

*The Blue Key
Journal*



National Honor Fraternity

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1891-1962

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BLUE KEY MEMBERSHIP: A RESPONSIBILITY

The View From The Top



Richard F. Reicherter

To stimulate ambition for intellectual achievements and desire to serve one's institution of higher learning and fellow students.

To study student problems and assist in their solution, to contribute to the enrichment of student life, and to promote the progress and best interests of the institutions of higher learning in which the chapters of this organization are found, and to serve one's community, state, nation and all mankind.

These statements, as is the case in all articles of the constitution, may seem trite and mere necessary verbiage, but, in my opinion, they are fraught with possibilities, charged with potentialities. They epitomize the main objectives of Blue Key and impose a heavy obligation on its members. They were written not to be read over lightly, not to be spoken glibly. They are serious words which should convey to each member the completeness of his or her responsibilities. They indicate what Blue Key means and stands for, and impose on each member a serious duty.

I could take each phrase and each clause of the articles and enlarge upon them indefinitely, but I propose merely to make a passing mention of each of them, leaving it to the members of the organization, both active and alumni members, to put them into operation—to set up a machinery which will bring about the realization of the noble objectives of Blue Key.

“An ambition for intellectual attainment”—! Blue Key members must be leaders, outstanding individuals in every respect, and particularly so along the lines in which they are gifted by God. Every effort is to be made to foster intellectual attainment, and to reward it properly. Membership in Blue Key is not alone the award to be striven after. Let Blue Key devise ways and means of raising the intellectual plane of the student body in general, and give special acknowl-

edgement to those of outstanding achievement.

“A desire to serve college”—! This, perhaps, more than any other phrase, might be the keystone of our complete organization. If this were our only objective, our existence would be justified. I believe, really, that this might epitomize our whole purpose of existence, our other objective being merely enlargements of our scope of action and solely dependent on this, our chief purpose. By its very nature, desire to serve college will furnish us with an inexhaustible supply of activities.

“Student problems may be studied; student life may be enriched”—! In this connection there is a wealth of opportunity for Blue Key's contribution. Here, again, a complete study of every phase of this objective. Blue Key individuals, more than other students, should be aware of student problems, and should aid in their solution. They should know how student life may be enriched, and should take steps towards the accomplishment of this enrichment. Break down student fallacy regarding Blue Key, that the members are those set apart, that they are little gods, and superior beings. Show the other students that their interests are your interests, and use your advantage to their advantage. Place Blue Key members here and there, unobtrusively, in every organization, and in every activity, and let Blue Key act as a wholesome leaven.

“The progress and best interests of the institution may be stimulated and promoted”—! This, of course, may be considered an enlargement of “a desire to serve college.” It is easy enough at times for us to intimate what may be wrong with an institution and to suggest what it should do, but to remedy the situation is quite another thing. Blue Key, by the very nature of the organization, should not consider passively the problems which confront the university, but should work actively towards the achievement of the “progress and best interests” of the institution. Every

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Richard F. Reicherter
President and Chief Executive Officer

NATIONAL ADMINISTRATIVE BOARD



RICHARD F. REICHERTER
President-Chief Executive
Officer

Dick is a Professor Emeritus at Emporia State University, Emporia, KS. During the summer months Dick served as director of the graduate business education 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 of the National Catholic Business Education Association, and a founding father of Phi Beta Lambda Business Organization. He was a visiting professor at the University of Bethlehem in Israel during the summer of 1984. Before becoming the President and Chief Executive Officer of Blue Key National Honor Fraternity, Dick served as National Secretary and National President.



**Mark C. Kendall, Chairman
National Administrative
Board**

Mark is currently a group sales representative for UNUM Life Insurance Company in its Chicago field office. UNUM provides employee benefits to corporations nationwide and has been America's leading underwriter of corporate

long-term disability for the past ten years. Mark received his BSB degree from Emporia State University, Emporia, KS, in May 1984. His employment with UNUM began as a sales representative in their Kansas City office. He transferred to Chicago in July 1987 and has achieved UNUM's top 15% of sales production for two of his three years. While Mark was President of

Blue Key at Emporia State recently, he served as committee chairman, which raised \$180,000 for the purchase of the Emporia Senior Center building.



John A. Stibal
Vice-Chairman

In June of 1982 John began employment in Kansas City with UNUM Life Insurance Company of Portland, Maine as a Group Sales Representative. In January of 1986 John was promoted to Flexible Compensation Specialist in the Chicago Employee Benefits office. John's current

responsibilities are to oversee the sales and implementation of all UNUM Flexible Benefit plans for the Central and Northwest regions of the United States. John graduated from Emporia State University in 1982 with a Bachelor of Science in Business. He also served as local chapter president of Blue Key. John was also very active in both Phi Beta Lambda Business Organization and the Personnel Management Association.



Thomas Buckalew
Secretary

Thomas is currently the director of student affairs at Livingston University, Livingston, Alabama. He serves as advisor to the Student Government Association, Omicron Delta Kappa, Interfraternity Council, and Blue Key Honor Fraternity. He works closely with ad-

vises, the student government affairs, and chairs student concerts and dances. Thomas has also received many honors stemming from Who's Who Among American Colleges and Universities, Outstanding Young Men of America, and is chairman of the Sumter County March of Dimes. This is the first year for Thomas to serve as secretary.

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THE REALM OF LEADERSHIP

Alumni Across the Nation



Dan Naccarato

Leadership is the single, most precious and sought-after commodity in most organizations. It is the element that sustains and continually rejuvenates governments, athletic teams, religious congregations, fraternities, and businesses. Blue Key National Honor Fraternity is committed to the development and recognition of leadership.

The majority of students, employees, and managers never truly exhibit the desire to become effective formal or informal leaders. Children are taught to conform and fit in with family, neighborhood, church, school, and society. In a business organization, being a leader requires one to be unabashedly different from the rest of the crowd... not for the sake of drawing attention to oneself, but for the good of associates, stockholders, and customers.

Business schools place heavy emphasis on teaching students "management" skills. These skills (planning, organizing, staffing, and directing) are certainly vital to successful business operations, but they only represent some aspects of leadership ability. Organizations cannot ultimately endure unless purposeful individuals step forward to raise performance standards, make decisions, innovate, communicate, and inspire.

Developing a sense of purpose is the logical first step towards leadership. A leader needs to have a clear idea or statement of mission for the operating unit, department, or group. There must be a vision for what the leader and the group are striving to achieve. This encompassing mission can then be broken into operational objectives, goals, and standards.

It is sometimes a lonely role, but leaders must be decision-makers. Many times, there are no definite right or wrong courses of action. As "Tremendous" Jones used to say: it is the leader's obligation to make

a decision, and then "make it right!" Many times, any decision is better than no decision.

Businesses need people who will look at things from fresh perspectives and innovate work methods. The business climate is constantly changing. Consequently, organizations need individuals who will not always be satisfied with internal status quo. As the environment changes, leaders must help their business adapt.

Since a leader must rely on the help of others to implement plans, decisions, and innovations; communication and inspiration are crucial components. A manager knows how to communicate ideas or information... A leader takes the next step and inspires people to take action. Getting an hourly-paid employee to do something he doesn't think he wants to do can sometimes seem as difficult as leading troops into battle. The "inspiration" part of communication is how leaders convince others that they want to do what is being asked of them.

Vast opportunities and rewards await informed individuals who are willing to venture beyond the "management" plain and leap into the realm of business "leadership." Organizations need leaders who highlight the organization's purpose, raise standards, make decisions,

innovate, communicate, and inspire. Peter Drucker is correct when he insists that practically any individual can learn to be a leader. The key is that the individuals must be motivated from within to develop skills and take on leadership responsibilities.

Mr. Naccarato received both the BS and MBA degrees with a major in Business Administration with minors in Economics and English from Emporia State University. In addition to being a business honor student, Dan received the Outstanding MBA Candidate Award. He is now Retail Operations Analyst, Dillion Stores, Hutchinson, Kansas.



Dan Naccarato

HINTS FROM HEADQUARTERS

The Executive Secretary



Mrs. LaVergne M. Bales

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 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 adviser, 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 \$25.00 for each member.

FACULTY MEMBERSHIP-The national fee is \$25.00 for each member.

ALUMNI MEMBERSHIP-The national fee is \$25.00 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
P.O. Box 1847
EMPORIA, KS 66801**

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 Balfour 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 Chief Executive Officer, Blue Key National Honor Fraternity, P.O. Box 1847, Emporia, KS 66801.

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energy should be expended by every member, active and alumni, of Blue Key, in behalf of the university we are proud to hail as "Alma Mater!"

The motto of Blue Key, "Serving, I Live," which may be interpreted to mean "I express my own life and character in what I am able to accomplish for my fellow students," should give us pause. I do not see how any member, saying these words sincerely, could not be struck with awe at their deep significance. Remember, we are Blue Key members, not for our own glory, but for the good of others. Our own wishes, interests and desires must be second to our Alma Mater and our fellow students.

Too often the import of being a Blue Key individual is lost on our members, and just as often, through our conduct and actions and our own attitude towards Blue Key, a false and distorted impression of our being is given to the general student body. (Blue Key, and I cannot stress this too much or too often, is **not** an award, it is not an achievement. It is a **duty**, an **obligation**, a **commission**, which we accept.)

We, of Blue Key, have been singled out from the others, not solely because of our superior intelligence, nor solely because of our prowess and achievements academically, athletically, or socially. True, we may seem to have done something, outstanding or otherwise, to cause our being elected to membership! But, remember, we have been chosen, not solely because of what we **have done**, but what we **can do**, and **will do** for the University and all its interests. We have a severe **responsibility** imposed upon us, and we must not fall short of what is required of us.

News for the
Journal

to be sent to:

**Richard F. Reicherter, Editor
Blue Key Journal
P.O. Box 1847
Emporia, KS 66801**

BLUE KEY ALUMNI NAMED TO NAIA HALL OF FAME

Alumni Across the Nation



Dr. Don Parham

Dr. Don Parham, a Blue Key member at Southeastern Oklahoma in 1952, has recently been named to the NAIA Hall of Fame.

Dr. Parham, who now serves as Southeastern's athletic director and chairman of the Health and Physical Education department, earned his Bachelor of Science degree from Southeastern in 1952. After serving 2 years in the army he earned his Master of Science from Oklahoma State University. He completed his formal education in 1959 with a Doctorate from George Peabody College for Teachers in Nashville, Tennessee.

