

# THE TEKE

The Magazine of Tau Kappa Epsilon Fraternity

Winter 2003



**Consequences  
of our  
Actions**

# TAU KAPPA EPSILON SPONSORS ALZHEIMER RESEARCH PROJECT

**Desmond J. Smith, BM, BCh, PhD**

Department of Molecular and Medical Pharmacology,  
UCLA School of Medicine, Los Angeles, CA



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In the annual Service Report presented in the Summer 2002 issue of *The Teke*, Tau Kappa Epsilon announced its INTERNATIONAL philanthropic partnership with the Alzheimer's Association. In this issue, we are proud to introduce Tekes to researcher Desmond J. Smith, BM, BCh, PhD. Collectively, our fraternity is sponsoring the \$240,000, three-year investigator-initiated Alzheimer research project of Dr. Smith.

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**D**r. Smith's project – "*High Throughput Imaging of Gene Expression in Normal and Alzheimer's Disease Brains*" – was one of only 82 investigations awarded funding through the Alzheimer's Association research grant making cycle (there were 474 total applications). Tau Kappa Epsilon has selected this project for sponsorship for a number of reasons, in addition to its high caliber.

**Alzheimer's Association** senior science staff designated this project, along with 28 others, as a 2002 Reagan Research Institute investigation. The Ronald and Nancy Reagan Research Institute is a portfolio of funded projects within the Association's grants program. This collection of research projects serves as a paradigm for a key principle of the entire research effort – a commitment to cutting-edge, basic science and to exploring the broadest possible spectrum of approaches to developing Alzheimer treatments. Tau Kappa Epsilon selected this Reagan Research Institute project in tribute to our Frater, President Reagan, who lives with the disease today.

Another reason for selecting this project is its subject matter. Imaging – a process whereby scientists can "see" Alzheimer characteristics in living humans – is an area of intense interest. We are proud to support a cutting-edge investigation with great promise for contributing to more effective Alzheimer treatments and eventually earlier diagnosis.

A final rationale for selecting Dr. Smith's project is its location—at UCLA. The investigation will be conducted in President Reagan's own town.

In addition to working at UCLA, Dr. Smith serves as an associate member of the Crump Institute for Molecular Imaging, and as associate investigator with the Nuclear Medicine Division and UCLA-DOE Laboratory of Structural Biology and Molecular Medicine. He is affiliated with the Brain Research Institute and the Jonsson Cancer Center. He earned his credentials at the University of Oxford and University of Cambridge, both in the United Kingdom. Dr. Smith's Web site address is: <http://www.pharmacology.ucla.edu/smithlab>.

# THE TEKE

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THE TEKE (ISSN 1527-1331) is published quarterly in spring, summer, fall and winter for \$10.00 per year by Tau Kappa Epsilon (a fraternal society), 8645 Founders Road, Indianapolis, IN 46268. Periodicals Class postage paid at Indianapolis, IN and additional mailing offices.

POSTMASTER: send address changes to THE TEKE, 8645 Founders Rd., Indianapolis, IN 46268.

THE TEKE is the educational journal of Tau Kappa Epsilon. Members receive THE TEKE, as specified in the By-laws of the International Fraternity, upon payment of their initiation dues.

All alumni fraters who donate \$10 or more to the TKE Educational Foundation, Inc. will receive a one-year subscription to THE TEKE. It's our way of saying thank you and of keeping you informed regarding what's going on in TKE today.

## ON THE COVER

Our actions are a reflection upon us as individuals and the Fraternity of which we are a part. How we go about sharing the TKE experience with others can either lead a chapter toward greatness or seal its fate. (See page 8 for series on Public Relations)

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## Romig Promoted to President

Effective January 1, Mark C. Romig, APR, has been promoted to President of Peter A. Mayer Public Relations, a division of Peter A. Mayer Advertising, Inc., located in New Orleans, Louisiana. In this new role, Mark will lead a team of highly skilled professionals who coordinate clients' public relations needs. Mark is also overseeing the development of a new Public Relations Department to provide solutions on the local, state and federal level.



Mark, who is accredited by the Public Relations Society of America (PRSA) joined the agency in 1992 and is one of the region's most well-known and respected communicators. His specific experience in issues management, strategic communications, crisis communications, protocol and community development is well known throughout the region.

Mark was initiated into Theta-Mu Chapter, University of New Orleans, and graduated in 1978. He currently serves as Grand Epiptytanis. Mark is a member of the Southern Order of Honor and a recipient of the Grand Pyrtanis Award and the TKE Triangle Award.

# Being Prepared for Success



By Kevin M. Mayeux, CAE, Executive Vice President/CEO

It's hard to believe that it's already 2003 – the 105<sup>th</sup> year in Tau Kappa Epsilon's history. A great thing about starting a new year is that we not only reflect upon the past, but more importantly, plan for the future.

As the Grand Prytanis announced in his Founders' Day Address, so far this academic year we've seen some very exciting trends in our membership ranks. We're on pace to report record gains in our initiates for the year, as well as show a dramatic increase in our average chapter size, and post solid results with our new expansion model. TKE is becoming bigger, better, and stronger than ever – thanks to the dedication of our undergraduate leadership, volunteer corps, and every active Frater in the Bond who continues to pour his heart and soul into improving our great Fraternity.

But that is not enough. In TKE, we've done a lot of planning for the year ahead and beyond. The Fraternity is putting in place a number of programs that will be of tremendous benefit to the organization, our chapters, and every Teke. Throughout the next few months and culminating at Conclave in Dallas this July 17-20, TKE will unveil a number of major initiatives – ranging from greatly expanding the way we deliver training to our members, to better involving our alumni in the Fraternity for Life. Building a more interactive TKE that is easily accessible with crucial member information will be available in just a simple mouse click. Your Fraternity is getting prepared for the future. Are you?

At about this time each year, most of our chapters undergo a transition. They elect new officers, conduct retreats, and chart a course for the year ahead. Much of this planning involves setting goals for the year, developing quality member development programs, organizing philanthropic activities to benefit worthy causes in the community, and showing the strength of a particular TKE chapter versus other fraternity chapters on their home campus. It involves putting in place detailed strategies to recruit the best and brightest men at a college or university, and teaching these new men what a Teke should and should not do.

An important part of the fraternity experience is that it teaches college men how to become leaders, to take responsibility, and to further hone their skills so they are prepared for success in life. This learning process starts on day one in TKE – when a man accepts his bid to join the Fraternity. He learns

that being a member of a college fraternity means participating in the group's events, learning its history, and taking seriously the obligations of membership. These are all part of being a fraternity man and becoming a Teke. The new member learns the importance of participating in the decisions of the chapter, electing qualified officers, supporting his fellow Fraters, and honoring the ritual and traditions of TKE. He learns some hard, but necessary, facts in life: that one must thoroughly prepare for events to be executed properly, that poor decision-making has consequences, that solid financial management is critical for his chapter to operate successfully, and that sometimes painful decisions must be made for the overall good of the organization. These are all important lessons that better prepare a Teke to be a responsible and successful man in life.

For a chapter, a major part of getting geared up for a new year means setting tangible, measurable goals. Probably the most important planning tool any organization has is its budget – which is not only a financial statement of the group's priorities but a monetary plan on how it will achieve them. A typical budget consists of income and expenses. For organizations like fraternity chapters, most income lines consist of new member fees, dues, parlor fees, and outside fund-raising revenue. Typical expense lines include payment of insurance premiums, Fraternity fees, officer & committee expenses, funds for educational conferences, campus dues/fees, funds for recruitment events, bad debt expense, contingency funds, and overhead for housing or meeting space (if applicable). Does your chapter have a written budget? If so, do you follow it to ensure that you don't operate at a deficit? Is your revenue adequate enough to meet all of your needs? Do you hold every member of your chapter accountable for paying his fair share of the group's expenses?

In order for a budget to work, it is imperative that every member do his part – through both his individual financial contributions and participation in planned fundraisers. Your Chapter Advisor, other alumni volunteers, and your regional professional staff members can help you put in place a workable budget that meets your needs, and one that can also help ensure a successful financial plan for your chapter. It takes discipline to make difficult financial decisions and to stick to your plan, but

## Key Success Areas

We want each TKE chapter to be in the top 25% on their campus in the following areas:

- Average Chapter Size
- Academic Success
- Extracurricular Involvement & Achievement
- Recruitment Results
- Initiation Rates
- Community Service & Outreach
- Alumni Involvement

doing so is a great skill that will help prepare each member of your chapter for real-world issues they will face after leaving college.

For our chapter officers and senior leadership: your role is critical to the success of your chapter. You have been entrusted by your fellow Fraters with the mantle of leadership, and you are the caretakers of the legacy of your chapter. The long-term health of your chapter and the Fraternity can rely on how you perform your duties this year. Have you set a plan on how you will fulfill your obligations to the members of your chapter, your alumni, current members, and future Tekes? Are you willing to make tough choices, all aimed at improving the health of your chapter and its enduring longevity? Have you laid out a game plan that will see Tau Kappa Epsilon succeed on your campus? Will you maintain a high level of energy throughout your term and help keep your fellow officers focused on achieving your set goals? If you do, you're destined to build a lasting legacy that reflects highly on you and your officer corps.

As your chapter begins its planning process, I say "aim high" and stretch to see what kind of heights your chapter can reach. Greatness is never achieved by settling on mediocrity. Put together a plan to succeed in each of the "key success areas" as found in the 25% Solution. Work to be the top chapter on your campus in recruitment results, encourage each other to study hard and do well academically, organize a fundraiser for the Alzheimer's Association or some other worthy cause, get involved in key campus leadership posts in your Student Government or IFC, and reach out to your alumni to get them better involved in your chapter as part of the Fraternity for Life. Success rarely occurs without planning – so set the bar high, reach for the higher rung, and see just how much your chapter can accomplish.

Tau Kappa Epsilon is planning on success, and is prepared for the future. Let's be sure that all of us are doing our part as we collectively take off on a record-breaking ride! Let's roll!

