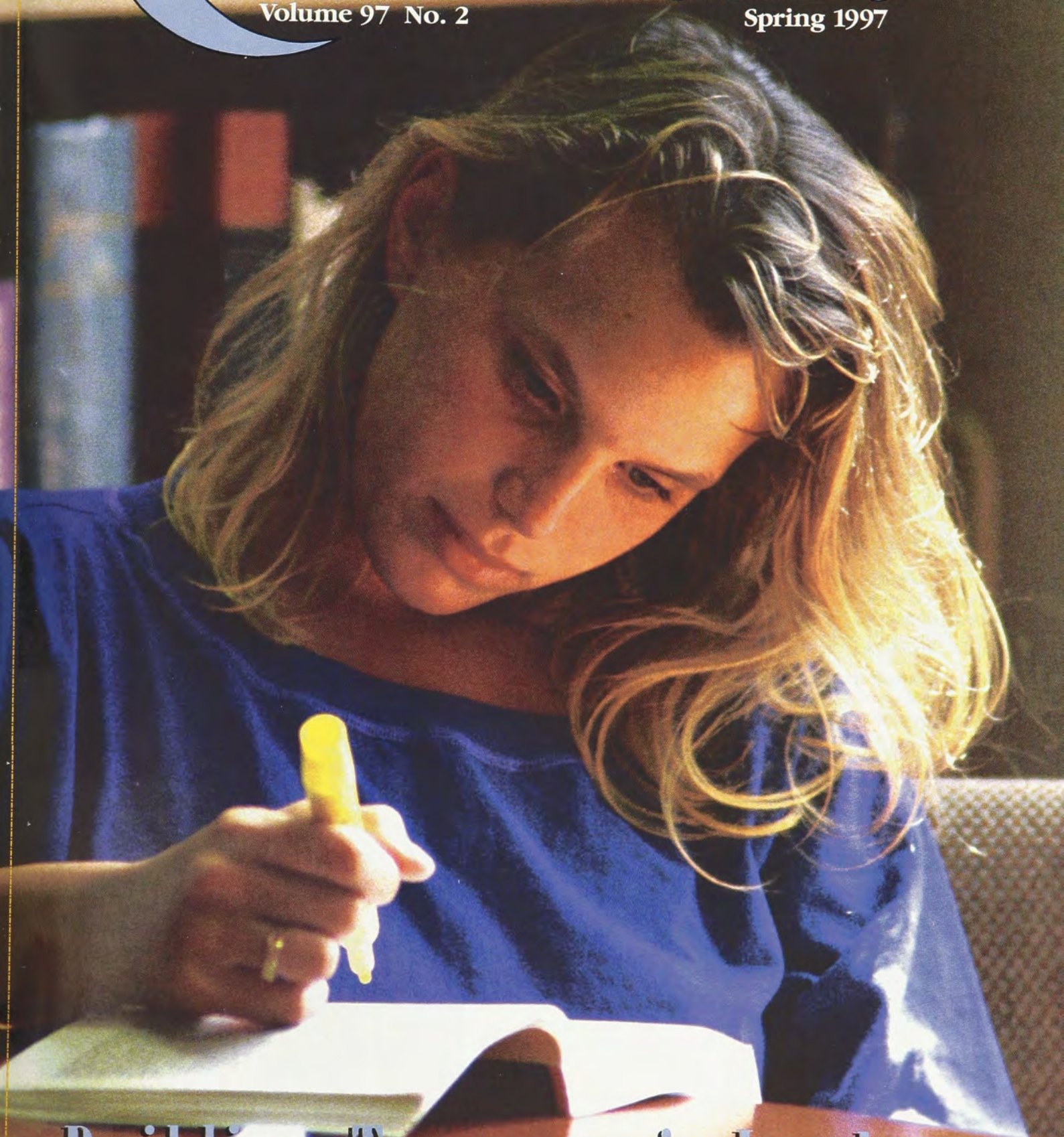


OF GAMMA PHI BETA

The Crescent

Volume 97 No. 2

Spring 1997



Building Tomorrow's Leaders

Contents

Volume 97, No. 2

Deadlines

Spring	January 1
Summer	March 1
Fall	July 1
Winter	October 1

On the Cover

National Panhellenic Conference has declared 1997 as "The Year of the Scholar." Gamma Phi Beta supports all behavior that reflects academic integrity, intelligence and talent. The summer issue of *The Crescent* will detail the Sorority's support of this program.

Editors

Editor:

Susan Hamilton Grant
12737 E. Euclid Drive
Englewood, CO 80111-6445

Feature Editor:

Phyllis Donaldson Choat
2116 S. 113th Ave.
Omaha, NE 68144

Alumnae/Collegiate News Editor:

Kristyn Wiggin Golberg
2314 Stone Creek Lane West
Chanhassen, MN 55317

Graphic Artist: Jody Toth

Business Manager:

Marjory Mills Shupert
International Headquarters

Gamma Phi Beta (USPS 137-620). *The Crescent* is published quarterly in Fall, Winter, Spring and Summer by Gamma Phi Beta Sorority, Inc., 12737 E. Euclid Drive, Englewood, CO 80111-6445. Subscription price is \$6.00. Produced in the U.S.A. by Maury Boyd and Associates. Periodicals postage paid at Englewood, CO and additional mailing offices. Copyright 1997, Gamma Phi Beta Sorority. **Postmaster:** Send address changes to *The Crescent*, Gamma Phi Beta Sorority, 12737 E. Euclid Drive, Englewood, CO 80111-6445. Printed in the U.S.A. **Subscribers:** Send changes of address, notices of marriages and deaths to Gamma Phi Beta Sorority, 12737 E. Euclid Drive, Englewood, CO 80111-6445. Phone: 303-799-1874. Fax: 303-799-1876.



Member of the College Fraternity Editors Association



6

Departments

Ideas on Issues

3

Collegiate News

4

Alumnae News

7

In Memoriam

22

Memorial Gifts

23

In Celebration

25

PACesetters

26

Correction:

The Chapter Directory list in the Winter issue was missing the collegiate chapters Alpha Omega through Beta Chi.

The corrected list will run in the Summer issue.

The Greater Fort Myers Alumnae Chapter in Florida should have been listed as a Diamond Circle of Excellence Chapter.

The *Crescent* apologizes for these errors.

Features

11 News from NPC

Resolutions from the National Panhellenic Conference annual meeting.

11 California Dreaming

Gamma Phi Beta's 1998 international Convention—Newport Beach, California

12 Reach for the Stars

How you can help the Sorority grow, a member at a time. And, why you should.

17 Making the Connection

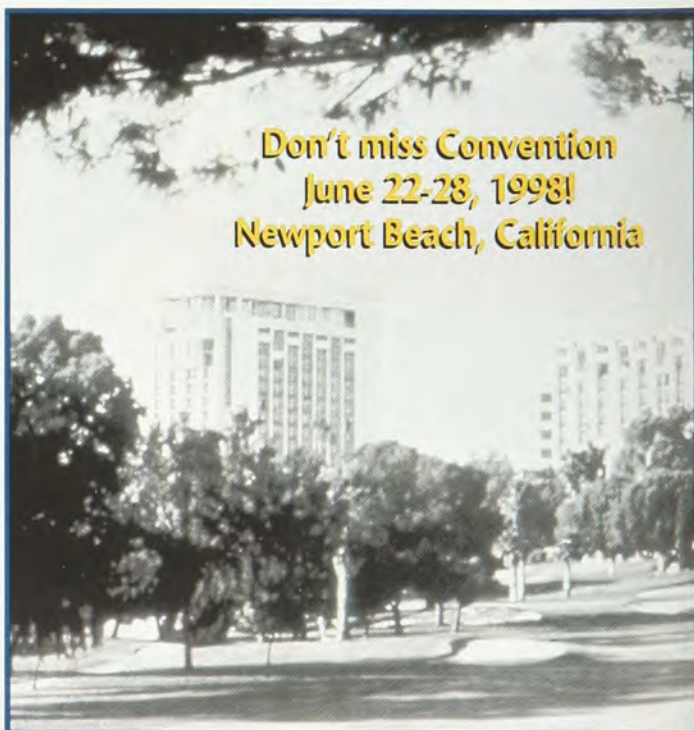
Sisters connect through the Internet.

18 Stot Not

How to outwit the lion and plan for your financial future.

20 Mentor, Teacher, Friend

The life and times of chapter advisors. Find out how you can share your talents as one too!





Looking Beyond Tomorrow

Continuing Our Growth by Membership Marketing

By Vicki Read, Membership Vice President

Gamma Phi Beta must have a destination. We must know where we need to travel to ensure that there will be a tomorrow for Gamma Phi Beta. The foundation of our future lies in the perpetuity of our membership. Gamma Phi Beta, like any organization, relies on membership recruitment to survive and flourish. This idea is clearly expressed in Gamma Phi Beta's membership recruitment philosophy.

"In order to strengthen the quality and prestige of the sisterhood, growth is essential. It is the privilege and responsibility of the membership to ensure this growth through carefully planned and effectively implemented recruitment programs, resulting in maximum membership for the Sorority."

Ensuring membership growth means, we must market Gamma Phi Beta membership through understanding and responding to the needs of potential members and by having knowledge of marketing concepts. There are two important rules for membership marketing. First, no matter how well known the organization, it will not continue to survive without effective marketing. Second, members are people—individuals who join an organization essentially for reasons of self-interest.

Since the membership decision to join is made by persons for individual reasons, marketing and promotion should emphasize personal contacts with prospective members. It is vital to understand that individuals' interest must be piqued. Gamma Phi Beta members must recognize that a potential member evaluates her membership with our Sorority on how well her self-needs will be satisfied. Today's potential members may choose

from a growing number of campus and community organizations to fill their needs. Therefore, sororities today must compete vigorously for members. Accordingly, membership marketing has emerged as a way to keep an organization vital and competitive.

The process of simply being part of formal rush or extension has drastically changed within the past six years and will continue to change. Since the marketplace has become more competitive, Greek communities have been forced to take a hard look at the old ways of recruiting members. The new membership marketing concept requires members to take a proactive approach to selling Greek membership. The challenge is to adapt to the realities of the new marketplace.

Each of us must make a commitment. . .

- to Gamma Phi Beta. Members can only sell what they believe in and are enthusiastic about.
- to our collegiate chapters. Past successes will not guarantee future performance. We must consistently strive to improve our processes and refine our existing talents.
- to our prospective members. We must examine our programs and services to ensure that our selling points are meeting the needs of our future members of the 21st century.
- to ourselves. Membership begins with individuals. This does not mean we must meet every member's desires, or abandon our Sorority's standards, but we must be responsive to the current membership.

If we project a positive selling attitude which says, "We are in control of our

destiny; Gamma Phi Beta can engage you in a fulfilling Greek experience," then we are going to "make the connection" with our prospective members. To flourish in the future, Gamma Phi Beta must embrace this strong membership marketing attitude.

We need enthusiasm and determination for marketing Gamma Phi Beta membership. It is a never-ending, year-to-year, year-round activity. Since some of our target groups do not have a positive awareness of sorority life, there may be difficulties to selling our benefits. It may also be difficult to convince non-members to join because they may be already benefitting from the programs and services of other campus or community organizations. Recruitment selling points of the past simply do not "fit" the current marketplace. We must meet the needs of our prospective members while maintaining our standards of membership.

Membership selection gives us the opportunity to expand our circle of sisterhood. It brings new friends into our chapters to share fun activities, develop leadership skills and make a positive contribution to the future of our Sorority.

We must not limit ourselves to formal rush, but begin selling to those women who never sign up for rush. Our attitude needs to be broadened from the limitations of rush to that of membership recruitment. It is time to identify the new membership marketplace which exists today and begin to select members from new sources, including:

- Upperclasswomen and transfer students
- Culturally diverse students
- Commuter students
- Non-traditional students

(continued on pg. 30)

Sisters from the **Oklahoma City University** chapter have been in the limelight this fall. The chapter received recognition for being the largest group to participate in a benefit walk for Alzheimer patients. They also received a plaque for donating the most canned goods and clothing for the less fortunate this past holiday season. The chapter also received third place in the campus lip sync and first place for apartment decorating in the annual Homecoming contest. Congratulations to Lora Anderson, chapter president, on being selected as the All-Greek Woman and Homecoming Queen.

Carving pumpkins and decorating the chapter's front porch were just a few ways that the sisters from **Syracuse University** took a break from busy schedules to spend time with one another. The chapter also joined together with the Sigma Alpha Epsilon Fraternity to host the children of an inner-city community center for an afternoon of tricks and treats. Nearly \$1,000 was raised by the sisters through their first all-fraternity Color War. Proceeds benefitted Camp Sechelt. The event was such a success that the



Sisters from Syracuse University gather to kick off their Color War philanthropy.

sisters are committed to making this an annual event.

Sisters from the **University of North Dakota** took first place in Greek Sing and Float competition this fall during Homecoming. The chapter, together with the Sigma Chi Fraternity, took part in 48 hours of teeter-tottering. Proceeds benefitted the American Diabetes Association. The sisters enthusiastically report that they

are now the largest sorority on campus with 80 members!

Kansas State sisters spread their cheer this past holiday season with caroling around the streets of Manhattan, Kansas. Several nursing homes and hospitals were on their list of "stops." The sisters wanted to brighten the holidays for many who were unable to spend the season with their families.

Bon Voyage to several sisters from **Alma College**. This semester the chapter is bidding a brief farewell to four sisters studying abroad in Scotland, Italy, Spain and Mexico. Australia, Europe and Jamaica will be the tromping grounds for other sisters in May. Good luck to you all!

The Chancellor's Award for Greek Excellence was again awarded to the women at the **University of Wisconsin, Oshkosh**. This is the second consecutive year that the chapter has received this award. The chapter also reports adding 16 women to the sisterhood during their formal rush and placing first overall in Homecoming week. The sisters raised over \$1,000 for their philanthropy at their annual Parents' Night and silent auction. Congratulations!

University of Miami, Florida sisters congratulate Jen Lieving for being elected as the chapter's new president. The chapter also wishes to send a big welcome to Karen Ross, the new chapter advisor, and special thanks to the alumnae for all their support.



Sisters from Duquesne University attend a picnic sponsored by area alumnae.



Colorado State sisters take a break before a preference party this Spring.



Sisters from Texas A&M, Commerce spent a memorable night with children at a local girls' and boys' club. Every year the chapter invites three other Greek organizations on campus to join them in their "Santa Claus" philanthropy.



Sisters from Texas A&M, Commerce touch up their stage make-up before presenting their rendition of "Annie" for the Kappa Delta Sing-Song.

The **Duquesne University** chapter recently attended a picnic sponsored by area alumnae. The sisters also placed first in Best Scenery, second Overall and first in Best Show at the University's carnival.

Sisters from **Eastern Washington University** were all tied up in knots—or ribbons, as the case may be. The chapter recently made 1,000 AIDS ribbons for World AIDS Day. This was nearly one-eighth of the ribbons needed for the entire event. The sisters also baked cookies for their local care center in honor of Veterans' Day and adopted a part of the highway that goes all the way through Washington. We look

forward to photos of the sisters in hard hats and orange highway vests!

University of California, Berkeley sisters, along with the brothers of Beta Theta Pi, hosted their annual Halloween philanthropy at the chapter house for the children of a local street shelter. The sisters enjoyed many fun activities this semester including a Pajama Party theme invitation in San Francisco, new member presents, and the much anticipated Crystal Ball Formal.

