

# SHIELD & DIAMOND

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SPECIAL  
ALUMNI  
SECTION

AGING:  
A LOW PRIORITY  
PROBLEM?





# COMMENT

By John Kaegi  
Editor

If there was ever an issue of the *Shield & Diamond* tailored to the whims of alumni, this is it. Like most college publications, this magazine is primarily designed to be informative and entertaining for Pi Kappa Alpha alumni. Though the March issue delves deeper than usual into that responsibility, the secondary purpose of the magazine has not been neglected — that of being relevant to the undergraduates as well.

In researching and writing the focal feature concerning aging, I couldn't help believing the subject to be just as necessary reading for youth as for middle-aged or oldtimers. Misunderstanding, or worse yet, apathy, is an injustice that seems to be cornered by people past age 65. It begins, like all attitudes, during our upbringing. Therefore, it behooves the undergraduate members, as much as those of us who are past graduation, to consider the issue of aging. In so doing, we may destroy the imaginary walls of ignorance which have kept us from the truth. And, we might just realize the Fraternity's relevance to the topic, particularly the potential individual and group activities made possible by our intrinsic objectives.

Writing the article taught me two things that might interest you. First, there exist vast misperceptions with regard to the process of aging including one's abilities after retirement and the economics of the situation. Experts have found very little correlation between retirement and decreasing health. However, what surprised me, though it is per-

fectly logical, is the fact that one's level of self-esteem is often directly related to one's state-of-being during old age. Assuming that to be true, consider how difficult it must be to maintain a positive frame of mind during retirement if you are poor, or you are socially rejected by those who are younger than yourself. It is very plain that, as a society in general, we readily disregard tomorrow's needs rather than inhibit today's consumption.

Second, I learned that the Fraternity provides an unparalleled opportunity to 1) stunt the development of misperception and to 2) provide increased attention to the needs of elderly citizens. Our alumni relations program, for example, helps to distill misunderstanding by creating a framework of interaction between young and old. We are all, regardless of age, bonded with a common concern which stimulates this social exchange. It is a by-product of alumni affairs which is sel-

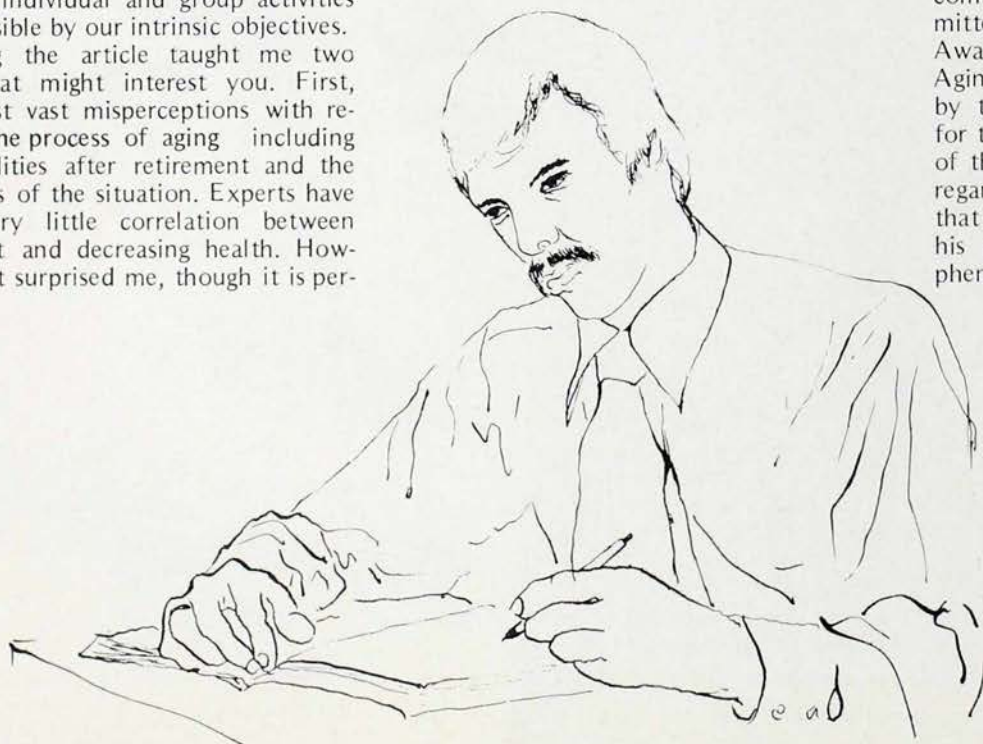
dom considered. We may stimulate other by-products as well.

Creative chapter or national-level programming and policy-making can make the transition to old age exceptionally enjoyable. Among the programs suggested in the article is the "foster grandparents" project similar to the "big brother" programs of many chapters, except expanded to include retired individuals of the community.

I have heard talk of possibly incorporating active chapters in retirement centers. Such a move would designate alumni status to more of a hiatus period, than an end in itself, not to speak of the unique advantage Pi Kappa Alpha would inherit over other fraternities. What is your opinion regarding such a move? I'm interested, as I'm sure many of you brothers are, in what you perceive IKA's role to be for the elderly. (Your opinion might just be found on page three in the June issue.)

## I. Moss Active

Incidentally, it should be mentioned that Senator Frank Moss (Alpha Tau — Utah) gathers no "moss" when it comes to this issue. He is Chairman of two subcommittees of the Senate Special Committee on Aging. In 1969 he received the Award for Distinguished Service to the Aging, the first given to a public official by the American Association of Homes for the Aging. He is just another example of the influence of Pi Kappa Alpha with regard to attitude and service. We suspect that his Fraternity experience nurtured his positive perception of the old age phenomenon.





# OPEN FORUM

## Our place As alumni

By Richard Ogle  
Vice President for Alumni Affairs

The poet-philosopher, Santayana, coined the now-famous quote: "Those who do not remember history are condemned to relive it." That statement, it seems to me, is especially applicable to the local Chapters of Pi Kappa Alpha, and, indeed, to all of the fraternity world. How so? With the tremendous turnover in the membership and leadership of the local Chapter, there is often very little retention of, or appreciation for, the events, both fortunate and unfortunate, which have shaped the destiny of the Chapter. Consequently, and without the historical perspective so vital to the success of any organization, chapter after chapter has marched headlong into the same mistakes that were made often times recently as four or five years prior; mistakes which would not have been repeated had there been any source of counsel on which the chapter could have relied to bridge the gap of effective leadership created by the continual turn-over of officers.

Which brings me to the point of this article. I do not pretend to suggest every alumnus of Pi Kappa Alpha should race to the local chapter house and announce himself as the panacea to the chapter's problems. What I am suggesting is a responsibility that we, as alumni members of Pi Kappa Alpha, have to make ourselves available to the undergraduates so that they may have the benefit of our experiences (and mistakes). I would hazard a guess that where a chapter had had the benefit of an active Alumnus Counselor or group of alumni advisors for a sustained period of time, that chapter probably has few, if any, major problems. This is no accident. It is the result of wise counseling which can only be obtained from those who have "been there" and lived through the same problems.

You may say — "But we all know that the undergraduates don't want us in their

way — that they wouldn't listen to us anyway." This is a common misconception fueled partially by the fact that undergraduate chapters are sometimes inconsiderate in their relations with us. But, on numerous occasions I have seen chapters undertake an ambitious alumni program only to be rewarded with an unenthusiastic response from us. And justifiably so, after all, we are all extremely busy in our professions, and most of us have family demands. However, I challenge each of you with the proposition that it is our duty to the Fraternity to offer our time and advice, a debt incurred by virtue of the valuable experiences of our undergraduate days. And, it may surprise you to know that the undergraduates crave alumni participation and are frustrated at their failure to generate effective alumni support. This is borne out by a recent survey taken by John Kaegi, Alumni Affairs Director on the Memorial Headquarters Staff.

So, please discard the notion that our help is not desired by the undergraduates. And, also, do not wait to receive an engraved invitation to give your time and wisdom. Take the initiative — let the chapters close to you know that you stand ready to help — as a Brother!

That is our "place."

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Gentlemen:

No doubt, you already know that one of the Air Force pilots shot down and captured in North Viet Nam during the December bombings was Captain Robert G. Certain, an alumnus of Beta Kappa Chapter at Emory. I had a close association with Bob when I was in Memphis. He was very instrumental in bringing about a change for the better with his chapter in the late 1960's.

E. Garth Jenkins  
Gamma Phi Chapter  
Past Executive Director

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Gentlemen:

I have two things on my mind. First, as a rather intermittent follower of fraternity affairs, I'd like to congratulate you on the improved format and content of the *Shield & Diamond*. The September issue contained an especially interesting blend of socially relevant features, personal and chapter news, and guidance for chapter officers. It was nice that you could also remind us that today's undergraduates still find time to play (and in my chapter's case, to turn out a pretty good first baseman — p. 38).

My second thought relates to your fine editorial. Your suggestion that Pi Kappa

Alpha might well consider adopting a philanthropic cause, to help its chapters recognize and accept group responsibility, struck a responsive chord. You suggested helping multi-handicapped children — may I recommend the 100 million children handicapped by malnutrition, disease, and the lack of educational opportunity in the 111 developing countries being aided by the United Nations Children's Fund?

There are many possible ways in which the youth and energies of the Fraternity might be marshalled to help UNICEF. Some of its members probably had their first experience in helping others, as youngsters, when they dressed up on Halloween to "Trick or Treat" for UNICEF. Today there are over three and a half million young volunteers who make this annual house-to-house collection for the Children's Fund. They need adult supervision to protect them from traffic accidents and rip-offs by older kids. What better project for a IKA chapter to adopt than to organize and chaperone a Trick or Treat group for UNICEF in its neighborhood, and perhaps to throw a party for the youngsters afterward, with a little publicity?

Then there are UNICEF Greeting Cards. More than 35 million of them were sold in the United States last year, about half of them by volunteers who handle the cards on consignment from our Committee. Would IKA chapters be willing to undertake this as a Fall project? (There is a small discount available to help pay expenses.)

We are also aware that in some parts of the South and Southwest, where PiKA chapters are strong, there is a lingering political bias against the United Nations. This often inhibits support of the Children's Fund, although it is totally non-political and humanitarian in its worldwide mission. Why shouldn't the college — and specifically the Pi Kappa Alpha Fraternity — take the lead in enlightening its community about the true role of UNICEF as a catalyst for international understanding and world peace? There are many possibilities here.

If you feel there are some ideas that are worthy of further examination, Brother Love, I would be happy to have them bring them to the attention of the Supreme Council and, with its approval, the national membership of Pi Kappa Alpha. The U.S. Committee stands ready to assist in developing any UNICEF support programs which IKA chapters may find "purposeful, needful, responsible, and rewarding," in the words of your editorial.

John G. Weaver  
Gamma Zeta Alumnus  
Director of Communications  
and Development





# Pappy

By Rev. Simon A. Simon  
Delta Chi Alumnus

*Lynn "Pappy" Waldorf as player and coach of national renown (above) and as retired Personnel Director of the San Francisco 49er's today (right) in an interview with Rev. Simon Simon who also starred as a collegiate football player at Nebraska at Omaha.*

When a man initiates his college coaching career with fourteen players, six of whom never played high school ball, with a line averaging 162 pounds and a backfield averaging 168 pounds, and who by the fourth game of the season breaks existing gate receipt records at Oklahoma City University (\$85.00), then this man is destined for some measure of greatness. Lynn "Pappy" Waldorf (Alpha Chi — Syracuse, 1925) has achieved that greatness. As a result of his 54 years of unselfish devotion to the game of football, his unlimited contribution to the lives of literally thousands of men, Brother Waldorf ranks as one of the most honored and respected men in the world of sports today.

Pappy Waldorf, who is the first man ever to be honored as Coach of the Year, who has served as President of the American Football Coaches Association and who has been selected as a member of the Football Foundation and the Hall of Fame, speaks of football and American sports in general, with insight, clarity and sincere love.

Pappy has just "retired" from the Personnel Director position with the San Francisco Forty-niners. But he cannot leave the game of football. He is too involved with the game and with the people who make up the game. They are his motivation. And so, this man who was instrumental in signing for the Forty-niners such greats as all-pros Gene Washington, Forrest Blue, Ted Kwalick, Cedric Hardman and Bruce Taylor, will continue to function in a scouting capacity.

What does Pappy look for in a pro prospect? "Of course, physical talent is essential — size, speed, agility, quickness. But then," he adds, "we look for the intangibles too — desire and determination." Here, so often is the dividing line between players. Of the 400 some athletes who will be chosen by the pros in their annual draft, probably 200 will make it; and many not only because of their physical talent, but because of those hard to measure intangibles — determination and desire.

The pro draft is a valuable system. Pappy likes it. "Good balance in the league is possible because the teams with poorer records receive the early draft choices." From the way Pappy talked, it is obvious that the pro people know the college prospects thoroughly. For some teams, a player's position is not as important as his overall athletic ability. Pappy said if a good quarterback is available on a draft choice, that quarterback will be selected by Pappy's team even if the team is already strong in that position if that particular quarterback is the best available athlete on the draft round.

Some obvious changes are apparent in the game of football over Pappy's 54 years of involvement — both collegiate and professional. The most apparent

*Continued on page 6*



change, according to Pappy, is the size of the players. When he played at Syracuse in the early 1920's, (twice winning second team All-American honors), he said a 210-pound player was inclined to be a "fat guy." Now, claims Pappy, "You travel around to universities and find maybe fifteen players who weigh 230 to 240 pounds or more and who are fast and agile." He feels the players are better coached today, too. He credits better high school coaching as the probable reason.

### I. Increasing Popularity

While conceding that student interest in football may be diminishing, he maintains that overall fan interest has continually increased, with an approximate six per cent increase per year in attendance. Pro football, too, is continually increasing in interest and popularity. Pappy says, "To make a pro football team successful, you

need a place to play, a convenient place to park cars, skilled players and good coaching. Pro football has all of these and the future looks great." The best criterion of the success of pro football is the phenomenal success of Monday night football. "Who would have thought that this country would take so strongly to football on Monday night? If you can sell pro football on Monday night, to people who have just had a full weekend of it, then you have a very interesting commodity." And don't think the players don't realize this.

Pappy admits honestly that there is always a strike threat by the players, but he and others in management are counting on the overall good leadership of the players' association and the fact that hopefully, "... nobody wants to kill the goose that lays the golden egg."

I asked Pappy if red-shirting (the system of holding a player out of competition for a year and keeping him in

school for five years) is moral. "Why not?" he replied. "There are several reasons for it. Its primary value is that it allows players to finish academic careers. The time demands on the college football player are tremendous, and often do not allow him to take all necessary courses in four years. This is especially true in specialized areas such as engineering." Even though some schools overdo red-shirting (Pappy cited a Southeast Conference school he visited where of the eighty-five players out for football, thirty-five were red-shirted), he sees nothing wrong with it in principle.

Pappy offers some interesting insight into the mind of the pro football player. Laymen to the game sometimes feel the pro football player is a mechanical robot — he functions by a planned program, devoid of emotions and feelings. "Not true," claims Pappy. Contrary to the laymen's "robot" theory, most successful pro teams have as much if not more spirit

## Reflections of a football legend





than even college teams. Maybe it's the money, or the desire to be champions, or pride, or just the fun of being a winner — or maybe some combination of all of these; but whatever the reason, "Pro football players have fun and a strong team spirit." And, he adds, "do they feel the pressure! When the players realize that in the Super Bowl they play before as large a television audience as that which witnessed the first televised moon landing, you can bet they feel the pressure."

## II. Drug Use

Pappy talked about drug abuse among pro football players. He is not aware of any widespread drug abuse among players, but concedes that there was, no doubt, some drug use. "The players are very much aware of the detrimental effects of drugs. Every possible effort to see that there is a minimum of such use is made." Pappy feels it is important for the football fan to realize that pro football itself does not drive players to drug abuse. He states emphatically, "Pro football per se has nothing to do with drug abuse. In other words, because a player goes into pro football, the stress of the game will not force him to use drugs." He feels that in cases of drug abuse among pro football players, those individuals involved would probably be involved with drugs whatever walk of life they would have entered.

Pappy spoke about amateurism, especially regarding the Olympics. He claimed to speak as an outsider concerning the Olympics. But a man of his stature cannot be regarded as an outsider to any sport. "The Olympics must change its structure," he feels, "in order to keep it from solidifying into a rut. Further, the role of amateurism must be more clearly defined. What constitutes being an amateur today, anyway?" He continues, "The fact that the NCAA has withdrawn support of the Olympic Committee is a clear indication that the organization must be restructured and its philosophy redefined."

Who are the Olympics for, the athletes or the nations? The answer to this is critical because it calls into question the rights of the athletes and the rights of their representative nations in such matters as discipline and responsibility. "The stated philosophy of the Olympics is that it is an individual competition regardless of the country from which the athlete comes," says Pappy. But he quickly adds that everything relating to the Olympics is spoken of in terms of nations. Scores are kept and announced in terms of nations. "The Olympics have become a patriotic, nationalistic event and there does not seem to be any way to change this," he concludes.

Pappy's views on little league sports are important. "Sometimes, Little Leagues become too well organized. Winning, rather than participation, be-

comes all important." He also feels that parents pose a bigger problem to little league activity than do the players. "You have to be very careful," he said, "that there is equality of age, size and weight when the boys compete. Too intense competition can be harmful for young boys not only from a physical standpoint but also from a psychological standpoint, and this must be guarded against."

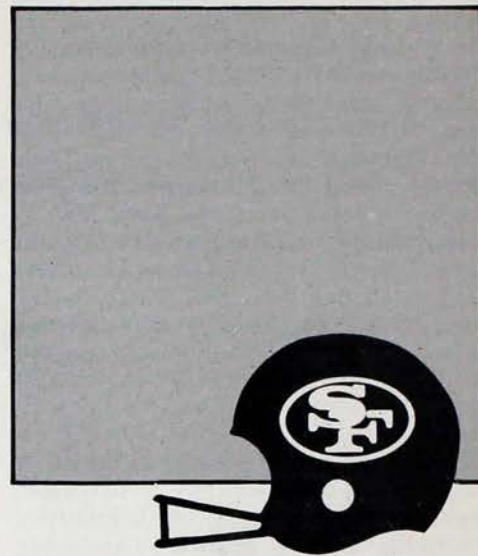
What has his life in football done for Pappy? Mostly it is meeting and being associated with what he calls "a lot of wonderful people." That has been a great motivator for Pappy. I asked him if he would do anything differently if he were to do it all over again. Maybe he would not go into coaching, he admits, because "things have changed an awful lot." But whatever he would have done, he would have been involved with people. They are all important to him. Yet, as one visits with this man, hears him talk about the game of football, sees the tingle of excitement in his eyes as he talks about the pro draft, listens to him fire off the names of top draft choices and their strengths and weaknesses, one realizes that this man's life is football. That is why he does not retire from the game, even when he "retires."

## III. Enjoys Affiliation

Pappy, if you had to do it all over again, would you pledge Pi Kappa Alpha? "You bet I would!" And in saying this, he begins to recall his pledging in the fall of 1920 and the close association he has had with the brothers of Pi Kappa Alpha. He says he has thoroughly enjoyed his association with the Fraternity. "There is something about the relationship of Pi Kappa Alpha that makes it a life-long relationship. My wider association with the Fraternity has been most pleasant."

Speaking to the fraternity, Pappy feels there should be no restrictions of race, color or religion for fraternities, but then this is only consistent with his high regard for the human element. "Choosing a fraternity member is like choosing a college football player for pro football. You are not quite sure how he is going to turn out, but you have certain criteria which favor becoming a good fraternity member. Pi Kappa Alpha is tremendous. It has been tremendous to me. I owe much of my personal development to the Fraternity. Particularly enjoyable and meaningful to me was the privilege of serving as SMC and Interfraternity Council President my senior year at Syracuse."