## 2002-03 TKE Fees

### Candidate Fee

\$ 74 per candidate

### Initiate Fee

\$ 195 per initiate

### Annual Membership Fee

\$ 76 per member  
per year

### Conclave Pre-Pay

\$ 150 per semester  
per chapter

### Insurance/Risk Management

(varies by group size  
& risk experience)

### Individual TKE Four-Year Fees to Headquarters

\$ 497.00

### Average Interfraternal Four-Year Fees to their Headquarters

\$ 564.78

### TKE Four-Year Fees Compared to Interfraternal Average

-12%

**An important part of the fraternity experience is that it teaches college men how to become leaders, to take responsibility, and to further hone their skills so they are prepared for success in life.**

## Sample Budget - Semester/Term

Revenues:	Amount	Number	Extension
New Member Fees*	\$269	25	\$6,725
Chapter Dues	\$400	60	\$24,000
Parlor Fees	\$150	35	\$5,250
Fundraisers	\$1,000	3	\$3,000
Total Revenues			\$38,975
<b>Expenses:</b>			
Candidate & Initiation Fees*	\$269	25	\$6,725
Insurance Expense	\$4,832	1	\$4,832
Annual Membership Fees	\$76	35	\$2,660
Recruitment Activities	\$2,000	2	\$4,000
Parlor Expenses	\$1,450	1	\$1,450
RLC Allowance/Supplement	\$100	20	\$2,000
Conclave Pre-Payment	\$150	1	\$150
IFC Dues	\$ 10	60	\$600
Campus Activities	\$200	5	\$1,000
Officer Funds	\$100	8	\$800
Committee Funds	\$75	6	\$450
Philanthropy	\$1,000	2	\$2,000
Alumni Newsletters	\$ 750	2	\$1,500
Composite	\$1,000	1	\$1,000
Social	\$2,000	1	\$2,000
Bad Debt Expense (10%)	\$3,898	1	\$3,898
Contingency Fund (10%)	\$ 3,898	1	\$3,898
Total Expenses			\$38,963
<b>Surplus/Deficit</b>			<b>\$12</b>

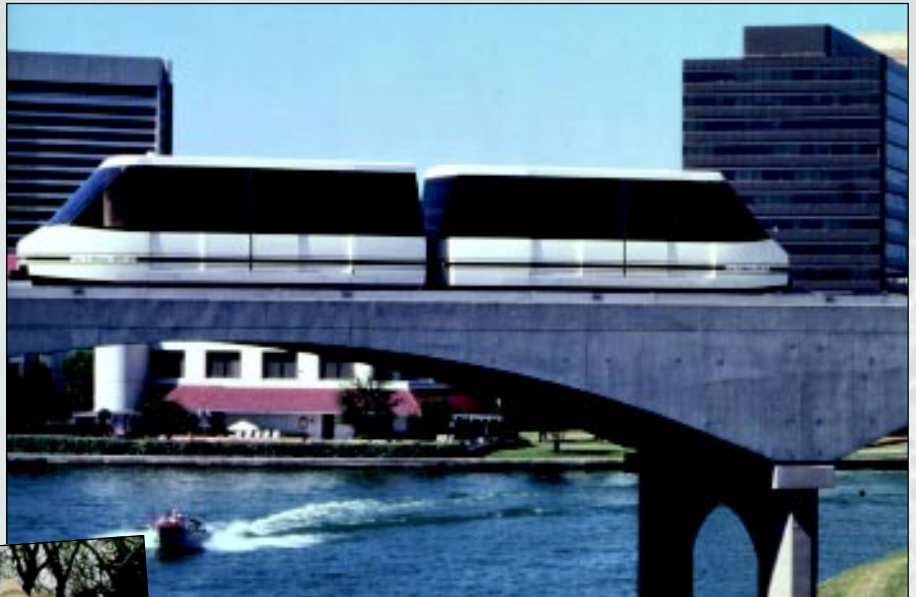
\*Should be paid directly to the Fraternity by the individual via [www.tke.org](http://www.tke.org)



# DEEP IN THE HEART OF THE

live with energy and rich in diversity, Dallas, Texas will soon be host to Tau Kappa Epsilon's 52<sup>nd</sup> Biennial convention. Tekes young and old will migrate to this popular international destination July 17-20 for fun, fellowship and fraternity.

The Irving/Dallas area is a vibrant blend of imagination, talent, and unsurpassed attractions that offer something for everyone. Offerings include a wide range of cultural activities, 336 park facilities and 60 miles of bike and jogging



trails, over 20,000 acres of green space for recreation, non-stop entertainment, and unique retail, outlet and mall shopping.

At Conclave, you'll delve into important Fraternity issues, polish your leadership skills, and interact with alumni volunteers and members of the Grand Council.

Conclave will be the most exciting and meaningful Fraternity event in 2003, so join us in Dallas for a hearty helping of Texas hospitality deep in the heart of TKE.

on such important topics as leadership training, chapter management, rush, alumni relations and interfraternity programming.



## TKE INSTITUTE

The TKE Institute allows Fraters to sample a wide variety of educational topics that can assist them and their chapter in being as competitive as possible on their campus. Sponsored by the TKE Educational Foundation, this forum gathers TKE alumni and fraternity professionals to share their expertise

## COLLEGIATE AWARDS LUNCHEON

Conclave provides the perfect setting to acknowledge chapter and individual accomplishment with the inspiring Collegiate Awards Luncheon. Support your Fraters by celebrating their recognition for distinction in Average Chapter Size, Academic Success, Extracurricular Involvement & Achievement, Rush Results, Initiation Rates, Community Service & Outreach, and Alumni Involvement & Relations. Signifying excellence, the top TKE awards are the highest honor a chapter or collegiate Frater can receive.

## GRAND CHAPTER MEETINGS

Your Grand Prytanis, Robert D. Planck, will preside over the Grand Chapter, the supreme governing body of Tau Kappa Epsilon, to discuss important legislative issues having a significant impact on the future of the Fraternity. A new Grand Council will be elected by chapter and alumni association delegates to guide TKE for the next two years. Ceremonies will also include distribution of charters to our newest TKE chapters and recognition by the Grand Chapter of those chapters having been rechartered.

### THEME PARTY

Friday evening, Tekes are invited to the Circle R Ranch in Flower Mound for an all-you-can-eat dinner with slow smoked barbecue beef brisket and grilled chicken followed by marshmallows and Smores for roasting by the campfire. Guests have exclusive use of The Western Pavilion and will be greeted by Circle R riders and entertained by singing cowboys, Western longriders/gunfighters, and a Country Western Band with line-dance instruction. For more fun there will be lighted sand horseshoe courts, horseback trail rides, horse drawn hay wagon rides, and a Rollo-Roper horse and calf. For the less active, there are coin-operated billiards and electronic games, and the Western Store and Depot will be open for shopping.



### FRIENDS & FAMILY PROGRAM

A bountiful array of activities has been prepared for wives, guests and family members. There will be plenty of sightseeing and shopping opportunities. In addition, the Irving/Dallas area offers a host of other activities to keep everyone busy including championship golf courses, boutiques, antiques and malls; a world-class equestrian center and polo club; amusement and water parks, gardens, museums, historic sites and a major motion picture studio.



THE OMNI MANDALAY HOTEL AT LAS COLINAS

As the official Conclave hotel, the Omni Mandalay will host the meetings of the TKE Grand Chapter, in addition to other Conclave related events. Patterned after the exotic charm of

a Burmese city, this resort-like hotel features ample guest rooms in Asian décor, heated and outdoor pools, on-site shops, restaurant, hot tub and Fitness Center. Other amenities include water views, private balconies, full service salon and spa, and in-house masseuse. Located in the prestigious Las Colinas Urban Center, the Omni is just 10 minutes from the Dallas/Fort Worth International Airport. Located nearby are: Texas Stadium, Six Flags, Market Center, Cotton Bowl, golf and tennis, and Mandalay Canal boat tours.



### SCHEDULE OF EVENTS

#### Thursday, July 17

Registration  
Opening Session of the Grand Chapter  
Grand Chapter Committee Meetings

#### Friday, July 18

Registration Continues  
TKE Institute  
Collegiate Awards Luncheon  
Grand Chapter Committee Meetings  
Executive Vice President Kickoff  
Texas Theme Party

#### Saturday, July 19

TKE Institute  
25% Solution Reception  
Lunch at Texas Stadium  
Second Session of the Grand Chapter  
TEF Alumni Reception  
Grand Inaugural Gala

#### Sunday, July 20

Distribution of Mileage Reimbursement Checks  
Grand Council Meeting

### THE GRAND INAUGURAL BANQUET

Conclave winds down on Saturday when the newly elected Grand Council makes their debut at the lavish Grand Inaugural Banquet. During the festivities, the Grand Prytanis-elect will deliver his Inaugural Address and assume his role as the key leader of TKE. Fraters will meet the 2003 TKE International Sweetheart. This year's honoree, who will receive a \$500 scholarship from the TKE Educational Foundation, will be crowned by the Grand Prytanis as Fraters sing the Sweetheart Song. Special alumni awards and a few surprises round out this spectacular evening. Dress for the Grand Inaugural is coat and tie or tuxedo.



## Chapters Meeting the 25% Challenge (as of 12/31/02):

- **Epsilon** (Iowa State University - Ames, IA)
- **Zeta** (Coe College - Cedar Rapids, IA)
- **Alpha-Theta** (Whitman College - Walla Walla, WA)
- **Alpha-Rho** (University of Rhode Island - Kingston, RI)
- **Alpha-Phi** (University of Kansas - Lawrence, KS)
- **Theta-Rho** (St. Cloud State University - St. Cloud, MN)
- **Iota-Theta** (Centenary College - Shreveport, LA)
- **Xi-Upsilon** (Rochester Institute of Technology - Rochester, NY)
- **Pi-Theta** (University of Texas - San Antonio, TX)
- **Rho-Rho** (Sam Houston University - Huntsville, TX)
- **Sigma-Alpha** (Florida International University - Miami, FL)
- **Upsilon-Delta** (Saginaw Valley State University - University Center, MI)
- **Lambda-Epsilon** Colony (Clarion University - Clarion, PA)

The 25% Challenge asks each TKE chapter and colony to increase their initiate base by at least 25 percent more than they did last year or 10 men, whichever is greater. For example, if your chapter initiated 20 men last year, you should strive to add 25 Fraters to your chapter through active recruitment this year.

