

The Crescent

Summer



1977

Gamma Phi Beta

ON THE COVER . . .

Sports are not just Summertime things! They exist year round in university field houses, arenas and clubs. But, because they flourish in the out-of-doors along with warm weather and daylight savings time, the Staff has chosen this seasonal issue to salute collegians and alumnae who enjoy the sportin' life. Chris Drees (Washington-St. Louis) created an appropriate design.

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THE CRESCENT

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IT'S A WHOLE NEW BALLGAME....

And Gamma Phi Beta

Leads Off

With a Sportin' First

The University of Minnesota was one of the first to respond to the beat of the not so distant drums. Faint flourishes were heard with the passage of Title IX of the federal Education Amendments Act of 1972. One of its provisions required all colleges and universities to file a plan for equalizing athletic opportunities between women and men.

Promptly, the National Collegiate Athletic Association sternly advised all schools to make the proper adjustments. If they didn't, it warned, all kinds of dire fates might befall the institutions. Auburn, UCLA and members of the Big Eight figured (and rightly so) that the NCAA wasn't kidding.

Suddenly "Want Ads" for such posts as Assistant Athletic Director, Woman Coach and Women's Athletic Coordinator appeared. Other signs of the changing times swiftly followed . . . varsity letters for women . . . emphasis on inter-school rather than intramural sports . . . AND competition for athletic scholarships.

Back in 1973, according to the *Seattle Times*, only 32 scholarships were given to women athletes in American colleges. Last year, 173 were awarded in basketball alone. Volleyball accounted for 132, tennis for 125, and 45 to 80 each in the fields of swimming, track and field, gymnastics, softball and field hockey. Value of the scholarships range from several hundred dollars for tuition at a state school to as much as \$5,500 in a private institution.

"Athletic scholarships have become a status symbol for young women" stated *The Kappa Alpha Theta Magazine* in its Winter issue. It frankly scoped *The Crescent* in its plans for a sport-oriented issue.

But Minneapolis Gave Us "A First"

In February, the *Minneapolis-St. Paul Alumnae* staged a "SportsMania" for the benefit of Women's Intercollegiate Athletics at the University of Minnesota. It is, to *The Crescent's* knowledge, the first sorority function to benefit women in the collegiate sports arena. As a result, Gamma Phi Beta presented **Dr. Vivian Barfield**, Women's Athletic Director, University of Minnesota, with a check for \$5,000. In the Sorority's name, scholarships will be awarded women athletes through the University's Patty Berg Steering Committee.

Kappa Kappa Gamma's Patty Berg, the renowned golfer, accepted Gamma Phi Beta's invitation to be guest of honor at the luncheon fashion show. She was overwhelmed by the turnout (850) and termed the "main event" the most memorable and exciting thing that's happened to her in years. "If I'd realized what this would be," she said, "I would have urged all my Kappa sisters to attend." Perhaps they will second time around.

Other Celebrities on Deck

Fashion designer Diane von Furstenberg also was present to speak to the crowd and to autograph copies of her new



ALL SMILES when the Minneapolis-St. Paul Alumnae presented the University with a check for \$5,000 were (seated from left) benefit co-chairman, Gail Skogma Edwards (Minnesota) and Marlys Nickeson Pung (North Dakota). Standing, Dr. Vivian Barfield, Women's Athletic Director, and Jan Grout Schuett (Wisconsin), alumnae president. The event was the "talk of the town" — and the campus!

MINNESOTA SPORTS MANIA



"STAR OF THE GAME" was Kappa Kappa Gamma's Patty Berg, renowned golfer. She was thrilled with the Sorority's efforts for women athletes.



RETIRED GOLF COACH at the University of Minnesota, Les Bolstad, received a warm welcome from Patty. Les and his Gamma Phi Beta wife, Mildred Bowen Bolstad, have three Kappa Chapter daughters.



FASHIONS by Diane von Furstenberg were modeled by professionals at the Minneapolis luncheon benefit. Local sportscasters and sport celebrities wore men's styles from Dayton's.

beauty book. And WCCO-TV's "Bronco", Sue Cox, football forecast predictor, participated in the program along with other local sports personalities.

The sports spectacular included many extras: a silent auction, for example. "A Weekend for Two on a Lake Superior sailboat" was one item offered; breakfast with the president of Minnesota University was another. Grand prize on a dollar chance draw was one week at a Florida Condominium with "air fare for two, a boat and captain, all that sun and a car." The recently organized Sorority Mothers' Club added to the proceeds with a boutique.

Equal Rights Fashion Show

Fashion's from Dayton's featured the latest for both men and women. While professionals were used for the showing of von Furstenberg fashions, local sportscasters wore the male plumage. Modeling, too, were Paul Giel, Minnesota's Athletic Director, and Verne Gagne, nationally known wrestler.

Minnesota Gophers, members of the University Pep Band and its cheerleaders also participated in this rousing event.

Plans already are underway for the 1978 SportsMania.

According to the 1977 chairman, **Marlys Nickeson Pung** (North Dakota), it was a "timely event — a fun way to raise money. It also was 'classy' enough to appeal to women who might be turned off by athletics and/or equal rights. It's something almost any Gamma Phi Beta chapter in a large city-near campus area could do."

Gail Skogmo Edwards (Minnesota), co-chairman, adds: "It's difficult for alumnae groups to find a continuing program. We feel we have found one — and one that's especially good for those areas where a Women's Athletic Department hasn't been successfully launched. It has taken a great deal of courage to prove to the men in the community that there is a need for financial help to outstanding women athletes. We're very proud to be on the ground floor of this project and look forward to opening many doors in years to come."

P.S. As a result of their close association with Dr. Barfield during the development of this project, both collegiate and alumnae members became very fond of her. They invited Dr. Barfield to become a Gamma Phi Beta and she was initiated as a special alumna in spring. She's a welcome addition to the Gamma Phi Beta team.

They Wear VARSITY Letters



WEARER OF A LUCKY 13 — Kristi Short, K-State basketball squad.



Gamma Phi Beta can boast of many wonderful young women in competitive sports. Many wear Varsity letters in field hockey and basketball, others in tennis and swimming, still more in gymnastics and softball. But to the knowledge of *The Crescent*, only two members held athletic scholarships this year. One is Illinois' **Linn Grieb**; the other is Kansas State's **Mary Ellen Howe**. Both are track stars.

Pledged by Beta Kappa at Arizona State and initiated by Gamma Gamma at Wisconsin-Milwaukee, Linn is now proudly claimed by Omicron. A junior participating in her second year with the Illini women's track team, she was awarded a scholarship based on her track performance last year. She's already broken two school records with meet scores of 7.2 seconds in the 60 yard dash and 37.2 in the 300 yard dash. Despite meets on weekends and five 3-4 hour practices each week, Linn has managed to boost her grade point average this past semester from 4.4 to 4.6.

Mary Ellen Howe and her twin sister, Jennifer, were track teammates at Shawnee Mission West High School. Then they decided to attend different colleges. So which ones did they pick? Arch-rivals Kansas and Kansas State! They found themselves on opposing teams for the first time when KU, K-State and Missouri competed in February's triangular meet. The spectators thought it "weird" when they saw rivals warming up together, says Mary Ellen.

Majoring in fashion design, Mary Ellen entered K-State with a track scholarship. She runs the 60 yard hurdles and mile relay indoors, and the 400 yard hurdles and 100 yard hurdles outdoors. She's a consistent second place winner.

Around the Winning Track

Though not her twin, Mary Ellen does have a sister on the track team — she's Beta Upsilon's **Teresa Everett**. Majoring in physical education, Teresa holds the Univer-

sity's record for the 60 yard hurdles with an 8.2 record and also is a member of the record breaking 440 yard relay team (47.6). She was the Big Eight winner in the 60 yard indoor hurdles this year and also qualified for nationals in Pentathlon, 100 meter hurdles and the 440 yard relay. This summer she is going to run a circuit in five European countries, competing with international teams. She'll travel with students from K-State and Iowa State.

On February 19, **Jill Mugge** (Iowa) and her teammates broke the University Recreation Building record in the 440 yard relay by almost two seconds. Their achievement clocked out at 49.5. This wasn't Jill's first honor in her six-year track career. Last year, as a freshman, she qualified for the 1976 AIAW Nationals but was unable to compete due to an injury. She was noted as having the 12th fastest time for the 100 meter hurdles in the nation. She also participates in the 60 yard dash and the quarter mile hurdles.

Advised by her coach not to participate in intramural activities for fear of injury, Jill still came to Rho's aid when the chapter was "desperate for one more basketball player." She ran in the Greek Bed Races, too.

The Ball's in Play

Beta Upsilon has two starting players on the K-State women's basketball team. **Kristi Short**, a sophomore in recreation and journalism, has lettered twice in guard position. She's also lettered twice in softball. **Laurie Miller**, a sophomore in animal science, has one letter from the forward position. Laurie averages 12.5 points per game with 8.5 rebounds; Kristi averages 10 points. The team won the state finals this year.

So as not to minimize the importance of intramural competition, *The Crescent* congratulates Beta Omicrons of Oklahoma City University. Under the leadership of Patti "**Monise**" Milligan, the Gamma Phi Beta team won



LAURIE MILLER, Number 41, averages 12.5 points a game for K-State.



WINNER OF THE BIG EIGHT title in the 60 yard hurdles — Kansas State's Teresa Everett (right).

the 1976-77 basketball championship. The starting defense was made up of **Deb Morton, Kathy Thomas, Diane Walker** and **Stephanie Muller**. The starting offense players were **Rita Boudreaux, Patti Mulligan** and **Marion Osterhold**.

At the University of Missouri, Alpha Deltas call them "the setting and spiking sisters." They're talking about **Cathy** and **Carrie Southerland**, both of whom have played volleyball since the third grade. In high school, each was named "most valuable player" in her senior year. Cathy is a two letter player, spring pledge Carrie now has her first. Both seem assured of a place on the six man power squad next year. This summer they will practice their skills with a U.S. Volleyball Association team.

Back to the Courts . . .

And Mizzou, too! There **Sarah Bunce** and **Suzy Phillips** have been swinging, serving and winning for the women's varsity tennis team for three years. The two junior letter-women have helped Missouri claim second and third places in the state.

Sarah, a journalism student, has been playing competitively since eighth grade, accumulating 13 trophies over the years. During summers, she teaches tennis in her home town, Fargo, ND. Her aspiration is to combine her journalistic talents with her knowledge of tennis and work on a tennis magazine. Teammate Suzy, a business major, teaches tennis to 8-16 year olds in the St. Louis County park system. A member of the Junior Wightman Cup team, her ambition is to manage and instruct at a racket club in the Midwest.

Seeded number one in the state of Indiana is Beta Phi's **Lori Kraus**. She earned this title by defeating a Purdue player in the state tournament last fall in Indianapolis. Presently Lori is ranked first on the Indiana University team, fifth by Women's CDTA (Chicago District Tennis

Association) and seventh in the Western Tennis Association. Summers, she teaches tennis at the Highland Park Raquet Club.

Lori averages at least five hours of intensive drilling a week along with regular practice matches. Her goal at press time was to qualify for the National Championships at Louisiana State June 6.