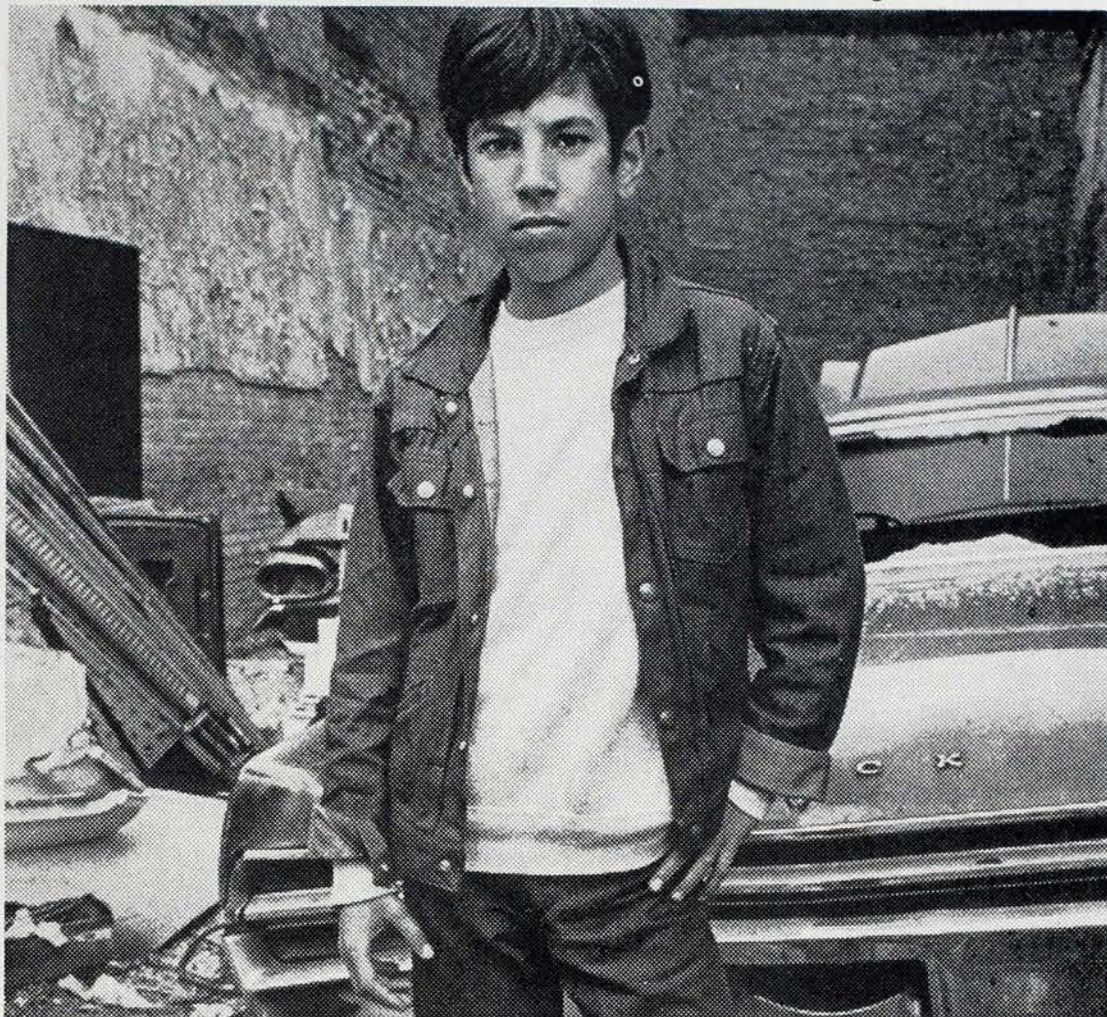
And as Pappy recalls what others, including the Fraternity, have done for him, we do some recalling too. Thanks, Pappy, for the personal strengths and character you have helped develop in the lives of others. Thanks for sharing your life with the great American sports world — and with Pi Kappa Alpha. We are all better off because our lives have been touched by a legend called "Pappy."



"Choosing a fraternity member is like choosing a college player for pro football."



# What he needs, money can't buy.



Frankie Covello's mother works in a hospital. She puts in a lot of overtime. So Frankie takes care of his five brothers and sisters.

Frankie never met his father.

Last summer, he and three buddies got arrested for stripping cars. He got off with a probation and a warning. Next time it'll be the state reform school.

Frankie's mother loves him, but he needs someone to talk to. Man to man. Someone who thinks there's more to life than gang fights, pushing drugs or rolling bums.

Someone like you.

We know lots of fatherless kids like Frankie who need you. And we know a lot of other people who need you, too. Guys in veterans' hospitals. Unwed mothers. Old people. Blind people. Patients in mental institutions.

If you can help, even for a few hours, call your local Voluntary Action Center, or write to: "Volunteer," Washington, D.C. 20013.

What we need money can't buy.

## We need you.

The National Center for Voluntary Action.



# Give me happiness, Or give me death!

By John Kaegi  
Editor

## *'How does it feel to be a low priority problem'?*

**Y**ou're getting older, not better! Most of the 21-million senior citizens in the United States will tell you the TV commercial, transposed above, which sends you scurrying for miracle "fountain-of-youth" cosmetics, is hogwash. In reality, the aging phenomenon is inevitable. Someday we'll all be old, you and I, God willing. It is often difficult to accept that fact. But even more difficult is tendering a definition of old age. "To be 70 years young is sometimes far more cheerful and hopeful than to be 40 years old," Oliver Wendell Holmes illustrates about the inequities of aging.

Despite the publicity given the youth culture, we are becoming a nation of old-timers. With the decrease in birth rate and the steady rise in life expectancy, the population is getting older instead of younger. Old age, however, is hardly considered one of the nation's most pressing issues. Aging is not the glamorous subject that is youth. Although 10.5% of the population is a sizable minority of Americans, the aged are denied the publicity and governmental coddling given other, more vociferous, special interest groups. In 1969, one Administration Cabinet member was heard saying, "programs for the elderly result in very little payoff." And, the aberrations grow.

Older Americans are more than twice as likely to be poor as younger persons. About 4.7 million are living in poverty, an increase of 100,000 since 1968. Only about one-third of the aged in 1968 had incomes large enough to provide at least a moderate level of living as defined by the Bureau of Labor Statistics. By the end of 1970, more than one million men and women 45 or older had lost their jobs. Once unemployed, they were idle longer and stood less chance of reemployment than younger people. Eight out of ten older people have one or more chronic disabilities, which means their health needs and expenditures are more than two-and-one-half times greater than those of younger persons. More than six million elderly Americans are living in sub-standard quarters. Housing is the single largest expense of the elderly, and while 66% own their own homes, they cannot

continue to pay steadily rising property taxes. Old folks' homes haven't helped much. Sociologist Leonard Gottesman found that "people enter institutions as a place to live when they lack the support necessary to stay in the community. (But), there is little evidence that institutions care."

It would be an erroneous assumption indeed to believe today's breed of senior citizens reflect tomorrow's life as an aged individual. The aged of the future will be different, partly because of the publicity of their plight to help make people (and government) more aware and concerned.

You are a partner in an agreement that you should know more about — regardless of your age now. It is a bargain that sociologist Kenneth Boulding says, "we, as a nation, are sometimes guilty of neglecting," but one which will become increasingly more important to you as you age. "The support which middle-aged give to the old is the consummation of a bargain entered into a generation ago," explains Boulding. The opportunity-expanding work of yesteryear's middle-aged generation is now being repayed by today's tax payers who will, in turn, accept support from the next generation of middle-aged people. Is that not the American way? However, beware of another growing American fantasy — we are becoming a people who apathetically live for today while putting off tomorrow's needs in favor of today's consumption.

In a society which looks upon technology as a panacea for its ills, and, "in a society which is now having great difficulty providing adequate income, housing, social services and health care for its older persons, the next few decades should provide a considerable test of our social ingenuity and our commitment to social justice," says George L. Maddox in *The Future of Aging and the Aged*, a gerontology (study of aging) publication resulting from a seminar of Southern journalists and educators. If American ingenuity is to prevail, we must conspicuously study our social "bargain" and its often misperceived realm of consequences.

Although the aged, according to Maddox, "need all the help they can get," they are greatly misunderstood. The Fraternity, uniquely, has provided a means by which we may better discern the aging phenomenon. Interaction of old and young Pi Kappa Alphas has helped us to inhibit the growth of many false notions about aging. And, as we shall see later, the Fraternity provides new roles for older persons who must adjust to dramatic role shifts, as well as other philanthropical outlets.

### **I. Misperceptions**

"The old adage that you can't teach an old dog new tricks probably does not even apply to aged canines. It certainly has little applicability to older human beings."

Dr. Karl Eisdorfer often must refute misperceptions held by the public about the elderly. "Aging is a biological as well as a sociological and psychological process. The societal definition of aging may have no relation to personal capacity to perform or to state of health," says Eisdorfer. "Only recently have we begun to do the research which allows us to distinguish aging from illness and to look at the unrealized potential of older people."

Anyone who has been frustrated by the obvious waste of human resources associated with idle old people knows our commitments and priorities must change. The Cornell University study of occupational retirement does not support the commonplace that "retirement makes you old or unhealthy." Both are old wives' tales. Except for senility, which is rarer than most people think, a busy intellect will continue to grow during old age. Disuse is the greatest danger. Health, mental capacity and aging itself are affected little by retirement, an event which was once thought to be a traumatic experience, but greatly by the older person's self esteem. Maintaining a positive attitude during the twilight years depends inordinately upon the attitudes of others and the role of the elderly in society.

Unfortunately, the environmental factors are anything but ideal. People look upon 65 as the culmination of one's abili-



ty to learn, work and socially interact. Common attitudes would have many retirees placed in homes for the aged simply because the truth about maturation is not widely known. Thus, it is obvious why priorities and attitudes must be altered. We are transforming our senior citizens into self-disrespecting oldsters who idly ponder empty thoughts of yesterday. It is the result of our own apathy and unwillingness to repay our end of the social "bargain," incurred a generation ago.

## II. Retirement

Retirement may be a less frightening experience than you may imagine it will be. Chances are that you will find your disengagement from the work role a surprisingly satisfactory period of life. Studies show that the "well-educated" individuals find adjustment to retirement anything but traumatic. But what about retirement, per se? Is it necessary that at 65 we retire many of our most experienced and mature individuals?

Contrary to commonly held notions, compulsory retirement occurs only about one-fifth of the time. About two-thirds of all retirees do so for health reasons, (a large percentage of these work well beyond the traditional age limit of 65). Nearly one-half of the 41% who retire at 65 are forced by their company to disengage. Most evidence indicates that this is not necessary. When retirement was initially conceived, (in Germany to eliminate stagnant workers), the average life expectancy was merely 45; today, it is 70, and anyone who reaches 65 can expect another 15 years of life. Yet, with human capabilities and life-span improving, we are facing an era of declining utilization of human talent. Dr. Juanita Kreps predicts our nation will have to choose between a 22-hour work week or retirement at age 38 by the year 2000. In so doing, we exaggerate the retirement role. The educated and the wealthy will live normal, leisurely lives; others may be subjected to 40 years of impersonal emptiness and forlornity.

Retirement is society's permission to



men to disengage. Since a specific age is not necessary to determine one's optimum retirement age, we assume that a person's decision to retire is ideally a mutual understanding between the retiree and society. It does not indicate a mandate although it does recognize individual rights to leisure as a reward for a productive life. Is reward, emotional or material, present upon retirement? What is the role of a retired individual?

Most people do not undergo a role crisis or loss of morale following retirement according to the Cornell study. Although some view retirement as a single event, more realistically it is the culmination of several social processes. "There is no ideal role to which everyone would aspire," says Dr. Gordon Shreiv. Conjoining society's misunderstanding of one's state-of-being in retirement is the

misperception that old age itself is an unfortunate experience. The "activity" and "differential" theories are associated to one's reaction to retirement by gerontologists.

Some insist that retirees must maintain an active schedule following disengagement. "The 'activity' theory to aging tends to have a middle-class, middle-age bias. There is an implicit notion that work or work substitutes are essential for optimum adjustment," say Cornell researchers. On the other hand, "differential" disengagement is more pessimistic in nature because "it focuses on the inevitable nature of decline." The "differential" theory recognizes that "retirement is only part of the deceleration which accompanies aging and that retrenchment in one sphere does not imply retrenchment in all areas."



Elements of both theories are intrinsic to old age adjustment. "There is a tendency to lump all older Americans into one clearly defined ideal role. This simplicity is factually incorrect; unless this notion is altered, it can only lead to confusion with many older people feeling that they are not measuring up to what is expected of them." Here Dr. Streib prescribes individuality for accepting new roles while losing old ones. Originality is not always permitted, especially in the case of old people's institutions.

There is an uncanny order among institutions. Homes for the aged receive richer, younger residents who are less physically and mentally disordered. They are what they are — homes. But most people cannot afford such luxury. When the state steps in to help financially, mental hospitals and nursing homes result. These public institutions receive the "old people who are more disturbed mentally, physically and socially — the outcasts of all." Sociologist Leonard Gottesman has good reason to be concerned.

"One cannot create a normal environment when the essential element of normality — freedom — is removed," says Gottesman. "Yet, if freedom is not removed, if residents are not described as sick and in need of constant supervision, then funds for their care are denied by the families or by government agencies which pay the bill." He adds, "Treatment efforts should be directed toward keeping people at home."

For the community faced with disabled elders who live long lives, nursing homes are considered necessary parts in the range of alternatives. However, "There is no doubt that nursing homes are replaying the tragedy which mental hospitals have been trying to overcome — the tragedy of people with years filled with nothing to do," says Gottesman. "Nursing homes, like mental hospitals, have no cures and nursing care fills only small parts of each day." Dr. Gottesman illustrates the plight of poor older folks. "Many feel it unwise or uneconomic to spend much on the old. They have a death rate four times that of others their age outside of institutions."

The President's task force on aging recognized many of these perils. "While older Americans are not a helpless or a homogeneous group, they suffer from economic and social changes which have brought a need for compensatory action by the government." But, the need still exists as if the remarks of one congressman in 1958 went totally unheeded — "In spite of the many surveys, books and conferences on aging, the greatest accomplishment to date has been the output of words."

A variety of programs other than simple increases in social security must be tapped by government. Social Security poses a long-standing problem. The monthly checks are controlled by a complex political battle between Congress,

which is fighting for the rights of the elderly, the Administration, which must balance the budget, and the people, who forsake tomorrow's needs in favor of today's consumption. What can be done?

### III. Social Services

Clearly we must recognize old age as a period of new role opportunities. Public and private organizations can, and should, aid in reaching broad goals including constructive leisure time, and achievement of positive, well-integrated roles within the family, the community and a wide spectrum of groups. The President's task force recently found that, "Our nation, economically developed as it is, has not only failed to formulate a national policy with respect to its aged population, but it has failed to put into usable form the essential facts on which such a policy could be developed."

It is not as if the government has stood still. Much has been accomplished in the areas of legislation, social services, and research. For example, more than 85% of the older people in the U.S. receive social security benefits as compared to 62% in 1960. The Older Americans Act of 1965 created the Administration on Aging with an annual budget of \$35 to \$40 million.

The Foster Grandparents Program is an Administration-on-Aging sponsored program. It is a therapeutic adventure for

participating older persons and provides impressive benefits for the children involved. Unfortunately, though, many congressmen feel the Executive Branch is dragging its feet.

The Congressional Committee on Aging claims many of the recommendations made over a decade ago have yet to be implemented, although many are still valid and even more relevant today. According to committee chairman Frank Church, the attitude of the present Administration is mostly to blame. Senator Church called upon the Administration recently to "explain actions which raise serious questions about the level of priority which this Administration places upon Federal action on behalf of older Americans."

### IV. Senior Power

"Senior power," or more aptly put, "gray power," is becoming prevalent in today's society. Many senior citizens are carrying picket signs, wearing buttons and incessantly repeating the phrase, *gray is beautiful*. "A growing number are no longer content to retire quietly to old age homes and rocking chairs. Instead, they are beginning to react angrily to their social and economic predicament, which in many cases has left their 'golden years' quite tarnished," writes journalist Richard Trubo.

"We all feel the impact of the steady rise in consumer prices," explains Nelson H. Cruikshank, president of the National Council of Senior Citizens.

The Massachusetts Legislative Council for Older Americans, which uses 350 local senior citizens clubs as its base, has held several mass demonstrations. A group of oldsters in Boston induced private cafeteria chains to offer discount meals for the aged. Kentucky elderly citizens successfully lobbied for an exemption from state sales tax on prescription drugs. The United Seniors for Action (USA) in St. Louis is led by patriotic founder George Reeves who says, "We do not burn, bomb or loot, but we do vote." Indeed they do. The St. Louis old timers cast up to 20% of the ballots in any election.

When public support breaks down, then private support is essential. One means of offsetting public program inadequacies are some 1,200 senior centers. The typical center involves programs in several recreational activities and one or two community services or counseling programs. "In time," says U.S. Commissioner on Aging John B. Martin, "the senior center may come to hold a place in older persons' lives equivalent to the central role now played by the school in the lives of children."

The Duke University Medical Center recently established a program of intense diagnostic examinations by various specialists who then recommend the most appropriate treatment and assistance.

*Continued on page 12*







United States  
of America

# Congressional Record

PROCEEDINGS AND DEBATES OF THE 92<sup>d</sup> CONGRESS, SECOND SESSION

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No. 30

AN EXPLANATION OF BILLS INTRODUCED BY SENATOR FRANK MOSS (ALPHA TAU — UTAH)  
CONCERNING CARE FOR THE AGED. REPRINTED FROM THE *CONGRESSIONAL RECORD* DURING  
THE SECOND SESSION OF THE 92ND CONGRESS.

By MR. MOSS:

S. 3267. A bill to provide for day care services for individuals eligible to enroll in the supplementary medical insurance program for the aged established under part B of title XVIII of the Social Security Act;

S. 3268. A bill to provide nursing care services under part B of title XVIII of the Social Security Act;

S. 3269. A bill to provide homemaker services to elderly individuals in need thereof;

S. 3270. A bill to amend the Social Security Act to provide that State plans, approved under title XIX of such act, provide for the furnishing of home health care services and visiting nurse services to all eligible individuals over 65 years of age who need such services; and

S. 3271. A bill to authorize an experimental program to provide for care for elderly individuals in their own homes. Referred to the Committee on Finance.

MR. MOSS. Mr. President, on December 2, as the White House Conference on Aging met to consider the needs of our 20 million older Americans, I identified what I consider to be the five major problems in the field of long-term care. The problems were:

Lack of a clear policy with regard to the infirm elderly;

Lax enforcement on the part of the States and Federal Government;

The absence of the physician from the nursing home setting;

The existence of financial incentives in favor of poor care; and

The reliance on inadequate and untrained personnel.

On that date I introduced a 13-bill package designed to meet these problems and indicated that I would have other bills for introduction in the near future.

I am today introducing five additional bills all of which fall under the category of providing a clear policy with regard to the infirm elderly.

These bills provide the ingredients of a broad spectrum of nursing services and alternatives to institutionalization.

As I have said previously, we have no policy in this country with regard to the infirm elderly. The rhetoric speaks of care and concern but the reality is poor care, no care, or just plain neglect. We continue to follow the policy used

by other societies for the infirm elderly — and that is abandonment. When families are confronted with the question of what to do with a loved one grown old, there are currently few or no options available.

Some older Americans, in reading the red, white, and blue medicare handbook, are under the impression that they will be eligible for 100 days' care in a medicare nursing home — extended care facilities or ECF's — as the book describes. But this is far from true. The medicare program, because of regulations announced in April 1969 by the Social Security Administration is strictly short term, posthospital and postoperative. In plain English, very few elderly are eligible for ECF benefits.

The administration's justification for restricting the access of the medicare program is language of "Congressional intent" expressed at the time the medicare bill was enacted.

