

THE ATO



Bugle

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

SPRING 1988

VOLUME 4, NUMBER 5

MURRAY STATE UNIVERSITY

A Message From The New Worthy Master

Dear Brothers:

Greetings once again from Murray State. It is an honor to be able to communicate with you as the new Worthy Master of Zeta Lambda. I am looking forward to the new year and the opportunity to serve my brothers in this new capacity.

I realize that I have some big shoes to fill, as do many of the other new officers, because the previous officers did a fine job and served us well. However, we feel that they have laid the groundwork and it is up to us to complete the job. That job, of course, is to return from Congress with the True Merit Award.

We are also very pleased to announce that we now have a new advisor. Earlier this year Kerry Harvey, Alpha Iota, took over as our "commander-in-chief" with some big ideas to be accomplished in the near future. I speak for the entire chapter when I welcome Kerry aboard with open arms.

Many things are on the upswing at Zeta Lambda, and we are looking forward to a very successful year.

I love and respect all my brothers,
Jay P. Cannon
Worthy Master, Zeta Lambda

Pat Brown Is New National IFC President

MURRAY, KY, April 25 — Greek organizations on America's campuses must stand together to face the challenges of the future — and they must not be afraid of change.

Those ideas were the key themes espoused by Dr. Pat I. Brown, president-elect of the National Interfraternity Conference (NIC), in a speech April 19 at Murray State University.

Brown spoke in Lovett Auditorium at the annual All-Greek Assembly, sponsored by Murray State's Interfraternity Council and Panhellenic Council.

In his address Brown cited recent closings of greek systems at several colleges in the northeastern United States as examples of the problems faced today by fraternities and sororities.

"We should pay more than lip service to the idea of brotherhood," he noted. "We must utilize our resources for improvement, locally and nationally, and we must internalize the challenges we face by preparing for positive changes."

Several areas for improvement, Brown said, include raising the grade-point averages of greek students, avoiding the risks associated with substance abuse and having effective membership policies that do not feature hazing (forcing students to do ridiculous, humiliating or painful things to join a group).

A 1965 graduate of Murray State University, Brown is the interim chairman of the department of anatomy and associate dean of the School of Medicine at Marshall University.

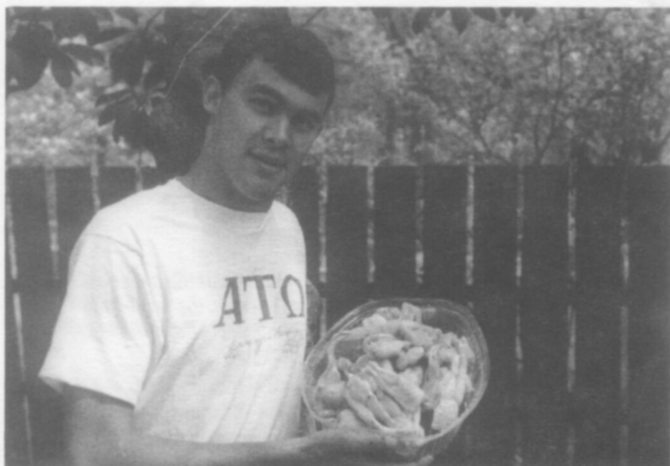
A member of Alpha Tau Omega fraternity, he has served as the group's two-term national president, chairman and secretary of the board of directors and director of its leadership conference. He is currently the fraternity's national educational advisor.

Previously he served the NIC as treasurer, secretary and executive committee member and has been a member of the board of directors since 1982.

He is married to the former Barbara Hankins, a 1967 graduate of Murray State, and they have three children.

The NIC represents more than 4,500,000 alumni and 400,000 undergraduate and graduate students in 5,000 chapters on 810 campuses throughout the United States and Canada.

**"O ALPHA TAU OMEGA, OUR
HEARTS ARE EVER THINE..."**



Todd Alexander and friends get ready for Frog Hop '88. More pictures and story on page 2.