The Minnesota Scoreboard

Individually, and collectively, Kappas are athletically oriented, writes Correspondent **Sue Genskow**. That's why they were super proud to back Minneapolis-St. Paul Alumnae in raising money for women's athletic scholarships at the University. Who knows — one of these days a Gamma Phi Beta may get one.

Certainly they have Varsity letter achievers — **Meg Horan**, tennis; **Kathy Eldredge**, swimming; **Cindy Michel** and **Bethany Christianson**, field hockey.

Kappa Chapter also takes pride in the gymnastic talents of **Kit Stoutenburgh**. As captain of the women's gymnastic team, Kit puts in 25 hours of practice every week. This paid off when she placed fourth on the balance beam in the Big Ten meet. Kappa's other gymnast, **Debbie Pecore**, is a gymnastic coach at a local high school.

Cindy Heigl is Minnesota University's famed figure skater. Reaching the silver medalist level in amateur competition, Cindy then turned professional. She teaches figure skating at a local skating club.

What's the Final Score?

Will women's varsity teams ever attract paying spectators to Athletic Department box offices? Well, that remains to be seen. But one thing is sure . . . the sporting life can pay off in scholarship monies . . . in athletic careers . . . and in fun. It's a whole new, wonderful world for track runners, tennis buffs and physical education graduates.

... on Horseback

Wearing the blue of Oak Brook Hounds on her collar, **Barbara Hogrefe Alexander** (Northwestern) is seldom happier than when riding in the hunt. Southern Illinois is her favorite area because the vast territory puts both horse and rider to the test. A typical hunt lasts four hours — most of it at a flat-out gallop to keep up with the hounds.

But when the hunting season ends, Barb doesn't take the winter off. She shows her chestnut mare in the ring. Last year, they placed eighth in the amateur owner division of the Illinois Hunter and Jumper Association.

Barb's family lifestyle centers around horses. Husband George has eight polo ponies. During winter, he plays in the Chicago Armory. Other seasons the family travels with him to games in Iowa, Michigan, Kentucky, Wisconsin, Wyoming and Canada. Of their three daughters, Dana, 10, has successfully shown a pony. Kerry, 8, reluctantly takes lessons and Karen, 6, enthusiastically began hers this spring.

Horses Are Her Business

Carolyn Hutton Chapman (Penn State) has been in love with horses since she was five. Throughout her youth, she participated extensively in horse shows — concentrating on hunters and jumpers. College restricted her riding . . . but only temporarily.

Today, Carolyn and her husband, Kenny, have turned their love of horses into a business. Aside from organizing shows, they buy, sell and board them at their home north of Philadelphia. And Carolyn still finds time to participate in hunts every Saturday and Wednesday from September to April.



BARBARA HOGREFE ALEXANDER (Northwestern) — on her thoroughbred mare, Castanet.

fellow. The stronger team of Bonnie and Elaine won easily, 6-2, 6-0."

Another Tennis Addict

Robin Kramer Dunkle (Indiana) had not played a game since high school. Three years ago, she joined a tennis barn and has been totally caught up in "tennis mania" ever since. Robin has twice won in all areas of tournament competition at a Dayton club — singles, doubles and mixed doubles. She's also been a semi-finalist in the City of Centerville tournament for two years.

Tennis scores with the whole family. A teenage son is ranked sixth in the tri-state area of Ohio, Indiana and Kentucky and a 9-year-old daughter plays a good game. Dad plays too — in self defense? Robin works part-time in a tennis shop — "to support her family's habit."

... on Clay or Grass Courts

"Being a fanatic about tennis and being any good at it are two very different things," writes **Elaine Dennison Pinholster** (Maryland), assistant to the Alumnae Vice President — Alumnae Initiates. Though admittedly she hasn't won — probably never will win — a tournament in the fiercely competitive Northern Virginia Tennis League, she is doing well at the Chantilly Golf and Country Club. There she's co-holder of the mixed doubles championship.

Former chairman of the Chantilly women's tennis program, she's now the club's vice president of information, editing a monthly newsletter. "I took the job mainly to get another tennis person on the all-male VP roster," she says. More exuberantly, she reports, "the photo was taken the day my doubles partner and I played a "Challenge of the Sexes" match against the club golf pro and another



(Right) ELAINE DENNISON PINHOLSTER (Maryland) — a "real tennis nut."

DOD SPORTS", TOO!

... on Golf Greens

Lynette Martin Chrenka (Bradley) has the reputation of being a super golfer in the St. Louis area. Thirteen times the senior women's champion of Glen Echo Country Club, she's twice been semi-finalist in the Missouri State Women's Golf Tournament. A low-ranking amateur in two National Ladies Amateur/Professional tourneys, Lynette has twice won the St. Louis Women's District Championship trophy.

This summer Lynette will launch a program for junior golfers at Glen Echo. The purpose is to stimulate interest in golf among the 8 to 15 age group, especially girls. Eventually she hopes the interest will spread to other clubs.

Husband David, an engineering technician, encourages Lynette in her golfing interests. Occasionally he takes over the responsibilities for their pre-school son and daughter so mother can play a tournament.

Nine Hole Champion

Sharon Dauby Overton (Indiana State) won the Nine Hole divisional title in the second annual Evansville Courier City Women's Golf Tourney last year. Sharon, who recently served as president of the Evansville Alumnae Chapter, has been playing golf only three years. She won with scores of 47-48 for a total of 95.



LYNETTE MARTIN CHRENKA (Bradley) — winner of 13 championships.



SHARON DAUBY OVERTON (Indiana State) — with her Evansville golf trophy.

THE LATE BARBARA BURNS HISCOCK (Washington) — 17 times women's champion of the Seattle Golf and Country Club, and Sorority Grand President 1968-70. Memorial contributions made to the Gamma Phi Beta Foundation in her honor will be used to launch a new Foundation scholarship in the field of recreation and parks.



A Sports EXTRA



"Do-It-Yourself" **Coach**

Ann Burdick Fisher (Miami) holds multiple jobs. During regular school hours at Wayne High School in Burton, she teaches classes in writing and literature. After school, she serves as adviser to the cheerleaders and the Junior Class.

But it is in another position — that of coach to the girls' volleyball team — that she recently won fame. It now stands in the top four in the state of Ohio. While disclaiming any personal accolades, they are deserved. The record shows she worked three to four hours every night after school (three practice sessions and two games) every week of the season.

Ann got into coaching when the athletic director convinced her to take on the job — this despite the fact she herself had not played since high school and the game had changed drastically since then. But, once convinced, she proceeded to ready herself — attending clinics and memorizing the rule book.

Her philosophy of coaching is a combination of learned concentration and positive thinking — techniques she acquired from a karate course in college and the Silva Mind Control program. She attributes much of the team's success to these methods. They taught the girls to relax and think through each of their movements. In one case they were losing a tough game 1-13 and went on to achieve an unbelievable 15-13 win. Ann also insists that team members be ladies as well as athletes. Angry behavior or any unladylike conduct is not tolerated.

Although Ann does not characterize herself as a "feminist" or "woman's libber," she admits there are problems

associated with coaching a girls' team. She has been fighting discrimination. Her first problem was to get the school to take the girls' team seriously. Limited funds, lack of practice space, poor equipment and disrespect were other obstacles to be overcome.

As the team accumulated more and more wins, some of the problems began to dissolve. After capturing a regional tournament, the girls were treated to a Booster Club dinner, applauded at an awards assembly, and given a police escort out of town as they left for the state tournament. The long hours of dedicated practice had finally paid off for Ann and her girls.



She Promotes Physical Fitness

Betsy Keenan (Iowa State) was named a winner of the 1976 Amos Alonzo Stagg Award for her contributions in the fields of physical fitness, parks and recreation. She served as swim coach for the Sterling (IL) Park District Stingray Swim Club. The award comprises a certificate of merit and a medal showing a bust of Stagg.

The Stagg Award was founded in 1962 to honor the 100th birthday of Stagg who spent 70 years working with young people in physical education

and recreational activities. He was an outstanding coach at the University of Chicago.

Betsy was a member of the Davenport, IA high school swim team as well as a member of the National High School record 440 relay team. Her experience as a swimming instructor dates back to 1968. She was director of the Davenport city pool and in charge of its instructional program. She's now an executive secretary.



Michigan Fan for 75 Years

While riding a train between Michigan and San Diego Christmas Week of 1901, **Mabel Wing** (Michigan '01) overheard passengers talking about Michigan University's acceptance of an invitation to play in Pasadena's first Tournament of Roses.

So, as she nostalgically recalls, "when the train stopped at Pasadena, I got off and found lodgings in a private residence recommended by the Green Hotel clerk." After all, she explains, "I had graduated from the University that June and was acquainted with many of the players. I had danced with some of the boys at Gamma Phi Beta social functions."

Miss Wing, who watched this year's

Rose Bowl Parade on TV, admits the first one "didn't amount to much. There were several old wagons decorated with paper flowers." Afterward she walked to the field and bought a ticket. "I think it cost \$2.00." Michigan slaughtered Stanford 49-0 and following the game, she surprised the players when she appeared to congratulate them.

Now 99 years old, Miss Wing resides at the Fountain Convalescent Home in Orange County, CA. According to **Patty Anderson Witte** (Texas), our Orange County correspondent, she's as "sharp as sharp can be." She may be a former school teacher, but she's not an ex-Michigan fan.



ATHLETES RESPOND TO BOOSTERS . . . and one cheerleader working spectators up at Oklahoma U. is Psi Chapter's Carol Stephensen.

NOTICES OF IMPORTANCE POSTED



Seminar for Housemothers

Widowed or otherwise single Gamma Phi Beta alumnae might consider a post as a sorority or fraternity housemother. If the idea is appealing, contact the National House Directors Seminar at 244 Hearnes Building, University of Missouri, Columbia, MO 65201.

Subjects ranging from nutrition and first aid to budgeting and public relations will be covered in a seminar set for June 19-24. The \$100 fee covers room, board and entertainment.

Former Grand President **Audrey Weldon Shafer** (Missouri) will participate in the seminar. She also will be searching for housemothers for several Sorority chapters.

Sigma HCB to Meet

Sigma Chapter, University of Kansas, will hold its annual House Corporation Board meeting at 10 p.m. Monday, October 17, at the Chapter House, 1339 W. Campus Road, Lawrence.

Province XV Scholarship

Omaha Alumnae are putting finishing touches on plans for a collegiate scholarship to replace one formerly awarded a member of Delta Gamma Chapter. Now that this chapter has left campus, they plan to give \$100 an-

nually to any sophomore or junior in Province XV, or to a Sorority member who calls Omaha home. A committee of alumnae will make the selections — the first to be awarded in May, 1978. For details, contact **Phyllis Choate**, 9716 Erskine, Omaha, NE 68134.

Luedeman Memorial in D.C.

Washington, D.C. Alumnae plan a graduate fellowship in the study of reading as a memorial to **Hazel McClure Luedeman** (Alpha Delta). It will be processed through the Gamma Phi Beta Foundation. Friends of Hazel desiring to make a contribution should send their checks payable to the Hazel Luedeman Fellowship, c/o of **Mary Ann Young**, 8205 Jeb Stuart Rd., Rockville, MD 20854. According to **Nancy Jones Clouats** (Texas Tech), correspondent, Clarence Luedeman has been consulted and feels such a fellowship is a most appropriate remembrance of his wife, a valued member of the Capitol group.

