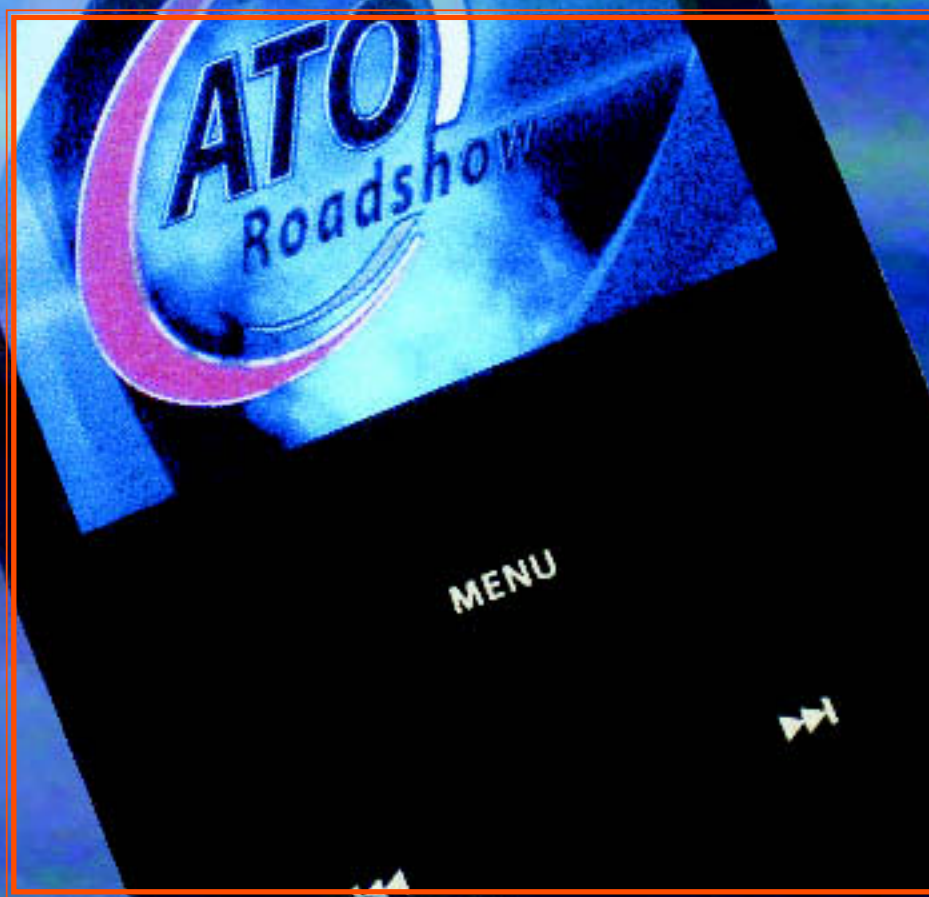


ATO

palms

THE MAGAZINE OF ALPHA TAU OMEGA FRATERNITY • WINTER 2006



COMMUNICATION REVOLUTION

ATO Navigates New Media

A special anniversary

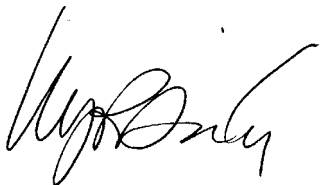
There have been a couple of years that ATO's anniversary is linked to other events that make it stand out in my mind. Certainly, Sept. 11, 2001 was the first instance of outside events colliding with what would have otherwise been a quiet Sept. 11. It's safe to say that for most ATOs 9/11 has a dual meaning.

This past Sept. 11 was the second. By sheer circumstance, on the 140th anniversary of the founding of Alpha Tau Omega, I was welcoming ATO's newest brother into the fold. Illinois State University President Dr. Al Bowman was initiated by the Theta Theta chapter. It's not everyday that a chapter honor initiates a university president. In that event alone, the day was noteworthy. Add to that the fact that on that day 140 years ago, Glazebrook, Marshall and Ross formalized Glazebrook's wild dream of a greek letter/Christian-based fraternity serving as a peace organization to reunite the North and the South and September 11, 2005 becomes an ATO anniversary not easily forgotten.

