

Winter 1984

You are invited

## A Celebration of Brotherhood!

Eta set to host 1984 Convention

There is special excitement at 211 East Armory, Champaign, IL.

The new Eta chapter is busily getting ready to welcome you. You—meaning every undergraduate and alumnus brother of Alpha Sigma Phi—should be there August 2-5, 1984 for the National Convention of the Fraternity.

The "Old Gal" will be convening on the campus that hosts the country's largest Greek system. The Illini Union will be the site of most meetings and for the gala banquet that concludes Convention.

"The Phoenix . . . For Life" is the theme. It underlines the fact that Alpha Sigma Phi enriches life through brotherhood and ideals . . . and that Alpha Sigma Phi is a lifetime experience.

Area alumni are talking of holding special meetings in conjunction with the Convention. Over 1500 alumni live in the immediate area. Indiana University, Purdue University and Chicago area alumni may hold gatherings.

Official delegates from each chapter and alumni group will set the program of work for the Fraternity for the next two years and elect its national leaders. Chapter fees pay for delegate costs and underwrite part of the transportation for official delegates. It is vital that each chapter be represented.

Keynote speaker at Convention '84 will be **John F. Savage, Toledo '51**, author and internationally acclaimed motivational speaker. Brother Savage is perhaps America's most successful life insurance underwriter. He has been invited to speak before the Million Dollar Round Table for an unprecedented eight times. A member of the Purdue University faculty, he sits on 20 company boards. He has spoken in 20 countries in the past 10 years. His books include *The Easy Sale* and *It's Getting Easier*. In one recent year, Savage personally sold close to \$20 million in insurance.

Three package plans permit attendance at Convention '84 at special low rates. Any brother—alumnus or undergraduate—may attend Convention. All brothers are given the privilege of the floor, but only official delegates may vote on Convention business. All brothers attending are given the opportunity to serve on Convention committees.

**Jim McMahon, Illinois Institute of Technology '78**, is Associate Convention Director. He is Grand Chapter Advisor of Eta chapter. He will be assisted by undergraduate **Dave Evans**.

Outstanding undergraduates from around the country have been named as Convention Coordinators. They are **Richard Kahler, Delta Theta, Radford University; Carl Parker, Gamma Zeta, Bowling Green State University; Geoff Connell, Theta, University of Michigan** and **Phil Winkel, Mu, University of Washington**.

Those attending Convention '84 will be able to view the traveling Alpha Badge that resides at the newest chapter of the Fraternity, a memento from the Mother Chapter. The Alpha badge is at Eta because it is the "new" chapter.

The Grand Council revoked the Eta charter in May, 1981 due to the chapter's small membership. A colony was begun in the fall of '81. Labor Day, 1982 saw Eta rechartered with over 40 outstanding men.

Eta has continued to live up to its heritage as one of the Fraternity's outstanding chapters. (Over 1,396 men have been initiated by Eta.) The chapter has jumped from the basement scholastically of 59 fraternities to the top 10. It has captured its league intramural basketball championships. And recently took more pledges than any chapter on campus.

Considering the Convention theme, it is interesting to note that Eta's slogan while it worked for its charter was: "Alpha Sigma Phi is our life." An actual initiation will take place during Convention '84 to commemorate the chapter's achievements.

It is interesting to note that the Third National Convention of Alpha Sigma Phi took place at Eta—the first Convention away from Delta. Two Grand Senior Presidents—back to back in fact, came from Eta: **Dallas L. Donnan, Eta '21** and **Raymond E. Glos, Eta '22**. Eta has also produced a Distinguished Merit Award winner: **Joseph B. Lanterman, Eta '34**, former chairman of the board, Amsted Industries. The chapter has seen over 20 of its members named to the ranks of Delta Beta Xi.

Steve Zizzo gets a boost up from Dave Osadjan to hang the Alpha Badge at Eta chapter. Alpha Sigma Phi at the University of Illinois is looking forward to seeing you in August.



# 614-363-1911

Pick up your phone! Call 614-363-1911. Ask for information about Alpha Sigma Phi's 1984 Convention. Special rates are available for both alumni and undergraduate brothers. Can't attend the entire Convention? Ask about overnight packages to be there for the final banquet. Convention is fun . . . it's brotherhood . . . it's having a voice in the direction of Alpha Sigma Phi.



Meet some of the men of Phi Gamma colony at Stockton State College. This enthusiastic group has been breaking records in its quest for an Alpha Sigma Phi charter. The colony has developed quickly as it meets all the requirements of the Fraternity's high standards for new chapters.

## UCLA, Stockton State rushing toward goal of Fraternity charter

The Phoenix Club at UCLA is no more.

It is now officially Alpha Zeta colony of Alpha Sigma Phi. And Alpha Zeta colony is a group working energetically toward meeting the minimum standards so it can seek its charter as a chapter of the Fraternity.

Alpha Zeta was first chartered at the University of California, Los Angeles, in 1926. The chapter

had a distinguished history, producing a lot of loyal Alpha Sigs. But in 1972, Alpha Zeta fell prey to the post-Vietnam era.

Alumni in Los Angeles continued to meet and keep Alpha Zeta traditions alive.

Alpha Zeta alumni, determining that the time was right, undertook financing the reactivation attempt. Over a year ago **Brian King from Mu chapter**, trained by Headquarters, started work on the UCLA campus. Fraternity staff followed up. Always on hand to assist was **Robert W. Kutz, California '67**, Grand Historian.

The Phoenix club grew slowly but surely. And finally reached colonization. A banquet to celebrate saw **Executive Director Robert M. Sheehan, Jr.** there to pass out "founding father" certificates. **Donald Durward, Alpha Zeta '62** and **James M. Cordi, Alpha Zeta '64**, alumni leaders, were on the program. Keynote speaker was Robert Kutz, described as the "Johnny Appleseed of Alpha Sigma Phi."

Work since colonization has seen the group at UCLA grow to over 35 outstanding young men.

Grand Council action has approved the application of Phi Gamma colony at Stockton State College, Pomona, New Jersey. The group there will become a chartered chapter of Alpha Sigma Phi this fall.

Phi Gamma is located at a fast-growing, innovative institution. And the colony has reflected that—meeting minimum standards in record time and operating a sound, stable and quality organization.

## Deadline!

Hurry: Send check now to Alpha Sigma Phi, 24 W. William St., Delaware, Ohio 43015

This is your last chance to get your name on a special list of brothers.

Send your check today for the 1983-84 Annual Loyalty Fund, the alumni giving program of Alpha Sigma Phi. Make your check out to the Alpha Sigma Phi Memorial Fund. Your contribution is tax-deductible.

The support of brothers to the annual giving program makes a quality Fraternity experience possible for thousands of young men across the country. Your check helps support **The Tomahawk**, staff assistance for chapters, scholarship development, leadership development and career services.

This past year the average annual giving donation was \$30.27. The strength of the program is a lot of gifts from many brothers—every bit helps!

Breaking records this past year were Alpha Sigs joining the Anniversary Club, those contributing a dollar a year for each year of the Fraternity's life. That's 138 dollars this year.

All contributions are acknowledged in a special section of **The Tomahawk**. Make sure your name is on that list for the 1983-84 campaign! Thanks, brother!

## THE TOMAHAWK

An Educational Journal  
Vol. 82, No. 2 (USPS 617-920)  
Winter, 1984  
Member, College Fraternity Editors Association

**The Tomahawk** is the oldest college fraternity publication. It first appeared in November 1847 at Yale College and continued until the college suspended it in 1852. Since its revival in April 1909, it has been published continuously.

**Editor**  
Evin Varner

**Managing editor**  
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**Circulation**  
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**Business Manager**  
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**Alumni News**  
Tyler Cox

**Chapter Reports**  
Eric Jacobson

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**Postmaster:** Change of address form No. 3579 should be sent to Alpha Sigma Phi, 24 West William Street, Delaware, Ohio 43015.



Jim McMahon, Illinois Institute of Technology '78, left, is Associate Director for Convention '84. He is being assisted by Eta undergraduate Dave Evans. They're making plans for August 2-5 to be a memorable experience for you.



# Honored!

"The Old Gal" salutes achievement and service

For only the 29th time, Alpha Sigma Phi has conferred its Distinguished Merit Award. It recognizes a select group of men who have achieved prominence and distinction in their professions.

Number 29 is **Warren L. Hanna, Minnesota '18**, senior partner of San Francisco's Hanna, Brophy, MacLean, McAleer & Jensen, California's leading firm of work injury defense attorneys.

For 35 years he has been editor of *California Compensation Cases*. He has edited three books that are the standard references on workman's compensation. He has been honored by the California Chamber of Commerce, and the California State Legislature as the "Dean of Workers Compensation." The University of North Dakota has conferred upon him an honorary degree.

The University of California, Berkeley is home of the Warren L. Hanna Library.

Recognized internationally as a scholar on Sir Francis Drake, Brother Hanna recently authored *Lost Harbor: The Controversy Over Drake's California Anchorage*. *Montana's Many-Splendored Glacierland* and *The Grizzlies of Glacier* are two other Hanna books considered classics.

Brother Hanna is an active member of the Bay Area Alumni Council of Alpha Sigma Phi and has attended every Founders Day celebration since 1945. He has served the Council's executive committee for over 20 years.

Presentation of the award was a highlight of the Bay Area Council's Founders' Day banquet. **Grand Senior President Stan L. Miller, Purdue '64**, flew to San Francisco to make the presentation.

The Distinguished Service Award of Alpha Sigma Phi recognizes outstanding service to the Fraternity over a long period of years. Recipients must be a holder of the Delta Beta Xi key.

## LIVING DISTINGUISHED MERIT AWARD RECIPIENTS

1952	Arthur Sherwood Flemming (Ohio Wesleyan '27)
1956	Ralph Gwin Follis (California '19)
1963	Charles Milton Beeghly (Ohio Wesleyan '27)
1964	Vincent Leonard Price, Jr. (Yale '30)
1967	Paul J. Cupp (Pennsylvania '21)
1969	Joseph B. Lanterman (Illinois '34)
1973	Robert L. Howsam (Colorado '38)
1975	Charles W. Shaeffer (Penn State '30)
1976	Ralph Frank Burns (Ohio Wesleyan '32)
1980	Bradford Gary Corbett (Wagner '58)
1981	William C. Norris (Nebraska '29)
1982	Robert Tilton Sheen (Lehigh '30)
1983	Warren L. Hanna (Minnesota '18)



Hanna

Gibbs

At a special Founders' Day luncheon held in Kansas City, alumni and the Grand Council gathered to honor the 25th recipient of the award: **Richard S. Gibbs, Oklahoma '51**.