Regardless of what the Congress intended in 1965, we must now decide whether our over 65 citizens should receive long-term care under the medicare program, and if so, what if any limits should be placed on it. It is currently my belief that these citizens should be entitled to at least 100 days care in a skilled nursing home, assuming that skilled care is defined in the same terms as it presently is under the medicare program. I am refining a bill to this effect, which I will introduce shortly. Meanwhile, I want to detail the five other bills I am introducing today.

My first bill would authorize day care services for senior citizens under the medicare program. If day care services were available, working families could feel secure that their elderly were receiving minimum supervision by day. At the end of the work day the elderly could be returned home, have dinner, and spend the evening hours. Certainly this is a desirable alternative which would eliminate much of the premature institutionalization that we have today.

My second bill would authorize the Secretary of Health, Education and Welfare under title 11 of the Social Security Act to provide experimental programs in home care of elderly individuals.

Under this bill the Secretary would be authorized to subsidize families who agreed to care for their elderly in their own homes. The purpose of this bill is to utilize the individual's own bed at home instead of the institutional bed.

This bill would provide alternatives where

few presently exist. At the present time, when families are confronted with costly nursing home bills for their elderly, they hope for medicare ECF coverage. This is short term if it is available at all. This means that long-term care must be paid for out of family resources. If the family cannot afford care then their only choice is to have their elderly take the pauper's oath to qualify for medicaid coverage. Under the medicaid program the Federal and State Government, on a 50-50 matching basis, pay on the average of \$450 a month for skilled nursing home care. There is no reason why payments of this or lesser amounts could not be made to the family directly.

My third bill would authorize the Secretary of HEW to make grants to public and private non-profit agencies, groups and organizations to assist them in establishing and carrying out homemaker services for the elderly. The intent of this bill is to help seniors prepare meals, do housework and perform other services essential to daily living. Many of the frail or infirm elderly cannot provide these services for themselves which often leads to institutionalization. The elderly should have options.

My fourth bill would make available expanded nursing services to patients in extended care facilities, intermediate care facilities and skilled nursing homes. This measure recognizes the fact that many residents of these facilities are in need of special nursing services. The necessity of providing many hours of nursing care to certain individuals called "heavy care patients" often results in less than adequate nursing care to other patients. At the same time, these "heavy care patients" are the most expensive and nursing homes do not readily welcome them from welfare agencies. My bill would provide some relief for this problem.

My fifth bill would provide home health care and visiting nurse services under title 19 of the Social Security Act. There is a need for these services. At the same time I would ask for the liberalization of the medicare home health and visiting nurse services already provided for by existing law.

This brings the total number of bills I have introduced for improvement of our system of long-term care to 18. I expect to have a few more. Some of these bills may need to be developed with further hearing before they are enacted. As always, I welcome any comment and suggestions from my fellow colleagues.



"Alumni status could be merely an interim pause to better things to come."

Keeping the elderly in their own homes for as long as possible is an objective of the service.

Dr. Shreiv maintains, "For those in good health and with enough money, a retirement community provides a ready made circle of friends and activities and a favorable setting to pursue leisure roles and to begin new ones."

There is a small and energetic group of people who successfully start new business careers after retirement. Some do it for economic reasons, some because they find retirement dull. The types of employment are limited only by the ingenuity of the retirees. Senior citizens in Summit, New Jersey, created a wide variety of part-time jobs. The demand for their service always exceeds the supply.

Dr. Shreiv emphasizes the importance of the expressive role during old age. However, some only know their own line of work. What about those who lose it prior to the age of 65? What can they do? They may contact an organization known as Forty Plus. Forty Plus has a remarkable record of success. It is widely respected among corporations and by thousands of men who have found jobs through its efforts. Founded in Boston in 1938, it is now operating in 20 cities although it hasn't any paid employees. It's run by the job seekers themselves.

These elderly "down-and-outs" are rebounding by utilizing both theories of "activity" and "differential" disengagement. They are accepting the fact of aging and are realistically facing the inherent problems of role readjustment. Concurrently, new roles are being developed by these lucky few. Most oldsters, however, find role readjustment less than ideal. Complicating matters, there is a tendency for people as they age to reduce participation in voluntary organizations. One such organization is close to our hearts. What is our role, as a fraternity of men who strive for friendship on a firm and lasting basis? It is readily apparent that an organization with such objectives can be an exemplar in invigorating downtrodden (or potentially depressed) alumni.

#### V. Pike Social Service

The very nature of the Fraternity dictates the responsibility we have as brothers. Older people need not sympathy, but deserve respect; they don't require hand-outs, but seek opportunity; they don't need casual, tongue-in-cheek attention, but rate conversational and interactional equality. Put another way, older alumni don't bite and they seldom require emergency oxygen while participating in fraternity affairs. So, fear not the extravagance of close association. It will be far more enjoyable and meaningful than it will be uneventful.

On an organizational level, Pikes may want to follow the example of the University of South Dakota, which estab-

lished a foster grandparents program of its own. In the USD program the kids (college aged) adopt the oldsters, rather than the reverse in the government program. IKA chapters that desire an ongoing, horizon-expanding, good-will experience should consider following suit.

Naturally, IKA alumni associations will want to make a conscious effort to reinvolve their retired brothers. The interaction will be helpful to the retiree who has to fill empty hours, and it will serve the double purpose of educating their younger counterparts as to the truth in aging.

Perhaps creative members will originate a means to involve the older brothers in the active realm of Pi Kappa Alpha. Is it so far out to consider the hiatus following undergraduate affiliation a preparatory step to once again becoming an "active"? Imagine looking forward to another "college-type" experience several years after graduation. Alumni status would be merely an interim pause to better things yet to come. The practical experiences provided by our elderly "actives" would add an invaluable perspective and a rare social quality to the Fraternity.

The biggest achievements in covering the issue at hand lie ahead. We all hope there will come a day when the big news about the elderly will not be their problems, but their contributions to a society in need of wisdom and perspective in a fast-changing world. Editor George Maddox remarks, "What is so special about aging? Indifference will be unfortunate. It will be unfortunate for older persons whose problems are more serious than most people believe. But, it will be still more unfortunate for the currently middle-aged who constitute the next generation of the aged."

The varied social services now offered are good, but not enough. What is needed is not simply added services, but new levels of respect and understanding for our nation's elderly. Want to make someone mad? Just ask him how he feels about being a *low priority problem* in the minds and eyes of our society!





# 'Justify National? I consider the Intangibles'



Jim Kowalski

In 1970, when I joined Pi Kappa Alpha Fraternity, President Garth Grissom said (in his annual report):

*We can look forward to the day when every undergraduate member can consider his association with Pi Kappa Alpha Fraternity as a continuation of education experience... when a college fraternity will be more effective than it is today in providing a center for intellectual inquiry, for discussion of problems and issues facing college youth, when the fraternity house can be added to the classroom and laboratory as a dimension in learning and where college students may maintain social interaction.*

Through my experiences at Trinity College, I have tried to examine the challenge that Brother Grissom spoke of at the Biloxi Convention. One disturbing discovery has been that the question of national affiliation so often comes up among our members, and yet we have heard few responses that satisfy us. In 1973, we talk about Pi Kappa Alpha as a Fraternity of life members for whom education, in its broadest sense, continues throughout that membership. Our alumni and undergraduates ought to be contributing to programs that provide that kind of fraternal experience.

Some brothers have told me that they estimate as many as 85% of those who are initiated into Pi Kappa Alpha do not know what they are joining. And, I honestly must admit my ignorance about our Fraternity had to rival most peoples' when I joined! But I am sure that I have joined a *national* Fraternity, and that I now have an opportunity rather publicly to say why I think it is important that we are a national fraternity. Maybe I can highlight one question with another: As the Memorial Headquarters continues to improve and expand the services that members and chapters receive, we still are faced with the question, "Why are we a national fraternity instead of a group of local chapters that subscribe to the services provided by the Headquarters?"

After the legislative setbacks that the other Trinity representatives and I faced in Miami this summer, a few friends

commented that we must have some pretty good reasons for being in a national fraternity to stay in an organization that has restricted our freedom to experiment with co-ed membership. My answer is I definitely have strong reasons for being and staying in Pi Kappa Alpha. Each of us has to answer that question, because it is a simple fact of life that whenever we belong to a group, we sacrifice some of the freedom and independence we would have had as individuals. I would like to suggest why I am confident, in my experience in our Fraternity, such a sacrifice has been worthwhile.

## I. Greater Ambitions

First, we have to consider whether or not the concerns that are basic to what we define a fraternity to be and call Pi Kappa Alpha are worthy of a national structure. Clearly, the ambitions of a chapter which is part of a national network should be greater than the ambitions of a local chapter. If friendship, brotherly love, kind feeling, and the interests of those with whom we sympathize have national meaning and importance, the viability of the fraternity is strengthened by our national emphasis. I am convinced our beliefs have national, not just local or regional, applications for the same reason that our fraternity membership is for life: Pi Kappa Alpha can make important contributions to the society of which it is a part and in ways beneficial to each member as well.

If our national structure helps us articulate and establish national standards which all members and chapters must meet, we can expand our membership and our chapter roll without weakening our reasons for existing. The individual member or chapter benefits as well because such standards are less arbitrary than other regulations might be and are enforced by a national entity that has the capacity to transcend parochial biases.

## II. Expanding the Experience

But to be motivated to expand, even if we could do so without endangering our principles, we must perceive advantages

*Continued on page 15*





*Open letter to Pi Kappa Alpha's*





"We demand that a chapter be a viable, contributing entity on its campus."

to expansion. The fraternity cannot aspire to the dimensions to which Brother Grissom alluded among its undergraduates and alumni unless we are willing to share ideas as brothers. My district, regional and national experiences may have helped me understand better what is essential to the kind of fraternity we want. But those experiences have also been opportunities to be introduced to new ideas and differing opinions. We must remember as well that a good deal of what it takes to run our fraternity requires a tremendous number of volunteer hours. As a national fraternity we have a greater source of wide-ranging suggestions and a broader base of leadership.

### III. Alumni Loyalty

I have asked myself why the alumni of national fraternities are generally more loyal to their fraternities than the alumni of local groups. One reason must be that today's jobs are more likely to spread college graduates all across the country, away from their local chapters. Alumni of our fraternity may move from one coast to another, but Pi Kappa Alpha is always there. The degree to which undergraduates involve our alumni, and our alumni become involved, in what then become *fraternity* programs, will be the degree to which our program can bridge the feeble excuse of "generation gaps" that impairs human interaction. When we fail to promote such interpersonal relations among undergraduates and alumni, we simply demonstrate that a national structure does not guarantee that we have brotherhood.

### IV. Challenging Application

In Miami I quoted Edmund Burke to express my understanding of what I consider an inevitable challenge of translating personal, chapter, and regional diversities into a national fraternity:

*To make a government requires no great prudence. Settle the seat of power; teach obedience; and the work is done. To give freedom is still more easy. It is*

*not necessary to guide; it only requires to let go the rein. But to form a free government; that is, to temper together these opposite elements of liberty and restraint in one consistent work, requires much thought, deep reflection, a sagacious, powerful, and combining mind.*

To form a national fraternity which lives up to our historical ideals and their contemporary applications is no less provocative or demanding. We are committed to the life-long development of each member as they encounter the national, as well as local, gamut of experiences by which we grow as persons. We demand, as Brother Grissom said in his report, that a chapter of our fraternity be a "viable, contributing entity on its campus." We believe that our national network helps to effect objectives worthy of that scope.

At Trinity this year our college President, Theodore D. Lockwood, expressed his concerns about campus segregation that had developed in many schools throughout the country. Dr. Lockwood said he is troubled because, if a college community can not resolve such racial tensions, how can we keep from questioning the capacity of society at large to overcome such a social problem? I would suggest the following analogy to our fraternity: We can experiment with, and say important things about, human interaction. If we as fraternity brothers cannot translate Pi Kappa Alpha's principles into national programs, what can we say about a country which tries to translate its ideals into national policies?

At my first Supreme Council meeting in December, I remember reflecting quite often on the map of the United States that is in the Council meeting room. On that map all of our chapters throughout the country are identified. What we know that is basic to all of those chapters is that they have assembled a group of brothers bound in friendship. That kind of experience of friendship teaches us to be certain kinds of persons. The framework of our national fraternity directs that message throughout the country. ■



# ALUMNI

## SPECIAL ALUMNI SECTION

### *A general report concerning IKA alumni affairs*

**A** designated program for the development of positive alumni relations was a long time coming. The acceptance of a written program less than a decade ago followed the spotty development of alumni relations dating back to the Grand Old Man Robert A. Smythe, who first perceived the value of alumni involvement in the 1880's. The first substantial step toward alumni development was Smythe's *Journal of Pi Kappa Alpha*, the infant stage of the *Shield & Diamond* magazine.

Various conventions in the Fraternity's history created adjunct alumni programs as the necessity and desire for life-long affiliation grew. Still, it was not until 1960 that the Fraternity realized the need for a full-time staff member in the area of alumni development. The first Alumni Director, John McFarland, arrived two years prior to a defined program finally accepted during the 1964 Convention at the urging of Executive Director T. Earl Watkins (Mississippi) and P.C. Van Natta (Purdue) who spent considerable time assisting in the development of such a program.

Less than a decade later, today's alumni program is a refined mixture of old and new, broad in potential, yet still very narrow in reach and acceptance. It changes somewhat as the Fraternity changes, a reaction linked to other changes in higher education and society in general. As means of development are periodically altered, however, the general intent remains as it was envisioned by Van Natta and Watkins — to fulfill nostal-

gic ties to the Fraternity for a lifetime and to develop the potential of alumni for improving the Fraternity itself.

Alumni affairs today is tempered by concepts of yesterday including the Distinguished Achievement Award program which began in 1936 with the selection of A. B. "Happy" Chandler, and the alumni dues (Loyalty Fund) program, initiated in 1917. Alumni affairs is spiced with contemporary innovation including group travel and group insurance plans soon to be introduced. The recent influence of several persons has led to IKA's modern alumni relations program (among those already mentioned were past National President Don Dickson, Past Editor K.D. Pulcifer, and the five Alumni Affairs Directors: McFarland, Ray Vorus, Marty Bullard, Mike Morris, and, since 1970, John Kaegi; and current Executive Director Pat Halloran).

With an historical perspective at hand, the alumni program may be described as an interwoven program of projects and publications both at the chapter and national levels. It is designed to simultaneously promote loyalty to chapter and to national Fraternity which helps to fulfill nostalgic ties and attract support, the previously indicated objectives.

#### **I. Chapter Level**

At the chapter level, stimulation of alumni programming is a recurring goal. Unlike their alumni, undergraduates often need assistance in visualizing the role of alumni programming in the chapter's overall

scheme. Once this is accomplished, through Chapter Consultant visitations, newsletters and manuals, the student members are equipped to enhance the general alumni affairs of the Fraternity as only they can. Naturally, alumni programming originating at the chapter level is more effective in that the alumnus' home chapter can more readily supply the information the alumnus desires.

Chapter programming is generally tailored along four routes — communication through newsletters, one-on-one counseling, group interaction such as Founders' Day and homecoming banquets, and fund-raising ventures. Much of the national program is oriented to stimulation of the chapter program. It is accomplished via follow-up to Chapter Consultant visitations, utilization of the various Fraternity publications including the magazine, and the availability of the Memorial Headquarters' printing service.

#### **II. National Programming**

Several objectives are present in alumni programming at the national level, coordinated through the Memorial Headquarters by the Director of Alumni Affairs.

*The Shield & Diamond.* The most important aspect of national alumni affairs is communication through the quarterly magazine. The recent adoption of a subscription-by-request policy has isolated the alumni who are most likely to be affected by alumni relations programming. Three issues per year are sent





only to alumni who request receipt. The fourth, an annual report-chapter rush issue published during the summer months, is still sent to all alumni (about 70,000, although it is estimated that nearly one-half of the addresses on file are incorrect — another purpose of the subscription policy which effects a savings of about \$10,000).

As outlined in the December issue of the *Shield & Diamond*, the magazine is based on a feature concept. For sake of argument it might be said that 80% of the *Shield & Diamond* is general feature article material and 20% is specifically related to nitty-gritty news of the Fraternity. On the other hand, the situation and figures are reversed at the chapter level. (Thus, it is plainly visible why both chapter and national level alumni programming is necessary.) The goal of the quarterly publication is to be informative, entertaining and educational to both alumni and undergraduates with the major portion of content written to be equally relevant to both segments of the IKA population.

**The Loyalty Fund** Pi Kappa Alpha's annual Loyalty Fund drive, now underway, is another important aspect of alumni programming. Unrestricted gifts to the fund by alumni and friends are divided by the general fund (alumni dues) and the tax-exempt Memorial Foundation (undergraduate scholarships and loans). Development of the fund has been extensive during recent years with alumni response improving and encouraging with each year.

**Alumni Associations.** Alumni association instigation is one of the oldest aspects of Pi Kappa Alpha alumni development. By providing the city and chapter associations with annually updated computer read-outs of alumni as well as printing and mailing services, instructional information, and human resources, the alumni maintain their involvement and influence within the Fraternity. Recently a program has begun in which city alumni association may have four-page newsletters printed by the Headquarters and stapled inside the *Shield & Diamond*.

Pikes in those vicinities receive a graphic example of the relationship between the national and local levels of IKA.

**Awards.** The awards program continues to inspire competition at the chapter level to improve their alumni programs. The Distinguished Achievement and Loyalty Awards, as well, promote alumni interaction and dedication. An annual award is also tabbed for the outstanding alumni organization.

**Miscellaneous Projects.** Innovation is nothing new to this Fraternity and post-graduates will find no lack of creativity in the alumni affairs program. Soon to be introduced are broad alumni group insurance and group travel plans. The insurance project is available to all alumni, regardless of age and without a medical exam, at affordable rates, through Pi Kappa Alpha in conjunction with a major national insurance company. Group travel packages will inspire alumni interaction on totally new levels (usually outside of the country).

Among other miscellaneous alumni projects is a national "Bridge the Gap" campaign expected to be introduced next fall. Coordinated alumni gatherings across the country at chapter houses is the goal. The objective is to tighten the bonds of fellowship between undergraduates and sometimes-distant alumni.

The various aspects of IKA's alumni program described thus far represent only the major areas of involvement. Each unit has its sub-units and other, less glamorous areas of alumni development are coordinated through the Headquarters' alumni office. In addition, the future must be considered.

A re-appearance of the Pi Kappa Alpha directory, this time with a vocational index, may be on the horizon. Also, the IKA ambassador and occupational placement programs may be re-introduced at a future date. A certain goal is a massive alumni address update, possibly utilizing the services of the Internal Revenue Service to track down our many lost, but potentially valuable, alumni. Plans for a bi-annual tabloid newspaper to alumni contributors or a Memorial Foundation bulletin to its members are also under consideration.

The Fraternity has come quite a distance program-wise since the 1913 Convention in Lexington first appointed a volunteer "Grand Alumni Secretary." Indeed, today we have at our fingertips the resources and potential to bind, more than ever before, the entire constituency of Pi Kappa Alpha into a close-knit family. Through chapter level and national level alumni development, the goal is to widen the reach and acceptance of continuous, life-long involvement with Pi Kappa Alpha Fraternity. We welcome your comments and suggestions concerning this tremendous undertaking.

*Continued on page 19*

## SUPPORT 1973 ALUMNI LOYALTY DRIVE

The Alumni Loyalty Fund —  
a new fund-raising effort of  
Pi Kappa Alpha Fraternity.

Loyalty Fund contributions  
may be used for  
The Fraternity's leadership program\*  
and the Memorial Foundation's  
scholarship and loan program\*

### WE NEED YOUR SUPPORT TODAY!

\*General Fraternity donations help  
sponsor: the 1973 Leadership Academy;  
chapter development; leadership and  
motivation programs for students;  
alumni travel plan; and,  
chapter President's Conferences.

