

*The Blue Key
Journal*



National Honor Fraternity

FOUNDER

Major Bert Clair Riley
1891-1962

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982, Emporia, KS 66801. COVER
DESIGN: Emporia State Press, Em-
poria, KS, Carl Hoffmans, Director;
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The Blue Key Journal

Volume One, No. 1

Spring, 1983

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The *Blue Key Journal* is published bi-annually (Spring, Fall) by
Blue Key National Honor Fraternity, 3504 Cleary Avenue, Metairie,
LA 70002. National dues pay for the publication. Additional copies
can be obtained by sending \$3 to Box 982, Emporia, KS 66801.

EXPLOIT OPPORTUNITIES

Before You Go On



Mark C. Kendall

You may be wondering why you are getting this edition of the *Blue Key Journal*. Quite simply, this publication has been prepared with the members of Blue Key National Honor Fraternity in mind. This revival of the *Journal* is viewed by the National Administrative Council (NAC) as a grand opportunity to increase national interest in the fraternity. Your opportunity to publicize your chapter nationally is staring you in the face. I challenge you to submit your chapter's progress to the fall edition of the *Journal*.

It is felt that the crux of the fraternity's problem, or lack of national participation, is communication. Improving, maintaining, and repairing communication between the fraternity's chapters is the prime goal of the *Journal*. From this point on, the *Journal* and the fraternity will concentrate on exploiting opportunities, not solving problems.

All you, as a member, must do to qualify your chapter is to follow these simple guidelines. **One**, send your chapter's report of its largest contribution to your campus or community in double-spaced typewritten form to me, P.O. Box 982, Emporia, KS 66801. **Two**, only professional reports will be eligible for publication in the *Journal*. The right to choose for publication, edit, or revise, is solely that of the *Journal's* editor in chief. **Three**, all pictures submitted for publication must be professionally taken black and white glossies. All pictures and articles submitted become the property of the *Journal* editor. **Four**, all articles submitted must be a minimum of 150 words and no longer than 300 words. The "Local Chapter News" for this edition is published for your reference and to provide guidance for you in the Fall edition. It should be understood that this section will be enlarged in the fall to involve as many chapters as possible.

There is a reserved section of each issue for chapter advisors to get involved also. Advisors, too, can look to page eight for guidance. I thank Charles Roberts, advisor at the University of New Mexico, for taking his time to write the first in a series entitled "Advisors Across the Nation." To be eligible, advisors must submit a double-spaced typewritten paper expressing their ideas of Blue Key, their opinions of characteristics for membership, and their opinions of what distinguishes the Blue Key member from non-members. Please limit your articles to 1000 words. In-

clude a personal 4" x 5" professionally taken black and white glossy and a current resume. Your participation is greatly encouraged. Again, all material submitted becomes the property of the editor, and all rights are reserved to choose for publication, edit, and revise.

Many people have views about Blue Key who are not directly involved as either members or advisors. Whether they are honorary members or persons looking in from the outside, your chapter is encouraged to submit articles to "Opinions Across the Nation." This edition's article is found on page 12 and has been submitted by Dr. John E. King. His interest in Blue Key is unequalled and his help in founding the Emporia State University chapter will be cherished by Emporia State forever. Articles submitted to "Opinions Across the Nation" must follow the same guidelines established for faculty members.

In addition, if your chapter is home of a nationally known figure or a highly respected name in your area, they too, are encouraged to submit their views of Blue Key to be published in "Alumni Across the Nation." Look to pages 17-21 and page nine for guidance. Certainly Dan Baker and Gary Sherrer fulfill these qualifications in each of their respective chapters—Dan from Southwestern University and Gary from Emporia State University.

Finally, I am proud and honored to feature a man who epitomizes THE Blue Key member—Merlin Olsen. His feature, along with a double-page spread, can be found on pages 13-16.

Blue Key is an organization of volunteers. By itself, voluntary leadership is the greatest asset of any individual. Blue Key not only fosters its growth, it encourages it. Blue Key members learn by doing, whether it's scholarship funding or improving the university's image.

For you, membership in Blue Key is time consuming, yet it is rewarding. It is demanding, yet it is fulfilling. This organization, like no other I know, demands a commitment and promises an education. I urge you to start exploiting the opportunities Blue Key provides. Join me in using the *Journal* to publicize your chapter's contributions to our campuses, our communities, and our nation.

NATIONAL ADMINISTRATIVE COUNCIL



RICHARD F. REICHERTER
President

Dick Reicherter is currently a professor of business in the school of business at Emporia State University, Emporia, KS. During the summer months he serves as director of the graduate program at the Catholic University of America, Washington, D.C. He received his undergraduate degree from Washburn University, Topeka, KS, and his advanced degrees from Columbia University, New York. He is currently president and chief executive officer of the National Business Honor Society, past president and current national executive officer of the National Catholic Business Education Association, and a founding father and only living recipient of an honorary life membership to Phi Beta Lambda business organization. He has recently received an invitation from the University of Bethlehem in Israel to be a visiting professor during the summer of 1984.



ROBERT D. McNUTT
Secretary

Dr. McNutt is a professor of law for the school of business administration and economics at California State University at Northridge. He received his bachelor's of science in business administration at the University of Nebraska, and also his Juris Doctor, Law, at NU. He was also a member of the Nebraska Rose Bowl football team. His many honors include receiving the Distinguished Professor award at Cal State-Northridge in 1976. He is president of the Northridge Chapter Association of California State University Professors and president of the Pacific Southwest Business Law Teachers Association. He is also treasurer of the board of trustees at Cal State-Northridge and has served as senator to the Nebraska Legislature.



JORGEN S. THOMPSON
Vice-President

Dr. Thompson is director of the Learning Support Center, Mikkelsen Library, Augustana College, Sioux Falls, SD, and has been the Blue Key chapter advisor at Augustana since it was chartered in 1948. Dr. Thompson received his B.A. in sociology at St. Olaf, MN, where he was also chapter president of Blue Key, his M.P.S. degree in educational psychology at the University of Colorado ('50), and his Ph.D. degree in educational psychology at the University of Minnesota ('56). During the summer of 1973 he attended the Institute for Educational Management at Harvard Business School. He received the Medal of St. Olaf from King Haakon of Norway for service with American Armed Forces in Norway at the close of World War II. Dr. Thompson is a member of many professional organizations, including past terms as president for the South Dakota College Personnel Association.



KIM R. PENNER
Treasurer

Kim is a marketing scheduler for Koch Fuels, Inc., a subsidiary of Koch Industries, Wichita, KS, and is serving his fifth year as a national officer. He received his bachelor's in business administration with a minor in speech communications from Emporia State University, Emporia, KS, in 1980. While at ESU, Kim served as local chapter president of Blue Key, national vice-president and state president of Phi Beta Lambda business organization, and local chapter president of the Kansas City area Personnel Management Association. In 1979 he was awarded the honor of "Mr. Future Business Executive" by the Kansas chapter of Phi Beta Lambda.

(continued on page 7)

IDEA PEOPLE AND INNOVATORS—OUR MEMBERS

The View From The Top



Richard F. Reicherter

A recent advertisement for IBM proudly states that it employs 46 people whose only job is to dream up new ideas and innovations in order to keep the company in the forefront of its industry.

It's said that Henry Ford once hired an efficiency expert to evaluate his company. After a few weeks the expert made his report. It was highly favorable except for one thing. "It's that man down the hall," said the expert. "Everytime I go by his office he's just sitting there with his feet on the desk. He's wasting your money."

"This man," replied Mr. Ford, "once had an idea that saved the company millions of dollars. At the time, I believe his feet were right where they are now."

Blue Key, too, has its idea people and innovators. This quality is evident to some degree in almost every active member. At the same time, there are those who cry out for "new leadership and innovators" that will cause Blue Key to be propelled into higher orbits of service and fantastic membership gains. We are fortunate to be in the enviable position of having an almost unlimited supply of ideas—and the recognition that new innovations must be applied if we are to succeed.

Here the plot thickens because communication enters the picture. An idea exists only in the mind of the beholder. An idea is an intangible. It cannot be perceived by any of the five human senses until it is COMMUNICATED. That is, we as individuals must transmit our idea, thought or feeling so that it is satisfactorily received and understood.

Clearly then, the success of Blue Key, IBM, and Ford Motor Co. is due to more than just innovative ideas. Within their corporate structures exist environments conducive to both the development of new ideas and the ability to effectively communicate needs

and solutions to problems.

