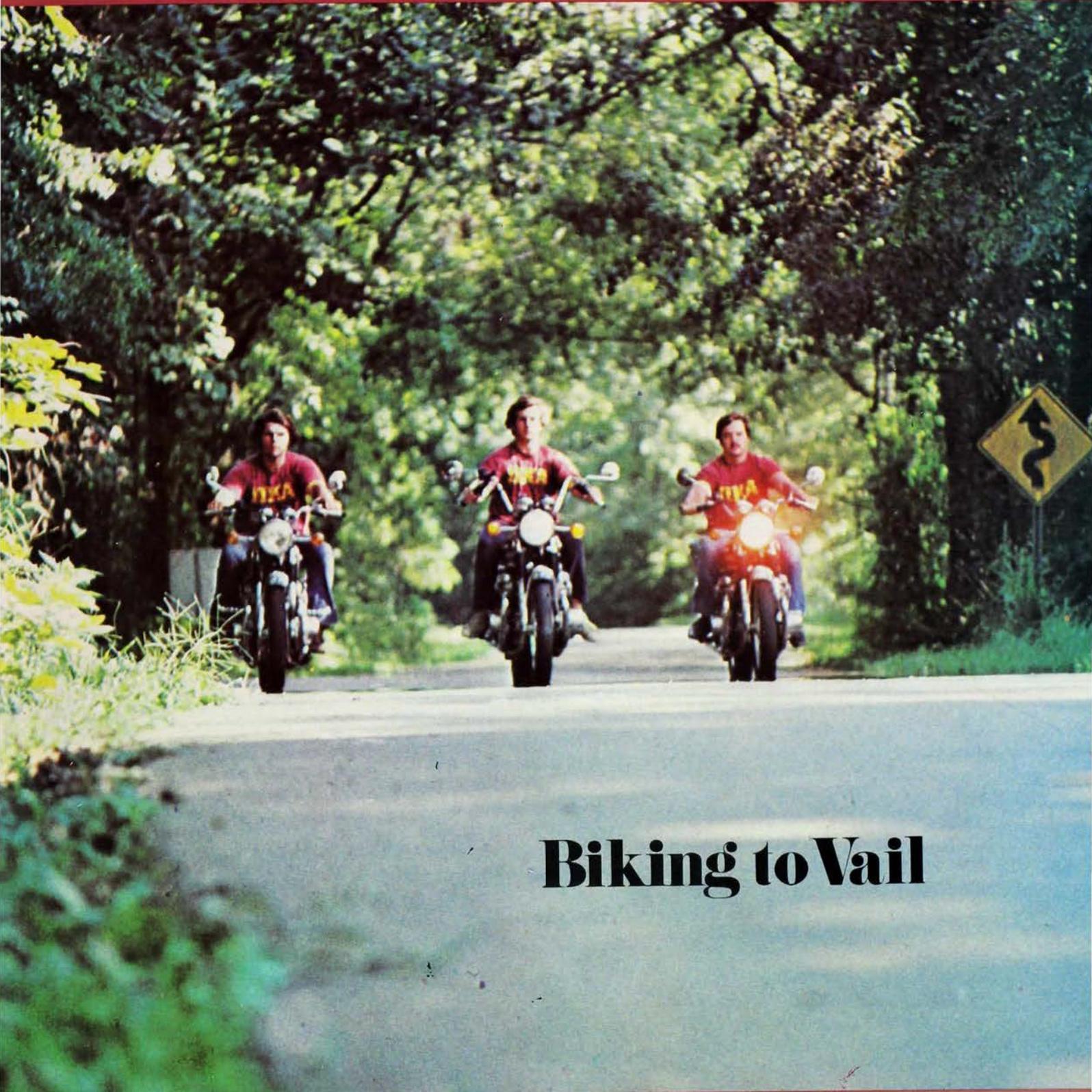


SHIELD & DIAMOND

OF PI KAPPA ALPHA

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Biking to Vail

COMMENT

By John Kaegi, Editor

Probably the most educationally beneficial fraternity era fell between 1832 and 1880 when their emphasis was on literary and debating societies. Meetings were spent relating poems, essays and orations. Much time was spent discussing contemporary issues; social activity was minimal.

Fraternalities evolved to their more social basis after 1880 when they began providing student housing and, compared to European universities, were largely unsupervised. College administrations and national fraternity officers formally recognized one another setting mutual goals of cooperation that led to the formation of fraternity foundations to support their members educationally.

Graduate student Jay L. Rothberg of Michigan State recently completed his thesis, "How Do Fraternities Support Their Memberships Educationally?" In addition to providing an historical perspective, he identifies several outstanding educational programs provided by fraternity foundations, among them the ΠΚΑ leadership program which concentrates its efforts on improving human resources. Many fraternities are beginning to follow the ΠΚΑ lead. However, the foundations of several fraternities offer a wide variety of interesting and viable programs that should be noted.

The most widely accepted foundation program is assistance through scholarships, grants or loans. Thirty-one nationals support such programs. Some offer special awards to members who, or schools whose chapters, excel academically. Others provide graduate assistantships for chapter counseling, either

in fraternity affairs or in tutorial work. Alpha Kappa Lambda sponsors two graduate interns who study part of the year and work the other part as chapter consultants while receiving their degree.

Ten fraternities support active library programs for their chapters. Others sponsor student exchange programs both for foreign students and for transferring members. Delta Upsilon's foundation has produced five films on the basic techniques for reading improvement and study skills.

In whole, the variety of educational programs look very impressive. However, I imagine only a very minor segment of the undergraduate fraternity world is really reached and helped by these programs. Rothberg says the "autonomy of the national organizations should not interfere with progress" and suggests a special cooperative task force that would improve foundation offerings.

Each fraternity must identify its educational objectives to be sure its efforts match its ideals. Few probably do and those, I would guess, place low priority on education. In order to survive on most campuses in the future, fraternities must place new emphasis on providing a viable, exciting and unique educational experience for their members. I agree with Rothberg who hopes to see a new era in fraternity history which "will de-emphasize the building of larger chapter houses and reassess its role in the mission of American higher education. Small group living and the ability of each man to learn from the group should be re-emphasized."

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Cover:

With the 1974 ΠΚΑ Convention in Colorado in the midst of an energy shortage, many Pikes are biking it to Vail. Photograph by Jimmy Lovitt, Memphis.

OPEN FORUM

(Editor's Note. The following comments are taken from the *Shield & Diamond RUSH* issue survey. Encouragingly, over 150 surveys were returned. S&D *RUSH* is a new "mixed-media" publication concept combining two tabloid newspaper issues of the *Shield & Diamond* with three magazine issues presenting timely news in the former publication and feature material in the latter. If you did not receive *RUSH*, contact the Editor at the Memorial Headquarters. The comments below are representative of the overall survey results. See page 47 for further information on *RUSH*.)

Positive

I am very impressed with the idea of the two *RUSH* publications. Moreover, I am delighted with "Chapter Notes." Keep it up!

Shannon Miller
Zeta Theta

I think the *Shield & Diamond* should have at least six issues a year. The *RUSH* issue is a good idea, but should be in addition to the magazine. I enjoy reading the *Shield & Diamond* very much. Keep up the good work!

Robert D. Greenberg
Beta Theta

I recommend mixed media for cost-saving (I'm in textbook publishing) and prefer monies to go to service and scholarship.

Glen L. Lyle, Jr.
Delta Mu

I feel some communications are definitely warranted and worthwhile, but too often organizations become somewhat obsessed with doing only the surface things, i.e., grandiose

magazines, etc. I favor your approach.

R. L. Mason
Delta Beta

I consider this issue as the best, friendliest one that has been put out in all the years I have been getting the *Shield & Diamond*, and that is a long while. The news is concise, terse and presented clearly. The Alumni Notes need some expansion to keep us old guys interested.

J. E. Aebischer
Alpha Xi

A splendid job! I like the mixed media approach. Chapter Notes is interesting.

C. H. Boykin
Beta

I feel the publication is a good effort by National and at the same time, responsive in an effort to secure addresses and re-group alumni; however, spending must be held to a minimum.

Tom Buford
Omega

I favor publications which make our fraternity news available to all alumni. Those who are interested will read it. Additional funds and effort could turn this into an advertising campaign, but I feel the additional funds could be better used.

Robert H. Lewis
Upsilon

Negative

This type publication looks like an inexpensive shopping center newsletter as opposed to the professional fraternity magazine published in the past.

Gary R. Farrar
Delta Delta

What has become of the policy we adopted in Atlanta in 1926, setting up the *Shield & Diamond* Endowment Fund and providing for life subscriptions to the

Shield & Diamond. I find the present content unreadable, uninteresting and sloppy; too bad!

Richard G. Baumhoff
(past Editor)
Beta Lambda

Editor's Note: The *Shield & Diamond* Endowment Fund was changed at the 1970 Biloxi Convention to ΠKA Endowment Fund with funds directed to leadership projects due to new tax laws. In 1926, ΠKA did not foresee the paper shortage or skyrocketing publication costs.)

Chapter Notes

More extensive coverage of all chapters and in particular, conventions. We now have 165 chapters and to me, each deserves a *RUSH* issue on it alone, but simply to be practical, expand publication.

Gary Smith
Zeta Phi

I enjoyed the new issue very much. I like to read about the undergrad chapters — even those I have no contact with. Particularly when there is academic, sport, social or rushing achievement.

Phil Lighty
Gamma Xi

I do enjoy the local chapter news. The more the better. The same with Alumni Notes. I feel chapters should make strong efforts to supply this info.

Frank A. Charles
Gamma Sigma

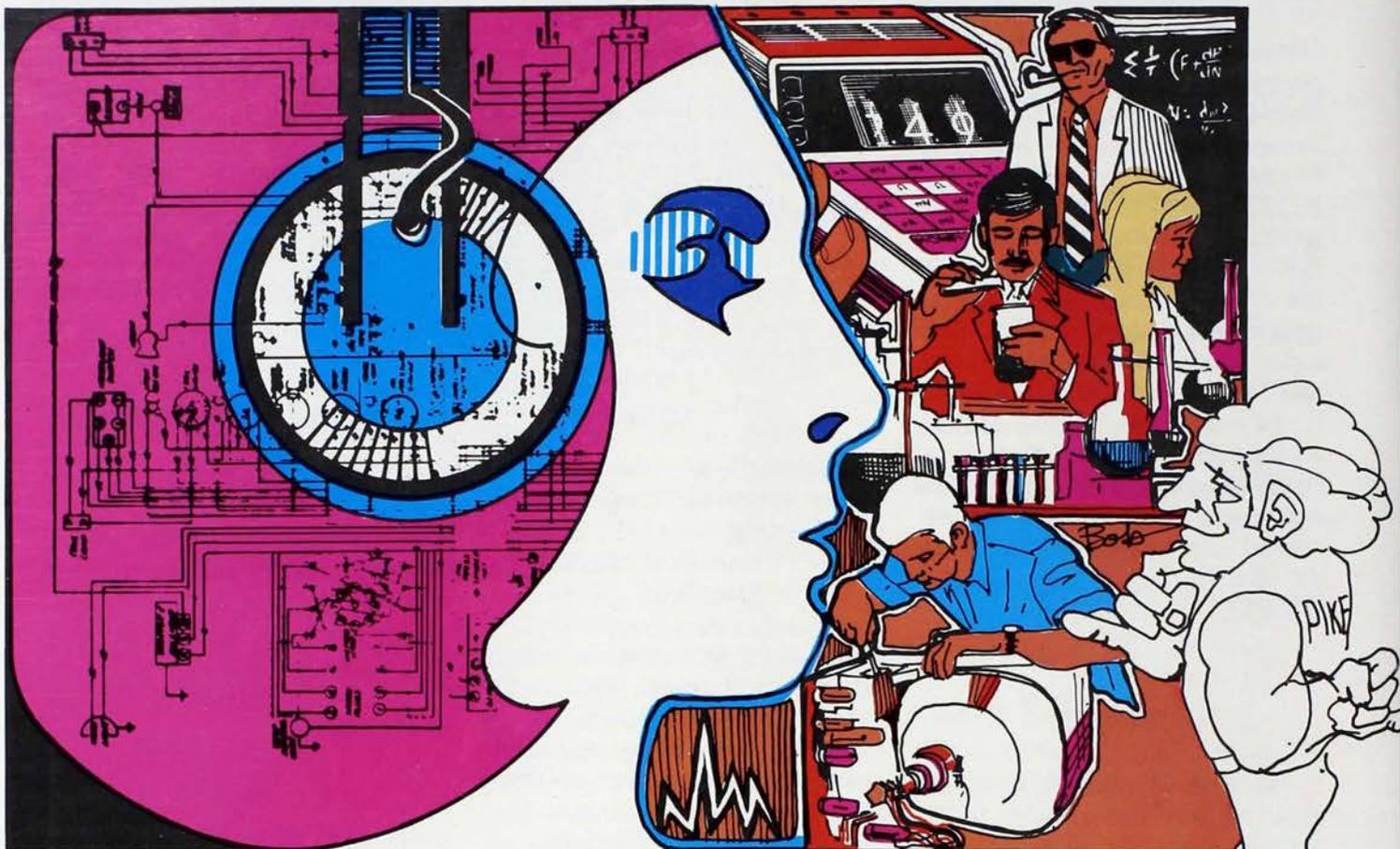
Perfect Perspective

Thought Pat's Perspective on "Why National" in the latest edition of *Shield & Diamond* was terrific!

It's a new approach; an absolutely correct and precise approach and one that has eluded me for the past five years.

Continued page 46

(How to bolt future shock
and live to tell about it)



Interface, a cold, coarse computer term, is the last word in surviving future shock. It is the first word in quieting restless educators who insist "Greeks need us, but we don't need them." The future lies in the merging (interfacing) of the educational objectives of fraternities and their host institutions.

**Introduction By
Dr. William R. Nester**

*... Whatever will be, will be
The future's not ours to see,
Que sera, sera . . .*

This melody of the late 1950's is precisely that: an outdated, quaintly catchy bit of tin pan alley. It represents an attitude of complacency, trust that tomorrow will be much like today, and a passive acceptance of whatever the future will bring. The change in our music since then has been no less dramatic than our changed attitudes toward the future. Rapidly accelerating technology, the reality of information overload, scientific discoveries that are barely identified and understood before they

INTERFACE

are outdated . . . these are the thieves of the 1970's, the thieves of change and unpredictability.

It has no longer become a question of whether things ought to change or how quickly they ought to change. We have recognized that change itself is perhaps the only certainty. We have begun, as a culture and as educational institutions, to put change under the microscope, to try to understand it, to direct it, to perhaps harness it, and, most importantly, to survive it. For we have learned that change is not simply progress. It may also be anxiety, stress, paralysis in the face of too much choice: future shock, the disease of change.

Universities and colleges change less rapidly than other social institutions, sometimes to the chagrin of their human population, perhaps to their long-range advantage. For within the University, perhaps there is still time to equip people with the

skills needed for the future. And the fraternity system itself has a special opportunity to contribute to the process of education for change, because within the concept of fraternity life are some untapped resources that have been seriously overlooked in recent years.

Students are feeling the tremors of future shock in a variety of ways. Career choices made as freshmen have often become irrelevant to the graduating seniors tackling the job market. It is not an irrelevance simply related to the highs and lows of the economy. The very nature of jobs and careers are changing so that the student has been prepared for a field that no longer exists. The University system itself may be contributing to the future shock students feel. The fundamentals learned in a freshman course may have to be entirely relearned in a senior seminar, because the information advances have been so rapid. Financial retrenchment of a university may result in the reduction or elimination of the program choices a student makes as an entering student.

The educational leaders whose job it is to decipher the messages in the crystal ball are all telling us that the most appropriate education is one that will convey skills for future survival. Not how to do a certain job, but how to learn *whatever* the job will be in the future. Not to learn "X," but to learn how to learn. The message is loud and clear; the consequences are muddy and uncertain. What skills are these? How are they learned? How do we find enough permanence to survive change?

Alvin Toffler, the author of *Future Shock* and a major analyst of change, offers some suggested prescriptions in his general diagnosis of the disease of change. And his prescriptions as they relate to education touch directly on the resources the fraternity system has offered in the past — and must offer in the future.

Toffler sees a general trend in education which contributes to the inability to deal with change:

"Worse yet, students are seldom encouraged to analyze their own values and those of their teachers and peers. Millions pass through the education system without once having been forced to search out the contradictions in their own value systems, to probe their own life goals deeply, or even to discuss these matters candidly with adults and peers. Students hurry from class to class. Teachers and professors are harried and grow increasingly remote. Even the "bull session" — informal, extra-curricular discussions about sex, politics or religion that help participants identify and clarify their values — grow less frequent and less intimate as transience arises."

In other words, the very skills that are needed for the future — self-awareness, social discussion, communications, personal goal-setting, and value

formation — are being increasingly ignored by the educational system. "While all students *should not* study the same course, imbibe the same facts, or store the same sets of data, all students *should* be grounded in certain common skills needed for human communication and social integration."

The real reason for the increased interest and participation in fraternity life by students is not a return to the past. It is not a part of a nostalgic return to "the way we were." It is a phenomena of the present, aimed at the future. Students are looking for environments that will help them develop both the skills and the sense of self that will equip them for whatever future world they may confront. And they have correctly identified fraternities as an environment which in the past has promoted human communication and social integration, a place where the process of introspection and self-development can be constructively shared and improved with others. The fraternity system by its credos, its history and its structure has the resources to do this, to assist individuals in developing some personal roots that will keep hold whatever directions from which come the winds of change.

But we cannot feel that the increased interest is simply a benefit to the system. We cannot simply add the names to the roster and let nature take its course. The expectation is that fraternity life will provide some special qualities not available elsewhere on the campus. And we must deliver, not just because it is expected, but because it is needed and because it is not available elsewhere. If we are successful, we should become a model for the other aspects of campus life in providing future skills.

Fraternity members, advisors, and alumni have all felt buffeted by the forces of change that have been operating on campuses for the past decade. As a result, there has been a great deal of discussion about the future directions of fraternity life, increased relevance to other aspects of campus and society, as well as discussions about pure survival. These have been frustrating, exhausting and too often unproductive. Perhaps the lesson is that the conclusions of these discussions are not nearly as important as the fact that they occurred. The "analysis process" itself is what is needed.

We cannot afford, either as a national organization or as individual chapters, to misinterpret the present or the past. We have not arrived some place; we have simply learned how to travel. We must translate this lesson into programs for individual chapters as well. It may mean having seminars on value definition with campus consultants; it may mean conducting career planning seminars with a diversity of alumni; it may mean creating environments and times where informed discus-

sions can easily occur. The format, like the future itself, is not predictable and there are no universal answers that will fulfill the needs of all members at all chapters.

I think the past decade has seen us live through two extreme reactions to change; we have either resisted change and as a consequence felt irrelevant, or we have rushed headlong into changes in an effort to regain acceptance by becoming instantly "relevant." Both reactions have ignored the major strength of fraternity life, which is the opportunity to interact and grow with others in a process of self-discovery. We have let that skill lie dormant for too long. Now that there is a recognized need for the resources we possess, and a demand for them, they must be successfully revived and nurtured. Our success will determine whether we can adapt and survive future shock.