\*Tax deductible Memorial Foundation  
contributions assist in the  
development of the Fraternity's  
scholarship and loan program.  
Our goal is to increase  
the present \$30,000-a-year  
scholarship and loan limits.

mail checks in care of  
IKA Loyalty Fund  
577 University Blvd.  
Memphis, Tn. 38112



Memorial Headquarters — Memphis



# HISTORICAL NOTES

## 25 Years Ago

By Dr. Paul Blount  
Historian

"We look before and after/and pine for what is not," Shelley stated, commenting on the human tendency to recall bygone days. For most of us it is a pleasure to look back, and it is a nostalgic experience to examine the *Shield & Diamond* from September, 1947 to March, 1948. Old familiar faces appear quite young as they look out from the pages. Some of the alumni are active still; others have dropped by the wayside, to be redeemed later, one hopes. Some have gone on to the Chapter Eternal. Surely Pi Kappa Alpha is people: history, Carlyle said, is the essence of innumerable biographies. The essence of Pi Kappa Alpha is the lives of those Brothers who participated in the Fraternity to make things happen. Moreover, pages of the early *Shield & Diamond* reveal that there are few new problems, only new twists to the old problems. Anyway, as the grand old Fraternity approaches its 105th birthday, it is interesting (and maybe instructive) to look back at events, and the people in Pi Kappa Alpha that made them happen, a quarter of a century ago.

Expansion continued when Beta Nu was reactivated at Oregon State. Alpha Beta Chapter at Centenary in Shreveport, Louisiana was revived. (Its 1902 charter had been withdrawn in 1904; it would be withdrawn again in 1951).

Delta Gamma at Miami University in Oxford, Ohio, was chartered in 1947; that same year saw charterings at Delta Delta (Florida Southern College — Lakeland), Delta Epsilon (University of Chattanooga), Delta Zeta (Memphis State University). The next year (1948), expansion continued as charters were granted to Delta Eta (University of Delaware), Delta Theta (Arkansas State University), Delta Iota (Marshall University), and Delta Kappa (San Diego State College).

Beta Beta at the University of Washington chose a dream girl and the selection made news via radio and the press on the West Coast. Bing Crosby

chose her, Jean Albi, from 79 contestants.

An inspirational Founders' Day address by Dr. William Clayton Bower, Kappa Chapter, caused so many requests for copies of the speech that the *Shield & Diamond* printed the message in full. Dr. Bower originated the quotation "Adventure in Friendship."

John Horton, Beta, later National Vice President, assumed duties as War Memorial Fund director, and promised to visit all alumni chapters, to raise money for the new memorial building to be erected in Memphis in honor of the 367 Pi Kappa Alphas who gave their lives during service in World War II, when 12,000 Pi Kappa Alphas donned uniforms.

Alpha Lambda entertained 500 at a party for Executive Director Bob Lynn. John U. Field, District President, was present.

W. T. Reveley, now president of Hampden-Sydney, was named dean at Southwestern University.

Gamma Nu at the University of Iowa moved into its new \$130,000 house. Iota at Hampden-Sydney launched a drive of \$8,000 to aid in financing a new house. Alpha Mu's new house at the University of Georgia was pictured on the front cover of the *Shield & Diamond* for December 1947 — an old ante-bellum home with Doric columns. Alpha Iota had a bond burning ceremony as its house became the only debt-free chapter house at Millsaps.

General Dwight Eisenhower and Clarence Meadows, II, Governor of West Virginia, were entertained by Alpha Theta Chapter when General "Ike" was awarded an honorary doctor of laws degree at the University of West Virginia. Senator Wayne Morris, Beta Xi, visited the Pi Kappa Alpha chapter at Bowling Green, Ohio, where the senator praised Pi Kappa Alpha "as one of the great democratizing influences in my life."

Mother Camper, housemother at Alpha Sigma (University of California),

was honored after 35 years in the Fraternity where she kept in touch with "my boys," more than 400 alumni. According to the *Shield & Diamond* (December, 1947), she was initiated in 1936 into the Fraternity through special permission of the Supreme Council, becoming then the only woman in the U.S. to be a member of any men's social fraternity.

Dr. Paul Ramsey, Alpha Iota, was discussion leader for the World Conference of Christian Youth which met in Oslo, Norway, July 22 — August 1, 1947.

A book by Dr. James Pollard, Alpha Pi, *The Presidents and the Press*, won favorable reviews, and a C-74 Globemaster set down in Panama, the biggest plane to land there, with John C. Baker, Delta Beta, as Navigator.

Ralph Yeager, Alpha Xi, was named District President. (He would become a National President after the death of Harvey Newell in 1953.)

Salt Lake City was chosen as the 1948 Convention City, where Pi Kappa Alpha held its first National Officer School, a training school for District Presidents and chapter officers to be held in Salt Lake City three days prior to the convention.

That year Pi Kappa Alpha added another to its list of alumni who have held high elective office when Earl C. Clements took office as Governor of Kentucky.

In the world of sports, Lynn "Pappy" Waldorf's achievements as coach at the University of California were spotlighted. The United Press had named him "coach of the week" after his team had won four victories in a row, over teams like Navy and Wisconsin.

These were some of the events and some of the people on the scene twenty-five years ago. Twenty-five years from now looking back, won't the picture be somewhat the same — expansion, new domiciles, dream girls named, achievements in sports and politics? One surely hopes so. It is a comfort to believe it.

*Founders' Day 1948 at Alpha Delta Chapter (Georgia Tech) featured Dr. George Summey (speaking) and Robert A. Smythe. The legendary Brother Summey was speaking out against pledge hazing. Mrs. Elbert P. Tuttle (see page 26 for article about her husband, Judge Tuttle) is seated in the middle.*





## Survey shows high regard for alumni programming

At least half of Pi Kappa Alpha's undergraduate chapters place high priority on their alumni relations programming. Alumni Secretaries, in response to a recent survey, indicated their programs are regarded as more than just responsibilities to be fulfilled to their alumni in over 90% of the returned questionnaires. Nearly 50% of the Secretaries responded to the poll.

About two-thirds of those who indicated that high priority was placed on alumni relations, utilize regular newsletters to inform their constituents. With the advent of the Memorial Headquarters' new printing service, many of the Secretaries in chapters which cannot afford current printing and postage costs indicated an interest in publishing future newsletters. Almost one-half of the Fraternity's chapters plan annual or bi-annual alumni-undergraduate functions, usually centered around homecoming and/or Founders' Day activities. Other methods used to reach and inform their alumni are the *Shield & Diamond* bi-annual "Chapter Notes" section (published in the June and September issues) and the interaction with local alumni associations and housing corporations. In some cases the alumni organization plans, and pays for, the entire alumni relations program.

The November survey also revealed widespread dissatisfaction over the results of chapter alumni relations activities. By correlating the responses to other questions, it may be hypothesized that undergraduates hold overly high expectations and, combined with unprofessional or haphazard programming, their goals go unrealized. One of the conclusions drawn from the survey is that the undergraduates need to gain clearer perspectives of the objectives of alumni relations before embarking upon a program. It is theorized that past short-comings and

false starts in the area of alumni affairs have usually resulted from the frustration caused by misunderstanding the objectives involved. It is in this vein to which alumnus counselors and faculty advisors must address themselves in order to preserve continuity from one generation to the next and to better define alumni program objectives.

Among the other results, it was found that only about 30% of the chapters attempt alumni fund-raising drives, most of those under the auspice of professional alumni service companies which earn a profit by conducting several fraternity alumni programs concurrently. (Interestingly, three-quarters of our chapters which utilize such services are currently dissatisfied with the results.)

Forty-four percent of the respondents indicated their chapter has an alumni association. Almost all respondents' chapters keep files of alumni addresses. More than half of the respondents' chapters appeared in the "Chapter Notes" section of the *Shield & Diamond* recently (although less than half submitted material for the column). About a quarter of the respondents said their chapter mails a directory to its alumni and about 18% publish a IKA calendar and use it for alumni purposes.

The most popular benefit seen in alumni programming is that of "continued fraternalism." Second most popular were "chapter management involvement" and "financial assistance." Others included, "rush help," "improved student-alumni rapport," "house corporation aid," "job placement assistance," "ideation," and "service project involvement."

Write the Memorial Headquarters in care of the Director of Alumni Affairs for a complete report as to the results of this survey.

## EARLY LOYALTY FUND CONTRIBUTORS

Those alumni who helped kick off the Loyalty Fund drive, and who made their contribution prior to press time are listed below.

(As of January 31, 1973)

**Gamma**  
Richard J. Ferenczi

**Delta**  
Ben Glasgow

**Zeta**  
Phillip W. Burnhart  
Bruce C. Dunlap  
George T. Lewis  
Don T. Settles  
Herbert S. Walters

**Eta**  
James V. LeLaurin  
Dr. Jerome V. Reel, Jr.  
Guyton H. Watkins

**Theta**  
W. R. Atkinson  
John S. Hille

**Omicron**  
Louis P. Byrne

**Pi**  
Dr. William C. Norman  
Robert W. Root  
William K. Self

**Sigma**  
Wilbert E. Chope

**Tau**  
Lenox G. Cooper  
John A. Wolhar

**Upsilon**  
James H. Cone, Jr.  
J. R. Hines

**Psi**  
Charles H. Baker, Jr.  
J. R. Hines

**Omega**  
Orion M. Paisley  
Harry S. Traynor  
C. Robert Yeager

**Alpha Alpha**  
William G. Pace, Jr.

**Alpha Delta**  
Leland S. Covey

**Alpha Epsilon**  
John D. Stanley

**Alpha Eta**  
Leo A. Brinkley  
Thomas A. Feaster  
John L. Layton  
William F. Leonard

**Alpha Iota**  
William H. Blizzell

**Alpha Lambda**  
George A. Jacoby  
Orion M. Paisley

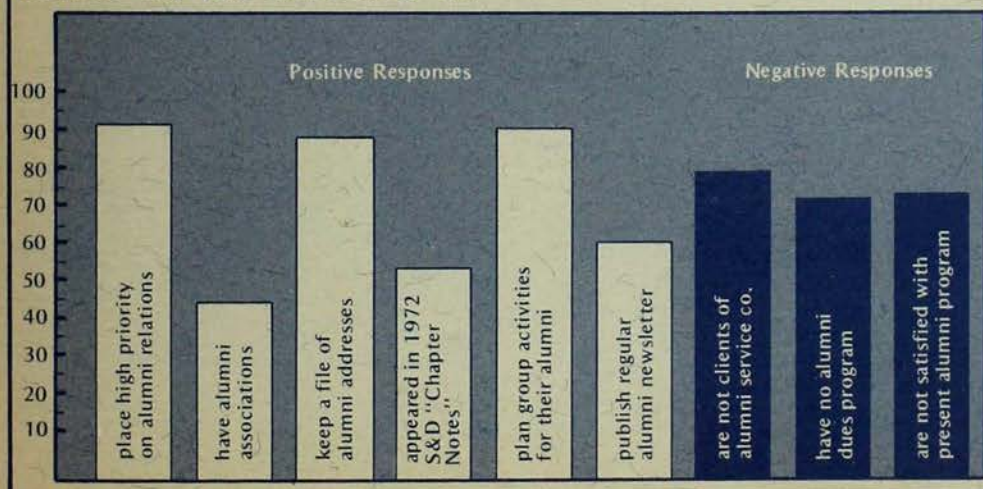
**Alpha Mu**  
Harold L. Friedman  
Isaac M. Johnson  
Edwin D. Martin  
Roy E. Martin, Jr.

**Alpha Nu**  
Chester M. Brown  
George M. Gladding

**Alpha Omicron**  
George W. Elkans  
James F. Gray  
Warren H. Hull  
John H. Seale  
Dr. C. Drew Sanders

**Alpha Rho**  
Gary A. Gieser  
Edward E. Graff  
Arthur B. Van Gundy

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# ALUMNI NEWS



The photo above shows the now defunct Detroit Alumni Association at its peak in 1927. It was submitted by Col. Kenneth Swanson (Minnesota) and C. N. Woodruff (Western Reserve), both of whom are among those pictured.

## INITIATION DATES 1900 to 1919

Lenox G. Cooper (North Carolina) was recently elected a member of the Board of Governors of the University of North Carolina educational system. He has been busy participating in inspection trips to all 16 North Carolina schools.

John W. Freels (Illinois) is a defense trial attorney in East St. Louis for railroads and insurance companies and he served as State's Attorney and later Master-in-Chancery of St. Clair County. He is now a Special Assistant Attorney General in Illinois.

## INITIATION DATES 1920 to 1949

Carl Bartels (Iowa State) is a consulting engineer and land surveyor in Dubuque, Iowa.

Howard E. Gartner (Miami University) is an architect with Wenzel, Zoller & Gunn, Ltd. of Elm Grove, Wisconsin.

Edward T. Kirkeby (Miami University) is Vice President and Treasurer of Life Insurance Company of Connecticut.

Hugh M. Marquis (Oregon State) is an engineer for Pacific Northwest Bell in network design.

William A. Welder (Oregon State) is manager of Burney-Lassen Forests, Fruit Growers Supply Company in California.

Col. Joseph W. Dale, Jr. (Louisiana State) received the Legion of Merit medal for exceptional leadership abilities from Chancellor Cecil G. Taylor recently. The award was made at the ROTC commissioning ceremony in August. Col. Dale has since retired from the Army.

John C. Cardasis (Ohio) has traveled to many parts of the globe during his recent term as world President of Interflora, the international flower delivery network composed of 40,000 florists in 130 countries. Now, as world Vice President and a member of the International Board of Directors, Brother Cardasis' travels continue. At home in New York City, he

operates the Medical Center Flower Shop and is active in the Florists' Transworld Delivery Association (FTD).



Cardasis



Young

Dr. D. W. Young (Kentucky) is a Chemical Consultant with offices in the John Hancock Building in Chicago.

George R. Little (North Carolina) was elected a trustee of the University of North Carolina at Wilmington.

D. R. McMillan (Wake Forest), a State Purchasing Agent of Raleigh, was elected to the Board of Trustees of the University of North Carolina at Chapel Hill.

Dr. Louis Murray (Tulane) is an "eloquent and able spokesman" for the American Medical Association in favor of a program called Medicaid, according to an article in the *Orlando Sentinel* recently. Dr. Murray is Chairman of the Florida Medical Association Committee on National Legislation and recently completed eight years on the Florida Board of Regents.

Joseph Quade (Rutgers & Cornell) was re-elected to his second term on Cedar Grove Board of Education and named President of the group. He is manager of Prudential Insurance Company's machine services division in its corporate office. Brother Quade also serves as Editor of the American Legion magazine and World War II Paratroop magazine.

John Lutz (Iowa State) has been named President of Pendleton Tool Industries, a subsidiary of Ingersoll Rand. He previously served as Vice President of Ingersoll Rand.

Dr. Benjamin Franklin Cooper (North Carolina) will become Dean of the School of Pharmacy at Auburn University effective June 1. He is presently Dean of the School of Pharmacy at Northeast Louisiana University.

James A. Peterson (Illinois) is an attorney with the firm of Hinckley and Schmitt in Chicago. Brother Peterson is a member of the Union League Club, the Chicago Bar Association and the American Bar Association.

Charles D. Zettler (Illinois) is active in the St. Louis Masons, the U.S. Coast Guard Reserve and the St. Louis Armed Forces Club. He works at the Federal Reserve Bank as an Assistant Chief Examiner.

Vann Vanderlyn Secrest, Jr. (Duke) is a pharmacist with the Secrest Drug Company, a position he has held for 23 years, in Monroe, North Carolina.

L. T. Overdorf (Penn State) is the sales manager for Sterling Drug in Montvale, New Jersey.

F. T. Andrews, Jr. (Penn State) is an electrical engineer for Bell Telephone Laboratories in Brookside, New Jersey.

L. V. "Bill" Dennis (Tulsa), manager of the Right of Way Claims Department of Humble Pipe Line Company, has been selected as the 1971 "Right of Way Man of the Year" for Gulf. Brother Dennis also will be considered for the

regional and international "Right of Way Man of the Year" commendations. The award is made in recognition of a member's professional contribution to his employer and contributions to the right of way profession and association. Brother Dennis served as President of the Gulf States Chapter No. 8 in 1971 and is presently serving as international Director of the American Right of Way Association.

John G. Weaver (Wittenberg) is the Director of Communications and Development of UNICEF, United States Committee for United National Children's Fund. He has been with the Committee for five years, helping to broaden the base of UNICEF support after over a quarter-century of commercial advertising and marketing.

Waldemar "Wally" Nielson (Missouri), an SMC and a Rhodes Scholar nominee, was interviewed in *Newsweek* recently concerning his attitude toward philanthropic foundations. He charged, "Private philanthropy in the United States today is a sick, malfunctioning institution." His statement is backed up in his major new book, *The Big Foundations*, published by Columbia University Press. Brother Nielsen devoted two years to the study of the largest American foundations, which together control more than half of the \$20 billion in total foundation assets, and concluded that no more than a handful of them come close to fulfilling the legitimate public need that justifies their tax-exempt status.

Sixteen Beta Gamma (Kansas) alumni gathered in Lawrence to celebrate with Judge Spencer Gard, E. E. Glenn, Jr. and R. F. Binney their 50th anniversaries since graduation from Kansas University. The Brothers who participated in the celebration included James Austin, Richard Becker, Ellis Brever, Justin Bowersock, Ralph J. Brady, Howard Crawford, J. C. Creel, Bransford Crenshaw, Thomas Grogger, Don Huddleston, Homer Hunt, Dean Kimmel, William Mathews, Edward Taylor, Henry Widmer, and Thorpe Wright.

Donald E. Dickson (Bowling Green, Illinois) was recently promoted to Vice President for Development of Hampden-Sydney College. The Announcement was made by Brother Taylor Reveley, President of the college. Brother Dickson, past National President of Pi Kappa Alpha, had been serving as Director of Development since 1969.

## INITIATION DATES 1950 to 1959

Brad Dye, Jr. (Mississippi) is heading the 1973 Heart Fund drive for the state of Mississippi. Brother Dye is a former Fraternity Vice President and is serving his state as Treasurer. Previously he was Director of the Mississippi Agricultural and Industrial Board. Under his leadership, heart volunteers will aim at a \$400,000 goal this year.

Charles C. Adams (Miami University) is general supervisor in the accounting department of Inland Division of General Motors Corp.

Douglas A. Alder (Miami University) is community school director of Middletown Board of Education. He received his Masters in Education in 1968.

Edward E. Brumfield, Jr. (Marshall) C.P.C.U., has been promoted from Agency Manager in Savannah, Georgia to Agency Director in the Southwestern Regional office of State Farm Insurance Company located in Dallas.

Dr. Robin J. Staebler (Florida Southern) was recently appointed to the Rideau Medical Centre in Newboro, Ontario, under the sponsorship of the program for underserved areas by the Ontario, Canada Department of Health.



Thomas L. Blair (Cincinnati) has returned to the U.S. after five years in the Frankfurt, Germany offices of Ernst & Ernst. He is now located in the Chicago office of that firm.

William E. Downham, Jr. (Delaware) was transferred by Allied Chemical Corporation to the Mid-South region. He is responsible for the annual energy and fuel contracts with Union Texas Petroleum Division of Allied.

James W. Fouche, Jr. (Davidson) has been promoted to assistant Vice President at North Carolina National Bank. He has been a marketing research officer in the bank's Marketing Services Division in Charlotte. During the past two years he has been project manager for NCNB 24, the bank's statewide cash dispensing machine project. His father, James Fouche, was a member of Xi Chapter (South Carolina).

William Hooper, Jr. (Auburn) is in the private practice of law at Oxford, Mississippi.

Norman K. Howard (Pennsylvania) has been appointed Cranton, Pa. Area Sales Manager for the Vari-Typer Division of Addressograph-Multigraph Corporation. Mr. Howard was previously a Sales Representative in the Philadelphia Vari-Typer office where he achieved two consecutive "Hundred Clubs" for successful sales accomplishments in his first two years with the A-M Corporation.

Lester D. Stauffer (Penn State) is a trust officer for the First Valley Bank in Bethlehem, Pa.

