

THE ATO



Bugle

A Publication of the Zeta Lambda Chapter, Alpha Tau Omega Fraternity

DECEMBER, 1986

VOLUME 4, NUMBER 2

MURRAY STATE UNIVERSITY

Homecoming '86



Starting with the party Friday, which a live band performed, this year's Homecoming was a huge success. Over 50 alumni were present.

From The Desk of the Worthy Master

First I would like to thank each alumna for making Homecoming '86 a big success. I enjoyed seeing familiar brothers as well as meeting others. I hope next year's Homecoming can be even bigger and better.

Our next Founder's Day has been scheduled for March 28, 1987. I hope many of you will and can attend. The location of Founder's Day has not been set due to the complications of getting a hotel to allow a fraternity function.

Rush for next semester looks like it will be a good one for Alpha Tau Omega. Worthy Chaplain, Allen McClard, has done a fine job rishing through the entire semester. I appreciate the names of rushees I received from all the alumni. The alumni are one of the active chapters best rush tools.

The brothers and myself are all looking forward to Christmas break. This semester seems to have drained everyone. We are planning a formal retreat soon after we return for the spring semester to set our goals for the coming year.

Fraternally,

David Rambo
Worthy Master

From the desk of the Chapter Advisor...

November 12, 1986

Dear Brothers:

Homecoming '86 was great! We had a very good representation of pledge classes, dating back to Ed Halpole who described himself as "one of those guys in the white coats in the picture at the house." Some of the other "older guys" that returned included Jack Lichtenberg, Joe Swift, Dickie Paschall, and "Tennessee" Smith (who we may not see again). The housing corporation is to be commended for providing a band for our entertainment on Friday night. It may have rained, but it sure didn't dampen our spirits!

Now that Homecoming is over, the active chapter is concentrating its efforts in two areas; and you, have an opportunity to help in each of these. First, formal spring rush will soon be here, and we want additional names of potential members. Please send us the names of any young men you know who are attending Murray State so that we can visit with them.

Finally, we are making plans now for an outstanding Founder's Day Celebration. I want to challenge each of you to help us locate our lost brothers and to get them involved again. Find one of the lost brothers and invite him to Founder's Day. And make sure you are there to greet him!

Fraternally,

Joe D. Ward
Chapter Advisor

Zeta Lambda Chapter
Alpha Tau Omega

JDW:mjw

Special Lost Brothers Edition



A Look at Beta Eta



Zeta Lambda would like to proudly introduce to our alumni brothers the fall class of 1986.

Darrin Barnes
Henry, TN
Drafting and Design

Jeff Edwards
Hickman, KY
Physics

John k. hawks
McKenzie, TN
Political Science

Steve Parker
St. Louis, MO
Public Relations

John Tierney
Louisville, KY
Biology

Rick Courtney
Greenville, KY
Biology

Steve Guariglia
Ft. Lauderdale, FL
Marketing

Chris Lowry
Paris, TN
Physical Therapy

David Simmons
Mayfield, KY
Accounting

Mark Wise
Elizabethtown, KY
Theatre Arts

On Campus . . .

Zeta Lambda is showing its presence over campus in many ways. Through work and play we have shown that we are interested in many aspects of college life. These vary from intramurals to jobs on campus.

Intramurals prove to be another release from school itself, and we have been releasing pretty good. We have placed third in a Twilight Softball Tournament, third in fraternity golf, second in fraternity flag football, and placed well in a few running events. Active Troy Rose even completed a marathon race recently in Louisville. On the varsity football level, we presently have four brothers participating. One of the players, Jim Murphy, has been showing his stuff by winning Defensive Player of the game award in a recent game.

Sometimes people work in pairs, well our brothers are no exception. Recently two brothers participated in the Mr. M.S.U. contest, two brothers went to the National Student Leaders Conference, and two brothers went to a Professional Honorary Broadcasting Society Convention. We also work in larger groups, one example being the five resident advisors on campus.

Through these efforts, Zeta Lambda continues to exemplify itself throughout the campus.



New Officers

Gameroom Manager - Chad Steinger
House Manager - Perry Byrd
Worthy Keeper of the Annals - Danny Hall
Worthy Scribe - Randy Longshore
Worthy Sentinel - Mike Dailey
Worthy Usher - Spencer Cathey
Social Service Chairman - Rich Vogt
Social Chairman - Tom Fawbush
Student Foundation Chairman - Bill Howell
Fund Raising Chairman - Jeff Burdge

Senior Sendoff

We have four seniors graduating this December. So as a tribute to them, we would like to make known their qualifications to enter the job world. We would also like to thank them for their participation over the years. Here is a listing of the seniors and some remarks:

Bryan Bell - Majoring in Mass Communications with an emphasis in radio and television production, looking for a job in television production.

