

The

ATΩ



Bugle

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

April 2014

Volume 32 Number 1

MURRAY STATE UNIVERSITY

Message from the President

Dear Brothers:

First let me personally invite everyone to Homecoming in October. This one likely will be quite historic as you can see in this Newsletter.

It has been a time of challenges and positive change at Zeta Lambda. Chapter size had been an issue noted by both our National Fraternity and Alumni. With careful planning, hard work, and your support, the Chapter is again growing with Young Men of Character. The focus is squarely on developing Leaders and ATΩ's for a Lifetime. I have been fortunate to be selected to serve a second term as President and look forward to this challenge. We have a great Chapter Executive Board in place, working hard and doing the right things.

There is still work to do but we have the plans in place to get there. Special thanks to the Housing Corporation for their hard work, keeping us in outstanding financial shape. And HUGE thanks to Brothers Alan Stout, Dwain Taylor, Robbie Rudolph and others for supporting us with the ATΩ Scholarships.

*Fraternally,
Joe Bunch*

Our Official Website

www.msuato.com

This is our central point for all communication to get out the information in a timely basis, and keep track of all of Zeta Lambda. No information of yours will be provided without your permission. Go there for ALL THE DETAILS!!!

HOMECOMING 2014



Murray State's 2014 Homecoming is scheduled for Saturday October 11. **MAKE TRAVEL AND HOTEL ARRANGEMENTS AS SOON AS POSSIBLE.**

As always there will be numerous events beginning for both the University and Alpha Tau Omega. For the latest on those events, check the respective websites.

A tentative schedule for Alpha Tau Omega
Thursday October 9

Early bird casual get together

Friday October 10

Morning Golf

Evening Alumni Party

Saturday October 11

Morning University Parade

Afternoon Tailgate / Tent City

Afternoon Football

Evening Informal Party

Still to be determined will be the Annual Alumni Meeting. Typically Saturday morning, this may be moved to more readily accommodate Tent City / Game. In addition, as the picture suggests, we MAY be having a special fiery ceremony involving the current Mortgage note. Additional information is contained on the inside of this newsletter and the latest news will be posted on www.msuato.com

CHAPTER NEWS



Zeta Lambda Chapter Officers

President	Joe Bunch, Wingo, KY
Vice President	Aran Coughlan, Ft. Thomas, KY
Treasurer	Ethan Shaw, Hopkinsville, KY
Secretary	Keegan Rhines, Louisville, KY
Internal House	
Manager	Tyler Wortham, Cadiz, KY
External House	
Manager	Kenny Myers, Murray, KY
Pledge Trainer	Brandon Speed, Mayfield, KY

Leadership training: In January 2014 ATΩ Nationals hosted a 3 day Presidential Retreat attended by Joe Bunch & Aran Coughlan. Held in Indianapolis they were able work on issues such as Recruitment and Risk Management. In February 2014 ten new members attended the Emerging Leaders Conference in Memphis. Again Recruitment was a key topic along with some focus on the Ritual. There were numerous breakout sessions to work through issues shared by different Chapters.

Scholarships: Joe Bunch and Ethan Koehler were the latest to receive Zeta Lambda Scholarships, founded by Brothers Alan Stout, Dwain Taylor, and Robbie Rudolph. Both Actives were presented with \$500 to help offset MSU costs. These scholarships are administered through the MSU Foundation and greatly appreciated.

In addition, new initiate Keegan Rhines received a \$500 Foundation Scholarship from ATΩ Nationals. The Fall 2013 Pledge Class had one of the higher GPA's at MSU.

Membership Recruitment: The Chapter wishes to remind Alumni that if they know of any young men attending MSU or getting to attend MSU, please contact the Chapter. Of particular interest of course are Legacy recruits. You can email alumnirelations@msuato.com or check the website for a form to fill out.

Editorially speaking...

ATΩ for a Lifetime!!!

That is our message and theme as we move forward to strengthen the ties between the Active Chapter and Zeta Lambda Alumni. In addition, we hope to facilitate establishing and growing the relationships between Alumni. However, I need your help.

I am working to make our Database of Alumni as accurate as possible. ATΩ Nationals and Murray State has provided me an electronic list of over 1400 names. I am in the process of combining them. I will then be contacting you to confirm your information and help find any 'lost' brothers.

NO INFORMATION WILL BE SHARED WITHOUT PERMISSION, INCLUDING EMAILS.

The Chapter will be utilizing our website www.atomsu.com, Facebook, Twitter, Email, and good old fashioned USPS snail mail if need be. In order to keep costs down and keep communication timely, we hope most can be done electronically.