During the Good of the Order, each brother congratulated Dr. Bowman and offered his personal feelings about the day. Most told Dr. Bowman they were honored that he joined. When the gavel was passed to Dr. Bowman he told the chapter he was honored to be an ATO brother. He was clearly impressed with the ceremony and told the chapter that the values of ATO coincide perfectly with his personal values.

A Good of the Order would not be complete without a couple of brothers adding unique comments. One suggested Dr. Bowman might want to attend the chapter's fall barn dance. Everyone laughed. Another said that he was relieved Dr. Bowman met the financial and scholastic requirements for membership. Everyone laughed. And one brother said that the values of ATO, so vividly described during the initiation ceremony, make ATO a special brotherhood. The challenge now, he said, was to consistently live the values. No one laughed.

Indeed, world events consistently demonstrate the desperate need for men of character to stand up for good over evil and help make the world a better place. 9/11 is an example. So is the aftermath of Hurricane Katrina. So will be the next disturbing or shocking or tragic event that the country will face. Living ATO values is not easy. No one is perfect...or frankly, even close to perfect. However, ATO outlines Biblically-based values and then affords our brothers opportunities to work through and practice those values. Of course, the job is never finished in this life. Thankfully, Christian doctrine is centered on love and grace - which helps us all strive to do better even when we fail. Glazebrook understood this. On this 140th anniversary of the founding of his fraternity, my prayer is that a growing number of brothers understand it too.



Wynn R. Smiley
Chief Executive Officer

ATO
palm

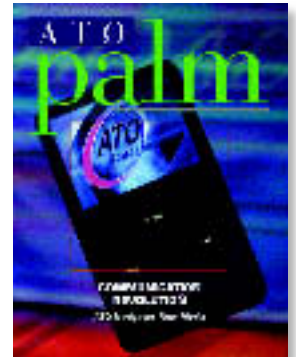
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Editor: Wynn R. Smiley
Managing Editor: Matthew DeWolf
Editor Emeritus: William D. Krahling
Chief Executive Officer: Wynn R. Smiley
Magazine Design: Lenore T. Gray

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An iPod with video shows an ATO Roadshow segment playing. Podcasting is just one of the new technologies ATO is utilizing to communicate with members.

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Communication Revolution

*From iPods to
Social Networking
ATO capitalizes on
latest technology
to keep members
connected,
informed*



Dan Saar wasn't expecting to get a message from the Chief Executive Officer of ATO. Saar had just sat down at his computer to e-mail the chapter about the upcoming Halloween event when he typed his password, clicked his inbox, and froze.

"I didn't know what was going on because I knew we hadn't done anything wrong but I was still pretty nervous," he said. "I thought someone had done something that I hadn't heard about."

As the video message from ATO CEO Wynn Smiley played out, the 2003 Simpson initiate was bombarded with questions from chapter members. "Everybody thought we were in trouble and had no idea what was going on," said Saar. "They thought they'd missed something over the weekend."

At that point, Saar started to think that maybe this wasn't necessarily chapter specific, but was being sent to everyone.

"I started to realize that everyone in the chapter had received it and that made me think that maybe it wasn't necessarily a message exclusive to us."

DAN SAAR, SIMPSON '03

"I started to realize that everyone in the chapter had received it and that made me think that maybe it wasn't necessarily a message exclusive to us."

He was right.

That first e-mailed video link was a new benchmark in the ongoing wave of ATO communication technologies.

"Ironically, Mark Thorsby and Tom Schneider originally approached me in the fall of 1990 to see if I was interested in joining staff to bring video technology to ATO," said

continued



"There seemed to be a greater connection with the National Fraternity at that point because we could see his face."

Smiley. "As the ATO executive at the time, Thorsby inherently understood that video was a technology undergraduates were paying attention to. We even entertained the idea of converting an office into a mini television studio for video messages."

