will be valuable in preparing a news story for the chapter paper and as an inducement for more attendance next year.
5. **NAME TAGS.** Have name tags with pins or gum backs ready for guests. This will save embarrassment for the average person who forgets names. These may be ordered with appropriate colors and crests or purchased blank.
6. **POSTED SCHEDULE.** Make a large poster showing the day's activities with times and places for each. This sign should be behind the registration table and will allow your guests who come late or early to know where to find others they hope to see this year. To fill out your schedule, borrow some general campus events like the pep-rally, game, concerts and parade.
7. **MEMORABILIA.** Some chapters have successfully displayed all their old composite pictures and scrap books. This act is thoughtful to your guests who want to identify with the house and may gain a lot of good remembrances. Shine up the old trophies, too!
8. **CLEAN SOCIAL AREAS.** Clean-up, fix-up and paint-up living rooms, halls, bathrooms, and foyer. Try to get these areas in a state to impress your guests. A bad taste given to an alumnus in these areas will surely carry over and hurt your requests for their participation in your future activities. Also don't forget that the parking lot and walkway to the front door are the first things they see. Members should go over these areas early Saturday morning.
9. **CLEAN OR LOCK ROOMS.** The study rooms should be cleaned or locked. An alumnus will be offended by a messy room while making a tour of the house. Also keep members from using the showers, dorms, or playing loud music when guests are there (10:30 a.m. thru Game time). This is a personal sacrifice for each member, but it will pay off in future alumni relations.
10. **RESERVE PARKING.** Have members clear the house lot the night before the game. Have an undergraduate attendant present to supervise alumni only parking. One great excuse to not come back is lack of parking.
11. **TAKE PICTURES.** Have a member take black and white snapshots of the guests and undergraduates mixing during the festivities. These shots will print well in the chapter paper.



The Old Gal Gazette. A communications tool that seeks to share techniques, methods, ideas and solutions to problems within chapter operations and report on the most current activity of the Fraternity so that we, Alpha Sigma Phi, can grow together. Compiled by the Undergraduate Advisors to the Grand Council: Craig Briner, Gamma Zeta, Fraternity Row, Bowling Green State University, Bowling Green, Ohio 43402. Mike Lawless, Gamma Chi, Indiana University, 625 North Jordan, Bloomington, Indiana 47401. Rick Volpe, Beta Epsilon, Box 2, Lehigh University, Bethlehem, Pa. 18015. Edited by Evin Varner, Alpha Sigma Phi, Box 4351, Charlotte, N. C. 28204