Like IBM and Ford, Blue Key members must create and maintain the proper environment for idea development and effective communication. This does not mean the creation of countless publications to be mailed about Blue Key. It is simply suggested that certain principles should be recognized in our search for unlimited success.

First, Blue Key members want to do a good job. Our efforts and personal expenditures on behalf of Blue Key involve an important segment of our lives—and we want that portion to amount to something special.

Second, all Blue Key members want to be recognized as intelligent and interested members. They want their ideas to be heard. They want to participate in decisions that affect this important part of our lives.

Third, Blue Key members want information so that they can better understand the goals and problems of the organization in order to make informed decisions.

Fourth, we are all looking for a sense of personal fulfillment through Blue Key—the realization of our desire to make a real difference, that our best talents are being used and that we are indeed accomplishing something worthwhile.

And fifth, every member needs the feeling of self-esteem that these things provide. Self-esteem is simply feeling good about ourselves and what we do. It is the greatest incentive there is.

By its very nature, Blue Key offers a special fraternal bond; its members learn by doing as the young adults progress after their educational careers have ended. I know full well their successes will be, in a large measure, due to that very special organization called Blue Key.



HINTS FROM HEADQUARTERS

The Executive Secretary



Mrs. Louise Held

FOR PROPOSED NEW MEMBERS

ACTIVE MEMBERSHIP shall be held by students enrolled in any institution in which a chapter is located. Active membership shall include only students who are of good character, and are recognized as leaders in college activities, or are recognized for performing outstanding services to their fellow students, to their institutions, or to the community in which their institution is located; and shall have maintained an average which places them in the upper thirty-five percent of the students of comparable academic status as certified by their chapter faculty advisor. In exceptional cases a chapter and its faculty advisor may petition the national executive officer for waiver of the scholastic qualifications stated above, and are at least of junior standing at the time they participate in the active program of the chapter.

HONORARY MEMBERSHIP in a college chapter may be held by persons who have shown unselfish devotion to the interests of the institution in which the chapter is located aside from their official capacities or regular duties. They may be members of the faculty or administration or they may be distinguished citizens with no direct connection with the institution.

FACULTY MEMBERSHIP may be held by faculty and administrators in the institution in which the chapter is located. Faculty membership is bestowed upon those persons who have all of the qualifications for honorary membership, and in addition demonstrate those qualities of interest in and dedication to Blue Key which are associated with chapter advisors.

ALUMNI MEMBERSHIP shall be held by FORMER ACTIVE MEMBERS who have left the institution. It may not be bestowed upon men who graduated before the institution's chapter was chartered and who are not eligible for honorary or faculty membership.

PROPER FORMS TO COMPLETE

ACTIVE MEMBERS-A "petition" should be completed and signed by the proposed member, certified and by the chapter faculty advisor and chapter president.

HONORARY MEMBERS-An "Individual Data Sheet" should be completed and signed by the proposed honorary member, approved by the chapter presi-

dent, approved by the chapter faculty advisor, and approved by one member of the administration of the institution in which the chapter is located. "Honorary" should be underlined at the top of the data sheet.

FACULTY MEMBERS-An "Individual Data Sheet" should be completed and signed by the proposed faculty member, approved by the chapter president, approved by the chapter faculty advisor, and approved by one member of the administration of the institution in which the chapter is located. "Faculty" should be underlined at the top of the data sheet.

ALUMNI MEMBERS-An "Individual Data Sheet" should be completed and signed by the proposed Alumni member, approved by the chapter president, approved by the chapter faculty advisor, and approved by one member of the administration of the institution in which the chapter is located. Alumni membership is only available to former active members. "Alumni" should be underlined at the top of the data sheet.

NATIONAL FEE

ACTIVE MEMBERSHIP-The national fee for each member is \$25.00. An additional \$2.50 optional chapter credit fee may be paid by members of those chapters which want to relieve the financial burden of delegates, alternate delegates, advisors and visitors from the respective chapters to the National Convention. The funds are credited to the chapters which send the \$2.50 fee in as part of the national fee. The funds may not be used for any other purpose.

HONORARY MEMBERSHIP-The national fee is \$10.00 for each member.

FACULTY MEMBERSHIP-The national fee is \$10.00 for each member.

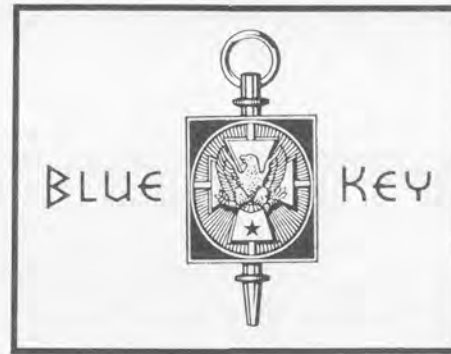
ALUMNI MEMBERSHIP-The national fee is \$10.00 for each member.

The fees paid are the sole source of revenues for the fraternity. Funds are expended in the following manner, based on our audited cost records:

Approximately 10%-To defray part of the costs of engaging in the National Convention by participants.

Approximately 20%-To pay for visitations to chapters, new chapter installations, and regional meetings.

Approximately 20%-To pay for communications, Newsletters, The Blue Key Journal, etc.



Approximately 50%-To pay for the operations of the national office and the national archives office.

Blazer patches sold by national headquarters will now cost \$5.00 each due to an increase in price to have these patches made.

ACKNOWLEDGEMENT

The nomination of active, honorary, faculty or alumni members shall be confirmed by national headquarters before candidates are initiated locally.

The petition or individual data sheet together with proper national fees are mailed to:

**BLUE KEY NATIONAL HONOR FRATERNITY
3504 CLEARY AVENUE
METAIRIE, LOUISIANA 70002**

The name of the candidate should be printed or typed. If the requirements are in order, the national office will acknowledge receipt of the form and fee and immediately order shingles for the members. The shingles are not printed at national headquarters, but are printed by J. O. Pollock Company; therefore, it takes from six to eight weeks for the national office to receive these printed shingles. When the shingles are received by the national office, we affix the official national seal and mail the shingles to the advisor of the chapter.

In cases where a chapter cannot wait for the printed shingle, the national office will, at the request of the chapter, send shingles without printed names and these can be prepared by the chapter. The national fee is the same.

If a petition or individual data sheet is not prepared or signed correctly, you will receive a letter from national office advising what requirements are needed. If the incorrect national fee is received, you will receive a letter advising the balance due. It is not possible to order shingles for proposed members who send incorrect petitions or data sheets or incorrect national fees. Please check the material sent to us to be sure it is prepared correctly.

In cases where there are doubts about a person's qualifications, please write to the National Executive Officer, Dr. Henry J. Engler, Jr., Blue Key National Honor Fraternity, 3504 Cleary Avenue, Metairie, Louisiana 70002.

(Continued from page 4)

HENRY J. ENGLER, JR.

National Executive Officer

Dr. Engler received his undergraduate degree from Loyola University, New Orleans and his master's in business administration from Harvard Business School. He has done postgraduate work at Tulane, Columbia, and Princeton. He is professor



emeritus of management and marketing and former dean at Loyola University. Dr. Engler is currently president of Ringstrom-Engler, Inc., of New Orleans. He is also chairman of the Orleans Parish Democratic Executive Committee and past president of the New Orleans Chapter of Boy Scouts of America. Dr. Engler has received many honors, including the Carnegie Distinguished Service Key. He is also a member of 23 professional and improvement organizations.

MARK C. KENDALL

Sergeant at Arms

Mark is the student officer for Blue Key and also serves as the editor in chief of the *Blue Key Journal*. Mark is a junior majoring in business administration and marketing at Emporia State University, Emporia, KS. He also serves as local chapter president of Blue Key, state



historian for the Kansas chapter of Phi Beta Lambda, and local chapter president for the American Management Society. He was also a three-year letter winner for the ESU baseball team, earning all-District 10 catching honors during two of those years. While attending Lawrence (KS) High School, he was editor in chief of the Lawrence High School *Budget*. The *Budget* was presented the George H. Gallup award presented for excellence in the journalism field to the top ten percent of high school newspapers throughout the country during his tenure.

THE DEVELOPED STUDENT

Advisors Across the Nation



Charles P. Roberts

The philosophy of higher education has been a constantly evolving set of ideas and beliefs subject to the ebb and flow of varying degrees of popularity.

In the field of student personnel work, the philosophical emphasis has moved from the position of people in the field serving as surrogate parents for the student population to the laissez faire/non-directive posture of the late 1960s and early 1970s.