Moving? Traveling?

Consult our TranSister Service for valued tips on where to buy a house . . . what to see. If you've misplaced the annual listing of TranSisters carried in the Spring issue, write **Theora Kurt Schonberg** at 12205 Leavenworth, Omaha, NE 68154. Her listing is up-to-date.

IN MEMORIAM

ALPHA

Mildred Stanley Boggs
Katherine Bartels Witmer

BETA

Ellen Mary Heyboer
Margaret Dodds Nelson
Caroline Parker
Elinor Trueman Walsh

ETA

Patricia Collins Davies
Frances McDougall
Helen Williams Saylor

THETA

Eleanor Dennison
Marguerite Stephenson Evans

IOTA

Linda Savitz Thomson

KAPPA

Kenena MacKenzie Kelley
Carol Albrecht Kelly
Janet Christofferson MacPhail
Helen Stadlbauer Pierce
Helen Little Salzer
Arlene Allison Withy

LAMBDA

Susannah Walker Maher

MU

Theresa MacFarlane Pope

NU

Margaret McGee Curry

XI

Dorothy G. Ellis

OMICRON

Elizabeth Allen Stone

RHO

Mabelle Whitney McGraw
Margaret Trautwein Stoddard
Anna M. Theilen

SIGMA

Frances Kennedy Fink
Katherine S. Glendinning

TAU

Irene Winslow Brown
Clare Schmitt Giddings
Jeanne Schoonhoven Roehler

UPSILON

Katherine Canaday Neff

PHI

Grace Lewis Miller

CHI

Vivian Tohl Bowman
Eleanor Selover Wilkins

PSI

Eula Fullerton
Jean Hunter Loch

ALPHA ALPHA

Mary Clark McClinton

ALPHA GAMMA

Edith Dowd Cunningham
Virginia Garside Germain
Lucy Cresenzo Howell
Janet Bell Morrison
Maree Pohle Mortensen

ALPHA EPSILON

Marjore Hughes Stone

ALPHA ZETA

Eva Belle Hulingquaid Klipsch

ALPHA ETA

Mary Katherine Thomson Nolan

ALPHA XI

Catherine Hailey Rutland

ALPHA PI

Marjorie J. Wallace

ALPHA SIGMA

Beryl Kroeger Hale

ALPHA TAU

Gwendolyn James Crawford

ALPHA PSI

Kathryn McKown Barnett

BETA KAPPA

Margaret Iles Boyd

BETA PI

Carol Barnett Pennock

BETA CHI

Gladys Laura Bate

GAMMA PI

Patricia Ann Meester Voss

DELTA IOTA

Susanna Ingrid Bekkering

COLLEGIANS IN ACTION

DAISY FRESH . . . that's one way to describe many of the programs reported by our Greek Letter Crescent Correspondents in this annual presentation of Chapter Letters. True, the traditionals remain . . . dance marathons, candle passings, fast dinners and Pink Carnation Proms. But NOW, learn about a Pick-Your-Own Breakfast, a "Syracuse Triangle" Bar-B-Q, a "Nickle Ettique Night" and Gong Shows. You can always trust the young to come up with a fresh approach to chapter programming.

— Mary Agnes Welsh, **Collegiate Editor**

Sisters Form Baton Team At Iowa

Next fall, as the University of Iowa Hawkeye Marching Band parades, Mary Ann and Marcy Goodrich will be announced as a featured baton twirling team.

Mary Ann, now 20, was in the twirling lineup as a freshman in 1975. Last fall, Marcy, 18, joined her sister. The coach decided to present the Goodriches apart from the line then because their styles were similar and effective.

Although this activity requires so much of their time, Mary Ann and Marcy cite several advantages: they've learned to develop confidence and composure in front of a large audience, showmanship and self-discipline. They appreciate, too, that their Gamma Phi Beta sisters encourage them to practice at the house.

The attractive sisers from Shenandoah, IA, have been twirling together for about eight years. Each have won awards and trophies that number over 300. Each has been selected as Miss Majorette of Iowa in her own age group.

Mary Ann and Marcy will spend the summer practicing their techniques — they want to do their best for the band. Marcy, while continuing to twirl, hopes one day to judge others in competition.

At home or away, on the football field or not, Mary Ann and Marcy have twirled their way into the hearts of those in Rho Chapter.

— Kim Steffen



Auburn

The chapter launched an exciting year by staging rush in its new sorority room. Pledge breakfasts and big brother picnics followed.

Involvement has been the key word in our year's activities beginning with our participation in student government elections. We supported the Auburn Speech and Hearing Clinic and also worked closely with alumnae on camp projects.

Gamma Phi earned second place in the student government blood drive. This honor is significant because Auburn holds five world records for the largest blood drives in college campuses.

We were pleased to merit Province VIII's awards for activities and scholarship. — *Karen King*

Boise State

Delta Betas are proud of their Panhellenic Scholarship Award. It's given each semester to the sorority at Boise State for the highest overall grade point average. As well as having the highest grade average for the Fall semester, recognition also was received for having the highest pledge class average. In addition, Gaea Walker and Pammy Holbrook received roses from Panhellenic to congratulate them for their 4.0 marks. Recipient of the award for two of the three semesters it has been offered, Delta Beta is determined to keep it for this spring semester.

We're also proud of our latest philanthropic effort. We gathered money for Easter Seals with an Egg Drive. The fund raiser brought in more than \$200.



BOISE'S EASTER SEAL CHAIRMAN receives a check from Delta Beta's philanthropy chairman, Julie Alexander, following the chapter's Egg Sale. Participating in the festivities were, seated from left, Debie Beavers, Toni Portman and Patti Crepps. Standing, from left, Gaea Walker, Marta McKenna, Julie Alexander, Barbara Lister, Mitzi Carpenter and Paula Corbett.

THE FASHIONABLES — Seven Greek and alumnae members modeled the latest fashions at a November Founders Day show held at the Pocatello, Idaho, Country Club. All Beta lotas, they are (from left, front row). Carol J. Knudson, Suzette P. Stanford and Shawn Knoche. From left, back row: Tara C. Puphal, Nannette Burkhart Siemen, Gayle Bowler and Constance Rutt Arana.



According to Julie Alexander, philanthropy chairman, money is raised by persuading one house to donate an egg to the project and then trying to sell it to a neighboring house for a donation. The girls found that most people were happy to cooperate and seemed to enjoy participating. Since a limit was not placed on the suggested donation, eggs sold for prices ranging from 25¢ to several dollars.

Delta Beta felt the drive was a success because it took only one afternoon, was simple, a lot of fun, and was good publicity for Gamma Phi Beta as well as the whole Greek system. — *Mary Rector*

California

An excellent Fall rush brought us 25 pledges, including five juniors, seven sophomores and 13 freshmen. They took a Saturday outing to Russian River in October. To raise money for their projects, the pledges parked cars at home football games and sponsored a New York Nightclub party at a nearby com-

munity center.

For the all-important California vs. Stanford game, we organized a Big Game Brunch for parents, alumnae and friends. As another house activity, we had an ice-skating night.

As our chapter is pretty big on holiday celebrations, we had the annual family tree-trimming party in late November. Besides decorating, we enjoyed a potluck supper. We think this is a grand opportunity for our members' families to get to know one another.

In February we had two special social functions — a Valentine's Day dessert for friends, sweethearts and relatives and a formal dinner dance at a San Francisco hotel. Next event was a "Set Up Your Buddy" casual dance at a country club. The best part was seeing the surprise reactions of our sisters as they came downstairs to meet the dates we picked out for them.

We initiated 20 Fall pledges in January so we're going great to '78. — *Jamie Wells*

California-Los Angeles

We were truly proud to initiate 29 of our 32 fall pledges on January 29 and hope to activate the other three during Spring quarter. To top off a beautiful Inspiration Week, we enjoyed our Winter formal at the Riviera Country Club. The dinner dance was organized by our social chairman and assistant — Susie Half and Nancy Thjel.

Highlights of our Fall season were the dessert exchanges we hosted for several fraternities and Parents' Weekend in November. After a football game at the Coliseum, we entertained our mothers and fathers at a barbecue at the house.

During the Winter quarter, everything quieted down — except in the field of sports. Our Intramural football team was in the play-offs and our basketball team also did well. Straw Hat Pizza Parlor hosted an all-Greek week that included a knowledge bowl, a volleyball tournament and an olympics. The Gamma Phis, with the help of Candy Deak and Lindy Novak, won the trophy for the volleyball tournament.

One of our new initiates, Carol Hesse, was the star of a Panhellenic fashion show. Other highlights of the Spring quarter included participation in Sigma Chi's Derby Day, our annual luau, and Mardi Gras. Working with Phi Kappa Sigma on the latter, we hope to do as well as last year when our booth (done with Sigma Pi) took a Grand Marshal's award. — *Patricia Leslie*

California State-Fullerton

Fall semester brought us 21 pledges who quickly joined in chapter activities with an exchange with Chi Psi fraternity at UC-Irvine. October brought "Pledge Presents" in San Juan Capistrano, initiation of 11 Big Brothers and our traditional Halloween party for alumnae and their children.

We joined other chapters in celebrating the Sorority's 102nd birthday in Los Angeles and then held a pot luck dinner for Big Brothers and a chapter Christmas party in December.

We sandwiched rush workshops between skiing trips for members in Mammoth and Colorado during January. Prior to initiating 18, we had a fantastic Inspiration Week planned by Judy Markeson. Highlight of this was a Big/Little Sister Night when members paired off for dinner, a hit movie, bowling, whatever.

Before Spring semester, we moved into our new house at 508 Cornelia in Fullerton. We had fun working together on our redecorating program. — *Jennifer Troy*

California-Irvine

A kidnap breakfast staged at 5:30 a.m. convinced Delta Eta's 24 new pledges that they were welcome indeed. Though pajamas did get some strange looks as we introduced pledge Big Sisters, we decided it was worth it — we had such a great time.

As first quarter progressed, it became apparent that some Delta Etas had discovered the secret to snagging males. In the first four weeks, we had five candle passings and have had three more since. In an effort to keep up with our pinned and engaged sisters, the rest of us have dutifully attended numerous exchanges with fraternities from our campus and other schools.

On Halloween we dressed up and gave a party for underprivileged children in the area. It's a toss-up as to who got wetter bobbing for apples — the kids or us. The next night we had our annual Halloween date party. Everybody enjoyed the crazy costumes.

But the best costume of the year was not seen then — it came at our Pledge-Active Christmas Dance. Two of our Big Brothers didn't have dates but came anyway. Everyone thought "that new girl" was rather homely until someone realized that "she" was one of our big brothers dressed up as a girl. That provided a good laugh.

In January we enjoyed some snowball fights during a retreat in the mountains. Returning home, we assisted a local charity by making sandwiches for a benefit. By the time we had finished 300, we had the process down pat.

On some campuses, pledges carry bricks to signify they are to be initiated soon. Our pledges carried rocks painted by their big sisters and presented on "Love Night." We felt a rock was appropriate because of our ritual. As we labored on a fund-raiser and studied parliamentary procedure, we grew closer together. Highlight of the week was a program devoted to loyalty. Two alumnae spoke on their experiences in Gamma Phi Beta and then our pledges shared their feelings on what the Sorority had come to mean to them. Fourteen new initiates were honored guests at our Valentines Day dinner dance.