Strikes, spares and getting to know their 15 new initiates was all part of the fun for the sisters from the **University of Michigan**

at their Rock 'N' Bowl event. Other Initiation Week activities included traveling to Detroit to volunteer for Habitat for Humanity. Painting, hammering, carrying supplies and just general pitching in made an afternoon of philanthropic fun. The sisters visited a local orchard for a day of hayriding and playing in the pumpkin patch. This brought out the kid in everyone!

The sisters from **Southeast Missouri State** report a wonderful semester. The chapter received second place in Homecoming festivities. They also received first place in the Sigma Phi Epsilon Football Tournament. Teddy bears were the price of admission to

• **Philanthropy activities:** Every year, we help with and support the annual Cedric Dempsey Cancer Run, which benefits the Tucson Cancer Center. Alpha Epsilon also supports the other chapters on campus in their efforts to raise money for their own philanthropies. Whether this involvement calls for direct participation in the event or just a flat donation, our chapter always finds a way to be of some help. On campus, we promote and participate in the annual blood drive. We also clean a public park each month. During the spring semester, we have an annual spaghetti dinner to raise money for our national philanthropy. Different members volunteer their own time to local schools and programs.

• **Traditional chapter events and socials:** Founders Day dinner with the alumnae in Tucson; all-house sleep over; "Bikers and Babes" party with Delta Tau Delta, Kappa Alpha Theta and Alpha Tau Omega; "BlackJack" black tie formal complete with Roulette tables.

• **Campus/Greek life:** Alpha Epsilon is very involved on campus and within the Greek system. We make it a point to get to know the other chapters on campus through various social and philanthropic events. The women in our chapter are very involved in different campus clubs and honoraries.

• **Special things about your chapter:** Alpha Epsilon is a great group of unique and diverse women. Each woman stands for something different and is special in her own way.

the chapter's philanthropy event. The bears were later donated.

Sisters from **Rutgers University** proudly announce that they will be initiating 16 new women into their chapter. They contribute their successful rush to tips and insights they received at Convention this past summer.

Iowa State sisters finished off Homecoming week with a haunted house, "Goreville," that they built with the men of Lambda Chi Alpha. Everyone was invited to take the 20-minute haunted house tour complete with skits, spooky hallways and a dark maze. The sisters held their annual pancake breakfast philanthropy to support ACCESS, a battered women's shelter. Founders Day was celebrated with local alumnae. A formal dinner, reception and candle-lighting ceremony highlighted the evening.

Sisters from the **University of Idaho** proudly report pledging 34 new women into their chapter. The chapter's pride soared after hearing news that they were the winners of the prestigious Mary A. Bingham Award at Convention this summer. Aside from the chapter house remodel, the sisters followed the lead of their Washington State sisters and held a philanthropy event entitled "Gammie Golf." Nearly 100



Sisters from Coastal Carolina University celebrate their first rush as an international Sorority and welcomed 17 new sisters to their chapter.

participated and many said it was their favorite Greek philanthropy by far! The sisters took first place in the University's volleyball tournament and are undefeated in ultimate frisbee.

The sisters at **Texas A&M University**, Commerce welcomed 14 new members in November. The chapter had a busy fall including participation in many intramural sports, Homecoming lunch with the alumnae, Dad's Day and practicing for their rendition of "Annie" for the

Kappa Delta Sing-Song. The sisters again hosted their annual Santa Claus party for a local children's club. The sisters adopted each child for the evening and provided great entertainment and gifts for all. December ended with a wonderful formal where the chapter and their dates enjoyed an evening of dancing, dinner and award presentations.

Congratulations to the sisters at **Coastal Carolina University** on completion of their first rush as an international Sorority. The chapter welcomed 17 wonderful new members in October. The chapter also held a mother-daughter luncheon in October and took part in a "Rocktober Fest" to raise money for a local shelter.

Paired with the men of Phi Gamma Delta, the sisters from the **University of Arizona** had a ball putting together their float for Homecoming. The week was an exciting one that included an alumnae tea and open house, a parade and taking the "Most Spirited" award for their float. Following the big game, the sisters were invited to a casino

night. The chapter also welcomed their new members with a ceremony over Family Weekend. The ceremony was followed by a formal dinner and dance and all families were invited to take part in the celebration.

Congratulations to Sarah Pepin, sister from the **University of Wisconsin**, Madison on being awarded the "Most Enthusiastic Rusher" award. She was honored with the pin of Louise Marston Conklin ('31). The chapter was kept busy this fall with Homecoming and enjoying their renovated chapter house.

Sisters from the **University of Oklahoma** welcomed the local alumnae for a dinner and discussion of what it is to be a Gamma Phi after graduation. Initiation, a chili cook-off to raise money for United Way, initiation and Founders Day celebrations kept the chapter quite busy this fall. Congratulations to all the sisters for exceeding their rush quota of 47. Bid Day was quite an event with a scavenger hunt in the house, games, pizza and a slumber party.



The senior sisters from the University of Arizona say "cheese" at this year's formal dinner to welcome new chapter members.



New York City alumnae "spruce up" an elementary school in Queens, New York. This volunteer effort was in conjunction with "New York Cares Day" this past October.



On very short notice, Beverly Tatus was able to get six of the original 20 spring 1950 Beta Lambda new members together for a reunion. L to R: Barbara McKewen, Claire Gietzen, Lois Dissinger, Beverly Tatus, Barbara Frank and Dorothy Page.



Tracie Tutt Mordy, Ginny Williams Jackson, Pam Landers, Gwen Thompson Mitchell and Cindy Fox Johnson, all initiated in 1977 at the University of Oklahoma, reunite at a 20th high school reunion.



Fifty-four years after graduating from the University of Michigan, Dottie Brooks Darling, Martha Poe Egger, Harriet Plaisted Wilson and Evelyn Spaemer Mumson reunite. Friendships last forever!

Congratulations to Carol Caruso on being selected as one of six recipients for a \$2,000 grant. Carol is studying for a master's degree in education at the University of Phoenix and plans to return to the school system as a counselor. Currently a youth minister, she has served the Sorority on the national level as a province officer and new chapter director.

Following in the footsteps of both her father and grandfather, Heidi Gesell (Kappa, '77) has become president of St. Paul, Minnesota-based Cherokee State Bank. The 88-year-old bank boasts five St. Paul offices, \$134 million in assets and majority family ownership since 1953.

Judy Corson (Psi, '61) and Jeff Pope, partners of Custom Research, Inc. received this year's Malcolm Baldrige National Quality Award. The award was established by Congress in 1987 to improve U.S. companies' competitiveness by stressing quality and improvement. Recipients must demonstrate achievement and improvement in leadership, information and analysis, strategic planning, employee training



Chapter President Heather Sullivan of San Diego State University introduces her sisters to the San Diego and La Jolla alumnae during their Founders Day luncheon this fall.

and development, process management, customer satisfaction and business results such as revenue and earning.

San Diego Alumnae started the year off with a picnic in the park in September. Presidio Park provided a wonderful setting for a relaxed social outing on top of a hill overlooking Old Town and San Diego Bay. Rusty Greiner planned the event and decorated the tables with bushel baskets decorated with brown and mode crepe paper. As usual, the pot-

- **Philanthropy:** Hillside Children's Center, an agency that works with children in crisis. We have given money to "Special Santa" programs and to camperships. We have also directly participated in hosting pizza and birthday parties. A representative of Hillside was the speaker at our '96 Founders Day dinner.

- **Fundraising:** Efforts include an annual garage sale, and yearly pecan and apple sale. This year we produced t-shirts and notepads to sell at Convention. (We still have some—anyone interested?)

- **Chapter activities and socials:** Potluck dinners in spring and fall, "Girls Night Out," art gallery tour, craft night, annual holiday dessert party (collegians who are home in our area for winter break are invited, as well as their mothers).

- **Recruitment activities:** Although our chapter does have two alumnae initiates, we are taking the biennium theme "Bring a Friend Back to Gamma Phi Beta" seriously. So far, we have brought back one "lost" alumna. Our members have also brought four women, interested in Gamma Phi Beta, to our events this year.

- **Special things about your chapter:** We are a close sisterhood of women of all ages, some of whom were founding members of our alumnae chapter over 50 years ago. We are a strong presence at our Rochester Area Panhellenic. A number of our members have been active as PAD, PCD and PFDs. We strongly support our local collegiate chapter (Epsilon Tau) at the University of Rochester, serving as advisors, mentors and friends. It was a great experience working with the girls a few years ago when we hosted an Area Leadership Conference. We participate in "Apples from Alumnae" (one of our members is Jane Cook, an apple grower, who helped initiate this effort).



San Diego Alumnae's September Picnic in the Park. L to R: Edie Bixel (SDSU), Dorothy Page (SDSU), Ann Milburn (SDSU), Rusty Greiner (SDSU), Janet Crowe (Kansas State), Mary Hargraves (SDSU), Virginia White (Denver), Carol Pletcher (SDSU), and Joyce Ross (SDSU)



Pictured are six of the original charter members of the San Antonio Alumnae Chapter: (L to R) Martha Hightower Campbell (Vanderbilt), Cathryne G. Melton, Zula Williams Vizard, Gwendolyn Shepherd, Elouise Wagner Pennycuik and Virginia Rutledge Stark (all University of Texas, Austin).

luck salads and deserts were outstanding—Gamma Phis do know how to eat! With a heat wave underway, the alumnae enjoyed good conversation and food in

the shade. In December, members of the Spring of 1950 Beta Lambda new member class gathered for the holidays at the home of Bev Tatus. This is the second



Alumnae gather at the chapter house at Colorado State University to celebrate Founders Day. Pictured Back row L to R: Virginia Febinger, Kim Steward, Jan Prust, Corrine Mutchler, Marchi Dawdy. Front: Grace Jones, Joy Gimar, Virginia Burke, Patty Blanchard.



The Quad Cities Alumnae celebrated Founders Day with a luncheon. In attendance were 23 sisters representing 10 chapters!

reunion of this class, and it was great for the sisters to catch up with one another.

Sisters at Colorado State University hosted the alumnae of the **Fort Collins** area at the chapter house in celebration of Founders Day. Three 50-year members were honored. Pins were presented to Grace Wiegand Jones (U. of Arizona, '46), and Joy Campbell Gimar (Iowa St. U., '46). Virginia Mercer Williamson, (CO St. U., '46) was unable to attend. Merit Roll certificates were presented to Patty Ball Blanchard (Northern Arizona, '61) and Virginia Gose Febinger (U. of Denver, '42). Following the ritual, dessert and good conversation brought the evening to a close.

The **Quad Cities Alumnae** celebrated Founders Day with a luncheon. In attendance were 23 sisters representing 10 different chapters. Elizabeth Hoffmann Day (Northern Arizona) was so excited to find sisters in her new home town!

The **Savannah Area Alumnae Chapter** formed this past September with 31 sisters representing



Holiday cheer was abundant in December with the alumnae in Tampa Bay. The group gathered for lunch and an ornament exchange.

chapters from all over the country. The new chapter held its first Founders Day Meeting in Novem-

ber. They celebrated with a wine and cheese party at the home of Amy Lee Copeland.



The Gamma Phi Beta Alumnae Crescent Circle of Muncie, Indiana Area held their Spring Party in April. Those present were left to right: Ann Gurback, Diane Becker-Koontz, Margaret Slauter, Sandra Colquhoun, Brenda Brumfield, Melissa Piraino, Rose Marie Albers, Kay Rogers, Ann Rickental.

Celebrate the Human Race!

The Human Race, sponsored by the Volunteer Center, not only is a fundraiser but a community celebration event. The various South Bay communities join together to have a fun-filled day and raise funds for over 200 non-profit agencies. The South Bay Gamma Phi Beta Alumnae and friends have been solid supporters of the walkers, joggers, skaters or runners of this affair for thirteen years. The funds raised by the Gamma Phis go to their Foundation to provide camping experiences for underprivileged girls. In addition, leadership training is provided for the young women who act as camp counselors for the young girls.

We are tremendously proud of our sisters, their families and friends who take the time and effort to make our philanthropic goal a huge success. We send a special thank you to each and every participant for their effort and support in this event.

**Annual Meeting of the
Epsilon Alumnae Chapter is
June 7, 1997 at 10:00 a.m.
at the Chapter House,
640 Emerson,
Evanston, Illinois.**

For the past nine years, the **Indianapolis Alumnae Chapter** has donated over \$7,000 from its Carnation Fundraiser to the Riley Children's Hospital Cancer Research. This fundraiser is not only a big win for the hospital, but for the local collegians as well. During September, the alumnae contact the parents of the collegians and ask that they sponsor flowers for their daughters. The parents then send a check along with a personal note. The alumnae assemble and deliver the flowers. Proceeds then benefit the hospital.

The **Norman Alumnae Chapter** has been quite busy with their sisters at the University of Oklahoma. After helping with rush, the groups gathered together for dinner and a "fireside" to

begin Lifetime Commitment Week. Nearly a dozen alumnae shared memories and instances as to why Gamma Phi Beta is still important in their lives. The chapter welcomed seven new alumnae members at initiation. Founders Day found 20 alumnae again at the chapter house to celebrate this event.

The Hall of Fame Award, given as special recognition for consistently superior level of activity covering more than ten years of service, participation, philanthropy, efficiency and collegiate/alumnae relations, goes to the **Greater Kansas City Alumnae Chapter**. The Chicago Award is given for consistent demonstration of outstanding sisterhood, loyalty and caring among members, this award recognizes quality and quantity of community philanthropic projects, with special consideration given to size of chapter, and goes to the New York City Alumnae Chapter. The Community Service Award, recognizing quality and quantity of chapter, campus and community philanthropic projects go to the Indianapolis Alumnae Chapter. Congratulations to



Sisters from California State University, Long Beach along with alumnae gather to hear International President L'Cena Rice speak this past October.

all three outstanding chapters who were recognized this past summer at Convention. You're an inspiration to us all.

Over sixty collegians and alumnae got a glimpse of the past, present and future of the Sorority during a visit from International President L'Cena Rice. L'Cena Rice discussed her reasons for choosing Gamma Phi Beta and how the Sorority had helped her professionally and personally throughout her lifetime. She also discussed the importance of being able to speak publicly. Members offered feedback, asked questions and enjoyed a delightful evening with an inspirational woman.

The **San Antonio Alumnae Chapter** celebrated Founders Day with a luncheon. The chapter observed the 50th year of its charter and six of the original members were among the 35 in attendance. Eighteen chapters were represented. Those presented with 50-year pins were Barbara Shafer Crowell, Ann Miller Hall and Edith Gelder Keogh. Jeanne Rice Clark received a IIKE pin for local service. The chapter reports that their "lunch bunch," which meets the second Tuesday of the

House Corporation Board
Meeting for
Delta Delta Chapter
is April 7, 1997 at 7:00 p.m.
at the Chapter House.

month at various restaurants, is proving very successful in attracting new alumnae participation in the chapter.

Alumnae from the **University of California, Riverside** have adopted the biennial theme for 1996-1998. The theme is "Bring a friend to Gamma Phi Beta" and is designed to help alumnae become involved in the Sorority again. The alumnae have been active with rush, Founders Day, a fundraising nut sale, and cookies and crafts. Keep up the good work.

Special recognition also to the alumnae of **Northwestern University**. This group won three awards this past summer at Convention. In addition to being recognized for Excellence in New Member Programming, Panhellenic Leadership and Participation, and for Scholastic

Sorority Donates Bench to Greenwell Garden

In Captain Cook in the Kona District of Hawaii lies the ten acre Amy B. H. Greenwell Ethnobotanical Garden. It is owned and operated by the Bishop Museum, Hawaii's State Museum of National and Cultural history, research and studies. The garden is a major collection of native and Polynesian-introduced plants, fifteen of which are labeled endangered species. Five acres of the garden are a remnant of the pre-historic ahupua'a field system which ran from the coast through the lowland dry forest with Hawaiian crops up to the upland forest of beautiful hardwood trees.

