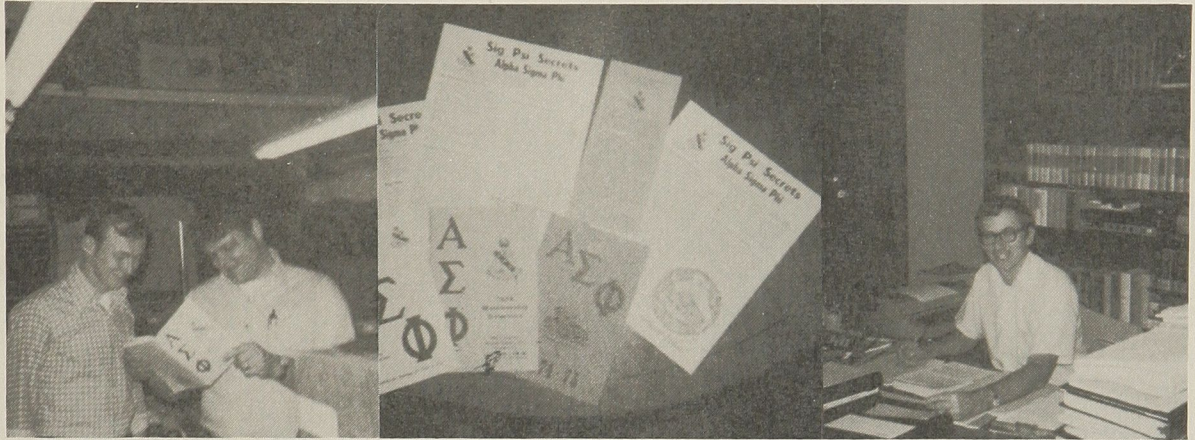


# The Old Gal Gazette



Mike Waters, left of Psi Chapter, and Bob Danielson of COMCOA discuss directory changes. Center — a sampling of publications done annually for Psi by COMCOA. Right — Hal Dick of COMCOA tallies contributions from an alumni mailing done on behalf of Psi Chapter.

## ALUMNI COMMUNICATIONS: TO DO IT RIGHT, GET HELP

### Operations

(Mike Waters, in a note suggesting newsletter exchanges, casually mentioned a very successful fund drive. We were curious about this and asked Mike to tell us more. Here's what he wrote:)

The Psi Chapter alumni program at Oregon State University has been very successful in maintaining relations and keeping their graduates active. In 1974, their contribution program drew about \$3000 from the alumni. Most of the success is a result of an active membership record maintained by COMCOA, a communications printing corporation. Their services have helped in all areas of fraternal communication, including mailing lists and follow-up for rush, resulting in Psi Chapter out-pledging all other Alpha Sigma Phi chapters in the nation last year!

COMCOA began its services in the summer of 1970 when Haldon C. Dick and Robert M. Danielson began the corporation in Corvallis, Oregon. Both worked very actively for Phi Kappa Psi fraternity in its national office in Cleveland. In fact, they operated some of the equipment that we now use in Alpha Sigma Phi's national office in Delaware, Ohio.

After settling in Oregon, letters were sent to all alumni advisors and corporation presidents in the Corvallis, Eugene and Salem areas.

Psi's advisor, Rob Ingram, responded and COMCOA began its first Alpha Sig job by tracing lost Brothers and finding current addresses. Their shop is set up in the garage of their home and is spreading throughout the house. They also use their extensive printing equipment for the chapter newsletter, membership directory, Mother's Club Directory and other printed matter, charging by each job they do. (Such as so much per name per month to maintain current addresses.)