Delta Eta has established a new tradition — a "Moonshine Box." The box with its crescent-shaped opening is placed at the door each meeting night. Sisters drop in notes, gifts and other items that are revealed and passed out at the start. From this program a "Mysterious Gammie Bug" has emerged. She contributes a type of general news courier each week. Her identity is unknown.



She Does So Much So Well

At Colorado State, Tau's are proud to have a sister who does so many things well. Sandy Lynn Ludwick, a sophomore, carries a 3.64 grade point average while involving herself in many campus activities.

Sandy is a member of the American Society of Civil Engineers and an alternate to the C.S.U. Engineering Legislature. A civil engineering major herself, she was initiated into Alpha Lambda Delta, freshman honorary, last year.

An accomplished musician, Sandy holds first chair in the oboe section of the University Symphony Orchestra. She also is a member of the C.S.U. Wind Ensemble, the Chamber Orchestra and the Fort Collins Symphony. In addition, she marches in all home games with the school's marching band, playing the bells.

Besides music, Sandy is interested in skiing, horseback riding and raising.

— *Ardis DeCamp*

Colorado

It has been a hectic spring for Beta Rhos with a can drive and the Area Leadership Conference.

We decided to collect cans of food for a local radio station that was sponsoring a food drive so senior citizens could enjoy special meals on Valentine's Day. Not only did we collect from our house, but all the other fraternity and sorority houses on campus. Our house served as the drop off point and we collected a great deal of food.

The weekend of February 18-19, we welcomed Gamma Phis from Colorado

State, Denver University, Colorado College to Boulder for the biannual conference. After registration, every participating chapter sang a song representing some aspect of their chapter life. The theme of the business sessions was "Going Great to '78" with emphasis on public relations. The weekend was one of sharing new ideas and making many new friends. — *Kathy L. Farrow*

California State Polytechnic

Rush, as everyone knows, is a busy time at any chapter. Unfortunately, Delta Theta was experiencing some misfortunes at this important time of the year. If it had not been for a very special Sorority Collegiate Consultant, Karen Hedine, we hardly could have made it through as we did. Because of her helpful suggestions on rush and her inspiring words of sisterhood to our chapter, we banded together — stronger than ever. Our pledge class went over quota and, as always, represented "the cream of the crop."

Alumnæ joined us for our first Founders Day in our new house. The pledge class prepared a marvelous dinner and following it, we had a presentation honoring the four founders. A slide show, accompanied by music, illustrated chapter activities of the past year. — *Polly Simpson*

Drake

Gamma Upsilon is now the proud owner of the Greek Involvement Trophy. The chapter received it for its third consecutive win. The award was made at an all-Greek luncheon last fall.

Members have been involved not only with campus activities, but also busy together. Starting with a retreat in fall, we have kept our calendars filled with social and philanthropic activities. We enjoyed an apple-polishers' dinner honoring members for outstanding scholastic achievement, a clothing drive for rape and accident victims, several fraternity exchanges and a "Secret Santa" exchange at Christmas. — *Crescent Correspondent*

Illinois

One of the highlights of the past year was a "Syracuse Triangle" Bar-B-Q with Gamma Phi Beta playing host to Alpha Phi and Alpha Gamma Delta. Members of the three sororities gathered on Omicron's back patio for beer and brats. It was a fun affair and one we hope to make an annual one.

As a surprise one Saturday in fall, the seniors woke the rest of the members and drove us to a forest preserve. There they had strung small boxes of cereal and bananas from the trees so we could "pick your own breakfast." They also pro-

vided a campfire, hot chocolate, songs and some personalized awards.

The pledges provided a sweet surprise for their mothers. They rented the campus Baskin-Robbins Ice Cream Store for their fall party. Pledges led their mothers blindfolded across campus to the shop where they were treated to all the ice cream they could eat. A Dad's Weekend in October was highlighted by a weather perfect football game and party.

For fun with a serious note, Omicrons joined with Acacians to make Christmas wreaths and Christmas cards and to practice carols. We sang the latter as we later delivered the wreaths to local nursing homes.

Gamma Phi Beta's camps were the theme of a February chapter development program. Money from our annual Valentine sale went to the national philanthropy. Claudia Trimarco, who counselled at the Colorado camp last summer, organized a skit and slide show that both entertained and informed the chapter of what our camps are all about.

We, along with the men of Alpha Delta Phi, entered the Atius Sachem Sing held annually on campus. This is an amateur variety show held each May during Mom's Weekend on campus. We've been finalists the past three years. — *Tammy Hilt and Nancy Hahn*

Iowa

Members of Rho Chapter enjoyed two fun projects this year. To raise money so mentally handicapped adults could have a party, Philanthropy chairman, Mary Schmidt, and Chapter Development chairman, Peg Olin, planned a Nickel Ettique (Etiquette) Night. During a Monday night dinner, each member who failed to wear an identifying Sorority symbol was penalized a nickel.

Other nickel fines were imposed on those not knowing the hometown and major of the persons sitting next to her or displaying any evidence of poor table manners. The maximum fine total was set at 50¢ and the minimum donation suggested was 25¢. We collected \$15 to purchase decorations for the party.

A Gamma Phi Beta Gong Show, featuring a variety of acts, was another chapter development program. There were five cowgirls, a pop bottle musician, a hand magician, an old lady chewing gum, a misguided fashion plate and a singing duet. Ice cream gift certificates were awarded as prizes. — *Kim Steffen*

Iowa State

Omega Chapter was full of excitement as fall and rush got underway. And no wonder with the exciting news of our International recognition received over

the summer. The Mary A. Bingham award was an honor Omega worked hard to earn and will work even harder to live up to.

We are now displaying the award gavel in a newly decorated pledge lounge. Members of the pledge class of 1975 and the House Corporation Board surprised us by turning the "sore spot" of the house into our pride and joy. The lounge had been an ugly yellow with nothing but an old desk and chair. Over the summer, they made curtains, quilts, repainted, buffed and collected knickknacks for the room. They even included towels and wash cloths. Most exciting is the fact that the room was done in brown and mode. It's a beautiful place to display our award and proved a marvelous conversation piece during rush.

Speaking of rush . . . we pledged 17 young women who had a busy semester with a homecoming skit and football games. The latter were especially enjoyable because four of our sisters performed with the National Champion Pom Pon squad.

Omegas combined their talents with those of the men of Beta Theta Pi in



TERI SCHNEIDER leaves California State — Fullerton with a fantastic four year record of leadership and friendship to her sisters. Immediate past president, Teri also was treasurer and social chairman. This year she received two coveted awards: the Elizabeth Arnold Award at Founders Day and the Most Outstanding Active for Fall 1976 at Delta Delta's Awards Banquet.



SMILING WITH JUSTIFIABLE PRIDE are these Gamma Phi Betas and Phi Kappa Psis at the University of Kansas. They're shown with the canned foods they collected for the Salvation Army. It was distributed to needy families in the college community during the holiday season.

producing a skit for Varities '77. Jan Norris and Julie Fenton directed the skit called "In . . . Digestion" — the story of a confrontation between a piece of pizza, a stomach and some acid drops. At deadline, we're working with members of Delta Upsilon to build a float for Veishea '77. The theme of the parade is "Through a Child's Eyes."

Two of our members have been participating in a Greek Living Exchange. Susan Church lived with Zeta Tau Alphas for six-months, while Jan Norris spent her time with Kappa Kappa Gammas. — *Amy Peterson and Kim Wolfe*

Kansas

The school year at Kansas University got off to an exciting start for Sigma with the pledging of 19 girls. Just to give the pledges an idea of how much we care about them we kidnapped them for an early morning breakfast.

Sigmas, along with the men of Alpha Kappa Lambda, worked diligently through the fall for the 1977 "Rock Chalk Revue." In December we were told that we had been chosen to participate in the stage production. Both houses' enthusiasm and talent were so well shown in their performance of "Mother Goose Lets Loose or Goosie Takes A Gamble."

We have continued our tradition of having fast dinners once a month for philanthropies. Recently we have been helping with the Heart Fund and the Leukemia Radiothon, too. Many girls are giving time to the Big Sister program, Head Start and other needy organiza-

tions. The Blood Drive is another helped by our volunteers.

Needless to say, Gamma Phi Betas are at school to improve their education. At the scholarship dinner three girls were honored for their 4.0 grade point averages for last semester. The whole house was congratulated for maintaining a 3.11 grade point average. — *Nancy Bump*

Kansas State

Beta Upsilon continues to stay on top of things in Manhattan. Last fall we placed first in Tau Kappa Epsilon's Powder Puff football and first in the university intramural swim meet competition. To top it all off, we won All-University Intramural honors.

We qualified for the finals in University Sing and also participated in homecoming festivities by constructing a float with Pi Kappa Alpha fraternity. For a philanthropic project, we had a "trick or treat" for UNICEF.

To improve panhellenic relations, we had an early morning breakfast with each member inviting a friend from another sorority. Two of our members — Pam Page and Kay Patrick — were roving roommates, each living for three weeks in another sorority house.

Beta Upsilon ranks fifth scholastically among campus sororities and we are doing a lot to promote better scholarship. Our pledge class, which had 100 percent initiation, ranked second in scholarship on campus. In February we had our scholarship dinner when steak was served to all members who had improved their grade point average. We also gave awards.

This summer, Kathy Karst is serving as an orientation leader and is giving guided tours of the campus. — *Laurie Miller*

Memphis State

On September 24, the Memphis Alumnae Chapter honored Gamma Alpha's 24 new pledges and their parents with an "Alum Chums" dessert party in the Panhellenic Ballroom. Twenty-seven alumnae each took one pledge to be a special friend throughout the fall semester.

In October, these pledges went on to bring honor to the Sorority by winning two awards at Sigma Chi Derby Day. "Dress the Pledge," an event in which each sorority is assigned a fraternity pledge to dress up any way they choose, brought forth the award-winning balloon man equipped with goggles, leather jacket and 288 balloons. Gamma Phi also won the Poster Award for panda bear signs.

Members gathered at Second Presbyterian Church for Sunday morning worship in late October. This activity provided each of us a chance to worship God as sisters in Gamma Phi Beta. It was a very worthwhile experience.

November 6 was a morning that our older members will not forget for a long time. About 3 a.m. the pledges got together after a bonfire at Kathy Atkins' farm in Mason and set out to kidnap the actives. The majority were surprised because a kidnap had not been expected 'til the weekend. The last active was caught at 5 a.m. — then we went to breakfast together.

On a very busy late November day, Gamma Alphas sold refreshments at the Memphis Alumnae Bazaar — then went on to enjoy their own fall party — a luau — that evening. The following month, big and little sisters exchanged gifts at the annual Christmas party.

January found the year off to a good start with Inspiration Week and initiation for 18. In spring rush, we gained four new pledges. Other events this semester included an Officers Workshop, the Steak and Beans Scholarship Dinner and our major social event of the year — the Pink Carnation Ball.