Robert D. Fitzgerald (Penn State) is a school administrator in Winchester, Maryland.

Ken Florence (Penn State) is the assistant director of computer subsidiaries for Furr's Inc. in Lubbock, Texas.

Phillip W. Evans (Duke) is a chemical engineer and supervisor of the Monsato Company in Pensacola, Florida.

Thomas Lee Ferrier (Penn State) is the Executive Officer of the USS Shelton. He is a Lieutenant Commander in the Navy stationed in San Diego.

J. Richard Sewell (Florida), a former administrative assistant for eight years to Rep. Charles E. Bennet of Florida, has been named Director of Public Affairs for the National Association of Food Chains, a Washington-based, national trade association representing members of the food distribution industry. While working on Capitol Hill, Sewell was staff director of the first House Ethics Committee, served as President of the Burro Club (an organization for assistance to Senators and Congressmen), and was a director of the 3,000 member Congressional Staff Club. As NAFC Director of Public Affairs, Sewell is responsible for activities involving the Congress and Executive Branch of the government as well as a number of special public affairs projects.

## INITIATION DATES

### 1960 to 1969

Michael D. Moore (Nebraska at Omaha) has been promoted to Assistant General Agent of the Patrick-Sallquist Agency of the Massachusetts Life Insurance Company. He has served the agency as a full-time associate and staff supervisor.

Thomas R. Clarke (Wayne State) has been awarded his Doctor of Philosophy in Clinical Psychology from the University of Windsor Ontario, Canada. He is one of the few Americans to have received the coveted and prestigious Robards Doctoral Fellowship from the Canadian Government for his entire Ph.D. work. Dr. Clarke has had his research in the

field of psychosexuality widely published in leading scientific journals.



Clark



Shonkwiler

Terry Shonkwiler (Tulsa) has been named Director of Publicity and Advertising for the Showboat Hotel, Casino and Lanes in Las Vegas. Terry was formerly a Las Vegas Sun sports writer.



Carr



Wilde

John T. Carr (Nebraska at Omaha) is the new President of Bob Cummings, Inc., a position in which Brother Carr will develop the future leaders of the corporation. His career began five years ago as the distributor with an affiliated company. He assisted in the expansion of the program to an international level and helped develop top-flight executives to head up the foreign based operations.

Kenneth Wilde (Memphis State) received Memphis State University's J. Wayne Johnson Award for student leadership this fall. J. Wayne Johnson was the originator of the MSU mascot idea. He died while on special assignment with the Navy in Arizona. Brother Wilde, also the recipient of Delta Zeta Chapter's outstanding senior of 1972 award, returned the \$100 cash award in a loyal gesture to Memphis State.

David Perdue (Memphis State) owns a company (Tele Communications, Inc.) in Memphis which he started a year ago. Reports from friends indicate he will gross in the millions of dollars after his first year in business.

Paul A. Crumrin, Jr. (Arkansas State) is branch manager for Sentry Acceptance Corporation in Baton Rouge.

Bob Heffelfinger (Memphis State) is now associated with Southwestern Life Insurance Company as a career life underwriter serving in the Memphis area.

David C. Helscher (Wake Forest) has joined the law firm of A. T. Loyd in Roanoke, Virginia, following graduation from Washington & Lee University with Juris Doctor degree, and admission to the Virginia Bar Association. He recently completed the Quartermaster Officer basic course at Ft. Lee, Virginia during an active duty tour with the Army.

Wayne Nall (Arkansas State) has been promoted to branch officer of First National Bank of Memphis by recent action of the Board of Directors.

D. Franklin Moore, Jr. (Southern Methodist) is practicing law in Memphis following his graduation from the University of Tennessee College of Law in 1971.

## Contributors, continued

Alpha Sigma  
Phillip H. Annot  
Giocondo F. Jacuzzi  
A. W. Moise

Alpha Tau  
Grant MacFarlane  
Theron S. Parmelee

Alpha Upsilon  
William F. Brown  
Frederick W. Garnjost

Alpha Phi  
John G. Lutz  
Francis J. Pallischeck

Alpha Chi  
Werner J. Beyen  
Frederick K. Glynn  
A. T. Kulvin  
Dr. William R. Talley  
Coach Lynn O. Waldorf  
Maurice P. Whitney

Alpha Omega  
Garth C. Grissom  
Dr. Clark G. Porter  
John P. Ransom  
Col. Kermit J. Silverwood

Beta Alpha  
James D. Felton  
Henry F. Hiller, Jr.

Beta Beta  
Fred N. Iverson  
Perry Land

Beta Gamma  
Harold Herndon  
Charles D. Kennedy  
William L. Mathews  
Weaks G. Smith  
Charles I. Wall

Beta Delta  
Charles C. Culpepper  
Roy D. Hickman

Beta Epsilon  
Paul W. Walter

Beta Zeta  
Roy M. Brittain  
James F. Gray  
Louis L. Henson  
Weldon U. Howell

Beta Eta  
Kendall P. Bates  
Herbert R. Helmsing  
Joe S. Kelly  
Virgil R. McBroom  
Joseph G. Wilson  
Col. M. E. Zetterholm

Beta Theta  
Dr. Edgar W. Averill

Beta Kappa  
Dr. Charles A. Eberhart  
James O. Smith  
Weaks G. Smith  
Creigh W. Taylor, Jr.

Beta Lambda  
Charles L. Freeman

Beta Mu  
Robert C. Albritton  
Grady C. Clark, Jr.

Beta Xi  
Earl D. Johnson  
Keith Melencamp  
Owen L. Scott

Beta Omicron  
Jay R. Burns

Beta Pi  
Dehaven Develin  
Hartman B. Herr  
John F. E. Hippel  
Thomas H. Johnston, Jr.  
David F. Maxwell  
Tim S. Santos

Beta Sigma  
Henry Lehm  
Willard M. Sonnenbacher

Beta Upsilon  
Donald Eugene Richard  
Maurice P. S. Spearman

Beta Phi  
Arthur S. Bowes  
Eldo Hugh Stonecipher

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James Gourley (Oklahoma) has been named Editor in Chief of the State Capitol Bureau at Frankfort, Kentucky, of the *Kentucky Post*, Covington, an affiliate of the *Cincinnati Post*, a Scripps-Howard newspaper. Gourley's promotion came after a year and a half as assistant city editor and acting city editor of the newspaper, Kentucky's second largest. He served journalism summer internships on the *Hawaii Tribune-Herald* and the *Los Angeles Herald-Examiner*. He is a third generation Pike, following his father, J. Leland Gourley and his great uncle, Dr. Herbert H. Scott, both of whom were members of Beta Omicron Chapter as well.



Gourley Cox

George W. Cox, Jr. (Old Dominion) has become an associate in the Columbia, South Carolina law firm of Burnside & Roof.

Myron C. Hulén (Duke) has returned to school for a doctoral degree at Texas. He will graduate in August in Interdisciplinary Studies.

Jerry Berens (Illinois) is General Manager of Berens Express Inc. in North Chicago and was recently written up in the *News-Sun* of Waukegan, Illinois. The 23-year old has spent nearly half of his life around his father's trucking company and has become the young manager of one of the largest trucking companies in the area. According to his father, the President of Berens Express, he is running the business superbly.

Tom Whitson (Iowa State) was named Council Bluffs, Iowa's Man of the Year recently. He was one of three co-chairmen for the "Save Our City Committee" which led the victorious forces in favor of urban renewal bonds in a recent election. Brother Whitson is a Vice President and Trust Officer of the Council Bluffs Savings Bank. His award came at the annual banquet sponsored by the Bluff's Jaycees.

Joseph G. Ebner (Penn State) reports that he enjoys reading his chapter's newsletter which recently told of his work as a systems analyst for the Bethlehem Steel Corporation in Whitehall, Pa.

Frank Cantor (Penn State) teaches Computer Science at Xavier University. Following this semester, he will return to the Management Science Department of IBM in Kingston, New York.

Mark W. Hoefling (Penn State) is a marketing representative for IBM living in North Olmstead, Ohio.

Ronald C. Pare (Washington) is teaching at Cogswell Polytechnical College in San Francisco, California.

David E. Courter (Bowling Green) has been commissioned as an Ensign in the Navy. He is stationed at Navy Supply Corps School in Athens, Georgia.

Dr. James A. Cottone (Pennsylvania) graduated recently from Tufts University School of Dental Medicine and is serving in the U.S. Navy Dental Corps as a Lieutenant. He is stationed at El Toro Marine Corps Air Station in Santa Ana, California.

Dr. Ronald C. Robinder (Linfield) is currently employed at Raytheon Company in Marshfield, Massachusetts. He thanked Alpha Alpha Chapter (Duke) in his letter to us for putting him up over a weekend in October in which he completed his Ph.D. requirements.

## INITIATION DATES 1970 to 1972

Robert H. Hart, Jr. (Georgia Tech) was recently married to the former Miss Debbie Boyd in Paducah, Kentucky.

John D. Mullen (Clemson) is the Pride Coordinator and Training Director of Yeargin Construction Company in Greenville, South Carolina.

James M. Huling, Jr. (Angelo State) joined the Gulf Insurance Group as a casualty underwriter in Lubbock, Texas.

Peter N. Larsen, Jr. (Adrian) married Patti Shackelford of Pittsburgh in November.

Ronald Terry (Duke) is an Ensign in the Navy and is presently stationed in Guam.

# VIP ALUMNI



Wilson, Page



Terry

## Gen. Wilson, Millsaps

Three-star General Louis H. Wilson, Jr., Alpha Iota Chapter, met Lt. Colonel J. E. Page, Beta Zeta Chapter (Southern Methodist) during an inspection at Camp Pendleton, California. The meeting of two prominent IKA alumni happens rarely outside of Fraternity functions. This one occurred last October.

Brother Wilson is the Commanding General of Fleet Marine Force, Pacific. He is in charge of over 90,000 Marines stationed from Arizona to Thailand. Brother Page is Commanding Officer of the Second-Battalion, First Marines of the First Marine Division.

## Dr. Luther Terry, Birmingham

Dr. Luther Terry, the former Surgeon General and an alumnus of Delta Chapter at Birmingham Southern, has called for an end to tobacco subsidies. Brother Terry was the first to issue a dramatic federal warning that cigarettes may cause cancer. Now, he points out that the federal government trumpets cigarette warnings and at the same time, spends \$73.2 million a year to promote cigarettes. In a private letter to Democratic Senator Frank Moss (Alpha Tau - Utah), Dr. Terry declared, "The expenditure of taxpayers' funds for the support of the tobacco industry is inconceivable in the face of known health facts."

The 1962 Distinguished Achievement Award recipient, Dr. Terry was recognized by the Fraternity during its Centennial as a Committee of 100 member.

## Frank M. Grace, Tennessee

Brother Frank M. Grace, Zeta Chapter alumnus, was appointed California's

Assistant Secretary of Health and Welfare by fellow Pike Dr. Earl W. Brian, Alpha Alpha Chapter (Duke), who is the Secretary of Health and Welfare for California.

Brother Grace will direct public relations and public affairs activities for the Health and Welfare Agency. Prior to his appointment, Mr. Grace was serving as News Service manager for Pacific Telephone's Northern Counties Area in Sacramento, California. He received his journalism degree at Tennessee where he was SMC of Zeta Chapter. Later, he received his M.S. degree from LSU.

## John M. Mitchell, Florida

John M. Mitchell, 64, an alumnus of Alpha Eta (Florida) and Zeta (Tennessee) chapters, died recently following an extended illness. He was Executive Vice President and a member of the Board of Directors of the Aluminum Company of America and was honored in 1968 as one of Pi Kappa Alpha's Committee of 100 members.

Except for six years, Mr. Mitchell's career had been entirely with Alcoa. He worked in the New York sales office from 1931-1937 and moved to Pittsburgh the following year to work in the Personnel office. From 1947 to 1949 he worked for a partially owned Alcoa subsidiary in Mexico, but returned in 1950 to be elected President of Alcoa International, Inc. eight years later. He was promoted to Alcoa Vice President in 1961 and Director in 1963.

## Ernest E. McKeen, Washington

Brother Ernest E. McKeen, 78, a charter member of Beta Beta Chapter at the University of Washington, died recently in Portland, Oregon.

For several years, Brother McKeen served on the Fraternity's Chapter House Commission. At the time of his death, he was a Director of the Oregon Mutual Savings Bank and one of its founders. After the second World War, Brother McKeen worked as an Oregon loan correspondent for Connecticut Mutual Insurance Company. He then became a real estate appraiser for the Bank of California and the Oregon Bank before his latest venture.



# Chope contributes \$28,000

Brother Wilbert Earl Chope, the 1963 Distinguished Achievement Award winner for Pi Kappa Alpha and a member of the Committee of 100, recently made the largest single contribution to the Pi Kappa Alpha Memorial Foundation ever received.

Brother Chope contributed approximately \$28,000 to the Memorial Foundation and his chapter for its housing program.

In 1950, Mr. Chope, with his brother Henry, also a IKA (Alpha Rho — Ohio State) founded Industrial Nucleonics Corporation, which became Ohio's fastest growing industry with annual sales last year exceeding \$40 million. The Chope brothers, along with four other members of Pi Kappa Alpha, started the company which ultimately became so successful. The other alumni are William Adams and Ernest Jernigan from Sigma Chapter, and Don Williams and Jim Forbes from Alpha Rho Chapter. The company is the major American producer of custom designed electronic control equipment. Mr. Chope served as President of Industrial Nucleonics until his recent retirement.

A native of Louisville, Kentucky, he began his collegiate career at Vanderbilt and later received his B.S. degree in electrical engineering in 1948 at Ohio State University. Mr. Chope furthered his education by receiving his M.S. degree from M.I.T. In 1957 he was named by the U.S. Jaycees as one of the Ten Outstanding Young Men of America. The following year, *Esquire* magazine said "Mr. Chope is one of America's brightest young men." He is currently serving as Chairman of the Board of World Neighbors, Inc., a non-profit organization that assists underprivileged nations in helping themselves. He is also active in the Young Presidents Organization, comprised of



young men who serve in presidential capacities in American companies and industries.

Executive Director Pat Halloran stated, "Brother Chope continues to be an interested and active member of Pi Kappa Alpha. His contribution both to the Memorial Foundation and to his chapter at Vanderbilt will go a long way in providing assistance to undergraduate members of our Fraternity for years into the future."

Mr. Chope stated, "The Fraternity has meant a tremendous amount to me. When I was an undergraduate, I was very involved and active in the chapter. When I started my company, I turned to my good brothers to assist me and this is one way in which I can help the Fraternity which I realize has helped me in so many ways."

## Contributors, continued

- Beta Chi  
Craig S. Matrice
- Beta Omega  
John E. Moran
- Gamma Alpha  
John A. Caddell  
John E. Horne  
Robert S. McKay  
Richard E. Ogle  
The Honorable John J. Sparkman
- Gamma Beta  
Richard K. Decker
- Gamma Gamma  
Leonard J. Murphy  
Maurice P. S. Spearman
- Gamma Delta  
I. Douglas Dunipace
- Gamma Eta  
Richard A. Burt  
Ewing Haas  
David Lippitt  
H. V. Noalhaar
- Gamma Iota  
William H. Blizell  
Brad Dye, Jr.  
David E. Turner, Jr.
- Gamma Kappa  
Rudolph S. Stokan
- Gamma Mu  
Lawrence Johnson
- Gamma Nu  
Dr. F. J. Drew  
Wayne W. Fisher  
Donald M. Mounce
- Gamma Xi  
Donald J. McLeod  
Gen. Melvin M. Smith
- Gamma Omicron  
Carl A. Baughman  
Charles R. Haas  
John Orphan
- Gamma Rho  
Donald E. Carter
- Gamma Sigma  
Fred H. Bey  
Willard R. Haef  
Charles R. Page
- Gamma Tau  
Glen H. Abplanalp  
Major W. J. Schob, Jr.
- Gamma Chi  
Leonard Aleman
- Gamma Psi  
Milton Lea Williams
- Gamma Omega  
George C. Lachut
- Delta Beta  
Michael R. Clancy, Jr.  
Dr. Allan Hall
- Delta Epsilon  
Don T. Settles
- Delta Kappa  
George H. Roach, Jr.
- Delta Lambda  
Douglas R. Cooke
- Delta Rho  
Phillip A. Hiles
- Delta Sigma  
George Frank Gee
- Delta Tau  
William D. Kingston
- Delta Upsilon  
Lawrence H. Connelly
- Delta Chi  
Robert D. Feud  
Patrick W. Halloran, III
- Delta Psi  
Paul R. Joek, Jr.
- Zeta Beta  
William N. LaForge
- Zeta Epsilon  
Steven L. Turner
- Zeta Mu  
Boyce M. Williamson, Jr.
- Eta Alpha  
Al D. Drooge  
Joseph J. Turner, Jr.



# TIPS ON... *Chapter alumni relations*

Here's how to get the most out of your chapter alumni relations program. Don't be surprised if it comes as a small revelation to you. Most undergraduates are under-exposed to the potential within this field due to an obvious lack of experience as alumni.

Initially, you must gain a clear perception, an understanding, of the objectives involved in alumni relations programming.

Consider the average alumnus. Chapter relations with him are ideally developed to be a service. You are maintaining his ties and loyalty to Pi Kappa Alpha by providing three basic products: Information (concerning fellow alumni, chapter activities and standing, campus mood, etc.); Entertainment (banquets, open houses, smokers); and, Education (seminars, speaking engagements, interaction with students). You are helping him fulfill his nostalgic needs through a program of meaningful communication and interaction.

The fact that it is a two-way street is what makes alumni relations an attractive chapter program. Your alumni relations program should be of benefit to the chapter in much the same way it is valued by alumni.

Loyalty to IKA's principle of life-long fraternalism is an important ideal for which we should strive. However, there is much more to be gained than nebulous, intangible benefits for both parties. A recent survey revealed that most undergraduates view alumni programming as an obligation. It is. But, in so doing, why not direct the chapter's energy toward concurrent tangible rewards?

Over 90% of the chapters which responded to the survey indicated a high priority is placed on alumni relations. Also apparent, however, was a dissatisfaction with results of past alumni programs. Chapters have often grown frustrated, usually due to shallow perceptions of the alumni relations concept and poorly defined or unrealistic expectations (objectives). What are realistic goals?

- 1) Financial assistance (alumni dues)
- 2) Professional guidance and expertise
- 3) Occupational counseling and job placement
- 4) Participation in chapter programs (leaders or participants)

To what degree any of the above are accomplished depends on the approach used — the program and the man who heads that program. First, the individual.

Communication and interaction are the key elements of the program. To organize and make both elements effective requires an Alumni Secretary who has a sound comprehension of alumni relations, who has spelled out in detail (and written down for periodic reference) the objectives of his program, and who is properly motivated to apply himself toward accomplishing his goals. Before seeking someone you believe to be more qualified, look at yourself and remember, "if you don't do it, it won't get done."

The program.

The major aspects of an effective alumni relations program, which determine its success or failure, are address files, newsletters and varying types of interaction.

Utilize the chapter alumni roster (computer printout) supplied free of charge by the Memorial Headquarters each fall as a beginning point. Compiled alumni names and addresses should be kept in a card file ideally cross indexed (alphabetical, geographical and chronological). Utilize every potential means to update your file (college alumni office, chapter newsletter, his parents, etc.).

Secondly, rely on a regularly scheduled newsletter as the fulcrum of your program. Positive rapport with alumni is best accomplished by frequent, meaningful communication. A quarterly or tri-annual newsletter is suggested. Form is not as important as quality of content, although the newsletter which is pleasing to the eye will be more readily scanned.

As the *Shield & Diamond* magazine is used to communicate the major events and issues of the Fraternity, your newsletter should relate similarly on a smaller scale concerning the goals and directions of the chapter as well as news about alumni. Additionally, the *Shield & Diamond* is noted for its content not directly related to Pi Kappa Alpha, but concerned with higher education and matters of interest to the Fraternity readership. Similarly, the chapter newsletter may wish to interpret activities and issues of the college and feature special human interest stories about chapter alumni. This type of content is preferable

to undergraduates' names, announcements of courts, chapter social activities or intramural results.