Dr. Nester is Vice Provost for Student Affairs at the University of Cincinnati. His involvement in academia has not stifled his fraternity work. He served IKA as a district president prior to his first term on the Supreme Council in 1968 serving as Educational Director in the meantime and as Director of University Relations since 1970.

Interfacing Today's Student Needs

By John Kaegi, Editor

Educators are wondering, to use an old adage, if Greek letter organizations can see the proverbial forest for the trees? With outstretched arms, fraternities are welcoming students who show rekindled interest in the small group experience. They view the return to club involvement on their campuses with perspired relief, content that the worst is over and confident again that their age-old message is heeded. Now that Greeks have changed enough in their programs and attitudes to regain limited popularity, will they remain contemporary by continuing their recent progressiveness? Or, are fraternities content to once again campaign on their record?

It took long enough for undergraduate members to admit basic philosophy differences existed between them and the campus. Once the freshmen-starved chapters began to innovate, they began to get results--like increased interest and publicity.

With the spreading theory that students "have gone back" to another era, future Greek change is alarmingly doubtful. Unfortunately (for Greeks), students have not regressed to their prototypes of the demure fifties. They are unique, their needs and expectations are new, yet they are being confused with society's nostalgia craze. The dangerous result is a relaxation of attitudes toward progressiveness by fraternity workers, almost as if to say students and higher education have become stagnant.

Fraternity workers are in dire need of a periodic refresher course on the evolution of education and the student. That was an observation reached by participants of the 1974 Interfraternity Institute. The fifth annual Indiana University workshop, attended by some 40 fraternity staff personnel and advisors last June, strives to provide insight into the changing educational scene. Revealed were some eye-opening trends on today's campus and the requirements faced in the future by Greeks who desire continued popularity on the campus.

The New Student

"We thought if campuses would just quiet down, we would return to the solitude of the past," reminisces Dr. Robert Shaffer, higher education professor at Indiana. "What emerged, instead, was a brand new student culture." Shaffer indicates four relationship changes involving the student and his educational surroundings.

First, a change in the relationship between students and their education method. Once considered the only method to impart knowledge, the teacher-to-student concept is evolving to a more cooperative learning venture. Today's good teacher must entice curiosity and invite the student to learn. One day the traditional theory that students

are "empty bottles to be filled," says Dr. Shaffer, will be replaced by "students are candles to be lit. You chance losing control of the fire, but it's a calculated risk."

That fraternities will help the student with his studies, their traditional claim to significance, is "hogwash," says Dr. Shaffer. The freshman will join for other reasons now that the college is sufficiently involving him in a meaningful kind of education.

A second major relationship change is occurring between the student and his campus. Parents who still send their children off to college expecting institutional protection and guidance will be shocked to learn of the disappearance of "in loco parentis." The role of administrators, like that of teachers, is becoming one of assistance rather than advice. The opportunities afforded college fraternities in guiding student behavior are new and challenging.

"No longer is the college a cloister from society," says Dr. Shaffer in reference to a third area of change — that between the institution and society. "Now, by golly, we're part of society." A microcosm of the American culture with all its moving parts and its potential for success or failure. New institutions are emerging to satisfy the educational needs of our populus — junior colleges, trade schools, commercial institutions. How are fraternities adapting to fit into a "community" rather than the traditional monolithic, collegial environment?

Finally, changes in the individual himself are likely to forge new directions for fraternities. "Kids grew up having war and violence with their Wheaties," says Shaffer. "Every society in history has protected its young. Yet, today, from the youngest age, children are faced with the deluge of society." Consequently, students today are more aware, mature and open-minded. So is higher education.

The Thrill is Gone

Growth for growth's sake is an attitude of the past in higher education. Even the power and reputation of college athletics is threatened by legal issues. Today, in a society shifting toward restoring the environment and fulfilling personal desires, the emphasis of education is directed to the needs of its patrons, the students. We are in a cultural revolution that is transforming the traditional society to an alternative society.

Through most of America's history, predictability and certainty accompanied slow, gradual change. Today, the futurists like Alvin Toffler are explaining our rapid change and calling it future shock.

Today's student grew up having war with his Wheaties.



Once standardized, single roles dominated society. Today, we move toward multiple, varying roles. The same is true of the old phrase, "work now, reap later." Today we seek immediate reward and we strive for constant gratification in all areas of life.

We have a society transcending competition with increased cooperation; moving from private love relationships to communal living-learning ones; from small, close circles of friends to deep, non-personal relationships. As society changes, so does the university until now we have the clear call for civil liberties in an institution once thought to be removed from society's freedom.

"Just because you go to a university, you don't have to leave your civil liberties at the front door," is the consensus today explains Dr. Philip Chamberlain, associate professor of higher education at Indiana.

The cultural revolution is providing these new idioms in higher education:

- * greater experimentation and diversity with more individualized instruction and a sensory-emotional focus;
- * new delivery methods for the spiraling amount of knowledge including electronic aids, self-teaching and commercial schools;
- * increased curricular freedom with fewer prerequisites.

"We are forced to make major changes in the delivery of education to keep from costing it out of reach of the students," asserts Dr. Chamberlain. "The definition of teacher will increasingly change."

The Money Crunch

Not only is the traditional mode of education changing dramatically, so is its money base. "The proportion of state money allocated for education has plateaued. There are no new dollars to be found," says Dr. Chamberlain. Education will have to learn to survive with a stable income. That, combined with the need for sophisticated technology in education causes the schools to eliminate unwanted waste and expensive luxuries.

A third factor in the money pinch is the declining birthrate, now at a 1944 level. Fewer students, less tuition dollars.

The trend is toward a systematization of higher education in order to save money. "We've systematized and standardized without even knowing it," says Dr. Chamberlain. A student can transfer from one state school across the nation to another and he will find nothing different except for the buildings.

Systematization leads to a change in the decision-making patterns at educational institutions that could eventually affect fraternity life as well.

Decisions are increasingly being made from hard, cold data by formal, managerial types rather than the old informal, academic types. It is less value-oriented, more empirical, critical. It follows a less traditional course, a more efficient, effective path. This quiet transition in the authority base worries many educators who fear the loss of values and sentiment once characteristic of educational institutions. "We've got to develop planning and evaluation methods that keep us alive, yet



don't throw out the baby with the bath-water," Dr. Chamberlain says. "We must keep and build upon the still

relevant values and traditional modes."

But it is not so simple as it sounds. There are legal questions to deal with as well.

"The prescription of roles has been under constant attack by women who are fighting for legal equality and the right to achieve self-determination in their lives," alerts Seton Hall University attorney Dr. Edward Hammond. The sex discrimination laws are leading to further systematization.

The Federal government is currently studying fraternity housing discrimination. According to Title IX of the recent sex discrimination act, housing must be sexually comparable and university assistance to students to find non-campus housing must be the same. The effect of the study has alarmed many fraternity executives who foresee an end to university support of fraternity housing in the future unless sexual membership restrictions are dropped.

"Any institution which receives Federal financial assistance administered by HEW must eliminate most sex discrimination in its programs and activities," interprets Dr. Hammond. The law also applies to programs and activities not directly

operated by the institution, but which receive some assistance from the institution.

Freedom to Assembly

Recent litigation has also defined the rights of student groups to university recognition. "Institutions must recognize all student groups regardless of philosophy unless the institution can prove through administrative due process that non-recognition is legal.

"But with recognition also comes responsibilities which, if not met, could lead to suspension of the group," reminds Hammond. University recognition is not the only concern facing Greeks today. Zoning, though sometimes unlawfully defined to keep student groups out of residential areas, may not be used as a means of enforcement of city laws.

Therefore, a clear role for fraternities is evident. However, it is also clear they have responsibilities to meet. "Greek systems operate at the pleasure of higher education," notes Dean Thomas Schreck, vice president for student affairs at Indiana, so they must periodically evaluate their role and update it. Schreck explains the importance of that undertaking.

"It is an oversimplification to expect support from the university today," says Schreck. "Today's issue is money. We're evaluating everything we do to find what is expendable. It promotes systematization and under that process fraternities subject themselves to internal and external review."

Although the track record of support for Greek systems by universities is good, it is a question of degree today and may be a question of expendability in the future. As the university evaluates its auxiliary units, it will determine the value of each to the educational process. "Deans will become far less protective," says Schreck, "and more advisory to fraternities."

Higher education is moving away from the traditional fraternity says Schreck. In so doing, their national organizations have expended greater effort toward preservation, rather than toward updating chapter programs to keep them atune to higher education.

"For far too long, Nationals have had more to say about preservation of the system than the educational enlightenment of the student. They must do a better job of perceiving where education and the student are going and train their staffs to meet educational and student needs."

Among the needs Schreck says today's student has are these areas:

- * confidence building,
- * learning emotion control, and
- * developing integrity;

three areas seldom addressed by today's fraternity

"Nationals are always extinguishing fires. They're not as concerned with strengthening the system"

programs. On the other side of the coin, fraternities, recognize a need for leadership development programs. "Those are well and good," says Schreck, "but the intellectual climate does not fare so well." And, it is doubtful that it will improve unless fraternities become more adept at perceiving educational trends.

"Nationals are always dealing with extinguishing the current fires," claims Schreck. "They are not as concerned with strengthening the system with viable programming."

In addition, many fraternity workers, especially the traveling chapter consultants, are seen by educators as public relations men for national. The stereotyped image of a consultant's visit to a campus fraternity advisor is described as a social visit where compliments are exchanged and the main topic is sports.

"We've got to emerge with people who do understand the primary objectives of the university and who can develop programs and activities for the individual chapters which compliment both the fraternity experience and their educational enlightenment," explains Schreck.

The action verb in the future of fraternities is *interface*. They must interface their ideals, their function, their grass roots programs with those of higher education. Such a merge would benefit the student, who is the link, by providing him with a unique educational experience, an adventure becoming rare in the systematizing university; it would benefit the university by insuring a more complete educational diet for its students; it would benefit the fraternity by attracting greater student interest. The interfacing process is like new mortar between two old, separating bricks. To interface is to instill excitement where now we see sluggishness, in an era that demands action.

Interfacing Today's Knowledge Needs

By Jim Chinnici
Chapter Consultant

Student strikes, sit-ins, peace demonstrations, drugs . . . it was just yesterday that intellectual pursuit on America's college campuses suddenly took a back seat to student activism. The excitement of the short-lived but consequential era made books, and Greek life, seem blase.

Fraternity problems were numerous, but simple — how to compete with activist student groups in recruiting members? Today, however, the quieting of the campuses leaves Greeks in an altogether dissimilar predicament — how to compete with education as a drawing card for top caliber members?

“We used to say the second string was running the house because the first string ran the campus,” says Indiana Vice President for Student Affairs Thomas Schreck. Where are today's first stringers? They are hitting the books, pounding the pavement and talking with teachers in the midst of an exciting knowledge boom that is again leaving fraternities out in the cold.

Somehow, many top undergraduates who once joined fraternities for the diversity of activities they offered, became disinterested in the Greek system during the student unrest period. Fraternity distinctions were drowned in the excitement of the campus. Today's student leaders are, by and large, not fraternity members. How to change that situation is a problem being approached by many perceptive IKA chapters.

Chapters like Beta Pi (Pennsylvania) who mix cultural activities into their social and athletic diet, know the answer. Fraternities must, once again, offer to the student something he cannot get in the dorms or the apartments. Once it was social, today it is educational; enlightenment.

In keeping up with future shock, higher education institutions have created a void in student counseling and services involving more practical knowledge — like career counseling and value determination and intimate discussion opportunities. Fraternities must fill that void to once again attract the “first string.”

At Beta Pi, brothers and associates made several theater treks. Among the productions seen were “No No Nannette” and “Film Flam.” A cultural chairman keeps all members informed of campus and city activities while another member is responsible for maintaining a complete academic program including a regular speakers program, tutorial aid and career counseling with alumni. The chapter hosted 30 guest speakers last year featuring topics such as “monetary economics” and “Medieval Russian history.” They heard famous historian Dr. Alex Riasanovsky and prominent IKA alumni John Hippel and Dr. Luther Terry.

Alpha Alpha chapter (Duke) expanded its social program to include creative events such as their faculty cocktail parties. Additionally, Alpha Alpha has been the leader in the Wannamaker Guild, a cultural union of Greek and other living organizations initially created by the Pikes. The Guild sponsors social and educational events spurring unusual Greek and independent interaction and attracting name speakers such as poet Tennessee

Williams. Alpha Alpha members have also volunteered their time supervising public school afternoon playgrounds, working in the Durham court system and even protesting.

Eta Upsilon (Texas at Arlington), one of ΠΚΑ's newest chapters, incorporated a progressive educational program for associate member orientation to the Fraternity. Among their goals are "the promotion of friendship, the development of character and the diffusion of liberal arts culture." Projects include tutoring, utilizing resources from both within and away from the campus. They featured talent demonstrations in areas such as Judo and Karate, music, auto repair and ice skating. An art show was included in the cultural series in addition to the production of a short play and attendance at university-sponsored lectures.

Delta Rho (Linfield College) has established itself as active extra-curricular promoters on the McMinnville, Oregon campus. The entire student body is invited to its regular speakers program and, at times, some 200 undergraduates and faculty have packed the chapter house. Topics included abortion and birth control, Hare Krishna and beer brewing.

Zeta chapter (Tennessee) could give lessons on campus involvement as about 70 members of the chapter are involved in some 30 campus organizations.

Although not all members of Eta Psi (Texas Wesleyan) are theater majors, over half of the chapter has participated in college productions over the past two years. They find it "fun" and are luring more brothers into the fold.

Several other chapter programs have received campus recognition recently for their educational and cultural value to students. Most notably, career counseling and placement projects, a variety of unique speaker's topics and involvement in civic activities have been reported. One chapter promotes poetry and verse readings, another interacts in sports and bull sessions with prison inmates while a third sponsors discussions with clergymen. Further, chapters have invested in self-enrichment programs including those offered by National Leadership Methods and Success Motivation Institute.

Fraternities must maintain an historical perspective of how they got where they are today. As difficult as it is to trace, they must understand what distinguished Greeks from other campus organizations in the pre-upheaval period. Then, they must strive to provide today's students with a well-rounded experience adding unique programs to again attract the interest of the "first string."



1974 Annual Report

By Pat Halloran,
Executive Director



Today's fraternity system, strengthening and growing in popularity around the country, is quite the reverse of its state only five years ago, the occasion that I became your Executive Director. Now as I mark a personal anniversary this month, I look back upon the excitement, the rewarding experience and the friendship-filled, five-year period over which my term has spanned. I cannot help but recall the violence and turmoil on the campuses, vast anti-Greek attitudes and the financial instability that plagued Pi Kappa Alpha. Starting out the 1969-70 academic year was complicated by the lack of staff — one full-time executive and no chapter consultants.

Amid all the crises, however, I recall the team-work and enthusiasm which evolved in this era of challenge as members of ΠΚΑ commenced the battle against the prejudices of our peers, the lack of funds and the prospect of a diminishing need for a fraternity system.

Today it is plain we have turned the corner as we note increased interest on the campuses and the thousands of loyal ΠΚΑ's around the world who value their friendships in, and association with, Pi Kappa Alpha.

1973-74 was an academic year characterized by a relaxed, playful and almost frivolous atmosphere. This new mood was a relief in many ways. Now, however, we must be sensitive to the

extremes and reconsider our grim experiences of 1969-72, hopefully to find ourselves entering a period of productiveness.

The academic year 1973-74 can now be audited and compared to where we were and where we are.

Membership

Pledging or the "recruitment of associate members," as we prefer to call it today, amounted to slightly less than 3,900 — this was a decrease of about 180 from the previous academic year.

On the brighter side, Pi Kappa Alpha slightly increased its total number of initiations compared to last year.

Six chapters were chartered and one chapter rechartered during the past academic year. We welcome into the brotherhood our chapters at Texas Wesleyan College — Pembroke State University — the University of North Alabama — the University of Montevallo — Georgia College — Francis Marion College — and our rechartered chapter, Delta Kappa at California State University at San Diego.

Strengths

Pi Kappa Alpha proudly ranks sixth among all national fraternities when comparing total number of chapters. Today's total is 164 chapters with the prospect of ten colonies and petitioning locals eagerly waiting to join our ranks.

During the past five years, three chapters have been rechartered and 28 new chapters

Pledging

Still showing a slight decrease, although leveling off, pledging figures should begin a steady incline soon.

Initiations

Less decrease here from previous years indicates pledges are satisfied with fraternity experience.

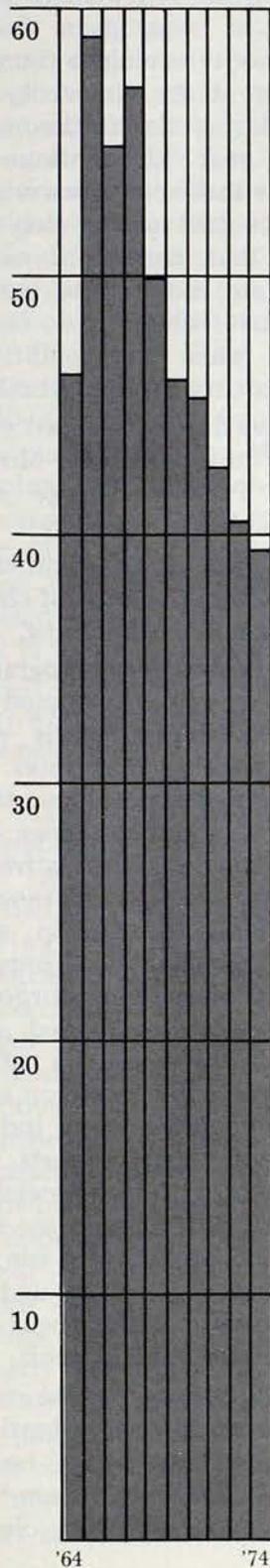
Retention

The rate of retention of pledges to initiations has leveled off at a higher percentage than previous years.

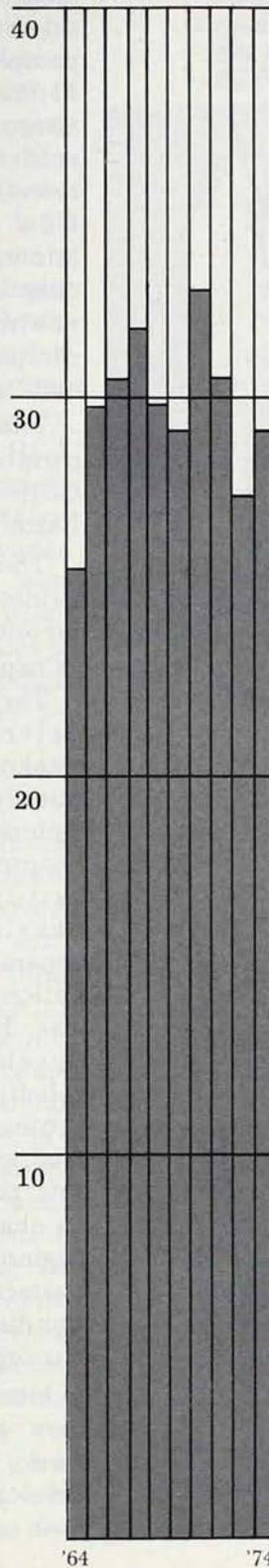
Expansion

Enthusiastic expansion was the Fraternity's life-blood during low membership years. Leveling off around six per year.