Jeff Prater - Majoring in Mass Communications with an emphasis on radio and television production, looking for a job in electronic production.

Brett Stuart - Majoring in Business Management, looking for opportunity in junior management position.

Terry Varney - Majoring in Mass Communications with an emphasis in radio and television production, looking for job with national affiliate.

National News

(Supplied by ATO National Headquarters)

The LeaderShape Institute

ATO Is Shaping Tomorrow's Leaders Today

Allen McClard of the Zeta Lambda chapter is a leader with promise. This is evidenced by his successful completion of a pilot program of the LeaderShape Institute, the intensive six-day educational experience sponsored by the Alpha Tau Omega Foundation.

Alpha Tau Omega is a brotherhood dedicated to the development of leaders. Thus, The LeaderShape Institute — ATO's creative response to our society's demand for constructive change — is the fulfillment of ATO's promise to young people for their personal development.

The first LeaderShape Institute attendees — 98 young men and women enrolled in colleges and universities nationwide — were selected from ATO chapter nominations while there was one

representative from each of 26 national sororities. All participants have demonstrated campus and/or community leadership, the desire to reach higher levels of personal achievement, and the willingness to help others do the same.

Brother McClard, a junior majoring in management/marketing, has served as IFC Representative and Worthy Chaplain for his chapter as well as serving on the Rush and Greek Week Committees. Allen is IFC President and a member of the campus speech team. He is one of eight student advocates for higher education. Hobbies are playing music for dances, basketball, tennis, and golf. He is a manager at a local movie theatre.

(Continued on back page)

ATO Seeks Reactivation As Part Of Expansion

Alpha Tau Omega is becoming known as the Fraternity that has taken the fraternity experience and made it special: "ATO — The Positive Experience," the name and focus of ATO's membership education program.

That's the case on 151 campuses where ATO chapters exist and 7 other campuses with colonies or interest groups working toward charters.

And it could be the case on more campuses, according to Asst. Executive Director Mark F. Mullinix, Missouri '49, who directs the National Fraternity's Chapter Services Department.

"We are interested in exploring expansion possibilities on any campus with a strong academic reputation," said Mullinix, "but we are particularly committed to monitoring opportunities to return where we have formerly been."

During 1985-86, ATO reactivated two chapters — Epsilon Phi at Syracuse U. and Zeta Alpha at Arizona State U — while chartering one new chapter, Iota Alpha at Southwest Texas State U., San Marcus, Texas.

In 1986-87, we expect to reactivate three chapters — Delta Beta at the U. of Iowa, Delta Delta at the U. of New Hampshire, and Delta Epsilon at Southern Methodist U. — and to install one new chapter, Lander College in Greenwood, S.C.," said Mullinix.

In the not-too-distant future, reactivation is likely for two more chapters — Gamma Omega at Penn State and Zeta Rho at Memphis State. There is an Interest Group at the U. of Maryland-Baltimore County, Catonsville, MD.

Mullinix and others on the National Headquarters staff are in periodic contact with appropriate campus officials to ascertain if certain criteria are met for ATO to pursue developing an expansion group, whether a new or reactivation effort. These criteria include:

1) Greek climate on campus. There must be a receptiveness to Greek-letter organizations on the part of the students, faculty, and administration.

2) Alumni interest and involvement. ATO alumni in the area — and, in the case of a reactivation, initiates of the former chapter

— must want ATO on campus and be willing to support and guide the effort.

3) Student interest. In most cases, there already exists a group of students, whether organized or informally associated, who have expressed interest in ATO.

4) Bona fide invitation. ATO is a partner in higher education with a host institution. Therefore, ATO only responds to invitations from campus governing bodies and/or offices responsible for student activities.

Of course, being on campus as an interest group, colony, or chapter is only the beginning, Mullinix points out. The ATOs then must comply with a set of criteria known as the Minimum Standards of Chapter Operation.

These criteria include having a Chapter Adviser and Faculty Adviser, initiating at least 80% of the pledges, and conducting positive and effective programs in the areas of member recruitment, campus relations, alumni relations, social service, scholarship, and use of the Ritual.

Editorially Speaking . . .

The semester is coming to an end, and all is well around the house. It has been quiet thus far this year, but we have still made good marks with Rush and the best Homecoming in the past few years.