*By Heather N. Redeske, Communications Coordinator*

**T**he phrase: “you are always wearing your letters – even when you don’t wear them” is commonplace when considering the development of organizational image and public perception with today’s fraternity and sorority members.

This past semester was one of great accomplishment for many TKE chapters and colonies, and there has been an abundance of press coverage attesting to how TKE Fraters continue to go “above and beyond” in the name of the Bond. As many of our brothers and sisters in the fraternal world know, there can never be enough good news to share with others about the “Greek experience.”

Facts and figures show that social fraternities and sororities are the largest, and most visible, values-based organizations on today’s college campus; all while recording 10 million hours of volunteer service annually (source: North-American Interfraternity Conference). These are just a few statistics which speak volumes of what the Greek experience – the Teke experience – is all about: cornerstone principles of scholarship, character, leadership, teamwork, service and brotherhood.

It is once again that time of year for chapter officer transition and the turning of a new leaf in our leadership. With these changes come new ideas and different directions for our chapters. Reflecting back upon the fall semester, a question to ask is, “How did we get the good word out about Tau Kappa Epsilon Fraternity?”

How we share good actions and principles with others lies within an effective public relations plan, which depends heavily upon the calculated recruitment of high-caliber men and sound risk management policies. A positive image, public perception of that image, and how Fraters go about sharing the TKE experience with others are three key considerations that can either lead a chapter toward greatness or seal its fate.

Effective public relations plans don’t

happen by chance nor do they simply materialize overnight; they require time, effort and forethought. In addition to creating a proactive and solid chapter PR strategy for working with the media, it is imperative for chapters to also develop an action plan at or before the start of each school year that maps out social events, philanthropies and other notable happenings in the chapter (Founders’ Day, recruitment, elections, etc.).

All too often, TKE chapters do great things in the community that go unreported. In order to properly inform the public about their numerous contributions, it is up to the chapter’s public relations chair, as well as general membership, to promote all positive aspects of the TKE experience and fraternity life in general. This may include: chapter community service events, donations to charities, high scholastic achievement and members or alumni who are leaders in both the community and Fraternity.

To help manage the development of a positive image through sharing the TKE experience, before anything else – a timetable should be created. By developing an all-inclusive plan early on, the chapter is more likely to prevent complications, thus avoiding a hectic scramble for last-minute preparations. An effective method in creating a chapter action plan is to lay out a large blank calendar for the coming year; it is much easier to have plans and procedures written down on paper, making them visible and tangible for members, officers, alumni and advisors alike.

Once the chapter has mapped out the year and identified opportunities to share the TKE experience with others, members should identify the target media and target audience for events and activities. In addition to notifying the Offices of the Grand Chapter, “target media” might include: a university, regional, or suburban newspaper; local radio station(s); cable access channels; media that specialize covering one specific topic, such as volunteerism or athletics; or

local television station(s).

A familiar criticism of the news media is that they disregard positive fraternity-related stories in favor of those which are damaging or sensational. In larger communities, noteworthy fraternal causes and events often compete with scandal, crime, or politics for a brief mention in the news, if any mention at all. Yet, fraternity-related stories that are published in print or appear on television have several factors in common: they are timely and possess a relevant interest to the greater community.

However, the good news of a chapter can make an even greater story if it fits the needs of journalists and reporters in the community. When considering newsworthy activities, make sure stories brought to the media are relevant to the larger community as well, not just TKE Fraters.

Just as businesses are intentional in marketing their products on a daily basis, Tekes must “sell” their experience to the public and media as well. Keeping informed and up to date with current events to see if there are particular print columns or broadcast segments where a TKE story would fit is beneficial for media relevance. It also gives the chapter a greater chance of landing deserved coverage – thus increasing a positive public image and perception of what it means to be a fraternity man.

There are several methods to approach when taking a TKE story to the media. Regardless of which method is chosen, it is important to be convincing, determined and gracious – not aggressive. The most effective method will often depend upon the journalist’s personal preferences as well.

When contacting media by phone, take into consideration journalists often prefer a brief description of the story or idea, along with some compelling reason of why it would interest their readers or viewers.

During the conversation, reporters will typically inform the individual if they are interested, or if they need additional materials to research the story or idea.

Taking into consideration how faxes and emails have become an inexpensive and swift tool for effective public relations and press releases, this method may be most friendly to a chapter budget. Keep in mind, however, that most reporters discourage faxes or email that are unsolicited; in particular – those which are not sent in a timely fashion.

It is not uncommon for newsrooms to get bogged down with unwanted press releases from several organizations competing for the same coverage. Therefore, using eye-catching letterhead with a headline that sparks enough interest for the reporter to continue reading is ideal in making the difference between a chapter receiving the press it seeks or simply being nothing more than recycled paper in a trash receptacle.

Develop press releases that are both to the point and objective. Include a quote from a chapter officer or advisor, explaining the event or project as accurately as possible and limit the release to one or two pages. When sending a press release to a television station for broadcast coverage, think of the visual needs of the event or activity. Handson work, unusual events, and human interest narratives make for stories that can create a mental picture of the TKE experience for those individuals who are interested, yet unfamiliar, with this great Fraternity.

These are a few basic tips when creating a public relations plan and dealing directly with the media. Keep in mind that each media contact is a unique opportunity to tell the great story of Tau Kappa Epsilon Fraternity! Therefore, when a reporter calls, there is no need to panic – work with them, use them, and turn them into an ally for both the chapter and the Fraternity.

## **In maintaining effective public relations with the media, remember these helpful hints:**

- ✓ **Keep media contact lists up to date. Personalize materials as much as possible.**
- ✓ **Contact the media only with newsworthy story ideas.**
- ✓ **Contact media in advance of events, often one to two weeks is best.**
- ✓ **Call reporters during times other than deadline (mornings are usually best).**
- ✓ **When speaking to reporters, be brief and stick to the point.**
- ✓ **Know your story and anticipate possible questions.**
- ✓ **Send background materials immediately following contact with media (chapter and TKE history, etc.).**
- ✓ **Be available – appoint an informed member (Prytanis, chapter PR chair, AA president, or Chapter Advisor) to be available to take journalists’ calls should they need more information or want to check a fact for accuracy.**
- ✓ **Always know and work within a reporter’s deadlines.**
- ✓ **When sending out information to the media, make sure chapter members are informed.**
- ✓ **Be timely! Send out press releases no later than two weeks after an event has occurred.**

**What types of chapter activities or projects interest reporters? What kinds of projects make great material for a news release? Experience shows the following Tau Kappa Epsilon stories are most effectively promoted:**

- ✓ **Outstanding members & alumni (succeeding in leadership, academics, business);**
- ✓ **The interaction of members & alumni and worthy causes (Alzheimer’s Association, community advocacy);**
- ✓ **Human-interest stories of individuals benefiting from TKE chapter service.**

# Public Relations Part II:

## Crisis Communications and Risk Management

By Heather N. Redeske, TKE Communications Coordinator

Unfortunately, there are also times when chapters are suddenly faced with responding to a crisis or risk management issue when they are ill-equipped to deal with the situation in an efficient and strategic manner (usually due to the lack of proper planning). The integration of a crisis communication strategy is imperative for the successful operations of chapters and board of advisors alike.

More often than not, when thinking about the fraternity experience, chapters and members rarely anticipate dealing first-hand with fires, serious injuries, sexual assaults, suicides or deaths. The use of case scenarios and frequent chapter discussions of “what-ifs” as membership training tools should be just as much an educational commonplace in the chapter and taken just as seriously as recruitment or ritual.

Effectively managing a crisis in the chapter is not only vital to the operation of the organization, but also to the perception by which the media and the chapter’s multiple audiences view the chapter and Fraternity as well.

The following is a crisis management plan designed to aid Fraters and TKE chapters in the event of a crisis or risk management situation. Crisis and risk management is much more than just dealing with a crisis; it is stopping or avoiding a crisis as well. It is also about crisis prevention, planning for a crisis, and damage control after a crisis. These widely-used guidelines should assist the chapter in dealing with and managing a crisis in the most effective and efficient way and put the chapter on the track towards normal operations.

### STANDARD OPERATING GUIDELINES

**1 Prytanis is in control.** The chapter Prytanis is in charge during all emergency or crisis situations until relieved by the Chapter Advisor, Greek Affairs Advisor, BOA officer, or International Fraternity representative. In the absence of the chapter Prytanis, the next highest ranking chapter

officer will assume the duties of the Prytanis.

Through effective training, the chapter Executive Board should also be knowledgeable of risk management policies and prepared to manage a crisis if it occurs. All members must know who is in charge and follow instructions. Each semester, it is recommended the chapter include a review of the crisis management policies and procedures in the membership education program.

**Contact authorities.** Contact the proper authorities (i.e. police, fire, ambulance, etc.) immediately. Each chapter house phone should post these emergency phone numbers for easy accessibility.

**Close the house.** The building should be closed and secured immediately if the emergency has occurred in or around the chapter house. Only members, appropriate supervisory personnel and the proper authorities should be allowed admittance.

**Notify university and fraternity officials.** After proper authorities have been contacted, the Prytanis should immediately notify the Chapter Advisor, BOA officer, Greek Affairs Advisor and the Offices of the Grand Chapter of the emergency. To reduce confusion, the Prytanis should fill out the “Incident Report” immediately after talking to officials.

**Assemble members.** The Prytanis should call a meeting of all members to inform them of the emergency and to review the crisis management plan. He should explain to members that there is a crisis and the house is closed. Ask members to cooperate in halting all outgoing calls until the situation is under control.

**Role of the chapter.** While the members are assembled, there are several things which will need to be done. It is important to remain calm until the situation is under control. Depending on the situation, out-of-house members may need to be called

in. This task can be delegated to a responsible member. Have him use another phone to keep the house phone free. (In the case of a suicide attempt, with or without serious injury, do not immediately assemble members or call parents. Quietly discuss what to do with qualified personnel on the scene). Assign a member to serve as a liaison between the hospital and the chapter to make communications operate more efficiently.