Current trends in the field of student personnel work suggest the student development approach. The emphasis here is to provide the opportunity for the student to experience multi-faceted activities, associations, and ideas resulting in a well rounded, self-directed individual. Student development focuses on the worthwhile student. It stresses learning both inside and outside the classroom situation. Such a concept encourages students to become involved in a variety of campus activities and organizations. It is believed that through such involvement, the students' educational experiences will be greatly enriched.

The officers and members of Blue Key are the product of such a comprehensive educational philosophy. These are the involved, active, concerned students whose interests and commitments transcend the walls of the traditional classroom. Blue Key members are the developed students of the student development concept.

During my years of involvement with the Blue Key organization, I have been consistently impressed with the mature leadership qualities exhibited by the members. There has always been a sense of responsibility displayed by officers and members alike. The willingness to work has been a constant among each year's group reflecting the true essence of the term **leadership**. It has never been necessary to prod, push,

nor badger Blue Key into getting a job done. To my way of thinking, this is leadership in its finest sense. Blue Key is an organization of developed students.

Membership in Blue Key comes at a time when it would be so easy for students to take the position of addressing only those things that contribute most directly to completion of course work and graduation. Certainly, the importance of dealing with these necessary realities is vital. Blue Key members address these matters yet find the time to make significant contributions to their community through the organiza-

tion. Blue Key members are self-starters. They identify tasks to be done, develop the means to proceed toward that end and get the job done. I have witnessed this accomplishment orientation in Blue Key people time and time again.

I have often wondered what makes Blue Key such an effective organization. Is it because they are possessed of great intellectual abilities, that they have attained many successes in the past, or that as seniors they are more mature? Certainly, all of these factors contribute to the organization's effectiveness, but the real revelation to me is that Blue Key people, officers and members alike, are all leaders. They all possess the qualities of leadership that make an organization viable, dynamic and suc-

cessful.

Blue Key across the nation is simply another word for excellence—excellence in leadership, motivation, and commitment.

Blue Key people are the developed students of the student development philosophy.

A native of Davenport, Iowa, Mr. Roberts received his B.S. degree in 1965 and his M.S. degree in 1969 from the University of New Mexico, Albuquerque. He is associate dean of students at UNM and has served that post since 1969. He has been the University's Blue Key advisor since 1974.

A TRAINING GROUND TO EXPLORE

Alumni Across the Nation



Gary L. Sherrer

When I was first asked to comment on the value of Blue Key and its impact on me, I said yes, as I thought it would be a rather simple task to express the good that comes from membership in the association with Blue Key. However, as I began to put pencil and ideas on paper, the project became a difficult one.

How do you adequately express the significance of association with successful people—people not only talented as leaders but individuals whose humanness both supports and teaches those they associate with? How do you measure the value of not only knowing the members of your particular group but the acquaintance of later groups you meet at Founders' Days or other alumni activities—an acquaintance that often grows into good friendships? How can you quantify the extra success you have in your career that is related to the training of mind and the enhancement of attitude that comes with organizing Blue Key projects and working with people to achieve common goals?

I honestly don't know how to answer those questions, but I do know that Blue Key is one of the finest groups I have ever been a part of. I do know some of my best friends and best times have come from my Blue Key experiences. I do know that I am significantly better for having been a part of Blue Key—better as a professional and more importantly, better as a person.

To me, Blue Key members exemplify the kind of leaders—the over-achievers—that Miller Upton, President of Beloit College, refers to in his article entitled "I'm for the Achiever." He says, "I feel it is time for someone like me to stand up and say, in short, 'I'm for upperdog!' I'm for the achiever—the one who sets out to do something and does it; the one who recognizes the problems and opportunities at hand, and endeavors to deal with them; the one who is successful

at his immediate task because he is not worrying about someone else's failings; the one who doesn't consider it 'square' to be constantly looking for more to do, who isn't always rationalizing why he shouldn't be doing what he is doing; the one, in short, who carries the work of his part of the world squarely on his shoulders.

We will never create a good society, much less a great one, until individual excellence and achievement are not only respected but encouraged. That is why I am for the upperdog—the achiever, the succeder."

A successful leader I once met told me that there are two essential ingredients in leadership—integrity and compassion. Without these two elements, there cannot be effective leadership.

Blue Key provides a training ground to explore, to develop and to appreciate these two qualities; a chance to measure and test our integrity and a challenge to use compassion to better understand and serve our fellow man.

Robert Frost, in his poem "Choosing Something Like a Star," reminds us to set our goals high—higher than we can reach, to insure we stretch our souls, our spirits, our talents and our lives as high as we possibly can. The high goals of Blue Key and the quality of its people have helped thousands reach higher and become more. I know it helped me realize more of my potential in

both my personal and professional life. I was honored to have been a member and will always be grateful for what Blue Key has done and continues to do for me.



Mr. Sherrer received majors in both speech/communications and political science from Emporia State University in 1963. He also attended the Institute of Organizational Management at the University of Colorado. He is a charter member of the Emporia State chapter of Blue Key; currently serving as ESU's Blue Key alumni president. He is now senior vice-president/marketing at the Fourth National Bank, Wichita, Kans.

LOCAL CHAPTER NEWS

Chapters Across the Nation



Emporia State University

BLUE KEY, OPERA GROUP TEAMING UP

In these days of struggle for promoters of the arts, an early sell-out for a community dinner theater is unusual. But as of Wednesday, all the tickets were gone for the first of what Emporia State University's Blue Key national honor fraternity hopes will become a series of dinner theater events.

The Blue Key show features the short opera "The Impresario," performed by Emporia State's Opera Workshop under the direction of Robert Anderson. It will be presented at the Holiday Inn on March 26.

How did Blue Key, a group of young men mostly studying business management or related fields become involved with such an arts project?

Mark Kendall, the president of E-State's chapter of the organization, said the decision to proceed with the project was "pretty easy." One of the fraternity's main objectives, he said, is "service to the community, and those we serve are the ones who have asked" for such a show. The group made its decision about the project in October.

"We're about as anxious to find out how this turns out as those who will attend," Mr. Kendall said. "If it gets along as good as we expect, we plan to do another in the fall, if the people like it."

The decision to ask Mr. Anderson's students to perform the opera does not mean that Blue Key is limited to opera theater, Mr. Kendall said. But the members felt that Mr. Anderson is so well known for his work in opera that his name would be a drawing card. His students originally presented the production as part of the Cafe del Opera at E-State.

"There's no one in this area better than Bob Anderson," Mr. Kendall said, "and people in Emporia

know this."

This is not, however, Blue Key's first stab at entertainment in the Emporia area. The organization had sponsored the Miss Emporia Pageant in the past. That experience, Mr. Kendall said, made it a little easier to sell tickets for this performance. But he said that he had discovered that ticket sales for "The Impresario" brought members into contact with some people members had not known before.

"We're catering to a different kind of people, those involved in the arts. It takes longer to finalize ticket sales," he said, "with a lot of call-backs. In our other dealings, it's been a little easier. But we learn. We're having to do a little better job of selling."

"With Miss Emporia, the doubt wasn't there because of our past performances" in sponsoring the pageant.

"We're trying to relate better with those involved in the arts," he said. "That's part of well-rounded people."

Among those the fraternity members have sold tickets to are older residents who live in the area, particularly in housing projects for the elderly.

"We've arranged transportation for the older people," Mr. Kendall said, at the Broadview Towers and from Cottonwood Falls. "Did you know that those people will take four busloads to Kansas City to see the Ice Capades? We don't have much other contact with these people; not many come to homecoming."

Even though the Blue Key members were dealing with some patrons less familiar with their past activities, Mr. Kendall said that he had some backing for his belief in the cooperation of business and the arts. That confirmation came in the course of the theatre ap-



Emporia State University Blue Key members from left, Mark Kendall, president; Dick Relcherter, advisor; Brad Jeffrey, treasurer; Doug Smith, vice-president; Paul Stucky, alumni director; and Brent Dean, secretary and chaplain.

Chapters Across the Nation



Emporia State University

preciation class he is taking at the university from Kathleen Egan. He said that the teacher had told the class that "theater people are supported by business. They can't survive without the bucks. That analogy can apply here," Mr. Kendall said.

He also said that some of the patrons of the arts in Emporia are familiar names to the fraternity members.

"When I attended 'Mary, Mary,'" he said, speaking of the recent Theater Guild dinner theater, "there was a list of Theater Guild patrons. I saw two of our charter members on the list of patrons. I didn't realize that they were involved."