Harvey Is New Advisor

As some of you know and many of you probably do not, I recently assumed the advisor's position for the Zeta Lambda. By way of introduction for those who don't know me, I pledged Zeta Lambda in 1975 and graduated from Murray State in 1978. I now practice law in Benton, Kentucky along with my three partners who are also ATO's from Murray State.

Upon undertaking this responsibility, I have tried to evaluate the condition of the active Chapter. It is with pleasure that I report to you that the Chapter is alive and doing very well. The Chapter is larger in sheer number now than at any time in recent history. Moreover, we have 27 pledges of outstanding quality and were, without doubt, the most successful fraternity on campus in the spring rush.

While money is always tight, the Chapter has been well managed under its current administration and does not have large outstanding debt. Of greater importance, our Chapter is blessed with quality people. Zeta Lambda is probably better positioned now than at any time in recent history to become one of the top ATO Chapters in the country. Indeed, the Chapter has established as a goal the attainment of the True Merit Award which is given to the cream of ATO Chapters nationally. If the young men of Zeta Lambda dedicate themselves to the effort, I have no doubt that we will reach our goal of winning the award within two years.

As always, we are not without our problems. Perhaps the most acute is the condition of our fraternity house. Two decades of extraordinary wear and tear has taken its toll on our facility. Unfortunately, the only real answer is the

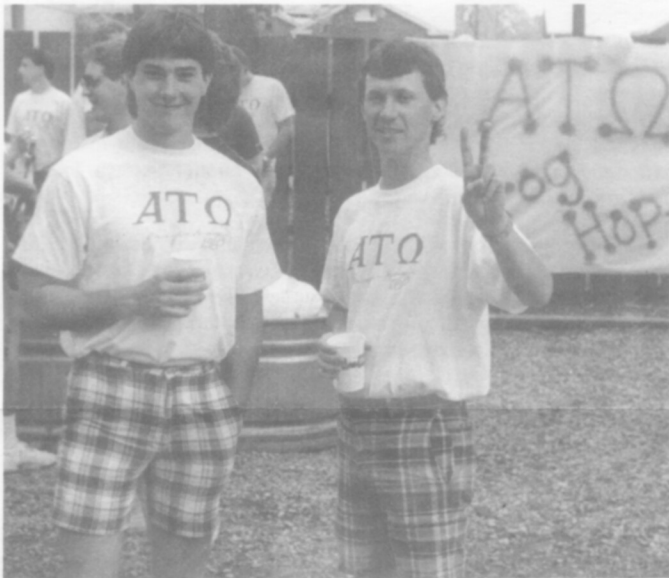
construction of a new facility at 101 North 16th. To that end, a major fund raising effort is slated to kick off at Homecoming '88. Your participation is absolutely essential if our fraternity is to thrive.

Another area of critical concern is the increasingly bleak legal liability picture for fraternities in general. In a recent survey of insurance companies it was found that fraternities are considered to be a greater insurance risk than toxic waste dumps. This fact starkly illustrates the seriousness of the problem. To their credit, the active chapter has led the Murray State Greek System in adopting responsible risk avoidance policies. Given the increasingly hostile legal environment, however, an even greater effort will be required in the future.

All in all, there is every reason to be optimistic about the future of Zeta Lambda. There is enormous potential in the active chapter and if our young brothers so dedicate themselves, Zeta Lambda will attain a new level of excellence. As noted, however, we will be unable to move forward without alumni support at a greater level than we have experienced thus far.

In sum, you have every reason to be optimistic about the future of our fraternity and I look forward with great anticipation to my new role as advisor. To achieve our goals, however, it will take a great deal of commitment by the active chapter and support from our alumni.

I love and respect all my brothers,
Kerry Harvey



John Treas and Steve West "kick back" during the early part of Frog Hop '88.

Frog Hop Is A Big Success

The 11th Annual Alpha Tau Omega Frog Hop turned out to be a big success.

Frog Hop was held April 23, with all eight sororities attending. It was a weekend that will never be forgotten.

"It was really great coming back and feeling at home again, said alumni David Hargrove. "I have been to a number of Frog Hops and this one was one of the best."