In 1965 "Doc" took over the Southeastern baseball program. He transformed the program into a national title contender and one of the most respected programs in the nation. His 16-year record (536-162, 76.8 percent) shows the level of excellence he achieved. Doc's teams won nine conference championships, three Area crowns, and three World Series appearances. His 1977 team earned a second place na-

tional finish, losing 2-1 in the national championship game. In 16 years as a college head coach Parham never had a losing season.

Since 1981 Doc has been able to devote his time to running the HPER department and Southeastern's athletic department. The department is respected not only on the field but also in the classroom having produced many successful coaches over the years. During his years as athletic director the Savages have competed in national tournaments in football, basketball, baseball, and men's tennis. All this success has been accomplished while running a clean program that is respected around the country.

In 1984 Doc was inducted into Southeastern's Athletic Hall of Fame. His baseball jersey (-5) was also retired by the university.

The newest member of the NAIA Hall of Fame, a Blue Key member, Dr. Donald Parham is married to the former Kay Baker. They have three sons.



Dr. Don Parham at work.

A BIOGRAPHY OF BRIGADIER GENERAL KEITH TEDROW

Alumni Across the Nation



Brgd. Gen. Keith Tedrow

“Serving, I Live,” takes on a special meaning for one of our Blue Key Alumni. Brigadier General Keith Tedrow has spent the last 25 years in the United States Air Force. His career epitomizes the precepts of Blue Key, SERVICE TO OTHERS. He credits Blue Key as the organization most responsible for molding his values and formulating his strong concern for service to others.

He was born in Kansas City, Kansas, in 1942. He graduated in 1960 from Washington High School, where he had been active in the student council and Key Club. After studying for two years at the Kansas City, Kansas, Junior College, Keith transferred to The Kansas State Teachers College (now Emporia State University).

He quickly adapted to the new environment at Emporia and joined the Sigma Phi Epsilon social Fraternity. As a business student he also became active in Phi Beta Lambda business fraternity. He won numerous business and leadership awards at local, state and national conventions and was elected as state and national president of Phi Beta Lambda. His efforts also led to his selection into Blue Key in 1963/64. He served as the chapter president during that year.

The college years were very active for Keith as he balanced his time between several campus organizations and numerous community service projects. He still maintains that “the way to get a job done is to give it to the person who is doing the most.” While attending graduate school at Emporia, he remained active in college activities as an advisor for Blue Key and the Student Union Activities Council. In 1965 he completed his Master of Science in Education and became assistant manager of Emporia’s student union. He remained on the college staff until he was called to military service in the spring of 1966. He enlisted in the United States Air Force.

Keith transitioned to the Air Force thru the Basic Military Training School at Lackland Air Force Base, Texas. He was then selected to attend the Officer Training School (OTS). As a distinguished graduate of OTS, he was commissioned a second lieutenant in October 1966. His first assignments were at Lackland Air Force Base where he served as a personnel officer and was associated with the 3504th USAF Recruiting

Group. He was very favorably impressed with the quality and dedication of the young men and women who chose to serve in the Air Force.

It was during his tour of duty at DaNang Air Base in the Republic of Vietnam that Keith made the decision to pursue the Air Force as a career. In this war torn country he gained an appreciation for the real value of the freedoms and privileges enjoyed by Americans. As Keith states: “It was there that I really found out what a great country we have. I made a vow that I’d do all I could to help preserve our freedoms.”

Upon return from Southeast Asia he completed Air Force pilot training at Moody Air Force Base, Valdosta, Georgia and began a new phase of his career. He was assigned to McClellan Air Force Base, Sacramento, California as a pilot of the EC-121 radar/reconnaissance aircraft. Air Force needs for these aircraft required frequent deployments to locations around the world including Korat Air Base, Thailand for combat operations in Southeast Asia. “Our job was to provide airborne radar coverage for fighters and bombers,” commented Tedrow. “We warned of attacking MIGs, provided vectors to join strike aircraft with aerial refueling tankers, and assisted in search and rescue operations. The missions were long but very satisfying because you knew you had saved lives of your fellow airmen.”

While stationed in Sacramento, Keith met and married his wife, Anne, in 1972. Their son, Jason, was born in 1973 just prior to their move to Washington, D.C. He was assigned to the Pentagon to participate in a special program designed to train young officers for duty with the Air Staff. He spent a year on the Air Staff Training (ASTRA) tour working as a plans officer for the Air Force Deputy Chief of Staff for Personnel. “It was a great learning experience, but after a very exciting year in the Pentagon, I was more than ready to return to the cockpit and the challenges of a flying assignment,” stated this dedicated Air Force man.

What a flying assignment it was. Keith reported for duty as a C-5 Galaxy pilot. He was now flying the world’s largest aircraft with the Military Airlift Command at Travis Air Force Base, California. Keith said, “It was a dream come true for me. I had always wanted to fly the airlift mission. You’re always where



the action is and your daily training mission is very similar to your combat mission." After three years at Travis Air Force Base the Tedrows were on the road again to another assignment.

The Air Force places emphasis on improving its officers professional competence by sending some officers to resident professional military education. Keith attended the Air Command and Staff College at the Air University at Maxwell Air Force Base, Montgomery, Alabama. After studying leadership and management, world geo-politics and military science skills, Keith returned to Travis AFB and flying the great C-5.

In 1981, the dream of all military aviators was realized for Keith. He was named to command the 75th Military Airlift Squadron (C-5). According to him, "The selection process for commanders is very competitive. Commanders are selected very carefully. You must have the capability to prepare and train your unit to perform its mission and must also ensure for the well-being of your aircrews and their families." This was a labor of love for both Keith and Anne. "You thrive on the accomplishments of your people; it really becomes a very close knit family," he added.

For Keith, command was over all-to-soon. In 1983, he headed back to the Midwest and Scott Air Force Base, Belleville, Illinois.

This was his first assignment near home in 17 years. He was promoted to Colonel and found himself behind a desk again. His tour at the Headquarters for the Military Airlift Command lasted only one year and he returned to the Air University at Maxwell Air Force Base. There selected senior officers attend the Air War College. Keith remembers, "You concentrate on the relationships between nations in this inter-dependent world and polish your skills to apply air power in joint military operations."

After another two year assignment in the Pentagon Keith was selected to command the 436th Military Airlift Wing at Dover Air Force Base, Delaware. Dover AFB is the only Air Force wing equipped exclusively with the C-5 Galaxy. "Command of an operational wing is considered to be one of the most challenging assignments in the Air Force," Tedrow analyzed, "You must orchestrate the activities and readiness of thousands of people and billions of dollars of aircraft and support activities."

Keith credits his success to the strong support and help from Anne and Jason. As he expressed, "Command of a squadron or wing is really a family affair. There are sacrifices that must be made and you've all got to be in on it together." Anne was always very involved with base and family service activities. "The families were very appreciative of her strong support; she really related well to their needs," Tedrow added.

All of Keith's command activities were dedicated to providing deterrence by being prepared for war. The airlift mission is one of the most unique and diverse Air Force missions. This commander observed, "We also have the unique ability to use those great cargo aircraft to deliver emergency relief supplies to areas ravaged by hurricanes, earthquakes and droughts. You really appreciate what a great asset you can be to our foreign relations and foreign policy. When you watch the evening news on television, you often see the American flag on the side of our T-Tailed aircraft. That makes a great statement about the commitment of our nation to help others."

His promotion to brigadier general in September of 1990 brought additional responsibilities and another assignment. Returning to San Antonio, Texas for the first time in almost twenty years Keith is now at Randolph AFB as the Deputy Chief of Staff for Technical Training for the Headquarters of the Air Training Command.

Brigadier General Tedrow summarized his experience by stating, "I'm back where I began almost twenty-five years ago. While many things in the world have changed—many more have not. I'm still working with great young men and women who want to serve their country. I now have the responsibility to ensure they have the fundamental knowledge and technical skills to perform their assignments with the operational Air Force. They are committed to serving their country and ensuring its freedom and that remains one of the greatest commitments of service there is. I've had a great twenty-five years with the Air Force. The association has taken me around the world several times. I am convinced Blue Key was instrumental in preparing me for the leadership challenges I've faced. Blue Key made me conscious of my responsibility to serve and the Air Force helped me focus that desire toward service to our country and support of our freedoms."

Alumni Across the Nation



Brgd. Gen. Keith Tedrow



Brig. Gen. Keith Tedrow

LEADERSHIP THROUGH QUALITY

Alumni Across the Nation



John A. Stibal

John A. Stibal
Board of Directors
Vice-Chairman, Blue Key National Honor Fraternity

The decade of the 80's was based on style vs. substance. It was better to look good than to be good. This false sense of quality may be what the decade may be most remembered by. The 90's will bring a change to American business. That change will be leadership through quality. Many American companies have developed a quality focus, as it will be essential to our survival in a global economy. Quality will begin at the top of an organization through leadership and vision. Each individual within the organization will incorporate quality into their everyday job.

Leadership through quality changes the way people think about their jobs by focusing on the customer. Each individual will have both internal and external customers with which to deal. Quality work means that the work you deliver is what the customer wants. In more formal terms quality is defined as providing our customers, internal and external, with products and services that fully satisfy their requirements. Always ask yourself "is this what the customer wants and needs?"

There are 3 ways you stand to gain from leadership through quality: empowerment, corporate success, and personal recognition. First, a major concept in quality is empowerment.

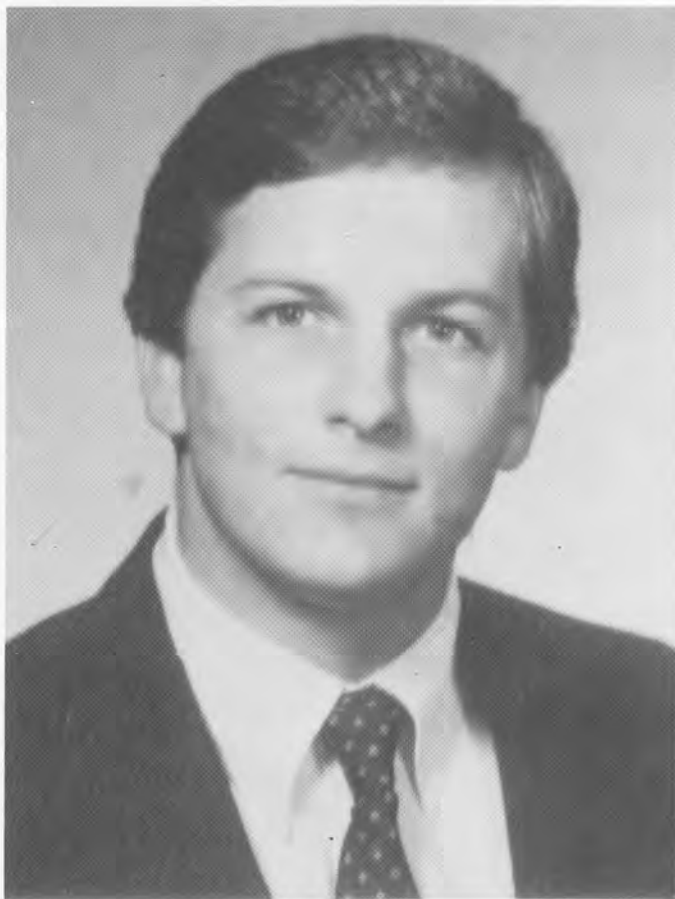
Empowerment means people gain more control or power over their own jobs. They make more decisions about how work is done, when it is done, and sometime even what work is done. For most people having control over their jobs is an advantage. It allows people to deploy resources more effectively and take a justified pride in the decisions they have made.