Smiley had first-hand experience in communicating with video. As a journalism major and broadcast news reporter for 10 years, he understood the power and potential. "While we did some cutting edge video productions on tape, distribution was always the problem," said Smiley. "It simply wasn't practical to send a

video tape to every undergraduate or alumnus or any target audience. And even if we could have sent a video to everyone, the message would have been old and most would not have gone to the trouble of putting the tape in a VCR to play it. It took time for distribution technology to catch up with our production abilities." By "distribution technology," Smiley means the Internet and more specifically today's prevalence of high speed connections to the Internet, allowing quick video streaming.

"It made it real to see it coming from the CEO," said Saar. "Before, any information that we got was through e-mails or letters, but this was a message from the CEO of ATO, and that made it all the more real. There seemed to be a greater connection with the National Fraternity at that point because we could see his face."

Fourteen years after the original idea, Smiley opened the door (it's small) on Studio 510, ATO's first production studio. "It didn't really hit me until I was standing in the room covered with black no-seam and the ATO Roadshow set that I had finally been able to accomplish what I was originally hired for," said Smiley. "No one would mistake it for a professional production studio, but it works for us and, more importantly, allows us to exploit the Internet on a day to day basis."

ATO is using new technology for more than just general broadcast. The Fraternity has been

DANCING TO THE BEAT OF A DIFFERENT DRUM

ATO at Belmont proves place to make a difference

Every year the Taus at Belmont prove that Disco is not Dead in Nashville. They also prove that being an ATO is the best place for men to make a difference on campus and in the community.

The 12th Annual "Disco is Dead?!" party had more than 300 people in attendance, a fact made more amazing when you realize that the event was on a Saturday night, and it was substance free.

The party gives the chapter great exposure on a campus where there are only three fraternities and two sororities.

"ATOs here are just more into everything," said Matt Burchett, coordinator of new student programming. "And to have the best on your campus involved in what you are doing not only gets other students involved but lends credibility to the organization."

Of course, the Taus do much more than throw substance free social events. They make a difference on their campus and in their community by contributing more than 2,000 hours of community service and \$4,000 in philanthropy.

On campus the Iota Phi chapter has leaders in nearly every campus organization and continues to recruit the cream of the crop. This year the men recruited 25 new members.

With success also comes pressure for the chapter. Iota Phi has won five consecutive True Merit bowls since chartering, the longest such streak in ATO history. "It's hard work," said Nick Tazik, chapter president. "But it isn't necessarily something we shoot for. True Merit bowls are just a byproduct of us doing the things we need to do and doing them well."

For more success stories, check out ATORoadshow.org



Back in a big way

Theta Nu makes its mark at Baylor

The Theta Nu chapter at Baylor University is back in a big way, gaining a great deal of recognition on campus and in its community. But the recognition isn't the motivation for the chapter.

"Our goal wasn't to come on and get recognition," said Chapter President **Spencer Caperton, Baylor '05**. "We just wanted to get involved and make a difference."

The chapter wasted no time in doing both. In its first year on campus, the group participated in the homecoming float competition in the highest class. More notably, the chapter not only participated in Sing, but placed 2nd overall. Baylor's Sing is touted as one of the largest amateur productions in the world.

"Even our advisor wasn't so sure we should get involved in such large-scale events so fast," said Caperton. "But we wanted to get out there and get involved, that's just the mentality of the chapter."

A lot of the chapter's success can be attributed to the caliber of men in the chapter. "You get great guys and great guys keep coming," said **Jacob Roberts, Baylor '05**. "Where some other groups were maybe a little more timid, we weren't afraid to publicize our events and our name and who we are and what we stand for."

"Great guys" is an understatement. The chapter is currently 75 members strong and carries a 3.14 GPA. On campus, the group was awarded the Herbert J. Reynolds Award for Excellence while individuals received Outstanding Greek freshman, sophomore, junior and senior and advisor of the year. At a national level, Theta Nu received awards for scholarship, board of trustees national finalist, excellence in communication, recruitment excellence, Good Samaritan National Finalist and Honorable Mention True Merit.

"They've caught fire across campus. This is for most groups would be an infancy period and they've gone from something that was an idea to rolling that over and making it something that's very worthwhile and a vital part of campus life at Baylor," said Martha Lou Scott, vice president for student life. "ATO is an envied organization that people hold up as an example of what their organizations can be."