At Area Leadership Conference in February at Nashville, Gamma Alpha won two awards — one for the best rush song and the other for improved scholarship. — *Mary Collins*

Michigan

On Halloween, Betas collected more than \$150 while trick-or-treating for UNICEF with Beta Theta Pi fraternity. Then the chapter went on to win both first and second prizes of \$500 and a

bumper pool table in the Miller Beer Ecology Contest. Money earned from recycling cans was contributed to the Gamma Phi Beta camp program.

One Sunday, members stuffed 9,000 envelopes for the American Cancer Society as a chapter development project. We also donated blood in a campus-wide Red Cross drive and participated in Derby Day, an intersorority benefit for the American Cancer Society sponsored by Sigma Chi fraternity.

Parents visited us for the annual November weekend in their honor. They attended a football game, cocktail party and catered dinner at the house. Other highlights of the month were the November pledge sleepover with a serenade of campus fraternities and our fall hayride and dance.

Christmas was celebrated with the annual "Cheerful Cherub Week," including a finals party. Thanks to the ideas and help of Heidi Wagner and Nancy Roberson, rush co-chairmen, our Winter pledge formal in December honored 14 pledges.

To get rid of the winter blahs, we transformed the living room into a tropical setting with coconut trees. We wore island outfits and leis for this refreshing Hawaiian party in February.

Beta did an outstanding job during Winter rush, gaining 21 new pledges. They were honored at a Spring formal in April. We also were proud to attain a 3.0 grade point average for Winter Semester.

Our alumnae are helping us to achieve a "new look" for the house by fall. The television and dining rooms are being redecorated and the furniture re-upholstered. — *Karen Staudt*

Minnesota

A redecorated house gave Kappas an enthusiastic Fall start which resulted in their taking the largest pledge class on campus. Homecoming came right afterward and we helped the Beta Theta Pis in erecting a lawn display.

When the swine flu vaccinations were offered on campus, 39 Gamma Phi Beta volunteers turned out to help — more than any other student organization. Social highlight of the Fall term was our costume date party when all the couples came dressed like twins. Just before finals we had our Christmas party. Despite 10-below temperatures, we all wore long skirts and caroled at the other Greek houses.

Initiation (our smoothest in years) and Greek Week followed Christmas break. For the panhellenic festivities, Gamma Phi Betas and Phi Psis had T-shirts made with our slogan for the week: Gamma-Phi-Psi! Kappa's vice president, Sally Thompson, who also is on the Panhellenic executive board and



JILL LANSDEN (Oklahoma) and her partner, Paul Pickens proved the second best money raisers in the University's fifth annual Muscular Dystrophy Dance Marathon. Accounting for \$2,082 of the \$19,569 total, Jill and Paul individually received portable television sets. Jill danced 50-hours with each Gamma Phi Beta raising \$10 minimum. They were a heart-breaking \$40 short of the first place finisher.

was the campus Homecoming Chairman, received a special recognition award for her contributions to the Greek system.

In February, we helped our alumnae with a fashion show luncheon to raise money for the University's women's athletic scholarships. — *Sue Genskow*

Missouri

Last fall we pledged 28 wonderful girls in Formal Rush and seven more in Informal Rush. We succeeded in initiating 28 in February.

This school year we did Homecoming House Decorations with the Phi Kaps and we WON! Our float was "A Salute to Alumnae Everywhere."

Alumnae Day was held March 27 with 18 former Alpha Deltas present for luncheon and House Corporation Board's annual meeting. Sudie Kenton of St. Louis was elected president. Members of the chapter took advantage of the moment and used their guests for a trial run on a new rush skit.

At deadline time, we were in a state of suspense as we looked forward to defending our title as trophy winner of last year's Sigma Chi Derby Day and also our title as the winner of Greek Fling. This year we joined forces with the Sigma Nu's to produce what we hope is another first place winner. Lou Landes also is among the finalists for Savitar Queen. — *Kim Einig*

Nebraska

Karen Wander Kline (Iowa State), Collegiate Vice President of Gamma Phi Beta, was one of six "Great Greeks" to visit the Lincoln campus February 6-8. The alumnae celebrities toured and spoke at all the various sorority houses.

On another panhellenic note, the Nebraska Panhellenic launched an experi-

mental series of "round robins" which are hour-long parties with various fraternities. These social gatherings included anything from sledding to bowling and playing cards.

Pi Chapter launched its second semester by activating 20 fantastic pledges. Inspiration Week opened with a "come as you are" breakfast.

April was a big month for Pis. First there was our participation in the Greek Follies — a spectacular variety show produced and directed by Greeks themselves. Then on April 15-16, we hosted the Sorority's Area Leadership Conference. Approximately 50 Gamma Phi Betas came to Lincoln for the sessions which had as their theme: "Keep Your 'I's on Gamma Phi." — *Connie Stengel*

North Dakota

As the saying goes, "a chain is only as strong as it's weakest link." So Alpha Betas feel that it was because of strong individuals that Gamma Phi Beta was named "Top Sorority of U.N.D." during Greek Week celebrations. In our chapter we have the Panhellenic President, the Top Woman Athlete, the All Conference and State winners in field hockey and tennis plus members of teams from basketball to debate, honoraries, and committee members of the Student Programming Committee.

Philanthropy plays an important role in Alpha Beta activities. One of our major projects this year was a "Teeter-thon." Along with members of Delta Upsilon fraternity, we teeter-tottered for 100 hours to raise funds for mentally handicapped children. The event raised \$700 and the spirits of our chapter. A stunt to bring in donations included the "kidnapping" of two local disc jockeys from competing radio stations.

Another project was the annual UND Muscular Dystrophy Dance Marathon. From ticket takers to committee heads to dancers, the chapter gave the program its full support. We received the award for the most involved organization. Our house sponsored couple also received the most fired-up dancers' award.

Other philanthropies included a Halloween Party for blind students, entertainment at a local nursing home, and the selling of popcorn to help the North Dakota Special Olympics.

Our Intramural program at U.N.D. is very strong and happily our chapter holds first place over eight sororities and seven women's dormitories. — *Anita B. Peterson*

North Dakota State

With fall came rush and this year we pledged nine fired-up women. Since then, they have participated in pledge presentation and have been initiated.

Many of our members are active on the sports scene. Luann Miedema was selected as one of the cheerleaders for the very successful Bison football team. Luann also is involved in gymnastics. Polly Boyle is presently tri-captain of the basketball team and president of the Phy Ed Club.

Three Alpha Omicrons are in the Gold Star Marching Band and our past president, Robin Askew, is the twirler.

Lynn Ludemann is the reigning Military Queen and Sue Timian and Cherie Olson are members of the Lincoln-Douglas Debate Team which recently took first place in a debate tournament. Cherie also is past president of Panhellenic and was recently elected to the Student Senate as Greek representative.

The entire chapter has been busy with term parties, fraternity exchanges and other traditional events. Elections were held recently and Polly Boyle was chosen as president. We're presently looking for a new "Gamma Phi Protector." These are men from fraternities and other organizations on campus who we know well. We invite them over for meals and other activities and then choose one. — *Connie Wiese*

Northwestern

Epsilon Chapter participated in a campus-wide dance marathon for the Chicago Metropolitan Chapter of the Epilepsy Foundation of America. Our own Liz Werner and her Psi Upsilon partner danced a total of 30 hours. Money also was raised when we sponsored an evening at a local nightclub open to the entire campus. Total donations gathered by Epsilons were almost \$600.

Our chapter was well represented in varsity sports this fall and winter. Vicky Voss and Karen Smith played field hockey and also led the women's Northwestern University basketball team to a successful season. Val Ito participated in the gymnastics club. Our intramural basketball team had a good season under captain Jane Engdahl and coach Carole Chapin.

Fall activities included a Halloween party, a Parents' Weekend brunch and a November formal. In January, Sue Frank was elected chapter president. — *Janice Simmons and Kathy West*

Oklahoma

Psi Chapter attained fame last fall with the largest pledge class (51) on the University of Oklahoma campus. It went on to initiate 38 in February.

Psi also is proud to report that it was ranked tops among sororities on campus in scholarship. Its grade point average for the Fall semester was 3.06.

Cindy Donalson, Psi member and Oklahoma University Panhellenic president, was named Sooner Standout. Only six people were selected for this honor. Of the six, three were Greeks and only two were women.

In other panhellenic-related activities. Psi members teamed with Phi Kappa Sigmas to build a Homecoming float and Jill Lansden was a participant in a dance marathon sponsored by Sigma Phi Epsilon. Proceeds from the latter event go to the Muscular Dystrophy Association.

Fraternities selected the following Psi members as Little Sisters: Denise Stubbs, Phi Kappa Sigma; Marti Pate, Tau Kappa Epsilon; Pam Martin, Mary Cornish, Lisa Brennwald and Lilli Griffin, Pi Kappa Alpha; Debbie Burkett, Phi Delta Theta; and Shelley Satterfield and Linda Ahr, Kappa Sigma.

At deadline, Lynn Hoffman was a semi-finalist for Engineer's Queen and Psi was planning a luau for Legacy Weekend in late April. — *Gail Privett*

Oklahoma State

Each year there is stiff competition between each living group on the Oklahoma State University campus to raise money for charities. Beta Psis are proud winners of three trophies from Campus Chest: the Sweepstakes trophy for raising the most money among all groups; and the Sorority and Dance Marathon trophies for the most in those categories.

Beta Psis, teamed with Alpha Gamma Rhos, also claimed first place in the Freshman Follies with a skit entitled "How to Steal an Election." This all-campus talent show is for freshmen students.

Dinner exchanges with other Greeks and Apple Shine Dinners with faculty members have been among the chapter's many functions. Another was the Funky Fall Footstomp Part II. Four years ago, when our seniors were freshmen, they had a party with the Kappa Deltas called Funky Fall Footstomp Part I. They had so much fun that we decided to do it again.

During homecoming festivities, Gamma Phi Beta paired off with Pi Kappa Phi and won second place in house decorations with the theme: "Pistol Pete Goes to the Cinema."

Our alumnae redecorated the study hall and carpeted the basement last summer which was a great surprise for the members when they returned to school. They joined us for coffee and cake on Founders Day. — *Shari Greggs*

Texas Tech

Members of Beta Tau met at Red River, N.M. for a pre-registration ski trip — a great way to kick-off the Spring semester.

February's Inspirational Week concluded with the initiation of 33 members. Other events included a tea, a chapter dinner and a paddle party for big and little sisters. Another term event was a scholarship banquet honoring members with high grade points.

Rush workshops were conducted throughout the spring to ready us for next fall. We also hosted Collegiate Consultant Mary Ruth Holloway for a week and learned new ideas for our offices and activities.

A chapter retreat to White River, Tex., in April and our annual spring dinner dance happily concluded the chapter's activities for this school year. — *Barbara Scott*

Washington-St. Louis

Collegiate members from St. Louis University as well as St. Louis Alumnae joined with Phis to celebrate the latter's 60th anniversary. Highlight of the evening was the cutting of a beautiful cake decorated with pink carnations. Dorothy Allen Drees (Phi), president of the House Corporation Board, and Lois Hedg-Peth, chapter president, greeted the guests who included 50-year members and past international officers.