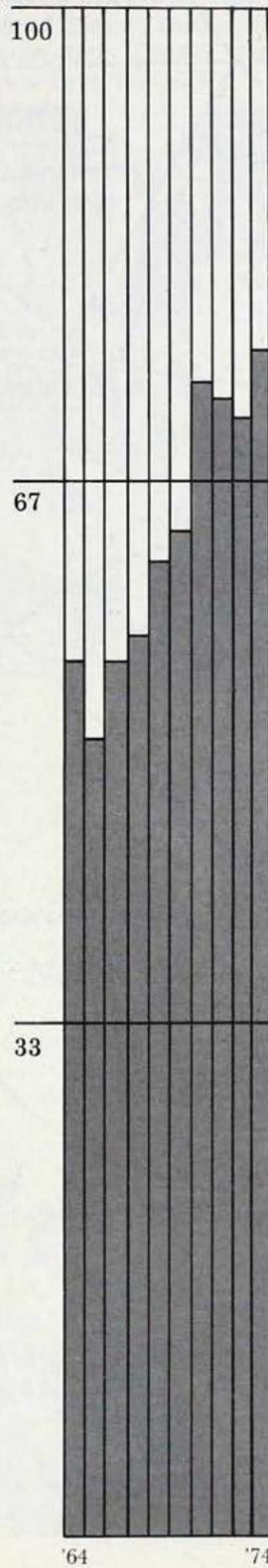
HUNDREDS



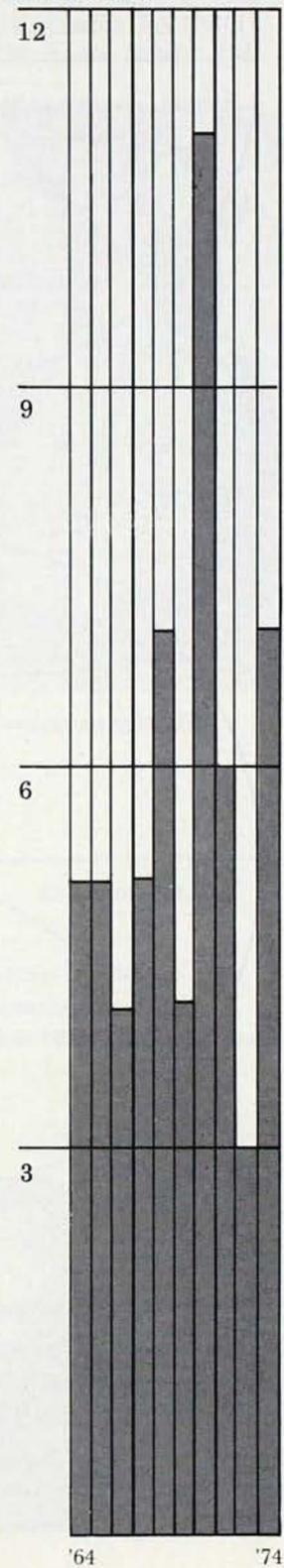
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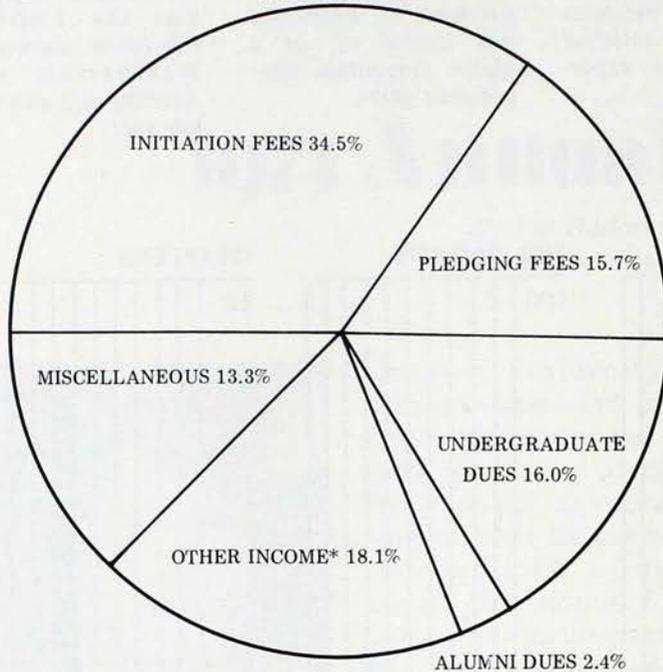
PERCENTAGE



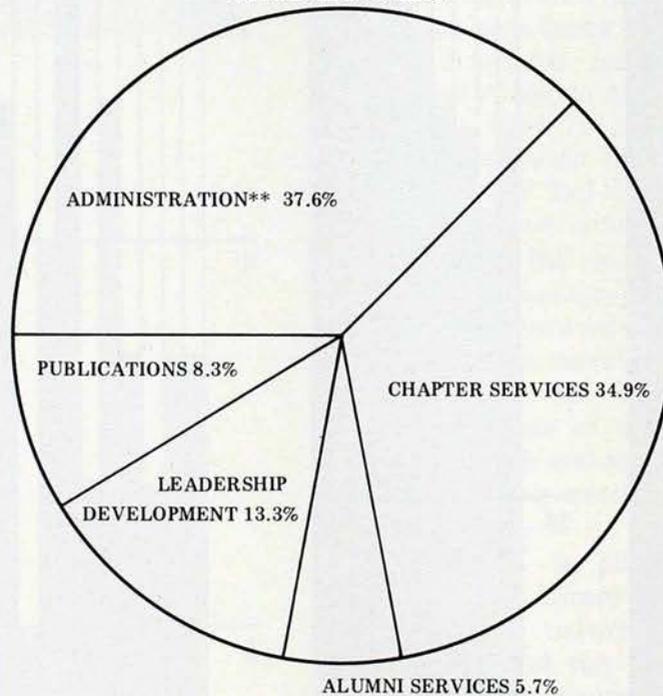
CHAPTERS



INCOME



EXPENSES



* *Endowment Fund and Housing*

* *Endowment Fund and housing administration income.*

** *Includes maintenance and supportive staff salaries and Supreme Council expenses.*

Staff salaries and travel expenses are divided 70% to Chapter Services, 20% to Leadership Development and 10% to Alumni Services.

installed, bringing the total of groups activated to 31.

It is of special interest to alumni of Xi chapter, the University of South Carolina, and Delta Eta chapter, the University of Delaware, that an outstanding nucleus of young men exist on both campuses working toward their rechartering this coming academic year. Also, major consideration is being given to the prospects of returning to Gamma Pi chapter at the University of Oregon during the forthcoming academic year. We continue to re-evaluate those campuses where ΠΚΑ once had active chapters knowing that alumni of silent chapters are most interested in seeing us return to their campuses when the conditions and the attitudes are favorable.

Fatalities during this past year number three: Robert Morris College, Parsons College and Eastern Carolina University.

There have been significant strides taken in the areas of chapter and alumni programming.

Chapter Development Program

The CDP was constructed to determine the strengths and weaknesses in each chapter. A questionnaire was developed that determines a broad range of chapter characteristics relative to group dynamics, personal development, satisfaction and general understanding of organizational climate and purpose. The Fraternity has funded and developed this program after soliciting the expert opinion and professional guidance of industrial and educational experts. As this program becomes available to chapters, we hope to see the beginning of an era which can be characterized by better understanding with a clearer focus on our organization and its goals.

Most chapter operational areas have received special attention and programs have been developed in the areas of *summer rush — alumni relations — chap-*

ter communications — membership involvement — and other areas. The true value of these programs will be realized when the majority of chapters carefully evaluate and implement them to suit each chapter's needs.

Community Service

Pi Kappa Alpha has established a stronger network of chapters dedicated to one philanthropic cause than any other national fraternity! A pretty strong statement? Yes, and it is supported by the fact that some 30 chapters participated in a national priority community service project for the Muscular Dystrophy Association of America. This year, ΠKA chapters collectively raised more than \$150,000 for the fight against Muscular Dystrophy. Most ΠKA chapters participated in a variety of community service projects last year. The ingenious and varied scope of activities which were utilized to raise funds are proof that Pi Kappa Alpha continues to attract intelligent, creative young men who are eager to work for a deserving cause.

The Future Challenges

Just as the student unrest and the Anti-Greek movement quelled our stability and growth during the sixties and early seventies, there are surely other mood changes and student trends which will affect the fraternity movement in years to come. Various socio-economic trends indicate higher education is in a fluctuation period transitioning from huge freshman enrollments to upper-division concentration. Broad support is growing for junior college and community college development which has already begun to usurp undergrads at major institutions. As junior and community colleges continue to open and grow, the state systems will serve even more as receivers from these new

1973-74 Staff

Standing (from left): Jim Highberger, Jim Chinnici, Ray Orians, Chuck Harrell, Donna Visconti, Vaughn Rockhold, Bill Kingston, Gary Cousino and John Kaegi. Seated: Pat Halloran and Tom Wilkinson.



New Chapter Consultants

1974-75 Chapter Consultants are (from left) Mike Fletcher, Jim Chinnici, Tony Schultz, Mike Risk, Larry Lunsford and Mike Murphy.



schools. Many of today's great institutions will become primarily upper level and graduate level schools. The full impact of this trend is not yet known, but educational studies indicate that the students will have available to them, within the next decade, an institution of higher learning within a five-mile radius of their homes.

What does this mean for the Fraternity? What will be the impact of a student body which is primarily composed of older, married and working students?

It appears that the emerging student will not be attracted to the fraternity that is programming for recent high school graduates. With many students married or working, the fraternity house structure will be harder to fill. Obviously, new program objectives, new meeting methods and new brotherhood-enhancing activities must be developed. Our National organization can help by providing the leadership, the continuity and the expertise necessary. But, that takes adequate funds, another question, mark that must be answered.

Looming as the major problem of the future is finances. As in any business or association, we must be professional in the consideration of money matters. The rate of inflation and decrease in income has squeezed us at both ends. Pi Kappa Alpha cannot continue its current search for progressive programs and compete with other large fraternities at today's dues structure implemented in the 1950's.

These questions, although not completely new, remain the challenges of the seventies. We must direct our energy, our concern and our capable manpower toward the resolution of these potential problem areas of the future. I look forward to those challenges and to working with all ΠΚΑ's in setting goals, developing ideas and meeting problems head-on as they have

been handled before.

I look back upon those experiences and I cannot help but recall the personalities who provided me with a strong sense of responsibility and direction. The 1962 Louisville Convention allowed me, a new initiate from Delta Chi (Omaha) chapter, the opportunity to meet Junior Founder Robert Adger Smythe. I still recall that feeble gentleman striding slowly into the Grand Ballroom of the hotel while hundreds of alumni and undergraduates welcomed and honored him for his attendance at what was to be his final convention.

Earl Watkins, Executive Director of the Fraternity from 1961 to 1967, was responsible for instilling in me a great sense of gratitude to our Fraternity. Working under his direction as a chapter consultant following my graduation, I was motivated to meet my responsibilities with vigor and enthusiasm.

Garth Grissom, Bill Nester and Father Henry Minich were most responsible for my appointment five years ago, and I thank them for their friendship and support. I will not soon forget the loyal assistance of the many other brothers who are too numerous to name, but deserving of my gratitude nonetheless.

Because of the devotion of Pikes everywhere, ΠΚΑ has helped turn the downward cycle of fraternities upward. Our challenges are great, but our base is solid.

68° What's the Problem? 78°

By Larry Lunsford

Here's the Solution

Energy crisis? Energy problem?

Call it what you will. Be it a crisis or be it a problem, we've got it; and with all the other problems chapters have to solve, we certainly can't afford to let this newest one get us down.

The energy situation has staggered practically the entire nation in the past year and has had an effect on every chapter of Pi Kappa Alpha. It is a frightening and complicated problem which can cause frustrations for a chapter which does not try to comply with energy conservation. If met responsibly, the degree of effect can be controlled by each chapter.

The energy we need is in short supply and is getting more expensive all the time. There are two ways to look at the energy problem and how it applies to the chapter. It can be utilized as a money-making and energy-saving project, or it can turn into a vulnerable burden on the chapter which does not handle the crisis adequately on the home-front. The aim of this article is to point out ways chapters may conduct service projects and, at the same time, save money and energy. It is a guide to participation in an energy conservation effort, and its underlying emphasis is that all Pi Kappa Alphas must soon act.

After studying dozens of environmental and energy conservation pamphlets and interviewing various officials, we have arrived at five energy-saving project categories, any of which may be used as projects. They are: 1) Recycling of paper goods, glass, and aluminum; 2) Automobile pooling; 3) Weather stripping; 4) Renting bicycles; and 5) Sponsoring energy conservation contests.

Recycling. If there are reclamation centers near your community, a drive to collect aluminum products, bottles, cans and newspapers can cut down on litter and solid waste while increasing your treasury. Dr. Charles E. Baker, (AA - Georgetown '61), director of the Union College Environmental Education Center in Middlesboro, Kentucky, says the recycling project is one of the more beneficial projects a chapter may undertake. "Although prices are in a constant flux, there definitely is money to be made on the collection of newsprint, cardboard, glass and aluminum."

Environmentalists consider recycling as a means of conserving our natural resources. Persons concerned with solid waste management view recycling as a method of reducing the volumi-

nous solid waste which must be collected and disposed. Many large companies are already using recycled glass for their containers, recycled aluminum for their cans, and recycled paper for their printing. The reclamation machinery is in existence, and now all that is needed is providing the waste material for the centers.

Most large cities have a recycling center or a collection organization which will transport the material to the center once it is collected. Many environmental agencies in smaller communities also handle the final production after the collection stage is completed. To find the nearest collection center or agency, simply call the local environmental center or the town hall.

Exactly what materials can be easily recycled?

Buying up returnable bottles is a simple, helpful method. Return the bottles to stores or bottlers for the refund. However, most glass containers are unrefundable and usually end up strewn along highways. Here are two money-making ideas.

The chapter may either collect the deposit bottles or the non-returnable glass containers (or both). The former should be passed directly to a retail store

while the latter process involves a little more work — but more money! They are the glass containers which are collected at recycling centers. Each center has its own regulations on returning the glass. Most agencies require that the glass be separated into colors, cleaned and stripped of all labels.

Newspapers have also been collected for reuse by individuals as a service project. In recycling newspapers or magazines, chapters should separate the papers from the other garbage and tie them into convenient, easy-to-handle stacks. Newspapers and magazines should be collected and turned in separately. They can then be collected by trucks, or they can be transferred to the recycling center. Each ton of newsprint will net from \$15–20.

Aluminum cans have also become an easily recyclable item. They can be sold at an average of ten cents a case or pound. Officials report that if the trend towards using disposable containers continues to increase, aluminum cans or other easily recycled containers will be preferred over those for which recycling centers are not available.

Cardboard or corrugated paper is in demand in some areas and is solicited at a \$12–15 per ton rate.

The last and most difficult recyclable material is the junked car. These vehicles are often found abandoned, and many people will give them away just

to get them off their hands. They usually have some salvage value and should be towed into junk yards. The older models can bring from \$10–15 per vehicle while the newer models bring from \$50–100 (more useable parts).

Pooling. The Citizen's Advisory Committee on Environmental Quality commented in its annual report that four times as much energy is required to transport a person from his home to his office by car as by bus; nine times as much to move a passenger by plane as by high-speed train; and four times as much to carry cargo by trucks as by rail. The first statement applies most to the chapter. There are nearly 98 million privately owned registered passenger cars in the United States which consume approximately 75 billion gallons of gasoline annually. How can we help: get some of those automobiles off of the roads by using a car pooling system.

Chapters located off campus can most effectively use this system. Brothers may help by using fewer cars to drive to campus. Zeta Alpha chapter (General Motors Institute) provides an exemplary project. It established a ride fund whereby each member pays \$10 into the fund. Rides are purchased for ten cents each by interested students. At the end of an allotted time period, members report the number of rides (on an honor basis) they gave. The break-even

point is 100 rides. One thousand rides would return \$100.

Similar projects may be conducted in residential areas. Chapter members can transport housewives on shopping days. Another pooling source is the elderly who shop or attend various daily meetings. Publicity on the project can easily put these people in touch with the chapter. Using the three-man car pool system saves up to \$220 a year.

Weather stripping. This is a community service project which is best received in housing districts for the elderly who are usually unable to do strenuous work. Such a project results in energy conservation in the apartment or house which is weather stripped by maintaining a constant temperature. Local hardware or supply stores sell stripping which is placed along door and window facings to keep air from entering or escaping. The chapter can either charge a fee for the project or do it as a service and charge only for the materials used.

Bicycle rental. This project has been conducted by some Greek organizations around the nation. The chapter obtains used bicycles from a local store (or the members loan their personal bikes). Use the campus press to advertise the bicycle rental availability. The bikes are rented as a means of travel or purely for enjoyment. You'll be surprised at the response this project receives — especially on weekends.

Contests. There are several contest ideas the inventive chapter can create to publicize the energy shortage while gaining positive coverage. One of the best ways to start is by contacting the Interfraternity Council for support. The Greeks may sponsor a paper or glass drive with an award for the group which collects the most. The theme of using bicycles and leaving the car home for a week may also be utilized.

Another contest possibility is to challenge the other Greeks in a month-long energy-saving contest. Let them come up with their own ideas, and at the end of the month, produce the results of their efforts. Perhaps it would be a reduction in the heat bill from the previous month, or gross amounts of gasoline saved. Such competition encourages good relations among the Greeks and stimulates positive public relations.

We have discussed several projects a chapter might conduct on its campus or in the community to promote energy conservation. Now let's take a look at what the chapter should consider to save energy in the chapter itself.

Use your heating and cooling systems wisely. Keep windows closed when one of the two systems is operating. Some examples of savings from resetting the thermostat, depending on the type of heating system installed, are provided by

the Citizen's Advisory Committee on Environmental Quality:

- * An average family living in a mild climate (such as Atlanta) will save \$12 a year on the gas bill, \$18 on the oil bill, or \$41 a year on the electric bill merely by setting the thermostat at night from 75 degrees to 67½ degrees.
- * If a family in a moderate climate (such as New York) sets the thermostat back during the night from 75 to 67½ degrees, and during the day from 75 to 70 degrees, a savings of \$38 in gas, \$55 in oil, or \$110 in electricity is realized.
- * A family in a cold climate (such as Minneapolis) making similar day and night thermostat changes can save \$42 on gas, \$62 on oil, or \$131 on electricity a year.