**Communication with parents or guardians.** Members should never take it upon themselves to personally notify the parents or guardians. In the event of a serious injury or death, medical or police personnel (who are experienced and trained) will notify the family. Parent/guardian contact information should always be current and on file at the chapter house and readily available for proper authorities. After being notified that the entire family has been contacted, it is appropriate then, and only then, for a chapter representative to call and share the chapter’s concern.

**Chapter contacts with the media.** All members should be instructed to make no statements, comments, suggestions, or remarks to the media. The Prytanis is the only spokesperson for the chapter until he is relieved of those duties as described in guideline #1.

The Prytanis should make an appropriate statement after the situation is under control and he has discussed the content of the statement with the Chapter Advisor, TKE International Headquarters staff and/or the Greek Affairs Advisor. Different media sources will want more information; offer to provide them updates as they become available.

No permission should ever be granted to film within the chapter house. Do not jump to conclusions or speculate. Give plenty of updates to members to prevent the flow of incorrect information and rumors. However, be aware any comments that are made by any member have the potential ⇒

# The Consequences of Our Actions

The following chapters made significant mistakes in the recent past which have affected their operations, as well as the individual membership standing of some of the involved parties. This update is presented not to cause embarrassment to anyone affiliated with any of the groups listed, but to continue to illustrate to our membership that Tekes and each of our chapters are expected to act in a manner which reflects the Fraternity's values. This also points out the importance of a planned risk management policy, as well as the necessity for continuous communication and thoughtful public relations practices.

## Zeta-Nu Chapter, Valdosta State University

The chapter threw a kamikaze party, which included multiple violations of TKE risk management guidelines. Several underage people were served alcohol at the event.

**RESULT:** The university revoked recognition from the chapter, and the Fraternity concurred, thus placing the chapter on probation until May 2003.

**Update since sanctioning:** Zeta-Nu implemented a "dry" chapter house policy, and has been successful in fulfilling requirements of sanctions placed upon them by the Fraternity, which has included the facilitation of risk management seminars, the limitation of social functions held by the fraternity, and performance of required community service hours for members.

## Alpha-Eta Chapter, Rutgers University

During January 2002, members of the chapter were accused of narcotic use, gambling, alcohol abuse, trespassing and hazing. Despite being placed on probation, violations continued to occur.

**RESULT:** The chapter was placed on charter probation for 18 months, and an intense restructuring and retraining of the entire chapter took place. These sanctions would have been much more severe if it were not for a group of dedicated alumni who volunteered to serve as advisors to the group.

**Update since sanctioning:** Alpha-Eta recently hosted a Province Educational Conference (PEC), restructured their chapter bylaws, policies and procedures and meet with the Board of Advisors and Chapter Advisor on a more regular basis. In an intentional effort to comply with TKE risk management guidelines, the chapter has implemented a new social policy and regularly holds chapter retreats to review all policies and procedures.

## Kappa-Nu Chapter, Rockhurst University

Members of the chapter got into trouble with authorities for fighting, which resulted in severe injuries. Members were accused of inappropriate behavior in public, which included citations for public drunkenness.

**RESULT:** After an extensive membership review, several members were expelled from the Fraternity. The chapter was then placed on an extensive reorganization plan which was educationally-based.

**Update since sanctioning:** Kappa-Nu has made intentional efforts to increase communication with Alumni, Board of Advisors and the University. The chapter developed their own personal accountability standards, based on the TKE Membership Quality Board manual. Kappa-Nu has also supported members to represent the chapter at local, regional and national educational conferences on a regular basis.

## Iota-Omicron Chapter, University of Wisconsin-Whitewater

After being placed on probation by University Administration during fall semester 2001 following a racially-insensitive incident, members continued to violate Fraternity risk management guidelines and conditions of chapter sanctions as prescribed by the University.

**RESULT:** During 2002 fall semester, the University removed chapter recognition and suspended the chapter for two years. A membership review was performed on all members, and the Fraternity placed the chapter on probation with conditions that include an extensive reorganization plan which is educationally-based.

**Update since sanctioning:** Iota-Omicron executed membership and alumni board benchmarks and standards, which included the implementation of a "dry" chapter house policy, minimum membership attendance at local, regional and national educational conferences, as well as the implementation of a campus G.A.M.M.A. (Greeks Advocating the Mature Management of Alcohol) chapter upon re-recognition by the University in 2005.

↳ to do serious damage to individual members of the chapter and to the chapter as a whole.

**Media statement.** Express and convey sympathy; however, never admit liability or fault. This sample media statement can be used: *"We can confirm that (describe incident briefly) occurred on (day) at (time) at (location). We will do all we can to provide information as it becomes available. Currently, we are working with the authorities. Subsequent comments will be made when we are certain of all the facts. In the interim, feel free to call me or give us your name and phone number - we will forward information as soon as we have more details available."*

When talking with the media, be honest, factual, and prompt. Never say, "No comment"; it conveys guilt. Saying "I don't know" is the preferred reply. Don't get mad or frustrated, and don't lay blame. Remember, nothing is ever "off the record."

In the event of an on-site interview with television cameras or print media accompanied by photographers, avoid wearing any apparel which displays TKE letters. Wearing TKE letters may portray that the event was organization-related rather than an isolated incident. Dress respectfully and present the chapter and Fraternity in a professional manner.

If at all possible, request that all members avoid publicly wearing TKE letters immediately following a high-risk/high profile incident. Doing so will assist members in avoiding the chance of being ill-prepared to respond to numerous questions surrounding an incident by curious classmates, instructors or individuals affiliated with the media.

Keep in mind that the journalist is neither a friend nor an enemy. He or she is a professional "gatekeeper" of information to the public. As a result, always speak with the public in mind. Establishing a cordial relationship is important, but don't assume a reporter will put the Fraternity's interest ahead of the story or emphasize the Fraternity's perspective. Remember a journalist is never off duty, so be careful even in casual remarks while socializing. The chapter should make a practice of never saying anything that members, alumni, advisors or staff wouldn't want to read in the newspaper or hear on the air the following day.

# Chapter News



**Tau-Zeta Fraters with John G. Rowland, Governor of Connecticut (KY #323, Villanova University). Frater Rowland appeared at Western Connecticut State University to sign a proposal for a new science building to be built next year. He is serving a second term as Governor.**

## Xi-Theta Colony State University of West Georgia

West Georgia Tekes have been busy with philanthropy and brotherhood activities, confirming that service is synonymous with fraternity.

It was a most productive fall semester for the nearly 30 members of the TKE colony. Raising over \$500 for TKE's international philanthropy, the Alzheimer's Association, Xi-Theta Fraters are looking forward to spearheading more service activities in the community of Carrollton.

"It's exciting to see these young men contributing to the betterment of their colony and community. Providing services to others and strengthening the Bond of Brotherhood are qualities that Tau Kappa Epsilon strives for, and I'm proud of their accomplishments," said Dave Wallace, Regional Director.

In addition to successful competition during homecoming week, Xi-Theta Fraters spent Halloween night canvassing local Carrollton neighborhoods in their first annual "Trick-or-

Teke" for canned good items, benefiting the local food shelf.

The members also held a drive in November to collect warm clothing items, such as coats and sweaters, in order to help those in need during the winter months.

## Iota-Theta Chapter Centenary College

In fall rush, Iota-Theta Chapter recently initiated 16 out of their original 20 candidates. Blueprints for a new house were finalized by Iota-Theta's architect, and their attorney completed the final papers for a land contract with the school.

On March 23, Iota-Theta celebrates its 40<sup>th</sup> anniversary and around this time will break ground on their new house, which is serving to motivate the chapter from within and generate excitement.

## Pi-Theta Chapter University of Texas at San Antonio

Recently, one of the members of Pi-Theta Chapter, Joey Longoria (#415) was diagnosed with a rare case of leukemia

called CML, which occurs in only one of 10,000 cases. His family's life insurance doesn't cover the treatments he is receiving and it is taking a huge toll on them. The members of Pi-Theta are putting together a fund to help Joey still receive treatments so his family doesn't have to suffer financially. Fraters interested may donate to the Joey Longoria Fund by contacting Prytanis Richard Wager II in care of Pi-Theta Chapter.

## Alpha-Nu Chapter University of New Hampshire

Tekes celebrated this fall moving into their new house, with a successful Homecoming, utilizing the new International Rush Program with a visit from Frater Dennis "Buckwheat" Perry, and hosting the New England Rush Rally weekend. On hand were Tom Hogan and Ed Dominy, Grand Province Advisors. Rallying to support were Province Advisors Bryan

Newman and Rand Hall. Mark Macaulay, Alpha-Nu alumnus and Province Advisor who worked many hours to assist in negotiating the house, helped decorate and prepare the house for fall. Many thanks to the Regional volunteers for their support and dedication. Visiting from the headquarters staff were Todd Farmer, Northeast Regional Director; Justin Evers, Senior Regional Consultant, and Zach Ramsay, Regional Consultant.

The Fraters of Alpha-Nu surprised Frater Perry by dedicating an appropriate room in his honor with a plaque that reads "Buckwheat's Kitchen"!

## Omicron-Iota Chapter Rowan University

With only three to four weeks for their fall semester rush program, the chapter was busy negotiating and interviewing candidates for membership.

Omicron-Iota alumni enjoyed a huge picnic on October



**Alpha-Nu Fraters at the University of New Hampshire.**



**Fraters of Pi-Epsilon Chapter at Christian Brothers University picked up the Chalice of Apollo from Beta-Psi Chapter, Arkansas State University, at the Dixie Province Education Conference in November. The hospitality trophy will be passed on to the next chapter that sends at least three Fraters to Pi-Epsilon for an overnight road trip. It will eventually end up at Conclave, where it will be delivered to TKE's newest chartered chapter and continue on its way.**

19, and for a service project, the Fraters went to Glassboro High School for a cleanup of the property – planting flowers, plants, trees, etc. Also, a few joined the Big Brother Big Sister program.