A Tulsa, OK business man, Gibbs has been an involved Alpha Sig since the day he was initiated. He has continued unbroken his support of Alpha Alpha chapter and its alumni organization.

Becoming an Assistant then a Grand Province Chief, he has devoted countless hours working with various chapters of the Fraternity.

Elected to the Grand Council in 1974, he spearheaded a complete revamping of the financial programs and policies of Alpha Sigma Phi. Gibbs became Grand Senior President in 1980 and served tirelessly. By careful arranging of his business travel (and out of his own pocket), he probably set records for the number of chapters he visited during his tenure. He was a frequent speaker at Province Conclaves, chapter installations and alumni gatherings across the country.

At his own expense Gibbs visited the Philippines to attend the national convention of the Alpha Sigma Phi organization in that country. He has continued to serve as a liaison with that group.

From 1864 to 1875, Alpha Sigma Phi had to operate sub rosa at Yale. Members of Delta Beta Xi secretly pledged their allegiance to Alpha Sigma Phi and kept the traditions of the Fraternity alive.

In 1938, an unusual and signal honor was created, recognizing outstanding service to Alpha Sigma Phi. Those selected are presented Delta Beta Xi keys.

In special ceremonies across the country, the following men were named:

**John Ross "Scotty" Campbell, Missouri Valley '58, Marshall, MO.** Has helped Alpha Omicron formulate its rush program; served as IFC advisor and has been a constant support to the chapter.

**John F. Doane, California '36, Walnut Creek, CA.**, president of the Bay Area Alumni Council 1981-1982 and a very active supporter of the successful efforts to re-activate Nu chapter.

**Paul J. Fitzpatrick, Lawrence Tech '69, Farmington Hills, MI.** Has served Gamma Psi as

## LIVING DISTINGUISHED SERVICE AWARD RECIPIENTS

1963	Donald Jay Hornberger (Ohio Wesleyan '25)
1964	Frank John Krebs (Mount Union '29)
1966	Charles Thomas Akre (Iowa '28)
1968	Floyd Welcome Mosiman (Stanford '17)
1970	John Louis Donnelly (Middlebury '24)
1971	Raymond Eugene Glos (Illinois '22)
1972	William Gardner Mason (Michigan '17)
1975	Herbert Lucien Dunham (Michigan '17)
1976	Buford Herbert Byers (Purdue '49)
1977	George Bernard Trubow (Michigan '53)
1978	Stuart Winston Anderson (Eastern Michigan '73)
1979	Emmet Busen Hayes (Stanford '31)
1980	Ralph Frank Burns (Ohio Wesleyan '32)
1981	Richard Arthur Dexter (Oregon State '60)
1982	Trusten P. Wadsworth (U. of California '17)
1983	Richard R. Gibbs (Oklahoma '51)

treasurer and secretary of its alumni association. Chaired the chapter's 50th anniversary celebration.

**Edmund Hamburger, N.Y. Polytechnic '45, Los Angeles, CA.** A former N.Y. Alumni Council president, he is now president of the Los Angeles Alumni Council. He serves on the Grand Council.

**Brian Judge, Lawrence Tech '67, Lochituate, MA** was instrumental in bringing Gamma Psi chapter into Alpha Sigma Phi. Helped form the chapter's alumni association and helped the chapter with housing needs. He has attended National Conventions since his undergraduate days.

**James Clark McMahan, Illinois Institute of Technology '78, Champaign, IL.** Frequent speaker at National Educational Conferences and Conventions. Advisor to Eta chapter and guided the chapter in its successful reactivation.

**Garrett Riegg, California '66, active in reactivation of Nu and Grand Chapter** Advisor of the chapter. Vice president of the Bay Area Alumni Council. Board of the California Alpha Sigma Phi Association. Has attended the last three National Conventions.

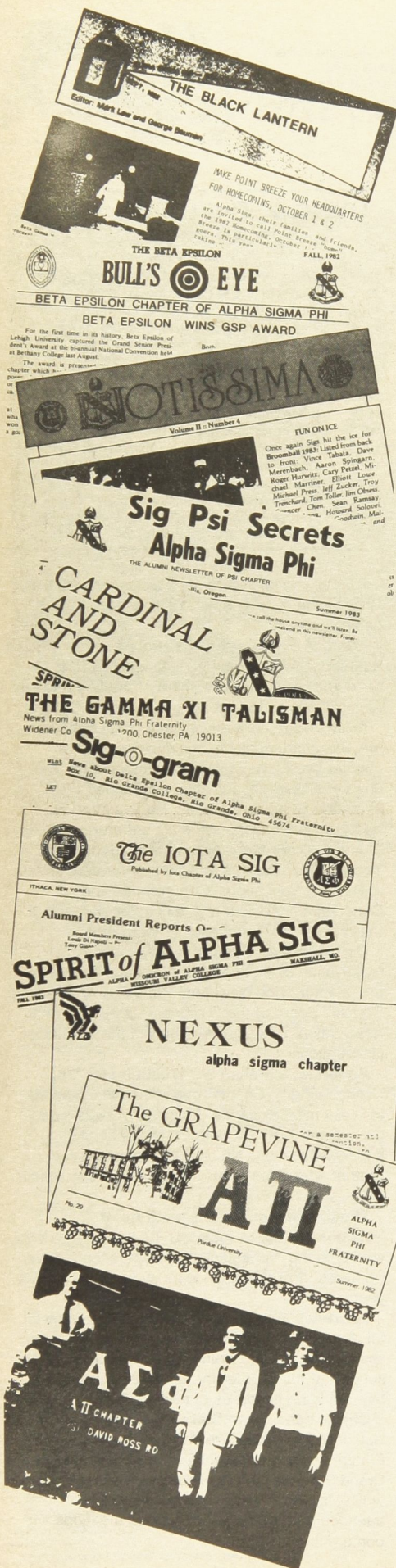
**Robert M. Sheehan Jr., Westminster '76, Columbus OH.** Chapter consultant who went on to break records as the Fraternity's Expansion Consultant. Now Executive Director. Active supporter of Alpha Nu chapter and dedicated brother who gives of his own time well beyond his professional duties.

**Thomas Singer, Illinois Institute of Technology '50, Homewood, IL.** Has been a loyal worker in the Alpha Xi alumni corporation for over 25 years, doing yeoman work as treasurer for five years.

**Lawrence Jay Smith, Bethany '68, Southfield, MI.** Currently president of the Beta Gamma alumni association. He has maintained close contact and support of the chapter through the year even through living hundreds of miles away.

**Chuck Vohs, Penn State '75, Columbus, OH.** Has continued his active involvement in the Fraternity since undergraduate days. Dedicated Grand Province Chief of Province V. Assisted in writing manual for chapter treasurers. Has attended and assisted with national meetings and conferences.





# Chapter newsletters

## Headquarters service sparks new boom in fraternal publishing

You won't find them in any media directory. Some have been published continuously for over 50 years. Some are brand new. A few feature photographs, good typography and excellent paper; others whirl off duplicating machines. All are avidly read by recipients.

They're Alpha Sigma Phi chapter newsletters.

Rooted in long tradition, this special kind of journalism is showing remarkable vitality and growth. The reason is simple.

Alumni have asked for more news from their chapters. Headquarters has responded with a special program. The program provides chapters with assistance in creating, writing, printing and mailing their publications. And at rates well below what the chapter could find on its own.

The result: more newsletters and alumni publications issued more often. And undergraduates who are gaining some valuable skills and experience.

At last count there were 40 newsletters regularly produced in the world of Alpha Sigma Phi. Headquarters has provided printing and assistance for 29 of those and assists in the mailing of eight more. Others utilize the computer-generated label service of Headquarters.

The most successful, stable chapters of Alpha Sigma Phi are those with alumni involvement. And there is usually a direct correlation between alumni participation and the publication of a chapter newsletter.

Demonstrating that fact to the chapters, Headquarters staff has been able to encourage a 50% increase in the past five years in the number of newsletters issued regularly.

"Newsletters demonstrate the lifetime commitment to Alpha Sigma Phi and underline the fact that the chapter is indeed every man who has been a part of it," says Assistant Executive Director **Jeff Schwind** who supervises the newsletter program.

Interestingly, the aspect that both alumni and undergraduates would like to see improved about newsletters is the same: More alumni news. "It would be nice to hear from more alumni," says **Ronald Spickerman, California '82**, former editor of the award-winning Nu chapter newsletter 'Notissima'. "The response we do get is gratifying and exciting."

Past Grand Senior President **Richard Dexter, Oregon State '60**, now lives in New Jersey, a continent apart from his chapter. He reads each issue twice. "It reminds me of the wonderful personal growth and brotherhood experiences I had. It was a once in a lifetime opportunity and I envision many undergraduate brothers having the same opportunity. I read the alumni news and remember those guys," says Dexter. "The chapter newsletter and *The Tomahawk* are tangible elements of 'the tie that binds.' . . . reminding us of values central to our lives and assuring us that those values are being perpetuated."

Not to be overlooked is the learning experience that creating a newsletter represents. Undergraduate Spickermann found he learned a lot about language. "With much to say and little space, I found words almost had personalities. Long-winded phrases were villains and information-packed words were heroes. It's fun!"

**Eric Jacobson, Michigan '74**, is now an editor for a series of national trade magazines headquartered in Kansas City. He found chapter newsletter experience has paid off professionally.