If these figures are for private residences, imagine what it will save for your chapter.

Appoint an individual to go inspect the house at midnight every night turning out unnecessary lights. Too many chapter lights are left burning continuously day and night.

Operate the kitchen for peak efficiency. Utilize the kitchen steward program and apply the incentive. Order food wisely. Compare prices at several places and attempt to obtain bids on food.

Save water. It takes a great deal of electricity to pump water from its source to your faucets, so conserve it in any way possible. Leaking, dripping faucets waste water.

Conserve lighting. Clean bulbs and fixtures, used during the day only when natural light is not sufficient, and in the evening only when a room is occupied, help to conserve electricity. Fluorescent lights save both money and watts since they produce more light and produce less heat.

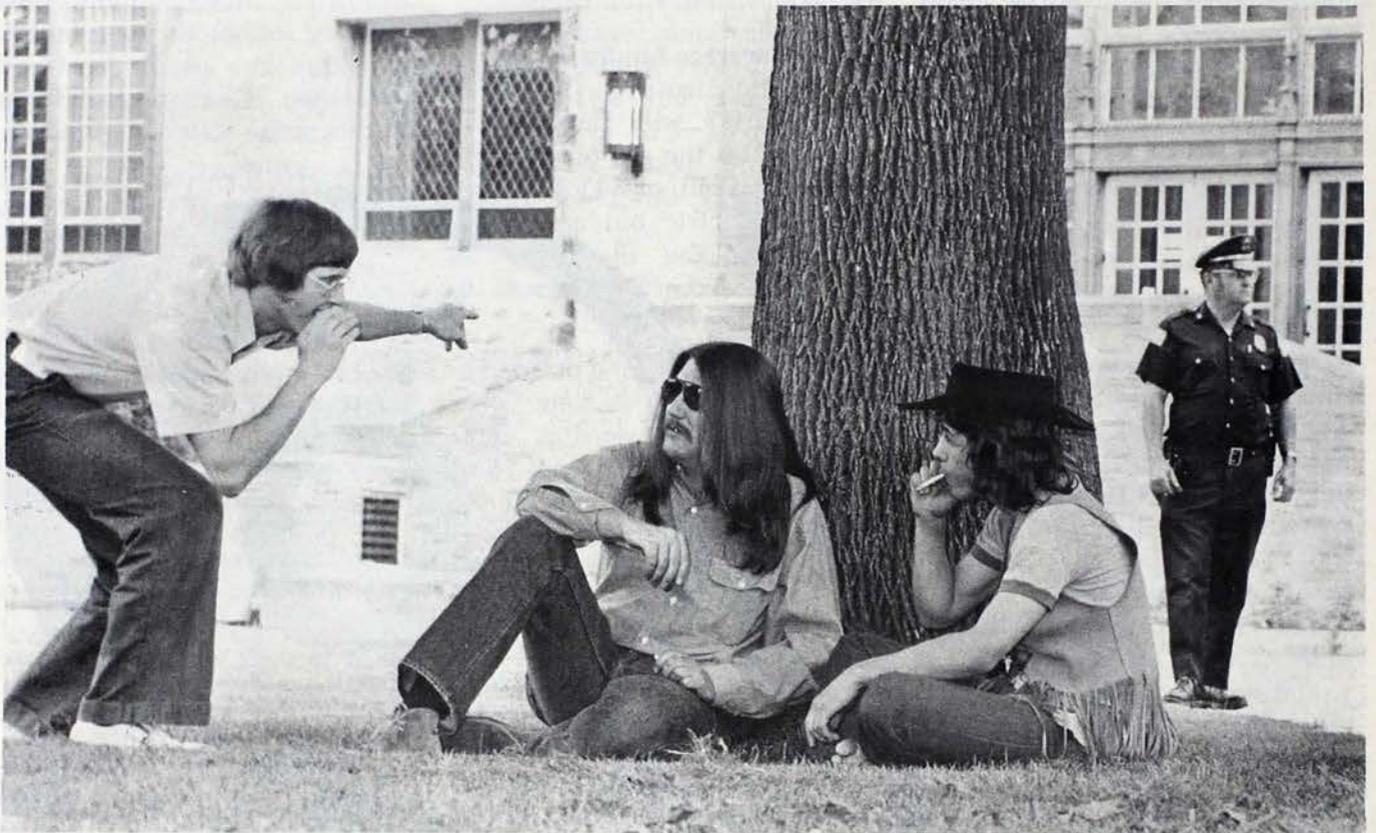
Plan your social events on campus, or keep them at your chapter house if it is located off campus. Rental costs will be saved as well as the energy used in transportation.

Double date! With such a craze recently for a nostalgic revival, let's go back to double-dating. Nostalgia is always an energy saver!

Lastly, put up some good eye-catching signs around the house to remind everyone to conserve energy. Make it attractive, not just a set of typed rules. Remember, the dollars are flying out of your pocket when energy is wasted.

The energy crisis (or problem) does not have to plague your chapter. If you take the time to apply some new standards and rules, it can mean energy and money saved. A new awareness of the problem can promote solutions. Don't let the energy problem dim your chapter's future.

The Year of **COMPETITIVE SPIRIT**



Winner

1974 Communication Arts Competition

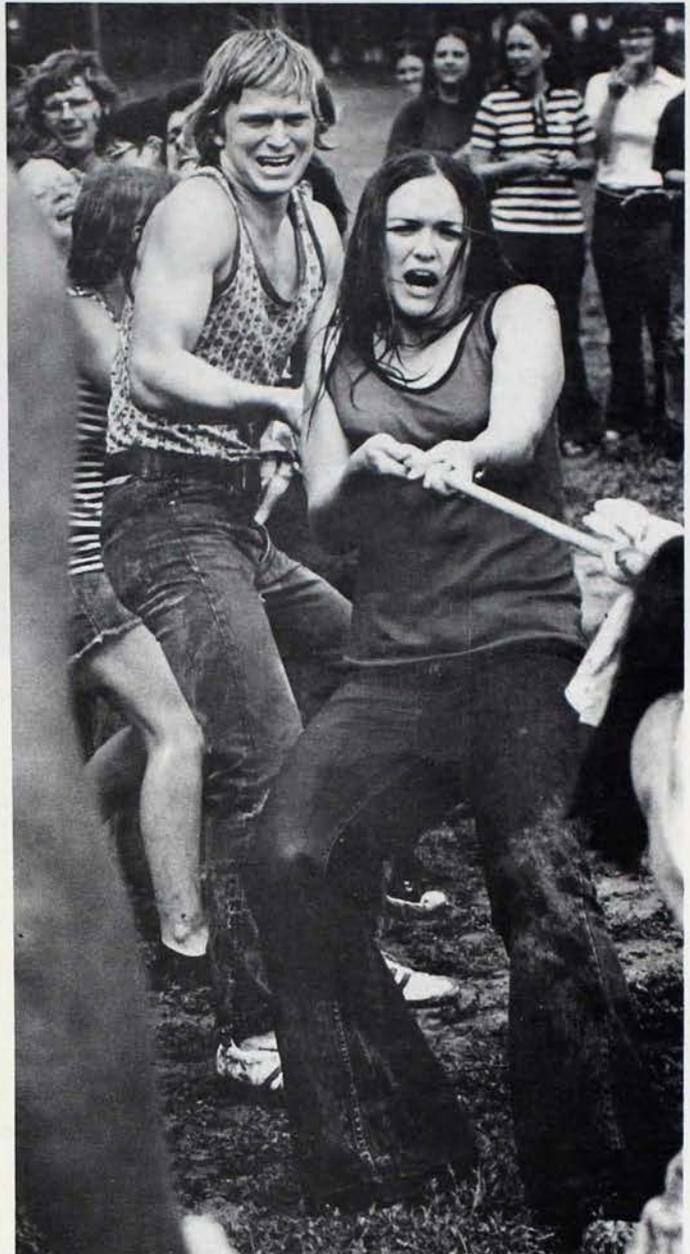
The 1974 Pi Kappa Alpha Communication Arts Competition snapped into the photography realm of communication arts. The annual competition is open to all students on campuses which host a chapter or colony of the Fraternity. This year's theme was "Students Who Need Students," and was most aptly portrayed by the award recipients.

For his humorous and striking approach to the theme, David Danner, a student at Eastern Illinois University, received the \$150 first place scholarship. The 21-year-old business management major enjoys photography as a hobby. His entry most appropriately illustrated the difficult assignment according to the judges.

Runner-up

Second place in the competition was won by Jeff Funk, a 20-year-old journalism and mass communication major at Kansas State University. His work clearly portrays both the cooperation and the competition spirit among students. He captured on film prevalent comradere on today's college campus. He received a \$75 scholarship.

Third place awards (three of \$25 each) were given to entries submitted by S. Lee Hancock (a member of Zeta Chi chapter) from Southwest Missouri State College, I. P. King, Stephen F. Austin University and Dan Roloff, Missouri. An additional \$25 award was given to Brother Hancock for presenting the best photo entered by a member of Pi Kappa Alpha Fraternity.



Best ΠΚΑ Entry

Transposed Brotherhood

By Roy Campbell & Jerry Reamer

At General Motors Institute in Flint, Michigan, is one of the most unusual chapters of Pi Kappa Alpha. It is the Institute itself that creates a fraternal environment and life style unique from any other college campus in North America.

General Motors Institute is the only degree granting institution owned by a large corporation. It offers courses in electrical, industrial and mechanical engineering as well as industrial administration. With an enrollment of only 3,000 students, the Institute graduates more industrial and mechanical engineers than any other college in the United States.

GMI operates totally on a cooperative educational system of alternating six-week periods, encompassing both school and practical

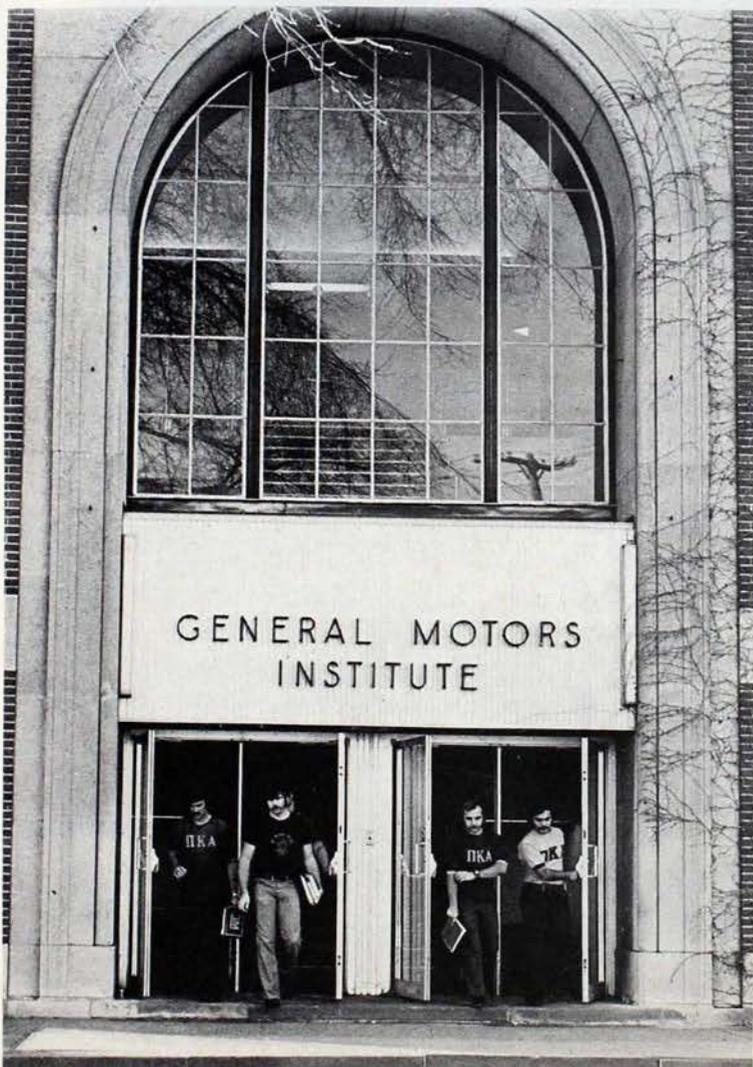
work experience. Every undergraduate is sponsored by one of the 140 participating units of General Motors Corporation and is considered an employee during the five-year program. While half the student body is working at their sponsoring GM unit, the other half is attending GMI classes. During the six-week work section, students usually earn enough income to cover both school and living expenses. Even with this convenient and profitable arrangement, students are under no obligation to remain with the corporation after graduation.

Tuition is based on a student's earnings, but this is not enough to cover all of GMI's operating budget. With \$20 million worth of sophisticated engineering and scientific equipment and a comparatively low professor-student ratio, General Motors allocates an additional \$9 million annually to insure the Institute's academic excellence.

With an investment such as this, high requirements for both scholastic and work experience are established and maintained. Ninety percent of GMI's student body were in the top 25 percent of their high school class. Scholastic standing is not the only consideration for admission, but outside interests, extra-curricular activities and the student's personality are also examined to determine his prospects for success in an industrial environment.

GMI has been called by *The Wall Street Journal* "The West Point of the auto industry," and with due cause. The program at the Institute has been designed to create a competitive system where pressure is exerted at the Institute and at the sponsoring units to obtain high academic performance. This may be one of the reasons why there are fifteen thriving fraternities on campus. The fraternity environment provides the interpersonal relations and human involvement that are so important in personal development.

The 87 active members of ZA chapter come from 11 states and Canada, creating an extremely enlightening mixture of life styles and backgrounds. Many members see the house as their home since





the sponsoring unit at which they co-op is often several hundred miles from their original home. It is to the home-like atmosphere and the bond of brotherhood that many alumni and members have attributed their continuation in the GMI program. An often used phrase is, "If it weren't for the house, I wouldn't be here."

The chapter makes life at GMI more acceptable to the undergraduate. The cooperative program impedes inter-collegiate sports, but gives a strong emphasis to intramural sports. The chapter enters teams in basketball, football (touch!), volleyball and softball. A small campus with a small female ratio in an industrial community can create limited social life. Social functions, therefore, are an important chapter priority. The frequency of social events has fostered the formation of a house rock band that performs at most parties. Annual snow skiing and canoe trip weekends into northern Michigan have become a tradition and usually get 100% participation. The chapter also boasts a 1938 Chevrolet firetruck which is present at all school functions. The truck has run a certified 17.44-second eighth mile drag race and a 32-second slalom course, avoiding all pylons, while winning first place in the firetruck class of a school sponsored gymkhana.

The chapter house is of modern architectural design, constructed in 1969. Capacity is 48 in four and six man studies and is fully broadloom carpeted and air conditioned. Because our house is located four miles from the school, car pooling has become necessary. To compensate the members who provide the transportation, a ride fund was built into the regular house bill.

Since there are 15 fraternities at GMI, competition for rushees is keen. This situation is somewhat offset by an exceptionally high proportion of freshmen who seek fraternity affiliation.

Rotating memberships

GMI's cooperative program has in essence created two separate ΠΚΑ organizations within one chapter. While "A" section students are working at GM units around the world, "B" section students are living in the chapter house and attending classes. When those at school return to work, the others return to Flint to continue their studies. The process goes on at six-week intervals for four and one-half years. Because of this, the chapter uniquely has two SMC's, two IMC's, two ThC's and so on. The only exception is at the intersection meeting (an annual meeting between both sections to determine overall house policy) at which an "SMC Prime" is elected as the chapter's legal administrator. In order to coordinate the offices of the chapter, turnover reports are left for the incoming section to keep the respective officers informed of the preceding section's activities.

Each section runs its own affairs including rush and community service, permitting flexibility to cope with particular section problems. Difficulties do arise, however, when disputes between sections become unresolved for a period of time. The chapter has often been considered two different chapters. In many respects it is since the respective sections attract different types of people; yet we all consider ourselves brothers of the Zeta Alpha chapter.

If you are ever traveling north on I-75 north of Detroit, stop in. We're open all year.

ZΓ's Court ZΓ's Ball ZΓ's trophy... Again!

By Elizabeth Foley
and Larry Lunsford

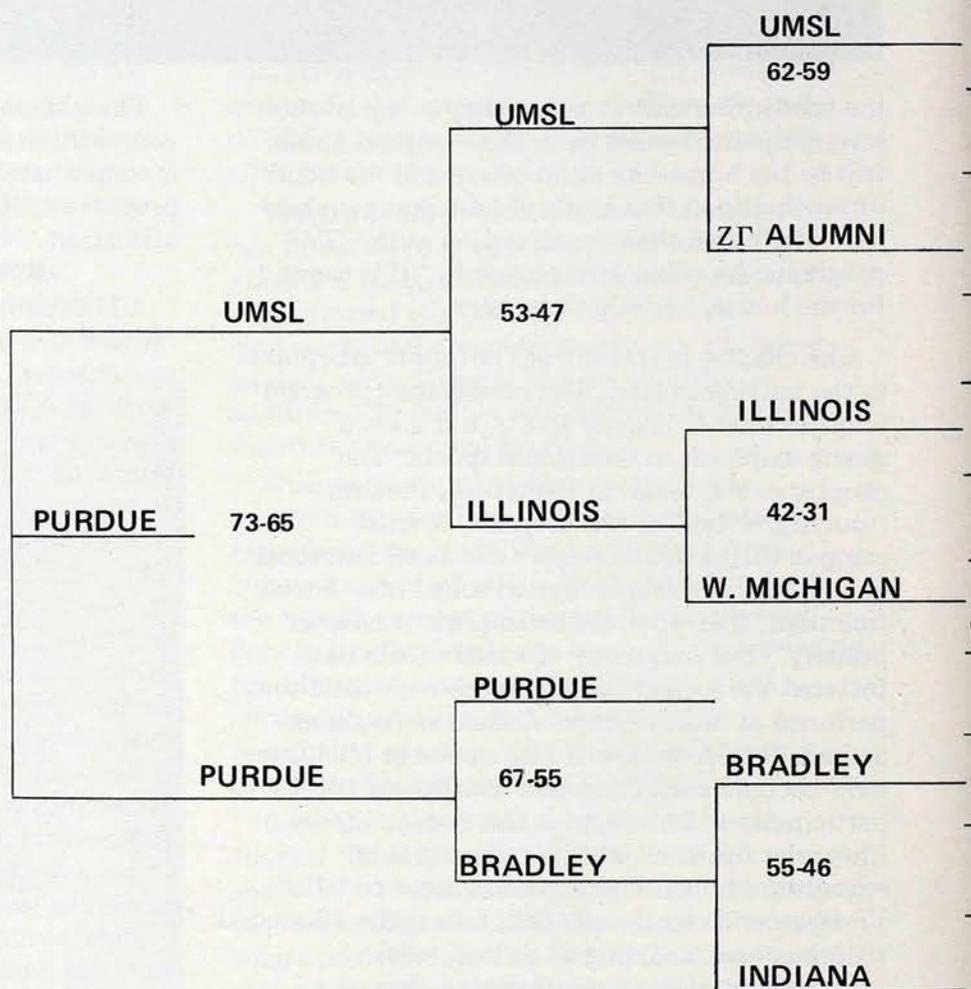
What UCLA has become to the world of National Collegiate Athletic Association basketball, Zeta Gamma (Eastern Illinois) is becoming to the IKA basketball community.