### **Gamma-Lambda Chapter San Diego State**

More than 30 members of Gamma-Lambda Chapter decided to ride in wheelchairs for a day to understand what it's like to suffer from muscular dystrophy. Evan Franklin, fundraising chair for TKE, got the idea to raise money for MS and donate it to the Muscular Dystrophy Association because his cousin was diagnosed with the disease. Members rode in wheelchairs, wearing shirts proclaiming, "Rolling toward a cure. Sitting in wheelchairs so you won't have to." MDA and other groups donated 12 wheelchairs for the event, but TKE members rented the rest at a cost of \$15 each.

In order to raise money for the cause, TKE members found supporters to sponsor them. As a result, they raised \$5,100 and donated all of it to MDA. In addition to raising money, they

hope to raise awareness about the disease and bring attention to disabilities on campus.

### **Beta-Epsilon Chapter Tri-State University**

Members of Beta-Epsilon Chapter stood at street corners and slept on sidewalks for 24 hours in order to raise money and awareness for The Turning Point Shelter, once again demonstrating the essential elements of true TKE brotherhood – love, charity and esteem.

As a part of the Beta-Epsilon volunteerism requirements for its members, the brothers of TKE sought out a local non-profit agency with which they felt their efforts would have the greatest impact on.

Braving the rain and cold, TKE brothers waved to cars and greeted passers-by with conversation and a smile, collecting a grand total of \$2,217.15 for the shelter. The Angola community was extremely generous to the TKE brothers as well, by keeping them warm with hot chocolate and coffee throughout the event.

Although the Beta-Epsilon

chapter is 25 members strong, their impact on the neighborhood was evident. They had homeless people come up and start talking to them, thanking them for what they were doing. According to member Aaron Eberhard, one guy donated \$1.37 because that was all the money he had – he knew it would eventually come back to him in the end.

### **Beta-Xi Chapter Arizona State University**

Seventy Tekes traveled to Save The Family, a nonprofit organization in Mesa dedicated to helping homeless and domestic-abuse families start their lives over again, to help about 200 children and their families on Halloween.

The chapter planned and

arranged a carnival to benefit the children of Save The Family. Members supported the event by helping run booths, paint faces, decorate cookies and entertain the children. A large percentage of STF families come from domestic-abuse cases and were a little apprehensive about working with a fraternity. In spite of this, the Tekes were able to make everyone feel safe and at ease and the kids really enjoyed themselves.

Tom McAninch, Philanthropy Chairman, said it took hundreds of hours to plan and organize the carnival.

These men helped to restore the faith in many families and individuals, and show them that fraternities and sororities can do good and are not all in it for themselves.

### **New York Area Tekes Support the American Cancer Society's Fight Against Breast Cancer**

Once again, New York area chapters of TKE have challenged the old "New York attitude" stereotype. On a Sunday morning in November, 50 Fraters, representing three different chapters, pulled themselves out of bed to volunteer their time and efforts for the American Cancer Society's "Making Strides Against Breast Cancer" five-kilometer walk at Central Park.

Fraters from the Tau-Alpha (NYU), Theta-Sigma (St. John's) and Xi-Gamma (New York Institute of Technology) chapters were all present and quickly became the "go to" guys for the entire event. The men spent the day assisting with set up and tear down of event tents and booths, trash disposal, re-supplying the refreshments tent, and cheering on the over 20,000 walkers.

Planners for the occasion were absolutely ecstatic and amazed by the assistance the members of TKE provided, and look forward to calling them back for non-volunteer work at their other events.

"I am proud of the efforts of our New York Fraters. They are living the ideals of Tau Kappa Epsilon by helping others," said Todd Farmer, Regional Director.

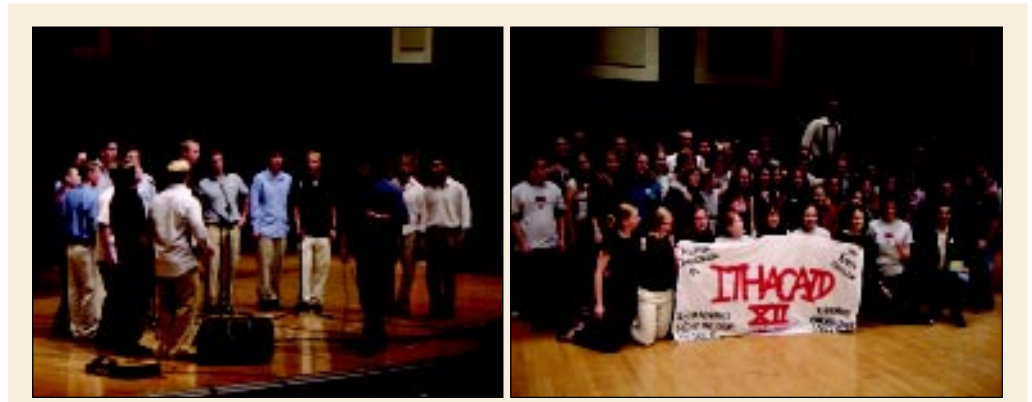
After eight hours of non-stop work at Central Park, it was back to business as TKE Fraters attended a Province Educational Conference hosted by the Tau-Alpha Chapter at NYU. Province Advisors Michael Hoffman and Peter Dawson, along with Senior Chapter Consultant Justin Evers, gave workshops on Rush, Public Relations, Risk Management, New Member Education and Alumni Relations. Pizza and soda were provided by the Province, and the day was a huge success for everyone involved.

## Mu-Zeta Chapter Nicholls State University

On October 1 Mu-Zeta Tekes spent the day helping citizens of Thibodaux sand bag and board up houses in preparation for an impending hurricane. The storm hit the South Louisiana coast around 7 a.m. Thursday morning, and Tekes were on call the whole time. After the storm had subsided, the chapter was still actively serving the community. That Saturday they spent their time cleaning yards and moving downed limbs.



Although Mu-Zeta logged over 1152 hours of community service, the real reward was the response from the local community. The Student Life Office received letters and phone calls from Thibodaux citizens thank-



**The Scorpion chapter of TKE grossed about \$6,000 during their annual "IthacAid XII" fundraiser for the benefit of Angelwish Foundation and the Finger Lakes Land Trust held October 5 at Bailey Hall. Half of the proceeds went to Angelwish, which was founded by Frater Shimmy Mehta of the Theta-Zeta chapter at Rutgers University, and the remainder was split with Alpha Omicron Pi Sorority. The event featured acapella, dance, and improv performances by talented Cornell University student groups.**

ing the chapter for helping them in their time of need.

On October 12 Nicholls State held its annual Homecoming football game, and the Tekes threw a party for their alumni, thus restarting an old tradition at Nicholls. The festivities throughout the day included a BBQ, Active vs. Alumni football game, and a visit by Kevin Pollard, the Grand Crysophylos. About 20 alumni attended. Realizing these functions take time to grow, Mu-Zeta hopes more alumni will read this and attend next year. They would also like

to invite all active and alumni chapters in the region to their annual TKE softball tournament this spring. For questions regarding the tournament, contact Shawn Gayton at 985/637-8028.

Fraters ended their night of fun by watching the game together. Although Nicholls lost by three points, the night was not a total wash. At halftime Frater Randy Dow (*right*) was crowned Homecoming King. He is the first Teke to win that title since 1993. Congratulations, Randy!

Mu-Zeta appreciates all alumni who came out to cel-



brate and would especially like to thank Fraters Jack Serigne, Richie Clements, Paul Robichaux, Rudy Thibodeaux, Eddie Cochran, and Jerry Berkhart for their many contributions and support



## Xi-Upsilon Chapter Rochester Institute of Technology

The men of Xi-Upsilon Chapter at Rochester Institute of Technology raised \$510 for the Alzheimer's Association by setting up a couple of tents on the quarter mile, which is one main pathway on campus between the residence halls and the academic buildings. They put a bin for money collection out and people would just walk by and throw in their loose change. One of the gimmicks used was to shave a stripe into someone's head for \$2. They were out all day and all night for approximately three days.

The emphasis was on having fun, not trying to collect a lot of money. They operated on the premise that their just hanging out, laughing and having fun, made people more willing to open up their wallets. It also helped the chapter out with rush, because they had so many freshmen stop by and inquire as to what they were all about.



## Xi-Iota Chapter University of Central Florida

Xi-Iota initiated 17 new members out of an original 20 in November, their best retention rate ever. Financially, this year marked the first in a long time they finished in the black. Although Xi-Iota is still indebted to the chapter housing fund, they plan to retire the obligation in April. Another positive accomplishment was the establishment of a Board of Advisors.

The Tekes also collected over 1,500 books for Pi Beta Phi's philanthropy, Rock the Arrow, and they won first place overall for that.

# The Rechartering of Alpha-Iota Chapter

By Jonathan Parker, 2002 Histor (2003 Prytanis)



(L-R) Installing Officers Robert McMurry, Grand Histor; Grand Province Advisor Ed Dominy, and Past Grand Prytanis Tom Castner with Alpha-Iota Chapter officers.

On November 8, 2002, Alpha-Iota Colony, dormant since the late 1970s, was officially ushered back into the TKE fold as an active chapter – the culmination of over five years of hard work and determination.

Since 1997, Alpha-Iota has built itself from scratch and recently rushed the most candidates of any Greek society at Hamilton College. Grand Histor Robert I. McMurry, Regional

accompanied the current Fraters and alumni at the banquet. Highlights included a speech by Frater McMurry recounting his one year spent at Hamilton before transferring to college in Colorado. He had been rejected



Prytanis Sandro Mei accepts Alpha-Iota charter from Grand Histor Robert McMurry.

by the past Hamilton Tekes for membership and joked at the irony of being back to re-install the chapter he had been “so graciously overlooked by” over 25 years ago. Alpha-Iota Fraters presented a 1969 home movie from their archives that humorously showcased some TKE events in their former fraternity house. Lastly, they performed an electric guitar version of the TKE Sweetheart Song and as a group serenaded Greek Advisor Lisa Magnarelli. Fraters Farmer and Castner commented this was the best rendition of the song they had ever heard and even suggested that Alpha-Iota sing it at Conclave. The entire day was a great success that left

Director Todd Farmer, Grand Province Advisor Edward Dominy, and Tom Castner, PGP, represented the Offices of the Grand Chapter and presided over the installation.