The fraternity has generally left Mr. Anderson in charge of the actual production of the show. "That's his bailiwick," Mr. Kendall said. But they have used their past experience at arranging dinners — for such things as homecoming reunions and Founders' Day

events—to some advantage. "That part of it is right down our alley," Mr. Kendall said.

Now that the arrangements are completed and the tickets are sold, Mr. Kendall said that the fraternity members are only waiting for the final result before they evaluate their efforts.

"We hope the community accepts Blue Key's working to provide them with entertainment," he said. "It's a matter of 'we hopes' right now."

"Blue Key has a strong backing in the community, and not only did we sell the tickets because of Bob Anderson, but because people were curious about why Blue Key is in the dinner theater business."

Reprinted from the Saturday, March 19, 1983 edition of *The Emporia Gazette*. It was written by *Gazette* reporter Victoria Rindom.



Top from left: ESU Blue Keyer Brad Jeffrey takes down pre-show instructions from Mark Kendall, president. Advisor Dick Reichert and Brent Dean, secretary, listen to the advice; Paul Stucky, alumni director, helps elderly citizens from nearby Chase County out of their bus. The 20 senior citizens traveled 45 miles to join the Dinner Theatre crowd attended by 352 Emporia community members. Blue Keyers Brent Dean greets one of the many community members present at the Emporia Holiday Inn, Emporia, Kans., for "An Evening at the Opera." The community members

were greeted by red-carpet service outside and first-rate service inside. Acting as ushers, the ESU Blue Key members provided seating accommodations to those attending, and added the best in Blue Key service. The management of the Emporia Holiday Inn provided a cash bar for those attending. The short opera was performed by the ESU Opera Workshop. The cast members of Mozart's "The Impresario" were, from left, ESU students Dexter Roberson, Brenda White, Raymond Peat, Karen Zuburg, and Paul Cowles.

BLUE KEY'S FIRST GENERATION

Opinions Across the Nation



John E. King

When I think of the beginning of Blue Key at our "Beloved KSTC" (presently Emporia State University) on May 17, 1961 a number of remembrances that are heart-warming come to mind.

I was pleased that an honor fraternity of Blue Key's nature could be started on our campus. The support given us at this beginning by the chapters at the University of Arkansas and Kansas State University and by the National Secretary, Carter Short, was very helpful. The dedication and leadership of Richard Reicherter emerged at the very beginning. The contribution of Dr. Chester Peters (Kansas State's chapter advisor) was genuine and sincere.

The eleven young men who came into Blue Key on the installation occasion were remarkable students; future leaders and citizens. Their lives and contributions to Emporia State University, to Kansas, and to our culture speak for themselves. No institution has ever assembled eleven finer young men for such an occasion. I have kept track of them during the twenty years that have passed so rapidly. Keith Greiner was president of the first chapter; Neil Roach, vice president; Larry Thompson, recording secretary; Roger Green, corresponding secretary; Paul McKnab, treasurer; Edwin Eilert, social chairman; Scott Irwin, historian; Sam Hayes, alumni secretary; and Dale Greiner, Gary Sherrer and Don Williams, stalwart members.

Each young man meant a great deal to me, to Dick Reicherter and to KSTC. I remember fondly Roger Green, who passed away in Idaho where he was a chief university fiscal officer. Roger assisted Dr. Howard Bellows in starting a new state college at Marshall, Minnesota. Dr. Bellows, who served for several years as my administrative assistant at KSTC, told me

Roger "had the levellest head and the kindest heart of any person he ever worked with." I felt the same way about Roger. He was compassionate and caring, yet mature and capable of dealing with the real world. I am calling attention to his fine characteristics in this essay in order that those of us who knew him at that time may enjoy remembering him with me. Roger had a hilarious sense of humor and a deep and abiding love for KSTC. He was a natural for Blue Key. He knew how to get things done. And for those of you of a different generation of Blue Key, I am saying that, in describing



Roger, I am describing the ten other young men who with him founded our chapter. And I am sure that I am describing those of you who have come along in Blue Key at Emporia State University during the rest of these years.

You have already contributed more to Emporia State University, to Kansas and to our environment than any of us could have envisioned back in 1961. Perhaps I should make an exception to this statement. Dick Reicherter probably expected it to turn out this way! He expected great things from you during these twenty years and you have exceeded even his expectations!

You are fortunate indeed to have gone to an institution like Emporia State that needed and ennobled you by letting you serve it and love it as you have.

I hope that each year's generation of Blue Key will be needed for the rest of this century as much as the first eleven were in 1961. It's a great thing to be a Blue Key member and to be working on a project to help Emporia State University, and the city of Emporia.

Dr. King received his B.A. degree in 1932 from North Texas State University, his M.S. degree in 1937 from the University of Arkansas, and his Ph.D. degree in 1941 from Cornell University. Dr. King served for 13 years as president of Kansas State Teachers College, Emporia, Kans. He is retiring this year after serving 14 years as chairman of the department of higher education at Southern Illinois University, Carbondale.

EXCLUSIVE

THE GENTLE GIANT

by Mark G. Kendall, Editor in Chief

Alumni Across the Nation



Merlin Olsen

The numerous achievements attained by this man remind one of the times spent sitting in the fifth grade school room, perhaps in an effort to pass time, dreaming one's life ambitions. Whether they were dreams of being a professional athlete, a popular movie star or a nationally known broadcaster, making guest appearances on the "Tonight Show;" or even co-hosting a show with the granddad of Hollywood, Bob Hope, we've all been caught in that fantasy world called daydreaming. Dreaming not totally of impossibilities, but certainly improbabilities.

But for Merlin Olsen, the improbabilities for most, the dream of dreams for many, ARE reality. And yet he is soft-spoken, gracious and owner of an enormous optimism

that shines forth from his 6' 5", 250 lb. frame. Merlin remains a "gentle giant" in the eyes of his fans and peers.

Merlin was born in Logan, Utah, and attended Utah State University. He was very active while attending Utah State (see story this page), earning All-American football honors; in 1961 he received the Outland Trophy which annually goes to the nation's most outstanding collegiate lineman. As a member of Blue Key, he was graduated summa cum laude and Phi Beta Kappa with a bachelor's degree in finance. He received a master's degree in economics in 1970. It was while he was attending school that Merlin realized the significance of Blue Key and what the credentials were for achieving its membership.

"Having the opportunity to achieve in the Blue Key environment certainly has had an impact on my life," Merlin said from his home in San Marino, Calif. "You can't achieve in Blue Key or obtain Blue Key recognition without discipline."

It was immediately following his collegiate days that his longest running and most successful role occurred as a defensive tackle for the Los Angeles Rams. He played for 15 seasons from 1962 to 1976, and for five seasons (1966-70) he was an all-NFL selection. Playing in 208 games, including 198 consecutive times at defensive left tackle, Olsen was selected as the NFL Player of the Year by the Maxwell Club of Philadelphia in 1974.

His accomplishments in both college and professional football were



Reprinted from the 1961-62 Winter edition of the Blue Key Journal.

Blue Keyer MERLIN OLSEN is Utah State's All-American tackle. A native of Logan, Merlin has been named to eight all-American football teams this year. In addition, he has maintained the highest grade point (3.67) of any male student in the college of business and social science.

Because of his scholarship Merlin recently received one of the eight Scholarship Athlete Awards granted annually by the Football Hall of Fame. Combine these achievements with membership in Sigma Chi fraternity, Alpha Sigma Nu, and Scabbard and Blade, and Merlin presents a well-rounded personality. He is cadet Brigade Commander (a distinguished Military Student) and is currently listed in the collegiate **Who's Who**.

Alumni Across the Nation



Merlin Olsen

officially recognized when in 1981, he was elected to College Football's Hall of Fame—the youngest ever to achieve that honor. One year later he was inducted into the Pro Football Hall of Fame in his first year of eligibility following a mandatory five-year waiting period. Merlin was also one of the youngest players ever elected to the Pro Hall of Fame.

On completion of his NFL tenure Merlin started a television acting career and was cast in the continuing role of Jonathan Garvey on the popular NBC-TV series "Little House on the Prairie." Four years later he was picked to star in the title role of his own series, "Father Murphy."

He has also had roles in motion pictures. He first appeared on film with John Wayne and Rock Hudson in *The Undefeated*. Subsequently, he appeared in four other feature films.

Merlin no longer performs the role of "Father Murphy," but he still remains in front of the camera as sports commentator for NBC Sports. His broadcasting skills afforded him the opportunity to team with well-known sports commentator Dick Enberg. They were NBC's choice to announce Super Bowls XIII, XV, and XVII. Together, they form one of the most respected announcing teams in the field.