Zeta Gamma continued its winning ways last March when they captured the championship trophy of their own annual invitational basketball tournament. It was the second such win for the Pikes that season. They also grabbed first place in the Eastern Illinois University fraternity division basketball playoffs.

The Seventh Annual Zeta Gamma Invitational attracted some 300 Pikes representing 12 chapters. Those attending were Zeta Phi (University of Missouri at St. Louis), Beta Phi (Purdue), Beta Eta (Illinois), Zeta Gamma Alumni (Eastern Illinois), Alpha Nu (University of Missouri at Columbia), Zeta Gamma (Eastern Illinois), Epsilon Psi (Western Michigan), Alpha Kappa (University of Missouri at Rolla), Delta Sigma (Bradley), Delta Xi (Indiana), Eta Nu (Northern Illinois), and Epsilon Iota (Southeast Missouri).

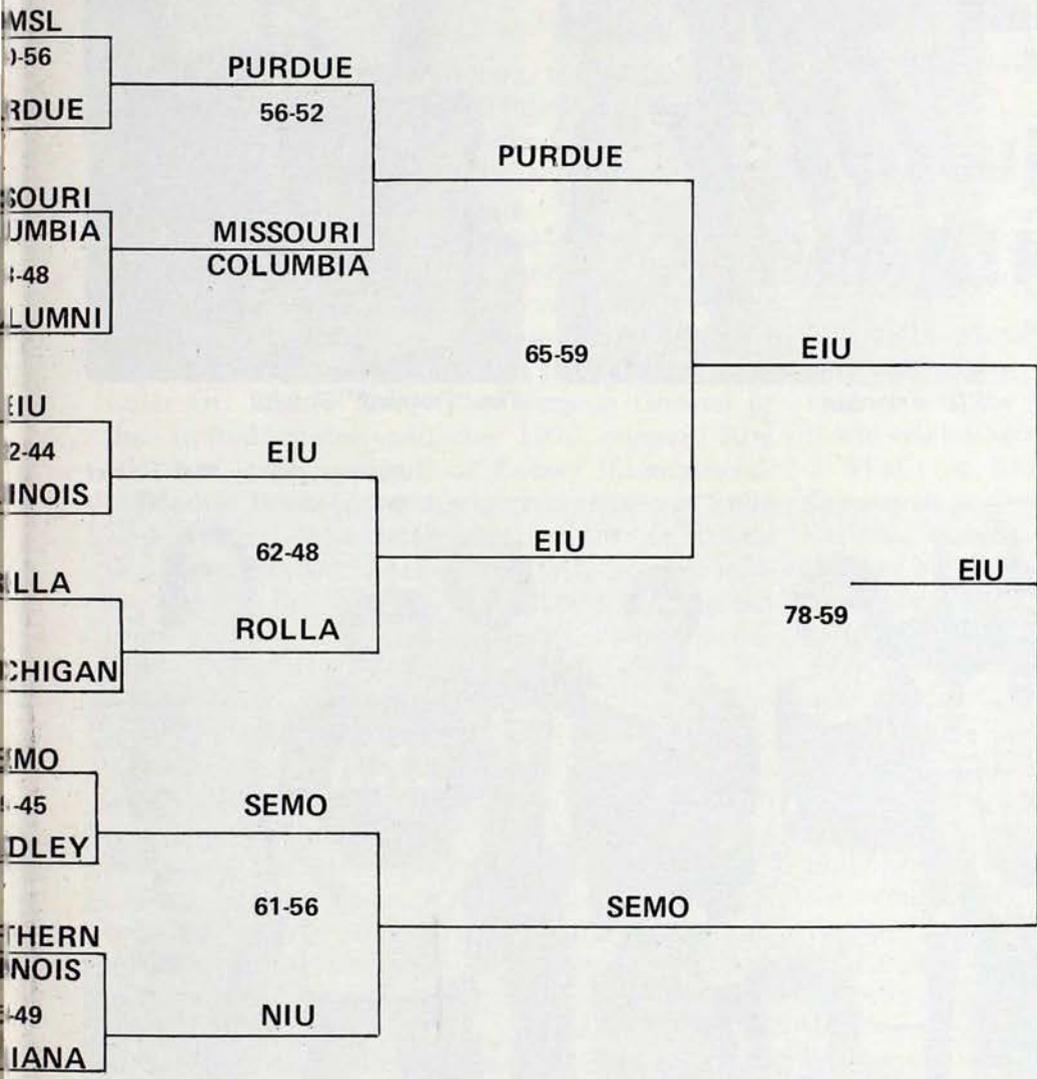
Zeta Gamma maintained possession of the "travelling" trophy with their 78-59 win over Epsilon Iota. Beta Phi won third place honors in the consolation match by handing Zeta Phi a 73-65 defeat.

Although the tournament lasted two days, there was plenty of time for other recreation. Most of the Pikes and guests



7TH ANNUAL ZET

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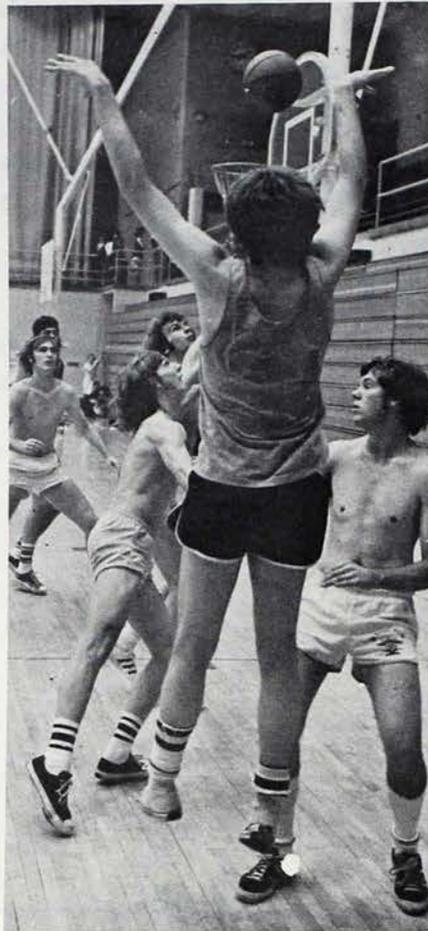
GAMMA TOURNAMENT

continued from page 24

arrived a day early to take part in social activities planned in Charleston. The Charleston Elks Club played host to the Pikes one night. There they were entertained by a local folk singer.

Tournament chairmen Randy Marmor and Bruce Bentcover declared the tournament a success noting that friendly competition and brotherhood were predominant. Zeta Gamma not only hopes to increase its winning streak in the Eighth Annual Invitational next year, they also hope to increase the number of Pike chapters involved in the basketball tournament.

Elizabeth Foley is a senior at Eastern Illinois majoring in speech communication. She is a close friend of Zeta Gamma chapter assisting them with public relations activities. Larry Lunsford recently graduated from the University of Tennessee (Zeta) and is travelling for ΠΚΑ this year as a Chapter Consultant.



EIU vs. Purdue



The "Traveling" Trophy

The Winners

Photography by Rick Hobler



Recognition

Brian Selected Distinguished Pike

The Fraternity's highest honor, the Distinguished Achievement Award, was presented this year to Dr. Earl Brian, past Secretary of the California Health and Welfare Agency and an alumnus of Alpha Alpha chapter at Duke.

He was the fortieth recipient of the award which is given in recognition of outstanding distinction in a profession or philanthropic venture. He joins such former winners as the late Senator Everett Dirksen; Lee Talley, chairman of the board of Coca Cola; Dr. Luther Terry, past Surgeon General of the United States; and the 1973 winner, Roy Hickman, past president of Rotary International.

Brother Brian earned his medical degree at Duke and joined the administration of California Governor Ronald Reagan in 1967 as executive secretary to the state Social Welfare Board. He had been on the job only a few months when he was drafted and sent to Vietnam as a flight surgeon.

He won the Silver Star for giving aid to the wounded while under heavy rocket attack.

Reagan named Brother Brian director of the state's Medi-Cal program of health care for the poor in 1970 and later elevated him to head the Health and Welfare Agency.

Brian was instrumental in the Reagan Administration's efforts to cut state welfare rolls and reform both the welfare and Medi-Cal systems.

He resigned from his secretarial post last January when he decided to seek the candidacy for the U. S. Senate from California. He was unsuccessful in that bid.

In January he was named one of America's Ten Outstanding Young Men for 1974. A strong believer in the free enterprise system, he has authored a book on his investment technique in the stock market.

He was featured in December and March issues of the *Shield & Diamond*.



Dr. Earl Brian



P. D. Christian, 1940

Christian Lauded For IKA Loyalty

The 1974 recipient of the Loyalty Award, P. D. Christian, Beta Kappa (Emory) was the first chairman of the Chapter House Commission when it was established in 1940.

That year, Brother Christian, owner of Christian Construction Company in Atlanta, travelled to the national convention in Chicago to petition for a chapter house loan for his local house corporation at Emory University. His impression upon the convention not only won him the loan he requested, he was also elected chairman of the newly established commission.

Under his guidance, the Chapter House Commission worked out plans for a thorough reorganization of the Chapter House Fund and provided for a stable program for chapter house building and financing. As a result of the work of the commission, the delegates at the 1946 convention found that at least four chapters owned their houses entirely without encumbrances of any sort and that every one of the other forty chapters with houses had developed financial stability with good equity in their houses.

The Chapter House Fund grew through the decade from \$98,000 in its initial years to \$545,000 in 1958. At the Memphis Convention in 1954, through the leadership of Brother Christian, provision was made for the use of the Shield & Diamond Endowment Fund as a loan fund for chapter houses. The House Fund grew to \$1,250,000 by 1966 and exceeds \$1,374,000 today.

Recognition

Named for two former National Presidents, J. R. "Pike" Powers (1905-06) and David C. Powers (1961-62), the Powers Award is utilized annually recognizing the outstanding graduating members of Pi Kappa Alpha. The 1974 recipient, David E. Barczewski, not only excelled in his Fraternity, he was also one of the exemplars of leadership on his campus.

At Alpha Kappa chapter Brother Barczewski was elected SMC his senior year after serving a year as IMC his junior year. He also served as rush chairman, membership education coordinator, editor of the Kapers scrapbook, and alumni relations chairman. Brother Barczewski graduated from the University of Missouri at Rolla in June with a 2.58 accumulative grade point average on a possible 4.0 scale.

Dave also served as president, second vice-president, and secretary of Alpha Phi Omega service fraternity during his undergraduate years. Having been selected to Who's Who in American Universities and Colleges in 1972-73, he was chosen to be a member of the 1973-74 Who's Who selection committee for the University of Missouri at Rolla.

In recognition of his many achievements at Rolla, the engineering management major was named Interfraternity Council Man of the Year in May. Dave was a representative of Region II.



The Region I winner graduated from the University of Pennsylvania in June with a 3.62 grade point average on a 4.0 basis. Bruce Alan Wolfson, an alumnus of Beta Pi chapter, was an economics major from Glencoe, Illinois.

Louis A. Cochet, director of fraternity affairs at Pennsylvania, describes Bruce as one of the top leaders on that campus. He was a member of Omicron Delta Epsilon and was named to the Friar's Senior Honor Society, a group reserved for the top 35 campus leaders. He also worked with the Kite and Key Society, a large campus service organization.

Bruce has served IKA as both president and vice president of his chapter as well as serving terms as rush chairman and kitchen steward.



Vaughn L. Baker has been selected as the recipient of the Powers Award for Region III. At Montana State University, he held the top offices both in his fraternity and on campus.

The earth science-geographical planning major graduated with a 3.64 accumulative grade point average on a possible 4.0 scale. He was a member of Phi Kappa Phi, Phi Eta Sigma, Septemviri, reserved for the seven outstanding senior men, and Who's Who in American Universities and Colleges.

In Gamma Kappa, Vaughn served as SMC, membership education coordinator and kitchen steward.

Brother Baker was elected president of the Associated Students his senior year and had served as business manager of that body.



Powers Award Recipients Named

A "mature, sensitive and ambitious young man" is how Thomas Tiller, Jr., fraternity and sorority advisor at Virginia Polytechnic Institute, describes Michael L. Scales, the Region IV Powers Award winner.

Mike graduated in June in the top 8% of his class with a 3.56 grade point average on a 4.0 scale.

He served Epsilon chapter as SMC, alumni secretary, and was named the 1973 distinguished service award winner as well as the 1973 Robertson Award champion.

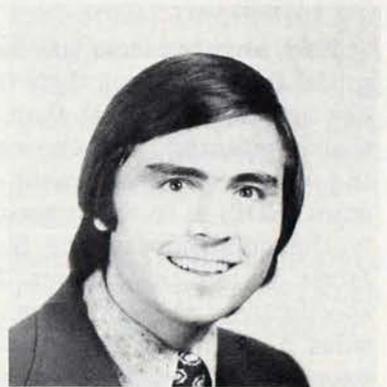
Other honoraire Brother Scales achieved while an undergraduate include Omicron Delta Kappa, Phi Kappa Phi, Beta Gamma Sigma (of which he was president), Beta Alpha Psi, Pi Delta Epsilon, and Kappa Theta Epsilon.



Michael W. Fletcher, the Powers Award winner from Region V, has joined the staff of the Memorial Headquarters to travel as a chapter consultant this year.

Mike was instrumental in Eta Tau's choosing to colonize with Pi Kappa Alpha in 1970. He went on to become SMC of the Austin Peay chapter and also served as secretary, rush chairman, and alumni chairman. A political science, sociology and history major, he graduated with a 3.2 accumulative grade point average on a 4.0 scale.

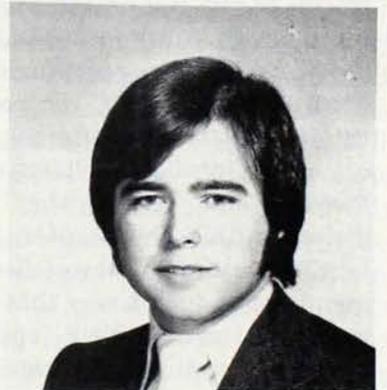
At Austin Peay he was president of the student body his senior year following a term as vice president. He also was secretary of the student government and president of his sophomore class. Mike is a member of Phi alpha Theta, Who's Who in American Universities and Colleges.



The Region VI winner, Thomas S. Price, was charter president of Eta Psi chapter at Texas Wesleyan College. He graduated in June with a 3.5 grade point average on a 4.0 scale in business management.

Steve was president of the Interfraternity Council at Texas Wesleyan following a term as secretary-treasurer. He also served as president and secretary-treasurer of his local fraternity his sophomore and junior years. Other activities included Alpha Chi scholastic fraternity and Phi Beta Lambda (of which he was president). He also headed the state parliamentary procedure team for the latter group.

A native of Fort Worth, Texas, he was a member of Who's Who in American Universities and Colleges and was named Pike of the Year by his chapter in 1973.



GROUP TALK

By Dr. Robin Widgery
Leadership Consultant

I read in the Shield & Diamond RUSH about the new Chapter Development Program that can "promote dramatic local and national improvement." What kind of improvement?

Ultimately, chapter development is reflected in the quality of the lives of members and alumni. The purpose of "local and national improvement" should be to enrich the human dynamics within each chapter, so that members individually and collectively may learn and perfect those human qualities which will enable them to achieve higher levels of performance and greater contributions throughout their lives.

Few environments are better suited for developing these qualities in the individual than is a social fraternity. The concern of the Chapter Development Program (CDP) is to assess accurately the condition of the human fabric within the chapter. More specifically, this program provides a diagnostic instrument (a scientifically designed questionnaire) whereby each chapter can compare itself to the National Norm of Pi Kappa Alpha. For instance, this diagnosis measures the quality of individual and group leadership, communication, trust, commitment, cooperation, problem-solving, satisfaction, and many other conditions within the chapter. Such human factors are objectified for members in such a way that they can evaluate their specific strengths and weaknesses. This kind of systematic appraisal, when analyzed by the members of an organization, can be

Fraternity Satisfaction Test

How satisfied are you with your fraternity experience? The following test will help you determine your satisfaction level. Questions (modified from the exclusive IKA Chapter Development Program) should be answered with a 1 to 5 ranking. 1=very little extent; 2=little extent; 3=some extent; 4=to great extent; 5=to very great extent.

- 1. How satisfied are (were) you with your chapter experience?
- 2. How satisfied are (were) you with your chapter officers?
- 3. How satisfied are (were) you with your fellow members?
- 4. How satisfied are (were) you with your own contributions to chapter goals?
- 5. How satisfied are (were) you with chapter activities?
- 6. To what extent is (was) your social life in the chapter what you had expected it to be before joining?
- 7. To what extent has (did) your fraternity experience provided you with opportunities for recognition?
- 8. To what extent has (did) your fraternity experience allow you to fully use your skills, talents and abilities?
- 9. To what extent has (did) your fraternity experience provided you with opportunities for personal growth and development?
- 10. To what extent has (did) your fraternity experience given meaning and significance to your life?

See page 46 for scoring.

extremely effective in bringing about organizational improvement.

We have a leadership problem of a different sort — overzealousness. A recent alum continues to work hard for the chapter and thinks he is a leader. We are embarrassed, however, when he interferes with our rush and projects and when he asserts himself during chapter meetings. How can we ease him out of the picture?

Alumni commitment and zeal is much to be desired — but only if it supports and sustains the natural development of the chapter. The problem of individuals who have outgrown earlier experiences in their lives but who have not realized such growth is not uncommon. The alumnus you mention may not have found new arenas in life toward which he may direct his leadership skills. There is a place for alumni leadership, but it should not be at the expense of chapter members.

Instead of easing him out of the picture completely, his energy and intent should be re-directed into channels that will move him away from the leadership responsibilities of members. The chapter's alumni relations officer might ask this individual to take on the responsibility for the development of greater alumni support. If he should still find time to meddle in chapter decisions, someone ought to tell him how he is perceived by the members. This kind of feedback to the alumnus should be sufficient to quell his overzealousness, but not so as to extinguish his commitment.

HISTORICAL NOTES

Dream Girl Tune Created in 1917

By Dr. Paul G. Blount, National Historian

A. M. Hillhouse, one of those alumni with an enduring interest in ΠΚΑ, recently sent John Kaegi, editor, a record of Bing Crosby singing "The Dream Girl of Pi Kappa Alpha." The record is 78 rpm, for the release was an early one. The song, written in 1917, has an interesting history. The song celebrates the beauty of the Dream Girl, whether she is the sweetheart or wife of an individual Pi Kappa Alpha or the dream girl of a chapter or the International Dream Girl. Every spring chapters sing, or try to sing, the song meaningfully to their new Dream Girl. In addition, the song has always had a national appeal outside the Fraternity.