A fully catered banquet and formal was organized to celebrate the momentous occasion. Announcements and invitations were sent to over 500 alumni and were greeted with congratulatory letters and responses from Tekes dating back to the Class of 1933. The chapter’s advisors, candidates, family and friends

(L-R) Grand Province Advisor Edward Dominy and Northeast Regional Director Todd Farmer.



all proud of their accomplishments and proud to be Tekes.

Alpha-Iota has a long history dating back to November 20, 1930 when it was first chartered at Hamilton College in Clinton, New York. They flourished until the early 1970’s when internal differences prompted them to relinquish their TKE charter. In 1997, a group of Hamilton students, disenchanted with the current Greek societies on campus, set out to create a new fraternity with “the true ideals of brotherhood in mind.” They contacted the OGC after a positive review of TKE’s Declaration of Principles and started working to bring TKE back to Hamilton.

Now, in 2003, Alpha-Iota Chapter hopes to continue their journey as a positive force on campus through RUSH, social

programming, and community service. In the past two years they have initiated a weekly reading program for children, raised funds for September 11, and led the College blood drive in donations, while branching out to socialize and provide assistance to neighboring chapters like Lambda-Lambda at Utica College, Scorpion at Cornell University, and Iota-Zeta Colony at Syracuse University. This year Alpha-Iota hopes to support the TKE Educational Foundation, meet the “25% Challenge” and continue to be the fastest growing and most influential Greek society at Hamilton College.

## Teke Receives Award from Penn State-Erie

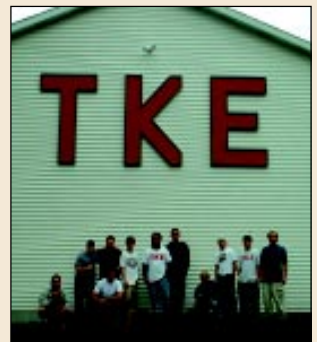
Frater Guy Reschenthaler, who became a member of Sigma-Delta Chapter in the spring of 2002, was the recipient of the Outstanding First-Year Student Award



at Penn State Erie. This award is presented annually to a student who demonstrates outstanding promise of character, scholarship,

leadership and citizenship through achievements in his or her first year of study. Reschenthaler, a political science major and a former wrestling star at Thomas Jefferson, was nominated for the award by Dr. John Gamble, professor of political science and international law. Guy re-

ceived the highest grade in his political science course and completed an independent study program. During his academic year, he was a staff member of the “Beacon,” the college newspaper, and was a member of the PSB Lacrosse Club.



**No, the Tekes at Shippensburg University (Zeta-Tau Colony) are not that short – the letters are that tall!**

# With the Alumni

## Jenne Co-Owner of Burger Joes

Frater Stephen R. Jenne has retired after more than 30 years with a consulting engineering firm in Springfield, Illinois. After retiring as an associate partner, Jenne became a co-owner and business partner with Frater James "P.J." VanBeneden in a new restaurant concept headquartered in Atlanta, Georgia.

Both Jenne and VanBeneden are graduates of Central Missouri State University and were initiated into TKE at the Delta-Lambda Chapter of CMSU. Their restaurant, "Burger Joes of America, Inc.," or Burger Joes, now has three locations in the Atlanta area, and features a unique concept in the delivery and take-out business of burgers, fries, shakes, and much, much more. We hope to further profile this business in a future issue of THE TEKE.

## Jacobi Makes Generous Gift to Lambda Fund

Recently celebrating its 85<sup>th</sup> anniversary, the University of Wisconsin-Madison's TKE chapter received a much welcomed birthday gift of \$5,000 from Lambda Chapter Board of Advisors Chairman Fritz Jacobi, which will be matched by his employer, Gannett Publishing.



**Fritz Jacobi (L) presents TEF President Tim Taschwer with a check for \$5,000 for Lambda chapter's scholarship fund.**



At a dinner marking the milestone anniversary, Jacobi presented the TKE Educational Foundation with a check for \$5,000 to be added to the Lambda chapter scholarship fund. Combined, the two contributions will result in a doubling of the fund's assets.

Tim Taschwer, President of the TEF, said the contribution is an excellent example of how TKE alumni can assist Tekes at the local chapter level. Also, by utilizing his company's corporate matching gift program, the assets of the Lambda Fund will increase by 100 percent.

Establishing the Lambda Fund in 1999 with similar contributions, Jacobi is currently president and publisher of The Rockford (Ill.) Register Star and was named Tau Kappa Epsilon Alumnus of the Year in 1993.

## Fellers Receives Shapiro Award

Dave Fellers, CAE, executive director of the Radiological Society of North America (RSNA), received the Samuel B. Shapiro Award June 26 from the Association Forum of Chicagoland in recognition for his outstanding service as a chief executive officer in association management. The Shapiro

## Toys for Tots Party

### *Charity for Kids, Esteem for Marines, Love of TKE*

The Longwood Tekes have done community service for as long as they have been in existence, more often than not outshining all – even the service fraternities. However, this was the first time the alumni, as an association, gathered to do good once again! Darryl Morris, newly elected to the office of Alumni Hypophetes/Philanthropy, suggested the Association support the Toys for Tots program of the Marine Corps Reserve.

Fraters John Devaney and Andy Hight generously offered to share their established annual toy raising party for the Whittman Clinic with the Rho-Kappa alumni. Tekes collected the toys on behalf of the Marines, and John and Andy collected gift cards on behalf of the Clinic.

On Saturday, December 14, a number of Fraters joined up at Devaney and Hight's house in Sterling, Virginia for what can only be described as a man's man buffet, which not only provided sustenance but a chance for the guys to visit and catch up.

On Sunday, Frater John Monihan called the Marines to arrange for a pick-up. The party was an unexpected bonus for The Corps, all the more welcome as the five other collection places on their route yielded but three toys while Rho-Kappa had . . . drum roll . . . 109 toys!

Frater Devaney also collected \$460.00 worth of gift cards for the patients at the Whittman Clinic. The Rho-Kappa Alumni Association feels fortunate they were able to "inherit" John and Andy's established party, which allowed their first philanthropic action as an alumni association to start in high gear!



**Standing: Grant Hayes, Jeff Woltz, Dan Harrison, Steve Wertz, Sebastian Volcker, Trev Smith, Chris Costanza, Jim Monihan, Brian Wilson. Crouching: John Monihan, Scott Kasper.**

Award is the highest honor the Association Forum bestows.

Fellers (Epsilon-Sigma, University of Central Oklahoma) has 31 years experience in association management and has been very active in organized medicine activities. His numerous accomplishments include efforts to assure insurance coverage for surgical treatment

of children with deformities and for breast reconstruction, endeavors with the FDA over the safety of breast implants, and education on the importance of board certification in plastic surgery.

As executive director, Dave oversees the RSNA Scientific Assembly and Annual Meeting, and the "Medicine's New Vision" exhibit at Epcot.

## Alumni Association Makes Comeback

Beta-Psi's Alumni Association was originally chartered in March 1950, but in the early '90s the collegiate chapter fell on hard times and the alumni association ceased to exist. After nearly 10 years the association began to reform itself. In 1998, the Indian Club, the school's athletic fundraising arm, felt that a revitalized TKE alumni group would help bring TKE back to prominence and provide new donors and patrons to Arkansas State University.

The timing of the association's revitalization in the spring of 1999 marked the 50<sup>th</sup> anniversary of Beta-Psi and the formation of an alumni core group that formally petitioned the Grand Council for reactivation of the charter. As of fall 2002, membership has grown to 130 from 69 last year. What is equally amazing is the diversity of the membership – from Jonesboro to as far off as Myrtle Beach, South Carolina and even Germany.

For the past three years, through the collection of voluntary dues, Beta-Psi Alumni Association has published three to four news-



letters a year, sponsored three to four tailgate parties during home football games, and sponsored alumni weekends two to three times a year (Homecoming in the fall, a duck hunt in the winter, and the Bruce French Memorial Alumni Weekend & Goat Roast in April). The association also provided the impetus for the formation of the Beta-Psi Housing LLC, which in the fall of 2000 purchased three houses on adjacent lots for the collegiate chapter. Also, most recently they sponsored a Rush Consultation visit by Frater Dennis "Buckwheat" Perry.

The Association's comeback began last spring with a recruitment effort to beef up membership by issuing a challenge to all alumni. Each group of scroll numbers (100s, 300s, 1200s, etc.) was challenged to have at least five dues paying members by the end of the year.

Many relished the competition with other scroll groups and went way above the challenge, resulting in an increase of dues paying members from 20 in early April to 62 by early June. This was followed up with a personalized letter to all living alumni urging them to get involved, and with a newsletter in the late summer. The outcome was a whopping 130 as of October 20, and they also have over 20 members pre-paid for 2003.



Outgoing Alumni Association President James Henderson set out membership development goals for the next year, and another goal was added by the Association at its annual meeting in October – to demonstrate that TKE is truly the Fraternity for Life!

## 75th Anniversary Congratulations ALPHA-DELTA CHAPTER University of Idaho

*Installed December 29, 1927*



**More than 70 undergraduate and alumni members of Alpha-Delta gathered in Moscow, Idaho, Saturday, November 16, to celebrate the chapter's anniversary. (Left) Executive Vice Prytanis Kevin Mayeux presents Prytanis Brendan Fitzgerald with a resolution.**



## Alumni Active in Southern California

A continuing effort is being made to build a more active Southern California alumni group. The group, visited by Grand Prytanis Robert Planck in late summer and this fall, also had the honor of hosting the Grand Epiptytanis, Mark Romig, and the Grand Crysophylos, Kevin Pollard. October 19 a meeting was held at the Beta-Sigma house at USC with Grand Epiptytanis Romig to discuss the new Life Loyal TKE program, designed to encourage Tekes to remain active in the Fraternity after their college days. Frater Romig solicited reactions and suggestions concerning the program from those in attendance. After the meeting all were present for the USC football game with Washington.