The chapter has proven it means business on a variety of levels since re-chartering Jan. 8, 2005.

For more success stories, check out ATORoadshow.org

able to showcase chapter accomplishments and deliver personal, targeted messages to individual chapters and larger audiences. For example, when ATO prepared to start its colony at Florida Tech, it sent out a video link to men on campus who said they may be interested in joining a new fraternity.

"It is all about niche communication at reasonable costs," said Smiley. "We have the phenomenal ability to tailor a message to one person or one million people, depending on the desired outcome of a specific communication initiative. The potential is dramatic. We are just scratching the surface as technologies continue to evolve."

The driving factor in all of this desire to utilize technology is the need to connect with the undergraduates and alumni. It's a trend that's evident to more than just ATO. "Technology is nothing by itself. I've always found that if you can marry the technology to a human desire then you'll have traction," said Mediasauce CEO Bryan Gray. "People have

a limited amount of time available to them in a day and you have to convince them that what you have to say is worth their time."

Mediasauce is a company that exists because of the growing need to utilize technology to connect with different audiences. The company utilizes a number of video and Internet technologies to tell the stories of its clients. The company also delivers on-point messages to audiences via e-mail distribution.

With things like the Direct Link and Good of the Order videos, ATO is delivering the same kind of on-point messages and video communication packages. However, not all of ATO's electronic ability to communicate is focused on video links. Before high speed Internet, ATO relied heavily on video-tape and DVDs to deliver more general stories about the Fraternity.

The introduction of ATO Roadshow in 2001 provided a new emphasis for the Fraternity to communicate the successes of its chapters and brothers. The idea of storytelling was certainly



"Technology is nothing by itself. I've always found that if you can marry the technology to a human desire then you'll have traction."

BRYAN GRAY, MEDIASAUCE CEO

Purdue Taus philanthropy a sweeping success

400 participate in 4th annual event

At Purdue, the Taus buy tons of food—14 tons to be exact. That's what the Gamma Omicron chapter was able to donate to the Lafayette Urban Ministry this year thanks to the 4th Annual Supermarket Spree.

"We thought it would be better to help a local group like Lafayette Urban Ministry because we think it makes much more of an impact for their organization than it would if we were just a drop in the bucket of some larger charity group," said Supermarket Spree Chair **Patrick Wesonga, Purdue '03**.

The Supermarket Spree attracts teams from campus sororities and pits them in battle in a knockoff of the 90s game show Supermarket Sweep.

The chapter raised more than \$4,000 to donate and had more than 400 people involved in the event.

Donations were collected through a variety of ways. The chapter sold T-shirts, charged an entry fee to the participants, held a rally at Pizza Express and solicited local business for donations.

The Gamma Omicron chapter had more than 400 people involved in this year's Spree. The chapter also held a rally at Pizza Express before the event where 1/3 of the proceeds were donated to the cause.

"It was really fortunate because we were looking for a place to have a good rally and with the Pizza Express being relatively new to the campus they were looking for a way to get their name out there," said Chapter President **Greg Zilligen, Purdue '04**.

For more success stories, check out ATORoadshow.org



not new—the *ATO Palm* has been telling stories in print since 1880—and the idea of storytelling through video wasn't new either. What was new was the idea to use video as a delivery method to highlight the great things that ATO chapters do. Equally important to the new Roadshow initiative was the marriage between telling success stories on video and promoting them on a dedicated Web site – atoroadshow.org.

Since the launch of Roadshow, more than 10,000 success stories have been added to the "Success Story" directory at atoroadshow.org. Members can log onto the Web site, see the latest profile, review how they stack up to other ATO chapters and check out how another chapter achieved a successful event.

"The useful 'how-to' information contained on the Roadshow Web site is remarkable," said ATO Director of Marketing **Matt DeWolf, Simpson '01**. "If a chapter is looking for any kind of event idea and wants to know how another ATO chapter made its event successful, the chapter can go to the Web site, search by chapter or event, and it'll get great insight."

The same Internet technology that allows ATO video links also makes DVDs almost obsolete. "Instead of creating several DVDs a year, we can turn around a Roadshow story within a matter of days and put it up on the Web site so anyone can watch it on their computer," said DeWolf. "The potential for mass distribution is limitless."