Amy was a Gamma Phi Beta (Stanford '42). During World War II, she was a member of the Women's Air Raid Defense at the Air Force Base in Oahu and then a Red Cross nurse at Queen's Hospital. Her passion, however, was for Hawaiian studies with an emphasis on botany. After the war, Amy spent time in New York with botanist Otto Degner at the Botanical Gardens there. When she returned to Hawaii in 1947, she began working with the Bishop Museum and its archeological projects on the Big Island. In 1953, Amy's discovery of fish hooks at South Point, nearest Hawaiian point to Tahiti, led to the discovery of an ancient fishing village, hundreds of various types of fishing hooks and the eventual dating of this village to 950 A.D.

Amy wrote many articles, recorded radio programs, did a botanical survey and kept a rain gauge reading for ten years to aid island research. She was often referred to as "Indispensable Amy of Kona." The granddaughter of Henry N. Greenwell, Amy carried on the tradition of her family who arrived in Hawaii in 1850. Her grandfather started what eventually became Kona's largest cattle and sheep ranch. Kona coffee is still a successful crop and the Kona Historical Museum is the old Greenwell Store, built in 1875. Amy left her property to the Bishop Museum when she died in 1974 at the age of 53. Gamma Phi Beta continues to remember Amy, and Edith Hindley (Stanford) organized a fundraiser among sisters which resulted in a bench being placed in the Amy B. H. Greenwell Ethnobotanical Garden, along with a bronze plaque commemorating Amy and Gamma Phi Beta.

Excellence, the chapter garnered two Honorable Mentions for Overall PACE Programming and for PACE Night Programming for their fireside on "Auto Maintenance."

The **Tampa Bay Alumnae** held a very interesting and insightful PACE program on women's personal safety. A police officer addressed the group and "The Club" was raffled off as a door prize. Three women were presented with their 50-year pins at Founders Day celebration. This year's Founders Day theme is

"Bring a friend back to Gamma Phi." In December the group met again to enjoy lunch and an ornament exchange. The chapter held their annual gift wrap at a local book store and a bake sale outside a local shopping center. Proceeds benefit the Tampa Children's Home.

Beta Zeta Alumnae:

You are invited to attend the 50-year reunion of Beta Zeta Chapter, October 4, 1997 at Kent State University. For more information, contact Diane Clark, 303-678-4174.

News from NPC



The following resolutions were adopted at the 1996 Annual Meeting in October:

1. Social Event/Peer Monitoring Systems - Chapter members should monitor their own chapter events. Legal counsel and NPC's insurance carrier have advised that potentially significant liability can be incurred when a chapter member from one group is assigned to attend social events of another group to monitor the use of alcohol. Each collegiate chapter should have received a letter from International President L'Cena Rice regarding Gamma Phi Beta's stance.
2. All-Greek Councils - NPC only supports the concept of an All-Greek Council when it is a forum for the purpose of discussion and communication between all Greek groups.
3. NPC encourages College Panhellenics to participate in the National Eating Disorders Screen Program and to plan related programming during Eating Disorders Awareness Week.
4. The Judicial Process, one of the Unanimous Agreements, has been amended. The procedures

for reporting rush violations have been revised. Procedures for processing violations have been streamlined and penalties have been clarified.

5. 1997 has been proclaimed the NPC Year of the Scholar.

6. The Academic Excellence Committee has made an NPC Standing Committee.

7. "Something of Value," a values based approach to risk management, has been endorsed as an official NPC program.

8. Dues have been instituted for College Panhellenics and increased for Alumnae Panhellenics.

Copies of the Resolutions have been sent to all alumnae and collegiate chapters. If you have not received them, contact International Headquarters.

California, Here We Come Again!

Southern California Gamma Phi Betas are looking forward to providing a warm welcome for the 1998 International Convention delegates. Save these dates (June 22-28, 1998) for a week you will never forget in the warm California sun at the Marriott Newport Beach with hundreds of Gamma Phi Beta sisters.

Reach for the Stars and We'll Give You the Crescent Moon!

The 1990s have seen the focus of membership recruitment (as many of us alumnae knew it) change from time and money spent on costumes and decorations to much more time spent on conversation and selling of Gamma Phi Beta. With new campus trends and no-frills guidelines from the National Panhellenic Conference, many chapters have had to rethink their recruitment strategies, evaluate and scale down entertainment and decorations, focus on conversation, and coordinate every part of the message they send out during rush and continuous open bidding (COB). Rush is exciting and invigorating, and it involves every one of us. As Gamma Phi Beta collegiate chapters prepare for another formal rush, WE should all be up-to-the-minute on what is happening regarding membership recruitment.

Legacies

Legacies are one of the lifelines of Gamma Phi Beta. Even so, the match between the legacy and the chapter may not always be right and, ultimately, the women in the chapter choose their members. However, legacies are part of our past and emphasis should continue to make them a part of our future.

A Gamma Phi Beta legacy is a woman who:

- already has bonds to our Sorority.
- already realizes the commitment needed to enjoy the positive experience of ΓΦΒ membership.
- already is aware of the financial requirements to be a member.
- already has the knowledge of what a sorority offers.
- already knows through family experience that Gamma Phi Beta is an opportunity for a lifetime of participation.
- already is a special "ambassador" for Gamma Phi Beta.

Legacies are reaching for the stars—let's give them the crescent moon!

Do You Know a Future Gamma Phi Beta?

Gamma Phi Beta needs you to become an active participant in the rush process



Province Membership Directors

by taking the time to introduce some dedicated, well-qualified and committed young women to a collegiate chapter this year. Give them the competitive edge during rush on a large campus and make a difference in their futures by providing a Gamma Phi Beta reference form (Form #38) to the chapter on the campus where they will be rushing. A reference form is provided in this issue of *The Crescent*. Here are some reference writing tips to help you complete the form:

- Provide as much information as possible.
- Type or print clearly.
- Be as descriptive as possible when filling out the reference form.
- Attach a resume and a picture.
- Let the chapter know the rush guest's personality, so they can develop a rush strategy.
- Although a reference form is preferred, a personal letter can also be sent to a chapter.
- Send the reference form to the collegiate chapter's area reference chairwoman (ARC) as soon as possible. She is listed in this issue of *The Crescent*.

This is the year to bring a friend to Gamma Phi Beta—write a reference!

Province Membership Directors

When the membership department became official by a vote of the 1996 Convention delegates, no time was wasted setting a plan of action into motion for taking

Gamma Phi Beta into the next century. The idea of having a team of trained individuals who specialize in membership recruitment was not a new one, as Gamma Phi Beta has had rush consultants in the past, but putting them in charge of 9-17 chapters was a new concept. A call went out to some highly qualified women to do the job.

The call to action was answered by eight highly professional and knowledgeable women who converged on Gamma Phi Beta's International Headquarters in Denver, Colorado on a crisp, clear weekend in early November. Bubbling enthusiasm and animated exchange characterized the tone of the two-day training seminar. Any uninformed observer could have recognized that the participants were marketing-minded women with total commitment to their product—GAMMA PHI BETA!

These eight motivated women are now Gamma Phi Beta's first group of province membership directors. They will support all of our collegiate chapters and offer assistance with membership recruitment programs as needed. PMDs will help develop recruitment strategies that follow Panhellenic and NPC guidelines, as well as work with chapters in meeting quota and total during rush periods. Since College Panhellenics set their own guidelines, rush on each campus is different and has its own set of challenges. Province membership directors will be able to help chapter membership vice presidents take their

Stars with rush references!

ideas and make them fit into their own specific campus and region of the country.

1997 Province Membership Directors

Region 1: Provinces I & II - Noreen Gopez (Penn State) - Collegiate leadership consultant, international rush consultant, Philadelphia North Suburban Alumnae Chapter. Noreen is an associate actuary for Aon Consulting.

Region 2: Province XIV - Megan Hardwick Dorsey (Oklahoma) - Collegiate leadership consultant. Megan works as an Oil & Gas Trade Association administrative manager and executive assistant to the president.

Region 3: Province VIII - Beth Martin Fisher (William & Mary) - Collegiate leadership consultant, international rush consultant, chapter advisor at U. of Georgia, Atlanta Alumnae Chapter. Beth is an account executive for WNGC and WGAU Radio.

Region 4: Provinces III, IV & Vb - Andrea Nevotti-Rauhut (Bradley) - Collegiate leadership consultant. Andrea is currently a human resources generalist with ArcVentures, LLC, a healthcare company.

Region 5: Provinces Va, VI, XIa & XV - Dr. Kris Baack (Nebraska) - Chapter, rush, scholarship and new member advisor at U. of Nebraska-Lincoln, HCB member, province collegiate director, international rush consultant, ACVP-Rush, collegiate programming director, Lincoln Alumnae Chapter Panhellenic delegate. Kris works at the U. of Nebraska-Lincoln as an assistant professor in the Department of Special Education and Communication Disorders. She has been honored with Gamma Phi Beta's Merit, Service and Loyalty Awards.

Region 6: Provinces VII, IX & X - Ann Williams Ross (Oklahoma) - Chapter and rush advisor at U. of Oklahoma, HCB treasurer, "Psi Renovation" chairwoman, province financial director, international rush consultant, Norman Alumnae Chapter. Ann works on staff at the U. of Oklahoma.

Region 7: Provinces XIb, XIIIb & XVI - Lee Ann Herdman Addison (UC-Riverside) - Collegiate leadership consultant, chapter advisor at UC-Irvine, PACE advisor at CSU-Fullerton. Lee Ann is a homemaker with a new son, Timothy.

Region 8: Provinces XII & XIIIa - Cathy Baker Van Meter (Oregon) - Collegiate leadership consultant, international rush consultant. Her artwork has been featured on two Crescent covers. Cathy is the manager of Integrated Communications for Sequent Computer Systems and mother of a new daughter, Margaret.

Continuous Open Bidding

While not part of formal rush, continuous open bidding (COB) is an important part of today's membership recruitment process. Rather than waiting for prospective members to knock on our chapter doors, our chapters promote the friendships, sisterhood and life-long membership of Gamma Phi Beta by implementing continuous open bidding programs to fill empty spots to reach Panhellenic total. This is done immediately following formal rush, on a one-to-one basis without scheduled parties throughout the term, or during a more organized informal rush. Let the unaffiliated women on campus know that Gamma Phi Beta is looking for a few more qualified new members by aggressively recruiting them.

Chapters should always be prepared to replace members who are transferring, graduating early or moving, thus leaving the chapter below Panhellenic total. Use cross-programming events to invite prospective new members to a service event, casual gathering or PACE program. These help project a positive image of Gamma Phi Beta for the future!

If your chapter is not listed here, contact International Headquarters

References Coordinator for Gamma Phi Beta

Nancy E. Groh
4150 N. Camino Gacela
Tucson, AZ 85718-7031
(520) 299-7531

ALABAMA

Auburn Univ.
Gamma Phi Chapter
Alice J. Hagler
2308 Woodcreek Dr
Birmingham, AL 35226-1643
(205) 979-6167
September Rush

Univ. of Alabama
Epsilon Lambda Chapter
Marilyn J. Leathers
2612 Shoal Place
Northport, AL 35476-1901
(205) 339-1939
August Rush

ARIZONA

Arizona State Univ.
Beta Kappa Chapter
Meredith Link
528 E. Manhatton
Tempe, AZ 85282
August Rush

Northern Arizona Univ.
Beta Omega Chapter
Roberta I. Balthazor
718 W. Aire Libre Ave.
Phoenix, AZ 85023
(602) 504-8524
August Rush

Univ. of Arizona
Alpha Epsilon Chapter
Nancy E. Groh
4150 N. Camino Gacela
Tucson, AZ 85718-7031
(520) 299-7503
August Rush

CALIFORNIA

Cal Polytech St. Univ.
Delta Theta Chapter
c/o Membership VP
1326 Higuera St.
San Luis Obispo, CA 93401
September Rush

Cal State Univ.-Chico
Epsilon Kappa Chapter
c/o Membership VP
606 W. 5th Street
Chico, CA 95928
September Rush

Calif. State Univ.-Fullerton
Delta Delta Chapter
c/o Membership VP
600 E. Chapman Ave.
Fullerton, CA 92631
September Rush

Cal State Univ.-Long Beach
Gamma Eta Chapter
Mary K. McDonald
16681 Phelps Ln
Huntington Beach, CA 92649-3046
(714) 840-1360
September Rush

Calif. State Univ.-Sacramento
Delta Chi Chapter
c/o Membership VP
P.O. Box 192111
Sacramento, CA 95819
September Rush

Chapman University
Epsilon Nu Chapter
c/o Membership VP
333 N. Glassell
Orange, CA 92666
September Rush

San Diego State Univ.
Beta Lambda Chapter
Barbara A. Lerma
12877 Carriage Rd.
Poway, CA 92064-6013
(619) 566-5999
September Rush

Sonoma State University
Zeta Gamma Chapter
c/o Membership VP
P.O. Box 7353
Cotati, CA 94931
September Rush

Univ. of Calif.-Berkeley
Eta Chapter
Gail A. Lamotte
243 Glorietta Blvd.
Orinda, CA 94563-3540
(510) 254-7237
August Rush

Univ. of California-Irvine
Delta Eta Chapter
Leda M. Quiros-Weed
10312 Cardinal Ave
Fountain Valley, CA 92708-7406
(714) 968-5357
September-October Rush

Univ. of California-Riverside
Delta Lambda Chapter
Doris Nelson
2923 Arlington Ave
Riverside, CA 92506-4450
(909) 684-8825
October Rush

Univ. of California-Santa Barbara
Delta Psi Chapter
Jane L. Habermann
995 Hot Springs Rd
Santa Barbara, CA 93108-1110
(805) 969-7898
September Rush

Univ. of California-Santa Cruz
Epsilon Omicron Chapter
Roberta Bollin
1816 Redondo Way
Salinas, CA 93906
(408) 449-5340
September-October Rush

Univ. of San Diego
Epsilon Gamma Chapter
Suzanne C. Saeger-Hollibaugh
30303 Miller Road
Valley Center, CA 92082-3453
(619) 749-4567
January Rush (Deferred)

Univ. of Southern California
Beta Alpha Chapter
Janice T. Moore
2526 Allenjay Pl
Glendale, CA 91208-2204
(818) 242-1388
August-September Rush

COLORADO

Colorado State Univ.
Tau Chapter
Barbara J. Sutter
2405 Rollingwood Dr.
Ft. Collins, CO 80525
(970) 221-3746
August Rush

you'll get the moon!