With the addition of the newly formed United States Football League, there is little question about

whether people are watching more and more football these days. It's commentators like Merlin who do their best to assure the fans that they are **really** seeing the game.

"If a viewer is truly interested in gaining an insight into the game in general and particularly into the execution of the endless variety of plays that are so much a part of football," advises Merlin, "their viewing habits are going to have to change a bit."

It's his contention that, while gluing our attention on the quarterback, a reasonable tendency for all of us whether we are watching on television or from a stadium seat, we can be missing a lot that can predict

the upcoming action.

"As the quarterback takes the snap and then back pedals into the passing pocket or hands off to a running back," details the ex-All-Pro, "take a look at the offensive guards. If they pull out of the line and turn to the left or right, it's a 99 percent chance that it's a running play in either of those directions. If they drop back a step and set, you've got to know a pass is coming."

Analyzing the increasingly complex strategies of pro football as it is played today is far more intricate than such rather obvious examples, says Merlin, but it's a start in adjusting fans' viewing of the action so as to enjoy and appreciate whole new dimensions of the game.

"Having the opportunity to achieve in the Blue Key environment certainly has had an impact on my life."

—Merlin Olsen



Super Bowl announcers Dick Enberg (L) and Merlin Olsen (R) have cast teams in television and veterans of Super Bowls.

Alumni Across the Nation



Merlin Olsen



Merlin Olsen, are one of the most respected football broadcasters on television. Olsen has worked on Super Bowls XIII, XV, and XVII. (Photo courtesy of NBC Sports)

“Watch for the good, touch blocking and attempts at penetration by the defensive tackles—in other words, those guys in the trenches. They can provide some of the most exciting of game actions as they collide in play after play,” marvels Merlin. “Keying on some of those matchups in the line will give you an appreciation of the effort involved.”

Because he has been in the media spotlight throughout his life—whether on the field, on the set, or on the air—Merlin’s professionalism is truly evident through the camera lens. Perhaps, for those who saw him eye-to-eye, those 15 years of NFL offensive linemen, this professionalism was much easier to see.

That’s why in 1982 Merlin was in Detroit for an awards presentation from his peers—the National Football League alumni. He was honored with the NFL Alumni Career Achievement Award, which was presented at the NFL Alumni dinner held on January 19, 1982, in Detroit, Mich., site of Super Bowl XVI. The Career Achievement Award is given annually to recent NFL retirees, who, in the eyes of other former pro football players, demonstrated the higher values of the sport—professionalism, teamwork, sportsmanship, citizenship and public service.

Those who see Merlin’s professionalism only on camera rewarded him later in 1982 . . . a dream even

Merlin failed to see as a child.

On October 12, 1982, Merlin was named Grand Marshall of the 94th Pasadena Tournament of Roses in a special ceremony at the world-famous Rose Bowl in Pasadena, Calif., the site of the 1983 New Year’s Day football classic. Attending the event with Merlin were his wife, Susan, their son, Nathan, and their daughters, Kelly and Jill.

“I did a lot of dreaming as a youngster, but even with my fertile imagination, I could not have dreamed of all that’s happened to

me and of a special day like this,” Merlin said.

Thornton H. Hamlin, Jr., the 1982-83 president of the Pasadena Tournament of Roses

“The one thing that Blue Key members seem to have in common is that they have the ability to get things accomplished.”

—Merlin Olsen

Association, said, “Merlin Olsen provides a most appropriate image for ‘Rejoice,’ our tournament theme. Both Merlin’s professional and personal lives have been positive examples of his ‘Rejoice’ of life as a player, actor and family man.”

Merlin was the fourth sports figure and first representative from professional football to be selected Grand Marshall. Alonzo Staff (1944), Arnold Palmer (1965) and Henry Aaron (1975) are the other sports personalities who have taken the famous ride down Colorado Boulevard.

By now, no one argues that Merlin has distinguished himself in his dual career as a NBC Sports football com-

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Merlin Olsen

mentor and actor. Merlin enjoyed a memorable year of achievements in 1982, just five years after retirement from the NFL, a transition that very few make well.

It's fitting that Merlin would end 1982 by being honored as Man of the Year by the Walter Camp Football Foundation. He was the 16th recipient of the prestigious award that the foundation, a non-profit organization, dedicated to the perpetuation of the ideals espoused by Walter Camp, former Yale coach and "father of American football."

Samuel A. Burrell, Jr., president of the Walter Camp group, said, "Merlin exemplifies the ideals of cooperation and teamwork which Walter Camp established as requirements for leadership rules in the game of football and in our everyday lives. His reputation for honesty and integrity makes him most deserving of this honor."

Throughout his illustrious life Merlin has continued to feel very strongly about Blue Key and how it has helped him achieve his goals—HIS dreams. "I have always felt that you don't make that kind of honor (Blue Key) without excellent personal qualities," he said. Then he paused, and expressed what he felt distinguishes the Blue Key member.

"The one thing that Blue Key members seem to have in common is that they have the ability to get things accomplished."

A special thank you to NBC Sports and to Steve Griffith, sports publicist at NBC Sports, for their help in reaching Merlin, and for allowing the *Journal* to publish Merlin's pictures.



A SPEECH

Alumni Across the Nation



Dan C. Baker

EDITOR'S NOTE: Dan Baker is a Blue Key alumnus of Southwestern University, Georgetown, TX. He is a professional speaker and was first contacted by the Emporia State chapter of Blue Key for a speaking engagement in Emporia. His credentials are profuse; his laudations are numerous. It was indeed our misfortune that Dan was previously engaged for that evening. Throughout the many conversations I had with Dan, his sincere desire to speak to the members of Blue Key and to our community was immeasurable; his professionalism was omni-present. Dan speaks nationwide and for all kinds of groups. I regret that I have only experienced his talents on cassette tape. They tell me that to witness Dan in person is THE experience. Since we cannot all witness Dan in person, I urge that you read his message in words, digest its values, and proceed to live its principles to the fullest. For further information concerning his availability contact Dan at P.O. Box 93, Bulverde, TX 78163, or call (512) 494-5265 or (512) 438-2218.

I remember when my Gramma used to make berry jam. We'd go out into the fields and gather berries for several hours, and then we'd come home, clean them off, and put them in a big old black pot. Everybody has times they remember as being really special. I guess those days will always remain very wonderful in my memory.

It's said that we so often forget to remember. The feelings, the colors, the smells and all the textures and connotations of our childhood have such a bearing on how we finally end up feeling. Those wonderful days, when someone older and smarter knew all the answers to our many questions, and our minds and souls were freed from the fear of not knowing, to feel, perceive, smell and just bask in the infinite delights that God's world offered. Everyone remembers when it was fun to be a child. The filters and emotional lenses that so readily readjust our adult vision and feeling were not so well developed, and we could just experience life without having to go through so many mazes of understanding and being sure.

Gramma would sit me up on the old table and talk

to me while the jam was making. I remember asking her why you had to boil the berries for so long, and she'd tell me that you had to cook berries down until they got to what they were supposed to be. Then she'd tell me that everything had necessary and unnecessary things to it. To make jam, you had to boil away the unnecessary stuff so that only the necessary ingredients remained. I remember really liking that. I remember one day asking her if there was anything good about Uncle Edgar. She figured that most times there wasn't, but she was sure he had his necessary and unnecessary things too.

My Uncle Edgar, a mistake of creation as far as my kinfolks were concerned, was good for nothing! He lived too long, died too late and grudgingly gave up life to the bottle only after he had succeeded in making everyone he knew hate him. At his funeral, all those whose principles, ideals and feelings he had so blatantly abused were present and accounted for. After the rather nothing service, they all gathered around the casket to talk, but found that in paying their final respects, they had nothing good to say. Finally, Gramma, God rest her good soul, spoke up and said, "Well, Edgar could pick a chicken better than anyone I have ever known." At this, all present, so thankful for something, agreed, kissed his happy wife,

and left.

I think life kinda falls into this necessary and unnecessary idea. Have you ever stopped to consider just how much there is in your life that can honestly be classified as unnecessary? How do you spend your time? What do you worry about? How much of your own life-energy are you having to expend to receive what it is you really want?

Maybe a better place to begin is—do you know what it is you really want? Where are you going with this thing you call life? Are you aware that most folks



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really have not even the slightest idea of what it is they want? When asked to say it aloud, most people really can't tell you what it is they love the most. Well, try it on. What do you love most of all in all the world? Do you really know? Is your life mobilized into a continuum of effort, dedication, commitment and movement? Is every effort you are expending on a daily basis directed toward achieving this thing or idea that your life is dedicated to?