Alumni: Send news about your events, such as marriages, career changes/promotions or human interest stories and submit information about alumni association activities to THE TEKE at the Offices of the Grand Chapter.

# Administrator, Educator, Frater:

*NIC Gold Medal Recipient Chancellor William Muse Defines "Fraternity for Life"*

*By Heather N. Redeske, Communications Coordinator*

This past December, with nearly 1,000 fraternity, sorority and higher education professionals in attendance, Dr. William Muse accepted the North-American Interfraternity Conference's Gold Medal. Dr. Muse is the fourth Tau Kappa Epsilon Frater to have been bestowed this honor (T.J. Schmitz, Rodney Williams and President Ronald Reagan). Established in 1940, the NIC Gold Medal has been given to individuals who have exhibited a lifelong commitment to the college fraternity system, with President George W. Bush as the recipient of last year's award.

Now in the company of other prestigious professionals, Frater Muse reflected back on the evening, "It was a great honor for me and for TKE; as you know, the Gold Medal is the highest award that the NIC gives, and only four Tekes in our history have received that honor, so it was indeed a grand occasion for me and the Fraternity."

Every year, fraternity and sorority executives, and staff gather together with higher education professionals at the North-American Interfraternity Conference (NIC) /Association of Fraternity Advisors (AFA) Annual Meeting. This year, guiding professionals through the five-day event held in Columbus, Ohio was the conference theme of "innovate, navigate and collaborate."

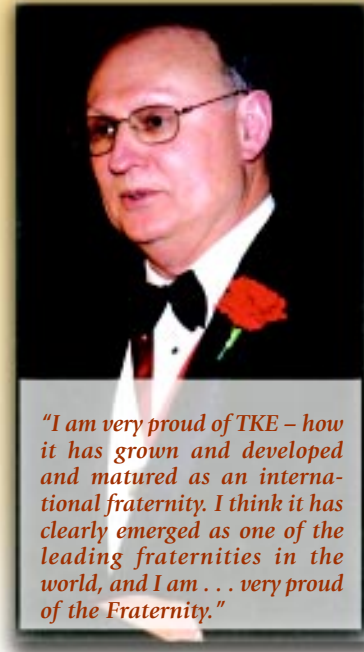
No three words can be more accurate when describing this passionate Frater and his lifelong devotion to TKE and his approach to the fraternity movement. As the

current chancellor at East Carolina University, Muse has best been described by his colleagues as a visionary who is dedicated to the progress and development of higher education and the students which it serves.

Dr. Muse's devotion to TKE began nearly 44 years ago in 1959, when he was initiated into the Epsilon-Upsilon Chapter at Northwestern State University in Natchitoches, Louisiana. Growing up in a family of seven boys, with his next eldest brother nine years his senior, Muse had never truly experienced or been involved in anything like a fraternity before. "I kind of grew up by myself and had not had the experience of living in close proximity with other males. The brotherhood that the Fraternity provided, as well as the opportunity for me to develop my leadership skills, was just a marvelous experience," Muse said.

Developing leadership skills and getting the most out of the college experience is always in the mind of educators like Muse, who share a common dedication to enhancing the lives of students through a well-rounded curriculum that involves activities such as membership in a fraternity. During his 2002 Founders' Day Installation address at East Carolina University, Dr. Muse spoke of the importance of maintaining a student life program that provides students with significant opportunities to develop the skills needed in order to be successful and fully engaged in the life of the University, all while forming lifelong friendships in an environment that fosters and values diversity.

"One of the things that I feel is important, and where there is a significant opportunity today as we move into this next



*"I am very proud of TKE – how it has grown and developed and matured as an international fraternity. I think it has clearly emerged as one of the leading fraternities in the world, and I am . . . very proud of the Fraternity."*

century and deal with a whole new generation of students, is the ability to not only accept but maximize the benefits from diversity. I believe that in our society and certainly on our college campuses, we have come a long way in terms of the acceptance of diversity," he said. "TKE has, in my opinion, been a leader among international fraternities in accepting diversity, and I think TKE could also be a leader in the maximization of the benefits of diversity."

For Dr. Muse, the main issue that fraternities are dealing with in today's society is learning how to understand and utilize these differences in order to help make their organization stronger. "If fraternities could provide that kind of opportunity on the campus today, I think they would be seen as a tremendous asset by the universities – as a learning laboratory where individuals are learning how to live and work in a multi-cultural, diverse environment."

According to Dr. Muse, a key element in maintaining these opportunities for students' personal growth – and how the fraternity experience fits into the student development model – is not only maximizing the benefits of a diverse membership, but having the ability to recognize that differences in individuals can be viewed as a strength as well.

With ever-changing and evolving generations of young adults entering today's college campus, fraternities have experienced both short falls and booms in regard to membership numbers and how they as or-



**(L-R) Dr. William V. Muse, T. J. Schmitz, TKE Executive Vice President Emeritus, and Durward Owen, Pi Kappa Phi Executive Vice President Emeritus.**

## MUSE MILESTONES

1958	Initiated at Epsilon-Upsilon Chapter (Northwestern State College, LA)
1960	Honorable Mention for "Top Teke"/Received B.S. Degree in Accounting
1961	Received MBA in Business Administration, University of Arkansas
1961 - 1963	TKE Assistant and Province Supervisor, Arkansas-Oklahoma Province
1963 - 1964	TKE Field Supervisor Member, Board of Directors, TKE House Fund, Inc.
1964 - 1965	TKE Assistant Province Supervisor, Alabama-Georgia-Florida Province
1965	TKE Province Supervisor, Southern Ohio Province
1966	Received Ph.D. in Business Administration, University of Arkansas Dissertation titled: Management Practices in Fraternities Elected to TKE Grand Council
1967	Elected to TKE Grand Council
1970	Dean, College of Business, Appalachian State University, NC
1973 - 1979	Dean, College of Business Administration, University of Nebraska-Omaha
1977 - 1979	Elected & served as Grand Prytanis, TKE
1975	Business & Administrative Operations Consultant, Kabul University, Afghanistan
1977 - 1978	Appointed by the White House as Presidential Interchange Executive
1979	Dean, College of Business Administration, Texas A&M University
1981	Chairman & President, TKE Board of Directors & Teke Educational Foundation
1983	Recipient, Order of the Golden Eagle
1983 - 1984	Vice Chancellor, Texas A&M University System
1984	President, University of Akron, OH
1992 - 2001	President, Auburn University, AL
2001	Chancellor, East Carolina University
2002	Recipient, NIC Gold Medal

ganizations are viewed in the public's eye. As an administrator, leader and mentor, Frater Muse is both optimistic and somewhat concerned when addressing today's college student and their fraternity experience.

Dr. Muse sees TKE's campaign of "Redefining Fraternity" as right on target, and stresses the importance of involving undergraduates at the campus level through dialogue and discussion, as it is key to gaining valuable insight on what their fraternity experience means to them. "One of the interesting things about the college student environment on the campuses where I've been is that it changes constantly. It's a new world for them, so on the college campus and certainly in the Fraternity, we have got to always be conscious of the constantly changing student population and attitudes that exist, and that is a real challenge for all the fraternities and their leadership."

What hasn't changed over the years is how students, like anyone else, need to know that there is someone who cares about them. It can be a parent, it can be a teacher, it can be a friend or it can be a Frater, and according to Muse, when students know that, they are more receptive to guidance. Muse's approach to motivating his students and others with whom he works is to help them clarify their goals by identifying what it is they really want to accomplish and what they feel they need to accomplish. He maintains

the best teacher in life is experience, and being able to maximize one's possibilities for success creates its own motivation.

Muse sees the Fraternity experience as one that provides students with a unique opportunity on the college campus. However, his concern over the years has been that the positive benefits of fraternity are not maximized by the students who are involved. "There's nowhere else on the campus that one can assimilate the opportunity for getting to know each other, learning how to live together, learning how to do things together and developing the spirit of brotherhood as the Fraternity provides," Muse says.

In his experience as an educator and involved TKE alumnus, Frater Muse has witnessed many people joining a fraternity without having a fraternity experience. "Guys in college can always find somebody to drink with and somebody to party with, but a Fraternity experience ought to be much more than that. That's why I've always been a strong advocate for the fraternity system and trying to get the chapters wherever I have been, and those with whom I've been involved, to maximize that experience."

As Dr. Muse reflects back on his own experience, fond memories of the Fraternity and camaraderie he has gained as a result, have been fundamental in maintaining his passion for TKE and the fraternity movement as a whole. "Past Grand Prytanis

Lenwood Cochran is the first Grand Officer of the Fraternity that I ever met, and our friendship goes all the way back to when I was a graduate student at the University of Arkansas in the early 1960's, and we have remained close friends throughout. I particularly enjoyed my work with Bruce Melchert and with T.J. Schmitz, who were the Executive Vice Presidents for the time I served on the Grand Council," he said.

To pinpoint a single highlight for this Frater and his near half-century of TKE affiliation would be a remarkable task. When asked if he could identify a single moment which defines his experience, Muse replied, "There are so many great experiences I've had at TKE that it's hard to pick out any, but certainly my installation as Grand Prytanis had to be one of the highlights. I worked on the Grand Council for a period of, I believe, 10 years, and being elected Grand Prytanis was a great honor and a tremendous experience. Receiving the Order of the Golden Eagle, which is the highest award that TKE provides, was a tremendous experience for me – and on both of those occasions, my entire family was there. My wife Marlene worked for TKE in the International Headquarters when we first met, so she's been a constant companion with me in terms of my TKE involvement. Our son joined TKE at the University of Akron and was an active participant in the Fraternity while an undergraduate. So, overall, I would give my TKE experience a very solid 'A'."



**Bill Muse At Epsilon-Upsilon Chapter, December 1964.**

Sharing his own Fraternity experience and continuing to be a champion for TKE and the fraternity movement serves as inspiration to Fraters everywhere. The TKE cornerstone principles of scholarship, character, leadership, teamwork, service and brotherhood are philosophies in which this Frater lives his life each and every day.