A corporation will benefit from empowering employees. Over the past years, teams and individuals in all functional organizations have demonstrated that empowered groups can make a difference in building, servicing, and selling your products. Empowered employees are more effective employees for the corporation.

Finally, you as an individual stand to gain quality, recognition and reward through leadership. People

practicing quality in their everyday jobs are the people most in line for recognition. This will be in many forms. Through praise, awards, salary and promotions.

For American business to continue to be successful in the future, a strong emphasis needs to be put on quality. Increased quality will cause an increase in productivity and overall customer satisfaction, which is fundamental to the building of a business. Make quality work for you.



John A. Stibal

BLUE KEY: A LIVING ORGANIZATION

From Headquarters



Jeff Wassenberg

Blue Key is a living organization, a fraternity dedicated to promoting the best interests of college, community, and the country. Its motto, "Serving I Live," is reflected in the multiform and multiplicity of activities of all member chapters, whether filling a need on campus, providing entertainment, inaugurating a special day, or sponsoring a special event. Blue Key is a vital organized group of student leaders in American colleges and universities devoted to such service.

The ideals and principles of the Fraternity are realized every day in chapters sponsoring or encouraging activities which will enrich student life or promote the finest interests of their institutions. When a need is filled, work is begun on another which arises, or on a program which might never have been instituted or promoted had not a living organization of student leaders recognized its value to the institution or to the community.

Many activities have become traditional assignments or duties of Blue Key chapters in certain institutions. This is particularly true in the case of their sponsoring homecoming festivities, conducting drives, ushering at special occasions, and publishing student directories. Conceivably it is expected of the local Blue Key chapters to continue with these projects, having perhaps inaugurated them in the beginning and promoted them ever afterwards.

Traditional also on a large number of campuses are the responsibilities of Blue Key chapters in the conducting of orientation programs, sponsoring Mom's and Dad's Days, holding clean-up campaigns, and acting as hosts, guides, and directors at various functions. The material contributions given to institutions by the Blue Key chapters are inestimable; funds raised by every manner of activity often go into material improvements or constructions or furnishings.

Individual students, as well as student bodies, have been and are the recipients of Blue key contributions. A number of awards, honors, and scholarships are given by local chapters to deserving students. Publications are made available by certain chapters to the students, forums and debates are promoted, elections supervised, and honor systems founded.

Within the Blue Key chapter itself much work is being done for improvement, for the exchange of ideas

with other institutions, for an expanding program of service. And in carrying out the Blue Key policy of preserving established institutions of society and the principles of good citizenship, local chapters are perennially making contributions and cooperative services to and for people outside of the institutions, for the best interests of the community and the country. Annual and special blood drives, food baskets for the needy, and donations to worthy causes are only aspects of the services rendered by Blue Key chapters toward community welfare.

Blue Key is a living organization, living and serving, in all of its chapters throughout the country. It is a dynamic organization, still growing and still adhering to the high standards and ideals and principles intrinsic in its name and what it stands for and in the work that it is doing and has done.

Article By: Jeff Wassenberg
Student Executive Officer
National Headquarters
Emporia, KS 66801

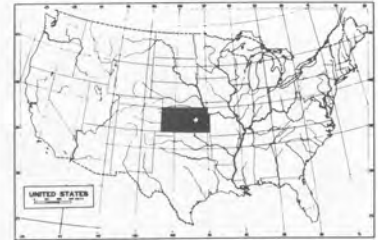
BLUE KEY PRAYER

Lord, make me an instrument of Thy peace.
Where there is hatred, let me sow love,
Where there is injury, pardon,
Where there is doubt, faith,
Where there is despair, hope,
Where there is darkness, light,
Where there is sadness, joy.

O Divine Master, grant that I may not so much
seek to be consoled as to console,
To be understood, as to understand,
To be loved, as to love,
For it is in giving that we receive,
It is in pardoning that we are pardoned,
And it is in dying that we are born to Eternal Live.
—St. Francis of Assisi

ALUMNI CHAPTER NEWS

Alumni Across the Nation



Emporia State University

BLUE KEY STRIVES TO RAISE \$25,000 FOR NEW ALUMNI CENTER

Construction is quickly being completed on the beautiful new Sauder Alumni-Endowment Center on the Emporia State University campus. As the finishing touches are being made on the Center, Emporia State University Blue Key members are eagerly planning a celebration for a momentous event in the life of the Emporia State University Blue Key Chapter.

It was thirty years ago this year, that a Blue Key Chapter was organized on the Emporia State University campus. That first group of young men set an immediate standard of excellence that placed Blue Key at the forefront of student organizations on campus.

Today, we have an exciting opportunity to recognize this special anniversary. As part of the construction of the Sauder Alumni Center, the Emporia State University Alumni Director's office has been reserved in the name of Blue Key. Our obligation is to commit \$25,000 to the construction project. In return, the Blue Key name will be recognized in perpetuity.

Currently, Blue Key members are actively seeking support from Blue Key Alums, in order that the

\$25,000 will be raised. Members are also working on Homecoming festivities, which are set for October 26. As part of the 1991 Homecoming activities, Blue Key members and Alums are planning on being present for the Sauder Alumni Center's dedication, which is also slated for October 26.

The \$1.6 million building is designed with the latest technology and crafted by experts in the field of construction. Several special features will remind visitors of other prominent places on campus, such as a modified circle drive and a rotunda and balcony. The spiral staircase winding to the ground floor and walk-out patio area will provide a memorable setting for alumni, endowment, and general university events.

The Center will realize one special dream - it will represent a physical investment by the Alumni and Endowment Associations in the future of Emporia State University. The Center will be loving tribute to more than 33,000 Emporia State University alumni, countless friends, and dedicated community of faculty, staff, and students. Such an investment in the future of the Alumni Associations and the university deserves Blue Key's best efforts, discerning thoughts, and most generous support.



Kim Maxwell, Director of Endowment Association at Emporia State University visits with Richard Reicherter.

LOCAL CHAPTER NEWS

Chapters Across the Nation



McNeese State University

BLUE KEY MEMBERS EXCEL IN SPORTS

Present and past McNeese State University football players currently make up 20 percent of the membership in the university's Blue Key chapter.

President of the organization is Jimmy Poirer, a senior honor student from St. Martinville who is graduating in December in Business Management. He has been the Cowboy punter for the past four seasons and holds all of the school's punting records.

This past season he was twice named the Southland Conference (SLC) Player of the Week for his punting and was once recognized nationally. He has also been named to the SLC's All-Academic Team.

Other current football players who are members of the honor fraternity are David Easterling, Eric LeBlanc, Ricky Richards, Mike Reed and Wes Watts while past football players who are members are Darin Andrus, Brian Champagne, Scott Dieterich, Jericho Loupe and Kenneth Bailey.

Easterling is an honor student who was recently named to the District VI CoSIDA/GTE Academic All-America team. He has been nominated for the national honor team.

A senior pre-med student from Sulpher, Easterling is a cornerback on the Cowboy football team and was recognized this past season as a SLC Player of the Week after returning a pass interception of a school record 93 yards for a touchdown in a victory over Northwestern State.

LeBlanc, a senior from Abbeville who received his degree in December in nutrition, is a four-year letterman and was named the SLC Player of the Week this past season for blocking two punts against Nicholls State.

Richards is a junior defensive end and honor student from Gonzales while Reed, a microbiology major, is a senior offensive guard and honor student from Baton Rouge.

Watts, a junior from Baton Rouge, was the Cowboy starting quarterback this past season and has also performed for the McNeese basketball and golf teams during his career. This past season he ranked third in the SLC in passing, having completed 115 of 253 passes

for 1,532 yards. He is a pre-med major and is also president of the McNeese Fellowship of Christian Athletes.

Andrus, Champagne, Loupe, Dieterich and Bailey are all past members of the Cowboy squad. Champagne graduated with honors last year and is now in graduate school while Andrus, who is a senator for Blue Key, and Dieterich are currently serving as student assistant coaches with the Cowboys. Loupe and Bailey were both add two — McNeese State University Blue Key honor students, Loupe presently enrolled at McNeese and Bailey in dental school at LSU-New Orleans.

To be a member of the Blue Key, students must maintain a high grade point average, must be active in three or more campus organizations and must be nominated by the membership.

Dean Louis Riviere serves as faculty adviser for the group.

(continued from page 4)



Kim Penner
Treasurer

Kim is manager of distribution (pipeline and exchanges) for Koch Refining Company, a subsidiary of Koch Industries, Wichita, KS. He is also responsible for the recruitment and hiring of marketing trainees for Koch Refining. Prior to working at Koch, Kim was employed by

Bank IV, Wichita, as a marketing officer. Kim received his bachelor's in business administration with a minor in speech communications from Emporia State University in 1980. While at ESU, Kim served as local chapter president of Blue Key. In 1979 he was awarded the honor of "Mr. Future Business Executive" by the Kansas chapter of Phi Beta Lambda.

LOCAL CHAPTER NEWS

Chapters Across the Nation



Northern Arizona University

Blue Key was started at Northern Arizona University on the 23rd of April, 1949, by Dr. Max Basemen. Since then, it has grown into one of the most active organizations on campus. At the present time, Blue Key has 15 members, with a diversity of majors and cultures. Although our membership is smaller than other organizations on campus, Blue Key, on more than one occasion, through the hard work and dedication of its members has earned the "Distinguished Service Organization Award" from the President of the University.

