

## UPCOMING EVENTS

**Illinois vs. Washington  
Football at Soldier Field in  
Chicago  
September 14, 2013**

**John Aymond '80**, along with the Illini Greek Council Advisory Board and the Illinois Athletic Dept., is planning a huge Greek reunion and ticket block purchase for this game. With the support of several very generous alumni, Gamma Zeta has already purchased a block of 100 tickets in order to make this a fundraiser for the **Bob Simonds '47** ALSWalk4Life team in addition to a fun get together for Gamma Zeta Alumni. These are great seats in the 100-200 sideline section and INCLUDE SOLDIER FIELD UNITED CLUB LEVEL ACCESS.

To secure tickets in this block please go to <http://alswalk4life.org/gammazeta> and make a suggested donation of \$150 per ticket and John Aymond will mail you your ticket(s). There are just 100 tickets in the Gamma Zeta block and they will go very fast so please make your donation TODAY!! Contact John Aymond at [jcaymond@gmail.com](mailto:jcaymond@gmail.com) with questions.

## MAKE A GIFT

Please make your annual fund contribution by:

- Logging on to [www.atoillinois.com](http://www.atoillinois.com).
- Calling 800-975-6699.
- Mailing a check payable to "Thomas Arkle Clark Memorial Chapter House Corporation" to the return address on this newsletter.



# Gamma Zeta News

Gamma Zeta Chapter of Alpha Tau Omega Fraternity  
University of Illinois  
[www.atoillinois.com](http://www.atoillinois.com)  
April 2013

## HOUSE CORPORATION REPORT

### Revitalizing Gamma Zeta

#### Major Changes Abound as Chapter Looks to Enhance the ATO Experience for the Future

By Jeff Piper '00, House Corporation President

The House Corporation and other alumni have been particularly active with the Gamma Zeta undergraduates these last few months and we'd like to give you an update.

Structurally, we are striving to make improvements to the physical plant. The house has experienced rough treatment by the undergrads, inadequate on-going cleaning and maintenance, and many years since any significant capital improvements and repairs have been made. On the positive side, the house is full and our financial situation is excellent. And, we've carefully assessed the current membership and do not believe we have "bad guys". Individually, they are bright, ambitious, interesting young men. Collectively, they need a refresher of what is expected of them as ATOs, stressing our long-standing tradition of excellence in academics, intramurals, community service and leadership on campus.

Certainly some of the current negligent behavior can be attributed to negative trends in society. However, in examining the course of Gamma Zeta history, we've periodically faced significant challenges from the very beginning. As an example, we found an article in a 1923 Gamma Zeta newsletter titled "Take Care of Your Home." It was directed at the undergraduates asking them rhetorically why it was that "...the great big 'he-men' of the chapter always pick the rooms with the delicate furniture to stage their boxing bouts and wrestling matches? Why do our sedentary brethren insist on throwing ashes on the floors and carpets?" The explanations given in the anonymous article range from "irresponsibility," to "laziness" to assumptions such as "it's none of my business" and "the freshmen will fix it."

We believe that 18- to 21-year-old young men left to their own devices, whether it was 1913 or 2013, are going to behave recklessly.

Every other time that our chapter has experienced challenges, the solution has been for the alumni to get back involved and provide strong leadership, clear expectations and consequences for negative behaviors. I'm very pleased to report that a strong and active group of alumni has done just that in order to address our current challenges. During the last three months alone we have:

- Met in Chicago in December, January, March and April, and formed committees to address the most critical challenges.
- Had 15 alumni participate in the most recent initiation ceremony in Champaign along with Wynn Smiley, ATO CEO.
- Delivered a clear message to the undergraduates about expectations regarding care for the house and elimination of hazing.
- Developed a completely new process for cleaning and maintenance that is not reliant on non-resident pledges.
- Created a mentor program which already has over 80 alumni matched up with undergraduates to support academic improvement, resume building and internship and job placement.
- Developed a template for a new pledge training program that does not include hazing.
- Drafted a new governance process and bylaws for a bigger, stronger and more active Alumni Association and House Corporation, for approval by ATO National.