## Operations

They schedule their main events in advance, setting up jobs, press dates, costs, postage, etc. This makes sure the alumni treasurer is aware in advance of operating finances. There is no signed contract, but advance planning helps the alumni predetermine their costs. COMCOA can estimate future work and ensure coordination of events so they don't send a Psi directory, newsletter and contribution request in one week and then let three months go without any contact. The more regular the publications, the better the contribution returns. The alumni newsletter, "*Sig Psi Secrets*", is written by the HAE and printed by COMCOA. Having such an organization provides consistency and continuity, giving the HAE someone to turn to for suggestions. This is the same as all "H" officer jobs. It is important to have someone to turn to who has seen the same problems for years. This prevents a good officer from organizing a fantastic job, only to have his successor tear everything apart with apathy in the next administration. All of this produces a strong need for extensive alumni communication and participation to keep things running smoothly.

The alumni association pays for all services of COMCOA with the exception of rush, which is financed by chapter funds. All campaign contributions are paid directly to the alumni association, since alumni are more inclined to donate to an alumni corporation than to a student-run chapter.

COMCOA services are not limited to Alpha Sigma Phi. As a profit-making corporation, it handles alumni programs for many fraternal groups at OSU, also doing work for the IFC, lodges, churches and clubs.

The Psi newsletter consists of homecoming announcements, chapter activities, new members, pledges and offices, awards, scholarship, athletics, alumni contributors, alumni activities and "Notes and Quotes" which is a return of personal alumni activities.

Birthday cards, Christmas cards and songbooks are also mailed to all members.

Produced annually is a Mother's Club Directory giving current students, parent's names, phone numbers and addresses. The success of this simple production resulted in a big new freezer, new furniture and mattresses for the chapter house last year.

The investments have been well worth the money. Many chapters use the excuse that they don't have enough money, or the alumni don't care about them. Psi was no different! It pays for itself. Among the formerly lost Brothers was our largest contributor!

The methods of locating Brothers include phone books, membership records, parents, yearbooks and countless other techniques. The organization can run the job by mail or phone without being in personal contact, so other Alpha Sigma Phi chapters may use COMCOA. The address-hunting job is virtually impossible for chapter members to perform. It is not to a chapter's advantage to do it themselves — all it takes is one class to fall behind. Letting COMCOA do it means more time for chapter activities and provides the tools for undergrads to contact alumni. Psi requires candidates for initiation to obtain members and alumni signatures on a wooden Tomahawk during Pinnacle Week. This helps new members meet alumni and makes alumni feel wanted when they are paid frequent visits.

Since chapter funds and success of the chapter is determined by the lifeline of rush, COMCOA does a beautiful job on follow-up and letters to potential rushees.

COMCOA has played a very large role in the success of this chapter located in a fairly new house with large payments and has paid for itself many times over. For more information on how to obtain these types of services in your area or from COMCOA, write to:

Mike Waters, Alpha Sigma Phi, 410 N. W. 25th, Corvallis, Oregon 97330.



## SAVING MONEY ON POSTAGE — SOME HELPFUL TIPS

(Brother David E. Seymour, Gamma '55, of Wyndmoor, Pa., called us to task for a recent Gazette story on postal rates . . . said story didn't tell it the way it should have. So Brother Seymour outlines how you can save a bundle on postage for chapter newsletters. He says: "Obtaining the special rates from the post office is not difficult so long as the task is approached with confidence that it can be done." To get a copy of the IRS ruling that he mentions in his article, write to the executive offices in Delaware.)

Under the Postal Regulations college fraternities are entitled to special reduced rates for mailing newspapers, other periodical publications and certain types of printed circulars and letters. Application for second class mailing privileges for newspapers and other periodical publications are made on Post Office Form 3501 which may be obtained from the local post office. To qualify for second class mailing privileges the chapter must show that at least four issues of the newspaper or other periodical will be published each year on a regular basis.

To obtain the special reduced rates for second class matter applicable to college fraternities and other organizations, the chapter must also submit a letter with the application showing that it qualifies as a non-profit fraternity. The letter should state that the chapter is a college fraternity exempt from federal income tax under section 501 (c) (7) of the Internal Revenue Code. In addition, the letter should also indicate that the chapter qualifies under S134.5 (b) (8) of the Postal Regulations in that the chapter (a) has as its primary purpose the fostering of brotherhood and mutual benefits among its members; (b) is organized under a chapter system with a representative form of government; (c) follows a ritualistic format; and (d) is comprised of members who are elected to membership by vote of the members.