The anniversary is particularly significant because the Washington University campus has dropped from 10 National Panhellenic groups to four. Kappa Kappa Gamma, Pi Beta Phi and Alpha Epsilon Phi are sticking in there with Gamma Phi Beta. — *Crescent Correspondent*

MIND YOUR P's and Q's IN RUSH

More young women will be going through rush next fall than ever before. According to Delta Zeta's Mrs. Robert L. McKeeman of Tulsa, president of the National Panhellenic Conference, "we're averaging about a 10% increase a year in sorority membership now. The low point was in the early 1970's when growth was about 3% at best."

This turnaround is exciting — and deserved! The selective system is more open . . . public service projects and campus activities overshadow a party image . . . hazing has been replaced by inspirational programs. Another key factor is the spirit of cooperation which has been building up among Greek Letter groups. Cut-throat rivalry is out — a united front is in.

Paramount to the continuity of any sorority is its rush. That's why collegians and alumnae work together — through Panhellenic — to assure smooth and successful rush weeks on all campuses. But the matching of bids and the pinning of pledge ribbons are finish-line happenings. Let's go back to the starting point — member recommendations.

Who's Responsible for What?

It is the duty of every alumna to alert her Sorority to a good prospective rushee. This may be done by letter or by filling out an official recommendation blank available from your nearest ARC Chairman or the State Membership Chairman. (See box on data requirements.)

A recommendation should be mailed to the proper ARC chairman — **not** to a Greek Letter chapter. If no Alumnae Recommendations Committee exists in a college town, then send the recommendation to the State Membership Chairman for forwarding — or to the Alumna Rush Adviser, care of the chapter house. (See last Fall's Crescent for house addresses.)

It's Proper to Say "Thank You"

It is the duty of the Alumnae Recommendations Committee to acknowledge all recommendations and to report back on the final Rush Week status of the individual rushee. Too often, it's written or said:

"Year after year, I send recs to Omega Omega Chapter and I never hear a word. You'd think they'd have the common courtesy to acknowledge my recommendations."

Recommendation Requirements

When submitting information about a prospective rushee, be sure to include the following facts:

- Rushee's name, address, city, state, and zip code.
- Father, mother or guardian's name . . . business address.
- High school attended . . . scholastic record (accurate as possible).
- Scholastic honors . . . activities . . . special interests and talents.
- College she will attend . . . term for which she is registered.
- If she's attended any other college, please state which one.

Every member of every ARC must take steps to assure that this most essential courtesy is performed before their work is done. The Sorority does not see it as being the duty of any particular collegiate member. Rather it prefers to consider it the responsibility of alumnae involved — and a way to promote better not only alumnae-collegiate relations but alumnae-alumnae relations as well.

After all, as fast as rush is over, collegians are involved in classes and plunged into campus activities. Time is precious to them. For alumnae to assume the follow-up responsibilities is one way to promote better chapter scholarship and development — a goal which all have.

We Gamma Phi Betas are at the starting line of a new rush season. Let's observe the above rules in sending recommendations — then expect the rush experts to mind their P's and Q's in the following through on them.

1977 Membership Chairmen

ALABAMA

State Membership Chairman—Miss Janet Mahaffey, 119 Forest Ave., Atmore, AL 36502

Birmingham—Mrs. A. L. Sicard, 213 Hollywood Blvd., Birmingham, AL 35209

Montgomery—Mrs. Murray Neighbors, 2 Seminole Dr., Montgomery, AL 36109

ALASKA

State Membership Chairman—Mrs. Jeff Hassler, 2119 McKenzie Dr., Anchorage, AK 99503

ARIZONA

State Membership Chairman—Miss Verla Oare, Box 664, Winslow, AZ 86047

Flagstaff—Mrs. Mary Bilby, 700 N. Bertrand, Flagstaff, AZ 86001

Phoenix—Mrs. Thomas Neal, 5730 N. 13th Place, Phoenix, AZ 85014

AZ State Univ., Tempe (Beta Kappa)—Mrs. Thomas Neal, 5730 N. 13th Pl., Phoenix, AZ 85014

ARKANSAS

State Membership Chairman—Mrs. A. L. Eastin, 5111 Oaklawn, North Little Rock, AR 72116

CALIFORNIA

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Arlington—Mrs. Leo Young, 1706 Martin Luther, Arlington, TX 76010
Austin—Mrs. John Griffith, 11803 Brookwood Rd., Austin, TX 78759

Bureau of Missing ARC Chairmen

Tucson, Topeka, Champaign-Urbana, Lawrence, Minneapolis-St. Paul, Cleveland, Nashville and Toronto — these are but some of the major alumnae chapters which failed to report ARC Chairmen in time for the Summer issue deadline.

It is strongly recommended that all "missing" chapters report immediately to their respective State Chairman so that they can make the proper referrals. Remember, rush is just around the corner.

Corpus Christi—Mrs. Dale Cowser, 1061 Meadowbrook, Corpus Christi, TX 78412
Dallas—Harriett Baldwin, 2712 Russwood Lane, Plano, TX 75075
El Paso—Mrs. Don Studdard, 604 Satellite, El Paso, TX 79912
Fort Worth—Miss Sharon W. Cannon, 1508 Withers St., Fort Worth, TX 76105
Houston—Mrs. Lawrence Thomas, 6219 Burgoyne, Houston, TX 77057
Lubbock—Mrs. Gloria Fuller, 4410 10 St., Lubbock, TX 79416
Midland—Mrs. Rusty Buckingham, 1902 W. Missouri, Midland, TX 79701
San Antonio—Mrs. John H. Gordon, Jr., 6702 Forest Bend North, San Antonio, TX 78240
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TX Wesleyan College, Fort Worth (Delta Epsilon)—Miss Sharon W. Cannon, 1508 Withers St., Fort Worth, TX 76105
Univ. of TX, Austin (Alpha Zeta)—Mrs. John Griffith, 11803 Brookwood Rd., Austin, TX 78759

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Univ. of Puget Sound, Tacoma (Gamma Epsilon)—Mrs. Austin A. Burch, 7010 Topaz Dr. SW, Tacoma, WA 98498
Univ. of WA, Seattle (Lambda)—Mrs. Andrew Hall, 8027 N.E. 130th Pl., Kirkland, WA 98033

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WI State Univ., Milwaukee (Gamma Gamma)—Miss Mary Martin, 3237 N. Oakland, Milwaukee, WI 53211

WYOMING

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ONTARIO

Toronto—

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McGill Univ. (Alpha Tau)—Ms Debbie Chorney, 3447 Walkley Ave., Montreal, Que, Canada H4B 2K2

BRITISH COLUMBIA

Vancouver—

OTHER AREAS—Mrs. Paul Lofton, Jr., Route 1, Box 4, Ninety-Six, SC 29666

Texas chapter followed the
Greater Kansas City
Alumnae into Gamma Phi
Beta's "Hall of Fame."
Now Alumnae Editor Kris
Brandt Riske digs to find
what it takes to become an
award-winning group.
Hopefuls, take note!

HURRAH FOR HOUSTON

While Gamma Phi Betas were celebrating 102 years, members of the Houston Alumnae Chapter celebrated their 41st birthday with an additional thrill. At Convention '76, Grand Council presented the coveted Hall of Fame Award to Houston for "... a constantly superior level of activity covering more than ten years. . . ."

Bette Woods Wehner (Texas) 11 years ago realized the need for a stronger chapter and established a system for smooth succession of officers (the first vice-president automatically becomes president the following year). A notebook and file for each officer resulted in quick but interesting business meetings — then good programs and more time for friendly visits.

Little by little the group began to grow through telephone contacts, an outstanding newsletter and a local Gamma Phi Beta directory. Neighborhood coffees continue to help alumnae new to the area to meet their sisters. Carpooling to meetings is encouraged with the help of the first vice-president. Meetings held in different parts of the

city involve as many members as possible as hostesses and co-hostesses. A strong effort is made to find new members and get them involved. Houston alumnae say the more the better.

Founders Day is celebrated in a private club or hotel in the evening to accomodate working women. A fun-filled time for all is the annual Easter Egg Hunt for members' children.

Annual Couples' Parties

Couples' parties became popular when **Margaret Battle Grimmer** (Texas) was put in charge of an informal Mexican buffet. In past years, parties have run the gamut from formal wine tasting gourmet dinners to patio hoe downs with square dancing. Because husbands look forward to these get-togethers as much as their wives, the parties have become an annual event.

A program theme and plan are designed to include a wide variety of activities and speakers. Having a variety ensures that several will appeal to each member.

Under the leadership of **Pat O'Keefe Fenno** (Oregon State), a monthly bridge group continues to be one of the most popular activities. Field trips such as a visit to the art museum or to a department store to talk with a fashion buyer are included. Speakers are invited to discuss subjects ranging from consumer fraud and landscaping to antique collections and make-up techniques. Television personalities, musicians and an astrologer have entertained Houston Alumnae in the past. Members are encouraged to bring a Panhellenic friend to the annual Greek Sister luncheon.

Houston's Christmas Champagne Brunch was developed originally as a social event for alumnae but now honors Houston's collegiate members, their mothers and Gamma Phi Beta daughters. It is now highlighted by the presentation of the Florence Smith Scholarship Award given to the outstanding collegian from Houston.

Strong Philanthropic Projects

Working toward a common philanthropic goal involves Houston alumnae in their annual fund raising project. To date they have contributed four van vehicles to the Easter Seal Society and at the last three national conventions they have presented a \$500 award to the outstanding collegiate chapter in Province VII. Plans are underway this year to



AT THE SEATTLE CONVENTION, Barbara Foster Templin (Texas) was presented a gavel signifying the election of the Houston Alumnae Chapter into the Sorority's Hall of Fame. Barbara, in turn, presented Nancy Stiles, the president of Delta Epsilon Chapter at Texas Wesleyan College with a check for \$500. For the past three conventions, Houston has recognized the best all-around collegiate chapter in Province VII. Looking on were Sue Gwin (Texas Wesleyan) at left and Rietta Adkins Huthmacher (Texas), first vice president of the Houston Alumnae.



"CAROL COOKS FOR FRIENDS" has proved a two-time winner for Houston. Here Ada Lou Hartman Richman (Texas) assists Carol Grinstead Maupin (Oklahoma) at a cooking demonstration and tasting luncheon that raised money for charity.

BENEFIT CHAIRMAN Peggy Peters Mosley (Texas) presents a check for the purchase of a van to the Easter Seal Poster Boy. Looking on are Edna Sample Wade, Barbara Foster Templin and Jane Ann Leach Holcomb (all Texas).



THREE FORMER PRESIDENTS who continue to work hard for the chapter are, from left, Linda Clarke Anderson (Oklahoma), Barbara Teal Berry (Texas Tech) and Dixie Deupree Bartell (Oklahoma).



WORKING HARD for the cooking demonstration were, from left, Pat O'Keefe Fenno (Oregon State), Larella Carpenter Jordan (Oklahoma State), Jean Kerr Schwartz (Oregon) and Peggie Patterson Suttle (Texas).

establish a rush fund for collegiate chapters.

Proceeds from the year's fund raising event also are donated to the Art League of Houston. Funds donated to the Houston Museum of Fine Arts are used to add to the 20th Century photography collection which the Houston Alumnae Chapter helped to launch in 1974.