"We see businesses working as a whole toward fulfilling that instant gratification that people seek," said Doug Dafforn of 411

Strategies. 411 Strategies provides Information Technology support and consulting.

"The Internet created that desire and drive and now we're using the Internet to fulfill that need."

Alumni have been quick to recognize the validity of this method of communication. "It's a great way to communicate with guys that have been out of touch for awhile," said **Ross Pruett, Baylor '84**. "You can communicate where things are going, what's a priority and what is not. The video messaging is a wonderful tool—certainly the way to go."

ATO has been no stranger to being on the bleeding edge. The Fraternity has been known throughout the fraternal world for a number of firsts and technology is no exception. In 1995, ATO was the recipient of the Smithsonian Institute Technology Award for innovation and technology advancement utilizing CompuServe. Ten years later, CompuServe sounds archaic. However, at the time, ATO's utilization of CompuServe was the Fraternity's first step into a version of "instant messaging" before that term was coined. Now instant messaging is a staple among electronic communicators, especially among the college crowd.

Moving parallel with the Internet evolution was another Fraternity communication overhaul...that of the traveling Leadership Consultant. It wasn't that long ago that traveling field staff were equipped with flip charts, magic markers and chapter operation manuals.

Today's Leadership Consultant is armed in an entirely different way. Equipped with laptops, that allow both PowerPoint and DVD playback, chapter presentations are much

more high tech. Gone are the days when NHQ could not get in touch with consultants on the road because they were not near a phone. Cell phones have transformed the connectability of not only leadership consultants but also chapter presidents. "It is so much easier to get a hold of a chapter president," said Director of Member Services **Matt Arnold, Southern Illinois '95**. "It's not unusual to be talking with a president while he is walking from class or on the sidelines of an intramural game."

Soon, the National Headquarters may not need phones to communicate at all. With Apple's iPod, content can be downloaded directly to the device and played anywhere. The pocket-sized mp3 player has taken the portable media world by storm with first the iPod in 2001, then the iPod mini, shuffle, Nano, iPod photo and iPod with video—all of these developments since June of 2004. Along with the ability to carry your music, photos—and now your videos and TV shows—came the obvious need for content. Enter Podcasting.

Podcasting, in its simplest format, is news on the fly. Users can subscribe to any number of Podcasts which download updated content to their iPods.

Further enhancing the way the Fraternity communicates is the rise in popularity of what's been coined "Social Networking." Sites like Facebook.com and MySpace.com allow users to connect with other individuals without ever having to pick up a phone. According to News Corp. chief Rupert Murdoch, MySpace has 32 million people registered and 125,000 people are added each day. Members are able to upload pictures, make announcements for events, publish blogs (essentially online journals), and connect with people from all over the world from the comfort of their laptop computer.

Alpha Tau Omega hasn't overlooked this changing communication trend. Working with Affinity Engines, ATO is launching inCircle soon to provide an ATO specific social networking arena.

"I think it will do wonders for inter-chapter networking and communication. Also, there's so much potential for career development and interaction with alumni here," said **Dan Pickett, Worcester Poly '03**. "I think the Web provides a great method for brothers to get to know each other regardless of their specific chapter affiliation."

It's difficult to tell exactly what's next for ATO at this point. iPods are opening the door to potential video Podcasting from ATO National Headquarters and the Social Networking trend ATO palm

Alumni event draws a crowd

Georgia Southern sees record turnout

It's rare that any single alumni event would have one-fourth of the chapter's alumni present. That's exactly why the Roadshow Crew made the trip down to Statesboro for the first annual Eta Zeta chapter reunion.

"It's a great opportunity to show the undergraduate chapter that we are here and that ATO is more than just an undergraduate thing," said **Pat Keenan, Georgia Southern '68**.

The chapter, founded in 1968, has 800 alumni and 215 of those were present for the first reunion. With spouses, guests and current chapter included, attendance was just over 400.