Univ. of Denver
Theta Chapter
Jennifer S. Eason
860 S. Oneida # C-208
Denver, CO 80224
(303) 388-8716
September Rush

FLORIDA
Florida Institute of Tech.
Delta Sigma Chapter
c/o Membership VP
Gamma Phi Beta Sorority
150 W. University Blvd.
Activities Office
Melbourne, FL 32901
August Rush

Florida State Univ.
Beta Mu Chapter
c/o Membership VP
633 W. Jefferson St.
Tallahassee, FL 32304
August Rush

Jacksonville Univ.
Epsilon Zeta Chapter
Mary L. Miller
2644 Forest Pt Ct
Jacksonville, FL 32257-5623
(904) 733-6482
September Rush

Univ. of Miami
Epsilon Omega Chapter
c/o Membership VP
5600 Merrick Dr., Bldg. 21H
Dean of Students Office
Coral Gables, FL 33146
September Rush

GEORGIA
Southern Polytech St. Univ.
Delta Omicron
Scarlett F. Shipp
107 Pioneer Dr
Woodstock, GA 30188
(770) 591-8499
October Rush

Univ. of Georgia
Delta Upsilon Chapter
c/o Membership VP
397 S. Millledge
Athens, GA 30605
September Rush

IDAHO
Univ. of Idaho
Xi Chapter
Julia Trail
116 N. Hayes St.
Moscow, ID 83843
(208) 882-9365
August Rush

ILLINOIS
Univ. of Illinois
Omicron Chapter
c/o Membership VP
1110 W. Nevada St.
Urbana, IL 61801
September Rush

Bradley Univ.
Beta Eta Chapter
Carol A. Reams
2725 W. Creston Ln.
Peoria, IL 61604-2101
(309) 682-6079
August Rush

Northwestern Univ.
Epsilon Chapter
Carol N. Massey
1613 Pebblecreek Drive
Glenview, IL 60025
(847) 729-8578
January Rush (Deferred)

Illinois State Univ.
Delta Pi Chapter
c/o Membership VP
106 E. Cherry St.
Normal, IL 61761
August-September Rush

INDIANA
Indiana St. Univ.
Beta Pi Chapter
c/o Membership VP
Lincoln Quad Box 63
Terre Haute, IN 47809
September Rush

Indiana Univ.
Beta Phi Chapter
Kathy L. Arnold
3425 E Bethel Ln
Bloomington, IN 47408-9566
(812) 333-8481
January Rush (Deferred)

Purdue Univ.
Delta Iota Chapter
Frances V. Meeks
13 Eaglecrest Court
W. Lafayette, IN 47906-8837
(317) 463-1333
January Rush (Deferred)

IOWA
Univ. of Iowa
Rho Chapter
Holly Anhalt
1933 4th Ave. SE
Cedar Rapids, IA 52403-2706
(319) 363-3240
August Rush

Iowa State Univ.
Omega Chapter
Cheryl D. Gunter
218 Howard Ave
Ames, IA 50014-7412
(515) 292-6454
August Rush

Univ. of Northern Iowa
Gamma Psi Chapter
c/o Membership VP
1209 W. 23rd St.
Cedar Falls, IA 50613
September Rush

KANSAS
Kansas State Univ.
Beta Upsilon Chapter
Bobi Hoover
1522 Westwind Dr
Manhattan, KS 66502-2435
(913) 537-7301
August Rush

Univ. of Kansas
Sigma Chapter
Lesley A. Kennedy
8022 El Monte
Shawnee Mission, KS 66208
(913) 341-2752
August Rush

Wichita St. Univ.
Beta Chi Chapter
c/o Membership VP
3912 E. 21st, Omega Ct. #20
Wichita, KS 67208
August Rush

KENTUCKY
Morehead State Univ.
Epsilon Sigma Chapter
Yvette L. Depoy
P.O. Box 145
Allen, KY 41601
(606) 874-9997
August Rush

LOUISIANA
Loyola Univ.
Epsilon Mu Chapter
c/o Membership VP
Box 1 Danna Center
6363 St. Charles
New Orleans, LA 70118
January Rush (Deferred)

MARYLAND
Univ. of Maryland
Beta Beta Chapter
Ellen R. Powell
12213 Bonnet Brim Course
Columbia, MD 21044
(410) 997-7028

MASSACHUSETTS
Boston Univ.
Delta Chapter
Ifen Sung
140 Claredon St. #1208
Boston, MA 02116
(617) 236-8390
January Rush (Deferred)

Bridgewater State College
Epsilon Eta Chapter
Kimberly M. Molle
145 Langley Rd
Newton Centre, MA 01259
(617) 630-9824
September Rush

Bentley College
Epsilon Phi Chapter
Karen Sonier
Bentley Coll. Career Services
175 Forest Street
Waltham, MA 02154
(508) 897-6157
September-October Rush

MICHIGAN
Univ. of Michigan
Beta Chapter
Mary C. Dubois
4667 Hunt Club Drive #1C
Ypsilanti, MI 48197
(313) 572-9310
September-October Rush

Michigan St. Univ.
Beta Delta Chapter
c/o Membership VP
258 Michigan Ave.
East Lansing, MI 48823
September Rush

Oakland Univ.
Delta Omega Chapter
c/o Membership VP
49 Oakland Ctr., Oakland U.
Rochester, MI 48309-4401
September Rush

Alma College
Epsilon Beta Chapter
Dorene D. Lewis
5915 North Winans Rd
Alma, MI 48801-9555
(517) 463-2619
January Rush (Deferred)

Legacy Introduction and Policy

To assist our chapters in identifying Gamma Phi Beta legacies (sisters, daughters and granddaughters), please complete the form below and mail it to the chapter Alumnae Recommendations Chairman listed on the following pages.

This is to advise you that my (circle one) daughter, sister, granddaughter, step-daughter, step-sister, step-granddaughter will be attending _____ this year.

Alumna: _____
first maiden married

Address: _____
city state zip phone

Legacy: _____
first middle last

Address: _____
city state zip

High School: _____

Gamma Phi Beta recognizes that legacies are important to our Sorority because they bring a long tradition of pride and support to our collegiate chapter. We also understand the desire for legacies to pledge Gamma Phi Beta. But, because it may be impossible for collegiate chapters to pledge and initiate every legacy recommended to them, they are guided by Gamma Phi Beta's legacy policy, which states that legacies are to be given special consideration by the chapter. This means that they are invited to at least the first round of parties. If a legacy is invited to pledge, her name is placed alphabetically on our first bid list. In those unfortunate situations where a legacy is not invited back to the next set of parties, notification of friends and relatives is left to the legacy herself. This is to protect her privacy. The best way to avoid potential disappointment is to discuss the total Greek system with legacies. All National Panhellenic Conference sororities have similar goals and ideals. Emphasizing Gamma Phi Beta as a sole choice for your legacy may be unfair to her if we are unable to extend her a bid. Most importantly, we hope that rush is a positive experience.

MINNESOTA
Univ. of MN-Minneapolis
Kappa Chapter
c/o Membership VP
311 10th Ave. SE
Minneapolis, MN 55414
September-October Rush

Mankato St. Univ.
Gamma Pi Chapter
c/o Membership VP
P.O. box 59
Student Activities MSU
Mankato, MN 56001
September Rush

Moorhead State Univ.
Gamma Mu Chapter
Martha S. Dillger
66 32nd Avenue NE
Fargo, ND 58102-1258
(218) 236-1313
September Rush

MISSOURI
St. Louis Univ.
Gamma Tau Chapter
Ann M. Hansen
1740 Millstream
Chesterfield, MO 63017
(314) 532-3628
September Rush

Univ. of Missouri-Columbia
Alpha Delta Chapter
Margaret Manning
1022 Danforth Dr
Columbia, MO 65201-6230
(314) 442-0047
August Rush

NEBRASKA
Univ. of Nebraska-Kearney
Gamma Kappa Chapter
Angela S. Regenos
3919 19th Ave
Kearney, NE 68847-8201
(308) 234-9731
August Rush

Univ. of Nebraska-Lincoln
Pi Chapter
Shelley Hupp
1111 S Cotner Blvd
Lincoln, NE 68510-4931
(402) 489-7752
August-September Rush

Creighton Univ.
Epsilon Delta Chapter
c/o Membership VP
2500 California c/o SBG
Omaha, NE 68178
January Rush (Deferred)

NEW JERSEY
Rutgers State Univ.
Delta Mu Chapter
c/o Membership VP
49 Mine St.
New Brunswick, NJ 08901
February Rush (Deferred)



NEW YORK
Syracuse Univ.
Alpha Chapter
Judith A. Kaspar
101 Harwinton Court
Camillus, NY 13031-2065
(315) 487-0594
January Rush (Deferred)

Colgate Univ.
Delta Tau Chapter
c/o Membership VP
72 Broad St.
P.O. Box 208
Hamilton, NY 13346
September Rush

Univ. of Rochester
Epsilon Tau Chapter
Susan E. Bloch
10 New England Drive
Rochester, NY 14618
(716) 381-5926
September Rush

Union College
Epsilon Epsilon Chapter
Patricia Tuccillo
2548 Guilderland Ave
Schnectady, NY 12306-3802
(518) 393-0917
January Rush (Deferred)

NEVADA
Univ. of NV-Reno
Alpha Gamma Chapter
c/o Membership VP
401 University Terrace
Reno, NV 89503
August-September Rush

NORTH CAROLINA
Univ. of N. Carolina-Asheville
Epsilon Psi Chapter
Jo A. Karr
504 Greenwood Cir
Cary, NC 27511
(919) 460-0521
September Rush

NORTH DAKOTA
Univ. of North Dakota
Alpha Beta Chapter
c/o Membership VP
3300 University Ave.
Grand Forks, ND 58201
September Rush

OHIO
Wittenburg Univ.
Alpha Nu Chapter
Sarah L. Andrews
1044 Sundown Road
Springfield, OH 45503-2355
(937) 390-2303
January Rush (Deferred)

Bowling Green State Univ.
Beta Gamma Chapter
Lisa A. Spencer
24150 Yosemite Drive
Euclid, OH 44117-1863
(216) 692-1587
August Rush

Miami Univ.
Beta Epsilon Chapter
c/o Membership VP
110 Minnich Hall
Oxford, OH 45056
January Rush (Deferred)

OKLAHOMA
Oklahoma City Univ.
Beta Omicron Chapter
Kathryn Baker
3212 NW 35th
Oklahoma City, OK 73112
(405) 947-5782
September Rush

Univ. of Oklahoma
Psi Chapter
Stephanie M. Heefner
4405 Willow Point Drive
Norman, OK 73072
(405) 360-6802

Oklahoma State Univ.
Beta Psi Chapter
Paula A. Shryock
623 Ute Drive
Stillwater, OK 74075-1209
(405) 377-5450

OREGON
Oregon State Univ.
Chi Chapter
Becki L. Metzger
1715 NW Garryanna
Corvallis, OR 97330-2003
(541) 758-0505

Univ. of Oregon
Nu Chapter
Patricia J. Luse
979 Ascot Dr
Eugene, OR 97401-5180
(541) 485-1077

PENNSYLVANIA
Pennsylvania State Univ.
Alpha Upsilon Chapter
Carolyn Y. Aull
104 Rockey Ln
Boalsburg, PA 16827-1624
(814) 466-7585

Gettysburg College
Gamma Beta Chapter
Barbara Spahr
521 Wayne Ave
Springfield, PA 19064-2628
(610) 543-5268

Lehigh Univ.
Delta Kappa Chapter
c/o Membership VP
Box G-085
39 University Dr.
Bethlehem, PA 18015
January Rush (Deferred)

LaSalle Univ.
Epsilon Alpha Chapter
Maureen P. Arnold
148 Sterling Drive
Perkasie, PA 18944-2452
(215) 453-8138

Duquesne Univ.
Zeta Epsilon Chapter
c/o Membership VP
Duquesne University
Union Information Center
Pittsburgh, PA 15219
January Rush (Deferred)

SOUTH CAROLINA
Coastal Carolina Univ.
Zeta Zeta Chapter
Gretchen E. Ramey
305 Carolina Boulevard
Isle of Palms, SC 29451-2110
(803) 886-5623

Lander Univ.
Zeta Eta Chapter
Gretchen Ramey
305 Carolina Boulevard
Isle of Palms, SC 29451-2110
(803) 886-5623
Fall Rush

Clemson Univ.
Epsilon Theta Chapter
Kellie K. Dietz
110 Doelling Ct.
Greenville, SC 29609
(864) 235-0236

TENNESSEE
Vanderbilt Univ.
Alpha Theta Chapter
Lisa A. Spears
3005 Creekview Ln
Goodlettsville, TN 37072
(615) 859-0317

TEXAS
Southern Methodist Univ.
Alpha Xi Chapter
Sheryl C. Mann
9750 Royal Ln #1223
Dallas, TX 75231
(214) 342-1327

East Texas State Univ.
Gamma Zeta Chapter
Lisa A. Farris
P.O. Box 461
Greenville, TX 75403
(903) 496-7144

Midwestern St. Univ.
Gamma Iota Chapter
c/o Membership VP
3410 Taft Blvd. #12744
Wichita Falls, TX 76308
August Rush

Texas Tech Univ.
Beta Tau Chapter
Kathryn M. Wiggins
13734 Camara Ln
Houston, TX 77079
(713) 984-9273

TX Wesleyan Univ.
Delta Epsilon Chapter
c/o Membership VP
1201 Wesleyan
Ft. Worth, TX 76105
September Rush

VIRGINIA
College of William and Mary
Alpha Chi Chapter
Dora J. Stewart
108 Mace Street
Williamsburg, VA 23188
(804) 253-7699

Christopher Newport Coll.
Epsilon Iota Chapter
Twyla Day
1036 E. Little Back River Rd.
Hampton, VA 23669-1030
(804) 851-5902

Univ. of Virginia
Zeta Beta Chapter
c/o Membership VP
508 16th St. NW
Charlottesville, VA 22903
September Rush

George Mason Univ.
Epsilon Pi Chapter
c/o Membership VP
Gamma Phi Beta
Mail Station #206
4400 University Dr.
Fairfax, VA 22030-4444
September Rush

WASHINGTON
Univ. of Washington
Lambda Chapter
Victoria B. Dellinger
4783 171st Ave SE
Bellevue, WA 98006-5816
(206) 641-0305

Washington St. Univ.
Beta Sigma Chapter
c/o Membership VP
NE 600 Campus St.
Pullman, WA 99163
August Rush

Univ. of Puget Sound
Gamma Epsilon Chapter
c/o Membership VP
1310 N. Union
Tacoma, WA 98406
January Rush (Deferred)

Eastern Washington Univ.
Zeta Alpha Chapter
c/o Membership VP
Eastern Washington Univ.
PUB Box 886
Cheney, WA 99004-2428
September Rush

WISCONSIN
Univ. of WI-Madison
Gamma Chapter
c/o Membership VP
270 Langdon St.
Madison, WI 53703
September Rush

Univ. of WI-Milwaukee
Gamma Gamma Chapter
c/o Membership VP
2200 E. Kenwood Blvd.
Milwaukee, WI 53201
August Rush

Univ. of WI-Oshkosh
Gamma Rho Chapter
c/o Membership VP
64 Dempsey Hall
Oshkosh, WI 54901
September Rush

Univ. of WI-Platteville
Gamma Omega Chapter
c/o Membership VP
160 Bradford St.
Platteville, WI 53818
September Rush

CANADA
McGill University
Alpha Tau Chapter
Nabanita Giri
244 Charlotte St #5
Ottawa, Ontario K1N 8L4
Canada
(613) 241-0944

Univ. of British Columbia
Alpha Lambda Chapter
c/o Membership VP
#5104100 Salish Dr.
Vancouver, BC V6N 3M2
Canada
September Rush

Univ. of Toronto
Alpha Alpha Chapter
c/o Membership VP
26 Madison Ave.
Toronto, ON M5R 2S3
Canada
September Rush

Univ. of Western Ontario
Alpha Omega Chapter
c/o Membership VP
639 Talbot St.
London, ON N6A 2T6
Canada
September Rush



Name of Rushee _____ Date _____
(Last) (First) (Middle) (Nickname)

GAMMA PHI BETA SORORITY REFERENCE FORM

(To be used by members of Gamma Phi Beta only)

Attach
picture
if available

For _____ of Gamma Phi Beta at _____
(Chapter) (College or University)

Entering as Freshman _____ Sophomore _____ Junior _____ Senior _____ Age _____

High school attended _____ City/State _____

Scholastic average _____ Rank in class _____ Number in class _____

Previous college attended _____ City/State _____

Scholastic average _____ Number of terms completed _____ Major _____

Name of Parent/Guardian _____

Home address _____

Gamma Phi Beta relatives: Sister _____ Mother _____ Grandmother _____ Other _____

Name _____
(Last) (First) (Maiden) (Chapter)

Other NPC sorority affiliations of relatives _____

Hobbies, interests, talents:

Character traits, personality, leadership qualities:

Activities (school, church, community, honors) and offices held:

Work experience:

Other comments (attach additional sheet or use other side if necessary):

Does rushee meet Gamma Phi Beta's five standards (good character, scholastic ability, financial responsibility, contribution to prestige of the Sorority and attractive personality) of membership? ☐ Yes ☐ No

I endorse this woman for membership in Gamma Phi Beta Sorority. ☐ Yes ☐ No

☐ I know this rushee personally

☐ I know her family personally

I received this information from:

☐ Panhellenic members/master file

☐ H.S. faculty/staff member

☐ Mutual friend

☐ Other

☐ This information sent at the request of the collegiate chapter

SUBMITTED BY:

(First) (Maiden) (Last) (Husband's)

(Street) (City) (State) (Zip)

(Telephone) (Chapter of Initiation)

I am a/an (circle one) collegian alumna

On Line? Looking to get in touch with sisters? Jennifer Kunze (Bridgewater) developed the On Line Crescent Circle (OCC) specifically for you! When Jennifer moved to Kentucky, she found that there was neither a collegiate nor alumnae chapter nearby. Turning to her love of computers, she formed the OCC as a way for her to stay involved and maintain relationships with sisters. Over 100 members including advisors, collegians, international officers and alumnae, the OCC allows members to discuss campus challenges, alumnae activities, rush ideas and chapter development, and leadership opportunities. PFD IVa Christine Wahls feels that OCC is "a great way to keep current about what is going on all across the country. If you have questions, you get many answers quickly. It is also nice to know you're not the only one dealing with the same issues."