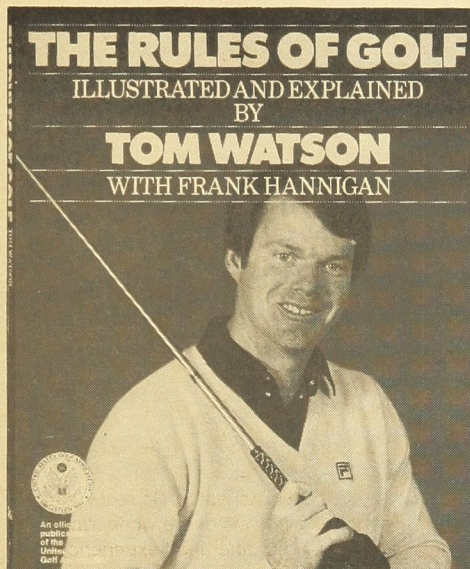
"Putting together a chapter newsletter is like creating any organizational newsletter. And I've had to edit newsletters in all my jobs since graduation. My experience with the 'Theta Wolverine' taught me to write good, short, concise copy. It taught me to organize thoughts and communicate on paper. It taught me the importance of deadlines."

Jacobson, who provides volunteer time for *The Tomahawk*, knows that some chapters have difficulty setting aside newsletter start-up costs in their budgets. "In the long run they pay for themselves. Including better understanding from parents, neighbors, school officials. And providing a written history of the chapter."

"Doing a chapter newsletter is a chance to learn to work with others—a skill one must know to succeed in the professional world," Jacobson points out.

Providing that skill and providing alumni with the communications they want means the Chapter Newsletter Service will continue to be a major program within Alpha Sigma Phi. □





Tom Watson, Stanford '68, has become the fifth man in history to win at least five British Opens. "If I had to quit right now," Watson said, "I've done as much in golf as I ever hoped to do." One sports writer summed up the win like this: "Watson won the British Open by playing better golf than anybody on the planet. A couple of guys shot better rounds, and at one point eight players were tied for or in the lead, but Watson survived the suffocating pressure. In fact, he thrived on it. Tom Watson rules Britannia the way Britannia once the ruled the waves."

Alpha Sig golfers might want to look in bookstores for a book by Brother Watson. It's called "The Rules of Golf" and it's an official publication of the United States Golf Association.

## Alpha Sigs in action

Reports on activities and achievements of Alpha Sigma Phi across the country

### American University

**Robert Bowes '73**, Brooksville, FL, is chief executive officer of Tamara South Inc.

### University of Arizona

**Allan T. Mense '64**, St. Louis, MO, has been promoted to senior scientist in the Fusion Science Department at McDonnell Douglas Astronautics Co. He also has been elected a senior member of the Institute of Electrical and Electronics Engineers.

### Baldwin-Wallace

**Bruce M. Govich '49**, Norman, OK, is professor of music (voice) at the School of Music, University of Oklahoma.

**Ray Messerly '49**, Mexico City, Mexico, has been transferred to Mexico City as director of finance for Ingersoll-Rand Mexican Cos.

### Bethany College

**Robert L. Martin '38**, Wheeling, WV, is the recipient of Bethany College Alumni Council's Distinguished Alumni Service Award. He heads the college's Annual Fund.

### Bowling Green State University

**James W. Moyer '70**, Cincinnati, OH, is an associate manager in the General Credit Office at Procter & Gamble.

### University of Buffalo

**Charles Botula '65**, Belleville, IL, is chief of the Contract Airlift Capability Survey at the Military Airlift Command Headquarters, Scott AFB, IL.

**Joseph C. Gautille '68**, Las Vegas, NV, is a captain and pilot of a corporate jet based in Las Vegas. He also is a lieutenant commander in the Naval Reserve.

### University of California/Berkeley

**Don Perkins '64**, Sacramento, CA, is an assistant program manager in the California Department of Forestry's Forest Resources Assessment Program. He also is serving a second year as chairman of the National Continuing Education Committee of the Society of American Foresters.

**Maj. Gen. (Ret.) James A. Richardson III '29**, Alexandria, VA, is retired and serves as president of the G. W. Chapter of the Association of the US Army.

### University of California/Los Angeles

**Forrest H. Froelich '30**, Pearce, AZ, is a retired rancher.

**Kenneth Wulff '35**, Ocean City, NJ, reports a new address: 208 Bay Rd., 08226.

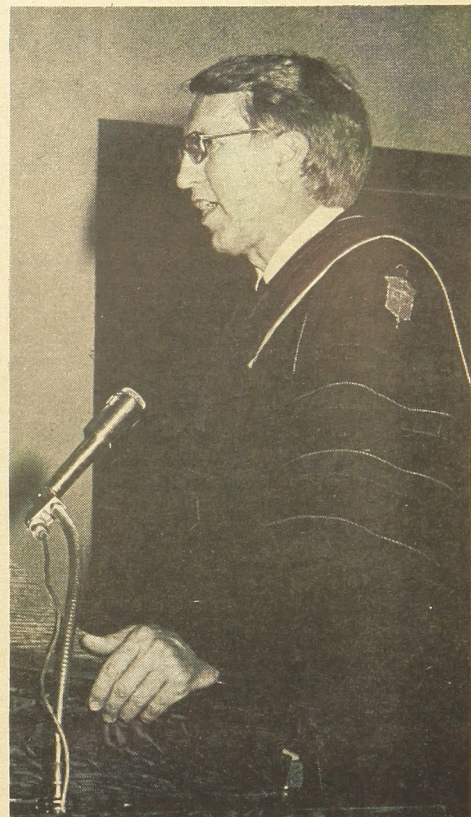
### University of Cincinnati

**Lt. Daniel W. Peake '68**, Santee, CA, is stationed at the Naval Medical Clinic at the Naval Station in San Diego. He was an officer in charge of a preventive medicine team deployed to Lebanon with the US Marine Corps.

### Who is doing what and where?

There's news in this issue about a brother near you. Beside each state you'll find chapter names. Check those sections to learn what a brother in your area is doing. It's a good opportunity to make new friends or do business with a brother.

**Alabama**—Presbyterian. **Arizona**—Univ. of California/Los Angeles, Iowa State, Westminster. **California**—Univ. of California/Berkeley, Univ. of Cincinnati, Lehigh, Missouri Valley, Univ. of Nebraska, Northern Michigan Univ., Oregon State, Penn State, Presbyterian, Slippery Rock, Stanford, Stevens Inst. of Technology, Tarkio. **Colorado**—Univ. of Colorado, Milton, Presbyterian, Wake Forest. **Connecticut**—Marietta, RPI, Yale. **Florida**—American Univ., Univ. of Connecticut, Illinois Inst. of Technology, Ohio Wesleyan, Presbyterian, Rutgers. **Georgia**—Presbyterian, Purdue. **Hawaii**—Sacramento State. **Illinois**—Univ. of Buffalo, Univ. of Illinois. **Indiana**—Purdue, Tri-State. **Iowa**—Iowa State. **Louisiana**—Univ. of Oklahoma. **Maryland**—Ohio Wesleyan. **Massachusetts**—Harvard, Purdue. **Mexico**—Baldwin-Wallace. **Michigan**—Iowa State, Lawrence Inst. of Technology, Purdue. **Minnesota**—Univ. of Michigan, Univ. of Minnesota. **Mississippi**—Columbia Univ. **Missouri**—Univ. of Arizona, Cornell. **Nevada**—Univ. of Buffalo. **New Hampshire**—Tufts. **New Jersey**—Univ. of California/Los Angeles, Cornell, Oregon State, Wagner. **North Carolina**—Univ. of North Carolina/Charlotte, Presbyterian, Purdue, Wake Forest. **North Dakota**—Penn State. **Ohio**—Bowling Green, Ohio Wesleyan, Univ. of Toledo, Yale. **Oklahoma**—Baldwin-Wallace, Univ. of Oklahoma. **Pennsylvania**—Presbyterian, Westminster, Widener. **South Carolina**—Presbyterian, Purdue. **Texas**—Cornell, Illinois Inst. of Technology, Iowa State, Univ. of Oklahoma, Univ. of Washington. **Virginia**—Univ. of California/Berkeley, Concord, Hartwick, Illinois Inst. of Technology, Lehigh, Univ. of Oklahoma, RPI. **Washington**—Univ. of Washington. **West Germany**—Presbyterian. **West Virginia**—Bethany. □



**William Boyd Grove**, Bethany, '48, returned to his alma mater to preach the Baccalaureate sermon. Grove, resident Bishop of the West Virginia Area of the United Methodist Church, was honored by an honorary degree as was UN Ambassador Jeane J. Kirkpatrick. During various ceremonies, other Alpha Sigs figured prominently. Professor **John R. Taylor**, Bethany, '42, hosted Ambassador Kirkpatrick and presented various prizes. Named as Cum Laude graduates were **Dan DiChristina** and **Donn Anton Trenton**. Named as senior fellows were **Lee D. Zalud** and **Peter R. Fitzkee**.

Also in the news at Bethany: **Dr. Robert E. Myers**, Bethany, '52, hosted famed science fiction writer Jack Williamson for a seminar. **Dr. Hiram J. Lester**, Bethany, '67 presented to the college materials relating to the first president of Bethany that he acquired while doing research in Australia and met a descendant of the first president. Bethany College Bookstore Manager **George Bauman**, Bethany, '64, was featured in Publisher's Weekly for innovative merchandising efforts. And undergraduate **Timothy G. Buxton** was named a Lyndon Baines Johnson intern to Congress.

### University of Colorado

**Dr. John C. Lundgren '30**, Julesburg, CO, is in his 44th year of practicing family medicine. He plans to retire in 1984.

### Columbia University

**Dr. Stanley Hall '20**, Columbus, MS, is retired. At age 83, he attended the annual clinical meeting of the American College of Obstetrics and Gynecology.

### Concord College

**Scott M. Poston Jr. '78**, Tazewell, VA, is assistant manager at Hecks Inc. (#70) in Tazewell. He has been working as director of alumni activities for Gamma Phi.



TODAY SHOW Weatherman

# WILLARD SCOTT'S



## The Joy of Living

An informal visit with  
the down-home Southern boy who made  
it big in New York

TODAY SHOW (NBC) fans might take a look in local bookstores for a copy of *The Joy of Living* by **Willard Scott, American '53**, (Ballentine Books/New York). The new book by the jovial Alpha Sig and weatherman is a lighthearted autobiography coupled with observations on life by the broadcaster. A section is devoted to his partnership in Washington, D.C. with another Alpha Sig, **Ed Walker, American '52**. Walker has inspired thousands by his refusal to allow blindness to keep him from a full career in broadcasting. Scott recounts his experiences in creating Ronald McDonald. The book stresses determination and work in reaching career and life goals.