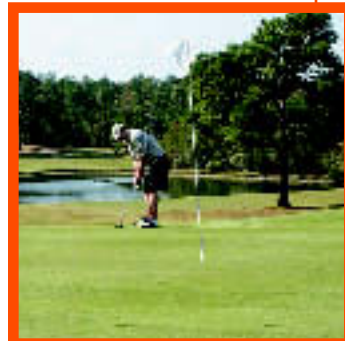
"We had a great turnout," said Chapter President **Jeff McGhee, Georgia Southern '02**. "It's nice to see such a large alumni presence because it really helps you see that there is a group of people out there that you have to be accountable to. This is their chapter too and we need to make sure we're taking the chapter in the right direction."

The weekend featured two golf outings, two open-house style events, an NCAA I-AA tailgate and a No. 14 Georgia Southern vs. No. 1 Furman football game.

"These guys got to see one of the best games probably in Georgia Southern history," said **Russel Pirkle, Georgia Southern '02**.

Georgia Southern knocked off Furman with a touchdown with one minute remaining in the game.

For more success stories, check out ATORoadshow.org



can provide another great way for Taus to network and stay connected. Technology will continue to change and ATO will continue to be the first to capitalize.

"ATO is 'high tech' because of the target audience and the makeup of the staff itself," said Dafforn. "There's going to continue to be growth in ATO with technology and what the Fraternity is doing. A lot of other groups we worked with haven't yet capitalized the way the Fraternity has."

For a new media experience, go to www.ato.org/video/janupdate.wmv



DIRECT LINK

Reaching out to our “owners”

As a member of Alpha Tau Omega, you make up part of the “owner group” or stockholder of the Fraternity. Because you are also a Life Loyal Tau, or financially support the ATO Foundation or have recently graduated, your views on the direction of the Fraternity are that much more important.

Eight years ago, ATO formally adopted a new governance model that allows the National Fraternity Board of Directors to focus on the long-term direction of the Fraternity. To maximize their effectiveness, members of the Board would like to continue to hear from you on your thoughts regarding how ATO should be impacting both undergraduate and alumni brothers.

Efforts to connect with as many ATOs as possible through ATO Nights, ATO Alumni Associations, Chapter Boards of Trustees

and other forums have been and will continue to be a valuable source of insight and feedback. In case you haven't had the opportunity to take part in one of the opportunities just mentioned (or even if you have); we would like to hear from you. It is as simple as logging on to ato.org and going to the DIRECT LINK section. There, you will find a questionnaire that asks a few basic questions and will take only a couple minutes of your time to answer. Your insight is important and the ATO Board would benefit from it.

Fraternally,
Cory Ciklin,
National President

Moving ten years ago

December 13, 1995 was the last day ATO's official address included Champaign, Ill. After nearly a year on the market, a “sold” sign at 4001 West Kirby Avenue was erected and the Mayflower semi-trucks were quickly loaded for the two-hour trip east on Interstate 74. Final destination: Indianapolis. Ten years ago, the Fraternity was taking the first steps of major change, including an entire new support staff, a soon-to-be new governance model and a whole host of new program and management changes. The first two-and-a-half years of ATO's relocated life existed on the third floor of 141 East Washington Street, the former headquarters of a life insurance company recently acquired by American United Life Insurance, which was being run by ATO alumnus **Jerry Semler, Purdue '55**. Thanks to brother Semler and his son, commercial real estate broker **Mike Semler, Purdue '85**, ATO headquarters successfully made the transition from Champaign to Indianapolis and then in 1998, from its temporary headquarters to its current home at One North Pennsylvania Street. With the ATO letters proudly displayed on the exterior of the building at the corner of Washington and Pennsylvania, (just off of the Circle) we are not hard to find. The next time you're in Indy, stop by. ▼