If you wish to reach me, please use alumnirelations@msuato.com

*Fraternally,
Keegan Rhines, Alumni Relations Officer*



Philanthropy: Frog Hop is still a key social event allowing Sororities to engage in some good natured, very mildly competitive events. However, the Chapter now uses the event to raise money for one of their favorite Charities: Calloway County Humane Society. In addition to the funds raised, last year the Chapter constructed a mini ATΩ Dog House filling it with dog food for the organization. 2014 Frog Hop will take place in April.

ALUMNI NEWS



On April 11 Murray State will honor four Distinguished Alumni at its annual recognition dinner. Zeta Lambda is pleased to report Steve Powless (Alpha Epsilon) will be one of the Honorees. Steve graduated from Murray State University in 1977 with a B.S. in business administration and marketing and now serves as

the CEO of Computer Services Inc., the nation's largest provider of dynamic technology solutions for financial institutions and corporations. CSI has grown exponentially since he assumed the title of CEO. He also gives back to the community in a number of ways including service as the director of the MSU Telecommunication Systems Management National Advisory Board, director of the West Kentucky Technical Foundation board, and as treasurer and director of the Greater Paducah Economic Development Council.

Housing Corporation News

The Board is pleased to report we are on schedule to retire the mortgage by year end. With that in mind, the plan is to 'find' the funds to complete this by Homecoming in October. This is a significant event and we will celebrate with a MORTGAGE BURNING. This allows us to shift resources into some much needed House Maintenance and focus on raising money to further endow the Zeta Lambda Scholarship.

Zeta Lambda Scholarship

A couple of years ago, four alumni members donated funds to begin a scholarship endowment for the Active Chapter. \$40,000 seeded this new endowment. The impact ATΩ has had on our lives and relationships continue today. Beginning 12/1/2013 a new initiative was started, The Campaign for the Brothers of Zeta Lambda. The goal is to raise an additional \$70,000 for this scholarship. This will provide scholarships into perpetuity and assist the Chapter with recruiting, retaining, and developing the young men of our Chapter. Administered through the MSU Foundation, you can donate directly there much like you have done for other organizations. Additional information can be found on the website.

Gatherings: Informal and Formal

Can't make Homecoming or other events? We are seeking Alumni to help organize periodic informal get togethers. For some time Alumni and a few members of the Active Chapter met for dinner in Murray to catch up. Kirby Rhines is working to set up some opportunities in the Louisville area. We know we have large Alumni groups in Owensboro,



Huntsville, AL, St. Louis, and Nashville Email alumnirelations@msuato.com to get information on those alumni near you.

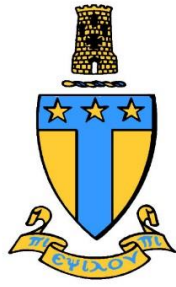
2014 is flying by and information on Homecoming is noted. **GET ROOMS NOW!** Another goal is to once again celebrate Founders Day on a more regular basis. We are targeting Spring 2015 for this.

Board of Trustees / Mentoring Opportunities

ATΩ National strongly urges the Active Chapter to establish a Board of Trustees to provide guidance as needed. At the Homecoming 2013 Alumni meeting it was moved to establish a temporary Board to be reviewed at Homecoming 2013. Currently there are two members, Kirby Rhines and Heath Keller (as Faculty Advisor). We are seeking additional members. The thought is to have a nimble group of 4-5. The intent is not to get involved in the day to day but rather the more strategic planning and governance. Naturally there is a need for someone relatively close to MSU, but more distant Alumni can assist with today's technology. Contact kirbyrhines@gmail.com for more information.

We are also looking for Alumni interested in sharing their skills and experience with Chapter individuals. The time required is very flexible. An example is individuals with Finance or Accounting experience providing occasional advice to the Chapter Treasurer as he works through budgeting.

ΑΤΩ



For a Lifetime!

WE WANT TO HEAR FROM YOU!

Please visit our website for the latest news! www.msuito.com

Please let us know what you are up to. You can fill out the below form or type this information in an email to webmaster@msuito.com to update your address and get a message on the website.

KEEP INFORMATION PRIVATE) YES / NO (Circle Choice)
(Kept in Secure Database, used for ATO communications only, not available to other Zeta Lambda Alumni)

NAME _____ PLEDGE CLASS _____

FULL ADDRESS _____

EMAIL _____ PHONE NUMBER _____

PRESENT OCCUPATION _____

MESSAGE TO _____

MESSAGE _____

Clip and Mail to: Keegan Rhines Alumni Relations Officer ATO House 1511 Main Street Murray, KY 42071

Alpha Tau Omega
1511 Main Street
Murray, KY 42071



Address Correction Requested