A new printing service is available through the Memorial Headquarters. The service, which compliments the chapter alumni program outlined thus far, includes typesetting, layout, printing and mailing at non-profit prices designated solely to save money in handling chapter publications.

Personal interaction may be promoted concurrently on two levels. Participation in chapter management as an advisor or as a member of the house corporation, for example, is personal interaction. These men are helpful in one-on-one situations as well as promotion of group interaction functions such as homecoming and Founders' Day affairs, vocational counseling and placement projects and speakers' programs.

The newsletter, personal reminders and word of mouth must all be employed in the promotion of undergraduate-alumni activities. Utilize your most active alumni in a personal contact campaign. They may also be of value in any future alumni dues program.

Remember this: be careful not to alienate alumni by jumping into a contribution drive too rapidly. First, build a solid rapport with alumni, get their confidence in, and appreciation for, the services which you provide. Then, proceed with a dues drive with the help of knowledgeable alumni and the Memorial Headquarters staff.

Pi Kappa Alpha's chapters play a major role in developing the Fraternity's alumni relations. Undergraduates must accept the responsibility for assisting the Headquarters in this effort. It does not have to be difficult; indeed, it is rewarding and a venture which may prove to be informative, entertaining and educational.

- 1) The Alumni Secretary should be a leader.
- 2) Strive for accurate records.
- 3) Build confidence through communication.
- 4) Plan a large variety of interaction functions.

For further information and/or materials relating to the alumni relations concept (or any part thereof), write the Director of Alumni Affairs at the Memorial Headquarters today.

By R. John Kaegi  
Director of Alumni Affairs



# ISSUES & TRENDS

*It seems that every year or so, we lose two or three chapters: what conditions bring about the suspension of a charter?*

A. The history of our chapters adequately points out that fraternities are cyclic; regardless of how consistently good a chapter may be, there are always years when they are better than others. When a chapter is in a downtrend, the characteristics are very easy to identify, but difficult many times to turn around. The characteristics that eventually take a chapter to its doom are simply the lack of leadership, the loss of spirit coupled with the members' unwillingness to rush (increase their size), and finally, the rapid deterioration of financial control, housing, and pride in their fraternity. When these characteristics set in and the chapter begins to accept them, they take on a defensive attitude instead of accepting the challenges which the situation provides.

Then it doesn't take long until they start blaming everyone but themselves for their problems. Two good cases in point would be the recent suspension of Xi Chapter at the University of South Carolina, where the membership dwindled down to five and those men indicated to us their unwillingness to continue. Delta Eta Chapter at the University of Delaware was in a similar position. The Supreme Council, after thoroughly reviewing the recommendations of Chapter Consultants and National Officers, decided to suspend the chapter with the firm conviction that we would return to the campus next fall and start with a group of men which would have an attitude aimed at succeeding.

*Why have we decided to go back to some campuses and not to return to other campuses where we formerly had chapters?*

A. The mood of the campus, the strength of the fraternity system, and most importantly, local alumni support are the main factors in determining whether or not a rejuvenation of a chapter is likely to succeed. If these factors seem to indicate the potential is good, then the Fraternity

is willing to devote the time, expense, and energy necessary for rechartering.

*What, if anything, can be done with other chapters to avoid the situation described above?*

A. Here again, a combination of things must be launched to attack mediocrity which eventually deteriorates a chapter to the point where it will, in all probability, fail. These factors are good leadership within the chapter and in the local alumni association or house corporation. Alumni do not realize how important they are in the local chapter's operation. Statistics will bear out the fact that where we have an excellent chapter, we can always point to either a strong alumnus counselor, faculty advisor, or active house corporation, and in some cases, an active alumni association. There is not one of our excellent chapters that has "done it on its own" for an extended period of time. There are those cases where a chapter does not have alumni support due to the loss of a key alum; to be consistently good for many, many years requires continuity which only alumni can offer. With good leadership and alumni support, a chapter will not fail, at least to the point where it is suspended. Membership, finances, scholarship, spirit — all are by-products of sound leadership and involvement on the part of both undergraduates and alumni. It seems to those



By Pat Halloran  
Executive Director

of us that have gone in and evaluated those chapters that have fallen recently that these are really the key factors to the whole cycle.

*As Executive Director, are you of the opinion that the loss of chapters is a sign of the day when Pi Kappa Alpha will no longer exist?*

A. Absolutely not! We almost have to expect the loss of chapters. Just as the church from time to time closes down parishes, just as Standard Oil determines certain oil stations are no longer productive — it's this cycle and rebirth which is very existent in our society. It is our job to provide every available resource to those chapters that can use, or will use, the advice of the Fraternity Officers and its own alumni. Beyond that, it is our responsibility to seek out new frontiers where a mood of enthusiasm exists. The future history of the Fraternity will relate our growth in regards to new chapters, new members, and great chapters with great members.

*What is the outlook for future chapter retention; are we going to lose a high percentage of chapters in the future?*

A. No. We should not lose anything more than probably our average of two or three chapters per year. First, let me state that we may off the campus when things are so intolerably bad that it's the most positive move we can take, and then we return to many of these campuses when the outlook is positive. We have gone back to Nebraska, Michigan, Ohio State, Virginia Tech, and Indiana — these are tough schools, very competitive. A lot of hard work on the part of alumni and staff members went into those charterings. I've already indicated our plans are to go back to South Carolina and Delaware before the year is out. I think it's not only prudent but expeditious to close down a chapter when it reaches a certain point and come back with the excitement and enthusiasm that only new blood can generate. We're going to be around for a long, long time.



**I**t was one of those small Mississippi towns. Judge Elbert P. Tuttle and two of his federal court colleagues had just ordered the town's bus station desegregated, and in the wake of their ruling two Mississippi ladies sat disgruntled in the courtroom. "That Judge Tuttle," said one of the ladies to the other. "He didn't listen to a word anybody said. I think I'll just move to Switzerland."

And so it went in the 1960s, with bus station and buses, schools, colleges, lunch counters and the like, from town to town and county to county in Mississippi, Georgia, Alabama and all across the South — until all of those ladies, and their menfolk, too, if they'd had their druthers, would be rocking on some Alpine veranda and shivering in the snowy air while the old ways were being uprooted back home.

Elbert Parr Tuttle's tempestuous chief judgeship of the United States Court of Appeals for the Fifth Circuit ended some five years ago, when he stepped down to senior judge status. Now 75, he remains vigorous and clear-thinking, his wisdom and humor undiminished. He is at an age when many a man takes pause to think about his life.

Judge Tuttle does this, and has no regrets.

"I think our court did about everything a court can do to vindicate the constitutional rights of black citizens," he says. "I'm proud of its record. I can't

think of a single time when the court went the wrong way on racial matters."

He was appointed to the U.S. Fifth Circuit Court of Appeals in the summer of 1954 by President Eisenhower. Only weeks before, the U.S. Supreme Court had outlawed school segregation. The Fifth Circuit, which covers Georgia, Florida, Alabama, Mississippi, Louisiana and Texas, was quickly deluged with all sorts of desegregation cases. The segregation side lost most of them.

In 1961, he became chief judge of the Fifth Circuit, and soon it was being called "Tuttle's Court." He served as chief judge until 1967, and the decisions of "Tuttle's Court" had a profound effect upon the day-to-day life of the average Southerner — whom he sat next to at lunch, for instance, or where his children went to school and with whom.

Today judge Tuttle may pass on an Atlanta street unrecognized by throngs of people whose way of life he helped to change. A midday shopper, hurrying to a sale, would see a short, trim man apparently distinguished by little more than his age, a close-cropped ring of snow-white hair and snappy clothes — another passerby. Today the judge may sit in the library of his comfortable, yellow frame house in Atlanta's fashionable Ansley Park and talk uninterrupted by telephone calls. They used to come often in the night, a ring followed by a curse or hate-filled silence.

If he has any second thoughts, the judge is saying, gesturing constantly as he talks, they are that his court may not have imposed strict enough requirements for desegregation in the earlier days. "We first said freedom of choice was good enough, to break the ice, you know. But then we reread the law and saw that what the Supreme Court had said (in the classic desegregation case of *Brown v. Board of Education* in 1954) was that separate education was discriminatory per se."

Tuttle still sits regularly on the court in senior judge status — there are three senior and 15 active circuit judges — but he has not heard a school case since he left active status. That is probably good news for opponents of court-ordered busing used to achieve desegregation. Tuttle believes that busing is one "useful tool" among several for eliminating educational inequalities between the races in North and South alike, and that the current law permitting busing as a desegregation method is "fair and explicit." The idea of a congressional law against busing, he says, is "ridiculous."

That would make him, true to form, a liberal's liberal on racial matters, a pretty pass for a man whose young playmates in Hawaii convinced him for a time while growing up that they, white Anglo-Saxon stock, were better than the island's Orientals.

The judge will not be more explicit about the busing issue. He is chairman of

# Judge who changed your life

By Nick Taylor  
For the *Atlanta Journal and Constitution*







the Judicial Conference-appointed interim Committee on Judicial Activities and believes it is not proper for judges to comment on public issues which are regularly before the court. The committee is to decide what judges should and should not do off the bench.

### I. Sparse Company

Judge Tuttle recognizes himself in sparse company on the busing issue in nothing more than his adherence to the present law. And there is other evidence that Tuttle's liberalism is running against the general current in the courts these days. It is Tuttle's law clerk who reminds the judge that he is dissenting more often now, rather than joining the majorities of the three-judge panels on which he sits.

"There has been a trend in the courts in the past two years to pull back from a very activist role, corresponding with a similar trend in the Supreme Court," Tuttle says. "The courts have felt at liberty to take a less liberal attitude clear across the field."

President Richard Nixon, answering a national cry for "law and order," has replaced with "strict constructionists" some members of the Supreme Court's former bloc of activists who expanded the rights of minorities, prisoners and the accused.

A study of the Fifth Circuit rulings during the past year or so shows that Tuttle's principal dissents have come in prison matters, search and seizure cases, arrests without warrants — dissents, he says, "against the court's apparently hardening position on Bill of Rights cases."

When Warren Burger replaced Earl Warren as chief justice, the Supreme Court began to be called "strict constructionist." But Tuttle believes the Warren court — maligned in "Impeach Earl Warren" billboards and accused of mollycoddling the criminal — was the "most strict constructionist of all." When the Warren court looked at the U.S. Constitution, Tuttle says, "it decided that it meant exactly what it said, that when the Fourteenth Amendment said all people were entitled to equal protection of the laws, it meant all people."

Tuttle came within a heartbeat of joining that court when the late Justice Hugo Black was stricken with a heart attack some 15 years ago. Had Black not been able to continue on the Supreme Court, Tuttle would have been named to succeed him. In retrospect, he says, "It is fortunate for the United States that Justice Black did not die, and I say that sincerely. He did much of his best work after that." Black died last year.

Judge Tuttle has seldom, if ever, permitted friendships to stand in the way of principle. He has won many friends accordingly and has not lost many, although some are more distant than others. Christmas, 1971, the Tuttle family got a card from the G. Harold Carswells. It may

have been the judge's withdrawal of his letter of endorsement for Carswell, who at the time was on the Fifth Circuit bench, that finally clinched Senate rejection of Carswell's Supreme Court appointment. Tuttle maintains a judicial silence on the Carswell matter now, at least for public consumption. He calls it a closed chapter, and prefers to let the action speak for itself.

With his undaunted liberalism on civil rights issues, Tuttle has been accused by his detractors of being "an outsider, a carpetbagger." And the judge is, like the two magnolia trees on his front lawn, a transplant. But he has been here longer than the trees, and they are well-rooted.

He came South in the summer of 1923 with his wife, Sara Sutherland Tuttle, a 2-year-old son and a daughter on the way. He and his brother-in-law, William Sutherland, whose family had ties to Georgia, had decided to practice law together.

"Atlanta looked like the best place to start a law firm and expand," Tuttle said. From somewhat meager beginnings sprang a law firm that now has 42 associates. It was Sutherland, Tuttle and Brennan until 1953 when Tuttle resigned to become general counsel to the U.S. Treasury Department. The firm is now Sutherland, Asbill and Brennan.

From the time he became a Southerner, Tuttle identified with civil rights issues. It was a somewhat unpopular notion at the time, but it never occurred to him to feel otherwise.

He was born in Pasadena, Calif., on July 17, 1897. His parents were from Iowa, strong Midwestern stock, and Elbert and his one-year-older brother, Malcolm, got their first experience with a racial melting pot when the family moved to Hawaii in 1908. Tuttle's father was a bookkeeper with the Hawaiian Sugar Planters Association. "Hawaii was really a paradise to grow up in," Tuttle recalls.

Among the little-known facts of Judge Tuttle's life is that he was one of the original new surfers, a charter member with his brother of the Outrigger Canoe Club formed to revive the old Hawaiian sport of surfboarding. "Not more than 50 youngsters in the world were surfing then," the judge says with an air of exclusiveness.

He grew up in a "church-going family. Sunday meant Sunday school and church, regularly, with no excuses." They belonged to the Christian Church, which Judge Tuttle finally left in the early 1960s to become an Episcopalian, a switch prompted by his racial views.

### II. Moral Architect

He remembers his mother as the "moral architect and ramrod of the family. My father never smoked or drank, but I suspect he might have if he'd married someone else.

"My mother was in no way an un-

pleasant person by reason of her views, and she gave both of us, Malcolm and me, a great deal of freedom. We just supposed that once she told us that God would strike us dead if we didn't obey our parents, she assumed we would do so."

To this day, Tuttle does not smoke or drink. Once when the Fifth Circuit judges were preparing to leave the court's New Orleans headquarters for the weekend and were having a pre-departure cocktail, another judge asked him why he wasn't drinking. "My mother told me not to," replied Tuttle, who was over 60 at the time.

Among the factors shaping Tuttle's racial liberalism was his mother's bitterness over his father's death at 35 at Andersonville prison, where he was a Union prisoner of war. "She considered that he had died in attempting to free the slaves," Tuttle says, "and she was strongly outspoken against slavery long after it was no longer in existence. She went out of her way to instill in us a rejection of any notion of racial superiority or inferiority."

In the fall of 1914, Tuttle, who had skipped grades to catch up, and his brother left Hawaii to enter Cornell University at Ithaca, N.Y. He decided within three weeks he would be editor of the Cornell Daily Sun, the campus newspaper, and by his senior year had won the newspaper job plus the presidencies of the student council, senior class and the Cornell University Christian Association.

Tuttle didn't date much in college. He met Sara Sutherland in Jacksonville, Florida, in the summer of 1917. They became engaged a year later, after Tuttle graduated from Cornell, married in 1919, and to this day she accompanies him on all his judicial excursions through the Fifth Circuit.

A fund-raising job following a brief stint in World War I reestablished his ties with Cornell, and he entered law school there in the fall of 1920. Elbert P. Tuttle, Jr. was born in July 1921, and Tuttle worked at outside interests as much to keep groceries on the table as from any excess energy. When his evidence professor complained that he wasn't spending enough time studying law, Tuttle replied that he had "no desire to be the most learned lawyer ever to graduate from Cornell." He edited the Cornell Law Review before graduating in 1923.

When he came to Atlanta that same year, Tuttle was "not the product of the 'Southern mystique.' I hadn't grown up with the assumption that I was better than anybody else because of the color of my skin." The young lawyer "began to see injustices... that shocked me." Atlanta, for instance, had a midnight curfew for blacks, and Tuttle once almost was arrested himself returning from Macon with a black lawyer at 1:30 in the morning.

Looking for an activity which would



help him become identified with the state, Tuttle joined the National Guard. It was as a guardsman that he was called out in 1937 to protect from a lynch mob an Elberton black named Downer, accused of raping a white woman. Meanwhile, the law firm grew, and Tuttle's family — a daughter had been born in November, 1923 — sailed through the Depression years "without great prosperity, but without really feeling the Depression."

He became interested in the Downer rape case after helping fight off the lynch mob, and rode the case through every channel of appeal until the man was electrocuted. He handled the case of black Communist Angelo Herndon, who had been sentenced to 20 years on the chain gang for distributing literature on the steps of the Fulton County courthouse. In the latter case, Tuttle won a Supreme Court ruling that the statute under which Herndon was convicted was unconstitutional, "an unpopular stand in the 1930s." It gradually became known in the black community "that we would be willing to help out in cases like that." This identification led to Tuttle's election to the Spelman College board of trustees, and later to the boards at Morehouse College, Atlanta University and the Interdenominational Theological Center.

At the same time, finding no way by which he could identify himself with the white Democratic party of the South, Tuttle determined to aid in building an opposition party. His first active interest in Republican national politics came in the 1940 elections, but his political activities were quickly halted by World War II.

### III. Civic Plunge

When he left the Army, Tuttle was 48 years old. He was interested in getting back to Atlanta and settling down. "I wanted to tend to my knitting," he says, "but it didn't work out that way." He was plunged headlong into civic affairs, first on a committee appointed by then-Mayor William B. Hartsfeld to find housing for blacks.

Tuttle attended the 1948 Republican convention in Philadelphia as a delegate, and came home once more "hoping to relax." On his desk, however, was a request to become president of the Atlanta Chamber of Commerce. As president he increased its budget by about five times, and worked on the committee that successfully pushed for passage of a bond issue to build the downtown expressway, now Interstate 75-85. "Before it was built," Tuttle recalls, "it was already obsolete."

In 1952, he headed a bi-racial pro-Eisenhower delegation to the Republican National Convention in Chicago. A bitter seating battle was carried to the floor of the convention before Tuttle won out over a pro-Robert Taft delegation and assured Eisenhower's first-ballot nomi-

nation.

Tuttle "came on home very pleased," and Eisenhower opened his 1952 campaign in Atlanta's Hurt Park, a site chosen over the city auditorium so the party's substantial black membership would not have to sit in a segregated section. When Eisenhower was elected, Tuttle was appointed general counsel of the U.S. Treasury. He watched a workman scrape his name off the door of Sutherland, Tuttle and Brennan — "the saddest day of my life" — and moved to Washington in January 1953.

He served as Treasury counsel until the summer of 1954, when he was nominated to a newly created seventh judgeship in the Fifth Circuit. He was sworn in on September 1, 1954, just months after the Supreme Court had outlawed segregation in the *Brown v. Board of Education* case.

"Once the courts gave the school boards the leeway of 'all deliberate speed,'" Tuttle says, "I could see that there would be a long battle ahead." Still, he was on the court for some five years before sitting in a school case. After that, "it got to be that nearly every calendar we would have some phase of a school case." Though constituting no more than 5 percent of the Fifth Circuit's cases, those involving civil rights got so much publicity and attention that it looked as if the court was considering nothing but civil rights cases.

Tuttle's early opinions knocked down, among other things, the segregationist contention that black children should not attend white schools because they were "not as intelligent or teachable, more prone to disease and, you know, generally not as nice as white people." Tuttle says, "I wrote an opinion stating that these issues were completely nullified and could no longer be raised because the Supreme Court had already foreclosed all of this when it said segregated schools were per se discriminatory."

After Tuttle rose to chief justice in 1961, the "Tuttle Court" began spelling out explicit orders to be entered in desegregation cases. The orders were designed to speed desegregation through recalcitrant state and even lower federal courts inclined to heed segregationist "states' rights" arguments.

"I made it very clear that my personal opinions and background made it very easy for me to do what I had to do."

During the emotional public facility desegregation cases, Tuttle recalls with pride, the Fifth Circuit "with a practical unanimity always took the logical next step in each additional type of facility involved. That is a significant point, because if our court had not done that, it would have meant that each case would have gone on without precedent to the Supreme Court. It would have created a troublesome, if not impossible, burden for the Supreme Court."