Northern Arizona University was started in 1899 as a teacher's college. It has progressed from under 20 students to the current level of over 16,000. The University is commonly known as the "Mountain Campus" and its elevation is slightly over 7,000 feet. The University is located in Flagstaff, Arizona, just South of the Snowbowl Ski resort at the base of the San Francisco peaks, and a short drive from the Grand Canyon. The campus is within easy driving distance of many historic and national monuments.

Since 1949, Blue Key has organized the Northern Arizona University homecoming parade. This several thousand dollar project involves many agencies of the University as well as the entire city of Flagstaff and takes several months of planning. Last year, over 75 participants including bands, floats, campus and community organizations took part in the event. This project is one of the Fall semester's biggest and requires constant planning and supervision.

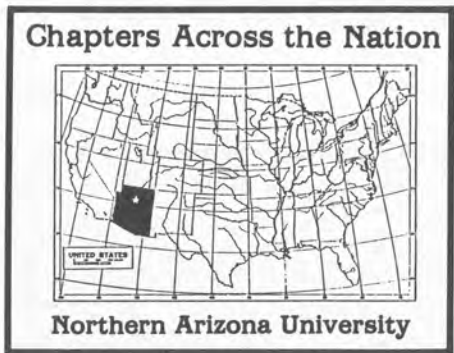
Vegas Night is a mock gambling night put on by Blue Key members each spring. This event was started in the early 70's and has grown steadily since. All proceeds benefit local agencies in the Northern Arizona area. Last year, Vegas Night raised over \$1500 in about 5 hours. All prizes are donated by the community and several hundred people attend.

In 1984, Blue Key initiated the High Country Biathlon. This event was known nationally and was one of the biggest running/cycling events to take place in Northern Arizona. Two years ago, this event was modified into the Northern Arizona University 8K run due to the unpredictable weather in the High Country. The Northern Arizona University 8K run brings to Northern Arizona University people from Arizona, as well as surrounding states. proceeds benefit local charities and United Way agencies.

Blue Key performs an "Adopt-A-Trail" semi-annually. In this event Blue Key members perform general maintenance and renovations to the many hiking trails in the beautiful and scenic Sedona area in Arizona. This is by far the most favorite event of Blue Key members because it strengthens and group's dedication and devotion. It also gives members the chance to work in unity while helping preserve the historic trails of the West and our environment.

Aside from those major projects mentioned above, Blue Key performs many smaller projects in the Flagstaff area throughout the year. Some recent projects have included doing general maintenance and painting for The Center Against Domestic Violence, The Battered Women's Shelter, the under-privileged kids shelter, "Kids Day" for the under-privileged children development center, and lastly during the Christmas Season we adopt four-five families and provide them with a Christmas Dinner and toys for the kids. This project is known as "Adopt-A-Family." A new project this year includes assisting the Winter Special Olympics. In this project, Blue Key members will help make the operations run smoothly, and provide emotional and physical support for the olympians. Blue Key at NAU is also very active with other organizations competitively and socially. Each year, Blue Key plays other organizations in football and other events. For the past six years, Blue Key has been undefeated in the annual Homecoming Football games. Its claim to fame during this past homecoming was when members of Blue Key defeated members of the Northern Arizona University Football team in a Tug-Of-War contest. Blue Key also does many things with our sister organizations such as Cardinal Key and Kayettes.

As you can see, Blue Key's service projects are extensive and numerous, and its history is long and proud at Northern Arizona University.



Members of Blue Key at Northern Arizona University.



1990 Northern Arizona University Homecoming Parade.



Blue Key Organizational Football AME Group Picture.



1990 "Vegas Night."



1990 "Christmas Tree Cuts" Fundraiser for Blue Key Spring Formal.

LOCAL CHAPTER NEWS

Chapters Across the Nation



Chadron State University

Blue Key National Honor Fraternity has been an important part of Chadron State College for nearly 60 years. During that time, it has always been felt that being tapped for membership in Blue Key is one of the greatest things that can happen to a male student at this school.

Blue Key was chartered on the Chadron State campus in the spring of 1932. In the Anokasan, which was the college annual, the following year, it was stated that "The purpose of Blue Key is to institute closer contacts between the administration and students, and to sponsor worthwhile projects which are of benefit to the school and student body."

The statement added, "To be elected to Blue Key, a man is judged as to character, leadership, integrity and perseverance."

Incidentally, one of the early objectives of the Blue Key Chapter at Chadron State was to produce the college annual. It is also interesting to note that three of the 13 charter members of Blue Key at Chadron State received the college's Distinguished Service Award in their later years.

The man instrumental in getting Blue Key established at CSC was Robert I. Elliott, then the president of the college. In a letter dated May 23, 1932, the national president, B.C. Riley, who was a member of the mother chapter at the University of Florida, wrote President Elliott these words:

"Blue Key really has grown to be an organization of considerable merit and I think before long Blue Key will be the outstanding badge of recognition among educated men of all-around ability. Students already tell me that it is a wonderful introduction because all other keys represent a special ability along some special line, while Blue Key stamps a man as one of at least average scholarship, and as one who possesses character, personality and the other attributes of leadership."

Through the years, Blue Key has been an organization of service as well as honor on the Chadron State campus. One of its major activities for years has been to organize the homecoming and band day parade. It and its sister organization, Cardinal Key, have been in charge of Ivy Day, when the college's outstanding scholars are recognized, for about as long as the event has been held.

Blue Key chooses one of its members to serve as the Ivy Day orator each year. A king and a queen also are crowned. Dr. Frank Ferguson, a CSC math professor and a Blue Key sponsor for over 20 years, related that two years ago all five king candidates were Blue Key members.

Other activities include providing the barbeque for Spring Daze, helping with Fair and Casino Night, serving as guides for the Scholastic Contest when over 2,000 high school students pour onto the campus, helping start the Chadron Youth Center, working with the Student Career Action Team and even participating in the drive to replenish the Chadron Blood Bank.

More importantly, though, Ferguson believes, is the image of what Blue Key represents by selecting men who meet the criteria to belong to a national honorary fraternity, and thus helping establish a model for what an ideal college student should be.



1990 Blue Key Orator, Todd Brosius.

Chapters Across the Nation



Chadron State University

While being tapped by Blue Key is definitely an honor, it also carries a heavy responsibility. Members must do their best to live up to the standards set by the organization. They must try doubly hard to meet the criteria of character, leadership, integrity and perseverance that helped get them elected to membership in the first place.

Members are not required to do a lot of new work simply because they have joined, but they are requested to give it top priority in their college life. They should attend all meetings, exhibit a spirit of cooperation and dedication and carry out the responsibilities assigned to them to the best of their ability.



1990 Homecoming Parade.

LOCAL CHAPTER NEWS

Chapters Across the Nation



Indiana University

Two years ago, the Indiana University Chapter of the Blue Key National Honor Fraternity celebrated its 60th anniversary on the Bloomington Campus. With this fall's class, more than 1300 men and women have been recognized with membership in the Fraternity. Also this past fall, the IU chapter was one of the leading fundraisers among smaller organizations for the 1990 Campus United Way Campaign. With the assistance of a local vender, Blue Key sponsored the United Way Wing Day to raise money for the Monroe County Chapter of United Way. During that day, BW3's

donated one cent for every buffalo wing sold. The total campus effort raised over \$325,000.00 for United Way.

In January of this year, the chapter participated in planning Leadership IU, a retreat for student leaders from more than 75 student organizations. Leadership IU began in 1974 as the Blue Key-Mortar Board Campus Leaders Workshop and remains today the major all campus leadership retreat. At this year's conference, Dr. Elizabeth Siegel, President of Kennesaw State College in Marietta, Georgia, set the tone for the



Chapters Across the Nation



Indiana University

conference with an inspiring address on the personal qualities of effective leadership. Blue Key has also succeeded in achieving participation from a number of faculty and administrators who have conducted workshops on topics ranging from the Persian Gulf to dealing with the University bureaucracy.

In April, as part of Earth Day activities, the IU Chapter is participating in programming for the campus Environmental Awareness Week. The Board of Trustees of Indiana University have endorsed the week for all eight University campuses as a way to celebrate the earth and to educate students on issues of the environment ranging from local issues to global concerns. During that week, Blue Key is coordinating Table Topics, a program in which faculty members will discuss environmental issues with small groups of students over lunch. The sessions are designed to inform students about the pertinent environmental issues and to promote faculty student interaction in an informal group setting.

Also upcoming this spring are two annual events sponsored by the IU Chapter, the Student Body Candidates Election Debate and the Faculty Recognition Awards. The debate which includes all candidates running for major offices within the Student Association provides a forum for candidates to discuss their platforms, to educate students on important issues facing the campus, and to allow the campus press and interested individuals to direct questions to those candidates. The Faculty Recognition Awards are given to faculty who students think are outstanding teachers. The awards promote the values of teaching within a large research institution and, unlike other teaching awards are entirely selected by students.

On the Indiana University campus, Blue Key membership selection is conducted during the fall semester, and the annual reception and initiation ceremony are held on Parents Weekend. To secure new members, nominations are first sought from faculty members and student leaders. Those nominated are required to submit information on their accomplishments, and then members of the Selections Committee review the pool of candidates to determine those elected to membership. Serving as officers of Blue Key this year are Lori Bird, President; Julie Mc-

Connell, Vice President; Eli Flournoy, Secretary; and Matthew Wyatt, Treasurer. Dr. Richard McKaig, Associate Dean of Students, serves as Advisor to the organization.

While most members of Blue Key also hold other major leadership positions, the chapter president is a member of the Presidents Round Table, a coordinating organization for presidents of the 15 major student organizations on campus, and a member of the Dean of Students Advisory Committee, a group that meets every three weeks with the Dean of Students and the Chancellor of the Bloomington Campus. The election of student officers for 1991-92 will be conducted in April, and after that, plans will begin again for the upcoming year of chapter activities.

Members Often Know Too Little About Their Organizations' Goals

Daily one hears the question about what organizations does so and so belong to. Well, so and so knows what he belongs to but that's about the extent of it. He knows that he belongs because someone put his name up or he was just voted in because he was eligible. As far as knowing what the organization is doing or the purpose of it, so and so is snowed.

Far back in the files of each organization there is a charter and a constitution set up by intelligent people. This charter should mean something and should be known-not verbatim-but the ideas should be known by each member of the organization.

Any one can belong to a club, fraternity, sorority, or honorary. But just belonging isn't enough. The idea behind the scenes should be known by everyone, and just what the score is should be common property among the members.

If your group is worth having, it's worth knowing.