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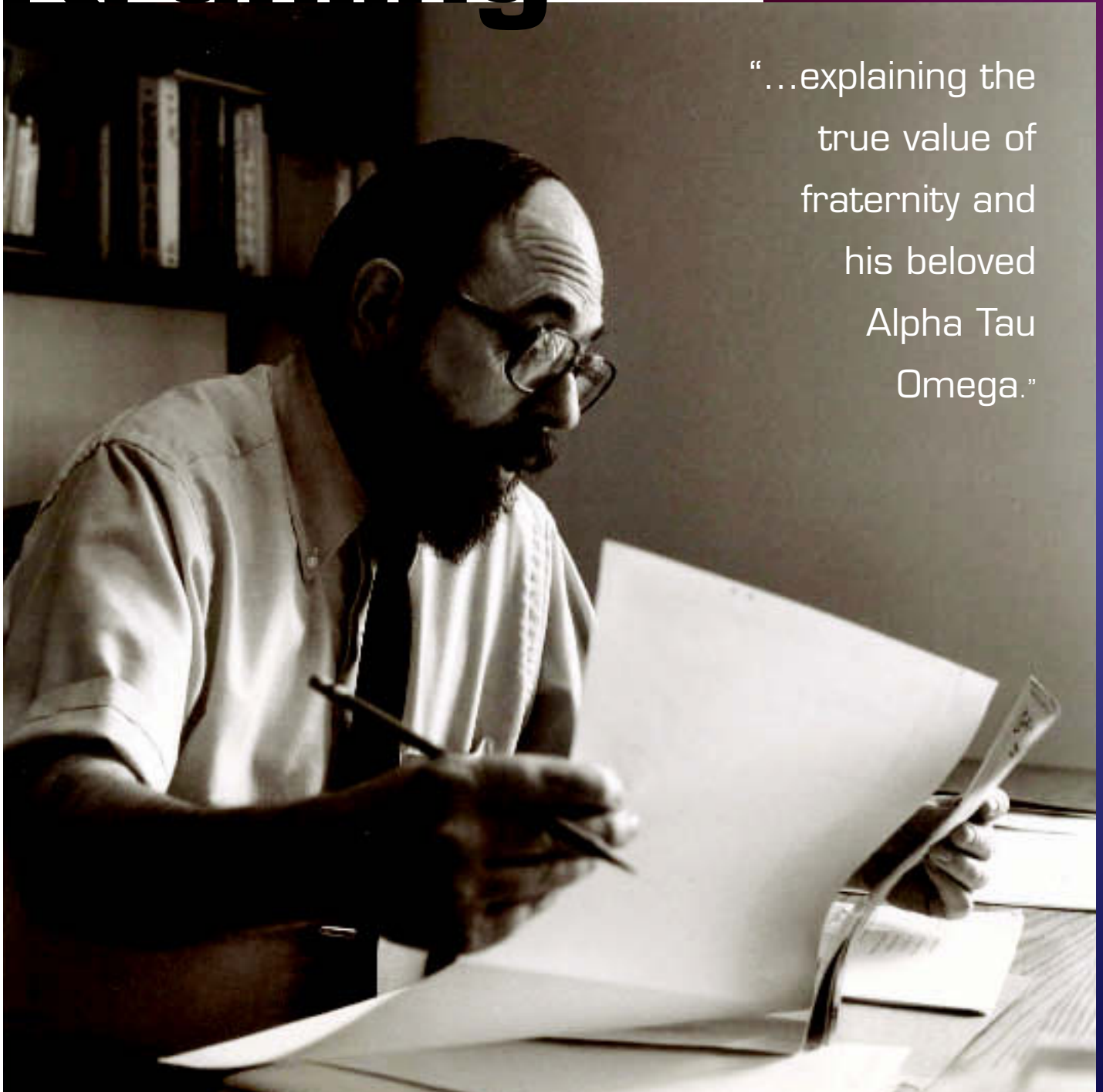
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Krahling

1936-
2005

“...explaining the
true value of
fraternity and
his beloved
Alpha Tau
Omega.”