The song was composed by B. Ernest "Bess" Shields, Beta chapter, in 1917. Beta chapter at Davidson owns the original piano on which the song was composed. Shields then played in Jan Garber's orchestra when Garber had the national

popularity to demand \$3,000 for an evening (a good fee then) from people like Mrs. Vanderbilt for an evening of dinner-music. When Garber first heard "The Dream Girl of Pi Kappa Alpha" at a dance in Hendersonville, North Carolina, he liked it, recorded it, and distributed the song nationally. Shields later moved to Whitey Kaufman's "Pennsylvania Serenaders," where he continued to popularize the dream girl song, giving it even greater national popularity. Once when the late Robert Adger Smythe, honorary life president, was on an oceanliner bound for Paris, the orchestra at a shipboard dance broke into the dream girl song, and Smythe reported that it was "the thrill of his life." Smythe commented that the song was also popular in Europe.

Gene Austin then took over the song and copies of sheet music that he sold ran into the thousands and copies of his record of the song sold hundreds of thousands.

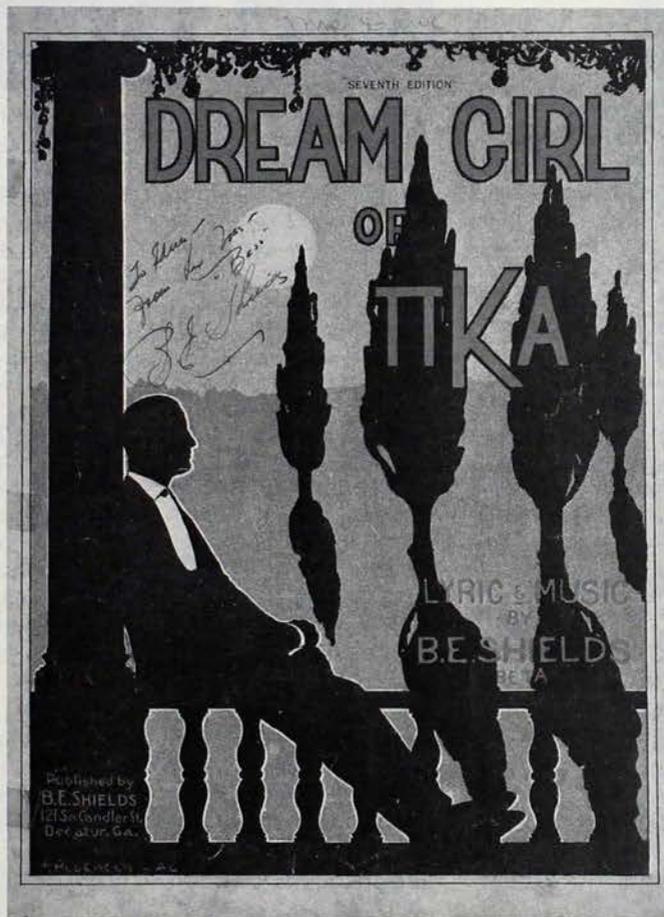
The song became the official Dream Girl Song when adopted at a national convention in 1920.

What happened to Shields? He left the music world, where he was successful, to join the insurance world where he was just as successful, working until the time of his death as a pioneer in selling group life insurance.

Music has always meant a great deal in the life of the Fraternity and "The Dream Girl of Pi Kappa Alpha," now in its 57th year, has a lasting place.

Spotlight on the Harvey Newell Library

In the beautiful paneled Harvey T. Newell Library at the Memorial Headquarters are books written by Pi Kappa Alpha's or books that concern the Fraternity. If you are the author of a book or if you have a book of interest to Pi Kappa Alpha, you are urged to donate it to the Library. One such book is *The History of the University of Virginia* by William B. O'Neal, published by the University Press of Virginia in 1968. The book was a gift of Guy Borkey, Omicron, past national treasurer. The pictorial history has 177 pages and contains references to Pi Kappa Alpha plus pictures which illustrate life at the University of Virginia in those days when ΠΚΑ was founded there and was struggling for its existence. The publication of this book in 1968 coincided with the 100th anniversary of the Fraternity.



ALUMNI NOTES



Owens

INITIATION DATES 1920 to 1949

Hubert B. Owens (Georgia) was recently installed as President of the International Federation of Landscape Architects (IFLA) at the organization's biennial congress in Vienna, Austria. Brother Owens is dean emeritus of the School of Environmental Design at the University of Georgia. The IFLA membership includes 25 associations of landscape architects representing a total of approximately 4,000 members in 34 countries. The organization promotes landscape architecture, its impact on human activities and the role of the landscape architect in conservation and reshaping of the human environment. In addition to his activities with the IFLA, Brother Owens was president of the American Society of Landscape Architects from 1965 to 1967 and was appointed to the Citizens Advisory Committee on Highway Beautification by President Lyndon Johnson. He was also an advisor to Mrs. Johnson in the Beautify America program.

William Ackerman (Florida) is an attorney with the firm of Ackerman, Senterfitt, Edison & Wharton in Orlando, Florida. He is a member of the Orange County and American Bar Associations, the American College of Trial Lawyers, and is active in the Chamber of Commerce, Rotary and University Club of Orlando.

Joseph E. Aebischer (Syracuse) is currently Chief Deputy at Orange County Courthouse in Orlando, Florida, after an eventful career in the Military that spanned 26 years and took him from obscure islands in the Pacific to Europe and Iceland. He is presently writing a book which covers his experiences in Bavaria, Germany as Chief of Counter Intelligence for the U.S. Constabulary directly after World War II.

Ray Bartholdi (Minnesota) was recently elected the 50th President of the Twin City alumni chapter of Alpha Kappa Psi, professional business fraternity. Brother Bartholdi was a founder of IKA's Beta Chi chapter at Minnesota and was responsible for reorganizing the alumni of Beta Rho chapter for a 50-year anniversary celebration.

Charles W. Brady (Florida) is owner and president of Challe, Ltd., a knitwear manufacturing firm in New York.

Dr. Frank F. Hash (New Mexico and Missouri) has been named Head of the Department of Journalism and Mass Communication and Director of the Center for Broadcasting and International Communications at New Mexico State University. He was an associate professor of Journalism and Communications at the University of Florida and chairman of the department of Journalism at Idaho State University before joining the NMSU faculty in 1972.

Lee P. Hatfield, Jr. (Florida) is vice president and consulting engineer for Williams Hatfield & Stoner, Inc., in Fort Lauderdale, Florida. He is President of Kiwanis and a member of Georgia Engineering Society and Power Squadron.

Leslie M. Pinney (Western Reserve) recently retired from the CPA firm of Pinney, Garcia, Durkin and Ortiz in St. Petersburg, Florida. He received his Master of Accountancy degree in June at the University of South Florida and plans to continue practicing as an individual practitioner, CPA.

Bernard W. Shiell (Florida) is President of the Commonwealth Corporation, a mortgage lending bank in Tallahassee, Florida. Brother Shiell is also a director of the Lewis State Bank and a trustee of Citizens Growth Properties and Bethune-Cookman College. He is a member of Rotary Club and is president of both the Chamber of Commerce and Capital City Country Club.

Jim Worrall (Georgia) will end a 23-year career in the educational field to become General Manager of Radio Perry, Inc., owner of Georgia's first FM stereo station.

INITIATION DATES 1950 to 1959

Dr. Eldridge W. Roark, Jr. (Samford) has been appointed to the position of Vice President for Student Affairs at Radford College in Virginia. A graduate of Samford University, he re-

ceived both his Masters of Business Administration and doctoral degrees from Syracuse. Brother Roark served as associate dean of men and coordinator of student organizations at Purdue University from 1969 to 1974. He is also a member of the American Personnel and Guidance Association, the National Association of Student Personnel Administrators and Omicron Delta Kappa national leadership fraternity.

Captain David M. Wallace (Memphis State University) was recently named Distinguished Honor Graduate of his class at the Department of Defense Information School at Fort Benjamin Harrison, Indiana. The 8-week tri-service school prepares selected military officers and government service workers for duty within the public affairs career field. Captain Wallace was a 1962 journalism graduate of Memphis State University and is currently assigned to the North American Air Defense Command in Colorado Springs.



Wallace



Gossum

INITIATION DATES 1960 to 1969

Joe Dan Gossum (Murray State) is currently division controller of Porex Materials Corporation, a division of Glassrock Products, Inc. in Atlanta. He joined Porex in 1973 as staff accountant.

Captain William T. Anton (Nebraska) was promoted to his current rank on February 23, 1974. He is assigned to the 7th Special Forces Group at Fort Bragg and will complete his MA-Ed. in December of 1974. A 1973 graduate of Converse College, Brother Anton will be married in August to Fredda Lee Benfield.

Dr. Paul G. Blount (Georgia State), chairman of the English department at Georgia State University, has been elected Regents' Professor by the Georgia Board of Regents and the university faculty. Regents' Professorships are special honors granted to "outstanding faculty members who are

contributing prestige to the academic standing of the community." Dr. Blount received his Ph.D. degree from Cornell and has been on the Georgia State faculty for 18 years. He has been vice chairman of the faculty and has served on numerous committees, including service as a consultant to the U.S. Officer of Education and to the English programs of numerous colleges. Among other activities, Brother Blount has been an officer for 18 years of the Glenn Memorial Methodist Church and is a member of the Jaycees and Kiwanis. He joins only five other Regents' Professors at Georgia State University.

Captain Paul Adrian Bishop (Idaho), assistant professor of military science at Western Kentucky University, has received the Army Commendation Medal with the first oak leaf clusters. Brother Bishop served as advisor to the Vietnamese Army in South Vietnam from 1959 to 1960 and as adjutant in Korea from 1968 to 1969. The Department of the Army commended Brother Bishop for "functioning in the academic environment which gained for him the deep respect and admiration of faculty colleagues and students."

George W. Cox, Jr. (Old Dominion) recently became a law partner in the firm of Burnside, Roof & Cox in Columbia, South Carolina. Brother Cox is currently serving as Alumnus Counselor for the IKA colony at the University of South Carolina and is also Vice President of District 7.

Kenneth I. Cronin (Millsaps) recently received his M.D. degree from University Medical Center in Jackson, Mississippi. He and his father, Dr. Irvin Cronin, became the first father-son graduates of the 4-year medical school.

John S. Curry (Southwestern) received his Master of Theology degree at Southern Methodist University and is presently Associate Minister of the First United Methodist Church in Victoria, Texas.

William Bramwell Govaars, II (Arizona) is presently Portfolio Manager for Far West Federal Savings in Portland, Oregon.

Terry G. Robertson (Oregon State) is a career officer in the U.S. Navy. He recently moved to San Diego to serve as Weapons Officer aboard the USS Bradley.

Charles A. Schneider (Missouri at Columbia and LSU) is Assistant

FRATERNITY PROFILE



Manager with B & B Incorporated, a retail clothing chain in Baton Rouge, Louisiana. Fellow IKA brother and friend, Matt Angeletti (LSU) is also with the firm of B & B, managing the chain's newest store in Baton Rouge.

Timothy R. Schweighart (Missouri-Columbia) is presently employed with Pacific Southwest Airlines and is performing flight crew duties on a B-727 as second officer based in San Diego.

INITIATION DATES 1970 to 1974

E. H. "Hap" Alexander (Western Carolina) is employed at the Bank of

North Carolina in Jacksonville, North Carolina.

William A. Richardson (North Carolina State) was recently promoted to Assistant Sales Manager for Lilly Industrial Coatings.

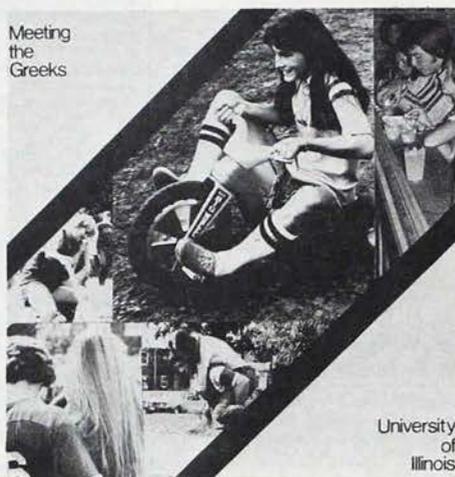
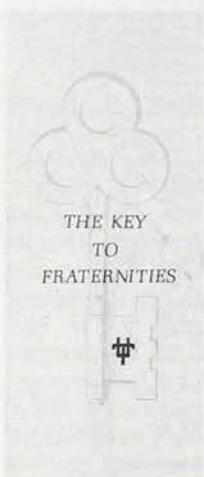
Robert M. Scott (Arkansas) is Operations Manager of Yellow Freight Systems Incorporated in Springdale, Arkansas.

Michael L. Spencer (Oregon State) is currently a state police trooper assigned to Eugene, Oregon.

TIPS ON...

Publishing a Rush

by Larry Lunsford,
Chapter Consultant



Besides being an extra effort your chapter can put forth during rush, a brochure can be a visible selling pamphlet. It can demonstrate in pictures and a few words what may take hours to explain to a rushee.

Rush is always complicated to a rushee because he gets an encyclopedia of information as he travels from chapter to chapter. Later he attempts to determine who said what. A Pike brochure could aid his memory.

Obtain some information on publishing a small brochure. It doesn't have to be large — four to six pages is sufficient.

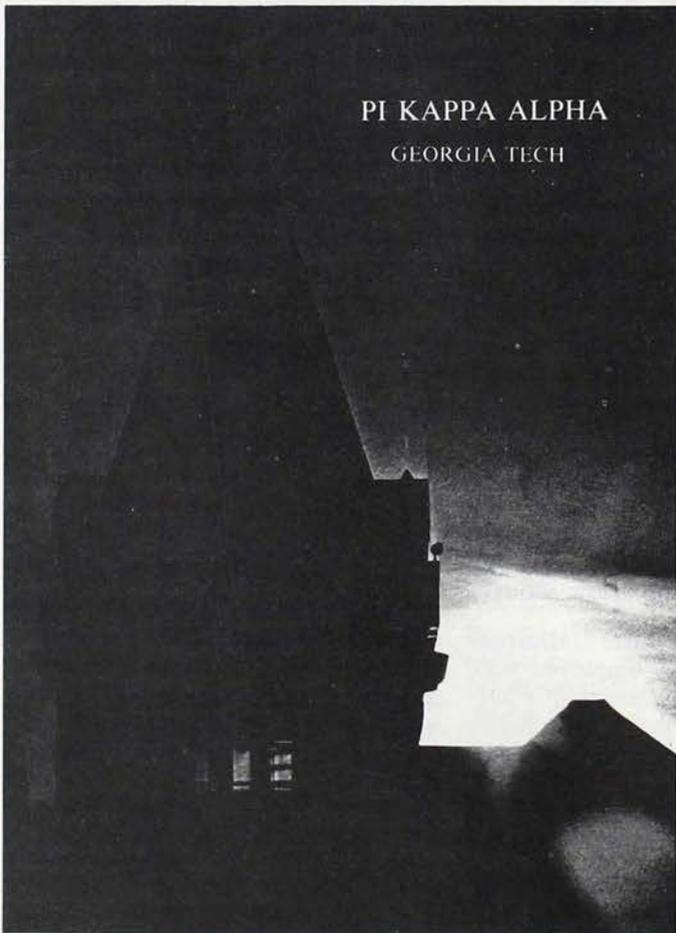
Check local printing companies to compare examples of their brochure ideas as well as printing prices. You'll find that larger quantities are cheaper. This enables you to mail the brochures during the summer and give them out during formal rush. Once you select a firm, demand a signed contract which specifies the final delivery date.

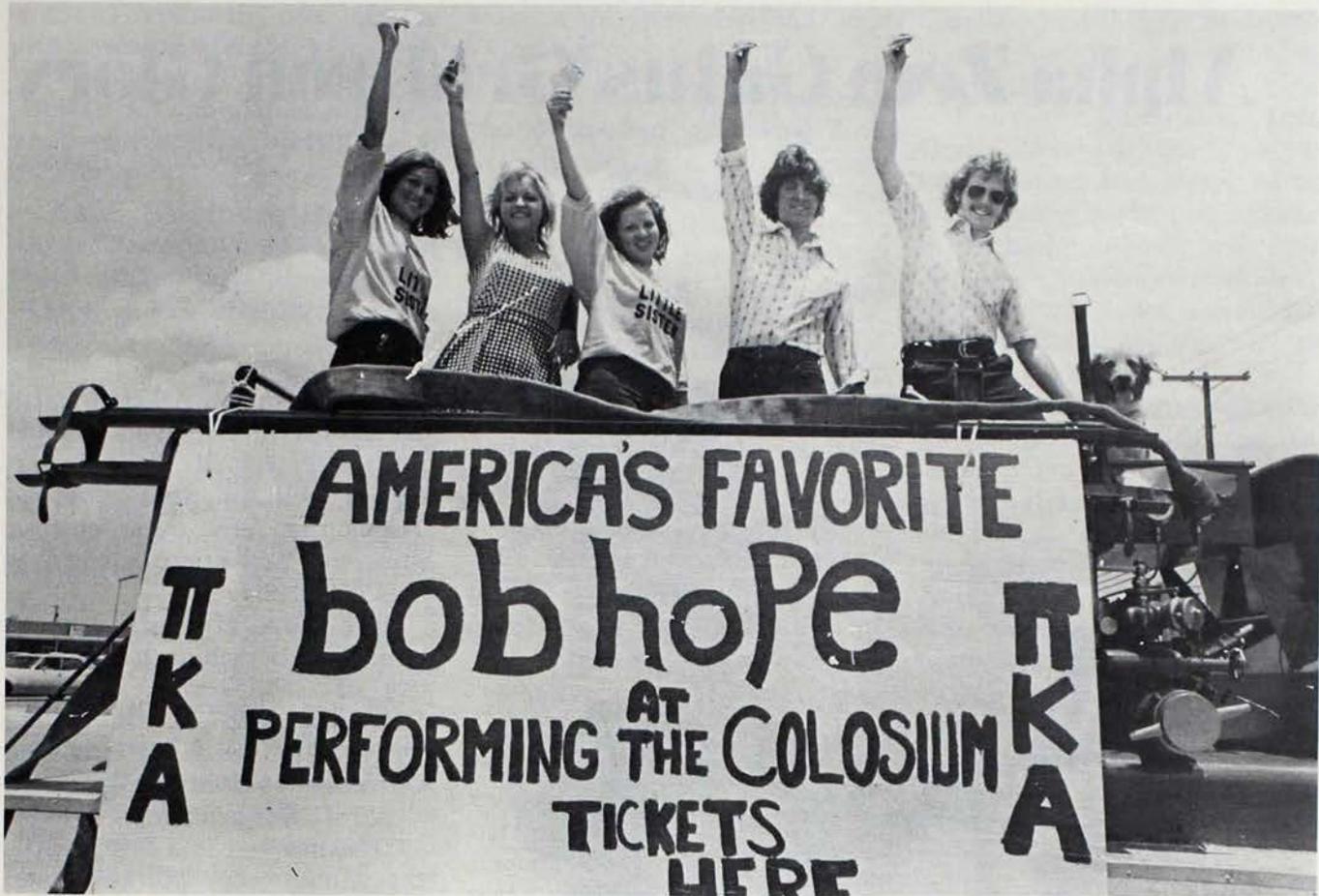
Have pictures express your ideas instead of words. Communications studies show that pictures are "read" twice as much as adjoining stories. Don't waste your space with needless stories or letters. Use only good quality, high-contrast photographs. Pictures you think are "fairly" good will appear flat and grainy in the final brochure. Use pictures of intramurals, campus events, or charity functions. Don't use pictures of people just standing around the chapter house. Have action shots!