Ultimately, our goal would be harvest this positive momentum and launch a much needed multi-million dollar fundraising campaign to renovate the chapter house. Competing for student housing on campus continues to be challenging with new high rise complexes and

*(Continued on page 2)*

## Aligning Our Members with the ATO Creed

### Leading Media Executive and Committed ATO Jack Klues '77 Heads Up Membership Committee to Transform Active Chapter and Position Us for the Future

Thank you to **Jack Klues '77** for participating in this Q&A. A committed volunteer and successful media executive, Jack has been instrumental in our chapter's "turnaround" effort and shares how he believes being an ATO means being part of something of value and of something bigger than himself.



Jack Klues '77

#### What direction has your career taken since your Gamma Zeta days?

I have worked in the advertising agency business since graduation from Illinois in 1977. I was first hired by Leo Burnett as a client service account trainee starting in the media department. I never left Leo and media operations even though my career did require several changes of business cards over the last 35 years. I stayed in media rather than becoming an account executive. About 15 years ago, I led the "spin off" of the Leo Burnett media department to a global media agency called Starcom. Two years later, I was asked to also oversee and integrate a rival agency brand named Mediavest. Today, SMG is the largest media agency in US and the world. After being acquired by the French based holding company, Publicis Groupe, I took on additional responsibilities in managing all of its media and digital agency businesses which we call Vivaki (a combination of SMG, ZenithOptimedia, Razorfish and Digitas) who invests over 80 billion euros annually for many blue chip clients across 85 offices around the world. I plan to retire in July.

#### You lead ATO's Alumni Membership Committee. What is the initial focus of this committee?

My committee leads membership programs which includes the development of a new pledge training program, an aggressive anti-hazing policy enforcement as well as more productive alternatives, and provides assistance to undergrad rush efforts.

I am also looking into more innovative and contemporary techniques to incentivize behavior of the undergrad membership in line with the ATO Creed and key principles of our brotherhood.

#### Do you believe it is important for the Gamma Zeta alumni to be involved with chapter undergraduates?

Absolutely. I must be honest here that I have not been close to the current membership or the house for more than 10 years. While I was able to stay in contact with my pledge class of 1977 with the help of committed brothers like **Dane Lurhsen '77**, I now see the important need for current members to know, appreciate, and

value the great legacy of brothers who have come before them. They say everyone needs to know where they came from in order to better know where they are going.

In a very practical sense, there will always be a need for financial support from alumni to keep the physical plant maintained and updated.

#### How many alumni are involved in this effort?

There are approximately 20 men involved, mostly from pledge classes starting in late '70s. With my membership group, we have about six. All of them are accomplished businessmen in their own right: lawyers, entrepreneurs, financiers, sales, real estate agents and even a restaurateur/city alderman. Beyond the membership committee, there are alumni task force groups dealing with communications, fundraising/capital, physical plant maintenance, mentoring and governance.

The newly formed GZ mentor program has over 80 alums participating, nearly one for each current member in the house.

#### What was it like participating in an initiation, like the one in January with Wynn Smiley, ATO National CEO?

It brought back a flood of terrific memories from my own initiation. More importantly, it reminded me of the thoughtful and time-tested principles of Alpha Tau Omega. It reminded me how lucky I am to be a part of the ATO experience and being part of something of value and bigger than myself. It also reminded me how fortunate we are to have talented, unselfish men like Wynn lead and promote our values for today's generation of

new initiates and active members.

#### Where do we need more help?

There is always room for more alumni volunteers across all these task forces/committees. What we need is for all of us to stick with this thing we started. The worst thing we could do is to not deliver/stop our involvement and lose confidence/trust of current active membership.

Read the full profile at [www.atoillinois.com](http://www.atoillinois.com), and contact Jack at [jack.klues@vivaki.com](mailto:jack.klues@vivaki.com).