During the “80th Year of the *Palm*” Bill Krahling’s name first appeared as the associate editor under legendary *Palm* editor Harry Bird. That was September 1960. 2005 marked the 125th anniversary of the *Palm* and this is Bill’s last issue to appear as editor emeritus. In that September 1960 issue, Bill wrote, “Every man who enters a college where there are greek-letter social organizations is confronted with these questions: ‘Should I join a fraternity? And if so, which one should I join?’ The final decision, of course, rests with each individual. However, the average new student needs certain things explained if he is to form a true picture of the value of fraternities in general and Alpha Tau Omega in particular.” Bill spent the next 45 years explaining the true value of fraternity and of his beloved Alpha Tau Omega.

continued

William D. Krahling, Mount Union '54, died April 6, 2005. He was 69 years old. Billy or BK to his friends served ATO faithfully from the time he was initiated in 1954. After 12 years of working for his alma mater as sports information director while volunteering for the *Palm*, Bill joined ATO Headquarters staff full-time on August 1, 1970. Five months before, Bill assumed the role of editor in chief when Harry Bird stepped down after 45 years at the helm.

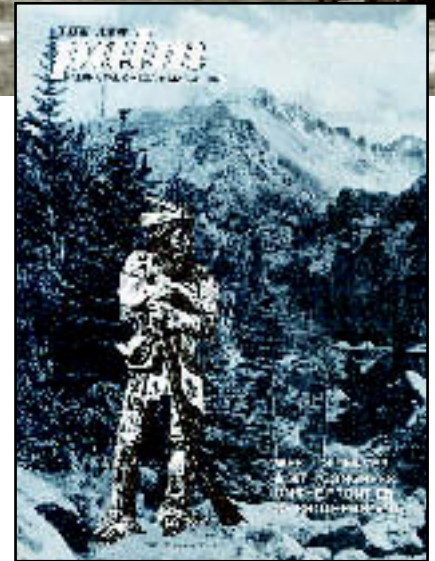
Within one year Bill moved the *Palm* from letter-press to offset printing, "retired" sections of the *Palm* that were obsolete including the ever expanding but never complete "Who's Who" listings and, believe it or not, pushed the envelope on content by, among other things, signing off on reprinting the photo of ATOs with the chapter's winning entry at the Iowa State Greek Week banner contest. "Transcend the Bulls--- NOW." It was 1971, after all. (The same issue also featured less controversial content including a photo of the three ATO Northwestern Varsity cheerleaders and



This photo ran in the Sept. 1971 issue of the Palm. The phrase was from Thomas Wolfe's "The Electric Kool-Aid Acid Test."

the Rose Hulman Little Sister class of 1971. Bill's philosophy regarding the *Palm* was soon clear...more is better. The *Palm* grew in number of pages, number of stories and number of words per page. Given the amount of information he gathered about

ATO's, their chapters, families and assorted friends, Bill had one hand on the pulse of the greater Fraternity and his other writing copy as quickly as humanly possible.



Throughout his tenure with ATO, Bill served as the *Palm* managing editor, director of publications, interim executive director, director of communications and Fraternity historian. The 1975 Knoxville Congress was named after Bill because of his dedication to ATO. It was at the "Krahling Congress" that Bill was honored with the Worthy Grand Chief Award. He accepted the Award with heartfelt gratitude saying, "ATO means so much to me. The Fraternity is something to live by. It is something more than just words. It is something that we take and mold into our fiber and make a part of our everyday life, and as we do that, we carry out the wish of the Founders to have no narrower limits with which to work than the outlines of the world." In 1989 after his retirement from staff, Bill was presented a second special WGC Award.



Despite his decision to leave as a full-time employee, Bill continued in service to ATO. Perhaps his most lasting legacy to the Fraternity will be the work he did in spearheading the Herculean task of coordinating the transfer of 130 years of ATO archives from the National Headquarters to the University of Illinois library. In a unique arrangement that Bill was instrumental in creating, the Student Life archives at the University of Illinois guarantees the preservation of ATO's history. Once Bill watched over the careful transfer of documents, he carved out an office in the Student Life archives building. Surrounding himself with boxes of ATO papers and photos, he continued cataloguing each historical document so that future generations of ATOs will be able to discover the rich history of their chapters and the National Fraternity.

"Bill had a remarkable dedication to ATO, not only as *Palm* editor but in many other ways," said **Steve Siders, Purdue '61** former Fraternity executive director and currently president of the ATO Foundation. "He and Joyce inspired an untold number of staff members during Bill's tenure. Of all the people I've known in ATO, Bill is in the top handful of people who loved and were dedicated to ATO."

Wynn R. Smiley