### University of Connecticut

**Robert R. Barton '64**, Coral Springs, FL, is regional sales manager of recreational products for California Products Corp.

**Donald Griswold '50**, Daytona Beach, FL, is associated with General Electric at Daytona Beach.

### Cornell University

**Frederic Forbes '62**, Mt. Holly, NJ, is a freelance photographer, working for advertising, corporate and hotel clients. He formerly lived in San Diego, CA.

**Kirk E. Miler '19**, St. Louis, MO, is retired.  
**Paul J. (Jeff) Toussaint '66**, San Antonio, TX, has graduated from the Air Command and Staff College and now is the staff civil engineer at Kelly AFB, TX.

### Hartwick College

**Lt. Reed M. Potecha '77**, Virginia Beach, VA, is a US Navy 5-2C Hawkeye pilot aboard the USS Dwight D. Eisenhower.

### Harvard University

**Sidney L. Eaton '24**, Needham, MA, is a retired secondary school teacher who enjoys art and reads to the elderly and blind. He recently shared in a three-artist show.

### University of Illinois

**Christopher K. Beebe '10**, Glencoe, IL, is retired from the Illinois State Division of Foods and Dairies. His main interests now are home maintenance, plumbing, electrical wiring, woodworking and gardening.

**Greg A. Launhardt '72**, O'Fallon, IL, is a tax supervisor with Touche Ross & Co. in St. Louis, MO.

**David Roderick '76**, Freeport, IL, is manager of Feico Inc. in Freeport.

**John T. Trutter '39**, Evanston, IL, visited the Eta Chapter house last year and was impressed by the "hospitality and interest shown by all that I met." Commented Brother Trutter, "Truly, you have captured the real spirit of the Fraternity and are doing better than a lot of those 'good old days.' Congratulations to all of you."

### Illinois Institute of Technology

**Walter E. Anderson '41**, Delray Beach, FL, reports that he's "enjoying retirement."

**Dr. Michael Buben '72**, Perryton, TX, has graduated from the Texas College of Osteopathic Medicine and completed an internship at Dallas Memorial Hospital. He opened a family practice clinic in Perryton in August, 1982.

**Theodore Fijak Jr. '58**, Vienna, VA, is a captain and operations officer for the Naval District Washington, Washington, D.C., Naval Yard.

### Iowa State University

**William J. Anderson '55**, Ann Arbor, MI, is author of the book *MSC/NASTRAN Interactive Training Manual*. He was named to the All-American Golden Senior Volleyball Team (for men over 45) at the U.S. Volleyball Association Tournament in Memphis, TN for the second time.

**Timm Davis '79**, Borger, TX, is associated with Southwestern Public Service in Borger. He is secretary of the Borger Noon Lion's Club.

**Michael Fischen '76**, Phoenix, AZ, is a senior corporate builder marketing representative.

**Charles A. Walker '66**, Fort Dodge, IA, has graduated from Drake University Law School and joined the firm of Sergeant & Sergeant in Fort Dodge.

### Lawrence Institute of Technology

**Robert C. Look Jr. '74**, Grosse Pointe Park, MI, is a telecommunications analyst at Consumers Power Co. in Jackson, MI.

### Lehigh University

**Doug Dworski '66**, Seal Beach, CA, is manager of Operations Services for Four Corners Pipe Line Co., a subsidiary of Atlantic Richfield Co.

**George A. Hovanec Jr. '72**, Springfield, VA, and his wife are the parents of a son, Matthew Sloan, born April 4, 1983.

### Marietta College

**Patrick H. Bowen '59**, Old Greenwich, CT, has been appointed senior associate attorney of Allied Stores Corp. He formerly was assistant general counsel and assistant secretary of Kennecott Corp.

### University of Michigan

**Ernest A. Pederson '34**, Minnetonka, MN, has retired after 42 years with General Mills. He was director of corporate industrial real estate and now serves on five boards of directors.

### Milton College

**Thomas J. Konrad '62**, Littleton, CO, has retired



**Robert L. Howsam, Colorado '38**, Glenwood Springs, CO was back in the news at the end of the summer. Brother Howsam came back to the Cincinnati Reds as chief executive officer and general manager on an interim basis. Howsam had forged the Reds into the "Big Red Machine" when he was in charge of the club from 1967 until 1978. Howsam has maintained an ownership interest in the club. The owners asked him to step back in when the Reds fell to last place. (Howsam was named to Alpha Sigma Phi's elite list of Distinguished Merit Award Winners in 1973.)

from the US Air Force and now works as a senior logistics engineer at Martin Marietta Aerospace in Denver.

### University of Minnesota

**Lawrence S. Clark Sr. '20**, Edina, MN, has been retired since 1967 and is active in SCORE, the Service Corps of Retired Executives.

### Missouri Valley College

**James Orvis '60**, Rossmore, CA, is a commanding officer aboard the USS Crommelin, a guided missile frigate and the newest ship in the US fleet.

### University of Nebraska

**Charles V. Warren '23**, Single Springs, CA, has retired after 50 years as a newspaper and radio station owner and editor. He recently had a book of his short stories published. He reports that Dana F. Cole '13, returned recently to the classroom for an hour session with former students at the university's homecoming.

### University of North Carolina/Charlotte

**Donald Goforth '78**, Shelby, NC, is now with the Church Division of Olan Mills Photographic Studios.

### Northern Michigan University

**Gary L. Smith '69**, Porterville, CA, is district superintendent for the Strathmore (CA) Union High School District.

### Ohio Wesleyan University

**Richard Franklin '36**, Baltimore, MD, is retired. He was elected recently to the Academy of Independent Scholars. He reports that a local TV special has used poetry from his book, *Comeback City*, in the script of its upcoming program about Baltimore.

**Oliver N. Johnson, '17**, Dayton, OH, retired after teaching 41 years.





**Architectural barriers:** Chapters and House Corporations should take a look at access for the handicapped particularly if remodeling is planned. Ramps, curb cuts, special parking, widened doorways are important. The first floor, a bath and a bedroom should be accessible to a person in a wheelchair. Any local society for the handicapped can offer suggestions. Such action might help with rush, too—the physically restricted can offer a chapter some special attributes.



Brothers of Beta Tau chapter, Wayne State University from the 1938-40 period recently had a reunion at Michigan's Burt Lake. In photo above, left to right, **Armand Reneau** of Minnesota, **Ed Langtry**, Michigan; **Ted Scott**, California and **Lorne Lammers**, California. Talking in photo below, left to right, **Clinton Englander**, North Carolina, **Don McElroy**, Arizona and **Bob Nelson**, Michigan. Others attending included **Bob Chase**, California, **Al Nelson**, Michigan and **Len Sidwell**, Michigan. Future gatherings are planned. Contact E. R. Langtry, 49590 Goulette Pointe, New Baltimore, Michigan 48047 for information. Thinking of holding a reunion of brothers? Contact Headquarters for addresses and suggestions.



**John Stephens '48**, Naples, FL, is director of environmental health for the Collier County Health Dept. He also was president of the Florida Public Health Association in 1983.

## Presbyterian College

**Fred D. Clark '59**, Orlando, FL, is group industrial engineer with Martin-Marietta Corp. in Orlando.

**The Rev. Thomas W. Currie '61**, Dalton, GA, has been serving for several years as associate minister of the First Presbyterian Church of Dalton.

**The Rev. William A. Dantzler '53**, Birmingham, AL, is director of clinical pastoral education with the Baptist Medical Centers of Birmingham.

**Dr. Joseph P. Goldsmith '63**, Lancaster, SC, is a psychologist on the staff of the Springs Hospital in Lancaster.

**Geoffrey R. G. B. Hall '71**, Whitehall, PA, is with CIGNA Corp. in Allentown, PA, as supervisor of underwriting services.

**Joe C. Harden '51**, Winnsboro, SC, is now chain manager/self insurance with Fred S. James & Co. of Columbia, SC.

**Roscoe Lindsay Jr. '60**, Charlotte, NC, is an attorney in private practice in Charlotte.

**Dr. Neeley D. McCarter '48**, Berkeley, CA, is president of the Pacific School of Religion in Berkeley, and was the main speaker at Presbyterian College's 100th commencement held in May, 1983. He received an honorary doctor of letters degree at the ceremonies.

**Dr. R. Ian McCaslin '76**, Birmingham, AL, received the Sir William Osler Award for Clinical Excellence at an Honors Day celebration preceding graduation ceremonies from the

University of South Carolina Medical School in May, 1983. He is serving a three-year residency in pediatrics at the University of Alabama Medical School.

**Dr. James G. Monroe Jr. '58**, Fort Lauderdale, FL, is pastor of Sts. Peter and Paul Orthodox Church in Fort Lauderdale. He earned his Ph.D. degree in international studies from the University of Miami, and teaches in the international relations department of Florida International University.

**Brig. Gen. Christian Patte '53**, West Germany, has moved from his position as defense attache at the U.S. Embassy in Paris to his new assignment as deputy commanding general of the Army's 21st Support Command in Germany.

**L. Voyne Stepp '75**, Jacksonville, FL, has been promoted to the position of division manager of Whitehall Laboratories in Jacksonville.

**James L. Templeton Jr. '52**, Denver, CO, is retired from the US Army with the rank of Colonel, and is now affiliated with Ecology and Environment Inc. in Denver.

**Jack S. Tyler '42**, Florence, SC, is vice president of the Tyler Plywood Corp. in Florence, which makes laminated drawer sides.

## University of Oklahoma

**John P. Everett '37**, Mandeville, LA, has retired and looks forward to "lots of golf and relaxation."

**Ray L. Reeves '28**, Oklahoma City, OK, has sold his three photographic retail stores in Oklahoma City and retired. He is active in civic affairs, such as Kiwanis.

**Maj. Chuck Rikli '67**, Hampton, VA, is a staff officer at the HQ Tactical Air Command at Langley AFB, VA. He formerly was an F-15 pilot and flight commander in the 12 TFS on Okinawa. He has completed a master's degree in systems management from the University of Southern California.