Alpha Kappa Alpha won the hop itself, with some strong competition coming from the ATO Little Sisters' team.

We would like to thank all the alumni that attended, and we hope to see more of you there next year. Frog Hop looks like it will keep going for many years to come.



Brothers Richard Null, Kelly Steely, and Steve Cox discuss a serious topic.

THE

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ZETA LAMBDA

Spring 1988

M.S.U.

Volume 4, Number 5

THE ATO MISSION

To enhance the personal development of the members of Alpha Tau Omega, beginning with the collegiate educational experience and continuing for a lifetime through a principle-based friendship.

The ATO Bugle is published by the men of the Zeta Lambda chapter at Murray State University for members and friends.

Alumni news, photographs, and changes of address should be sent to Jeff Burdge (Editor, The ATO Bugle), Alpha Tau Omega, 101 N. 16th St., Murray, KY 42071. Feel free to include your comments about the Bugle.

May Graduates

There are five brothers who will be graduating this May and they will be moving on to the "real world" where they will begin their careers, or further their education. We, the active chapter, would like to congratulate these soon-to-be alumni and wish them all the luck in the world.

Travis Ashby, Owensboro, KY, graduated with a degree in marketing.

James Devillez, Owensboro, KY, majored in safety and health engineering.

Randy Longshore, Louisville, KY, majored in pre-vet, and will go on to attend the University of Tennessee Vet School.

Troy Rose, Benton, KY, majored in both health education and marketing.

Lee Scheuer, Danville, KY, graduated with a degree in sales and marketing.

Steve West, Benton, KY, graduated with a teaching degree in Industrial Education.

Roger Seay, Princeton, KY, earned his degree in Radio/TV. Is now attending graduate school at Murray State.

Spencer Cathey, Benton, KY, majored in finance.

ATΩ

The Beta Kappa Pledge Class Spring 1988

LANCE AKRIDGE
Fredonia, KY
Business Administration

BOBBY ALLEN
Murray, KY
Management

DAVID BAESLER
Frankfort, KY
Business Administration

BROOKS BARTON
Murray, KY
Business Management

MARK BATES
Santa Claus, IN
Advertising

JASON BILLINGTON
Murray, KY
Biology

DAVID BRATTON
East Prairie, MO
Civil Engineering

MIKE DUCK
Louisville, KY
Illustration

JEFF EGNER
Benton, KY
Management

MARK EVANS
Jackson, MO
Finance

MITCH FAIN
Murray, KY
Business Administration

ED HENDON
Murray, KY
Undeclared

GREG JONES
Murray, KY
Accounting

BRIAN McDANIEL
Salem, KY
Engineering Physics

NEAL NORSWORTHY
Gilbertsville, KY
Undeclared

DONNIE PATTERSON
Princeton, KY
Accounting

ANDY PIEPENBROK
Jackson, MO
Marketing

JOEY PIERCE
Ledbetter, KY
Electrical Engineering Technology

JOHN SOLOMON
Benton, KY
Undeclared

SEAN WILLIAMS
Paducah, KY
Accounting

KEN DAUGHERTY
Owensboro, KY
Safety and Health Engineering

SCOTT LIPKE
Jackson, MO
Radio/TV

RICK MILLER
Chaffee, MO
Engineering Physics

TIM BECK
Louisville, KY
Marketing

TODD LOGSDON
Louisville, KY
Finance

BRANDON MILLER
Millersville, MO
Wildlife Biology

Homecoming '88

This year's Homecoming celebration will be held the weekend of October 1. We are giving you early notice in hopes that all alumni will be able to attend. Last year's Homecoming is something that we are very proud of, and we hope that this year's will be even better. If there is anything that we can do to help secure your plans, please feel free to contact Jeff Burdge or John Hawks at the house (502) 753-7605.