Special reduced rates for printed letters and circulars may also be obtained. Where a chapter does not plan to issue at least four copies of a newspaper or newsletter each year at stated intervals, the third class rates may be applicable. Application for third class mailing privileges is made on Post Office Form 3624. Evidence of the chapter's status as a college fraternity must be submitted with the form. The evidence required is the same as for obtaining the special reduced rates for second class mailing privileges.

There are a number of rules concerning the use of both the second and third class mailing privileges. These can be explained by the local postal officials.

## RUNNING A KITCHEN . . . HOW THEY DO IT AT IOWA STATE

(We heard by the grapevine that food at Phi is great. We asked them to tell us about their food operation. Jim Mino shares this account of the chapter's kitchen service.)

The meals at Phi chapter have always been a strong rush point and an important part of the fraternal life we live.

Through the week the daily meals include a hot breakfast, a noon lunch and a large evening dinner. Both lunch and dinner are served family style but formal table manners are always observed. The head of each table summons waiters for refills and keeps the table orderly.

Although efforts are made to cut as many costs as possible in this time of rising prices, good food in standard portions is always served. It is always important to keep the brothers happy and one way to accomplish this is to feed them well.

For those who have a class during meal times we offer several alternatives. The brother may eat "early," usually about half an hour before the regular time or he may eat "late." A plate is prepared for him and kept warm until he is able to eat it. If neither of these alternatives will work, a sack lunch is always available.

The kitchen of Phi chapter feeds fifty people per day on the average and has approximately \$1700.00 per month in which to do it. The Steward is responsible for the management of the kitchen facilities. He "hires" the student breakfast cooks and the kitchen crews for both lunch and dinner. These jobs give men in the house an opportunity to earn a little extra spending money.

The Steward is responsible for planning the menu and ordering all food and kitchen supplies. The responsibilities of this office have earned the Steward a place on Prudential Committee, the financial decision-making committee of the house.



## Operations

Most of the purchases made by the Steward are made through a group known as FBA, Fraternity Buyer's Association. This is a buying cooperative set up for use by all the Greek houses on campus. The more houses that participate the better the prices they can offer.

There are many factors involved in running a fraternity. Many have great significance, others do not. One very important factor in rush and in our own well-being is the operation of the kitchen and the dining room.

### GRAND COUNCIL MEETS AND MEETS AND MEETS

## Grand Council

Members of the Grand Council along with Undergraduate Advisors to the Grand Council and the executive staff convened recently in Columbus, Ohio.

And the meetings went on non-stop for three days! There was a lot to talk about: finances, extension, the 1975 educational conference (more to come on that), the 1976 convention and more.

The program of telephone calls to chapters by members of the Council was discussed at length. The Council felt this program — requested at the '74 convention — was worthwhile and should be continued. Some concern was expressed that those in the chapters receiving the calls are not in turn reporting on them to the entire chapter.

Results of the meeting will be reported in coming months. Basically it was a tired but enthusiastic group that fanned out across the nation after the meeting — aware of a lot that needs to be done, problems in stretching dollars to do it all and determination that the "Old Gal" become better than ever.



The Grand Council. This was taken at the '74 convention. These guys haven't changed much . . . except for a few more wrinkles from trying to run a fraternity in their free time. Left to right: Dexter, former GSP Robert Miller, Allen, Trubow, Lord, Wise and Gibbs. Not pictured: DeLuca.

### CONSIDER THE COUNCIL. WHAT DO YOU KNOW ABOUT THEM?

Ever wonder about the guys who make up the Grand Council? Nothing mysterious about them, really.

Like chapter advisors, province chiefs, officers of alumni corporations and other men working for Alpha Sigma Phi, the men of the Grand Council don't earn a cent for their work. In fact, all they get are their traveling expenses — and most of them wind up spending a good deal more than that.