Dixie Deupree Bartell (Oklahoma) developed the idea of a charity art show and sale in 1969, and the Gamma Phi Gallery continued successfully for seven years. It served to promote the Sorority's name in the Houston area, raised funds for philanthropies and unified the membership. Houston alumnae believe the Art Gallery was the biggest factor in the growth of their chapter.

During the presidency of **Barbara Teal Berry** (Texas Tech) last year a new fund raising event was developed — a cooking demonstration and tasting luncheon. Still a big success, it features **Carol Grinstead Maupin** (Oklahoma), the talented manager of Houston's Junior League Tea Room. This year Carol taught guests to prepare 16 de-

licious gourmet treats which they later sampled. Gamma Phi serving the dishes wore aprons made with lace imported from England. A table displayed the latest in crystal, china and linens, and many door prizes donated by local artists and businesses, adorned the room. "Carol Cooks for Friends" was coordinated by **Peggy Peters Moseley** (Texas).

A bazaar directed by **Jean Kerr Schwartz** (Oregon) was added to this year's cooking demonstration. More than 25 artists and craftsmen showed their professional work in an elegant glass and sunlit room overlooking a forest-like setting. A plant sale, organized by Martha Barton, president of the Mothers Club, added to the proceeds.

HOUSTON'S SECRET TO SUCCESS? As the group has grown it has added new activities and updated others to keep pace with interests and needs of the members. Houston Alumnae wanted to become a strong, unified chapter. They succeeded — a credit to the community and Gamma Phi Beta.

DIVERSIFIED PROGRAMMING . . .

KEY to ALUMNAE CHAPTER GROWTH

Alumnae chapters, nationwide, are enthusiastically implementing chapter development with interesting programs, collegiate get-togethers, fund-raisers, community involvement and much more to keep Gamma Phi Beta "Going Great to '78."

Program topics vary from a green thumb and growing information exchange to a session with the occult or a review of a current best-seller. In between, there are tips about how to start a money-making business at home, how to care for one's diamonds and how to avoid fraud in consumer buying. Abortion, teen and parent hot-lines, self protection and estate planning are other timely subjects.

Additional ideas for program chairmen include historical landmarks, illustrated lectures by editorial cartoonists and tips for survival in the nuclear age.

Whetting Appetites

Things to make and eat are popular programs on almost any agenda: a knitting demonstration, a cookie swap or recipe exchange, a watercoloring session or a "Tie One On" party to demonstrate basic macramé knots. One chapter has used a local gourmet shop to show the latest in domestic and imported kitchen gadgets while another had a local baker to give tips on cake decorating.

Many chapters find it rewarding to have one annual event to which they can bring a husband or favorite escort. Ski weekends, picnics, theatre benefits, pool parties, marathon bridge . . . all these have proved popular mixed affairs. But for a fresh idea, one chapter suggested a visit to a classic and antique automobile show followed by a potluck supper, and the **Tulsa Alumnae** enjoyed celebrating the Chinese New Year. They whetted appetites with



MUST BE CHANDLER! Nobody had much trouble locating the home of the Peyton Jacobsons when a big steer was set up in the driveway to welcome 80 Beta Kappa and Phoenix alumnae members. The bull, symbol of a local Ford agency, is shown here with four alumnae members on the party committee (from left): Dorothy Sackman Cumming (Arizona), Glennys Paul Saba and Genny Ledwidge Appleton (Arizona State) and Anna Marie Huffaker Jacobson (Oregon).

sweet and sour Won Ton, roast pork, snow peas with mushrooms, jade green broccoli and fortune cookies. This is the Year of the Serpent — next year it will be something else. Hostesses should decorate accordingly.

Collegians share many happy events with alumnae over and beyond Founders Day. Summer picnics, rush parties, Christmas teas, "Steak and Beans" dinners for scholarship are but a few. To add a few fresh ideas, alumnae could give a pantry shower for a chapter suite or house or, do as **Moscow Alumnae** do — clean up the chapter house after school ends and sell the "treasures" found at a rummage sale.

In Panhellenic, Gamma Phi Betas join with Thetas, Kappas, etc., in sponsoring interesting programs and scholarship benefits such as bridge tournaments or fashion shows. Even more outstanding would be a career seminar for all women students. Pidgeon-hold outstanding alumnae from various fields of interest for a day-long agenda. Don't forget to include resume writing and job interviews as subjects of vital concern.

Money Raisers — Large and Small

Fund-raising events range from the sale of nuts, stationery, bulbs and handmade items to extensive community projects. **Austin Alumnae** hold an Antique Show, the **Phoenix** group a fall fashion brunch and the **Greater Kansas City Alumnae's** annual Antique and Arts Show is an eagerly awaited city-wide event.

On a more simplified basis, **Jackson (MI) Alumnae** cater luncheons for a golf league of 50 women and **San Antonio Alumnae** have an annual Stay-At-Home Tea. Members receive an invitation with a tea bag, brew their own tea at home — then send in a donation.

A "Pound or Yard Auction," sponsored by the **Boston West Suburban Alumnae** is an event on which many members "gamble" for fun. Who knows what's inside each nicely wrapped package . . . a pound of bacon or coffee or could it be baking soda . . . a yard of wooly yarn or one of imported lace? The contents are endless . . . often amusing.

Additional Program Tips

Activities can be enlivened by tying a year's programs together with a theme such as movies, soap operas, and TV shows as **Omaha Alumnae** do. Give your newsletter pazaaz with clever artwork, clear directions to meetings, a special welcome to new alumnae and a calendar of Gamma Phi Beta events supplemented by other Panhellenic fund-raising affairs. A newsletter also can list new pledges with their addresses and schools and serve as a reminder for members to send in recommendations, pay dues, buy magazines and support the Sorority Foundation. And, if the need and interest are there, organize a new group within your chapter to meet in the afternoon or evening or by area.

Plan new and exciting programs for your chapter — find new ways to involve both new and old members — and remember, we are Gamma Phi Betas . . . Going Great to '78!

— *Sally Erikson Lewis*
Public Relations Chairman



HEARING TESTS ARE FUN — as evidenced by these smiling faces. Here Diane Heller Robertson (Idaho) evaluates a child.

**Boise Health Program
In 10th Year**

For ten years Gamma Phi Betas in Boise have served their community through a very special health project — the testing of area youngsters for any possible hearing defects.

Having acquired their own testing equipment, Boise alumnae take it to nursery schools, day care centers and kindergartens throughout the city. This includes an audiometer, earphones, picture charts and score sheets. Each child is scored on how well he or she hears the voice and its instructions as the sound decreases from 51 to 15 decibels.

The youngsters, it is reported, are happy to see "the nice ladies" who let them wear earphones, listen to a voice and point to the ice cream cone, the airplane and 10 other equally fascinating pictures.

According to Jackie Curti Fuller (Nevada), the volunteers usually find no more than two or three children a year who have a hearing problem. In these cases the teacher is asked to suggest to the parents that the child be checked by a doctor.

"Even if we find only one child who doesn't seem to hear well, we feel our program is successful," says Jackie.

career corner

Greater Kansas Put Two in Their

Joan Knight Marsh (Missouri and Texas Tech) began her own educational film strip business six years ago. Her company, Marshfilm, which produces and edits films for elementary and junior high schools, has grown considerably. She now has customers all over the United States, as well as Canada, Japan and Australia.

"Too Much of a Good Thing?", a filmstrip attacking obesity in the young, was awarded a gold medal at the Atlanta International Film Festival. Two other of her films received silver medals.

Joan ventured into this highly competitive field with the encouragement of her husband. "If he was not totally behind it and completely supportive of my efforts, I don't think it would all be possible," Joan says. "He is constantly looking to the future and planning for expansion."

Due to the great number of filmstrips produced by large publishing corporations, Joan chose the areas which had been overlooked for her main concentration. For example, she felt such timely subjects as drug education and human growth (sex education) and guidance had been neglected, especially on an elementary level. So she focused in on those.

She has even produced a very tasteful and informative filmstrip on venereal disease for the sixth or seventh grader. Tackling bold subjects to fill a void in education has made Marshfilm a respected, successful company.

After three years at the University of Missouri, Joan transferred to Texas Tech where she served as a student counselor in the colonization of Beta Tau Chapter. Although Joan graduated in speech and English, she cites her ability to organize and her constant attention to detail as the skills most important to her business.



Award winning film maker

City Alumnae Proper Place...



*Designer of
decorative products*

And their "proper place" is the CRES-CENT Career Corner. It recognizes those of our membership who pursue—with success—both unique and established careers. In this instance, the emphasis is certainly on the unusual. But any Greek Letter members interested in following careers similar in character to those described here could get some guidance and helpful tips from these outstanding women. Address inquiries to the CRES-CENT Editor-in-chief.

The "Children's Corner" at your local card shop is Hallmark's line of children's products which is under the skillful development of *Corky White Andre* (Arizona).

After graduating with a degree in commercial art, Corky became a greeting card artist with Hallmark in Kansas City. Then she was promoted to designer in the area of three-dimensional design for the development of new products.

Now, Corky is design manager for the leisure and decorative products division of Hallmark. She coordinates the efforts of eight artists and designers in creating such items as puzzles, posters, key chains, desk accessories, plaques and many more things.

Corky travels to all major cities consulting and researching new ideas. She has worked with Walt Disney Studios, Charles Schultz (creator of "Peanuts"), Marty Links ("Emmie Lou" creator) and Betsy Clark in working out new Hallmark products.

Her personal artistic endeavors lean toward the textile arts and include loom weaving and applique. She has written and illustrated a children's picture book using fabric appliques.

In addition to design ability, Corky feels a successful commercial artist should be a creative thinker and have a keen, observant eye. Curiosity is another valuable trait. Patience, "follow-through" and a healthy competitive spirit are other definite assets.

"Show some interest in business, some skill in communication and a whole lot of enthusiasm," Corky says. "You see," she says, "it takes much more than creative ability to pursue a career in design."

—Kris Brandt Riske (Wyoming)

New Director of Expansion Named ...Other Appointments Made



Leonite Selzer Moore (Southern Methodist)

The election of a new Director of Expansion was a priority item of business when Grand Council convened for its semi-annual meeting in March at Nashville, TN. Having accepted the resignation of **Roberta Moore Sorensen** (Washington), the Council acted quickly, but surely, in asking **Leonite Selzer Moore** (Southern Methodist) to fill the unexpired term.

Mrs. Moore, who had been serving as Province IX Alumnæ Director, promptly accepted — then packed a bag to join the Grand Council for the remainder of its session. There the Tulsa alumna was briefed on her new duties and directed to explore several campuses to which the Sorority has been invited to colonize.

Presented to *The Crescent's* readers in the Winter issue, here's a brief recap on Mrs. Moore:

A native Texan, she moved to Oklahoma in 1968 and has been active in Sorority programs there ever since. A past president of the Tulsa Alumnæ, she's the current TransISter — and has served four years on the Beta Psi House Corporation Board. She was named to the Merit Roll in 1974.

Totally involved in community affairs as well, Mrs. Moore is on her church membership board and a member of the Opera and Ballet Guilds. Through the Southeast Tulsa Service League, she has volunteered for five years at the Tulsa Recreation Center for the Physically Limited. She recently completed a term as district treasurer of the Oklahoma State Federation of Women's Clubs.