**John B. Sheffer '61**, Houston, TX, is associated with Exxon Production Research Co. in Houston.

## Oregon State University

**Robert L. Faucett '20**, Orange, CA, has been retired since 1965.

## Penn State

**William R. Doyle '77**, San Diego, CA, is a medical representative with Lederle Laboratories.

**Richard Matacia '53**, Beulah, ND, is manager of construction services for Celumuss on the Great Plains coal gasification project in Beulah.

## Purdue University

**Robert Frapwell '72**, Norcross, GA, is a senior data processing consultant with Deloitte Haskins & Sells in Atlanta.

**David Kreps '72**, Aurora, IN, is department manager for Shoe Corporation of America in Lawrenceburg, IN.

**James McGraw '54**, Rocky Mount, NC, is associated with Cummins Engine Co. on assignment as director of product engineering for the Consolidated Diesel Co. in Whitakers, NC.

**Andrew (Steve) Mihalik '68**, Northville, MI, is now a regional applications specialist at Intel Corp. in Southfield, MI.

**Pete Rukavina '79**, Boston, MA, is a graduate student at Harvard University, seeking an MBA degree.

**Robert A. Young Jr. '66**, Clemson, SC, has joined the M. R. Snyder Co. of Charlotte, NC, as a sales engineer of power transmission equipment for the Piedmont region of South Carolina.

## Information Processing

INFORMATION MANAGEMENT

### BUSINESS IS TURNING DATA INTO A POTENT STRATEGIC WEAPON

Allen J. Reilly regularly renews his annual maintenance contract for a washer-dryer combination he bought seven years ago from Sears, Roebuck & Co. He does it because the big retailer mails him a postcard which he checks and renews, and the annual fee is charged to his account. Without the yearly reminder, "I wouldn't remember to renew the contract," admits Reilly, who is president of Tufts Associated Health Plan in Boston.

Sending out such reminders is not the only way Sears keeps its service business humming. It also sends letters offering special package deals to customers who have bought several appliances but have not purchased maintenance contracts for any of them. By keeping track of the appliance purchases made by each customer, as well as the service plans and maintenance calls for those appliances, Sears has been able to create a powerful marketing tool that is helping it boost service revenue and win customer goodwill. This program is just one of the many ways the retail giant is mining the wealth of information that it has accumulated on its millions of customers—that will enable it to develop new products and services.

Thomas Lake Sears, Inc., a U.S. company, are discovering that they possess valuable information resources that can be used as potent strategic weapons. By using the information in a variety of new ways, these companies are finding that they can better support their base businesses, offer services that extend their markets, and create new products and businesses that distinguish them from their rivals.

Many companies, in fact, are installing new information management systems to improve their competitive positions. "Increasingly, companies are recognizing that information systems and strategically are a key to corporate survival, and a new factor in corporate strategic planning," says F. Warren McPhee, professor of business administration at Harvard Business School.

These strategic information systems are not like the run-of-the-mill computer systems that perform such administrative tasks as maintaining accounts and billing customers. Information manage-

ment systems require not just computers but also personnel skilled in gathering corporate information and employing it productively.

For instance, Owens-Corning Fiberglas Corp., the home insulation giant, is turning information developed by in-house research and development into what could prove a lucrative new marketing tool. The Toledo company gathered substantial data on the energy efficiency of a wide variety of house designs when it was conducting research to develop new insulation materials several years ago. Now, to boost sales of its home insulation products, Owens-Corning has developed a computer program that uses these data to come up with energy-efficiency ratings for new designs. Owens has begun to offer builders free evaluations of their designs if they agree to buy all of their insulation from the manufacturer and meet a minimum standard of energy efficiency.

McPhee says that Owens-Corning is an advertising campaign to promote their Owens is trying to increase its business by persuading consumers to demand more insulation. Don R. Morgan,

the company's market development manager, concedes that the program is a makeshift way to stimulate demand for Owens products. But "it couldn't be done simply by telling builders to use more insulation," he says. Owens hopes its ratings will become a powerful sales tool for builders as sales-percentage ratings are for carmakers.

Information management techniques are just now coming of age to aid corporate strategists. Over the past 10 years, systems for inventory management and other administrative chores have been just in place. As a result, quick access to up-to-date information in which to base decisions and make plans is now available to company strategists from all over the corporation. "Companies have the administrative systems, the people, the information organization, and the mentality to take the next step—use information systems strategically," says Seymour Sternberg, senior vice-president of the Group Health and Life Div. at Massachusetts Mutual Life Insurance Co. and the architect of its new information management system.

**URBAN ADVANTAGE.** The real pioneers of these strategic information management systems were data-intensive industries that had to use information. Financial institutions, and, to a lesser extent, publishers were data-intensive industries that had to use information. Financial institutions, and, to a lesser extent, publishers were data-intensive industries that had to use information. Financial institutions, and, to a lesser extent, publishers were data-intensive industries that had to use information.

BY DONALD B. STEVENS/AUGUST 22, 1983

INFORMATION PROCESSING

**Don R. Morgan, Purdue '57**, Toledo, Ohio, was featured in a recent issue of *Business Week* magazine reporting on innovative uses of data for marketing purposes. Morgan, who serves as Grand Marshal of Alpha Sigma Phi, is Market Development Manager for Owens-Corning Fiberglas Corp., Toledo. The campaign Morgan explains in the article is for his firm's insulation products. Computers produce energy-efficiency ratings for new designs to assist builders.

## Rensselaer Polytechnic Institute

**Kevin J. Lansing '77**, Arlington, VA, has been promoted to lieutenant in the US Navy. He is assigned to the Division of Naval Reactors in Washington, DC.

**Kenneth Ryan '78**, Trumbull, CT, is a naval aviator for HS-2 out of San Diego, CA. He and Brother **Ed Girard '77** are deploying on WESTPAC '84 aboard the USS Kitty Hawk.

## Rutgers University

**Nelson Wheaton '31**, Fort Lauderdale, FL, returned to Rutgers in May, 1983, for a 50th reunion.

## Sacramento State

**Robert C. Howell '61**, Kaneohe, HI, is director of operations for the US Food and Drug Administration's Honolulu office. He would like to hear from Brothers from Gamma Nu.

## Slippery Rock University

**John McLaughlin '78**, Mather AFB, CA, is training to be a navigator in the US Air Force.

## Stanford University

**Dr. John B. Bjornstrom '61**, Santa Rosa, CA, practices internal medicine in Santa Rosa.

**David M. Rogers '75**, Saratoga, CA, is a senior material planner in telecommunications for Avantek, which designs, manufactures and markets microwave components and systems.

## Stevens Institute of Technology

**Earle Cummings '63**, Sloughhouse, CA, is associated with the Department of Fish and Game. He recently completed a two-year executive development program through the California





**John B. Calfee, Yale '32**, reports that he is currently practicing law in Cleveland, Ohio. Thanks for sharing your news and your photo with us, Brother Calfee. (You can do the same. Send your news to *The Tomahawk*, 24 W. William St., Delaware, Ohio 43015.)

## A "HELLO"-NEWS-MOVING-ADDRESS CORRECTION COUPON!

- If you're going to be moving (or if you're getting Fraternity mail at an old address), please let us know.
- If you have news about yourself (or other brothers) please share it. A photo would be nice but isn't necessary.
- If you have a question about Alpha Sigma Phi or just want to say "hello," please let us hear from you.
- If you'd like to take part in the 1983-84 Annual Giving program that makes possible the work of the Fraternity, just add a check (tax deductible) made out to Alpha Sigma Phi Memorial Fund. Thanks.

Here's my news message and/or contribution:

Name \_\_\_\_\_ Chapter \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Send to:

Alpha Sigma Phi Fraternity, National Headquarters, 24 West William Street, Delaware, Ohio 43015.

Resources Agency, working at four different departments of state government.

### Tarkio College

**John N. Zaremba '72**, Sun Valley, CA, is director of management information services for the Health and Tennis Corp. of America.

### University of Toledo

**Robert Layman '74**, Toledo, OH, did vision screenings of athletes as a volunteer in the sports medicine department of the National Sports Festival in Colorado Springs. He also has become a vision consultant to the University of Toledo Athletic Department. He is individual development vice president of the Toledo Jaycees.

### Tri-State College

**Mel Budreau '75**, Fowler, IN, has celebrated a five-year anniversary with Prudential Insurance Co.

**Thomas H. Joiner '61**, Richmond, IN, reports a new address: 101 Richmond Ave., 47374.

### Tufts University

**David Miller '65**, Windham, NH, is now a licensed pharmacist and manager/owner of a retail pharmacy in Salem, NH.

### Wagner College

**Harold Schmidt Jr. '81**, Fair Lawn, NJ, works in the accounting department of the Great A & P Tea Co. in Montvale, NJ.

### Wake Forest University

**J. Tyler Cox '75**, Winston-Salem, NC, has been installed as vice president for professional development of the NC/Piedmont Chapter of the International Association of Business Communicators.

**G. Henry Koether III, '68** Denver, CO, has been named assistant treasurer, director of planning, and administrator of the Pension Fund at Ideal Basic Industries in Denver.

**John Kuzmier, '77 Greensboro, NC**, is an account executive for AT&T Information Systems, concentrating on sales in Winston-Salem, NC.

**John L. McCall Jr. '78**, Charlotte, NC, was graduated from the University of North Carolina

## A special tradition of Alpha Sig families

A story in *The Tomahawk* (Spring '83) outlined a new service regarding referrals. Any Alpha Sig who knows of an outstanding young man entering a college or university can send his name and address to Fraternity Headquarters. A special packet promoting the Greek system (and Alpha Sigma Phi if he is attending a campus with a chapter) then goes to the young man. If the young man will be attending an Alpha Sig campus, that chapter is also notified by Headquarters.

The article went on to mention examples of Alpha Sigma Phi running in the family and pointed out the importance of alerting chapters to potential legacies.

In response comes some more legacy examples. At **Alpha Pi**, Purdue University, the Allen family. It starts with **Robert A. Allen**, Purdue '43, former Grand Council member and active supporter of Alpha Pi. Allen resides in Johnstown, PA. Three of his sons went on to join him in the Mystic Circle: **Eric N. Allen**, Purdue '71, of Greenfield, IN; **Clifford D. Allen**, Purdue '72, Greenfield, IN; and **Dan Mathew Allen**, Purdue '77, Houston, TX.