Jennifer is also a member of the Sorority's Internet Consulting Committee. She has begun work on an official Gamma Phi Beta web page. Although not the "official" page yet, take a look at <http://www.geocities.com/SoHo/3896/gammaphi.html>

If you are interested in becoming part of the OCC, email Jennifer at gphib@iglou.com



Making the Connection



Stot Not



By Ginny Hammond
University of Colorado

Like the
gazelles,
we have our
own brand
of stotting.
We call it
humor.

There is a certain African gazelle that jumps six to eight feet, straight up, off the ground, when danger is perceived. It's called "stotting." This particular behavior can be observed when the herd senses a danger that could be life threatening but is not necessarily imminent. It's like a collective alarm and sigh of relief all at the same time:

We see the lion. (We're stotting. We're stotting.) The lion could eat us. (We're stotting. We're stotting.) But the lion is too far away. So, we're scared, scared enough to jump up and down. (Jump. Jump. Jump.) But not scared enough to run.

Like the gazelles, we have our own brand of stotting. We call it humor. We frequently use it when we feel threatened or confused but are not likely to be eaten immediately. You can observe this in yourself and others at any social gathering where people are meeting for the first time. There's mild joking and light conversation to defuse the threat that perhaps we will not be liked or accepted. A threat, yes—but not a life threatening one.

Women spotted stotting

In my financial planning practice, I've noticed that as women, we have our own unique way of stotting through financial issues. For example, it's sometimes easier to jest about investing for long term goals like education, a second home or retirement than to actually do it. A common stotting technique among women, that I call the "bag lady syndrome," goes like this: "I know I should be doing something now about retirement so I don't end up a bag lady," or, "Inflation's so high, I'll never catch up. Just as well find a shopping cart and be a bag lady." These comments are, of course, accompanied by much chortling and stotting. Like the gazelle, we perceive a threat, but don't take it that seriously.

When to stot and when not

Now, humor is a wonderful thing and deeply ingrained in our culture. It can be the saving grace for many an embarrassing or trying situation. But, at other times, our humor can mask a risk or threat that is more imminent than we care to admit.

To avoid the bag lady syndrome and become a successful investor, one should first scan the financial horizon and distinguish which lions are real threats and which ones are harmless acacia trees masquerading as lions. Two of the greatest threats we women face are having our money run out before we do and/or having inflation eat up the savings we do have. Either way, these threats are real and stotting around the issues won't make them go away.

We can't change the fact that we generally live longer than men and therefore need more money to carry us through our lifetimes. We also can't ignore the studies that show many of us will live as much as a third of our adult

lives as single women by choice, through divorce or because of widowhood.

So, what's a woman to do?

First, we become successful investors when we understand the difference between an investor and a saver. Women are generally good savers but not always the best investors. There's a big difference. Savers stot a lot over the fear of losing principal, so they only put money in very conservative accounts like CD's or money market funds. These are fine and desirable for short term needs like emergencies, but will seldom yield the necessary gains for long term goals. The phantom lion is fear, the real lion is inflation. It's like the woman who bought 100 first class stamps when they were 10¢ each and saved them for today. When she bought them, she could have sent 100 letters. But, when she got them out this year, even though each stamp was still worth 10¢, she could send less than thirty letters. That's the real threat of inflation and the real risk of being overly conservative.

Outwitting the lion

We can outwit this lecherous lion of inflation by diversifying our portfolios and choosing investments with more growth potential. Diversification simply means having different kinds of investments. Basically, there are two kinds: Fixed and Equity.

Fixed investments offer fixed rates of return, usually for predetermined periods of time. Bonds, CD's, savings accounts and many mutual funds are in this category. Because of this "fixed" rate of return, these investments can be a good source of income and are appropriate for short term needs like your Cash Reserve.

Equity investments include stocks, stock mutual funds and real estate. Unlike fixed investments, equity investments can fluctuate in value but offer high growth potential. These investments are appropriate for long term needs like college funding, a second home or retirement.

The key is to match the investment to your need. That means considering how much you need and when you need it. The longer you have to work toward a goal, the more aggressive you can be. A woman thirty years away from retirement can tolerate more aggressive equity investments than a woman five years away from retirement because she has more time to absorb market fluctuations.

Savannah phantoms

These equity market fluctuations are another phantom lion, but one which can cause not just misplaced stotting but a full blown stampede. Equity investments do fluctuate and within this class of investments, some are more volatile than others. When the stock market goes up and down (stot, stot), the values go up and down. We have

become accustomed to the stock market going up, but there will be periods when it goes down. It's these fluctuations that separate the true investor from the skittish gazelle because over time, American markets have always conspired to make us rich. Although, past performance is no guarantee of future results, the stock market generally has done better than the average investor. Why? Because when the market goes down, many investors panic and sell. When the market goes up, those same investors buy. These gazelle-minded investors can't tell the difference between a threat and an opportunity. And fluctuations are an opportunity.

Author and lecturer Nick Murray pokes fun at this behavior in terms of tuna fish. We all like to buy tuna fish when it's on sale. When the price of tuna goes back up, who among us would return the sale tuna, demand our money back and happily pay more for it? Not many. Women already know this tuna fish lesson. Women who are investors, not just savers, know this lesson applies to their portfolios as well, so they buy low and sell high.

Attentive readers will ask at this point, "And just how does one know when the market will go up or down?" The answer is: One does not know. No one knows. Success usually comes to those who invest regularly. I encourage my clients to pay themselves first by investing the same amount each month. That way they buy more shares when the market is down and fewer shares when the market is up. In my business we call this Dollar Cost-Averaging, and this is the soundest way to turn market stotting into an advantage.

The lion is not so fierce as they paint him.

—George Herbert 1593-1633

Having tamed the lion of inflation through diversification and the lion of market fluctuation through dollar cost-averaging, we need to maintain our balance. That means as our lives, goals and needs change, the percentage of assets we have in each investment category may need to be adjusted from time to time. It also means when the market is up, we need to stand fast and avoid the herd temptation to put all our assets in equities. And it means when the market is down, we need to recognize the opportunity to buy, not sell. It means Stot Not. ●

Editors Note: Ginny received her BA from the University of Colorado in 1965 and her MBA in 1985. She is a Certified Financial Planner and is a personal financial advisor with American Express Financial Advisors Inc. Her practice is located in Denver, CO.

by Jacki Falkenroth, Member-at-Large

Lois Abbott: Chapter advisor at UC-Santa Barbara (Delta Xi) since colonization in 1983, prior new member advisor at San Jose State (Beta Theta). **Initiated:** Beta Theta. **Awards:** 1990 Helen M. Dodge Award for "out-standing guidance and support of a collegiate chapter;" 1988-Southern California Woman of the Year; UC-Santa Barbara Outstanding Panhellenic Award twice; Outstanding Campus Advisor. **Personal:** Married to an attorney who is an SAE, and has two children—a Pi Phi daughter and a Lambda Chi son. Alumnae chapter president for 5 years; loves to play tennis, garden and water-ski. **Most exciting events:** Seeing the chapter receive the Mary A. Bingham Award at Convention and receiving the Helen M. Dodge Award; but "that's not really what it's all about." Lois continues to be an advisor because "You do make a difference in the lives of the girls!" **Biggest thrill:** Watching the young women in the chapter grow and develop as individuals and watching the chapter become the best that it can be. **Advice to advisors:** "Enjoy these young women—they're fabulous! Help them appreciate Gamma Phi Beta." Make a commitment to really get to know the women in the chapter, do a lot of listening, and believe in what you're doing and in the Greek system.



Cynthia McClard: Chapter advisor at Vanderbilt (Alpha Theta) for 3 years. **Initiated:** University of Tennessee (Gamma Xi Chapter). **Personal:** Single, runs her own business as a pharmacist consultant developing cost containment strategies and trouble shooting for health care facilities. Involved in several professional business organizations, a book club, the church choir, an International Bible

Study Fellowship which gives her the opportunity to meet people when she travels. Enjoys working with the collegians—watching them develop and encouraging them to grow as individuals and as a chapter; serving as a mentor to the whole chapter. **Challenges:** Giving the collegians enough rope to be able to do the best job they can on their own, but knowing when to step in and give them the support they need to succeed; teaching the collegians to be assertive and professional in their business dealings. **Advice to advisors:** Help the chapter run like a business; keep emotions and personalities out of situations.



Stephanie Gauchet: Chapter advisor at University of Arizona (Alpha Epsilon) for 2 1/2 years, now PCD for Province XIb. **Initiated:** Alpha Epsilon, graduated in 1991. **Awards:** 1996 Helen M. Dodge Award.

Personal: Single, Special Education teacher and volleyball coach, La Cina Middle School, Tucson. Enjoys playing softball and racquet ball.

Challenges: Seeing the need for risk management, and communicating that need to the collegians. **Advice to advisors:** Develop a relationship with the collegians based on trust and respect; be a good listener; keep the communication lines open; take care to allow time for yourself—you don't always have to be physically there to support the chapter. "Being an advisor is a very positive experience," and Stephanie "wishes there were more alumnae who were willing to participate."



Sally Andrews: Chapter advisor at Wittenberg University (Alpha Nu), 12 1/2 years. **Initiated:** Bowling Green State University (Beta Gamma) in 1974.

Awards: 1996 Helen M. Dodge Award; the first advisor award given by the students at Wittenberg, which she's won twice since.

Personal: Registered nurse working as the manager of a clinical service for American Nursing Care. Married to John, a PKA, Sally wouldn't be able to do all she does if

he wasn't so supportive of her, Gamma Phi Beta and the Greek system. Has co-chaired a group of alumnae advisors since 1986, served as the temporary advisor to the Panhellenic Council, on house corpora-



tion board for Gamma Phi Beta, and is active in the Springfield Alumnae Chapter. Participates in the Ohio Lyric Theater Community Choir, the Summer Arts Festival, church, the Joy Group, directs the youth choir, and loves to read, travel and spoil her nieces and nephews.

Biggest Gamma Phi Beta thrill: Having her younger sister become an alumna initiate. Being an advisor has more than doubled the number of Gamma Phi Beta sisters Sally had when she graduated from college. Each year the graduating seniors present Sally with a senior book and she is always surprised by what they write and the number who keep in contact with her after graduation. **Biggest challenge:** Helping the chapter deal with a tragic car accident. **Advice to advisors:** Learn early on that you're not there to run the show; that's up to the officers and members—advise, give your opinion, but let the group make the decisions. *The President's Book* is an excellent resource—99% of the time it has the answer. "The Sorority gives the collegiate members a taste of what real life is like and helps them learn to deal with life's challenges in a safe, supportive environment."

CHAPTER ADVISORS

MENTOR, TEACHER, FRIEND

Yes, I'd like to work with a collegiate chapter!

Name _____

Address _____

Phone Numbers _____

Position _____

(Type of advisor, i.e. chapter, financial, rush, scholarship or other capacity)

Please send form to Gamma Phi Beta Headquarters, 12737 E. Euclid Drive, Englewood, CO 80111-6445. Fax (303) 799-1876. Your request will be forwarded to the appropriate province officer. Thanks!

Angie Dimit: Chapter advisor at University of Illinois (Omicron) for 3 years, rush advisor for the 6 years prior, Initiated: Omicron, 1983. **Personal:**



Assistant to the Director of Admissions and Records at the University of Illinois and runs a Human Resource Education consulting business. Married with two young sons. Active in the PTA, the church worship committee, and as

board chairman for a Title XX Child Care organization and the Urbana High School Executive Internship program. **Biggest thrill:** Working with young people to develop leadership skills and facilitating their becoming an effective team.

Biggest challenge: Dealing with the human issues—“Students today arrive at the university with very different backgrounds and getting women with diverse backgrounds to cooperate takes a lot of effort and energy. It is also important to help them to realize that different approaches aren't necessarily wrong.”

Advice to advisors: “Remember to be honest and develop a relationship of trust so the girls view you as a friend and, at the same time, maintain your role of advisor and don't become a peer.” Enjoy being an advisor—“it's very rewarding and helps you keep in touch with what's going on.”

Gamma Phi Beta Advisors *Preparing Our Collegians for the Future*

Teacher, mentor, role-model, counselor, friend—just a few of the many roles our chapter advisors fill for the collegians. Why serve as an advisor to a Greek-letter chapter? Look over the personal profiles of some of our advisors. They all have one theme in common—they love working with the young women of our Greek-letter chapters, helping them develop as individuals, become leaders, and prepare to go out into the world beyond college. Sure, being an advisor is a lot of work and it is a job with challenges, but there is a lot of satisfaction in working through those challenges and seeing the chapter and individuals within the chapter learn and grow from their experiences.

The Top Ten Reasons to Serve as a Gamma Phi Beta Advisor

1. You get to be a mentor, not to just one young woman, but to a whole chapter of women.
2. It keeps you young—though it might add a few gray hairs!
3. Having a strong advisory board can give a chapter the competitive edge it needs to be the top house on campus. Our strongest chapters are those blessed with continuing alumnae support.
4. The excitement of watching young women grow and develop into competent, mature individuals.
5. Advisors can help short circuit a problem before it causes a major catastrophe for the chapter.
6. Advisors provide objective view points based on experience and expertise beyond that of most of the collegians.
7. You'll develop life-long friendships and bonds of sisterhood with many of these young women.
8. Advisors provide continuity, guidance and a vital support system for building and maintaining a strong Greek-letter chapter.
9. You'll help insure the growth and reputation of Gamma Phi Beta as a leading women's organization.
10. The number one reason to be an advisor—YOU DO MAKE A DIFFERENCE!