I would like to thank the alumni for their responses, and would like to extend yet another opening to the alumni, this comes with an effort the active chapter is putting forth in finding our Lost Brothers. I'm asking for your help in inviting our Lost Brothers to Founder's Day, so we can celebrate. I realize this is a little early for a celebration, but with your help we can get closer to our strong brotherhood.

Please keep sending in the updates, through these the newsletter will get even better.

I love and respect all of my Brothers,
Kevin Uhls

ATO ANNOUNCEMENTS

Founder's Day '87

The 28th annual Founder's Day Celebration will be held March 28, 1987. The room reservations and rates will be available in the February newsletter. This year's celebration will be for the Brothers who were lost. We're asking active alumni to help find our Lost Brothers and invite them to this year's Founder's Day. This is not as easy as it sounds, so if you would, put an extra effort in and make this year's Founder's Day special for those who haven't had the opportunity to come. If you have any questions, you can call 762-6461 or write in care of Kevin Uhls to the house. Here is a tentative schedule:

Saturday, March 28th

- 1:30 p.m. - Welcome Party
- 6:00 p.m. - Cocktail Party (cash bar)
- 7:00 p.m. - Dinner and Awards
- 9:00 p.m.-1:00 a.m. - Formal Dance

Everyone attend - ATO FOR A LIFETIME.

Homecoming '87

Homecoming 1987 will be held the weekend of October 30-31. This year's was a huge success with a large alumni turnout. As of now, we are planning the same setup for next year's. Mark this date on your calendar, and make plans to attend.

FROG HOP

Zeta Lambda's annual Frog Hop will be held on Saturday, April 11, 1987 and will start around noon. Six MSU sororities will be attending. This is an event all ATO's must experience. Please make an attempt to come.

Alumni Updates

- Russell Murphy of the Alpha Phi pledge class has moved to 2190 Memorial Dr., H-127, Clarksville, TN 37043. He is currently a supervisor at Patrick Foods, Inc.
- Paul Celano of the Alpha Gamma pledge class lives at 8849 Granada Blvd, Orlando, FL 32819, sends a message to Lynn Gunter, Roger Watson, Jay Richey, Ben Howard, and all my other Brothers that have faithfully kept in touch, "Thanks!! It's always great to hear from you." Paul is the Director of Golf at Grand Cypress Golf Club.
- David A. Moffitt of the Alpha Epsilon pledge class lives at Rt. 8 Box 283, Benton, KY 42025, is Vice-President of Peel and Holland, Insurance. David was also voted in as President of the Housing Corporation here in Murray.
- Darrell Venters of the Alpha Eta pledge class lives at St. Meinrad Seminary, St. Meinrad, In 47577, sent us a Lost Brother address of Steve Lowless, 7555 Woodland Dr., Newburgh, In 47630.
- Peter R. Luciano of the Omicron pledge class lives at 1604 Huckleberry Court, West Peabody, MA 01960, is a senior partner of the Omni Group Inc. (labor relations consultants to management). He says that James Frye is a high school teacher in the Miami, FL school system.
- Ray Daley of the Alpha Theta pledge class lives at 30890 Oakland Forest Dr., Bldg. #2 #202, Oakland Park, FL 33334, sends a message to Kerry Harvey, Toe Dunn, and everyone from 1974-78. "I still think you guys talk funny." Ray is an advertising sales manager for the Ft. Lauderdale News/Sun-Sentinel.
- Rick Fagan of the Alpha Omicron pledge class lives at 1933 Strong Ave., Manhattan, KS 66502, sends a message to all Brothers. "Julie and I have kid number 3 on the way - due date is December 25th - would enjoy letter(s) from alumni brothers." Rick is a Captain in the US Army.
- Richard "Sweets" Eldridge of the Alpha Omicron pledge class lives at P.O. Box 3112, Tempe, AZ 85281, sends a message to all actives during 1978-79. "Rick 'Sweets' Eldridge was married on June 14, 1986. Presently living in Cambridge, England, working on government communications project. My wife is Raylene Eldridge, a Tri-Delta from Arizona State University

(graduated in 1981)." Rick is currently working for Northern Telecom Inc. out of Dallas, TX. He also sends a message saying that fellow alum Mark Alberson married his aunt.

- Rex Galloway of the Beta pledge class has been named Dean of Austin Peay State University's College of Business. He has been here at Murray since 1969.
- Ralph Evitts of the Gamma pledge class made news a while back when on his way home picked up a hitchhiker, who had just escaped from a correctional institution, and proceeded on his way home knowing who he had picked up. When he reached home he handed his passenger over to the state police. In case you wonder why he did so, Ralph is the warden at the same correctional institution.
- Patrick I. Brown of the Zeta pledge class received a special recognition award from the 1986 graduating class at Marshall University (School of Medicine). He was named, "The Professor Contributing Most to Their Four Years of Medical Education."