**Alpha Nu** chapter, Westminster College, writes with a remarkable family saga. In 1939 when Phi Pi Phi fraternity merged with Alpha Sigma Phi there were four family members who became brothers. **Irving L. Mansell '39** and **Thomas V. Mansell '39** are blood brothers. Another pair of brothers initiated at that time were **Henry C. Herchenroether** (brother-in-law to the Mansells) and **George H. Herchenroether**.

Irving Mansell became president of the Youngstown Vindicator, a widely-read newspaper. He coined the term "Titans" for Westminster teams—a name used to this day.

Thomas V. Mansell went on to Harvard Law School and opened a practice in New Wilmington. He is president of the First National Bank there and has served for 45 years on the Westminster College board.

**John L. Mansell '51** followed his father Irving to Alpha Sigma Phi. A doctor in New Wilmington, his partner in practice is also a Fraternity brother: **John Shaffer '42**.

Thomas V. Mansell has two sons who also joined Alpha Nu chapter and later joined their father in law practice. They are **Thomas S. Mansell '58** and **Charles Y. Mansell '65**.

**Daniel D. Herchenroether**, son of Henry, joined Alpha Nu in 1977. There's more: **Thomas H. Uber**, a cousin, became a member of Alpha Sigma Phi in 1969. If you count carefully that makes nine family members!

Are there other examples of legacies in Alpha Sigma Phi? Share them with *The Tomahawk*. These are remarkable stories that are a wonderful part of the heritage of the "Old Gal". □

1983-84 will be a banner period for anniversary celebrations of chapters of Alpha Sigma Phi across the country.

**Iota**, Cornell University, will be marking 75. **Upsilon**, Penn State, will mark 65 and **Alpha Alpha**, University of Oklahoma, 60.

The 55 mark will be observed by **Alpha Theta**, University of Missouri; **Alpha Psi**, Presbyterian; **Beta Gamma**, Bethany College; and **Beta Delta**, Marshall University.

Four chapters next year can celebrate a 45th anniversary: **Alpha Mu**, Baldwin-Wallace; **Alpha Nu**, Westminster; **Alpha Xi**, Illinois Institute of Technology and **Alpha Pi**, Purdue University. At the 35 mark will be **Gamma Delta**, Davis & Elkins. **Gamma Lambda**, Atlantic Christian, marks a quarter of a century. **Gamma Omicron**, Tulane and **Gamma Pi**, Findlay may note 20 years. **Gamma Chi**, Indiana University; **Gamma Psi**, Lawrence Institute of Technology and **Delta Alpha**, Loyola University all reach 15. Next year **Delta Zeta**, University of North Carolina at Charlotte and **Delta Eta**, East Carolina may put five candles on their cakes.

While those are "official" anniversaries, many chapters have a longer history. Upsilon began as the Viking Club six years before its chartering. Alpha Alpha began in 1921 as Delta Kappa Rho.

Four former Phi Pi Phi chapters can chart histories earlier than the 1939 merger: **Alpha Mu** in 1926, **Alpha Nu** soon afterwards; **Alpha Xi** in 1923 and **Alpha Pi** in 1930. **Gamma Psi** began in 1933 as **Epsilon of Alpha Gamma Upsilon**. **Delta Alpha**, Loyola, will actually be marking a 25th anniversary of its original founding as local Sigma Delta Phi in addition to its 15th anniversary as Alpha Sigma Phi. □

School of Pharmacy and now works in the pharmacy at Mercy Hospital in Charlotte.

### University of Washington

**Lee G. Patton '48**, Edmonds, WA, is director of Northwest Seafood Resources and Bumble Bee Seafoods, a division of Castle & Cooke Inc.

**John T. (Tom) Pool '62**, Coppell, TX, has been transferred to Dallas, TX, as a training coordinator for the Drug Enforcement Administration.

### Westminster College

**Gary Anderson '71**, Chandler, AZ, is a teacher at the Kyrene School in Tempe, AZ.

**Eric Graven '75**, Havertown, PA, has received the M.B.A. degree with a concentration in marketing from Drexel University and is now working on an advanced graduate certificate.

**Dr. John E. Scheid '42**, Lower Burrell, PA, lives at 132 Claremont Dr., 15068.

### Widener College

**John W. MacFarland '65**, Dingmans Ferry, PA, is business manager of the Pocono Environmental Education Center. He recently completed hiking the entire length of the Appalachian Trail and wants to know if other Alpha Sigs have done this.

### Yale University

**Col. S. A. Beckwith '15**, Litchfield, CT, is retired.





Convention excitement hits a new peak! A group of Eta chapter members try a pyramid to show how things are stacking up for Convention '84. The University of Illinois campus is the site of the August 2-5 meeting. Every brother of Alpha Sigma Phi is welcome and urged to attend. A revitalized Eta chapter will be host. You be there. For special package rates that make the fun of Convention very accessible, call 614-363-1911.

## Omega chapter

*(The Tomahawk does not assume responsibility or liability for the accuracy of Omega listings. Information from various sources is printed as it is reported to the National Headquarters for record-keeping purposes. On-going efforts to locate brothers without mailable addresses often reveal names of those who have entered Omega. Some listings therefore are of brothers who have been deceased for sometime, but are included for information purposes and in tribute.)*

**C. Wallace Abel, Westminster '44**, Delta Beta Xi '64, in Scottsdale, AZ. Nationally recognized writer and public relations executive with firms like Pittsburgh National Bank, Alcoa and General Motors. Wrote and edited various publications for Alpha Sigma Phi, helped edit *The Tomahawk* for a time and helped create an early expansion plan for the Fraternity. Lectured at Arizona State and Penn State.

**James Edward Drew, California '16**, Delta Beta Xi '69, in San Francisco. Was public relations director for Lever Brothers for many years, a vice president of Wells Fargo Bank and earlier public relations director for the National Association of Manufacturers. Speaker at conventions and educational conferences of the Fraternity and active supporter of the Bay Area Alumni Council.

**James Eugene Moore Jr., Stanford '17**, Delta Beta Xi '38, Sacramento, CA. Charter member of Tau. Assisted in rebuilding the chapter following the depression and formed the Tau of Alpha Sigma Phi Corporation, serving for two years as its first president.

**William Clinton Mullendore, Michigan '12**, Delta Beta Xi '38, Los Angeles, CA. Executive vice president, Southern California Edison Co. Served as a special assistant to Herbert Hoover. Was vice president of the U.S. Chamber of Commerce. Received the Distinguished Merit Award of Alpha Sigma Phi in 1953.

**Alpha** Charles Kullman '22, Madison, CT. **Beta** Fred P. Taft '24, Andover, MA. **Gamma** Rosewell H. King '21, Uxbridge, MA; Chester W. Nichols '23, Warrensburg, MO; Edwin F. Ribero '20, Wrentham, MA. **Delta** Paul H. Swezey '18, Massillon, OH. **Epsilon** Don Tod '36, Fremont, OH; Lester E. Whitherspoon '24, Greenville, PA. **Zeta** Frank F. Bradley '23, Sunnyvale, CA; Frederick W. Dixon '30, Loraine, OH; Richard J. Illingworth '33, Indianapolis, IN; Benjamin W. Jenkins '18, Largo, FL; Loren S. Murphy '22, Akron, OH; Robert W. Priest '29, Columbus, OH; Ralph D. Roehm '17, Columbus, OH; Wilbur R. Scholz '31, Lorain, OH.

**Eta** Louis Black '27, Ocean Ridge, FL; Thomas H. Brents '27, Taylorville, IL; Jeffrey David '70, Nokomis, FL; James Dorris '58, Centralia, IL; Arthur A. Drach '65, Saunemin, IL; Otto W. Fremer '08, Pomano Beach, FL; James Hansgen '32, St. Petersburg, FL; Walter Johnson '35, Clinton, WA; Aaron McMinn '25, Decatur, IL; William S. Sherman '22, Riverside, IL; Carl F. Smith '33, Ft. Myers, FL; Ambrose C. Stahl '09, Evanston, IL; Paul A. Sutcliffe '43, Upper Clair, PA; Leslie R. Winsauer '44, Lincoln, MO.

**Theta** Harold M. Hertz '34, Madison, TN; William C. Mullendore '12, Los Angeles, CA; Otto L. Reisman '49, San Francisco, CA. **Iota** William Griffiths, II '41, Avalon, NJ; William Mahl '20, Carmel, NY; James V. Stevens, Jr. '54, Bloomfield, NJ. **Kappa** Earl A. Anderson '12, Attica, MI; Einar H. Gaustad '19, Tempe, AZ; Edwin N. Eager '16, Dennis, MA.

**Mu** Carl B. Anderson '12, Elmhurst, IL; Byron H. Bratt '24, Kent, WA; Royce Brier '15, San Francisco, CA; James H. Fletcher '21, Mukilteo, WA; Warde C. Hiberly '18, Salem, OR; John M. Merrill '34, Seattle, WA; Adrian H. Morgan '25, Seattle, WA; W. Gordon Rogers '16, Renton, WA;

George S. Woodworth '26, Troutdale, OR. **Nu** J. Edward Drew '16, San Francisco, CA; Hugh N. Herrick '13, San Francisco, CA; John Hyler '24, Visalia, CA. **Xi** W. Clark Adams '20, Aberdeen, WA; Glenn Baldwin '19, Scottsdale, AZ. **Omicron** Louis F. Washburne '35, New Caanan, CT. **Pi** John P. Commons. '18, Duarte, CA; George C. Austin '21, Corvallis, OR. **Sigma** James F. Day '27, Winston-Salem, NC. **Tau** Vernon R. Atkinson '53, Santa Cruz, CA; Robert J. Clendenin '23, Monmouth, IL; Rolland A. Langley '23, Oak Ridge, TN; James E. Moore, Jr. '17, Sacramento, CA.