LOCAL CHAPTER NEWS

Chapters Across the Nation



Michigan Technological University

In the middle of winter, you shouldn't be surprised at anything you see around the campus of Michigan Tech University in Houghton, nearly 500 miles north of Chicago and 40 miles from the northern most tip of Michigan's Upper Peninsula.

At a time when an easy chair in front of a roaring fire seems like the nicest spot in the world, Tech students head outdoors. They channel all available spare-time and energy toward producing a spectacular carnival in the snow known as Winter Carnival.

Nearly every year since 1922, no matter how low the temperature or how deep the snow, the students have come through with a dazzling display of winter wonderland talents. The emphasis is on fun, both in preparation and actual participation in the carnival events. Competition between student organizations guarantees creativity and extra effort.

Michigan Tech's chapter of Blue Key National Honor Fraternity sponsors and organizes the carnival. They start to work in the spring of the year before carnival and their efforts are accented by other student organizations as winter draws near. By the last week in January, when Carnival usually takes place, virtually all students, faculty, administrators, and townspeople are involved.

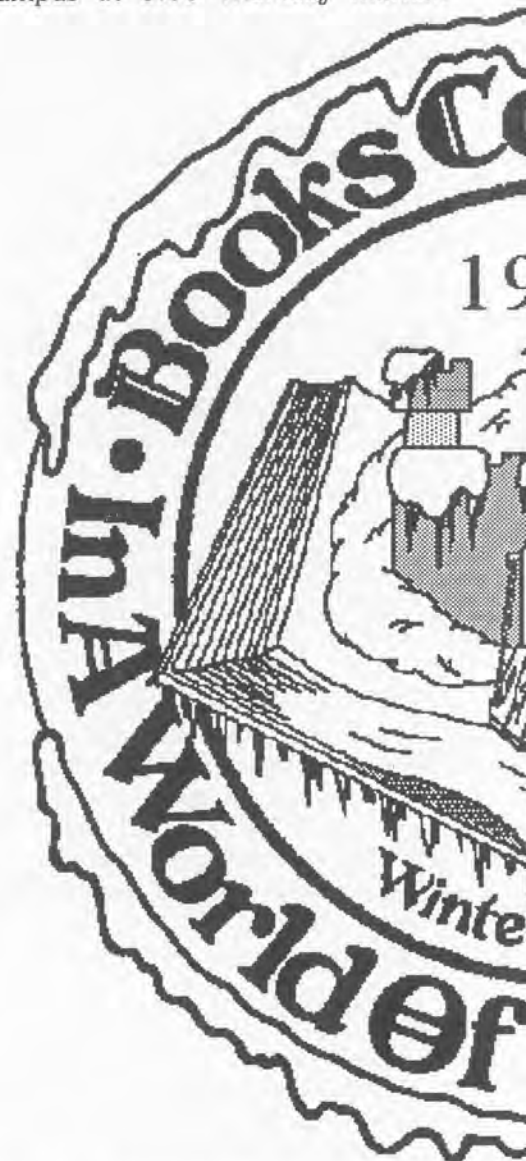
Aside from the massive student involvement, the success of Winter Carnival, and hence, that of MTU's chapter of Blue Key, is directly attributable to its committee structure. Of course, the 35 members who make up these committees are very hard workers, but the amount of work involved could never be accomplished without a systematic approach to the planning and organization of such a large events as is Carnival.

There are eight committees aside from the executive board, which consists of the officers and is responsible for overall coordination.

The Stage Revue Committee handles all the details related to the production of our largest revenue-generating event. The numerous entries must be reduced to just eight finalists, a very difficult task. The culmination of the efforts of budding playwrights, actors, and satirists can be seen in their two performances during Carnival week.

Snow statue construction, the most striking aspect of Carnival, is overseen by the Statues Committee. It takes a full day to view the over 70 statues scattered

throughout the campus and community, some reaching heights of 30 feet. No matter what the size, intricate detailing always plays a prominent role. A stroll through campus at 3:00 Thursday morning



reveals hundreds of students still at work, and thousands of disbelieving visitors.

The handling of all details pertaining to queen competition takes place in the Queens Committee. From initial nominations through organizing the interviews before judging, to coordinating the Saturday night

Chapters Across the Nation



Michigan Technological University

talent show, the Queens Committee is there to iron out any problems.

The most extensive student involvement area of Carnival is the Special Events. Organized by the

The largest formal dance of the year is organized by our Sno-Ball & Tickets Committee. They handle all arrangements including: music, refreshments, favors, and finding a facility in which to hold the dance. Also, they are in charge of ticket sales for all Blue Key sponsored events. The details of printing the tickets in the right quantities and having them finished in time are responsibilities of this committee.

In addition to revenue from tickets sales, our Solicitations Committee conducts a local fund raising drive. This is a project in which every member participates, through personal visits to the area business owners. Keeping records of all businesses who have donated in the past, handling receipts, and organizing and running sweatshirt sales all fall under the Solicitations Committee.

The task of publicizing Carnival falls on the shoulders of the Publicity Committee. This committee is in charge of all news releases concerning deadlines, announcements, and campus-oriented information, as well as coordinating radio, newspaper, and TV interviews, along with many other publicity oriented functions.

A final and very important person is the Community Liaison. This person is responsible for the recruitment of non-partisan judges for all areas which need judging, such as the Stage Revue, queen candidates, statues, and so on. Because competition is so widespread throughout campus and the community, and almost everyone is affiliated with some group or another, this is no easy task. Nominations for judges are solicited from every sector, and the Community screens the nominees and makes his/her selections.

Each year, the 6,000 plus students at MTU look forward to the competition and fun that has long been associated with Winter Carnival. Thousands of visitors provide life to the small sized community and revenue to the local businesses, while fresh faces to the community add an aura of excitement to Carnival. (It may only be fall, but the chances of finding lodging for Winter Carnival within 50 miles are already fairly slim.)

Each of our committees is responsible for a specific area of Carnival, but no committee operates independent of Blue Key. Each area interlocks with all others: schedules, manpower, and activities must all be blended to create an outstanding and smoothly run Carnival.

Special Events Committee, over 1500 students participate in a variety of events, including snow volleyball, dog sled races, beard growing, speed skating, broomball and many more. This committee is in charge of drawing up rosters, securing event locations, and maintaining all schedules for these events.



YOUR NATIONAL HE



Blue Key National Honor Fraternity Headquarters.



Richard F. Reichert
President and Chief Executive Officer
Journal Editor in Chief



LaVergne M. Bales
National Executive Secretary

ADQUARTERS STAFF



Blue Key National Honor Fraternity - Emporia Chapter. From Left:
Scott Schneider, Jeff Wassenberg, Steve Bussman, Brian Carroll.



Jeff Wassenberg



Brian Carroll



Scott Schneider



Thad Zorn

LOCAL CHAPTER NEWS

Chapters Across the Nation



McNeese State University

Founded on May 23, 1956, with 25 charter members, the McNeese State University chapter of Blue Key National Honor Fraternity has initiated 540 members since the days of its first adviser, Ellis Guillory.

McNeese State was founded in 1939 as a two-year junior college affiliated with Louisiana State University. The name was changed to John McNeese Junior College in 1940, and in 1970 the name was changed to McNeese State University.

McNeese State has grown to a full-fledged university with an annual budget of \$26 million and an economic impact on Southwest Louisiana estimated at roughly \$79 million.

McNeese State offers more than 100 fully accredited degree programs in six colleges: Business, Engineering and Technology, Education, Liberal Arts, Nursing and Science. More than 300 faculty members teach full-time at the university.

In addition to the 99-acre campus, the physical plant includes a 402-acre farm and a 65-acre athletic plant. McNeese is accredited by the Southern Association of Colleges and Schools.

The major fund-raising activity for the chapter is publication and sale of the annual Blue Key Directory — a listing of all students and staff of the University. The money raised is used to fund the chapter's goodwill campus projects.

One such project is the Miss McNeese LaBelle beauty pageant. Every spring, the McNeese chapter sponsors a contestant. The pageant winner goes on to compete in the Miss Louisiana Pageant and possibly in the Miss America Pageant. To ensure the Miss McNeese LaBelle show is successful, members work backstage ushering and escorting the contestants.

The chapter has furnished ushers for the annual Christmas performance of "The Messiah." "The Messiah" has been a tradition in the Lake Charles community for more than 50 years. Blue Key members have been involved in this project since the chapter was founded in 1956.

Four charter members are employed at the university. Four McNeese faculty members, including university President Dr. Robert Hebert, have been inducted as honorary members. Five additional faculty members who were inducted as undergraduates have

returned to McNeese after receiving graduate degrees and are active in chapter activities. Louis Riviere, dean of Student Services, serves as the adviser, and Brantley Cagle is co-adviser.

WORDS FOR THE WISE

Sixteen ways to kill an organization!

1. Don't attend meetings, but if you do, arrive late.
2. Be sure to leave before the meeting is over.
3. Never have anything to say at meetings: wait until you get outside.
4. When at meetings, vote to do everything, then go home and do nothing.
5. The next day find fault with your officers and fellow members.
6. Take no part in the organization's affairs.
7. Be sure to sit in the back so you can talk things over with another member. Nobody will notice.
8. Get all you can from the organization, and give nothing in return.
9. Never ask anyone to join the organization.
10. Talk cooperation, but never cooperate.
11. Threaten to resign at every opportunity: tell others they are standing for too much.
12. If asked to help, always say you haven't enough time.
13. Never read anything pertaining to the organization. You might find out too much.
14. Never accept an office. It is much easier to criticize than to do things.
15. If appointed to a committee, never give any time to the committee. Let the chairman do it all.
16. Don't do anything more than you have to, and when others willingly and unselfishly use their ability to help the cause then howl because the organization is being run by a clique.

Chapters Across the Nation



McNeese State University



Left to Right: Davin Breaux, President; Ronnie Zaunbrecher, Treasurer; Hope Bertrand, Blue Key Contestant in LaBelle Pageant.



Administration & Business Building
Burton Business Center

LOCAL CHAPTER NEWS

Chapters Across the Nation



Kansas State University

Kansas State University Blue Key is an organization that brings a group of individuals who have excelled in their various colleges and forms a close-knit group of friends. These campus student leaders seek to promote leadership, scholarship and service to students, faculty and community members.

Blue Key was founded on January 30, 1934 at K-State. About 13 men were chosen, two from each college and one as an at-large member. They were in charge of the Homecoming queen selection and the Homecoming Ball. In 1973, Blue Key opened up the position of queen to both men and women. Since then, one male and one female K-State student is voted on by the student body to represent K-State in alumni and campus events for a year as university ambassadors. Women became Blue Key members in 1976.