At home, she mothers a son, Devon, 10, and a daughter, Mollie, age 4, plus two dogs, one hamster, one rabbit and assorted ponies. Her husband, Dovel, is a builder-developer.

FOUNDATION EXECUTIVE VICE PRESIDENT

Beverly Cummings Adams (Colorado State) is now serving as Executive Vice President of the Gamma Phi Beta Foundation. Prior to this appointment, she was International Camp Chairman for seven years.

A native of Honolulu, Bev was a Home Economics major when she left college to marry. The Adams have lived in Honolulu, Seattle and eastern Washington State prior to moving to Larkspur, CO in early 1976. There her husband, Bruce, is the head golf professional at Perry Park Country Club. Bev helps him in the pro shop and also keeps the books.

Throughout her moves, Bev has been active in both alumnæ chapters and alumnæ Panhellenics. She was the Panhellenic representative in Honolulu as well as alumnæ chapter secretary. In Seattle, she served as alumnæ chapter treasurer and also as pledge advisor to Lambda Chapter.

Bev also has been active in her church, Camp Fire Girls, PTA, Cub Scouts and Little League as well as civic groups in Honolulu and Seattle. In her spare time, she enjoys tennis, golf, needlepoint and crafts.

The Adams' have two children — Mike, who is a graduate of the University of Washington, and Julie, who will begin college in fall.

COLLEGIATE ASSISTANT — BYLAWS

Working with the Collegiate Vice President, **Norma Collyer Carter** (Idaho) stands ready to assist collegiate chapters with their bylaws.

Norma, who graduated from Idaho State with a Bachelor of Science degree in pharmacy, was an alumna initiate of Xi Chapter. Since then, she has been an almost constant member of its House Corporation Board and has held several offices in both the Moscow alumnæ chapter and the alumnæ Panhellenic.

The Carters have three children: 20-year-old Kathryn, a student at Boise State University; sophomore Chuck, a Sigma Nu at Idaho University; and 13-year-old Tom. Husband Jerry also is a pharmacist and operates a drug store with part-time help from Norma.

An active member of her church and P.E.O., Norma also does volunteer work with Meals-on-Wheels.



Beverly Cummings Adams (Colorado State)



Carol Lehrer Wilson (Colorado State)



Judy Elaine Graham (Oklahoma)



Norma Collyer Carter (Idaho)



Vicky Keene Bawcom (Texas Tech)

PROVINCE COLLEGIATE DIRECTOR

Vicky Keene Bawcom (Texas Tech) now directs collegiate chapter activities in Province VII from her home in Fort Worth. She is a former elementary school teacher and has done graduate work in education.

Vicky has been active in both the Lubbock and Fort Worth alumnae chapters. She was Lubbock's ARC and has held several offices, including that of president, in the Fort Worth chapter. She was named Fort Worth's Alumnae of the Year in 1976 and received Delta Epsilon's Alumna Appreciation Award the same year. She has served the Fort Worth Alumnae Panhellenic as president and chairman of the Awards Board.

Husband Jerry is the Dean of Student Affairs at Texas Wesleyan College and, incidentally, recently won his first golf trophy. Their only daughter, Amy Marie, is a first grader and keeps busy with dancing lessons and her two dogs.

Vicky is a member of the Fort Worth Junior Woman's Club and was elected president of its Kaleidoscope Section this spring. She's also a Day Care Committee member, co-director of Woman's Day programs at Polytechnic Baptist Church, sponsor of the Texas Wesleyan Cheerleaders, public relations chairman of the White Lake School Booster Club and a tutor through the All Church Home Auxiliary.

PHILANTHROPY CHAIRMAN

Judy Elaine Graham (Oklahoma) is no stranger to the readers of *The Crescent*. Her name and face have showed up with remarkable regularity in the last three annual presentations on the Sorority camping program. She served the Sechelt Camp in British Columbia as assistant waterfront director, 1974, waterfront director, 1975, and director, 1976.

Delegates to the Seattle convention will recall her beautiful slides of the Sorority's camp program at the

"Christmas in June" banquet. She also received *The Crescent's* award for best photographic material submitted to the magazine by a collegian. Her pictures involved not only camping but Psi Chapter activities.

Currently working on her master's degree in social work at the University of Kansas, Judy is active in the Lawrence Alumnae while paying dues to Dallas. Her sister, Sandra Graham Cude, is its president and her mother, Mrs. H. A. Graham, has held many offices.

While still on the Oklahoma campus, Judy served Psi in numerous capacities, including House Manager. She was on the Dean's List and received a \$1,000 H.E.W. Scholarship.

CAMPING COMMITTEE MEMBER

Carol Lehrer Wilson (Colorado State), a nine-year member of the Colorado Campboard, has been appointed to the International Camping Committee. She is one of two co-chairmen who handle all requests for local campership funds.

Carol's interest in camping runs deep. A former counselor at our own Gamma Phi Beta camp, she also has been active in the Mile Hi Girl Scout Council in Denver — serving on its board seven years and three years as Field Vice President. She is a member of the American Camping Association.

A former member of the Denver Alumnae Chapter for which she served on Tau's House Corporation Board, Carol is now affiliated with the Colorado Springs Alumnae. She is a board member of the Colorado Springs Branch of AAUW and the Community Study Group chairman.

Husband Jack is the Industrial Relations Manager of Western Forge Corporation and the Wilsons are the parents of two college-age children, Greg and Susan. Carol enjoys hiking — in fact, she can see Pike's Peak from her windows! She's also adept at needlepoint, crewel and quilting.

Gamma Phi Beta Sorority Directory

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Syracuse University

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COLLEGIATE CONSULTANT PROGRAM EXPANDED



Colleen Ann Sweeney
(Washington State)



Kim Ann Cerqui (USC)

Two plus two equal four — and that's the number of Collegiate Consultants that the Sorority will have in the field during the next school year. In the past, the consultants have numbered three.

Two are Grand Council re-appointees, who emphatically declared they'd love living another year of their lives out of a suitcase. They are **Karen Hedine** (Washington) and **Deborah Kay Jones** (Colorado College). Their past experiences should prove invaluable to this important Sorority program. Surely, their enthusiasm is contagious.

Additions to the 1977-78 program are **Kim Ann Cerqui** (USC) and **Colleen Ann Sweeney** (Washington State).

Kim's involved with chapter activities at USC ranged in scope from activities to social, rituals to song chairman. As both Panhellenic president and vice-president, she had wide exposure to rush and intersorority relationships. She understands that each school is different and, therefore, each chapter is unique. Her attitude and experience will be valuable.

Having received her B.S. with a major in elementary education, Kim has been working as a teacher's assistant in the Los Angeles Unified School District. As a student, she worked in a cannery, a meat packing firm and also as a waitress. Still she's found time for tennis, skiing and racketball — rug hooking and the guitar.

Colleen received her Bachelor of Arts/Communications this year, capping off a scholastic career that saw her named to Mortar Board, the Society of Professional Journalists and the Public Relations Student Society of America.

From the Greek viewpoint, she served Beta Sigma as president, standards chairman, pledge trainer, pledge class president and songleader. On campus, she was Panhellenic treasurer, a student senator and Mortar Board editor.

Colleen is excited as she looks forward to "passing on the word" about Gamma Phi Beta on the international level. So are Debbie, Karen and Kim. They should prove a formidable foursome.

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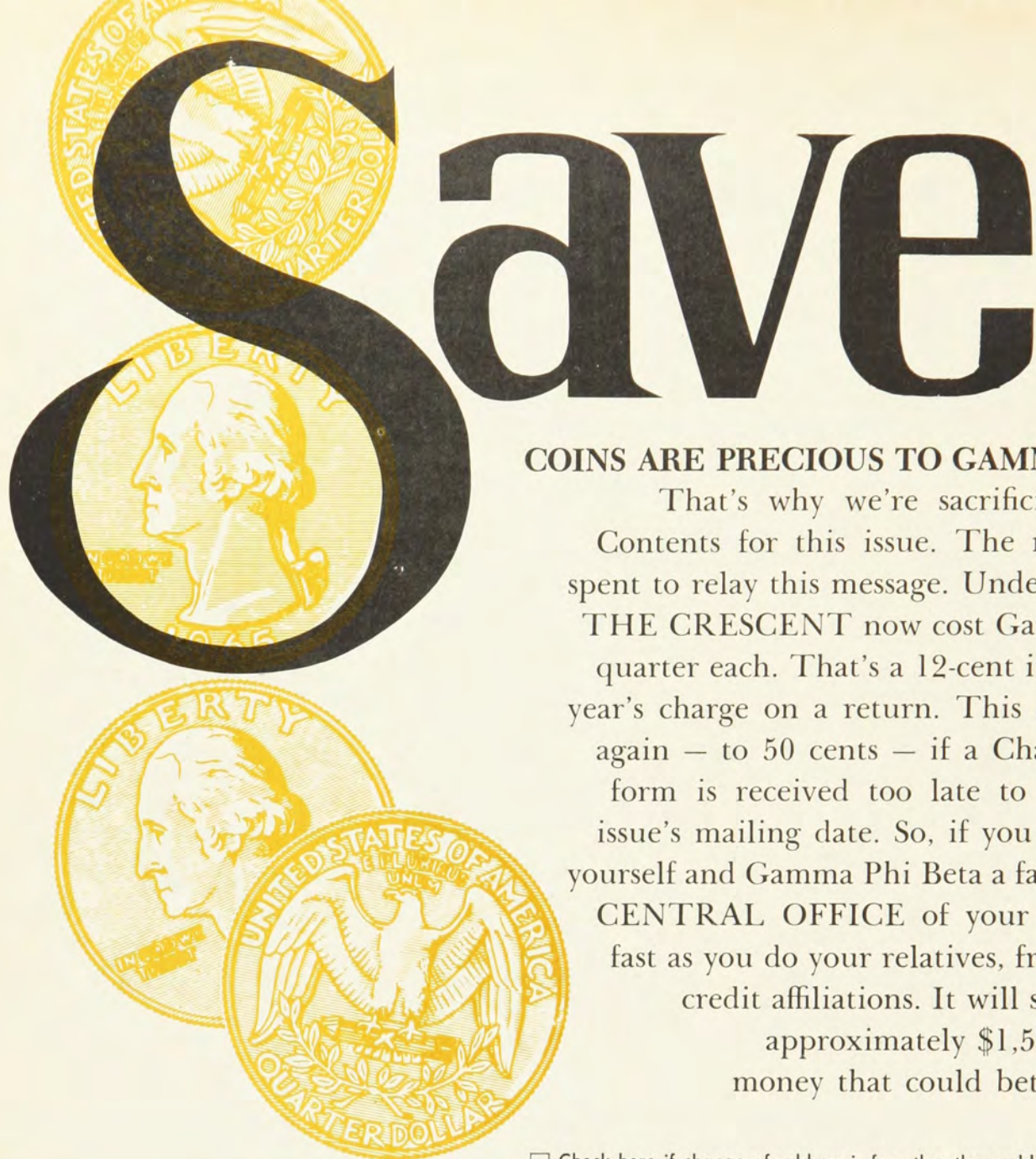
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