Utilize available space to the utmost. Have a trained individual lay-out the brochure so that copy and photographs are proportionate.

Reveal what your chapter has to offer. Have an attractive cover. Give a brief definition of a fraternity, what the fraternity system is on your campus, and what Pi Kappa Alpha is to a rushee. Emphasize prominent chapter brothers as well as eminent Pikes. Stress scholarship, leadership, athletics, and social life. The photographs should feature persons in a natural, relaxed pose.

Everything you want to tell a rushee but don't have time to do so can be summarized in a handsome brochure. The extra time, effort and money can prove profitable during rush when rushees return to learn more of what they read!





When a chapter ponders the problem of raising funds for remodeling or building a house, so often they simply take the easy way out and ask their alumni. The men of Epsilon Delta chapter (North Texas State) bypassed the traditional route in favor of really "doing it up big."

They organized, publicized and sold tickets to a special Bob Hope Show presented in mid-June to the citizens of Denton.

While most fraternities are dormant during summer months, the majority of Epsilon Delta brothers were out selling tickets and publicizing the show. It was just as if summer vacation had never come. Little sisters pitched in as did Hope's publicity agent and others. Over 9,000 tickets were sold realizing a good profit for the house.

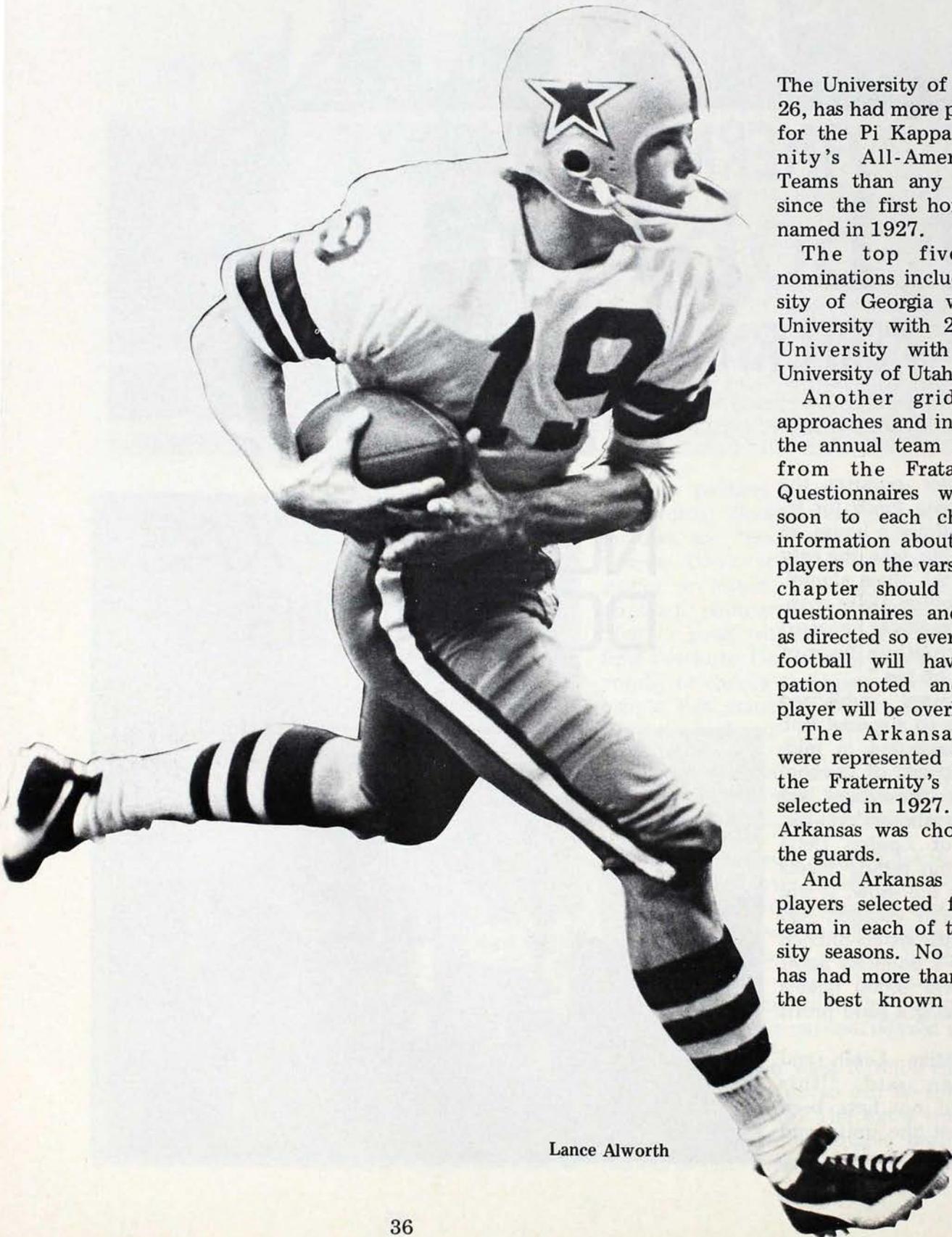
Organizers Mike Leach and Mike Camden said, "this endeavor would not have been possible without the unity and brotherhood of this chapter."

NORTH TEXAS DOES IT BIG



Alpha Zeta Gains Gridiron Glory

By Dillon Graham



Lance Alworth

The University of Arkansas, with 26, has had more players selected for the Pi Kappa Alpha Fraternity's All-American Football Teams than any other chapter since the first honor squad was named in 1927.

The top five chapters in nominations include the University of Georgia with 24, Tulsa University with 21, Utah State University with 20 and the University of Utah with 19.

Another gridiron season approaches and in a few months the annual team will be chosen from the Fraternity's stars. Questionnaires will be mailed soon to each chapter seeking information about their football players on the varsity team. Each chapter should complete the questionnaires and return them as directed so every Pike playing football will have his participation noted and no worthy player will be overlooked.

The Arkansas Razorbacks were represented on the first of the Fraternity's all-star teams selected in 1927. Glen Rose of Arkansas was chosen as one of the guards.

And Arkansas has had four players selected for the all-star team in each of their three varsity seasons. No other chapter has had more than two. Perhaps the best known of these was

Lance Alworth, one of the Southwest Conference's greats in 1959-60-61 who later won acclaim for more than a decade in professional football as a flanker back.

Other Razorbacks chosen on three Fraternity all-star teams were backs Jackie Braswell and Harry Jones and guard Tom Reed.

Georgia's nominees to the Fraternity's all-star teams include Frankie Sinkwich, an Associated Press All-America back in the early 1940's and Jimmy Poulos, who wound up three fine seasons for the Bulldogs last year. Bobby Dobbs, selected as All-American quarterback by the Associated Press in 1942, was perhaps Tulsa University's greatest Pi K A player.

Trailing the top five chapters in player selections for the Fraternity's all-star teams were the University of Tennessee and Hampden-Sydney with 18, the University of California, Presbyterian College and the University of Mississippi with 17, the University of Texas with 14, the Universities of Florida and North Carolina with 12, the Universities of New Mexico, Denver and Oregon with 11, the University of Virginia and Marshall University with 10, and Wake Forest University and Texas Tech with 9 players.

Eleven players were named on each of the all-star teams selected through 1962. Since then additional players were named because of punting or place-kicking abilities and because of the increased use of offensive and defensive platoons. More than 20 players have been named to each of the All-America teams in recent years.

The University of Mississippi in 1969 had more players named than any school in previous years, five. They were Ends Hap Farber and Floyd Franks, Guard Skip Jernigan and Linebackers

Billy Van Devender and Paul Dongieux.

Tulsa shares with Tennessee the distinction of having more players chosen in any one year, four, while selections were limited to 11 players. Tulsa in 1945 provided Felto Prewitt at center and three backs, Elmer Simmons, Bob Smith and Camp Wilson. In 1956 Tennessee duplicated this with Landon Darty at end and Bill Anderson, Al Carter and Bobby Gordon in the backfield.

Georgia Tech and Minnesota were among the teams having a player on the first Pi K A team, chosen in 1927 — and neither has been represented since.

There was one father-son combination. Marvin Jonas of Utah was selected in 1928-29-30 while center at Utah. His son, Jeff, was named a guard in 1951 while playing for Utah. Marvin Jonas and Wesley Fesler, Ohio State end, were the first of a number of players to be selected for the Fraternity team in each of their three varsity years.

Tulsa furnished one of the few brother combinations to make the Fraternity teams. Glenn Dobbs was selected as a back at Tulsa in 1940-41-42 and Bobby Dobbs, who was initiated at Tulsa but shifted to Army at West Point, was selected as a back in 1943-44.

Here are the other chapters whose players have been named to the Fraternity's all-star teams through the years:

Eight players — Oklahoma, Kansas, Auburn. Seven — George Washington, Kentucky, Miami of Florida, Rutgers, Ohio State, South Carolina, Southern Methodist, Mississippi State and Memphis State. Six — Alabama, Southern Mississippi, Washington State and Howard of Alabama. Five — Southern California, Kansas State, Missouri, North

Carolina State, Penn State, Wisconsin, East Tennessee State and Murray State.

Four — Davidson, Duke, Drake, Nebraska, San Jose, Tulane, William and Mary, Wittenberg, Nebraska-Omaha, Arkansas State, Richmond and Iowa State. Three — Clemson, Houston, Florida State, Iowa, Illinois, RPI, Syracuse, West Virginia and Stephen F. Austin. Two — Southwestern State of Oklahoma, Wofford, Arkansas College, Army, Bowling Green, Birmingham-Southern, East Carolina, Linfield, Louisiana State, Missouri School of Mines, North Texas, New York University, Oregon State, Oklahoma State and Washington and Lee.

One — Beloit, Chattanooga, Delaware, Georgia Tech, Georgetown (Ky.), Idaho, Kansas State-Pittsburg, Lehigh, Louisiana Tech, Montana State, Minnesota, Millsaps, Northwestern, New Hampshire, Pittsburgh, Stetson, Pennsylvania, Tennessee-Martin, Southwestern of Memphis and Vanderbilt.

Dillon Graham, a former Associated Press sports writer and Washington correspondent, has been selecting the annual Pi Kappa Alpha All-American Football Team since 1938 and assisted in the selection of teams beginning in 1930.

"Bike Race" Nets \$150,000 for MDA

By Mike Fletcher
Chapter Consultant

What began at Epsilon Nu chapter at Georgia State University in the spring of 1972 as a local fund-raising project for the Muscular Dystrophy Association has now evolved into a concerted effort by many of Pi Kappa Alpha's local chapters to solicit donations for this worthy cause.

Due in a large part to the early success of the "Pike Bike Race" at Georgia State, the project was given a unanimous endorsement by the delegates at the 1972 Miami Convention. Pi Kappa Alpha's first priority national

Below. Members of the Wright State Colony "Rowed for Dollars" in their week-long fund raiser.

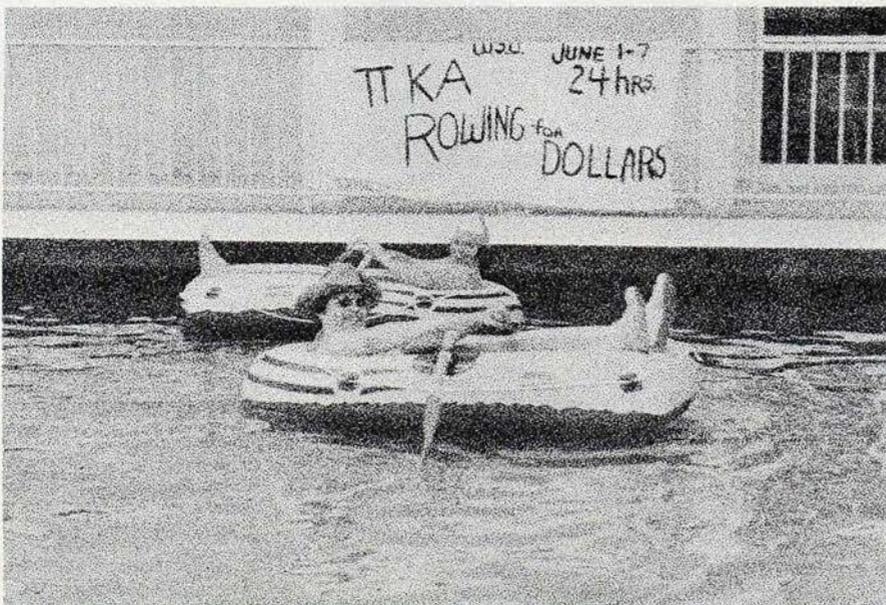
philanthropic enterprise was now underway, and on Labor Day, September 3, 1973, National President Ross Anderson presented a check for some \$68,000 to Jerry Lewis on his telethon broadcast from Las Vegas, Nevada.

As the number of participating chapters increased from 16 in 1973 to over 30 in 1974, the total collections have also risen from \$17,000 in 1972, \$68,000 in 1973, to an almost unbelievable total of \$150,000 in 1974, ranking close to the Jerry Lewis Telethon's biggest annual donor, McDonald's.

The most recent chapter of the "Pike Bike Race" is quite a story. Eddie Peters, National Chairman of the Pike Bike Race for the past three years, correctly predicted that the successful 1973 drive would "launch a new, more exciting one" in 1974. Through the diligent efforts of Brother Peters in organizing and supplying the interested chapters with the necessary information and materials from Atlanta, 1974's drive turned out to be the most successful and imaginative to date.

The efforts of entire chapters plus those of interested individual members from coast to coast combined to evolve some ingenious fund-raising schemes and projects.

Eta Xi (University of Alabama-Birmingham) was lauded by civic leaders for their planning and active participation in the county's annual walkathon. In Missouri, May was declared "Pike Bike Race Month" by Governor Kit Bond in recognition of the statewide effort put forth by the chapters of District 20-B of Missouri to raise \$45,000. Zeta Chi (Southwest Missouri State) raised over \$18,000 in that effort through a wide range of activities that included a 25-mile bike race, a





Above. The scene at the 1973 Jerry Lewis Telethon for the Muscular Dystrophy Association of America as IKA President C. Ross Anderson presented Lewis with a check for some \$68,000. This year's total exceeds \$150,000! Left. Trekkers in the Delta Sigma chapter (Bradley) Pike Hike. The effort raised over \$22,000.

quarter-mile tricycle race for women, and a Miss Pike Bike Race swimsuit contest.

Over 3,000 people visited the 16 dancing couples during the 30-hour dance marathon sponsored by Delta Chi chapter at the University of Nebraska at Omaha. The success of the marathon and the \$15,000 raised was due in large part to the support given by the local radio station, restaurants which sponsored food for the event, and the nine area bands who performed free of charge. Such examples of community support were typical of the assistance given to other chapters throughout the nation, greatly contributing to the success of their projects.

Gamma Delta (Arizona) raised over \$14,000 from its dance marathon despite the fact that a similar marathon was held for the Easter Seals campaign on the same weekend. Steve Miller, coordinator for the event at

Gamma Delta, said, "Once again we have proven to ourselves, our parents and our friends that we do have a place in society. It was through the Muscular Dystrophy Association that we were able to justify our existence."

Of course, there were Pike Bike Marathons as well. The brothers of Gamma chapter (William and Mary) raised nearly \$9,000 in their Bike Race for charity.

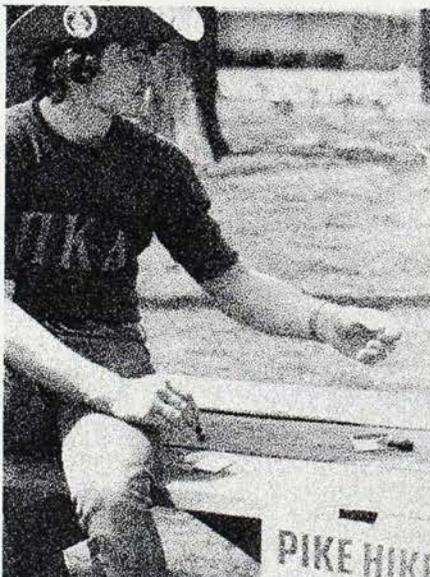
This year also saw "Pike Hike for Muscular Dystrophy." It took true dedication for the brothers of Delta Sigma chapter (Bradley) to rise at 5:30 a.m. on the day of the hike in Peoria to make the final preparations for the event. The chapter's efforts were graciously rewarded as they collected over \$22,000 in pledges with over 500 people participating in their "Pike Hike For Those Who Cannot."

The enthusiasm characteristic in this year's drive also spread to the Fraternity's colony at Wright State University which sponsored a unique "Rowing for Dollars" campaign that took place in the university's moat and lasted an entire week.

There were several innovative individual efforts highlighting Pike Bike Race activities. Brother Bill Furze, a junior at Virginia Tech, pedaled his bicycle over 600 miles from Blacksburg, Virginia to New York City. Upon reaching New York City, he ferried to the Statue of Liberty, dismantled his bike, carried it to the crown where he reassembled it. After reversing the process, he then traveled to his home in nearby New Jersey, greatly satisfied with his effort that had raised approximately \$400.

Brother Eric Neste (Linfield College) decided to undertake a longer journey as he vowed to pedal his 10-speed bike around the nation for the Muscular Dystrophy fund drive until "I get tired, which will probably

Robey Estes, Gamma (William & Mary) leads the way for the first of some 400 cyclists who participated in the Pike Bike Race.