THE

ATΩ



Bugle

ZETA LAMBDA

December, 1986

M.S.U.

Volume 4, Number 2

*Any Suggestions or Advice
is Appreciated. Send them to:*

**Alpha Tau Omega
101 N. 16th Street
Murray, Ky. 42071**

Editor: Kevin Uhls

Lost Brothers *A Special Attempt To Find*

In the last newsletter we asked for address corrections from the post office in an attempt to find some lost brothers. In this attempt we found some, but we also found that we were sending to addresses that didn't exist or that the forwarding order had expired. So instead of finding, we lost, excuse the expression. Here's the updated version from Nationals. If you know the address of any of these Brothers, please send it to us on the enclosed alumni information form. With the help of our recent pledges we were able to get the last known address and pledge class of some.

Ray P. Assmar 1316 Allen St. Owensboro, KY Alpha Epsilon	Joseph M. Davis 3302 Camden LN S. Crestwood, KY Kappa	Daniel L. Holt (initiated in '62)	Patrick M. Milam 1230 N. State Pkwy. Chicago, IL Alpha Gamma	Edgar P. Trotter 1037 E. Virginia St. Fullerton, CA Theta
Glenn T. Bailey Rt. 13, Box 582 Easley, SC Xi	Mark E. Davis 2042 Belle Terra Knoxville, TN Alpha Eta	Charles D. Huck 4040 Massie Ave. #8 Louisville, KY Alpha Beta	Gregory L. Mills (initiated in '72)	William B. Turnbow Alpha Iota
Keith D. Barber 10215 Beechnut Apt. 508 Houston, TX Alpha Omicron	Paul D. Davis Rt. 1, Box 374 Leesburg, VA Alpha Rho	Noel W. Hudson (initiated in '75)	Jim R. Mitchell (initiated in '62)	Kenny L. Wade Alpha Epsilon
Preston W. Barber Mu	Dennis Faulkner (initiated in '71)	Michael L. Jasper 200 Circletower Blvd. #1900 Indianapolis, IN Alpha Eta	Carvell D. Moss Theta	Pat O. Walker (initiated in '70)
Timothy F. Barber Alpha Omega	Frederick H. Fernengel Box 4585 Huachuca City, AZ Xi	Ronald E. Jenkins (initiated in '63)	John G. Mueller (initiated in '75)	David H. Warnock (initiated in '64)
James D. Bell (initiated in '59?)	Don G. Fields 5253 Northdale Tampa, FL Xi	William R. Kleckner Delta	David A. Parker Sigma	Wilson A. Welch (initiated in '59)
Bruce A. Bratcher Kappa	Norman G. Foltz Zeta	Lester L. Kramer (initiated in '65)	Tony L. Patton Alpha Epsilon	Edward L. Whelan 974 Chickasaw Madisonville, KY Alpha Pi
Jeffrey R. Brockman Omicron	James Frye 306 Medium Coral Gables, FL Omicron	Gerald E. Long Alpha Gamma	Philip L. Purdom (initiated in '82)	Larry R. Wiles Alpha Theta
Leo D. Burns Alpha	William D. Fulkerson (initiated in '77)	Charles R. Lovett (initiated in '71)	Randall S. Quindry 34 Scenic View Ct. St. Charles, MO Mu	Arthur Shannon Williams Alpha Tau
Stephen P. Burns Gamma	John R. Fults RR. 4 S. Willow Ln. Lincoln, IL Iota	Larry R. Lovett Alpha Iota	Edward Roberts (initiated in '61)	Dan T. Williams (initiated in '69)
Alan R. Chandler 1164 Cumberland Dr. Colonial Ht., VA Tau	John L. Gering (initiated in '67)	Garrit W. Loyd (initiated in '66)	August P. Schiller 135B Albany Ave. Paducah, KY Alpha Kappa	Dale F. Wilson (initiated in '68)
Daniel S. Choate (initiated in '75?)	Tommy B. Gilchrist 1503 Shenta Oaks Dr. Norcross, GA (initiated in '72)	John D. Luten (initiated in '63)	John E. Schultz (initiated in '64)	Randall S. Wilson (initiated in '75)
James C. Ciontea Alpha Iota	Robert E. Hager (initiated in '59)	Mark V. Madison Rt. 2 Box 309 Paducah, KY Upsilon	James R. Self 15695 Crestview Ln. Haymarket, VA Alpha Alpha	Johnny S. Witt Alpha Omicron
Frederick D. Collier Delta	Gilbert F. Hamilton (initiated in '61)	Robert W. Matteson (initiated in '69)	August P. Schiller 135B Albany Ave. Paducah, KY Alpha Kappa	Joseph M. Wright 953 Tulip Evansville, IN Pi
Daniel L. Collins Kappa	Eddie M. Harris (initiated in '74)	Roy B. McDuffee 1369D Bowie Tr. Owensboro, KY Lambda	Mitchell P. Sommer 198 Plantation Ave. Tavernier, FL Alpha Mu	Ricky V. Wynkoop Alpha Nu
Neil C. Covington (initiated in '74)	Dennis E. Hill (initiated in '59)	Frank D. McKee (initiated in '66)	Howard K. Stout Tau	
Bradley G. Curie Chi	Richard A. Hodge (initiated in '69)	John D. McKinnis Alpha Alpha	George W. Strong (initiated in '61)	
Homer W. Davenport 5001 Stratford RD Evansville, IN Beta		John R. McLeod (initiated in '64)	John T. Strow 9395 Pinyon Tree Ln. Dallas, TX Alpha Omega	
		Marvin W. Melhiser Mu	Patrick V. Thomas (initiated in '59)	
		Roger D. Melton (initiated in '69)		