Alpha Sigma Phi, not being what you would call one of your wealthier fraternities, has only a tiny salaried staff — our executive secretary, our chapter consultant, and three secretaries in our national office building. Keeping Alpha Sigma Phi running takes a lot more work, obviously, than that staff can handle. And that's where volunteers come in.

All volunteers working for Alpha Sigma Phi have their own jobs to hold down. Yet they devote a lot of hours for "The Old Gal."

Grand Senior President George Trubow, for example, is General Counsel for the President's Council on Privacy, Washington, D. C. GJP Robert A. Allen is general manager of a large dairy in Johnstown, Pa. Grand Secretary George E. Lord, attorney, is now Assistant Attorney General (Consumer Division) of the State of Ohio.



## Grand Council

Grand Treasurer Al Wise is president of a bank in Delaware, Ohio. Grand Marshal Lou DeLuca is on the administrative staff of Wagner College, Staten Island, N. Y.

Councilor Rick Dexter is an executive with the Bell System in Oregon. Councilor Richard Gibbs is president of his own sales firm in Tulsa, Oklahoma.

How did they become members of the Grand Council?

You elected them. Not the province chiefs, not the chapter advisors or any other group. The men who run Alpha Sigma Phi are selected by undergraduate delegates to the national convention. Nominations are made for the Council from among that group of men who have seen that membership and involvement in Alpha Sigma Phi is indeed for life . . . and are willing to give up a lot of free evenings and weekends on behalf of the Fraternity.

Know someone you think should be on the Grand Council? Talk to him. And at the next convention, have your chapter's delegate nominate him.

Want to say something to a member of the Grand Council? Write him. (Their addresses appear on Page 4 of the current Tomahawk.) Want a visit or some help from a member of the Grand Council? Contact them. They want to hear from you. They're your representatives, giving of themselves and their time to give us all a better Alpha Sigma Phi.

### MARIETTA HELPS "RACK UP CANCER!"

Delta Chapter, Marietta College, held a 72 hour pool marathon recently for the American Cancer Society. A tent went up downtown on a busy corner, complete with pool table. Brothers took 4 hour shifts playing pool. Despite rain and snow, the goal of \$1,000 was met and more!

New social idea: a house painting party at Delta. And for a menu, a 100 lb. pig roasted on an outdoor spit for 12 hours while the work went on. When the painting finished, the eating started. And went on and on and on.

### KEEPING PLEDGES — HOW DO YOU DO IT?

Rutgers HAE Lonny Matlick reports that Beta Theta loses too many pledges only a week or two after pledging. They don't feel it is their pledge practices — rather financial and men leaving because they are concerned that pledgeship will hurt their studies. Has anyone faced this particular problem and found a solution?

Beta Theta is fine and flying high, according to Brother Matlick. Fraternities are gaining in popularity on campus, and a new I F C has been formed. This year's rush was campus wide and during first semester. Some rush parties and discussions were sponsored by the council on behalf of the fraternity system as a whole to give new students an introduction to the system on the campus.

### LEHIGH JOINS BLOOD BANK

Beta Epsilon HAE Dave Webb says the Lehigh chapter has joined a plan with the local blood bank. The chapter pledges to donate a certain quota of blood each year. In turn, every member and the members of his immediate family are guaranteed that they will be provided blood in case of need without cost. He suggests that other chapters may want to investigate such a plan.

### AMERICAN UNIVERSITY OFFERS D. C. RENTAL

Brothers who plan on being in the Washington, D. C. area for work during the summer are invited to contact Beta Chi at American University. The chapter makes space available in its house during the summer at very reasonable rates. The location is convenient, too.

### WIDENER DOMINATES BASKETBALL TEAM

There are eight — count them — eight Alpha Sigs on the Widener College basketball team, according to Gamma Xi's Ralph Treat. A fine record for the team can be attributed to play by Rick David, James Fitzpatrick, Jamie Hargadon, Pat Knapp, Tom Mann, Phil Martelli, Tom Murphy and Craig Young. Brother Treat is head soccer coach for the team that has just been invited to the prestigious U. S. Challenge Cup Tournament.