Homecoming has been Blue Key's largest project. This year's Homecoming theme, "I Like the State in U," was based on the pride students and faculty have about K-State.

In the spring, 16 members were selected and volunteered for various chairperson duties. Committees included K-State Day, Union Day, parade, business relations and publicity. They met every week to plan and carry out ideas for the 1990 Homecoming.

Homecoming spirit competition was divided into three divisions: fraternities/sororities, residence halls and organizations. The winners were announced and awarded a trophy during the halftime football game (K-State won over Iowa State University) on Saturday, November 3.

Homecoming activities began on Thursday, November 1, with K-State Day. Spirit banners were displayed and purple, blue and white balloons were given away. Human pyramid "Body Building" and "Yell Like Hell" skits also took place. An official Homecoming radio station also emceed the week's events.

Friday was Union Day, where final competition took place in Thursday's events. Floats and yard art were judged. A traditional bonfire ended Friday's events. A "Spirit March" of students and the Manhattan community walked to the KSU old stadium. Then, they yelled student-written "Pant the Chant" cheers.

Along with the football game, a Homecoming parade took place on Saturday. Afterwards, Blue Key

members enjoyed a banquet with their parents and Blue Key alumni.

K-State is also unique for the amount of scholarships it gives in the spring. This year, Blue Key will award over \$8,000 in scholarships to undergraduates. The Lewis Sophomore Leadership award of \$500 is given to an outstanding sophomore.

Various other scholarships are offered to honor students who achieve high marks in scholarship, service and leadership. Blue Key, Walter Martin Memorial, Greg Hardin Memorial, Neal Atkinson Junior Service, and Chester E. Peters are awards of \$500 to outstanding students with the above criteria. The scholarships have been awarded for several years, and help Blue Key promote outstanding student leaders. A total of 16 \$500 scholarships are awarded.

Blue Key serves as ushers for many McCain Auditorium and other lecture events. Blue Key also spends time improving the Blue Key EDGE Center. Developed by Blue Key members, the EDGE Center is a video and tape library to expand knowledge and aid in self-improvement. Open to students and faculty, the EDGE Center is available Monday through Friday in the students' most accessible location, the K-State Union.

Blue Key advisers, Pat Bosco, associate dean of student life and Dave Mugler, associate dean of the college of agriculture, are a helpful part in the success of K-State Blue Key. They serve as role models and allow the members to keep Homecoming student-run.



Back Row — (left to right): Clinton Riley, John Gaffney, Courtney Novak, Kate Perkins, Kent Kiracofe, Doug Rephlo. Middle Row — (left to right): Jeff Bates, David Whetstone. Front Row — (left to right): Pat Bosco, Gall Edson, Alreka Key, Mary Kate Jordan, Jennifer Barenberg, Traci Boone, Kristin Johnson, Dave Mugler. Not Pictured — Shannan Seeley.

LOCAL CHAPTER NEWS

Chapters Across the Nation



Loyola University

LOYOLA UNIVERSITY OF CHICAGO

As the motto of Blue Key states "Serving, I live," the chapter of the Blue Key National Honor Fraternity at Loyola University of Chicago strives to uphold such high standards.

One of the many services that our chapter provides is ushering at graduation ceremonies held after the Fall and Spring terms. Serving as Marshals, Blue Key members assist the Commencement Committee to assure that the graduation ceremony runs smoothly. We are also actively involved in the university's annual Hunger Week. Through a 5K Run, our members, along with other students and faculty, help raise money which is donated to poverty-stricken communities around the world. In addition to these services, our chapter contributes to the enrichment of student life on campus by recognizing outstanding student organizations on campus at the annual Student Leadership Awards Night, an event which brings

together all the diverse organizations representing academic and social, as well as ethnic and Greek life on campus.

Next year, the 1991-1992 Executive Board of our chapter hopes to continue and build upon the traditions and standards that have been set in past years. The officers hope to begin a monthly newsletter which will inform members as well as other students and faculty, of the activities that the chapter is involved in. The newsletter will include minutes, upcoming campus events, and a column which will feature Blue Key members, so that students may become more familiar with such student leaders. In addition, our chapter hopes to provide more service opportunities for its members, through volunteer programs at both university and community levels. We also hope to have more social activities to strengthen unity among members. Other goals include building coalitions with other student groups to work together on campus issues and events.

Although the next year promises to be challenging, through the leadership and enthusiasm of the officers and members, the 1991-1992 year should be a great one for the Blue Key chapter at Loyola University.



It was a full day of service for these Blue Key Marshals at the graduation ceremonies for Loyola University. The 1991-1992 Executive Board (left to right): Vice-President

Kathleen Mallory, President Virginia Maurer, Treasurer Patrick Bryan, and Secretary Candy Baguilat.

LOCAL CHAPTER NEWS

Chapters Across the Nation



Lander College

At the beginning of the 1990-91 school year, the Lander College Chapter of Blue Key National Honor Fraternity adopted the Bowers-Rodgers Home in Greenwood, SC as a continuing service project. The Bowers-Rodgers Home, Inc. is a temporary shelter for abused, neglected, and abandoned children ranging in age from birth to 18 years. To begin their support of this project, Blue Key members sponsored a campus-wide drive for food, clothing, and monetary donations. The drive proved to be quite successful and in addition to providing significant assistance to the Home, also helped to "pull together" the Lander College community in a positive type of project.

In addition, Blue Key participated again in the Lander College Expo Unfair. The Expo Unfair is part of the orientation for new incoming freshmen and transfer students, and specifically focuses on exposing new students to campus activities and organizations.

Another activity in the form of a fund raiser this past semester was a Halloween bake sale that featured trick-or-treat "goodie" bags. This fund raiser hopefully will become an annual Lander campus event.

Finally the LC Blue Key chapter saw five of its members graduate on December 19, 1990. The chapter was sorry to see them leave, but wishes them well.



Lander College, Greenwood, S.C.
Old Main Building

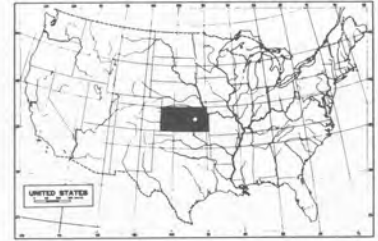
News for the
Journal

to be sent to:

Richard F. Reicherter, Editor
Blue Key Journal
P.O. Box 1847
Emporia, KS 66801

LOCAL CHAPTER NEWS

Chapters Across the Nation



Washburn University

NEW CHAPTER CHARTERED AT WASHBURN UNIVERSITY

In the Fall of 1990, a chapter of Blue Key National Honor Fraternity at Washburn University of Topeka, elected as officers: Dan Peters, President; A.J. Reeves, Vice-President; and David Voysey, Secretary-Treasurer. The organization's main goal for its first year was to set up and raise money for an endowment fund in Blue Key's name.

In the Spring of 1991, elections for new officers were held. David Voysey was elected President, Tom Suther, Vice-President, and John Kuckelman, Secretary-Treasurer. This year, the group is concentrating on boosting membership and is planning a prayer dinner later this year.

Richard F. Reicherter serves as advisor to the Washburn Chapter of Blue Key.



J. Jay Lang



Arnold Reeves



Dan Peters



Washburn University
of Topeka



Thomas Suther



David Voysey



Eric Cochran



John Kuckelman

LOCAL CHAPTER NEWS

Chapter Across the Nation



Washburn University

BLUE KEY NATIONAL HONOR FRATERNITY ACTIVE AT WASHBURN

The Blue Key National Honor fraternity began in 1924 at the University of Florida. The Fraternity recognizes upperclassmen students from every division and college of an institution for their meritorious campus performance and honors them with leadership training in a continuing program of service and public relations, according to their organization.

In more than 150 Blue Key chapters across the nation members are trained in the attitudes, values and ethics so necessary for adult responsibility and leadership in democracy. There are not social, fraternal, political, or economic aids or barriers to Blue Key individuals.

Blue Key began from a faith in sincerity and ability of college individuals held by Major B. C. Riley. The fraternity began with the foundation that real American college and university student leaders are

God-fearing, law-abiding citizens who believe that forward progress can only be made through orderly steps of evolution instead of revolution. That they are people willing to accept responsibility and are willing to work with their fellow students and faculty to put across the ideals and creating the right attitudes to improve student life and welfare.

The purpose of Blue Key National Honor is to perpetuate a belief in God, to assure the conviction that the government of the United States must be supported and defended and to respect and preserve the established institutions of society and the principals of good citizenship.

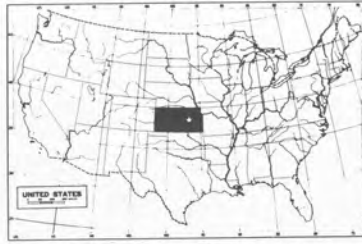
To stimulate ambition for intellectual achievements and the desire to serve one's institution of higher learning and fellow students.

(continued on page 34)



Nicole McDowell, Daniel McAtee (right) and Brian Miller are among the fifteen Blue Key National Honor Fraternity.

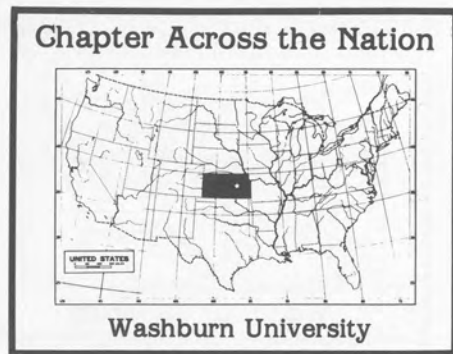
Chapters Across the Nation



Washburn University

Washburn University Members Enjoy Evening Activities





(continued from page 33)

To study student problems and assist in their solution, to contribute to the enrichment of student life, and to promote the progress and best interest of the institution of higher learning in which the chapters of this organization are found, and to serve one's community, state nation, and all man-kind.

According to the organization, the dean of students finds Blue Key individuals ready to stimulate an informed opinion for intelligent student action. The public relations officer can depend on them to maintain a rapid information exchange between his office and student organizations. The extension director develops a Blue Key reservoir of acceptable talent to

expand off-campus programs of information and service for the schools and the people. The alumni secretary, serving as a Blue Key pledge-training officer, disseminates to prominent students information on their college's objectives and needs and creates in them an abiding interest in their Alma Mater.