Yes, I think there are necessary and unnecessary things in life, and it is sad to me that most people spend most of their lives not knowing what they want out of it all. Most people are really not aware that our destinies are determined by our decisions; that our altitudes are matters of attitudes and that life will never offer any more than one dares to expect from it.

Not only is it embarrassing, it is sad that we don't know what is necessary and what is not necessary in our own life processes. I would like to submit an idea that has three parts to it for you to consider.

The basic idea goes something like this: Life as a process will be a happy and joyous process only if you take charge of your own life, assume responsibility for your own sense of value, and build your own life-effort around moving toward that which you honestly love the most.

Far too many people believe that life is going to live itself out for them. They think they will find life worth living and really do not think that it is something you have to make worth living. They think that their lives and how they feel about themselves is something someone else does for them, and this business of dreaming dreams that are worthy of who you are as a person is a dangerous business that they are not going to dabble in any longer.

We've all been hurt, broken hearted, knocked down and abused in our life many many times. The problem is not that we got hurt, it is what we did about it and how we perceived the problem. I think that most people don't know that the truth of the matter is not how many times you get knocked down; it's how many times you have the courage to get back up!

We have been conditioned to fail all of our lives. We've been told to not get too big, nor to get too little. Don't be too smart, don't be too stupid. Don't get too rich, don't be too poor. Just live in the great norm of the mediocre middle and play it safe. If you do in fact

live in this great massive middle you will be safe. You won't get hurt nearly as much, and you won't end up getting your life all involved with a bunch of people that will just take your time and break your heart. We read biographies in our youth of great men: how they strived against impossible odds and finally, by the grace of God and their own magic charisma, they won out in the end.

We love to hear stories about how they stood on the precipice of life, and soared with the eagles. How they labored

in pain and misery to see their beloved dream fulfilled. What we don't like to think about on a personal basis is the fact that they lived on the very uncomfortable extremes of life: that their great victories were consistently a metamorphosis out of defeat. Maybe if we could just look at that idea for a moment, and see it on paper, we could allow ourselves to think it over existentially.

Failure is not the end of human effort, it is a necessary part of it. Just like the opposite of love is not hate, so the opposite of winning is not losing, it is quitting. Ministers continually tell us that the opposite of life is not death; death is a part of life, not the end of it.



Dan taping his video tape presentation of **GO FOR THE TOP WITH WHAT YOU'VE GOT**. Dan's work is a winning combination of warmth, wit, and wisdom that all audiences will long remember.

Alumni Across the Nation



Dan C. Baker

I think that one real hindrance to living a full and happy life is that we have our opposites mixed up.

Our need for security and safety leads us down the old path of not doing or being anything. We just decide that it's better to play it safe and not get involved than it is to get all mixed up in the painful process of being a real person.

Young men often come to me asking what advice I would give them as they are starting out in a new profession, and my consistent advice to them is to accelerate their rate of failure! It is from failure that we learn, grow and develop into a proven, tested human being who knows his strengths, weaknesses and limitations. Further, I tell them to take charge of their own lives! No one is going to live your life for you. People are too busy taking care of themselves, and your problematic future. I remember the old gospel hymn: "It ain't my brother, it ain't my sister, but it's me, O Lord, standing in the need of prayer."

Somewhere along the way, I think we all wake up to the awful realization that we are, in one real sense, alone in this world. We all know that we have lonely moments, but most of us are not really aware of just how lonely life really is. We fill our days with so much unnecessary junk that we really think our life is full because it is so busy. We get so tied up with our little pet projects, prejudices and palaver, that we actually convince ourselves that it's necessary, important, and in fact, what we are here for. The beautiful gift of life and all that we can do with our lives gets smothered under the constant pressure to please and produce.

We are all so reticent to talk about the things that really matter to us as persons. I've often wondered how you start a conversation in Hawaii, where the weather is always the same! But at least, it should be clear to you by now in your life, that there is only one person who is ever going to turn your life around into a meaningful experience, and that is **you!**

No one else can live your life for you, because they are not you, they don't know you, nor do they under-

stand what it is you really need as a person.

We have developed the awful habit of waiting on someone else to tell us what is right, what is wrong; what to do, what not to do. Yes, it would be fun to remain a child, but that is one luxury that you've not been given if you are going to live realistically and successfully in this world. My friend, you do live in a real world, and there is no escaping that fact. You can pretend that it's a big fantasy, and play our childish games, but they will, in fact, destroy you and everything about you.

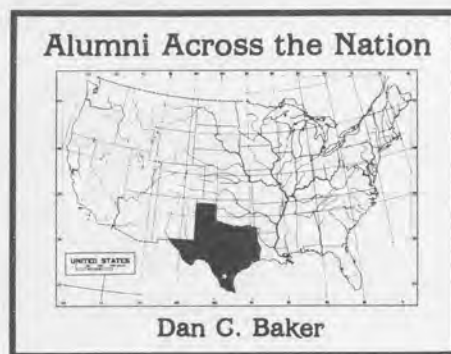
I think it is now that we need to hear the word over and over again that people can change! I know how easy that is to read and to write, but I think it represents the most forgiving word of hope in the total human condition. Man can change! He can do a 180 degree about-face and totally change his life.

If you will read for the next 50 years all that has ever been written in Eastern or Western philosophy, theology, ethics or whatever, you will find that the one common thread upon which it is all predicted is that man can change. Our Christian faith, which I guess will forever be morally mispreached, is founded upon the one single idea that man is a creature who can be born again to a new life. That, my friend, means he can change! He can be forgiven, cleaned up, converted, and put on a new track. The one thing that we often forget when we hear all this is that the change must always be self-initiated. No one can change you. You have to change yourself!

If that is true, and everything I do is founded upon it being true, why not effect the change of taking charge of your own life? When God made you, He made one of a kind. One of these days, you will be extinct. You are totally unique. There is nothing like you on the face of this earth, and what finally becomes of your life will in fact be the result of what you yourself decided to do about you. I know that no man is an island; you do too. But neither are you a group. You may belong to a group, or be very involved in the lives of other people, which is commendable. But when all is

"Failure is not the end of human effort, it is a necessary part of it. Just like the opposite of love is not hate, so the opposite of winning is not losing, it is quitting."

—Dan C. Baker



said and done, you are you, and you must in fact, take the final responsibility for who you are and what you do with your life.

Secondly, you alone must be responsible for your own sense of self-value. No longer can you play the game of allowing other people to tell you if you are good or bad, worthy or unworthy, fit or unfit. There is absolutely nothing more important about you than how it is you feel about yourself. And what is the source of that appraisal? I'm afraid that too often, we leave our own sense of self-value up to another person. Husbands are fed by their wives, children are fed by their daddy, and on and on, until how you feel about who you are is so lost in what other people think about you that you have no idea of who you are, what you are worth, or where you are going.

It's good to listen to the ideas, value structures and opinions of other people. But when we allow ourselves to imitate the ideas of others, instead of being honest with how it is we really feel, then we fall into the trap of becoming the proverbial mimic. We get lost in the maze of feeling the way we think we are supposed to feel and never have a gut level, honest feeling or opinion of our very own, regardless of how much it differs from the herd.

You are a unique and precious person, all by yourself. That gift was handed to you at your creation, and another person's judgement cannot take that away from you. You were created good, and good you shall remain to your dying day. This you've got to know, and another person can never again be allowed to trample into and judge your life from the perspective of his own value system.

If someone doesn't like you, that's **their** problem. If you don't like them, that's **yours**. This business of letting other people set your own sense of self-value by forcing you as a person into their, or someone else's, superstructure of judgement must be relinquished in favor of a new freedom.

You are free to be you, and to determine what you are worth to yourself by yourself. That task is yours alone, and must remain yours if your life is to be

happy, real and successful.

Finally, life will forever be a morass of relativity until you decide what it is you love the most. That is not to say that you can't love many people and many things and ideas at the same time. But Jesus said it just real clearly: that what it is you love the most is your master. He told us all that wherever it is our treasure is, there our heart would be also. What you love the most is already controlling your behavior, and the pity of so many lives is that they already have a treasure and just don't know what it is. We are therefore controlled by some hidden agenda. Must it be that way? I ask you, must it forever be that way?

I think not! Man is a creature who can control his own destiny. And how does he do that? He does it by committing himself to that which he consciously knows

he loves the most. He decides for himself what he wants out of life, and then lives so as to demand that he have it. People just don't function on all eight unless they're committed to what it is they love the most, with all their heart, soul, mind and strength.