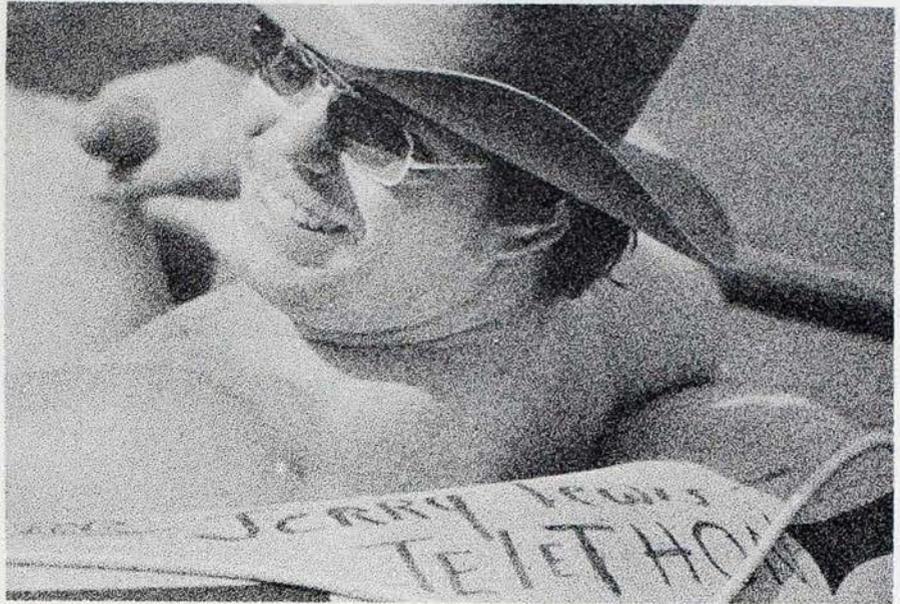
Left. Pike Hike official stamps mileage tickets in Delta Sigma (Bradley) effort.

take all summer." Brother Neste hopes to be pedaling into Vail for the Convention well on his way toward achieving his goal of \$700.

The efforts put forth by both chapters and their individual members symbolize the ideals of the fraternity system itself.

Acknowledging the old adage that "actions speak louder than words," these men reinforced the ideal that Pi Kappa Alpha exists not solely as an avenue for social enlightenment, but to develop in its members a cultural responsibility as well.

Said Chairman Peters, "In fulfilling this duty the Fraternity has not only contributed to the total education of the undergraduate but has also strengthened both itself and the entire university community."



Above. Wright State's Dan Bohn relaxes in "Rowing for Dollars" raft, marked appropriately. Below. This is who it's all about.



Hubie Who?

By John Kaegi, Editor

Riddle. What is something Green, worth \$150,000 on a six-month investment and comes between Johnny Miller and Jack Nicklaus?

If you didn't guess pro golfer Hubert Green (Delta Lambda — Florida State), don't fret. Hubie would understand, considering the mysterious lack of press coverage during his often brilliant three-year links career. Yet, there he stood following the late May Danny Thomas Memphis Classic — with \$120,000 and placed second, between sensational Johnny Miller and super-star Jack Nicklaus, on the PGA money winning list. (He since won the Philadelphia Classic.)

"At one time, I let them (the press) know I was upset that they were ignoring me," admits the usually happy-go-lucky Alabaman. But Green's characteristic common-sense logic tells him he's no Nicklaus. "I haven't won 14 major titles yet. The proof of the pudding and all that, you know," adds Green in his rapid-paced accent. "Playing good golf has nothin' to do with media coverage, anyway."

But good golf does sometimes depend on good weather, a variable Green had little of during the Pro-Am preceding the Memphis Classic. Even so, Hubie retained his country humor. While sloshing off the rain-soaked 18th,

an admirer cautiously approached. "How did you do today?" he inquired, to which Green quipped, "Oh, I had lots of fun today. I almost drowned out on the 12th green!"

That was the first sign that the steady downpour bothered him, except, of course, for his three-over-par 75. "It don't matter what you shoot today," he casually injects, and sure enough, the following two days Green was hotter than Memphis' broiling sun.

Driving and chipping his way to consecutive six-under 66's on the long Colonial course, Hubie led the field by two strokes going into round three.

"I'm happy to be where I am," says Green of his torrid start. "But I've got to play good golf to win. I think you can get too lackadaisical if you have the lead I've got."

Hubie can usually tell after a round or two if he has what it takes to win a tournament. During the third round he "just kinda ho-hummed it," and shot 70, putting him in command three strokes ahead. This week appeared to belong to him.

Until Sunday. Veteran Gary Player, the greatest golfer in the world by his own standards, stormed to a 67 while Hubie



slipped to a 73. A disappointing second. Still, Hubie's silly grin that fits on his face speckled with freckles and capped by short, curly, dark hair, maintained his poise. "Gary played a great round and he deserved to win. I didn't play that great. If I had, I'd have won."

It wasn't due to lackadaisicality that he lost. Hubie was obviously nervous playing head-to-head with Player as witnessed by the several practice shots he took prior to each swing. "I'm always nervous when I play," says Green, who attributes inexperience in pressure situation to young golfers' inability to maintain an early round lead in tournaments. "I'll quit the game when I stop being nervous, though. I love the feeling. It makes the game exciting."

Hubie's not one to buckle under pressure. "I think it's great to be in head-to-head competition with the best golfers." He proved it with his very first PGA win by defeating veteran Don January in a sudden-death play-off for the Houston Champions International in 1971. "When you're the underdog," says Green, "you're not expected to win. That takes most of the pressure off."

This day, however, Green sits straddling a lonely locker room bench with a terry-cloth towel draped around his wet shoulders following the rain-plagued Pro-Am. He discusses the other highlights of his young career.

Hubert was a first class collegiate golfer at Florida State University prior to his 1968 graduation. However, his anxiety to get on the PGA tour was interrupted when he failed at his first attempt to qualify. "I found out what I *didn't* want to do for a living," remembers Green as he reflects on a year as assistant pro at the renowned Merion Golf Club in Philadelphia while waiting for a second shot at the PGA

Pro golfer Hubert Green chats with fellow Pike Red Aycock (Alpha Delta), Memphis publisher, prior to the Pro-Am Tournament.



Qualifying School. "It's one of the toughest, most underpaid jobs in the world."

The experience motivated a fifth place finish (out of a class of 18) at the 1970 School. Since he needed no sponsor ("My family was very understanding about my needs and ambitions and they helped with my expenses,"), he was ready for the big time.

Prior to his first win, Hubie qualified for 13 of the initial 17 tournaments. After pocketing the winner's purse at Houston, he gained exempt status and was well on his way to rookie of the year honors, \$73,000 in winnings and much fan confusion over the similarity of his name to veteran golfer, Bert Greene. Despite confusion, the name stayed the same — it was his game that would change.

Experience taught Green to alter some of his strokes to adjust to differing environments. In so doing, his earnings dipped to \$44,000 and his publicity to nil, ending, for the time being, any confusion with his namesake.

Green's chipping and putting kept him among the contenders that year. Another silver lining was his unusually fateful courtship leading to his marriage.

Known for his unhesitant dialogue with spectators, Hubie was bound to meet his share of beautiful women. His flirtation with blonde Californian Judi Rowlands during the 1971 Andy Williams San Diego Open seemed innocent enough. "I remember he made a birdie putt, and after he made it he said he'd made it just for me," recalls Judi.

She had intended to follow another foursome, though. After a fruitless search, she decided to watch Green. Fate entered again when Judi, searching for the parking lot, ran into Hubie and found herself being asked for a date. Even then, she doubted she'd ever hear from him again.

She was surprised with a letter from Green who was playing in Hawaii. Then, Judi's father took her with him to a convention that coincided with the Bob Hope Desert Classic in which Green was playing. After seeing him there, everything was "still casual." Finally, Judi and her roommate vacationed in Arizona which "just happened" to correspond with another tournament Hubie was in. The inevitable romance bloomed.

With a second mouth to feed, Green began to concentrate on improving his strokes. Everything started gelling early in 1973. He finished 14th in the Master's then shot four rounds under par to win the Tallahassee Open. After several top 10 finishes, he won the B.C. Open, ending the year with a respectable \$114,000 in the bank.

Hubie has already topped that total through May of this year. He won the Bob Hope Desert Classic in February, the Jacksonville Open in March, and the Philadelphia Classic in June. Add several top 10 finishes and you get green of the spending variety, enough to put him constantly second on the money winning list through the spring.

Success makes Hubert a prime subject of the new designated tournament policy instituted by the PGA this year to ensure participation in certain tournaments by the name pros. The policy aids professional golf in two ways: it encourages television coverage and draws sponsors for tournaments. However, some well-known players have criticized the policy as infringing upon their freedom to pick and choose tournaments.

"I like it," says Green of the mandatory entry system. "It can do nothing but help professional golf." Hubert indicates he will hold the same viewpoint five or 10 years down the road when he expects to be among the most



Green with pretty wife Judi

sought-after pros. "There will never be more than 10 designated tournaments a year. That's certainly not a burden on any of us."

He's not too worried about the saturation of professional sports on the public either. "Golf, like tennis, is an individual sport," he says. "I am concerned about tennis as a competitor for TV coverage. Tennis attracts a similar audience and costs so much less to cover. But, the team sports don't hurt golf. So many of the team athletes turn off their fans with demands for money or less work. It seems almost greedy. The fans will come back to the individual sports in the end."

Hubert, in his easy-going manner, isn't overly concerned about these and other issues. Perhaps his fraternity experience helped him to understand people better. He agrees. "My fraternity experience was valuable to me. I suppose above all it made me more outgoing. Especially, fraternity rush forces people to relate to others and that's good. It makes you more outgoing and social."

Almost dry, but still uncomfortable after the dampening round that day, Hubert removes his shoes and socks and dons a pair of slippers. As he heads for the buffet table a tour rabbit chides, "Hey Hubie, how did you shoot today?" Green responds by flinging his sopping yellow novelty hat at the propagator. "Now look what you made me do," he bemoans while recovering his head gear with its brim nearly ripped apart. This is the same torrid-shooting pro who's currently standing between Miller and Nicklaus with excellent prospects of yet more green, green, green.



I've said the same thing a thousand different ways but never as succinct and to the point as you have.

You've hit the not always so obvious nail on the head — we're in the PEOPLE business!!! Amen.

Best wishes and congratulations on a fine job from a former newspaper reporter with some 10 years experience on one of the leading newspapers in the country. You should have been a writer!

George E. LaTour
Phi Mu Delta
Fraternity

Eulogy to Brother Drew

In the March issue of the *Shield & Diamond* the question "Can Uprooted Youth Find Happiness

in the Greek Community?" was discussed. As I reviewed this article, my consciousness dwelled on Brother Ed Drew (Zeta Iota), who tragically lost his life recently in a school accident in Fredericksburg, Virginia. I recalled his warmth and dedication that he always espoused to his wife, his Brothers of Pi Kappa Alpha, and our fellow man. He carried this dedication to young people as a teacher and assistant principal in education. Kahill Gibran has written "that the depths of our sorrow can be found in the heights of our joy." We who knew him feel a deep loss and a high pride that we knew Brother Ed Drew. I know all the brothers of Zeta Iota, past and present, say Phi Phi Kappa Alpha to his bereaved wife.

Richard E. Lawson
Zeta Iota Alumnus

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Directory

The complete Pi Kappa Alpha officers and chapter directory is updated and published twice annually. For your complimentary copy of the comprehensive directory, simply write the Memorial Headquarters at the above address.

Scoring Satisfaction Test

Add the total of satisfaction ratings. 1-19 = very dissatisfied (was it worth it?). 20-29 = moderately dissatisfied (you were probably kitchen steward). 30-39 = moderately satisfied (you were probably vice president). 40-50 = very satisfied (you married the chapter dream girl).

Recommend a Rushee

I would like to recommend the following young man for consideration by the undergraduate chapter named below.

Name of young man _____

Home address _____

He plans to attend (college) _____

College address (if known) _____

Please check appropriate comments below:

1. He is now in college. _____ 2. Will enter this fall. _____

Please send additional recommendation forms. _____

Name _____

Address _____

My college _____ Year _____

Please clip this card and return it to the Memorial Headquarters (577 University Boulevard, Memphis, Tennessee, 38112) in order to recommend a rushee. Your rush recommendation will be promptly forwarded to the membership chairman of the undergraduate chapter and proper acknowledgements to you will follow.

UPDATE NEWS

RUSH Response Favorable

The response to the June experimental tabloid, *RUSH*, has been favorably expressed in the letters and questionnaire forms sent to Memorial Headquarters. The *Shield & Diamond* substitute focused primarily on national, chapter and alumni association news.

There were over 150 responses to a questionnaire printed in *RUSH*. About 94.8 percent said they enjoyed the first issue, compared to 5.2 percent who said that they did not enjoy it.

Another question asked if the individual felt national's communication effort was sufficient. Of those responding, 78.5 percent replied they felt the effort was adequate while 14 percent said no.

Other comments on *RUSH* can be found in Open Forum.

Tom Wilkinson Retires

Tom Wilkinson, who served for two years as Director of Development and one year as a chapter consultant, has retired from his Fraternity position. Tom is leaving his post at Memorial Headquarters to accept a position with an insurance firm headed by Gary Sallquist, former national president, in Omaha, Nebraska.

Tom is a charter member and former SMC of Eta Theta chapter at Weber State.

After his graduation in 1971, he came to work as a chapter consultant and traveled the Southeast region. He then came into the Memorial Headquarters to become Director of Development. During his two years in that position, he saw ten new chapters installed into the Fraternity and was instrumental in obtaining the current five colonies.

Staff Additions Made

Five new additions were made to the Memorial Headquarters staff in the area of chapter consultants.

A sixth chapter consultant, approved by the Supreme Council, has been added to the staff. This will enable the country to be broken down into smaller regions for the consultants who will be responsible for fewer chapters and thus make more visits per chapter.

Tony Schultz joins the staff from Zeta Chi chapter (Southwest Missouri) where he was ThC, social chairman, ingress coordinator and historian during his undergraduate years. He was voted Pike of the year by his chapter for 1974.

Mike Risk, a native of Sioux City, Iowa, was a member of Alpha Phi (Iowa State). His offices in his chapter included SMC, SC, informal rush chairman, membership education coordinator and pledge advisory board member.

Larry Lunsford was a member of Zeta chapter (Tennessee) where he held offices as IMC, MS, membership education coordinator, alumni secretary, homecoming chairman and Centennial co-chairman. He was Active of the Year for Zeta for 1974.

Mike Fletcher joins the staff from Eta Tau chapter (Austin

Peay). Mike was SMC, rush chairman, alumni secretary, MS, 1974 Active of the Year and national Pike of the Month in December while an undergraduate. At Austin Peay he served terms as student body vice president and president and was named Mr. Austin Peay State University his senior year.

Jim Chinnici is returning to the staff to travel for his second year. The Delta Gamma (Miami of Ohio Ohio) graduate travelled the West Coast for the Fraternity this past year. At Delta Gamma he was SMC, assistant ThC, house improvement committee chairman, chapter rush chairman, and alumni secretary.

Mike Murphy was a member of Theta Beta (Montevallo) and was instrumental in his chapter choosing to be colonized by Pi Kappa Alpha Fraternity. He served as rush chairman and was named 1974 Active of the Year.

Jim Highberger, who travelled the Southeast as a chapter consultant last year, is joining the staff as Director of Development. He has been involved in many expansion efforts by assisting the five existing colonies in his region. His work with these colonies during the hectic preparatory time for installation has provided him with valuable experience in this area.

Expansion Potential Good

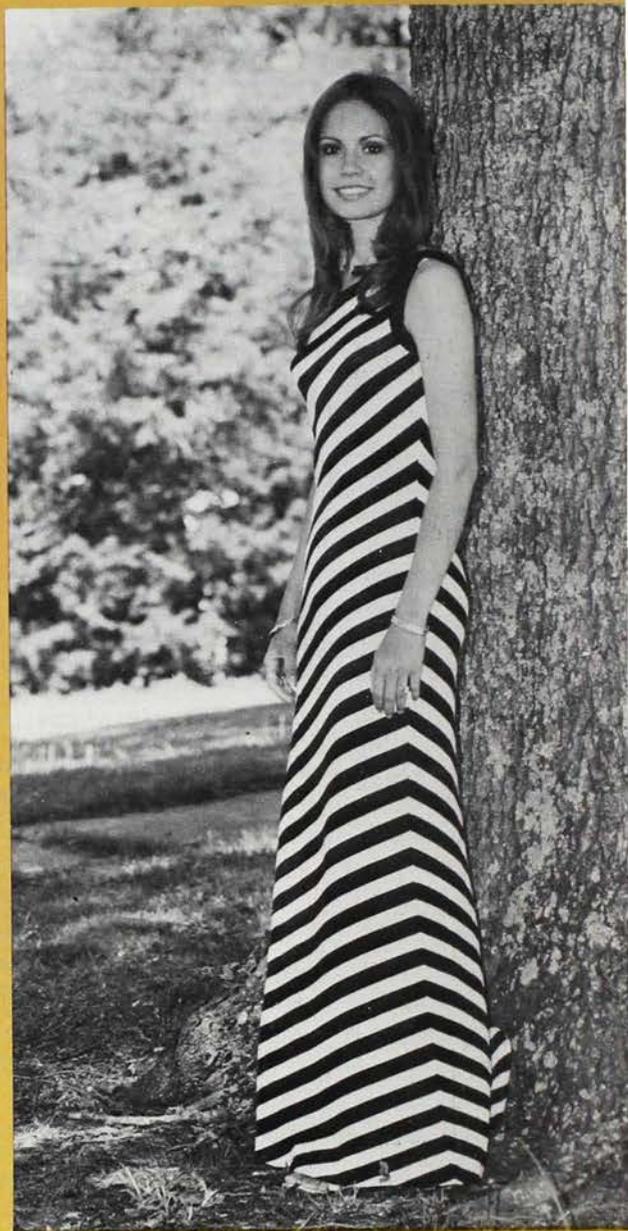
The Fraternity will have five colonies preparing for their installations as chapters of Pi Kappa Alpha this academic year.

The colonies are Tyler Junior College in Tyler, Texas; Northeastern State College in Tahlequah, Oklahoma; University of Delaware; Wright State in Fairbourne, Ohio; and the University of South Carolina.

Nine other sites are being considered as possible expansion

locations this year. Those institutions include Loyola University in Los Angeles; University of Northern Iowa in Cedar Falls; Lewis Clark State College in Lewiston, Idaho; University of Oregon; Southern Utah State College; Elon College in Elon, North Carolina; Texas A & M University; University of Alabama at Huntsville; and Carthage College at Kenosha, Wisconsin.

The Dream Girl of Pi Kappa Alpha



A Southern Belle from Mississippi will represent Pi Kappa Alpha as its 1974 International Dream Girl.

Miss Pamela Anne Sanders got a summer birthday present at Vail, Colorado, where she was crowned the new International Dream Girl. The 21-year-old beauty is a graduate of Mississippi State University and was the dream girl of Gamma Theta chapter.

The new Dream Girl was a most versatile individual during her undergraduate years. She was secretary of the Interfraternity Council, a member of the Associated Women's Society, Mississippi State Maroon Marching and Concert Bands, and a first chair saxophonist for the MSU Stage Band.

She was the recipient of the Outstanding Salesmanship Award, a finalist in the Miss Revielle Pageant, and was the winner of the Best Dressed Coed Contest.

Although she minored in music and plays various instruments from the guitar to the piano, she was a biology major at MSU. She also enjoys all spectator sports as well as modeling.

The Aberdeen, Mississippi, native stands 5'9" and weighs 123 pounds. She succeeds Terri Ann Michel, the Delta Tau (Arizona State) representative.