Here's a list of local hotels:

Holiday Inn, Murray	753-5986
Eagle Inn, Murray	753-6706
Murray Plaza Court, Murray	753-2682
Barkley Dam Motel	362-4263
Holiday Inn, Mayfield	247-3700
Kenlake State Park	474-2211

New Officers

Worthy Master	Jay Cannon
Worthy Chaplain	John Hawks
Worthy Keeper of the Exchequer	David Dill
Alumni Relations Officer	Jeff Burdge
Worthy Scribe	Jon Mark Hall
Worthy Usher	Rob Carrol
Worthy Sentinel	Steve Guariglia
Worthy Keeper of the Annals	Steve Cole
IFC Representative	Logan Anderson, Paul Carlson
Social Service Chairman	Jon Whetsell
Student Foundation Chairman	Barclay Banister
Public Relations Officer	Tom Sullivan
Rush Chairman	Brad Steininger, Steve Parker

Lost Brothers

In each issue we publish a gradually shrinking list of brothers who appear "lost" — ATOs who have moved and have not updated their addresses with Nationals, or whose forwarding orders have expired.

This list is the most recently compiled group sent from Nationals. If you know the address of any of these brothers, please send it to us on the enclosed alumni information form.

- | | | | | |
|--------------------|-------------------------|-----------------------|----------------------|--------------------------|
| ADAMS, Lear D. | COLLIER, Frederick D. | FULKERSON, William D. | KLECKNER, William R. | PATTON, Tony L. |
| ALLEN, Charles R. | COLLINS, Daniel L. | FULTS, John R. | KONRAD, Michael E. | PERKINS, David |
| BARBER, Keith D. | COVINGTON, Neil C. | GERING, John L. | KRAMER, Lester L. | POWELL, James W. |
| BARBER, Preston W. | CURLE, Bradley G. | GILCHRIST, Tommy B. | LESTER, William D. | PURDOM, Phillip L. |
| BELL, James D. | DAVENPORT, Homer W. | HAGER, Robert E. | LONG, Gerald E. | Schultz, John E. |
| BRATCHER, Bruce A. | DAVIS, Joseph M. | HARRIS, Eddie M. | LLOYD, Garrit W. | SELF, James R. |
| BROWN, Dewey | DAVIS, Paul D. | HILL, Dennis E. | LUTEN, John D. | SMITH, John A. |
| BRYAN, William H. | DUNN, Vince W. | HOLT, Daniel L. | MADISON, Mark V. | SOMMER, Mitchell P. |
| BURNS, Leo D. | DYER, Michael O. | HUCK, Charles D. | MATTESON, Robert W. | STRONG, George W. |
| BURNS, Stephen P. | FAULKNER, Dennis | HUDSON, Noel W. | McDUFFEE, Roy B. | STROW, John T. |
| CHANDLER, Alan R. | FERNENGEL, Frederick H. | JASPER, Michael L. | McKEE, Frank D. | THOMAS, Patrick V. |
| CHAOTE, Daniel S. | FIELDS, Don G. | JENKINS, Ronald E. | McKINNIS, John D. | TURNBOR, William B. |
| CIONTEA, James C. | FREDERKING, Scott | JOHNSON, Kenneth R. | McLEOD, John R. | WELCH, Wilson A. |
| | | | MELHISER, Marvin W. | WELLS, David K. |
| | | | MELTON, Roger D. | WEST, Robert L. |
| | | | MIDKIFF, Bruce A. | WILES, Larry R. |
| | | | MILAM, Patrick M. | WILLIAMS, Arthur Shannon |
| | | | MILLS, Gregory L. | WILLIAMS, Dan T. |
| | | | MITCHELL, Jim R. | WILSON, Dale F. |
| | | | MOSS, Carvell D. | WILSON, Randall S. |
| | | | MUELLER, John G. | WRIGHT, Joseph M. |

WE WANT TO HEAR FROM YOU!

Let us know what you are doing. Below is a form requesting some information — with space for you to send a personal message to 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, % Jeff Burdge, 101 North 16th Street, Murray, Kentucky 42071.

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



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LYNCHBURG VA 24502
2530 Kirby & Rhines

305C Killarney Court
Lynchburg VA 24502