(LeaderShape ...Continued from page 4)

The LeaderShape Institute's two week-long pilot programs were held in late July at the University of Illinois Conference Center near Champaign, IL, home of the ATO National Headquarters. It is on ATO's NHQ site that The LeaderShape Center will be built as a permanent home for The LeaderShape Institute. The LeaderShape Campaign has a goal of raising \$6,000,000 to build and maintain the Center, to endow the Institute programming and directorship, and to conduct various LeaderShape outreach programs.

"The purpose of the Institute is to significantly improve a young person's knowledge of, and ability to apply, basic leadership skills in daily life," explains Gene D. Hoffman, Missouri '45, The LeaderShape Campaign Chairman who is Senior V.P. of Corporate Strategic Development and Acquisitions for SuperValu Stores, Inc., the nation's largest food wholesaler.

Designed by prominent education and leadership consultants, The LeaderShape Institute program is structured around a non-traditional process which deals with self-awareness and self-assessment, interpersonal communication, group dynamics and decision-making, ethics and power in a democracy, social awareness, and responsible service.

Institute students enhanced their leadership skills through cluster group activities, interpersonal and awareness modules, and case presentations. "It was the equivalent of a Harvard M.B.A.-level 'crash' course for Fortune 100 executives," observed one participant.

Guest panels of leaders in a variety of professions shared their leadership experiences and counsel with the young people. ATO participants were: Brother Hoffman; Roy M. Huffington, Southern Methodist '35, Chairman and CEO, Roy M. Huffington, Inc., Houston, Texas; Earl T. Leonard Jr., Georgia '56, Senior V.P., The Coca-Cola Company, Inc.; Lt. Gen. William Nelson, Indiana '44, USAF (Ret.), Chairman, Cellular Satellite Systems Ltd.; and Jack K. O'Loughlin, St. Lawrence '48, Executive V.P., Allstate Insurance Group.

Illustrative of the innovative nature of The LeaderShape Institute was the participation of two non-ATOs as guest panelists: William Urseth, Chairman and CEO, U.S. Communication, Minneapolis, Minn., and Mike Wright, Chairman and CEO, SuperValu Stores, Inc.

WE WANT TO HEAR FROM YOU!

Please let us know what you are up to. Below is a form requesting some information of what you are presently doing. There is even a space for you to send a personal message to other alumni to be published in the next newsletter. Please fill this out and send it to us.

NAME _____ PLEDGE CLASS _____

ADDRESS _____

PRESENT OCCUPATION _____

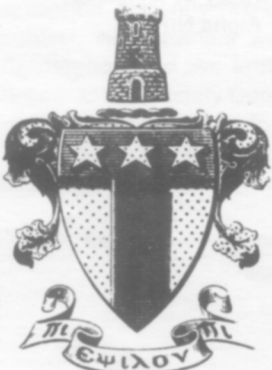
MESSAGE TO _____

MESSAGE _____

ANY ADDRESS OF A BROTHER FROM THE LOST BROTHER LIST _____

Clip and mail this form to: ATO House, % Kevin Uhls, 101 North 16th Street, Murray, Kentucky 42071

ALPHA TAU OMEGA
101 N. 16TH STREET
MURRAY, KY 42071



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