What does it take to be a good advisor?

Flexibility—you never know what the chapter will need or when they will need you—no matter how hard you try, there will be that occasional late night call that has to be dealt with “right away.” Being able to offer support, guidance and enforcement of Gamma Phi Beta policies by developing a relationship of trust and mutual respect, and not being seen as “the enforcer.” The ability to let the collegians do it on their own and not step in

and do it for them. The most important characteristics of a good advisor—enthusiasm, desire and a love of Gamma Phi Beta.

What kind of support is there for advisors?

Gamma Phi Beta has an Advisory Board Manual, as well as a number of modules concerning specific issues advisors may have to deal with. Mary Beth Holzbach Carroll currently serves as Advisor Training & Development Coordinator, edits *The Advisor's Advisor* newsletter, and is available to provide training and support to advisors, as are the province alumnae, collegiate, membership and financial directors, and other international officers. Advisors also have opportunities for leadership training and exchanging ideas with other advisors at Convention and Regional Leadership Conferences. Recruiting a full advisory board for a chapter makes advising more manageable for everyone involved. How wonderful it would be for our collegians if enough alumnae would volunteer to serve as advisors so that each of our Greek-letter chapters could have a full advisory board! The advisory board structure is set up to mirror the department structure of the collegiate chapter and could include membership, member education, administrative, financial, public relations, Panhellenic, standards, PACE, scholarship, ritual and social advisors.

Gamma Phi Beta salutes all of our advisors for the support and guidance you have given our collegiate members! We challenge the rest of our alumnae to get involved as an advisor—if you're not ready to take on the role of chapter advisor, offer your support to the chapter advisor in another capacity. As advisor, Sally Andrews put it, “By far [being an advisor] has to be the very best job in the Sorority for an alumna. Every chapter advisor who gets involved gets a feeling of love and gratitude from the women in the chapter.” ●

ALPHA CHAPTER

Janet Wolf Christopher, '69
Suzanne Fish Hilfinger, '42*

GAMMA CHAPTER

Jacqueline Fontaine Conaway, '40
Jean Anger McGuire, '39
Beatrice Masterson Richards, '26

EPSILON CHAPTER

Ernestine Dobler McDonald, '33 *

ETA CHAPTER

Betsy Dunnington Simpson, '42

KAPPA CHAPTER

Helen Page Gray, '27

LAMBDA CHAPTER

Katherine Scott Esdon, '41

MU CHAPTER

Ema Demond Webster, '26

XI CHAPTER

Thelma Barry Thielke, '27

OMICRON

Phyllis Armstrong Johnson, '35 *

RHO CHAPTER

Marcella Gray Cass, '34

SIGMA CHAPTER

Constance Nuckles Swander, '27

TAU CHAPTER

Mildred East, '24
Zelma Shook Brand, '32

PHI CHAPTER

Adelaide Melville Laughlin, '30

OMEGA CHAPTER

Louise Chandler Green, '37

ALPHA BETA CHAPTER

Gladyce Black, '21
Hazel Alexander Harris, '39

ALPHA GAMMA CHAPTER

Erma Eason Duborg, '21

ALPHA DELTA CHAPTER

Rozelle Myers Alnutt, '26

ALPHA EPSILON CHAPTER

Carol Heimerdinger Bigger, '54
Joharrie Cowell Hemenway, '34
Eileen Dwyer Jackson, '26

ALPHA THETA CHAPTER

Margaret Oman Leu, '26
Gloria Lyle, '42
Alice Briggs Ward, '24

ALPHA OMICRON CHAPTER

Jean Ann Nelson Helgaas, '56

ALPHA PHI CHAPTER

Charline Johnson Roberts, '32

BETA LAMBDA CHAPTER

Gayle Christiansen, '62

*Merit Award

Dr. Gloria G. Lyle, Ph.D., A Chemist and a Sister

as told by her husband, Robert Lyle, Ph.D.

Gloria died on December 17, 1996, at the age of 73 from a massive heart attack. She was President of her consulting company (GRL Consultants), Assistant Editor of The HEXAGON of Alpha Chi Sigma Professional Chemistry Fraternity, and a member of Gamma Phi Beta Sorority. Her primary teaching and research



was accomplished at the University of New Hampshire and the Texas College of Osteopathic Medicine (currently known as The University of North Texas Health Science Center). Her work on stereochemical studies and natural products led to the first illustration of the novel chirality of "Geometrical Enantiomeric Isomerism" and the use of optical rotatory dispersion to determine the absolute configuration of aryl aminoalkanols. The results of the research of her groups were reported in 39 papers, two review chapters and one patent. Her research was supported by grants from foundations, government, and industry as a result of their ubiquitous applications.

Dr. Lyle received her education at Vanderbilt University (B.A. magna cum laude), Emory University (M.S.), and the University of New Hampshire (Ph.D.). She held visiting appointments at Oxford University, National Institutes of Health, the University of Virginia, and the Laboratoire de Chimie Organique (Grenoble). She was awarded a Public Health Service Postdoctoral Fellowship, was the corecipient of the Carol and Harry Mosher Award of the Santa Clara

Section of the American Chemical Society. Listings include the Who's Who of American Women; The World Who's Who of Women; Dictionary of International Biography, and American Men and Women of Science.

Dr. Lyle recently assisted with Expanding Your Horizons, encouraging young girls in science; and ARASE, sponsor of San Antonio Science Fairs. She directed the research of three postdoctoral, ten doctoral, and five masters students as well as mentoring to many other students during the 50 years of her teaching at UTSA and other universities.

Gloria's mother was ill for several years when she was in high school, but she was able to return to work so Gloria could enter the college of her choice, Vanderbilt. Gloria was the editor of her high school newspaper at Girls High School in Atlanta and was expected to major in English. As a result of her pledging Gamma Phi Beta, she met Peggy (Kartinis) who convinced her to try a chemistry major. Her college advisor told her that chemistry was not for women, but with the support of her "sisters" she did it anyway.

She had a good academic record at Vanderbilt and graduated during the war years. Getting a job in chemistry should have been easy, but every job she found was doing work way below her qualifications. She decided to take a job in Miami as a teletype operator for the Air Force. After less than a year, she decided to go for graduate work at Emory in Chemistry. Emory was an all-male undergraduate school at the time. I was there doing graduate work and we fellows loved to pick on this only girl. She asked me for a truce, which I gave her—along with a proposal for marriage. Later, when I was at the University of Wisconsin on a teaching assistantship, pursuing my Ph.D., Gloria took a job at the McArdle Cancer Research Center. She did well and it burned me up that she was able to get a publication before me.

Gloria came with me when I was offered a job at the University of New Hampshire. She had made arrangements to complete her Ph.D. at M.I.T., but the chairman at UNH convinced her to be one of the first three in the first Ph.D. class in Chemistry there. She held her own in research, proposal funding, graduate student recruiting and placement, and was finally promoted to full Professor. Her research was ahead of its time, and just now papers are doing what she was studying.

We eventually moved from UNH to the University of North Texas where Gloria began teaching pharmacology to the Texas College of Osteopathic Medicine students. I retired in 1991 and she followed suit. One of our recent trips was to Brunell University, just outside London, for a meeting of the Royal Society of Chemistry. While there, we found a young professor at Manchester who was working on a research project related to that Gloria did for her Ph.D. thesis. Her work in Geometrical Enantiomeric Isomerism has had high points of interest off and on since her publication in 1957. It was the object of controversy by Professor Prelog, noted Swiss Chemist in the 60s; the basis of a Welsh Grant in 1978; the subject of her award address for the Mosher Award in 1986; and now at the University of Manchester Institute of Science and Technology.

Gloria has always been an interested and active sister. She has advised and written letters for prospective new members, was awarded the 50 year pin, and has been a consistent supporter of the Foundation. She was an outstanding chemist, teacher, wife and friend. The world and I will miss her.

Lois Hott Ater
Dorothy Dettmer McLaughlin

Gayle Christiansen
Joan Braitsch
James W. Franson
Beverly Elliott Ingram
Ellen Naegeli

Jacqueline Conaway
William H. Conaway

Arthur Cramer (father of Jeanne Cramer O'Brien)
Alpha House Corporation Board
Judy Ann Kaspar
Syracuse Alumnae Chapter

Janet Croul
Diane C. Linderman

David Dreisbach (brother-in-law of Marjory Shupert)
Joan Braitsch

Merle Stokes Edwards
Betty Jean and Eugene Werner

Richard William Epp (brother of Geraldine Epp Smith)
Ginny Crowley
Eleanor G. Hemminger
Sally Erikson Lewis
Gladys Myles
Judith R. Seybt

Minnie Dell Gray
Phyllis Baker Kriegel
Melba Spurrier

Louise Chandler Green
William Green

Margaret Rathbun Harding
Margaret E. Newton

Jackie Pierce Haugland
Barbara Tanner French

Joan Carr Hedges
Janet Hawes Foley

Suzanne F. Hilfinger
Alpha House Corporation Board
Judy Ann Kaspar
Syracuse Alumnae Chapter

Puilla Hill Hodges
Margaret Jane Swift Fair
Bartlesville Alumnae Chapter

Ann (Johnson) Alexander Hoffman
Harriet Lisben Baldwin

Evelyn Stowell Jensen
Frances Stowell Park

Phyllis Armstrong Johnson
Phyllis Boardman
Suzanne Hanney
Susanne Keller
Mary Rost Oebler
Quad-City Alumnae Chapter
Ada Rost Seales

Nellie Gibbs Jones
Sun Cities Alumnae Chapter

Wilfred Leduc (father of Jackie Gray)
Tampa Bay Alumnae Chapter

Carolyn Mayfield (mother of Fran Mayfield Lapham)
Terri Briggs
Krista Davis
Carleen Sullivan

Ernestine Dobler McDonald
Harriet Lisben Baldwin
Alice M. H'Doubler
Beth W. Jones
Cornelia Tracy Potter

Jean Anger Shepard McGuire
Charlotte Mundy

Garnette and Lloyd McVey
Lucile M. Dunn

Ruth McLean Mellen
Ruth Jo Mendenhall

Albert A. Morey (husband of Rosalie Maier Morey)
Sally Erikson Lewis

William Munson (husband of Evelyn Spamer Munson)
Mary Gage Summerbays

Margo Paulson
Judy Gunkelman

Betty F. Petersen
William H. Petersen

Ann McDonald Rea (mother of Frances Rea Griffin)
Sally Erikson Lewis

Jack Rose (husband of Susan Jacobsen Rose)
Jeanne Bowman
Patty Giesea
Hal and Betty (Ragenovich) Kurkjian
Long Beach Alumnae Chapter

Betsy Dunnington Simpson
Helen Whearty

Janet Soltysik
Connie Seibert

Marian Stevenson
Lester W. Stevenson

Barbara Lewis Thompson
Betty J. Barnes
Kenneth and Carolyn Chapman
Harry and Ann Denson
Guido and Ida Distefano
Norma Dooley
Richard J. Goede
Susie Herman
Risa and John Mann
Carrol L. Meredith
L. Fred Miller
Mr. and Mrs. Travis Phillips
Audrey Shafer
John and Jean Sontag
Andrew and Carolyn Spurgeon
Walter Steph

Louise Buckley Tuttle (grandmother of Sara Merrick)
Sara Merrick

Lela Weirich
Bartlesville Alumnae Chapter

Key:
In Memory of
Given by

Donations in memory of friends, sisters and loved ones may be sent to the Gamma Phi Beta Foundation at International Headquarters. If you would like a card sent to a family member or friend, please include their address.



The Sorority appreciates the return of a deceased member's badge, when possible, so that it might be preserved in our archives.

From a 75-year member

Dear Sister:

The darling little carnation handkerchief of Gamma Phi commemorating my 75th year of membership in Gamma Phi arrived right out of the blue! I am surprised and delighted. Thank you very much.

This brings with it a flood of memories of sisters in my year at the University of Missouri so long ago when I became a Gamma Phi. Your arithmetic may bring you to the realization that I am well into my ninety-third year. But it cannot tell you how lovely Rancho Bernardo is in the low foot-hills of the mountains about thirty miles inland from Del Mar on the coast. Nor can it tell you Irvin Borders, Phi Delta Theta at Missouri so long ago, and I were married at the beginning of 1989, not having seen each other in the long, intervening years.

Irvin, now 96, and I live in an attractive, comfortable retirement facility where we have every service which we might need, and every opportunity to continue as independently as we wish, and can manage. I am the driver in the family because of Irvin's low vision. We continue driving regularly in a seventy mile radius as our fancy or needs indicate. So life goes on, much longer than I would ever have thought possible, let alone probable.

Thank you for bringing that long ago into focus again.

Love in IIKE,

Elizabeth "Betty" Endres Borders

From a 50-year member

Marie Bennett Alsmeyer enlisted as a Navy WAVE (Women Accepted for Volunteer Emergency Service) during World War II and was sent as a hospital corpsman to a Receiving Hospital on the West Coast. In January of 1946, she found herself waiting in line with 8,000 other veterans, enrolling at the University of Texas-Austin, one of the few female veterans to take advantage of the G.I. Bill. She said, "Even though I was older (23 years), I felt like the grandmother to the other Gamma Phi pledges, but it helped me adjust to being a civilian again." Marie graduated with a degree in journalism and was elected into membership in Theta Sigma Phi, a professional journalism fratern-

nity for women. Alsmeyer wrote of her experiences in the Navy and published them in *The Way of the WAVES*, a book which details a part of history which might well be lost if someone hadn't recorded it—a history in which American women served "their nation during the darkest days of a global war. . . and who would probably do it again, if necessary."

In 1950, Marie and her husband quit their jobs on weekly newspapers and embarked upon a 1,200 mile bicycle tour through Europe. She says, "Such a trip made no sense at all, of course, but I still think it was a gloriously crazy senseless thing to do." She captured this trip in her memoirs, published as *Six Years After D-Day: Cycling Through Europe*. Linda DePauw writes in the introduction of that book: "Memoirs must be produced before they can be preserved. The World War II generation will not be with us much longer. By giving us (this) book, Alsmeyer provides inspiration and sets a splendid example for all older women, not just veterans this time, but every woman who has lived long enough to have a sense of her own history."

Marie wrote, "I had forgotten that it was fifty years ago that I was admitted into Gamma Phi Beta Sorority! When the



Author Marie Bennet Alsmeyer, thankful for her Gamma Phi Beta experience.

lovely card from International Council arrived with its 'congratulations' note, I began thinking about those days. I wish I had kept in touch with any of my sisters since then. . . ."

Support Gamma Phi Beta

Order music, magazines or renew subscriptions by calling: 1-800-368-1385.

Money raised will benefit you directly through leadership training.

Celebrate!

Gifts have been given to the Gamma Phi Beta Foundation in celebration of:

CONGRATULATIONS

Founders Day and the 75th anniversary of the Oklahoma City Alumnae Chapter from Oklahoma City Alumnae Chapter.

Joyce Hatch's engagement from Foundation Trustees.

Sally Andrews for winning the Helen M. Dodge Award for outstanding guidance and support to Alpha Nu from Cindy Chapman Colvin.

Marta Brown for chairing a super Founders Day for La Jolla Alumnae from Lyn Mesner.

Joyce Hatch's engagement and her new position as Director of the Annual Fund for the Boston Symphony Orchestra from Barbara Wessel.

Marguerite Haynie Sanderson's 50 years as a loyal Gamma Phi Beta member in the Alpha Zeta Chapter from Sue Newcombe Studdard.

Michael Barnett and Tracy Gerber's engagement from Shani M. Barnett.