Blue Key National Honor Fraternity members are: Debbie Dumas, Mark A. Schmitz, Rebecca Ryan, Clayton Funk, Nicole McDowell, Jennifer Graf, Daniel McAtee, Brian D. Miller, Jenny Bedner, Ronald Campbell, John Kulkelman, Tom Suther, Dave Voysey, Jason Weinhold, Kaki Borkland, Mike Bensen, Michelle Molzahn, Mario A. Schutter, J. J. Lang and Eric Cochran.

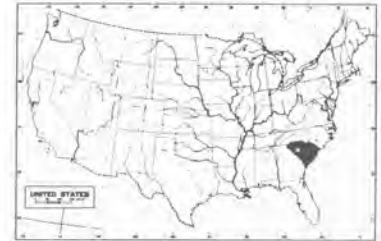


Debbie Dumas and J. Jay Lang celebrated after being crowned Homecoming Queen and King at halftime of the football game.

A SENSE OF URGENCY

by
Charles E. "Tremendous" Jones

Leadership Laws



Charles E. Jones

If you could add one personality trait to improve yourself, what would you choose? Wisdom? Enthusiasm? Confidence? We could go on and on and still probably miss the one you might choose. I heard a speaker say it was important to be inspired but still more important to have the desire, the will to want to. I most heartily agree with him: I also like Dr. Norman Vincent Peal's six point success formula: 1. work 2. work 3. work 4. forget self 5. set goals, and 6. get along with others. We've all heard many many formulas and they all will work if we will.

Most men are ready to accept these success formulas but for some reason never get them into high gear. You've noticed many men who have great potential and every reason to be tremendously successful, but nothing seems to happen. What is it that chains so many of us to the pit of mediocrity? What is it that dampens the fires of greatness that are lit so many times in our hearts?

Perhaps my findings are not the only solution, but with all my heart, I believe the fires of greatness in our hearts can be kept aglow only after we develop a *sense of urgency and importance of what we are doing*. I mean a sense of urgency to that extent that we feel it is a matter of life and death; and it is a matter of life and death, for in growing, a man is alive, and in defeat, he is dying, in a sense. If you don't believe this, talk to any man who has lost the sense of urgency of getting things done and has been drifting in complacency, mediocrity, and failure. If you are without a sense of urgency in your work, you know what I mean.

A sense of urgency is that feeling that lets you know yesterday is gone forever, tomorrow never comes, TODAY is in your hands. It lets you know that shirking today's task will add to wasted yesterdays and postponing today's work will add to tomorrow's

burden. The sense of urgency causes you to accomplish what today sets before you. Thank God for the sense of urgency that can change a dull shabby job into a sparkling career. While these may not be the complete solution, I think we can all agree this will be a tremendous step in the right direction. Right now, ask God to give you a sense of urgency in your career. Believe that He did, and then act accordingly.

To help our sense of urgency help us, let's look at seven "tremendous" laws of leadership and follow that up with an examination of two important qualities—discipline and loyalty.



Charles E. "Tremendous" Jones

SEVEN "TREMENDOUS" LAWS OF LEADERSHIP

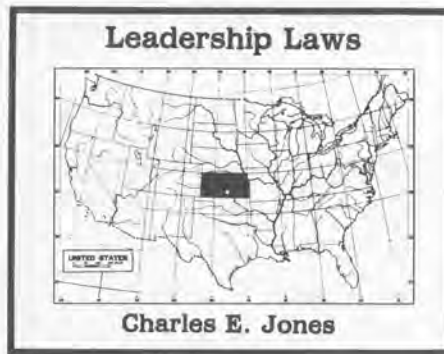
1. Learning to Get Excited About Your Work

Why is it that some people work and work, and never have anything to show for it? And others hardly ever work, and yet they produce? Life is not to do what you *like* to do; life is to do what you *ought* to do and what you *need* to do.

The secret is learning to get excited about your work. My boss said to me one day, "Charlie, you ought to learn to like your work." I said, "I don't understand that. If I had *your* work it would be easy." But what do I like? I like conversations, commissions, salary increases, liberal under-

writing. What do I get? Heartache, heartbreak and turn-downs. I get everything I hate. But, I will say this: if I don't learn to get excited about what I don't like, I'll never get much to be excited about that I *do* like.

I'm glad I was born in time to live through an old thing called the Depression. One thing I remembered from that is that one of the most sacred things in the world is a job. Everybody looks for what he calls "the right kind of job." Sometimes, guys say, "I'm looking for a job that suits me." I say, "I hope you get something better than that." Here again, we're so



mixed up. Won't our hearts ever be honest? We can't booby-trap ourselves with mental gymnastics forever. We need to learn that God *never made* the job that can make a man; but any man that can get excited about his work can make a job. Can't he?

2. Use or Lose

There's a law that says that God gives all of us certain attributes, characteristics, and talents, and then He says, "If you use what you have, I'll give you more of it; but if you don't use it, you'll lose it."

One night, as I was coming out of a seminar, a guy came up to me and said, "Charlie, do you think it's possible for a fellow to be excited about his business, be very thrilled and very successful, and then, three years later, be sick and sorry he ever heard of the whole business?" Here's a perfect example of a guy who doesn't know the law of Use or Lose. Once, he was in his glory, using all the talents he had. As a result, he was successful. But one morning, because he wasn't using what he had, he began losing it. And one morning he woke up and asked, "What went wrong? Who let me down?"

The answer is that nobody let him down. Nothing went wrong. Because he wasn't using what he had, he was losing it. And the people who lose it always blame somebody else. But remember this: Nobody is ever a failure until he blames someone else for his future.

3. Give and Get

Leadership is learning to give whether or not you get anything in return. If you ever give to get something, you're not giving; you're trading. And there's a big difference between giving and trading.

If a person learns to give whether or not he gets anything in return, then he truly is learning to give. If you give whether or not you get anything, what have you got? You always have a greater capacity to give more, whether or not you get anything in return. And out of this increasing momentum, there begins to develop a reservoir of readiness that becomes a marketable commodity, something that will always allow you to produce and give, something that will allow you to live confidently and securely in a world that's running like it's scared to death. You can lose your reputation, you can lose your home, you can even

lose your family, but you can't lose your capacity to give once you've acquired it and used it.

4. Production to Perfection

We need very much to make something happen *now*. Some guys say, "Oh, I don't believe in the law of production to perfection. I'm a perfectionist. I believe in doing everything perfectly, and if I can't do it perfectly, I won't do it." That's the guy who never does anything.

There's a law that says if you're not learning to make something happen today you'll never know more than your own whimsical, shallow dreams. Production will teach you a little about perfection, but perfection will never be more than your own little dreams.

5. Exposure to Experience

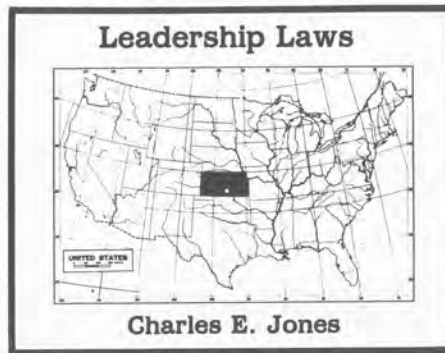
In the beginning of life, God gives everybody an imaginary key ring. Every time a man exposes himself to another situation he gets another key of experience for his key ring. Soon, the key ring begins to fill with thousands and thousands of keys ring. Soon, the key of experience.

One of the biggest lies I ever heard is that success is a reward to be enjoyed. Success is *not* a reward to be enjoyed, but a trust to be administered. I can show you people all across this country today who would be fishing and doing nothing the rest of their lives; and I can show you a man who is 72 years old and has built two \$35,000,000 agencies. Why? Because he's interested not in using success as a reward, but rather learning to administer it as a trust.

As a man gets exposure and experience, he gets to use the same keys over and over again. The law of exposure to experience gets better with the years. Finally, a man gets to know which keys unlock which doors, while a lot of younger fellows don't even know if they have key. All they do is fumble around.

The older men are excited after they learn the law of exposure to experience because then they don't need the stamina they once needed; they know how to get straight to the heart of the situation.

It's a shame when people *get* old instead of *grow* old. The mark of a person getting old is one who doesn't know the law of exposure to experience. Getting old means just drifting into nothing, getting shallow, cynical and thankless. But if you *grow* old,



you're getting deeper and richer and fuller, and that's an exciting thing.

6. Flexible Planning

This is the age of the planner. Everybody's planning, planning, planning. You can go to a seminar and hear a guy who gets up and says, "Show me a man who plans and I'll show you a success." And I say, "Show me a man who'll say that and I'll show you an idiot."

Don't ever tell anyone that planning will do it. I used to plan to end all plans. I was the planner of all planners. And I still had to work like mad.

I believe you have to have a plan, but the name of the law is not Planning; it's Flexible Planning. Flexible planning says, "Plan on it going wrong." A lot of people are miserable because they expect things to go right. Why be miserable? I expect things to go wrong. That's why I'm delirious all the time.

But, the mark of a man growing up is learning that nothing ever goes wrong except to make you more right. God never breaks a man down except to build him up.

7. Motivated to Motivating

Which would you rather be: A motivator with money running out his ears who can motivate everybody but is miserable, or a happy, motivated flop? I would rather be a happy, motivated flop, because if I can be motivated long enough, I'll get to be motivating, and if I can be motivating long enough, I'll eventually become a motivator. And I'll get to enjoy what I get. That's not the case with the guy who has learned to motivate everybody but himself.

After I learned the basic sales presentation, on top of that they taught me Close 1, Close 2, Close 3, 4, 5, 6, and on ad infinitum. Close 3 was the story of the Oklahoma bricklayer who wouldn't buy any insurance. Next thing he knew, he fell off a scaffolding and broke his neck. Now the scene switches to Christmas Eve. They're having a party in the agency, and in comes the bricklayer's widow. She starts crying and saying she couldn't feed the children any more because she didn't have any money. Well, I used to get so choked up telling this that I had it written out and I'd say, "Here, you read it."

I thought that any minute the prospect would grab the pen from my hand and say, "Stop. Stop. Where do I sign?" He never did. Right in the middle of my best motivation he was saying, "Wait a minute, I'm insurance poor already." Like he was the first guy who ever thought of that phrase. Then he'd smell blood. He'd realize he had a green kid on the ropes and closed in for the kill by saying, "Yeah, I've got \$5,000 with double indemnity."

I soon learned that my problem wasn't how to motivate him, but how to keep him from demotivating me.

You've got to learn to sit beside people and not across from them, and think with them and help them see what they really want to see, because deep in everybody's heart, they all want to do what's right. They always want to do what's best; all they need is a little leadership. And that comes from a guy who's motivated.