Gamma Xi has renovated its living room and added a new bar under the direction of John MacElroy and Jim Onaro.

## The Chapters



## A SOCIAL IDEA, A HOUSING IDEA FROM ALPHA TAU

Two good ideas from Alpha Tau, Stevens Institute of Technology. Social: the chapter's traditional canoe trip and its hiking trip are both fun; both fine helps with rush. Housing: Big rooms and a need for more private sleeping areas resulted in the creation of cubicles framed of 2 x 4's, covered with colorful burlap. Inexpensive, easy, good for ventilation and an attractive way to divide large rooms.

## THE SCHOLARSHIP SWEEPSTAKES: OMICRON

Pete Holding, HJP at University of Pennsylvania's Omicron, reports that last year the chapter's overall average was 3.40. And it looks as though they're going to do at least as good this year. Bookworms? Hardly. The chapter's intramural basketball team was undefeated in regular season play!

## A FIRE PREVENTION THOUGHT; OTHER ITEMS

Fire is a scary thought about the fraternity house. We've seen too many houses that represented a lot of work, sweat and tears for Brothers go up in smoke.

So it might be a good idea to mark a calendar for at least a semi-annual check on fire extinguishers, fire escapes and emergency procedures. Then check the house or lodge top to bottom for possible hazards. Your local fire department will probably be happy to come by and help you do this and make suggestions. Give them a call.

Time magazine (1/20) reported on the new interest in fraternities across America. Alpha Sigma Phi is feeling new growth due to this upswing. The article also reported the new dimension of fraternal life with meaningful service projects. But it also related that incidents of tragedy due to hazing are cropping up, too. That's a good reminder to re-read Alpha Sigma Phi's position on hazing . . . and give it some serious thought.

Chapter Consultant Gary Anderson's most recent schedule had him visiting Ohio State, Tufts, Stevens, Lycoming, Penn State, Baldwin-Wallace, Indiana Tech, Milton and Illinois Institute of Technology.

Have extra pledge manuals on hand? Hold on to them. The last printing of "To Better the Man" is getting low. But a major revision is underway so we're going to try to get by through this year with what we have. If you have suggestions on what you'd like to see in or changed about the next edition, share them with the executive offices.

What's happening in your chapter? Share it with The Gazette through your Undergraduate Advisor to the Grand Council. Each chapter is assigned to a UGA: Craig Briner — Provinces 4, 5 and 8 plus Baldwin-Wallace and Bethany . . . Mike Lawless — Provinces 1, 2, 3 and 12 . . . Rick Volpe — Provinces 6, 9, 10 and 11 plus Slippery Rock and Westminster. Send your material to these men at the addresses below. Remember that The Gazette welcomes news about your chapter . . . but especially welcomes how-to articles . . . how you organize your service program . . . how you plan your pledge training . . . how you achieved new interest in intramurals, etc.

Rush? Rush! We're getting a lot of requests for articles on how to improve rush programs. Share your chapter's program; your individual thoughts. Perhaps together we can evolve a whole new approach to rush. Let's try it!

Telephone some of our chapters and your call will be answered with a nice, business-like "Alpha Sigma Phi." Call a lot of the others, however, and you'll get a "Hello!" at best. You aren't sure if you have the right number. So you ask, "Is this Alpha Sigma Phi?" "Yeah." (The tone of the "yeah" implies "of course, dummy.") The point is that good telephone manners make for more efficient telephoning. And a lot better image. You never know when a prospect might be calling. Or a graduate Brother ready to donate a bundle. Or a parent calling with questions about this organization his son wants to join. Give it some thought the next time the phone rings.

The editor of The Tomahawk has been taken to task for referring to the pie flip as done at the '74 convention as a "new tradition." Seems it's an honored, long-standing tradition at Theta, University of Michigan. Apparently they've been hurling their deserts for years! (Are there similar loony things going on at other chapters?)

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