**Upsilon** William E. Bailey '30, Williamsport, PA; Charles W. Beagle '30, South Plainfield, NJ; Harold J. Brennecke, Jr. '36, Altoona, PA; Paul L. Brogan '33, Ocean City, NY; Art Carvolth '30, Fort Thomas, KY; Robert S. Givler '36, Richmond, VA; Ralph Hutchinson '30, Troy, PA; Ray I. Messenger '29, Altoona, PA; Webster Yocum '19, Huntington, PA. **Phi** John L. Wedgewood '25, Park Ridge, IL; **Chi** Joseph F. Garen '27, Orlando, FL; Walter H.C. Laves '20, Bloomington, IN. **Psi** Walter W. Wright '47, Portland, OR. **Alpha Alpha** Clyde H. O'Dell '32, Tulsa, OK; Owen Townsend '34, Madill, OK. **Alpha Beta** Robert J. Harrington '28, Des Moines, IA; Maurice E. Stapley '25, Mesa, AZ. **Alpha Gamma** Benjamin R. Auld '27, Portage, PA. **Alpha Delta** A. Gordon Miesse '41, Lacey, WA. **Alpha Theta** Robert J. Blanke '40, St. Louis, MO. **Alpha Mu** Schuyler E. Garth '71, Parma Heights, OH.

**Alpha Nu** C. Wallace Abel '44, Scottsdale, AZ. **Alpha Omicron** Frank M. Canfield '52, Lawrence, KS; Richard V. Dekruffy '49, Kansas City, MO. **Alpha Sigma** William P. Ferren '62, Staten Island, NY; Frank C. Walter, Jr. '33, Staten Island, NY. **Alpha Tau** William G. Scholp '60, West Englewood, NJ. **Beta Alpha** Howard W. Brown '31, Lakeside, OH.

**Beta Gamma** Edward A. Gula '50, Stillwater, OK; William C. Zillweger '45, Pittsburgh, PA. **Beta Epsilon** Frank L. Benedict, Jr. '37, Wilmington, DE; Howard V. Donohoe '38, Wilmington, DE; George W. Griffith '53, Bellerose, NY; Walter W. Hill '31, Arlington Heights, IL; George H. Kalb '34, Landenberg, PA; Wilson G. Klein '30, Bethlehem, PA; Steven H. Wlasuk '70, Blackwood, NJ.

**Beta Eta** Sverker Hedman '31, Stoneham, MA. **Beta Iota** Warren F. Chace '32, Manchester Center, VT. **Beta Kappa** James H. Robinson, Jr. '36, Lexington, KY. **Beta Lambda** George C. Beneze '36, Crofton, MD. **Beta Xi** Steven T. Emory '76, Englewood, CA; Louis E. Redington '38, Cooperstown, NY. **Beta Omicron** Ralph O. Christiansen '55, Valparaiso, IN; Richard J. Standish '51, Climax, MI; Benjamin P. Taylor '55, Balfour, NC; Courtney J. Van Riper '38, Daphne, AL. **Beta Pi** Jay C. Musser '39, Mt. Joy, PA. **Beta Rho** Clarence L. Wasmondt '37, Toledo, OH. **Beta Sigma** Martin Bryan '56, Cincinnati, OH; Homer C. Van Atta '37, Cincinnati, OH. **Beta Upsilon** James E. Coulter, Jr. '60, Westville, IN. **Gamma Beta** Rev. Hugh Paton '27, Hillsboro, IL. **Gamma Delta** Kenneth L. Horrell '65, New Florence, PA.

**Gamma Upsilon** Robert C. Fenner '71, Grosse Pointe Woods, MI.



# Provinces

## A growing program provides growth

It had been a decade since he had served as president of his Alpha Sig chapter. Over dinner, the brother was remembering:

*"We were a good chapter. The brothers worked hard and we were guided by a fine advisor.*

*"But we got better. Because we were spurred on by our Grand Province Chief. He got us working with other chapters in our Province. It gave us a sense of the Fraternity beyond our chapter. We had a lot of fun, we helped some other chapters. But we learned a lot—individually and as a chapter—because we encountered new ideas, new challenges."*

It was an eloquent endorsement of Alpha Sigma Phi's Province Program.

Work is underway to make that program even better. **Richard Gibbs, Oklahoma '51**, Tulsa, OK is Director of Provinces. The former Grand Senior President is a strong advocate of the regional organization of the Fraternity.

Alpha Sigma Phi is currently divided into nine regional Provinces. Each is headed by a Grand Province Chief as representative of the Grand Council. His function is very much like that of a corporate regional vice president or manager, working with a grouping of chapters. Province Chiefs serve two year terms.

Chapters in each region elect an undergraduate Province President for a one-year term.

Goals of the program are:

- Representatives from each chapter in a region meet as a Province Executive Council each spring. Province officers are elected. The needs of the region's chapters are reviewed and a program of work determined.

- Province Presidents attend the summer national meeting of the Fraternity. They receive a special training session on their duties and how to organize a Conclave.

(Grand Province Chiefs are brought to national meetings for training as well. This began with

- Each Province holds a Conclave on one campus in the fall. The goal is for every brother and pledge of every chapter in the region to be in attendance. The weekend workshop of the Conclave is created based on the needs identified by the chapters: scholarship, rush, financial management, service, alumni relations, etc. The purpose of the Conclave is leadership development and education but also a chance for brothers to meet and know other undergraduate brothers.

A major function of Grand Province Chiefs is helping recruit advisors for each chapter and then providing them with assistance and guidance.

Recent achievements of the program include:

- Development of newsletters by several Provinces to keep chapters in a region informed.

- A long list of resource people invited to Conclaves, including Grand Council members, staff, educators and business people. Several Conclaves featured health care professionals giving workshops on human sexuality and decision making.

- Several Provinces began a voluntary dues program to underwrite their activities.

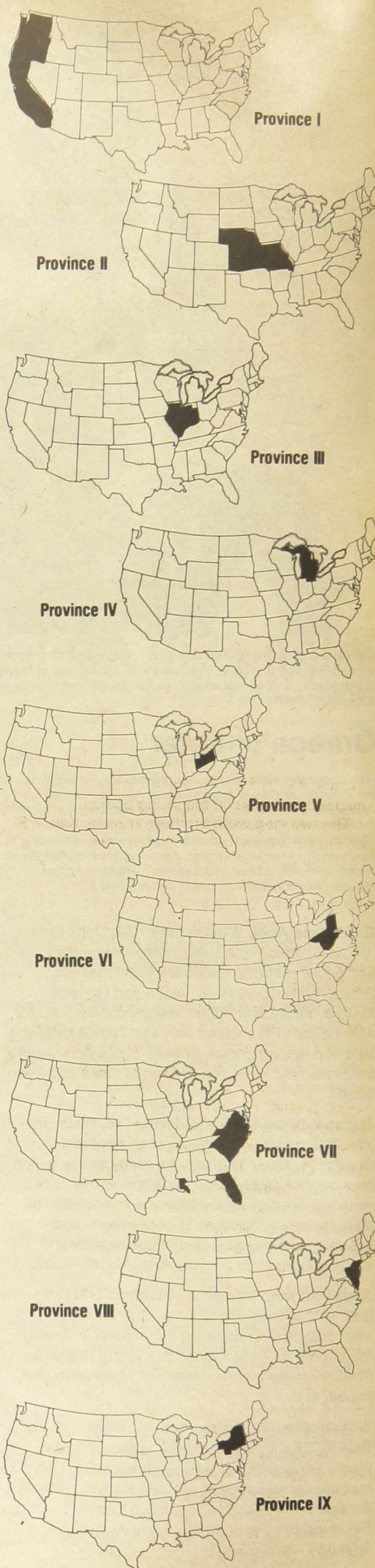
- Province V met several times during the year and then concluded with an awards banquet recognizing chapter achievements.

- A dramatic increase has been noted in chapters sharing service projects, social events, ideas and lending each other direct assistance.

Hampering the full realization of the Province Program has been the need for alumni volunteers. Assistant Province Chiefs are needed in all regions; two Provinces are currently without Grand Province Chiefs. The Fraternity is seeking funding to provide more training for regional volunteers, more meaningful programs for Conclaves (possibly including honoraria for guest speakers) and better support materials for the program.

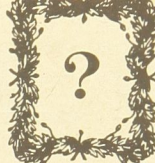
With the growth of Alpha Sigma Phi has also come a need for restructuring of Provinces. Some regions have more chapters than an unpaid volunteer can reasonably oversee. Realignment questions have been submitted to the chapters and new groupings will probably be announced at Convention '84.

"The Province Program offers a rich potential for Alpha Sigma Phi to have even more impact on character and leadership development of our undergraduate brothers. It's exciting to see it work and to see it develop," says Richard Gibbs. He urges all alumni interested in taking part to contact National Headquarters. "Just attending a Conclave is a rewarding experience for both alumni and undergraduates." □

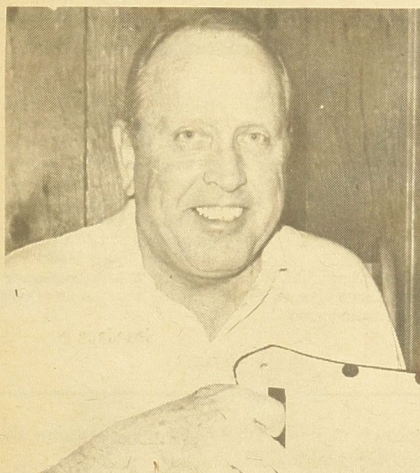


Undergraduates huddle in a small group discussion to discuss leadership development (Province VI). Conclaves provide opportunities for brothers to share ideas and to help each other solve problems.





**Fraternity quiz:** What is the oldest Alpha Sig house? Others may be older structures, but Rockledge, the famed house of Cornell's **Iota** chapter has been in use by the chapter continuously since a year after Iota's 1909 installation.



Blanton of Beta Mu



Lanterman of Alpha Xi



Parker of Tau

## Alpha Sig stories: a tuxedo, a unique firm, an editor

By Tyler Cox

**John C. Blanton, Wake Forest '42**, Ahoskie, N.C., will laugh when he tells you why his old tuxedo has the name of Brother **Harold T.P. Hayes, Wake Forest '44**, N.Y., N.Y., former editor of *Esquire* magazine, written on the inside pocket.

The two men were brothers in Alpha Kappa Pi on the old Wake Forest College campus which later merged with Alpha Sigma Phi.