Out of those years, some cases drew more attention and are better remembered than others — James Meredith's entry into the University of Mississippi; the first two black students at the University of Georgia; the lunch counter sit-ins across the South that put an end to state criminal trespass statutes; the demise of the county unit system in Georgia that assured one-man-one-vote representation for urban areas and ended the rural hold on state politics.

### IV. Civil Rights Highlights

Judge Tuttle singles out two actions as his personal favorites during his years on the court. The first was his overruling a lower court's stay, thereby permitting the first two black students to enter the University of Georgia in 1961 without missing a term of school. The second was a Birmingham, Ala., school case in which he barred school authorities from expelling 1,000 black students for participating in a civil rights demonstration. In both cases, as in the Meredith case, Tuttle's interest was in seeing either that students entered the schools without undue delay or that they stayed to complete a school year.

Through it all, people would come up to the judge at parties and say understandingly, "I know you have to do it." Tuttle says, "I made it very clear that my personal opinions and background made it very easy for me to do what I had to do."

Judge Tuttle is among the very few men who regret nothing they have ever done. He is one in a million who is convincingly modest when he says, "If I had the privilege of sitting down to chart a course for my life, I would write down what I have done."



# How to get a job

A Pi Kappa Alpha exclusive! Missouri's Placement Director Robert Haverfield relates the important tips and procedures to remember while job hunting fresh out of college.



By Robert Haverfield  
Alpha Nu Alumnus

This May and June thousands of new college graduates will apply for jobs. Even though the employment shortages are easing up, there will be some new graduates who fail to get the type of jobs they want or will get no jobs at all for awhile.

You can do a lot to up your chances of employment with proper preparation for the job search and for the job interview.

Check first with your college placement office. Employers who query your school's placement office have indicated a definite interest in hiring from your particular school and you might as well check these leads first to take advantage of this interest. If the interviews don't seem to offer exactly what you are looking for, or if you have a peculiar set of circumstances and needs, talk with your college placement officer about the best way for you to go about your job search and to tailor it to your particular needs, characteristics and wants.

It may be that you have to develop your own leads. The College Placement Council's Placement Annual is a good source of company names and addresses along with the names of personnel directors or others responsible for hiring. Almost all four-year colleges and universities belong to the College Placement Council and have copies of this publication either for distribution or for temporary loan to students.

Incidentally, this publication is full of other valuable tips on letters of application, resumes, interviewing techniques, military service, and many other topics germane to your job search.

I recommend to my student-clients a steady and planned approach to the job search when one has to flush out his own prospects.

Dig out the names and addresses from whatever directories you have available, put these on index cards and then undertake a steady program, say one letter a day — and never miss a day. It doesn't take long with a schedule like this to have a lot of letters at work. Your expenditure of time and effort is reasonable and one you can perform on a regular basis without interrupting your normal routine. Remember, it only takes one good reply to make the whole operation worthwhile.

Speaking of letter writing, do write ahead asking for an interview. Walk-in job seekers frequently do get courteous attention but your chances of getting that courteous attention — and the job — are greater if you come when expected and not in the middle of a busy time for the man you want to see. When you walk in without warning, you run a good chance of missing the best man to see. If you write ahead, hopefully you will get to see the right man and at a time when he is expecting you and can give you his un-



divided attention. He has also had time to look over the resume and picture that you should send in with your letter, and he therefore knows more about you than he possibly could about the other fellow who just walked in cold.

**Brush up** on the company before you go in for an interview.

Don't ask an airline interviewer where his planes fly! Know!

Don't ask a corporate interviewer what kinds of products his company manufactures! Know!

Don't ask a newspaper editor if his newspaper is a morning or evening paper! Know!

Use directories, libraries, and even company literature to learn as much as you can about the company and you will find that you come on quite a bit better in a job interview.

And, while you're at it, get the man's name and title right before the face to face interview.

You will find that most placement offices maintain a pretty good file of company literature. Some of this literature is in notebook form and cannot be taken from the placement office while some literature is of the take-along variety.

**Show Up!** When you make an appointment, keep it. Be sure that you are there on time and at the right place. Don't keep the man waiting. He has little to lose — you have a lot to lose.

**Dress Up!** Even with the casual approach to dress evident on so many college campuses today, dress is important in the business office. Coat and tie — important. If you do have longish hair, be sure it is neat, clean and well-groomed. One large corporate representative told a meeting of the Midwest College Placement Association that his recruiters were told to ignore dress, hair cuts and lack of socks and to bring these people in for home office interviews regardless of appearance. He pointed out that top management agreed to this policy and that the recruiting staff agreed but that it was almost impossible to sell some of these talented but undergroomed graduates to middle and lower class management when these students were brought in for plant interviews.

When you are doing your research on future employers, try to find out who does the hiring within the organization. In some businesses, the personnel department has a lot to say. In others they have virtually no say-so. In the newspaper business, personnel departments usually flush out and locate the prospects, but the managing editor or his counterpart usually does the actual hiring of the professional journalist — whether he is experienced or a new journalism graduate. Similar exceptions exist in other industries and professions. Knowing this is extremely important and can be learned by careful digging at your placement

office, or in talking with experienced family friends, faculty members or recruiters.

The job market is easing up and companies are hiring more. Remember, however, that each year sees more college graduates competing for these jobs. Couple this with returning veterans from military service and you have a real competitive situation.

Extra effort pays off. In 1969 each graduate of the University of Missouri School of Journalism had approximately five to six jobs to choose from. Just a few years later in 1972, there was just about a one to one ratio of students to jobs. These jobs weren't always the desired ones in the right place and the class of '72 had to dig in and dig hard. The extra preparation for job seeking is not only wise, it is necessary. You will find that the procedures outlined here just might give you that edge over the next fellow when the chips are down.

Good Luck!

*Robert W. Haverfield, Alpha Nu (Missouri), is the Director of Placement and a Professor of Journalism at the University of Missouri, one of the nation's most renowned journalism schools. He is also known for his design for the fiftieth anniversary of the freedom of the press U.S. postage stamp in 1968 and his book, 100 Books on Advertising.*



(CLIP OUT AND MAIL)

Notice is hereby given of the Annual Meeting of members of the Pi Kappa Alpha Memorial Foundation, which will be held at 577 University Boulevard, Memphis, Tennessee, 38112, June 1, 1973 at 10:00 a.m.

Bob Williams, Secretary

THE PI KAPPA ALPHA MEMORIAL FOUNDATION  
577 UNIVERSITY BOULEVARD  
MEMPHIS, TENNESSEE 38112

I hereby designate and authorize Patrick Halloran or Bob T. Williams or \_\_\_\_\_ to vote my proxy at the meeting of the members of the Pi Kappa Alpha Memorial Foundation in Memphis, Tenn., June 1, 1973.

DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

(Print Name Under Signature)

**NOTE:** Members and relatives of Pi Kappa Alpha who have contributed twenty-five dollars or more to the Pi Kappa Alpha Memorial Foundation are voting members.



# ***The 'super chapter' fable***

*fa-ble (Fa' bl), n. 1. a myth or legend.*

The definition of the word fable, used above, applies quite often to the beliefs many people have of the operation of the Memorial Headquarters. It is not unusual to enter a chapter house and meet a group of surprised undergraduates who expected "someone much older." (The average age of the Fraternity's professional staff is approximately 25.) Likewise, some member always thought that the professional staff were volunteer alumni, or, conversely, that all of the Fraternity Officers are paid. Both ideas are falsehoods.

If you are among those who had minor misconceptions about the Memorial Headquarters, the Fraternity's centralized source of leadership and administration, it's your turn to laugh. A poll of the staff brought forth these fantasies: some people have asked us if "the Fraternity owns McGraw-Hill Publishing Company," or they have heard that "everyone who wears the late Harvey T. Newell's ring (on display at the Headquarters) is cursed."

Another fable is that the staff is a "super chapter." True, publicity has been given to the "dynamic character" of the "aggressive," young staff which, in some ways, resembles a mini-chapter. The staff is recruited just as pledges are rushed . . . the staff functions socially just as it operates administratively . . . and, there is a relatively high turn-over rate similar to the chapter's graduation plight. Yet, all of

the individual staff members have had their collegiate fling and now see their responsibilities tailored more professionally than socially. Another fable-fizzing consideration is that the functions which resemble chapter-level activities are designed not for self-fulfillment, but to be of service to the undergraduates. One such activity is the annual staff retreat.

Each year, just as most colleges are opening their doors for fall classes, the staff retreats. The purpose is two-fold. Keep in mind that the staff turn-over ensures an annual orientation to the objectives and direction of the Headquarters operation. More importantly, the retreat is designed to reduce to simplification the complicated and interwoven staff functions and year's events of the past academic year. We have found analysis valuable prior to considering goals and plans for the new school year.

The annual staff retreat is another activity which is analogous to a chapter enterprise. It follows that undergraduates who study our retreat method and experience may find it advantageous in planning their own. At least we hope so. That is the point of the article.

The retreat is held away from the Headquarters building (which, by the way, has not one of us living in it) to inspire creativity, to eliminate distractions and to provide a unifying spirit. A 9:00 a.m. to 7:00 p.m. day with periodic breaks is considered the optimum, and the early fall timing seems to send each of

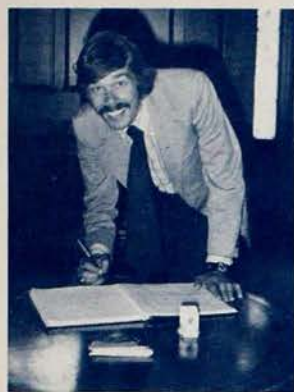
us into the academic year highly motivated.

Initially, we evaluate the past school year. The positive points and accomplishments are copied down on a large tablet — an excellent warm-up because it sets a positive tone. Then, the frustrations are discussed. Both tablets are kept exposed throughout the day to serve as resources and reminders.

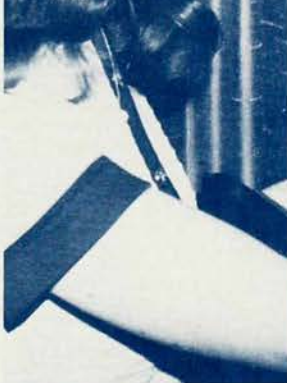
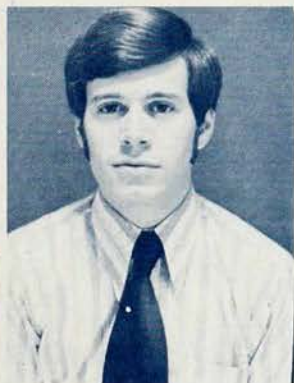
During the 1972 retreat, among the items jotted down on the first exercise was the development of the Membership Education Program. Although its "implementation" was listed on the "frustration" tablet, its "development" was a highpoint of the year. Among the other highlights were these: District Executive Council origination; successful chapter expansion; Regional Conference concept; publications; Fraternity financial control; the alumni solicitation; and, improved chapter reporting procedures.

Frustrations are numerous, not because of inadequate resources, but because of over-creativity. It may be likened to an excellent shortstop who gets more errors than his peers since he covers more ground than the average infielder. The staff simply has more ambitions than it has time. Among them were these: programs for membership retention, chapter alumni relations, interfraternity councils and critical chapters; development of alumnus counselors; district president vacancies; Leadership Academy format;





All but one member of the Memorial Headquarters Staff are pictured here. The newest member is Genevieve Carrigan, not pictured. On this page are: (top, left-right), Dick Coolley, Floyd Hilderbrand, Pat Halloran, Donna Visconti, John Hille; (row 2), Tom Wilkinson, George Lachat, John Kaegi, Renee Pierucci; (row 3), Allen Boone, Donna Smith, Steve Hoelscher; (row 4), Bill Kingston, Billy LaForge, Tim Brown, James Mason; (bottom row), Betty Ann Mallett, Ray Orians, Dick Burt, Karen Cagle, Steve Turner, Diana Robertson and Marjorie Cleveland.





"We must have a clear cognition of why we are doing what we are doing."

and, failure to identify talented, local alumni.

Discussing each area of success or failure not only assisted in gaining a better perception of the past year's events, it also got us on the track to defining the general objectives of the Fraternity. The next step to that mind-bending task (have you ever graphically defined your chapter's broad objectives? Try it, you'll see what I mean about mind-bending) was the evaluation of the trends in higher education.

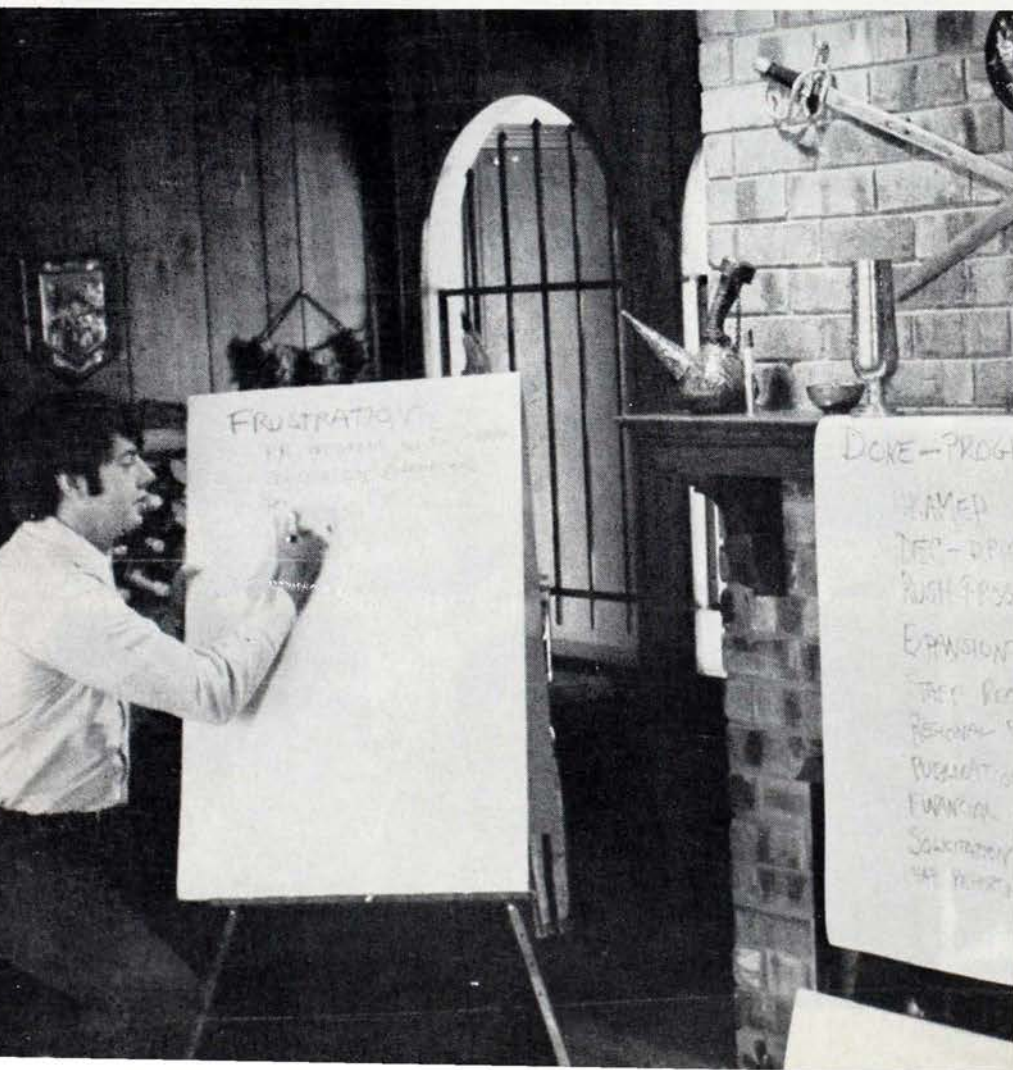
The future of the Fraternity, as if you hadn't guessed, is directly related to the trends in higher education. Although this short discussion is not necessarily relevant to the objectives of our Fraternity, it does help to keep in perspective the variables which act upon the planning and goals of the future. Students, for example, are liable to have increased financial burdens at the major state universities. That will stimulate the growth of junior colleges and urbanized education, something to keep in mind during expansion. Admission standards have declined steadily, which may be an explanation as to why the percentage of students is on the increase while the percentage of fraternity members is stable.

### I. The Missions

Naturally, the function of the Fraternity at its administrative and leadership level must relate to the general objectives of the Fraternity. The Preamble offers us a vague concept of our objectives (or missions) as a Fraternity, but what of the practical missions? It was determined that the "international" Fraternity, particularly at the Memorial Headquarters level, ought to be attempting to accomplish the following seven objectives.

- \* Interaction — offer chapters ideas and increased opportunities for individual interaction.
- \* Membership — offer the opportunity for membership to the Fraternity to all worthy individuals who will strive to fulfill our objectives.
- \* Services — make the concept of "international-type" affiliation more beneficial through administrative and programming assistance.
- \* Responsiveness — make the Fraternity compassionate and responsive to individual needs of members and chapters.
- \* Involvement — maintain lifelong membership involvement.
- \* Development — facilitate individual (human resources) development.
- \* Structure — maintain and constantly strive to improve the organizational structure.

Sound simple? In their basic, generalized form, the missions of Pi Kappa





Alpha are easily enough understood. However, they were anything but easily defined. The value of the exercise cannot be underestimated. Before planning activities, budgeting for the programs and man-power, and prior to making directional commitments, we must have a clear cognition of why we are doing what we are doing. A similar exercise is highly recommended for chapter retreats prior to discussing future activities.

## II. The Goals

Brainstorming is a creative drill, one which is continually suggested to chapters to find solutions to problems (it is explained in detail beginning on page 76 of the new *Garnet & Gold Membership Manual*). Over 105 items were cited by the staff during the culminating session designed to originate the goals and programs for 1972-73. Many of the items were on-going responsibilities, assignments and continuous programs commenced earlier. Many suggestions were highly unlikely and met with only nominal support from the other staffers. Needless to say, several ideas may come to pass in the future, but would be considered extremely audacious today.

Thirty-two major items (programs, responsibilities, goals) were selected and

categorized as 1) growth, 2) programs, 3) experimental programs, 4) administration, 5) publications, 6) long-range planning and, 7) miscellaneous.

Certainly, with your curiosity at a peak, I couldn't get away without enumerating some of the more interesting items adopted (the other 70% which were not adopted, were not totally rejected. We will come back to them next fall and, in many cases, we are discussing them during weekly staff meetings in order to be prepared for future needs). Under programs, the development of a leadership dynamics program was conceived. By next year, all IKA undergraduates will have an unusual opportunity — to improve their human resources capabilities prior to graduation. It is an occasion usually reserved for management trainees after graduation and only then is it available in a limited sphere of occupations. Other programs conceptualized that day included a re-definition of regional and district meeting objectives leading up to the Leadership Academy or Convention each summer and the Idea Bank and Chapter Printing Service origination.

Among the experimental programs are airport conferences, study of the community chapter concept and junior college expansion.

Administratively, a goal of visiting 90% of our chapters at least twice was set and is being realized this year. Another result is the re-evaluation of the antiquated awards program and the introduction last fall of the new "special recognition" program.