A person is never any bigger or better than he dares to dream. We all have had dreams before, dreams that didn't come true. How sad! But what was really sad is that we decided that instead of being disappointed all over again, we'd just quit dreaming! We'd

give it up in favor of being safely insulated from ever getting ourselves hurt again.

Really, that's very human. If you put your hand into a fire the second time in a row, you're stupid. That makes sense. But what is very hard for many of us to understand is that the most important parts of living often appear very stupid indeed. Who is this creature who falls on his face a thousand times and continues to arise to fight again? Is he an idiot? Is he a crazy? Does he love pain to the point of self-destruction?

What did God make when he made this thing called a man? Did He make a statistician? Did He make a blind puppet? Was His intention a capricious trick that fights only to kill himself? Where does it all end?

It doesn't, and that, my friend, is the good news!

“If someone doesn't like you, that's their problem. If you don't like them, that's yours . . . you are free to be you, and to determine what you are worth to yourself by yourself.”

—Dan G. Baker

Alumni Across the Nation



Dan C. Baker

Life has no end. It is forever a process of beginning again. Life is forever replenished that its beautiful process may continue forever. And so it is in each of our lives. You can begin again a thousand times. You can fail a thousand times and try with a renewed spirit again and again. It is never over. Your life is only what you make it! You can quit the first time or the thousandth time you fail. It doesn't matter. What does matter is whether you quit or keep going. God will forever help those who act, who stand their ground, who stake their claim on the goodness of life, who demand that life produce its eternal promise to them.

But none of this matters unless there is the dream that crystalizes your being, and builds your life into a sharp, honed instrument. A dream that moves mountains, a dream that can lose a thousand times and still dare to walk the lonely path toward its summit.

So dream a dream, you mixed up man,
And dream it by yourself.
Don't play the field of trivia,
And live upon a shelf.

Grab your life, and yank it back,
From those who'd take control.
Then put a price upon your head
And write it on a scroll.

Don't play the game of jailhouse fear,
Where others box you in.
Dream your dream all by yourself
And play the game to win.

Don't let the trend enslave you,
Don't wait upon their style.
You set your own and bust your bones
And by yourself awhile.

For self-respect will be your sword,
In everything you do,
And though alone, you'll make it home,
Paddl'in your own canoe.

Add It Up

*The day will come
When you will lie
Upon the bed in which you'll die.*

*The grief-filled eyes, of those who care
Will vanish soon, as if in air.
For all that counts upon that day
Will be the price you dared to pay.*

*The love you had, the love you gave
Is all that counts when in your grave.
The things that ate up all your time,
They matter not now in your mind.*

*And as the light and darkness meet,
Life hands to you your balance sheet.
And by yourself you read the score,
It's all of love, and nothing more!*

*The money, time, and wasted days
Are not allowed to have their say.
Alone you see with tearful eye,
That values on the years gone by,
Were not of things you held so dear
But only of the people here.
And as your spirit starts to soar,
Twas love and nothing, nothing more.*

—Dan C. Baker

THE FRATERNITY'S FOUNDING FATHER

B. C. Riley — November 12, 1891-June 28, 1962

The Founding Father



B. C. Riley

On the night of June 28, 1962, Blue Key national honor fraternity lost its Founder and National Executive Officer, Bert Clair Riley. He died of a heart attack at the J. Hillis Miller Health Center in Gainesville, Florida.

The loss was an irreparable one, not only to the fraternity he fathered but to extension education, which he fostered through a lifetime of dedicated and determined effort.

Dean Riley was a distinguished educator and a brilliant man. He was a great leader and inspired in all those who were fortunate enough to serve under him a measure of his own enthusiasm, vision, and capacity for work in realizing the potentiality of education for the citizen.

The Major, as he was fondly called, was far more than a man of singular distinction in the times in which he lived. His integrity, his generosity, and his love for his fellow man were intrinsic in his nature and manifest in his completely extrovert personality. He had no enemies. Invariably he invited praise and commanded respect by being himself, and he could never be otherwise.

No man was more of a living example of what he expected a Blue Key man to be than Dean Riley himself. His achievements and his career of distinguished service are indicative enough that he was a born leader. He was a religious man, a communicant of the Episcopal church, and one who was active in church work in his community.

He was loved and respected by everyone who knew him, either intimately or through chance acquaintance. Everyone seemed to know him. Prominent people in all walks of life were his friends and admirers. Encomiums were heaped upon him wherever he went, not only for what he had done but for what he attempted to do and was capable of doing.

Dean Riley nurtured a great dream about Blue Key, even from its inception. He envisioned expansion—a vital, growing fraternity dedicated to the ideals of service to the college and community and leadership among members in the local chapters—but not expansion for its own sake. Unless an institution was truly progressive and a credit to the college community, he would have no part of it. He was wholly uncaring as to denomination or the history or size of the institution, but he was cognizant at all times of rival fratern-

nities ensconced in prospective colleges and universities, and he would not violate the gentlemen's agreement that forbade encroachment. Perhaps this was one of the finest attestations to his character.

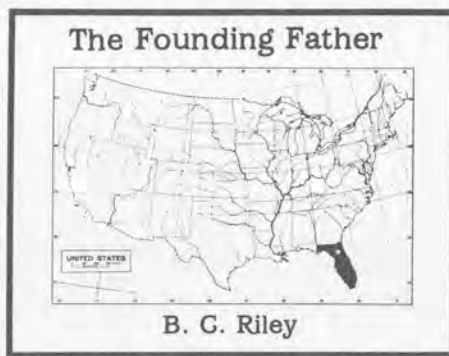
Dean Riley will always be remembered in Florida as one of its foremost educators. He was scheduled to retire only two days from the date of his death after having served 43 years as Dean of the General Extension Division of Florida. Throughout these years he guided the people of Florida and the state institutions of higher learning as partners through the General Extension Division in a cooperative effort to build a better state and a better life for its people. How well he succeeded is evident by the fact that the General Extension Division of Florida received national recognition for con-

tributions in developing the present accepted national pattern for continuing education.

The General Extension Division of Florida gained national recognition for other contributions as well. For national security the Division had charge of civilian defense training in Florida. It was one of three extension divisions in the United States selected to service the educational programs of the U.S. Armed Forces Institute. Also, the Division enrolled more than ten thousand for officer training when Dean Riley was civilian aide to the Secretary of War.



THE MAJOR



Under Dean Riley, the General Extension Division's library housed the second largest children's library in the Southeast and the largest in Florida. The Division was also the first in the United States to establish a Department of Surveys and Research. These were achievements of a man with a great, enlightened mind.

Dean Riley was not a native of Florida. He was born in Rockford, Illinois, on November 12, 1891. He received degrees from the University of Iowa and the University of Missouri. He also received the honorary degree of Doctor of Laws from Franklin College in Indiana.

His interest in the field of adult education began in 1914 when he helped to establish the Indiana University Extension Division. He joined the staff of the University of Arkansas in 1916 as editor and specialist for the College of Agriculture in cooperation with the U.S. Department of Agriculture. In 1917 he again turned his attention to the extension field and organized the General Extension Division at the University of Arkansas, where he served as director for two years.

Dean Riley came to Florida in 1919. Always a pioneer in extension education, he organized the General Extension Division of Florida and was named its dean. He set about at once marshalling the resources at his command to enrich the lives of the people he served. For two generations he brought immeasurable credit to the Division and to the state institutions of higher learning through his efforts.

Statistics are more indicative than revealing when one attempts to evaluate the enormous extension program promulgated by Dean Riley through the years. During his tenure, more than 255,000 people par-

ticipated in 3,200 short courses and 973,000 members of 1,600 organizations assisted in action programs for local and state progress. The figures become overwhelming when the number of people who have had recourse to the Division's library and audio-visual resources are considered.

Significantly, Dean Riley was among the first in America to recognize the importance of using radio in education. To accomplish this purpose, he founded



Dean Riley is shown here with other dignitaries at the meeting of the Region IX chapters at Fresno State College, November 15-17, 1957. Left to right, with titles at that time, are National Executive Officer Bert Clair Riley; Gilbert H. Jertberg, U.S. District Court Judge; Gordon Wilson, Associate Dean of Students at Fresno State College; National Comptroller Beverly G. Barnett; A. R. Lang, Dean Emeritus at Fresno State College; and Mitchell P. Briggs, Dean Emeritus at Fresno State College.