As the story goes, Blanton loaned his tux one day to Hayes. But before Hayes returned the tux, he had the coat and pants cleaned. Someone at the cleaners mistakenly wrote Hayes' name in the pants. And today, nearly 40 years later, the name is still there.

"I bought the tuxedo at the OPO ("one price only") store on Fayetteville St. in Raleigh (N.C.)," remembers Blanton. "The price was \$19.95. That was in 1942."

Blanton said he served as chapter president when Brother Hayes pledged the fraternity.

"Harold Hayes was happy go lucky," said Blanton. "He wrote an article on *'The Confessions of a C Student.'* That speaks for itself. He was one heck of a good guy."

Blanton was in the Fraternity when golf pro Arnold Palmer pledged the chapter. He remembers that even then, Palmer was a dedicated athlete.

I knew that when he (Palmer) pledged, he was very fine and dedicated," said Blanton. "Palmer got the very first golf scholarship at Wake Forest. He would spend hours and hours and hours playing golf on the course there at school."

Blanton, a hospital administrator, says their Fraternity chapter "wasn't big time then." He remembers celebrating the school's Midwinter's Dance and the PanHellenic Council dance. And each week the chapter ended the school week with what they called the "Friday Night Social Club."

"Every Friday night, I or somebody else would go down to Forest Heights," said Blanton, "and

we'd get a quart of beer for ever how many people we had. Transportation back then was limited, so you rode a bicycle. We'd come back and then we'd solve all the world's problems. We were there and we were enjoying life."

That's not such a bad way to spend a Friday night. Not bad at all. □

When **Joseph B. Lanterman, Illinois '34**, became president in 1959 of his firm in Chicago, it was known as American Steel Foundries. And it was recognized as a manufacturer of railroad freight car components.

When Brother Lanterman retired last year as chairman of the firm it was known as Amsted Industries. And it was made up of 11 units serving many segments of the economy. Amsted is known for its products for construction and building, general industrial and railroad.

Amsted employs over 11,000 people.

Yet its general office is made up of less than 90 individuals. The firm believes that all of its companies should be able to make business decisions nearer to the marketplace.

While Lanterman may have stepped down from his Amsted position, he remains active on the boards of six major organizations: International Harvester, Peoples Gas, Illinois Bell, Kemper Corporation, A.E. Staley Mfg. Co., and the Midwest Stock Exchange.

In his 43 year period with Amsted, Lanterman went from its training program to the top chair. Despite his business commitments, he has built a remarkable record of community service.

For six years Brother Lanterman served on the national board of governors of the American Red Cross. He has served as a trustee of Illinois Institute of Technology and of Loyola University (both homes of Alpha Sig chapters). Chicago's famed Museum of Science and Industry has benefited from his leadership as have the Boys'

Clubs and the Lyric Opera of Chicago.

Brother Lanterman was presented with the Distinguished Merit Award of Alpha Sigma Phi in 1970. More recently he has been given honorary degrees by Loyola University and Lincoln College. □

"Sunday to Sunday" is the title of the booklet that *Newsweek* magazine issues. It describes the week in, week out process of producing a topical, timely newsweekly.

Very much involved in that Sunday-to-Sunday process is Alpha Sig **Maynard Parker, Stanford '60**, the new Editor of *Newsweek*. In that post, his is the final editorial judgment concerning the magazine. Previously, Parker was in charge of the international section of the domestic edition and supervised the editorial content of *Newsweek International*. He then became Executive Editor.

Parker joined *Newsweek* in 1967 as a correspondent in its Hong Kong bureau. In 1969 he became chief of the Saigon bureau. After directing *Newsweek's* Vietnam war coverage for a year and a half, he returned to Hong Kong as chief of that bureau. In April, 1973, he came back to the United States and was named managing editor of *Newsweek International* the following month.

A native of Los Angeles, Parker went on from Stanford to the Columbia Graduate School of Journalism. He began his career as a reporter for *Life* magazine.

While a correspondent for *Newsweek*, Parker covered the capture of the Pueblo in South Korea and, during the Vietnam war, the My Lai massacre, the Tet offensive and the Cambodian invasion. He was one of the first reporters to break the story of the U.S. involvement in Laos and Thailand and has filed reports from every country in Asia with the exception of North Vietnam and North Korea.

Parker and his wife and daughter live in New York City. □



Jeff Schwind, Toledo '75, has left the staff of Alpha Sigma Phi after three and a half years that saw him move from chapter consultant to Assistant Executive Director. He has joined People Express Airlines, carrying with him the accolades of the Fraternity for dedicated and effective service.



50th anniversary at Gamma Psi chapter was made particularly special when Delta Beta Xi keys were presented to two of the chapter's alumni—a rare occurrence. At left, Brian Judge and at right, Paul Fitzpatrick. In photo at right, Bob Gruszczynski shows off a giant display in the LIT student union that salutes Alpha Sigma Phi.

## Gamma Psi goes golden

When Gamma Psi chapter of Alpha Sigma Phi turned 50, it celebrated. And so did the campus of Lawrence Institute of Technology, Southfield, MI.

Special displays and posters on campus saluted the anniversary. And a gala banquet drew alumni, undergraduates and special guests in the largest gathering of the chapter's history.

Held in the Wayne H. Buell Building of Management, which honors an early Gamma Psi brother, a special guest was Dr. Richard E. Marburger, LIT president.

**Gordon Beeman, Indiana '68**, Ann Arbor, MI, is Grand Province Chief for Alpha Sigma Phi in that region. He was there, bearing gifts. He presented two Delta Beta Xi awards. Receiving the coveted award for outstanding service to the Fraternity were **Brian Judge, LIT '67** and **Paul J. Fitzpatrick, LIT '69**. (See story in this issue about Delta Beta Xi presentations.) The presentation was probably the first time that two men from the same chapter received the award at the same time.

**Conrad Schwartz, LIT '68**, served as master of ceremonies. Chairmen were **Paul Fitzpatrick** and undergraduate **Dave Gurjack**.

A party followed the banquet that saw brothers celebrating into the wee hours, according to **Mark Sitko**.

With a special birthday to celebrate, Gamma Psi brothers researched their history with **Paul Crutch** in charge. Gamma Psi began life as Epsilon chapter of Alpha Gamma Upsilon. It was chartered just 10 years after the founding of Lawrence Tech. Alpha Gamma Upsilon merged with Alpha Sigma Phi in 1965. Gamma Psi, however, had to wait for two years for LIT accreditation before it could enter the Mystic Circle.

Gamma Psi had a lot to celebrate. A drop in membership meant the chapter lost its house in 1982. Membership continued to drop. Then a

determined cadre of brothers went to work, supported by local alumni. An innovative rush and pledge program has resulted in dramatic growth.

Officers started taking pride in doing their jobs correctly and on time. Finances were strictly monitored and managed. The chapter has become active in campus life and has been given an office in the student activities building for its use. Lawrence Tech has recognized Gamma Psi for its outstanding support in promoting LIT. The chapter has revived its alumni newsletter.

Gamma Psi sent one of the largest and most enthusiastic delegations to the last National Educational Conference.

And to top it off, Gamma Psi has been recognized as the top fraternity at LIT academically.

The brothers of Gamma Psi are celebrating their heritage by building a bright and exciting future. □

## Memorial gifts

The memory of brothers who enter Omega Chapter may be honored by contributions to The Alpha Sigma Phi Memorial Fund . . . gifts that live on by underwriting the scholarship and educational programs of Alpha Sigma Phi.

Mrs. Sheridan W. Bell in memory of **Sheridan W. Bell, Ohio Wesleyan '27**, Harrisburg, PA. C. P. Calaway, Ohio State '19, Toledo, OH, in memory of **Benjamin W. Jenkins, Ohio State '18**, Largo, FL, and **Richard Waltz, Ohio State '22**, Delta, OH. Floyd DeNicola, Davis & Elkins '49, Jensen Beach, FL in memory of **Stephen Toadvine, Cornell '19**, Philadelphia, PA. Robert W. Kutz, California '67, Bakersfield, CA, in memory of **J. Edward Drew, California '16**, San Francisco, CA. Benjamin A. Little, Pennsylvania '19, Beverly, MA, in memory of **William A. Boag, Pennsylvania '19**, Charleston, WV. Lorin L. Millard, Mt. Union '47,

## The Phoenix ...For Life!

There's still time! You can take part in exciting Convention '84, August 2-5, 1984 at the University of Illinois. But you need to call 614-363-1911 today to do so. Room and meals for undergraduates: \$135.00. For alumni: \$165.00. Room and ticket to final banquet: \$45.00. Every brother—alumnus and undergraduate is urged to attend. Don't miss the fun! Don't miss the brotherhood!

Uniontown, OH, in memory of **Paul Diekmann, Mt. Union '46**, Canton, OH. Erwin H. Ruhsam, Wisconsin '17, Albert Lea, MN, in memory of wife **Mary. A. Brodie Smith, California '15**, San Francisco, CA, in memory of **J. Edward Drew, California '16**, San Francisco CA. Robert M. Strippy, Pennsylvania '54, Travelers Rest, SC, in memory of **Elwood Smith, Pennsylvania '48**, Washington, D.C. Evin C. Varner, Presbyterian '58, Pineville, NC, in memory of **C. Wallace Abel, Westminster '44**, Scottsdale, AZ, and **J. Edward Drew, California '16**, San Francisco, CA. T. P. Wadsworth, California '17, Berkeley, CA, in memory of **John H. Bree California '24**, Visalia, CA, and **J. Edward Drew, California '16**, San Francisco, CA, and **James N. Fulmor, California '13**, Dixon, CA. Robert H. Young, California '15, Bakersfield, CA, in memory of **Frank F. Hargear, California '18**, Beverly Hills, CA.

## THE TOMAHAWK

A publication of Alpha Sigma Phi Winter 1984

Postmaster: Change of address form No. 3579 should be sent to Alpha Sigma Phi, 24 West William Street, Delaware, Ohio 43015.

Address corrections: Please help us keep our addresses up to date. If the man named on label is no longer in college and not at this address, please advise us. Please tell us about any spelling errors or other mistakes. When moving, notify Headquarters as far in advance as possible.