Barbara McMullin on her terrific new job with Johnson & Johnson from Joan Braitsch.

Laura Mayville for three devoted years as Gamma Tau's Chapter Advisor and for being appointed PCD for Province 10a from Gail Workman.

Buggie Brown O'Grady for being honored with the Eleanor Hemminger Award for outstanding contribution to Gamma Tau Chapter and for becoming Gamma Tau's new Chapter Advisor from Gail Workman.

Ellen Spengemann for receiving the Love, Labor, Learning and Loyalty Award for her outstanding contributions to the St. Louis Alumnae Chapter from Gail Workman.

BIRTHS AND BIRTHDAYS

The birth of Bryant Lee Moore on August 13, 1996, to Leah Hubbard Moore from Noreen Gopez.

The 80th birthday of Ardis Marek from Janice Winterbottom.

The birth of Ryan, born October 3, 1996, to Missy and Kevin Weikel from South Jersey Alumnae Chapter.

The birth of Jessica Kathleen to Molly Noren.

The birth of Magdalena Ruth Hester (a 4th generation legacy), daughter of Beth White Hester and granddaughter of Barbara Florey White, from Barbara Florey White.

Zachary Harris Story from Stephanie Huff.

The birth of Cara and Henry Newell's son, Paul Henry, on January 10, 1997, from Stephanie Hearn.

The birth of Laura B. Marlin to Joe and Trish (Wernecke) Marlin from Virginia Vint.

The birth of Benjamin Patrick Worth on January 26, 1997, to Scott and Nicole (Chinavare) Worth from Amy Elyssa Schwartz.

The birth of legacy Gabrielle Elizabeth Cowie, daughter of Elizabeth Bruening-Cowie and Robert Cowie.

Julie Sticht, Sean and Kevin enjoying life's wonders. Happy 1997 from Dawn Danaher.

In honor of Selina Joy Cicogna from Jeanne Eisele.

International Council and International Headquarters staff from L'Cena B. Rice.

Glendale Alumnae—you are the best—from Kay Lee Young.

The members of International Council from Sandra Nauman and Vicki Read.

Xi Chapter's wonderful freshman class from Stacie McCombs.

In honor of Virginia D. Holland from Sara B. Sowersby.

My Gamma Phi Beta heritage including my great aunt, mother, aunt, second cousin, sister and niece from Alice Ramsey.

Karen Sinclair from Kolleen Baker.

In honor of Pat Barrack, Pam Harris, Adele Howe and Pat Tyson for a great year of fun and traveling together in the real spirit of sisterhood from Nancy Jacobson.

SISTERHOOD

The holidays and International Council from Jacki Falkenroth.

Public Relations/Communications students still looking for your summer internships!

Gamma Phi Beta Sorority is offering a Public Relations internship for June and July in Englewood, Colorado.

Housing and stipend will be provided.

College credit may be available.

Send resume and cover letter by May 1, 1997 to: Gamma Phi Beta Sorority, c/o Susan Grant, 12737 E. Euclid Drive, Englewood, CO 80111.

Former Convention Chairmen Give Lives of Service

Whether serving their professions, universities or communities, Lucille Corkran Nabors (Vanderbilt) and Joan Lewis McCoy (Ohio State) have continued to dedicate themselves to service, since they respectively chaired the 1974 and 1978 international Conventions in Kansas City and Nashville.

A self-described "professional and community organizer," **Joan Lewis McCoy** has spent a lifetime spanning the gap between the world of doers and the world of givers.



Joan Lewis McCoy

"I do feel volunteers often get the short end of the stick. The women I have been associated with throughout my life have all been 'workers' that rolled up their sleeves and got to work," she says.

As a nurse, Joan is most appreciative of the personal touch that volunteers lend to the sometimes harsh world of hospitals. "The volunteers are the listeners, the soothers, the ones who are there to interact with patients, parents and children when staff don't have the time," she says. Their personal touch adds so much.

Joan's career as a volunteer began in 1966 when the job with Folger Coffee Division of Proctor and Gamble took husband, Bob, and family to Kansas City. It was there that she joined the Greater Kansas City Alumnae Chapter. "They were efficient, organized, did things tastefully and worked as a team. The Antique and Arts Show they produced every year was excellent. It was an honor to chair the show for two years.

"When Kansas City was chosen as the site for the 1974 Centennial Convention, I was honored to be chosen for Convention Chairman. We never lacked volunteers. Everyone said 'yes' and we went to work with total alumnae support. It was an experience that cemented many friendships," she said, even after her family moved back to Cincinnati in 1976.

Joan's advocacy for volunteerism is matched only by her advocacy for nursing.

Whether it is in her role as the Ohio State College of Nursing representative to the Alumni Association Advisory Council, or a trustee of Children's Hospital in Cincinnati, her nursing perspective is always at the forefront of the causes she champions.

Her service to nursing, which has included being head nurse in psychiatry at the Columbus Receiving Hospital, a school nurse for Colerain Township and a nursing position with the Cincinnati Department of Health and Hygiene, continues to evolve as new needs make themselves known.

For the last ten years, Joan has been able to help many nurses continue their education through her work with the Bremer Foundation, which funds medical research and community programs in northeastern Ohio. Joan, a trustee since her uncle Richard P. Bremer started the foundation, is now president of the foundation, which is a major donor to the Colleges of Medicine and Nursing at Ohio State.

Joan embraces her uncle's belief that philanthropy can be a major force to inspire change. "Throughout my life, I observed how my uncle opened many doors for people who would not have had an opportunity for education or chance to better themselves," she observes. Joan's husband, along with their children Craig and Leslie McCoy Conroy, share her commitment to philanthropy and nursing. Two years ago, they surprised her by endowing a fund in her name to support research and scholarships in nursing. She says that helping others further their education is "our pay back for what we feel we have been most fortunate to receive."

Since **Lucille Corkran Nabors** retired as Assistant Superintendent of Program and Staff Development for the Metro Nashville Public Schools, she says she's found a



Lucille Corkran Nabors

"whole new world that doesn't revolve around the school system and school board meetings. Last year was the first year since I started kindergarten that I

haven't been in school or working."

She began her career in education in 1957 as a history teacher in the Nashville Schools. She spent one year in England as a Fulbright exchange teacher. In 1970 she made the switch to administration, first becoming the Coordinator of Social Studies and later the Director of Federal Projects. "I enjoyed teaching, but I was ready for a change and a new challenge. Working in the school administration turned out to be one," she said.

In 1977 she became the first female to hold one of the four Assistant Superintendent positions in the Metro Nashville system. As head of curriculum and instructional service she supervised eight divisions and handled a budget of more than \$60 million.

Lucille helped establish magnet schools, a drug awareness program and a gifted program. She takes special pride in the expansion of vocational and special education. "Nashville has one of the most advanced vocational/technical education programs in the state," she explains. "The big changes in vocational education occurred (during) the past fifteen years.... Today many vocational classes use technology. For example, in automotive classes students hook up cars to computers to see what is wrong with them."

In 1994 Lucille was one of eight Nashville women inducted into the Academy for Women of Achievement. This award is given by the YWCA to recognize women who have made positive contributions to the community.

In addition to her demanding career, Lucille has been an active member of the Nashville Alumnae Chapter. In 1978 she chaired the international Convention when it was in Nashville.

In her retirement, Lucille maintains a full schedule of volunteer activities. She is on the boards of directors of the PENCIL Foundation, the Cumberland Valley Girl Scouts, the Nashville Institute for the Arts, the YMCA and the Bethlehem Center of Nashville. She also teaches a class in lay Christian care giving for the Stephen Ministries, and volunteers in the Cardiac Rehabilitation Center at a local hospital. She and her husband, Thomas, enjoy traveling and walking. "I thought that I would have a lot of free time in retirement, but I don't. I don't have to worry about what I'm going to do with my time," she notes.

B.J. (Betty Jo) O'Neal Pattee

When B.J. (Betty Jo) O'Neal Pattee (Kansas) re-retired from Kansas University alumni work last spring, she ended a 30-year career dedicated to creating and maintaining a sense of family among the Jayhawk alumni. Her engaging sense of humor, coupled with her belief that the alumni relations profession is more about family than business, have endeared her to Kansas alumni everywhere.

She began her career with the Alumni Association as a student writing "Class Notes" for the *Kansas Alumni*. After joining the association full time in 1966, she held numerous positions including director of membership development, associate director and acting director. But the job she always lists first is editor of the alumni magazine, a position she held from 1971-76. When writing, she never forgot that the magazine's mission was to bind the KU family together. She engendered camaraderie through the magazine, folksy membership appeals, warm letters and tireless travel. She turned chapter meetings into family reunions. Joined by her husband, Frank, she created lasting friendships for KU on 17 Flying Jayhawks trips.

After retiring to part-time work in 1990, B.J. directed special projects and member assistance. She sent letters and Jayhawk stickers to proud new parents, served as curator of historic Jayhawk treasures and helped organize class reunions. Last spring, after organizing her own 50-year reunion, she decided it was time to re-retire. "I worked on so many of these reunions over the years, and it seems appropriate to close out with my own," she said on Alumni Weekend. But even in retirement, B.J.'s work to share and preserve the traditions and lore that connect generations of alumni will not be forgotten among her Kansas University family.

Dr. Carol L. Swain

In California, 30 percent of new teachers stop teaching in their first two years. Nationwide, almost half drop out. Dr. Carol L. Swain (Berkeley), professor of education at Saint Mary's College in Moraga, CA is working hard to reverse that trend. Carol has developed a mentoring program to pair new teachers trained at Saint Mary's with a mentor at his/her school, as well as a Saint Mary's faculty member. Carol is excited

Tiffany Stevens

Tiffany Stevens (Oklahoma), a junior majoring in political communications, was one of 200 unpaid White House interns last summer. She worked in the East Wing under Capricia Marshall, a special assistant to the First Lady Hillary Clinton. Tiffany's duties included answering the phone, delivering messages, archiving material and doing research. She also helped assemble a collection of pictures of the Clintons dating back to the 1970s that were used in a video shown at the President's 50th birthday party.

Tiffany, who has been interested in politics since she was in high school, wanted an internship related to her passion for democratic politics. She applied for the job after reading a book called "America's Top 100 Internships." Her job made her appreciate the long, often stressful hours the Clintons and White House staffers put in.

Although she didn't rub shoulders with the Clintons every day, she did meet or talk to all of them. She shook hands with President Clinton during her orientation, spoke briefly in person with Mrs. Clinton and talked to Chelsea on the phone. She said Mrs. Clinton radiates intelligence and comes across like a knowledgeable college professor. "I was more envious of how together she was." She said that while Mrs. Clinton is demanding of herself and her staff, she is also supportive and kind, and that she has little trouble retaining her staffers. "They all really like her."

After seeing President Clinton's daily schedule, she came to realize how hard he works, putting in days that begin at 7:00 a.m. and end at 10 or 11:00 p.m. Calling him a "great President," Tiffany was impressed with his easygoing manner. "You immediately think of him as your friend," she said. "He looks you right in the eye and smiles so big."

about the program, saying, "We haven't lost a single teacher in two years!"

With the mentoring program, help is just down the hall when a new teacher runs into a tough problem. It creates a win-win situation for everyone: teachers aren't overwhelmed, students enjoy continuity, and parents see results when successful teachers guide their children.

She believes that mentoring is the wave of the future. "Everyone's going to be doing this."

Carol, who has taught at Saint Mary's since 1988, is in charge of the credential program for elementary school teachers and teaches in the Great Books "Collegiate Seminar" program for undergraduates. She was named Saint Mary's College Professor of the Year in 1996.

Lois Thomas Fronk

For more than 60 years, Lois Thomas Fronk (Wyoming) has been using talent and imagination to turn fiber into art. A visitor to her Fort Collins, CO home can follow the evolution of her art by simply following her through her house.

In the corner of her living room sits an antique spinning wheel she used long ago to spin fiber. A piano-sized loom occupies one wall of her dining room where she used to weave her early pieces of clothing. There are five other looms throughout her home, each one smaller than the last. The looms' varying sizes allow Lois to experiment with different fibers and to perform increasingly delicate work.

Today Lois works primarily in her study where she designs intricate tapestry jewelry. Here, working at a small table covered with beads, thread-in fiber and foam-board patterns, her latest creations take form. "Pride won't let you keep repeating yourself," she says. "You want to take something and make it fresh; make it your own. After all, any art is just a variation on something else."

From subtle changes in shade to bold contrasts, color choice is an important element in her tapestry jewelry. Texture, another important element, is achieved by using a variety of fibers. She bases each design on a certain bead or fiber, or perhaps just an idea.

Does a woman stand when greeting people at a business meeting? Does a man open the door for a woman? How can a woman tactfully pay for a business luncheon?

Etiquette consultant Joan Myers Coles (Louisiana State) helps both men and women answer these and other troubling questions of business etiquette. Traditional male-female roles have become difficult to apply since more and more women have entered the work place. She says it is especially confusing in the South where men have traditionally been attentive to women. "Now that women work, men are understandably confused," Joan says.



Joan helps merge business with etiquette in the seminars she presents for area businesses and professional groups. She has also conducted classes on etiquette during the summer at the Emily Post Summer Camp at the Breakers Hotel in Palm Beach, FL. She and Emily Post's granddaughter-in-law, Elizabeth

L. Post, have co-authored two books, *Emily Post Talks with Teens About Manners and Etiquette* and, most recently, *Emily Post Teen Etiquette* (Harper & Collins, 1995). Joan also writes a monthly etiquette column for a Baton Rouge newspaper, *The InRegister*.

The "Miss Manners" of Baton Rouge suggests business etiquette be guided by the rules of common courtesy and common sense. For example, "If a man and a woman are approaching a door at the same time and he has a brief case and a slide, and she has her handbag and a briefcase, then she has a free hand to open the door where he doesn't," explains Joan. "If both of them are approaching the door at the same time and their hands are equally free, then whoever gets there first should be the one to open it first."

Although she knows it's easier said than done, she tells her audiences that a man shouldn't be offended if the woman offers to pick up the check at lunch. "Women need to make it clear from the onset, from the invitation to the business lunch, that this is their treat." She adds that it doesn't hurt to reiterate that at the beginning of the meal.

Joan says a woman can ease the check dilemma by taking the client to a club or a restaurant where she has established herself and the management realizes that she signs the check. If that's not possible, the woman should arrive early, in time to tell the maitre d' or waiter that she is to receive the check.

She advises addressing a letter to "Ms." if you don't know the marital status of a female recipient. As for addressing a business letter to an unknown recipient, "gentlemen" or "sirs" is still appropriate. "If all else fails, 'dear sir or madam' suffices," she says.

In summary she says, if ever in doubt as to what to do, it is a good idea to ask what is accepted behavior for the office. "Communication is really important. If in doubt, communicate it."

Joan's interest in how people treat each other, combined with her love for young people, has led her to pursue a masters degree in social work. Upon graduation this spring, she hopes to put her new degree and her past experience to work in a school setting.

Last fall, one of Lois' tapestry pieces was displayed at the Northern Colorado Weavers' Guild '96 Celebration. As one of the founders of the Weavers' Guild in 1973, Lois can be credited with fiber being elevated from a craft to a recognized art form. As one of her weaver friends said, "Lois takes her work to that next level."

Marian Crittendon Bergeson

Marian Crittendon Bergeson (UCLA) has accepted an appointment by California Governor Pete Wilson to become his Secretary

for Child Development and Education, the state's highest education post. As a former teacher and school board member in the Newport-Mesa School District, Marian returns to education, a cause she has championed throughout her 32 years in public office. In addition to her background



in education, Marian's public service includes 16 years in the CA legislature, where she served in both the Assembly and the Senate. She has been a member of the Orange County Board of Supervisors, the post she resigned to accept her new position.