Now that's Fraternity. For life.

# Volunteers of the Month



## January 2003: Peter Dawson

Frater Dawson is an alumnus and 1994 initiate of Xi-Gamma Chapter at New York Institute of Technology. He has served as Chapter Advisor for Xi-Gamma since the spring of 1999, initially becoming involved to help resolve a finance and membership crisis. After a few years the chapter achieved financial stability last May and more than doubled its membership last semester. In the fall of 2002 Pete became a Province Advisor for Metro-New York and took on the responsibility of helping out with Rho-Eta Chapter at Stony Brook University, Mu-Mu at Hofstra, Theta-Sigma at St. John's, and Xi-Gamma at NYIT (while still serving as their CA). In this new role, Dan is working with three additional chapters on membership, finance, and day-to-day operations and is helping to establish a BOA for each and pay off their outstanding debts.

## March 2003: Dan Alcala

Dan moved from Ohio to Wichita, Kansas this past year and immediately called TKE for the best way to get reinvolved with his Fraternity. A 1973 graduate of Pittsburg State University and member of Delta-Mu Chapter, he assumed the position of Grand Province Advisor for Heartland North (Kansas) this past fall. Frater Alcala set up meetings with the Advisory Teams of all three of the Kansas chapters, realizing the most important step in Province management – communication lines established! Thanks to Dan's aggressive organization, he was able to be a fundamental part of the reorganizations of Alpha-Phi (University of Kansas) and Alpha-Upsilon (Fort Hays State) Chapters. Dan has played a vital role in establishing relationships with the Chapter Advisory Teams and maintaining regular contact with them for accountability and support.



## February 2003: Kevin McMahan

Frater McMahan is a 2001 graduate of Northwood University in Midland, Michigan, home of Rho-Epsilon Chapter. As Board of Advisors Chairman for Upsilon-Delta (Saginaw Valley State University), he guided the group from its inception as a colony to its chartering in spring 2002. Kevin spends his free time advising not only Upsilon-Delta Chapter, but both Delta-Pi (Eastern Michigan University) and his alma mater, as well. Kevin was also a major player in improving the situation with Upsilon Chapter at the University of Michigan. Additionally, Frater McMahan organized and facilitated the participation of both advisors and collegiates for the recent Michigan Province Education Conference held at Albion College (Omega Chapter). Kevin resides in Canton, Michigan.



## Collegiate Input Essential

Collegiate members of Tau Kappa Epsilon are used on a variety of Fraternity-wide committees, expanding their knowledge base of TKE. The two committees listed are the Collegiate Advisory Committee (collegiate members only) and the newly developed Alumni Volunteer Task Force (alumni and collegiate members). If you would like to participate in a committee as a collegiate member, be sure to attend Conclave\* this July 17-20 in Dallas, Texas to express your willingness to serve to the newly elected Grand Council.

The Collegiate Advisory Committee consists of nine members, geographically representative of the Fraternity, appointed by the Grand Prytanis to act as advisors to the Grand Council. The committee selects one of its members as chairman who acts as a liaison with the Grand Council and represents the committee at each Grand Council meeting. The Collegiate Advisory Committee last met in Indianapolis, IN January 24-26, 2003 in

order to provide input regarding the direction the Fraternity is heading. If you have any questions or comments, the members of the committee are listed below, along with their email address.

**Kristopher Vining, Chairman, Region 3, AZ**  
[vining@purdue.edu](mailto:vining@purdue.edu)

**Paul Haley - Region 1, ΔE, [paul@csuvikings.com](mailto:paul@csuvikings.com)**

**Andres Casimiri - Region 1, TΩ**  
[casimiriandres@hotmail.com](mailto:casimiriandres@hotmail.com)

**Robert Klementich - Region 2, EO**  
[rakeo543@worldnet.att.net](mailto:rakeo543@worldnet.att.net)

**Derek Hembree - Region 2, AO**  
[d\\_hembree@hotmail.com](mailto:d_hembree@hotmail.com)

**Alex Rudloff - Region 2, ΞI, [alex@atqui.com](mailto:alex@atqui.com)**

**Tim Sanford - Region 3, NK, [taemon@hotmail.com](mailto:taemon@hotmail.com)**

**Josh Goyden - Region 3, ΔΔ**  
[rushtke\\_ad@hotmail.com](mailto:rushtke_ad@hotmail.com)

**Tyler Baker - Colony Rep. - Univ. of South Dakota**  
[tbaker@usd.edu](mailto:tbaker@usd.edu)

The Alumni Volunteer Task Force is a newly developed committee focusing on the restructuring of the volunteer network in order to get more alumni involved in chapters across North America. Collegiate input is crucial in making decisions regarding volunteer roles in relationship with the chapter. The collegiate members currently working with this committee are listed below.

B.J. Bertucci, ΥΑ  
Mark Bullock, TΘ  
Thomas Coale, MΘ  
Jon Correnti, TZ  
John Fabsits, ΞH  
Derek Hembree, AO  
Andrew Irby, IΘ  
Grant Leigh, OII  
Tom McAninch, AZ

Randy Noles, ΠΔ  
Greg Roskopf, ZZ  
Alex Rudloff, ΞI  
Tim Sanford, NK  
Jon Smith, ΞΣ  
John Streeter, ΓΑ  
Justin Studebaker, TB  
Mike Teich, ΣΝ  
Kris Vining, AZ

\* For more information about this year's Conclave, see pages 6-7.



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WATERSKIING  
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or apply on line at  
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## TKE ACADEMIC TEAM Application Deadline: February 17, 2003

*"Thank you so much for the selection to the All-Teke Academic Team. I am greatly honored and proud to represent my chapter with this award. TKE has given me so many great things in my life and continues to make my efforts in this Fraternity worthwhile."*

Nathan Cunningham (Spring Hill College)

The All-Teke Academic Team program seeks to identify and recognize TKE's Top Scholars, who are selected on the basis of their ability to maintain excellence in academic standing while making positive contributions to their chapters, universities and communities.

Applicants must have at least a junior year, full-time student status and cumulative grade point average of at least 3.5 on a 4.0 system. They must also be active members, in good standing, with their chapter of TKE and the university. All individuals who apply for and are named to the All-Teke Team are eligible and automatically considered for the John A. Courson Top Scholar Award. One member of the All-Teke Team will be selected for this distinguished award, the highest academic honor available to Tekes.

Each member of the All-Teke Team receives an award of \$200.00. The Top Scholar recipient receives an award of \$1,400.00, which is funded by Past Grand Prytanis and past TKE Educational Foundation Chairman, John A. Courson (Alpha-Epsilon, Monmouth College – Illinois).



## NAMED SCHOLARSHIPS Application Deadline: May 15, 2003



*"In this little game of life, people are either excelled to greatness or held back by those who they choose to associate with. In choosing a life that involves TKE, I have chosen the greatest catalyst for success that life has to offer."*

Troy Voeltz (University of Michigan – Duluth)

Established through the years in tribute to past TKE leaders or by interested alumni who desire to perpetuate the ideals of Tau Kappa Epsilon, the Named Scholarship program, administered by the TKE Educational Foundation, provides financial assistance to deserving young TKE scholars.

The Scholarship Funds that have been created are all designed to encourage academic excellence, foster leadership skills and enhance the personal development of collegiate members of the Fraternity. A recent addition to available scholarships is the Michael J. Morin Memorial Award in the amount of \$250.00. Frater Morin, Beta-Upsilon, University of Maine – Orono, was a key TKE alumni leader, both locally and at the international level as a Grand Province Advisor and Grand Justice. His scholarship offering is directed to Tekes who have demonstrated leadership capability within the chapter, on campus and the community, while maintaining a good academic record.

Each scholarship fund has criteria which must be met to qualify for an award. Awards range from \$250.00 to \$3,000.00 and are given annually.

*"recognizing the ability to excel"*



## TKE LEADERSHIP ACADEMY

Application Deadline: March 10, 2003

*"Nothing I have done in TKE has made me more fired up to be a member of this Fraternity than the Academy. Everything about it made me love and respect our ideals and what we do in our daily lives more than I did before."*

Jeff Hertz (LAXV, University of Wisconsin – Madison)

Strong leadership is essential to the success of Tau Kappa Epsilon, and the Leadership Academy helps to train leaders for the future.

More than a sit-down seminar or weekend conference, the Academy is an intensive, weeklong interactive leadership experience. Through hands-on activity in organizational dynamics, vision and mission creation, problem solving, team building and interpersonal communication, participants learn valuable leadership lessons and refine their own leadership skills. Classroom teachings and small group discussions, combined with outdoor activity opportunities, serve as building blocks to a very challenging week.

Leadership is a life skill that goes well beyond the Fraternity. At the Academy, participants learn about themselves as leaders, how they as leaders can help better the Fraternity, and how the Fraternity experience can help carry leadership skills throughout their lifetimes.

The 2003 Leadership Academy is scheduled for June 7-13. It is held at Bradford Woods, the Leadership Development Center for Indiana University. It is a 2,400-acre outdoor learning complex amidst the rolling, wooded hills of Southern Indiana. The Center's professional development trainers and experiential educators assist a team of trained TKE volunteer facilitators in guiding Academy participants through innovative exercises and outdoor activity. The Academy is conducted by the TKE Educational Foundation and supported by alumni contributions.



## APPLICATION PROCESS

Application packages for scholarships and the Leadership Academy are distributed through chapter mailings from TKE International. They may also be secured by returning the form below or contacting the TKE Educational Foundation at 317-872-6533 or requested at <ttaaschwe@tkehq.org> via e-mail. Forms may also be downloaded from the [www.tke.org](http://www.tke.org) or [www.tkefoundation.org](http://www.tkefoundation.org) websites.

### TKE Educational Foundation Application Request:

Please send the following (applications for):  Named Scholarships  the All-Teke Academic Team  the TKE Leadership Academy

Name  Chapter

School

Current Mailing Address

City  State  Zip

Telephone  E-mail

# DALLAS 2003



**Deep in the Heart of TKE**



**52nd Biennial Conclave**

**July 17-20**

**Omni Mandalay Hotel at Las Colinas**