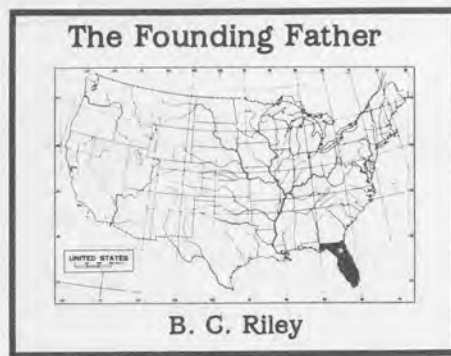
and served as the first director of the state and University of Florida radio station WRUF in 1928. He also founded the University of Florida School of Adult Education at Camp Roosevelt near Ocala and served as its dean in 1936 and 1937.

Dean Riley's affiliations in educational organizations were numerous, and here, as in **Who's Who in America**, only a fair representation of them may be included. He was an officer, and served on committees in many groups, including the Florida Educational Program Committee, Florida Bankers Association Educational Committee,

Florida Teacher Education Advisory Committee, and the State Department of Education.

He was vice-president of the National University Extension Association, (NUEA) 1921-1922, and served as president of the Southern Colleges and Universities Extension Association, 1922-1924. In 1939 he was elected president of the NUEA. Thus, he was the only person to have been selected to serve as president of both the Southern Colleges and Universities Extension Association and the National University Extension Association.

Dean Riley served his country well as a distinguished American. He was a member of the Florida State Defense Council; state coordinator for Training in



Civilian Defense Corps, 1941-1943; advisor to the National Office of Civilian Defense, 1942-1949; Armed Forces Education Program, USAFI, 1948-1950; War-Navy Committee on USAFI, 1948-1951; National Citizens Committee for Universal Military Training; Military Training Camps Association of the United States; Major General Staff of the Fourth Army Corps, O.R.C.; Association Army of the United States; National Reserve Officers Association; and civilian aide to the Secretary of War, 1923-1954.

Dean Riley founded Blue Key on November 27, 1924, at the University of Florida. By February, 1925, the fraternity was launched upon its career nationally, and within ten years—by the time of the first convention in 1934—there were upon the roll of Blue Key a total of 71 chapters. The guiding hand greatly responsible for this phenomenal growth was that of the Major.

It was because of his significant contribution to the lives of so many young men of the nation that Franklin College, Indiana, chose the occasion of the Centennial Celebration of the founding of Phi Delta Theta on its campus to award the honorary Doctor of Laws degree to Bert Clair Riley. Among other accomplishments, the citation honored the Founder of Blue Key and noted also his membership in Phi Delta Theta. He was a Golden Legion member, a "Phi" of more than fifty years, and faculty advisor to the Florida chapter.

He was also active in other organizations. He was a member of the National Editorial Association, Scabbard and Blade, Skulls of Seven, Alpha Zeta, Alpha Delta Sigma, Phi Delta Kappa, Alpha Kappa Delta, and Phi Kappa Phi.

He was the author of numerous articles for magazines and professional journals. He was also called upon frequently to make public addresses. Characteristically, he attended 41 consecutive June commencement programs at the University of Florida, but was unable to participate in the 1962 exercises because of illness.

Dean Riley was to retire from the University of Florida on June 30, 1962, as dean emeritus, a rank conferred on him by a resolution passed by the Florida Board of Control at its meeting in Jacksonville on June 8, 1962. The resolution is as follows:

WHEREAS Bert Clair Riley has served the State of Florida with distinction since 1919 as the first director and dean of the General Extension Division; and

WHEREAS through these 43 years Dean Riley has developed one of the outstanding university-oriented divisions for continuing education in the nation; and

WHEREAS through the interest, ability, and leadership of Dean Riley the Division of General Extension has continuously expanded its program of service in

continuing education so that last year 19,526 persons were enrolled in off-campus instruction, and 27,574 persons participated in short courses and working conferences; and

WHEREAS the ability of Dean Riley in his field has been widely recognized throughout the United States as evidenced by his service on numerous committees, boards, commissions, and conferences; his appointments as consultant and advisor to many important working groups; and the offices which he has held in professional and lay organizations; and

WHEREAS Dean Riley has demonstrated through his years of firm conviction, of deep integrity, of high purpose, and of unswerving loyalty; and

WHEREAS the accomplishments of the General Extension Division constitute a firm foundation on which the Florida Institute for Continuing University Studies may develop and grow; Therefore be it

RESOLVED, That the members of the Board of Control hereby express their great esteem for Bert Clair Riley and their appreciation to him for his service to Florida and to the nation; and be it



Medallion presented to Bert Clair Riley by the University of Florida for forty-three years of distinguished service.

The Founding Father



B. C. Riley

RESOLVED further, That as Dean Riley retires from the active administration of the General Extension Division he be named Dean Emeritus of the Division of General Extension in the Florida Institute for Continuing University Studies, and be it

RESOLVED further, That a copy of this resolution be spread upon the minutes of the Board of Control and that a copy be presented to Dean Riley at the time of his retirement.

The Major was frequently the recipient of citations and honors for his achievements and his outstanding service to the people of Florida. Within a few months of his death he was cited by the Florida Council of Churches, the Florida City Managers Association, and the Florida Municipal Finance Officers Association.

One of the most appropriate of all tributes paid to Dean Riley since his death is that of Dr. J. Wayne Reitz, president of the University of Florida. He was, Dr. Reitz wrote, "one of Florida's great men. Through his imagination and leadership the General Extension Division was built into one of the finest adult educational programs in the nation. In the 43 years that he served as its director he was loved and admired by all who had the privilege of working with him. We shall miss him greatly."

We shall all miss him greatly. We who loved him and revered his name and looked to him for direction may at least take comfort in the fact that we have known so eminent a man as Bert Clair Riley.

—Osborne L. Gomez

Reprinted from the Fall, 1962, edition of the *Blue Key Journal*.



MAJOR B.C. RILEY

SERVING, I LIVE



BLUE KEY CHAPTER ROLL

Abilene Christian University
Adams State College
Alfred University
Arizona State University
Arkansas Polytechnic University
Augustana College
Babson College
Baker University
Ball State University
Belmont College
Brigham Young University
Butler University
California Polytechnic State University
California State University—Fullerton
California State University—Long Beach
California State University—Los Angeles
California State Polytechnic University
California State University—Fresno
California State University—Northridge
California Western University
Carson-Newman College
Carthage College
Case Institute of Technology
The Catholic University of America
Chadron State College
Clemson University
The Cleveland State University
Colorado College
Colorado School of Mines
Concord College
DePaul University
Drexel University
Eastern New Mexico University
Eastern Oregon State College
Emory and Henry College
Emporia State University
Florida Atlantic University
Florida Institute of Technology
Franklin College
Furman University
Gannon College
Georgia State University
Georgia Southwestern College
Hendrix College
Hope College
Howard Payne University
Idaho State University

Illinois Benedictine College
Illinois Wesleyan University
Indiana State University
Indiana University
Iowa Wesleyan College
Kansas State University
Kent State University
Lamar State University
Lander College
Lewis and Clark College
Livingston University
Loyola University—Chicago
Loyola University—New Orleans
Lynchburg College
McNeese State University
Mercer University
Michigan State University
Michigan Technological University
Midland Lutheran College
Mississippi State University
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Morehead State University
Morningside College
Mount Union College
Nebraska Wesleyan University
Newberry College
New Mexico State University
North Carolina State University
North Dakota State University
North Texas State University
Northeast Missouri State University
Northern Arizona University
Northern Michigan University
Northern State College
Northwest Missouri State University
Northwestern Oklahoma State University
Northwestern State University
Ohio University
Oklahoma City University
Oklahoma State University
Oregon College of Education
Oregon State University
Our Lady of Holy Cross College
Ouachita Baptist University
Pacific Lutheran University
Pacific University
Philadelphia College of Textiles & Sciences

Phillips University
Presbyterian College
Roanoke College
Rose Hulman Institute of Technology
Saint Joseph's College
Saint Olaf College
San Diego State College
San Jose State University
South Dakota State University
Southeastern Oklahoma State University
Southern Methodist University
Southwestern University
Trenton State College
Trinity University
University of Arizona
University of Arkansas
University of California at Davis
University of California at Los Angeles
University of California at Santa Barbara
University of Colorado
University of Detroit
University of Evansville
University of Georgia
University of Idaho
University of Missouri at Rolla
University of Nevada
University of New Mexico
University of North Dakota
University of Northern Colorado
University of Portland
University of the South
University of South Carolina
University of Southern California
University of Southwestern Louisiana
University of Tennessee at Chattanooga
University of Toledo
University of Wisconsin—LaCrosse
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