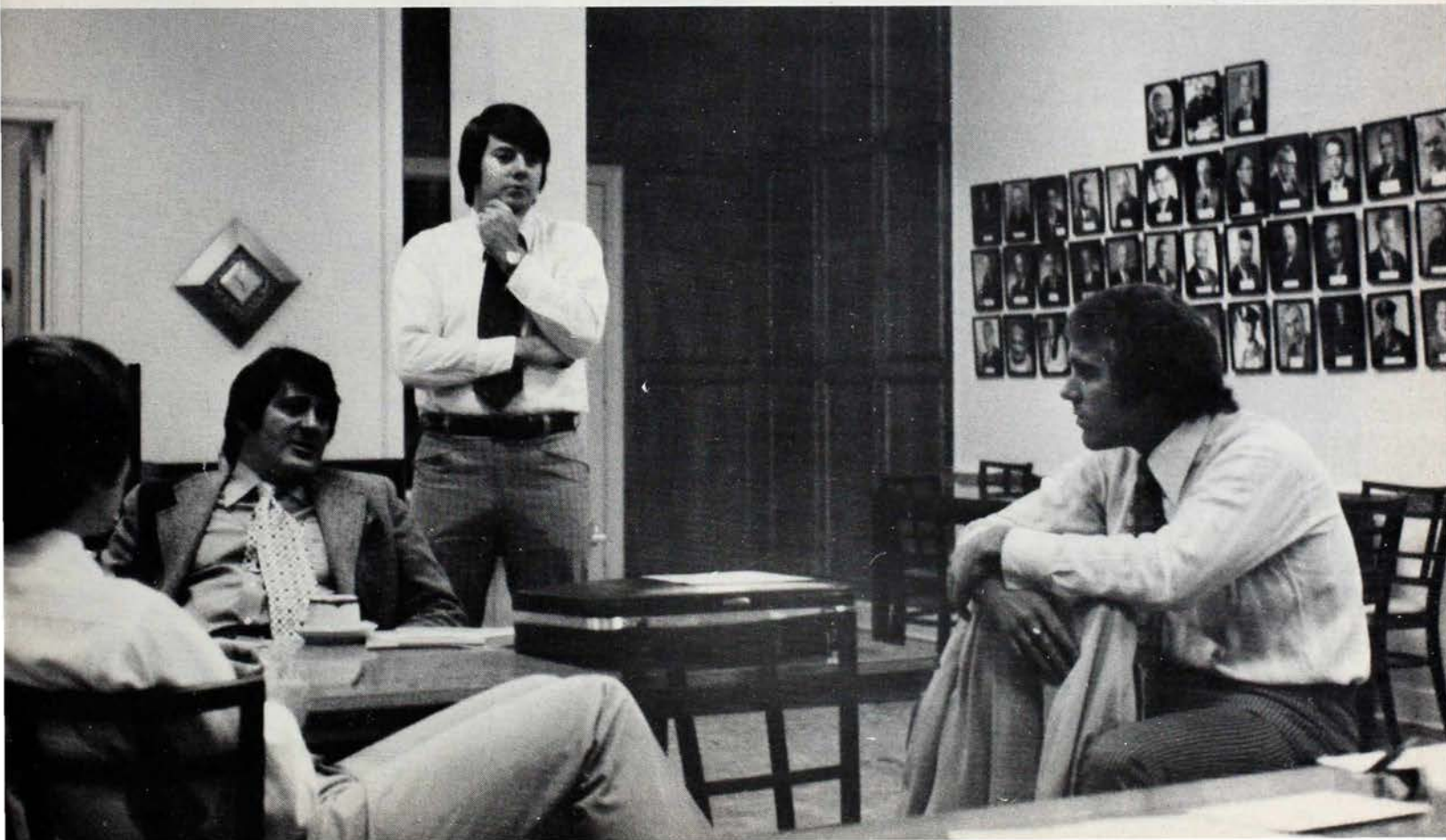
Seven manuals or other publications are being revised and updated.

Apartment-style housing, occupational counseling and placement and the Fraternity's national publicity and public relations are among the Long-Range Planning items selected.

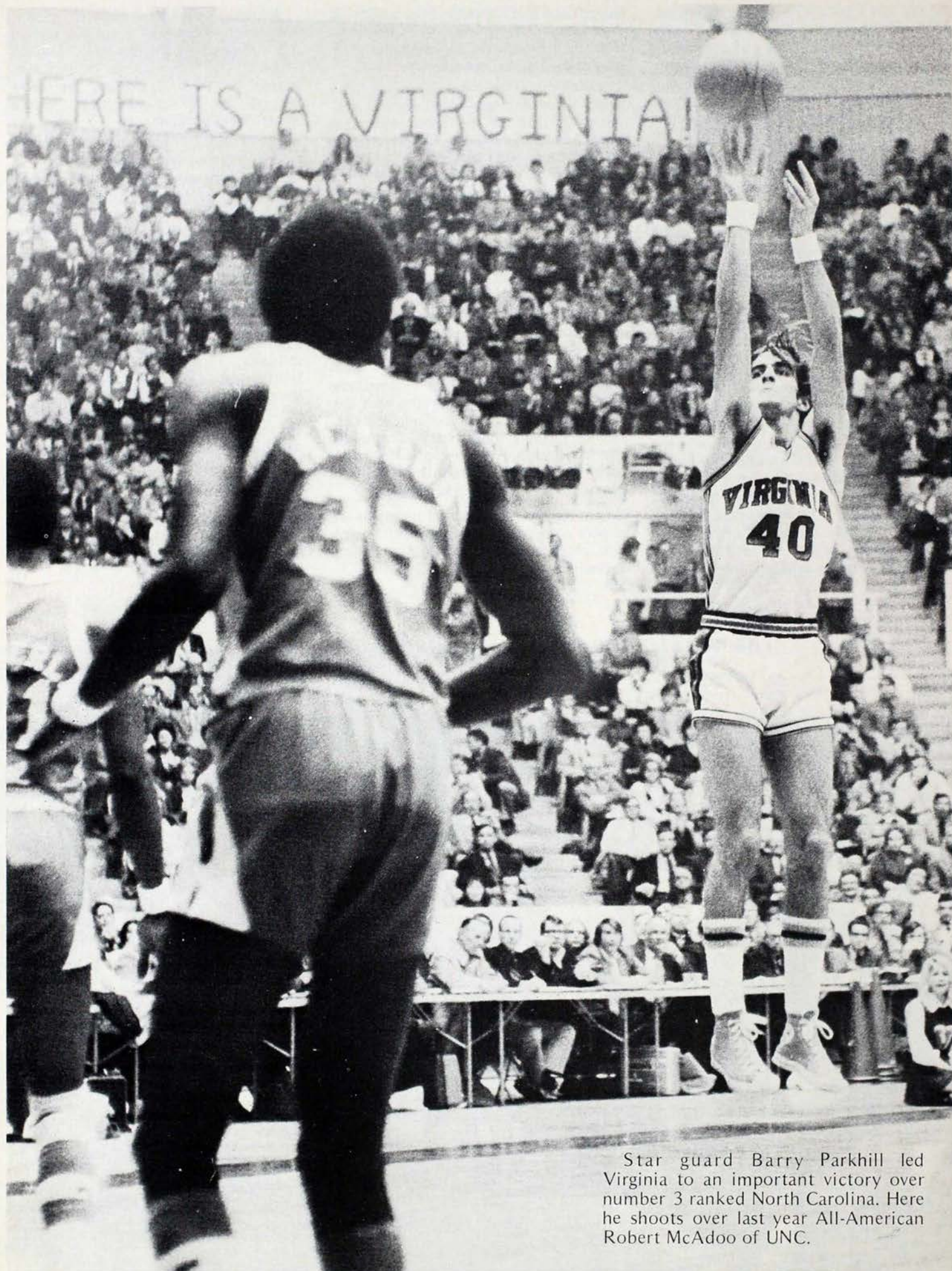
Seldom do people outside the International Officer circle have an opportunity to delve into the minds of those who administrate and/or lead Pi Kappa Alpha. The rare acquaintance with the attitudes of our leaders is not purposefully guarded. It is more the lack of one-to-one interaction on a meaningful scale which inhibits this knowledge from spreading. Illustrating one means by which the staff determines its year's priorities, always subject to Supreme Council evaluation, accomplishes two objectives: The retreat experience is helpful to the planning of similar ventures; and, communication of the objectives and goals of the Fraternity is better accommodated.



*The moral of the story is . . . when in doubt — retreat!*







Star guard Barry Parkhill led Virginia to an important victory over number 3 ranked North Carolina. Here he shoots over last year All-American Robert McAdoo of UNC.



# Basketball forecast

## All American TTKA's

The first two back-to-back winning seasons in 22 years were put together by the University of Virginia behind talented hoopstar Barry Parkhill, an Alpha Chapter senior. And, it appears Virginia is headed for an unprecedented third winning season in a basketball-tough Atlantic Coast Conference. Parkhill, an All-American pick last season, is the cream of the Pi Kappa Alpha crop of outstanding collegiate players for 1972-73.

Parkhill, who *Sports Illustrated* said "has a tendency to sparkle in the big games," is one of five Pike undergraduate hoopsters selected to the fourth annual Pi Kappa Alpha All-American Basketball Team. *Sports Illustrated*, commenting on two Eastern ballplayers who went South, said, "Barry Parkhill and Kevin Joyce are

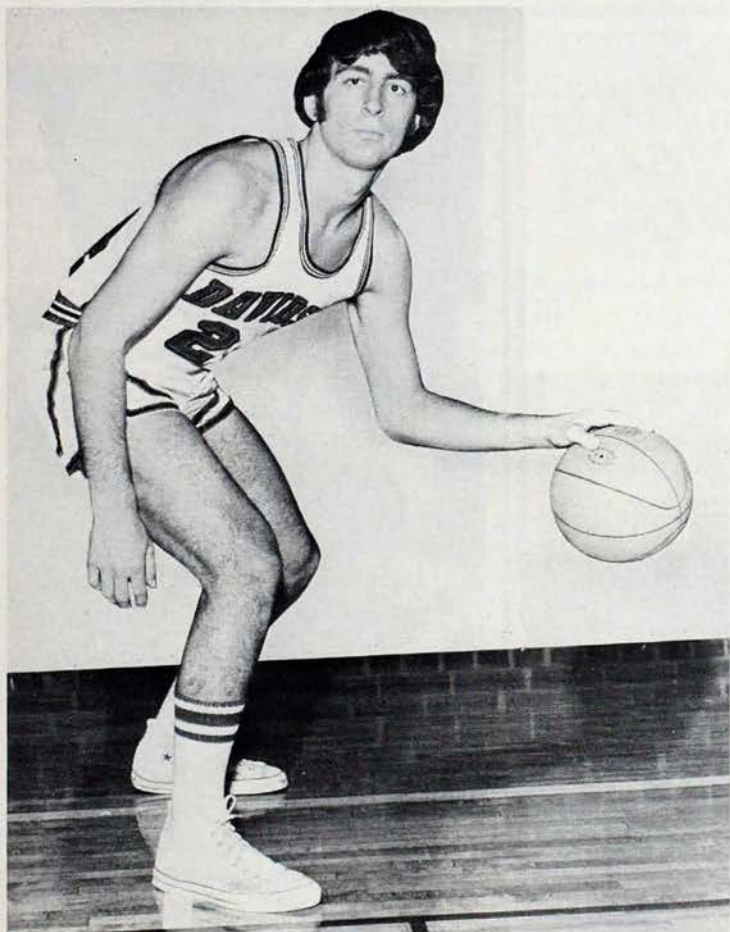
fearsome competitors who are most effective along the baseline, but they are compelled to lead young teams."

Taking a 6-5 season record with them, Virginia ruined North Carolina's number three national ranking in late January with an impressive 84-78 triumph at mid-season. It was the first time Virginia had ever beaten the Chapel Hill team at home. "It was very possibly one of the most significant victories in Virginia history," said Sports Information Director Doyle Smith. "Barry can do everything well," he added.

Among his talents is the unheralded job of passing and setting up points. He holds the Virginia single season assist record and is in striking distance of breaking it again this year. He should also

break Virginia's career record for assists. Parkhill occupied the fifth position among Virginia's all-time scoring leaders at press-time and has at least second place well in reach. At mid-season, Barry averaged 18 points per game. The 6-4 guard shot at a .384 clip from the floor and .847 from the foul line.

Parkhill is destined for pro ball. During his sophomore and junior seasons, the ABA Virginia Squires franchise drafted him although he chose to remain in school until graduation. Superstar Jerry West of the NBA Los Angeles Lakers said, "If he was a senior now, he'd be our number one pick," after watching him last year. Many consider Parkhill one of the top four guards in the nation.



John Peacorak, Davidson



Skip Carleton, Stephen F. Austin



## I. Other Stars

The remaining members of the IKA all-star first string are seniors as well, though only three are returnees from last year's team. One of those repeaters is center Geoff (pronounced "Jeff") Burness.

Burness is a 6-9 Hampden-Sydney star. An HSC coach remarked that it would be an unusual situation if Burness were not selected all-conference if not honorable mention all-American this year. He was averaging nearly 17 points per game with an incredible 52% field goal average through a dozen games. "He is definitely our big gun and is having his best year."

The other returnee from last year is John Pecorak, a 6-4 forward from Davidson. Pecorak earned honorable mention on the IKA team during his sophomore year as well. At mid-season, he was averaging over seven points per game while scoring on 45% of his shots from the floor. Coach Terry Holland described Pecorak's situation. "I'm sure that many people would not understand when I tell them John is an all-American basketball player. All I can say is that I see him play constantly and I know he is an all-American." He added, "He is a great team leader and he plays with enthusiasm-breeding spirit." Pecorak is more than a leader on the court. The Davidson captain is a scholar with a chance to be selected an Academic All-American.

A small college all-American candidate last season, Presbyterian's Fred Melson is the other forward on the Fraternity all-star team. The 6-5 senior received both all-district and all-conference honors last season while leading the team in field goal percentage. He is shooting in style again this year. At mid-season he averaged 53% from the floor for a 23-point-per-game average. He grabs 10 rebounds per game as well. Melson is again his team's captain.

Guard H. E. "Skip" Carleton of Stephen F. Austin State University, a team that was ranked number one in

NAIA polls in January, rounds out the Pike first string selection. A 6-4 floor leader, Carleton averages about eight points per game while firing buckets at a .455 clip. He has started all three years on the highly-ranked SFASU five and is considered the most outstanding defensive player on the squad.

## II. Second Team

The guards on the IKA All-American second team are juniors Gary Rentsch and Mike Wegener of Carnegie-Mellon. Wegener made first team honors last season while Rentsch is a second team repeater. Rentsch has the scoring edge with a 13.5 average compared to Wegener's 9.3, though both are team leaders and recognized guards within their conference.

At one forward on team two is freshman Charles Capito from Hampden-Sydney. Capito has a 45% field goal average netting him over 13 points per game and 14 rebounds in each contest.

The other forward is 6-4 Joe Couch, a junior at the State College of Arkansas. Couch is shooting at a 50% rate netting nearly 18 points per game.

At center is FIT's Mike Bledsoe, a repeater from the 1971-72 second team. Bledsoe averages 9.2 points per game with a 58% field goal clip. The 6-5 Florida Tech senior picks off eight rebounds in each encounter.

Rounding out the team are the following players selected for honorable mention:

*Guards* — Mark Sorgenfrei and Mark Lynch, Millsaps; Mell Blackwood and Dennis Bailey, State College of Arkansas; Marty Cohen, Carnegie-Mellon.

*Forwards* — Tim Taylor and Steve Rouch, Carnegie-Mellon; Dennis Sargent, New Hampshire.

*Centers* — Jim Borm and Rob Pinnell, Eastern Illinois.

# POSTSCRIPT

Pi Kappa Alpha is noted for its mixture of renowned and important alumni. An interview with one of the most distinguished alumni will be the focal feature in the June issue. Although the interviewee is a surprise, you are sure to find this article stimulating and interesting.

Dr. S. I. Hayakawa will discuss the lost art of listening. He believes listening is a two-way responsibility and he sets forth principles to improved listening as a method of effective communication.

Expansion — it is sometimes controversial, but always accepted as necessary not only to preserve the Fraternity heritage, but to spread the magic of fraternalism to more niches and corners of North America. Pi Kappa Alpha's successful expansion formula will be discussed in June as we take a look at our newest chapters.

The Miami Convention last summer passed legislation allowing the initiation of men who attended colleges without IKA chapter representation. Is it the first step towards the "community chapter" concept such as Kiwanis or the Jaycees? We'll discuss that possibility as well in Number 4 of Volume 83, the *Shield & Diamond* magazine.

Editor



Dr. S. I. Hayakawa

### 1973 IKA All-American Basketball First Team

Name	School	Position	Height	Year
Barry Parkhill	Virginia	Guard	6-4	Senior
Skip Carleton	Stephen F. Austin	Guard	6-4	Senior
Fred Melson	Presbyterian	Forward	6-5	Senior
John Pecorak	Davidson	Forward	6-6	Senior
Geoff Burness	Hampden-Sydney	Center	6-9	Senior

### Second Team

Gary Rentsch	Carnegie-Mellon	Guard	6-0	Junior
Mike Wegener	Carnegie-Mellon	Guard	6-0	Junior
Charles Capito	Hampden-Sydney	Forward	6-6	Freshman
Joe Couch	State College-Arkansas	Forward	6-4	Junior
Mike Bledsoe	Florida Tech	Center	6-5	Senior



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**Assistant Executive Director:** John S. Hille, O

**Director of Alumni Affairs:** R. John Kaegi, BP

**Director of Chapter Housing & Finance:** Raymond L. Orians, AZ

**Associate Director of Chapter Housing:** Richard A. Burt, PH

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**Chapter Consultant:** Richard Coolley, AF

**Chapter Consultant:** William D. Kingston, AT

**Chapter Consultant:** William N. LaForge, ZB

**Chapter Consultant:** Steven L. Turner, ZE

The complete Pi Kappa Alpha officers and chapter directory is published and updated annually. The directory contains the names and addresses of all Fraternity officers, district presidents, alumnus counselors, past national presidents, chapters and alumni associations. For your complimentary copy of the comprehensive directory, write the Memorial Headquarters at the above address.

Pi Kappa Alpha was founded at the University of Virginia, March 1, 1868, by Julian Edward Wood, Littleton Waller Tazewell, James Benjamin Sclater, Jr., Frederick Southgate Taylor, Robertson Howard and William Alexander.

The magazine is published each fall, winter, spring, and summer. Copy deadlines are: January 15, April 15, June 15 and October 15. Address all correspondence and changes of address to: The *Shield & Diamond* magazine, 577 University Blvd., Memphis, Tenn., 38112. Include both old and new addresses.

The *Shield & Diamond* is published by the Pi Kappa Alpha Fraternity, 577 University Blvd., Memphis, Tennessee, 38112. Second class postage paid at Memphis, Tenn., and additional mailing offices.

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Please inform me of the location of the nearest city alumni association.

Please use the information below in the next *Shield & Diamond* Alumni News section.

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Forward to Pi Kappa Alpha Memorial Headquarters: 577 University Boulevard, Memphis, Tennessee 38112.



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## A most loyal alumnus

Illinois alumnus Keeler DeWitt "K.D." Pulcifer is the recipient of the prestigious Pi Kappa Alpha Loyalty Award, an accolade which he played a major role in originating.

A member of Beta Eta Chapter's first initiation class following its March, 1917 installation, K.D. is "a tireless worker for the Fraternity," says a passage from the *History of Pi Kappa Alpha*. The award is given to alumni who provide uninterrupted loyalty and meritorious service to the Fraternity. K.D. is certainly qualified.

In 1924, the journalist became Assistant to the National Editor of *The Shield & Diamond*. In 1930 he became Managing Editor for a short stint preceding nearly 10 years as Editor. He briefly became Editor again in 1941 following the resignation of Richard G. Baumhoff (Beta Lambda - Washington University). He served as the Fraternity's National Secretary from 1943-1946. Twenty years later, he was appointed Chairman of the Centennial Commission. Most recently, he served on the Alumni Advisory Council.

Executive Director Pat Halloran describes K.D., "There is no one who could match the service, dedication, results, and brotherhood." He is well-known to each generation of Officers and staff members. They are the "important" people on his regular correspondence list because of their involvement in the direction and future of his beloved Fraternity. There has never been any other institution of more relevance to K.D.

His enduring qualities, concern and loyalty, have kept this man among the most respected of Pi Kappa Alpha's alumni - the essence of those few who are qualified to receive the Loyalty Award.



PARENTS: Your son has his copy of the *Shield & Diamond* mailed to his home address while in college. Please notify the Pi Kappa Alpha Memorial Headquarters, 577 University Blvd., Memphis, Tenn., 38112, of his new address after graduation.

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