The secret of maturity is not how to motivate other people, but how to learn to be motivated yourself.

DISCIPLINE & LOYALTY

We live in a world where these two great words—discipline & loyalty are becoming meaningless. Does this mean that they are worthless? On the contrary, they are becoming priceless qualities because they are so hard to develop in the first place. And should you be one of the fortunate few who by God's grace have caught the vision, your battle has just begun because the greatest battle is to keep what you've learned through these two priceless qualities.

Discipline is that great quality that few people have that enables them to be constructively busy all the time. Even in discouragement and defeat, discipline will rescue you and usher you to a new place to keep constructively busy while you forget about doubt, worry and self pity. Oh, that more men and women in this day would realize the absolute necessity of discipline and the degree of growth and happiness to be attained from it.

Most people think that loyalty is to a thing or to a person when actually it is really to one's own self. Some think that it is to a goal or an objective, but again it is to one's own convictions. If loyalty has to be earned then it is deserved and is hardly more than devoted emotion based on a temporary feeling. No, loyalty is the character of a person who has given himself to the task before him and he will always realize that out of a loyal heart will spring all the other virtues that make life one of depth and growth.



FROM THE EDITOR'S DESK . . .

THE CORRESPONDING SECRETARY

The corresponding secretary (Bless his writing arm!)—
Unlike the chapter president with Ciceronian charm,
Unlike the secretary, that keen-eared amanuensis,
Or the treasurer who takes in fees like those who take the census—
Is the liaison, the link, the very lifeline, in a sense,
Between the National Office and the group he represents;
For without the firm endeavors of this Blue Key journalist,
His chapter, on a national level, doesn't quite exist,
And furthermore (one sighs to think) without him, if you please,
His Blue Key Brothers, and Sisters, one and all, become nonentities,
And his alma mater even fades into obscurity
With a last nostalgic echo of a dying "Hail to thee."

No corresponding secretary? None, you say? Alas!
This must not and it will not and it cannot come to pass.
And yet methinks 'tis very like not having one at all
When the *Journal* in the winter and the spring and in the fall
Receives *no* news from chapters which are carried on the rolls
(And no one will persuade me that these groups are long-lost souls).
But incumbent, as it were, upon the corresponding scribe
To submit reports to National on the doings of his tribe—
On he who breaks some record while his valiant foes are squashed,
Or whose chapter as a project inundates the Great washed—
There are, let us put it bluntly, chapters which consistently
Turn in absolutely nothing to the *Journal* of Blue Key.





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

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 FIRST MIDDLE INITIAL LAST

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ARE YOU: Renting Own Buying Monthly Payment \$ _____

SOCIAL SECURITY # _____

DATE OF BIRTH _____

PRESENT EMPLOYER _____

NATURE OF BUSINESS _____

POSITION _____ YEARS THERE _____

ANNUAL SALARY \$ _____ OTHER INCOME* \$ _____ SOURCE _____

* (Alimony, child support, or separate maintenance income need not be revealed if you do not wish it considered as a basis of repayment.)

PREVIOUS EMPLOYER _____

(If less than 3 years at current employment.)

PREVIOUS ADDRESS _____

(If at present address less than 3 years.)

MOTHER'S MAIDEN NAME _____
(For use when you request special action taken on your account.)

CURRENT CREDIT CARD ACCOUNTS

MasterCard®/VISA® Account # _____

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I have read this entire application, agree to its terms, and certify the information is correct.

APPLICANT'S SIGNATURE _____ Date _____ (Seal)

Use this section to request extra cards. If you wish an additional card issued to a co-applicant over 18 years of age, complete the information below.

CO-APPLICANT'S NAME AS YOU WOULD LIKE IT TO APPEAR ON CARD

FIRST MIDDLE INITIAL LAST

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EMPLOYER _____ YRS. THERE _____

POSITION _____ ANNUAL SALARY \$ _____

OTHER INCOME* \$ _____ WORK PHONE () _____

* (Alimony, child support, or separate maintenance income need not be revealed if you do not wish it considered as a basis of repayment.)

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Annual Percentage Rate	17.9%	Method of Computing the Balance for Purchases	Average Daily Balance (including new purchases)		

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NATIONAL ADMINISTRATIVE BOARD



RICHARD F. REICHERTER
President-Chief Executive
Officer

Dick is a Professor Emeritus at Emporia State University, Emporia, KS. During the summer months Dick served as director of the graduate business education 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 of the National Catholic Business Education Association, and a founding father of Phi Beta Lambda Business Organization. He was a visiting professor at the University of Bethlehem in Israel during the summer of 1984. Before becoming the President and Chief Executive Officer of Blue Key National Honor Fraternity, Dick served as National Secretary and National President.



**Mark C. Kendall, Chairman
National Administrative
Board**

Mark is currently a group sales representative for UNUM Life Insurance Company in its Chicago field office. UNUM provides employee benefits to corporations nationwide and has been America's leading underwriter of corporate

long-term disability for the past ten years. Mark received his BSB degree from Emporia State University, Emporia, KS, in May 1984. His employment with UNUM began as a sales representative in their Kansas City office. He transferred to Chicago in July 1987 and has achieved UNUM's top 15% of sales production for two of his three years. While Mark was President of

Blue Key at Emporia State recently, he served as committee chairman, which raised \$180,000 for the purchase of the Emporia Senior Center building.



John A. Stibal
Vice-Chairman

In June of 1982 John began employment in Kansas City with UNUM Life Insurance Company of Portland, Maine as a Group Sales Representative. In January of 1986 John was promoted to Flexible Compensation Specialist in the Chicago Employee Benefits office. John's current

responsibilities are to oversee the sales and implementation of all UNUM Flexible Benefit plans for the Central and Northwest regions of the United States. John graduated from Emporia State University in 1982 with a Bachelor of Science in Business. He also served as local chapter president of Blue Key. John was also very active in both Phi Beta Lambda Business Organization and the Personnel Management Association.



Thomas Buckalew
Secretary

Thomas is currently the director of student affairs at Livingston University, Livingston, Alabama. He serves as advisor to the Student Government Association, Omicron Delta Kappa, Interfraternity Council, and Blue Key Honor Fraternity. He works closely with ad-

vises, the student government affairs, and chairs student concerts and dances. Thomas has also received many honors stemming from Who's Who Among American Colleges and Universities, Outstanding Young Men of America, and is chairman of the Sumter County March of Dimes. This is the first year for Thomas to serve as secretary.

(continued on page 16)

SERVING, I LIVE



FACULTY ADVISER, KEY INGREDIENT

Our active student members do an excellent job of serving their school and promoting the principles of Blue Key National Honor Fraternity. However, we know from experience that the availability of the advice and guidance of a Chapter Faculty Adviser is the key ingredient in the life of a successful Blue Key Chapter. The Faculty Adviser of each Chapter should:

- a. Be convinced that the development of leadership is essential;
- b. Believe that the recognition of leadership is a significant factor in developing leadership;
- c. Approve all applications for membership;
- d. Check carefully to be sure each candidate has met the standards set up by the **Official Code**. Insist that these standards be met in the choice of members;
- e. Cooperate with Headquarters by permitting proposed members to be initiated only **after** chapter secretary has been officially notified of their approval by National Headquarters;
- f. Cooperate with the chapter president to see that the official documents of the chapters are properly kept and delivered to the new officers upon their installation;
- g. Serve as custodian of all permanent chapter records (including the Chapter Pledge Book). During vacation the Adviser should keep all records in a safe place to be delivered to the chapter at the opening of school. The major complaint of Chapter Presidents is: "the lack of files or records available with which to work." All records should be the permanent property of the Chapter — not of the "past" officer;
- h. Recommend any local officers or members for suspension or expulsion for non-performance of duty;
- i. Help the chapter frame a worthwhile program of real work and service to the Institution;
- j. Help the individuals realize the importance of their oath and the details thereof when they accept membership in the Blue Key National Honor Fraternity;
- k. Attend chapter meetings and keep in close touch with the officers and affairs of the local chapter;
- l. Contact National headquarters when help is needed or suggestions are to be made;
- m. Try to attend the National Convention and assist with Workshops and Programs;
- n. Consider the members of the National Administrative Council as personal friends and contact them whenever possible;
- o. Participate in Regional Conferences and exchange ideas with other Advisers;
- p. Give specific assistance in improving the Guide for Chapter Operations in the light of his own experience.

SERVING, I LIVE



BLUE KEY is America's largest general honor fraternity for outstanding upperclassmen. It offers a leadership training program for members who desire to further develop their potential for future community endeavor. However, the nature of the program and the amount of member participation is left to the discretion of the faculty and chapter concerned.

BLUE KEY, as a unique, nationally recognized aid to higher education, should never be thought of as a typical honor or service fraternity. Instead of competing for activities or members, it encourages voluntary effort to coordinate campus programs for the good of all.

BLUE KEY has more than 150,000 members and is administered by a national council of former members, faculty advisers, and an executive officer without compensation. The Blue Key National Honor Fraternity Headquarters is maintained at 1022 Scott Street, P.O. Box 1847, Emporia, KS 66801.

Blue Key National Honor Fraternity



500 Official Large Key, 10K.....	\$72.90
501 Official Large Key, Balclad**	19.30
502 Official Large Keypin, 10K Gold.....	73.15
503 Official Large Keypin, Balclad**.....	21.15
504 Miniature Key, 10K Gold.....	55.70
505 Miniature Key, Balclad**.....	16.25
506 Miniature Keypin, 10K Gold.....	55.95
507 Miniature Keypin, Balclad**.....	16.70

508 Large Tie-Tac, 10K.....	71.65
509 Large Tie-Tac, Balclad**.....	22.50
510 Small Tie-Tac, 10K.....	55.80
511 Small Tie-Tac, Balclad**.....	17.15
600 Recognition Button, 10K Gold.....	26.75
602 Recognition Button, Balclad**.....	4.80
14204B Cuff Links with Blue Key Plain Emblem, Gold Filled.....	48.00
20025 Money Clip with Blue Key Emblem, Gold Filled.....	39.00

20245 Cross Pen Pencil Sets:	
10K Gold-Filled.....	79.00
Chrome Plate.....	72.00
Classic Black.....	72.00
3499B Official Ring, 10K Gold.....	279.00

•Diamonds, 3 each side additional 27.00 per stone
 •Synthetic blue sapphire, 3 each side additional 5.00 per stone.
 **Balclad® is a gold electroplate. Engraving \$2.50 per item.