Governor Wilson said that Marian "brings to this office the best of both worlds in terms of preparation. She fully understands the byzantine world of educational policy and politics. More importantly, she is herself an educator who... knows what it's like to stand in front of a classroom full of kids."

Of her appointment she said, "I see this as a wonderful chance to help implement the agenda of a pro-education governor and to return to my calling." One of the goals she and the Governor share is to reduce the number of pupils in primary grades to no more than 20 per teacher. She said she hopes to ensure that children are able to compete in the state's competitive job market by emphasizing math, science and the use of phonics in reading instruction, while bringing "the best and the brightest teachers into the classroom."

"There's a renaissance waiting to happen throughout California's classrooms and I just can't wait to get started," exclaimed the 1996 Gamma Phi Beta Carnation Award winner.

Joy Manthey

Joy Manthey (Louisiana State) is as at home behind the wheel of a Mississippi riverboat as most people are behind the wheel of their car. Joy, the captain of the "Belle of Baton Rouge" casino boat, is one of only two women licensed to pilot large boats on the Mississippi.

Joy came by her love of the "Mighty Mo" and its boats naturally. One might even say she has Mississippi River water flowing through her veins. In 1884 her great-grandfather, John Streckfus, put the first excursion boat on the Mississippi. Joy grew up working on "The President," one of the family excursion boats.

"I used to go down in the morning and start loading up Cokes and everything for the soda machines," she said. "I put mayonnaise on the bread and hamburger buns and served the Cokes and 7-Ups. Then I'd go around busing tables and cleaning ashtrays and sweeping the outside."

After she finished her regular work, she'd go to the wheelhouse where, if she were lucky, the captain would let her steer. "I

Omaha Image Consultant Stresses "First Impressions"

"Seven seconds! That's how long it takes most people to form first impressions of us. We get only one chance to make a first impression, so why not make the best impression possible?" So says Omaha's Joni James Craighead (Nebraska-Lincoln) in her new book, *First Impressions—Tips to Enhance Your Image* (Addicus Books, \$14.95).

Joni's years of experience as an image consultant and owner of three retail cosmetics stores in Topeka and Wichita, as well as the information she offers at the various image seminars she conducts for her company, Business Plus, have equipped Joni to speak knowledgeably on the subject of fashion, beauty and health.

The book contains over 1,000 tips, along with illustrations and color charts. A variety of subjects are covered, including skin care, professional image, nail care, clothing/wardrobe, and color analysis.



Sample Tips:

"Are you older than 30? Then don't use bright or frosted eye shadows. They will magnify wrinkles on your eye lids. Instead, use matte shades of taupe, gray or mushroom."

"Having trouble using a lip pencil? Use a moisturizing lip balm before applying lip pencil. Then your lip pencil will glide smoothly across your lips."

"Troubled by flyaway hair in the winter? Wipe a dryer sheet over your hair to help eliminate flyaways and static electricity."

"Enhance your appearance with clothing and accessories that fit your personality, lifestyle and figure. When you purchase clothing, pay attention to fit and style and how the garment looks rather than focusing on the size. Clothing sizes vary depending on the brand. A size 8 in one brand can be a size 10 in another."

Ms. Craighead said she hopes her tips will help readers discover how to enhance both their inner and outer beauty. "Women have a tendency to look in the mirror and see what's wrong with them," she said. "I offer suggestions for improving appearance and self-esteem. When we look better, we feel better, more confident."

used to have to stand on a milk crate to see over the wheel," Joy recalled. "It was a big old wooden wheel."

By the time Joy went away to college in 1975, she passed the test to become a licensed riverboat pilot and became the first woman pilot on the river. Even though she had proven her vast knowledge of the river, she faced yet another test—the male pilots. Their "welcome" ranged from skeptical to hostile. But Joy wasn't discouraged. All the way through college, she returned home to New Orleans to work on the boats in the summer and on weekends.

With time, she won the respect of her male counterparts. Today she says, "All the boats up here, we're one big happy family. If something happened to me right now, I'd

have seven boats on me in a matter of five minutes."

Today Joy plies the "Belle of Baton Rouge" up and down the river. "This is a real good handling boat," she said of the 266-foot-long craft that is powered by two 800 horsepower engines. Coincidentally, Joy was hired by the general manger of the company that owns several Baton Rouge casino boats, Dennis Bond, husband of Alison Shafer Bond (Missouri). Joy, who served as the last president of Gamma Lambda Chapter before it closed, is quick to point out that she and her boss didn't discover their Gamma Phi ties until after she was hired.

When not on the river, Joy volunteers at a women's shelter and home for unwed

mothers. Even though Joy has a master's degree in social welfare, she has no plans to leave the river. "I feel really blessed. I feel fortunate to have a job like this. Some days I should pay them to let me take the boat out."

Sandy Riedl Stump

Sandy Riedl Stump (Wichita State) was recently promoted to vice president of Riedl & Co. and First Securities Company of Kansas. Both firms are full service brokerage firms with offices in Wichita, Kansas and Huntsville, Alabama. Ms. Stump has been an investment banker for 12 years. Sandy's primary function is sales, but she will also be involved in management, sales supervision and training.



Sandy pledged Gamma Phi Beta in the fall of 1978 and was initiated in January 1979. She graduated Cum Laude with two degrees from Wichita State University in December 1982. As an active Wichita State supporter of the basketball and baseball programs, you will frequently find her in the stands yelling, "Go Shocks!" She even married a former "Wu-Shock" (Wichita State University Mascot)! Sandy has been active both in the collegiate chapter and alumnae chapter, currently serving as vice president of the Wichita Alumnae Chapter.

Dorothy Christensen Williamson

Phi Beta Kappas run in Dorothy Christensen Williamson's (Colorado College) family. Not only is Dorothy a member of the prestigious society, but so are her daughters Karen Williamson Andrews (Colorado College) and Kristin Williamson Adcock. Dorothy's grandson, Erick Adcock, a recent graduate of Colorado State, follows in his mother's and grandmother's footsteps.

Mary Beth Peil

Mary Beth Peil (Northwestern) of New York City received an Obie Award for her off-Broadway roles in "The Naked Truth," "A Cheever Evening" and "Missing Persons."

(cont. from pg 3)

So what can we do?

As collegians, you should...

- Actively participate in your chapter's recruitment programming.
- Know Gamma Phi Beta's selling points and what is unique about your chapter.
- Be involved on campus and within the community.
- Make new friends on campus.
- Wear Gamma Phi Beta letters.
- Invite non-members to appropriate chapter activities.
- Proactively recruit the best women.
- Recognize that our legacies have something special to offer Gamma Phi Beta and your chapter.
- Write (or solicit) membership references for prospective members.
- Always be on the alert—recruitment is a year-round process.
- Promote a positive image on campus.

As alumnae, we can make significant contributions to our collegiate chapters by:

- Learning of prospective members.
- Encouraging women to learn about the sorority experience.
- Writing membership references.
- Participating in NPC Alumnae Panhellenic Association.
- Supporting the collegiate chapter nearest you, as well as your own collegiate chapter.
- Wearing Gamma Phi Beta letters and jewelry.
- Attending a chapter recruitment activity.
- Assisting a collegiate chapter during formal rush.

As both alumnae and collegians, we should know our specific selling points (programs and services) which include:

- SisterLink - Gamma Phi Beta's Global Resource Network
- PACE - Personal And Chapter Enrichment Program
- Gamma Phi Beta's Camp Sechelt

- Foundation scholarships, graduate fellowships and emergency grants-in-aid
- Conventions, Regional Leadership Conferences and Leadership Training School
- Alumnae initiate program
- Parents clubs
- Insurance program
- Gamma Phi Beta Visa card
- Music/Magazine program
- Crescent Classics

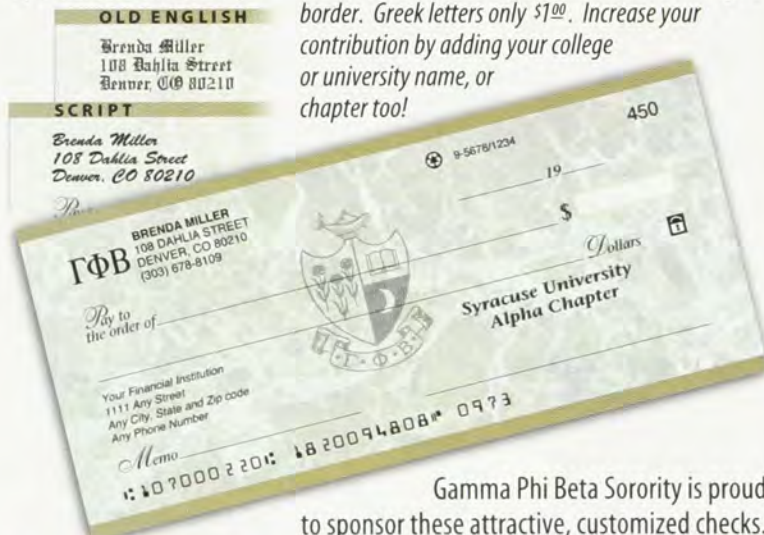
Gamma Phi Beta members need to "make the connection" when seeking, pledging and retaining members. We must all become active recruiters who understand and respond to the needs of members and have knowledge of marketing concepts. Membership begins with each of us, so let's look beyond tomorrow... and start our membership marketing today!

Promote and Support Gamma Phi Beta!

The Gamma Phi Beta Sorority will receive up to \$150 per box when you order your bank checks with the ΓΦΒ coat of arms.

Optional custom lettering:

Coat of arms on classic Green marble check with gold border. Greek letters only \$1.00. Increase your contribution by adding your college or university name, or chapter too!



Gamma Phi Beta Sorority is proud to sponsor these attractive, customized checks.

Order now! Check Partners, inc. 1-800-923-2435 (CHEK)

Your check is printed on recycled paper with 40% pre-consumer and 20% post-consumer waste. We print only with biodegradable inks. Each order includes 1-part deposit slips, check register, and recycled checkbook.

ORDER FORM

Name _____ 9B9100

Daytime phone () _____

Starting number for check supply _____

If not specified, starting number will be 301

Enclose with your order:

- ✓ Voided check from your checking account.
- ✓ Deposit slip from same account.
- ✓ Payment check payable to Check Partners, Inc.
- ✓ Complete order form for Gamma Phi Beta.



200 single checks per box # of boxes _____ x \$15.00 = \$ _____

150 duplicate checks per box # of boxes _____ x \$15.75 = \$ _____

Optional: Greek letters # of boxes _____ x \$1.00 = \$ _____

☐ Old English ☐ Script # of boxes _____ x \$2.00 = \$ _____

Indicate college, university, or chapter for text above signature line.

Limited to 2 lines with 26 characters including spaces. \$2.00 per box = \$ _____

3% sales tax for Colorado residents, non RTD District SUB-TOTAL = \$ _____

3.8% sales tax for Colorado residents, RTD District

4.3% sales tax for Jefferson County, Colorado residents: TAX = \$ _____

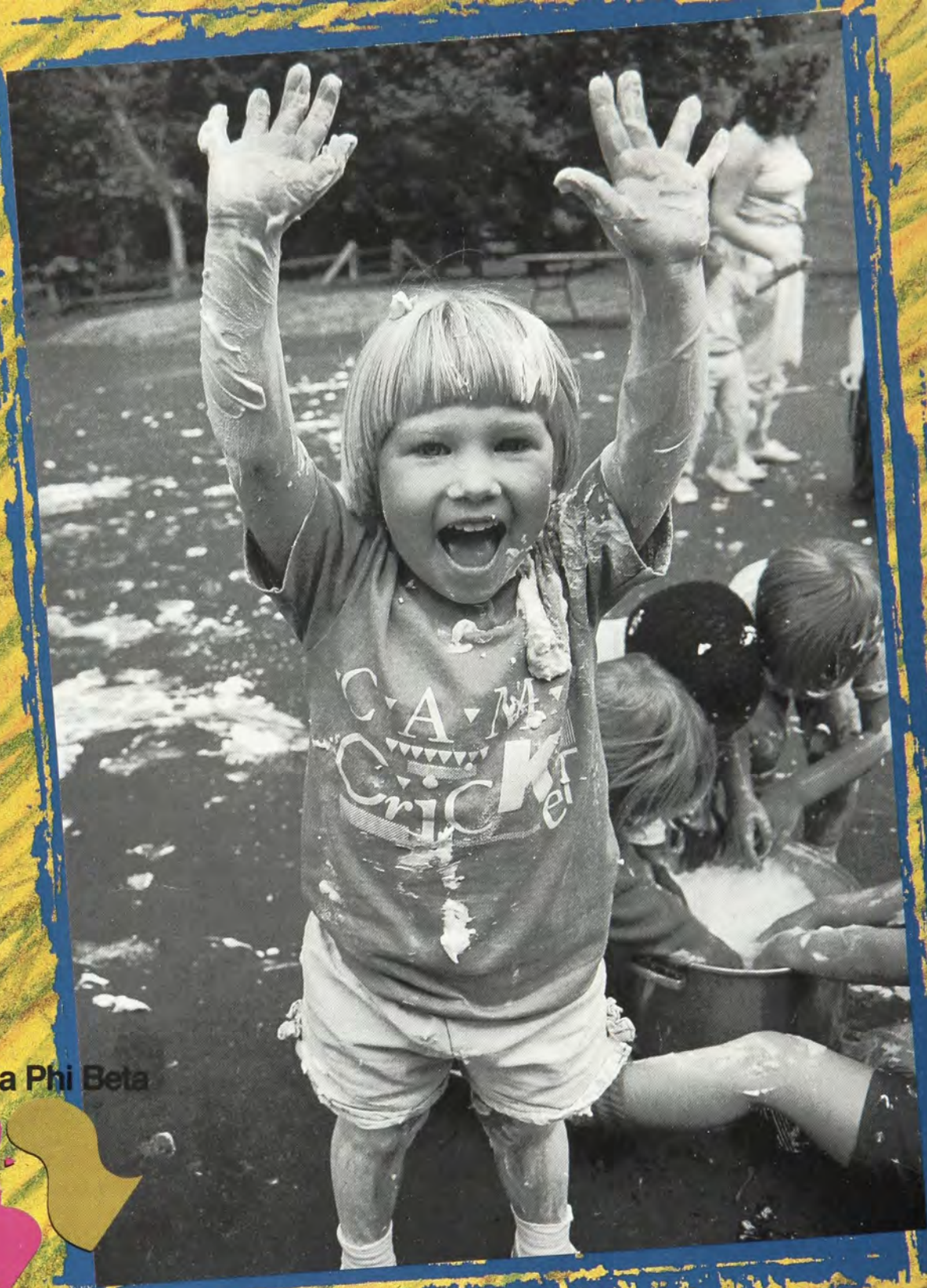
Shipping & handling:

Bulk mail - allow 4 weeks from receipt of order. \$1.50 = \$ **1.50**

Priority mail - for every 2 boxes add: \$3.10 = \$ _____

Total order: (Add sub-total and tax) = \$ _____

Mail all items to: Check Partners, Inc., PO Box 621416, Littleton, CO 80162-1416



Gamma Phi Beta



Foundation

**Gamma Phi Beta sponsored camps...
...where kids can be kids!**

Help Gamma Phi Beta save money: Let us know about your move ahead of time. If this is addressed to a daughter who no longer maintains an address at your home, please use the postcard and inform us of the correct mailing address. Thank you.