### Revitalizing Gamma Zeta... Continued from page 1

modern facilities with endless amenities. Recently, ZBTs and Pikes have opened new houses and Betas are returning to campus this fall. In order to recruit the best and brightest while providing our members the best student experience, we must enhance their living experience. We are currently in the process of engaging an architectural and engineering survey of the facility and will provide all alumni with more information when completed.

Lastly, we'd like to thank our outgoing executive leadership team of **Drew O'Neill** (President), **Jack VadeBoncouer** (Treasurer) and **Tyler Ramir** (House Manager), and their team of elected officers for their hard work and dedication. They have been instrumental in our efforts to effect positive change at the Chapter over the past year and we wish them the best of luck.

We believe we are off to a good start and we are confident that you'll notice a significant improvement. However, there is much more to do and we need more help. If you'd like to get involved, have questions or suggestions, please send me an email ([jsp@svoco.com](mailto:jsp@svoco.com)) or give me a call (773-910-4799). We will continue to keep you up to date via this newsletter, our monthly email blast and our web site [www.atoillinois.com](http://www.atoillinois.com).

## Yesterday's Worthy Masters, Today's Leaders

### Four Former Chapter Leaders Share How Experiences at ATO Laid the Path for Successful Lives

Many Gamma Zetas testify that their experience as actives at ATO Illinois made a positive, lifelong impact on them. A compelling example of this are those who have served as Worthy Masters, then went on in life to fulfill significant leadership roles. As **Ed Ptacek '54** says, "Being Worthy Master does wonders for one's confidence to lead after you leave school."

We caught up with Ed and three other former Worthy Masters, each from different eras, to learn just how their service as Worthy Master uniquely equipped them to be leaders. Ed pursued a career in the Information Technology industry, was involved in marketing and sales, as well as executive management and consulting. **Bob Simonds '47** served as Worthy Master at three of ATO's chapters: Illinois, the University of Pennsylvania and Ohio Wesleyan University, then was tapped as an assistant to ATO CEO Stewart Daniels. He spent many years in public relations, eventually becoming senior vice president for Ketchum, Inc., a major PR firm. **Dick Murphy '65** had a fascinating career as a Pentagon official in the White House, a California State Superior Judge and Mayor of San Diego. **Gerry Kostelny '75** is the founder and CEO of InSite Real Estate, a national owner, developer, and operator of commercial investment real estate.

The job of Worthy Master is far from easy. A fraternity chapter in a school the size of Illinois is home to a great variety of men with widely differing backgrounds, interests and expectations. While there are many good and memorable times, there can also be times of disagreement and challenge. A Worthy Master must lead in such a way that unites the chapter to work toward common goals. That challenge came up repeatedly in the stories of these Worthy Masters.

"Working together to achieve an over-reaching goal despite existing differences is something that I first learned as Worthy

Master and use regularly in my business and other activities," says Gerry.

The challenge Dick faced while Worthy Master was a group of undergrads who were high on the party life and low in academics. The chapter faced certain academic probation from National and there was

no choice but to turn things around. He found that keen listening made the difference, adding that "you build consensus by trying to figure out what the other person wants, what each group wants."

Ed pointed out the importance of building a good team: "You learn to organize and carefully staff with the right co-leaders. The chapter moves ahead, based on the job done by these brothers. I never forgot that lesson."

These leadership experiences uniquely motivated these Worthy Masters and equipped them to become successful leaders in their lives and careers. Dick observes, "As a result, that experience gave me confidence that I could work in other environments where you convince people, building consensus among differing groups working together toward a common goal." Those skills were challenged while he was Mayor of San Diego, working hard to improve the city, even as a burgeoning pension deficit overshadowed his initiatives. Gerry relates by adding, "Working together to achieve an over-reaching goal despite existing differences is something that I first learned as Worthy Master and use regularly in my business and other activities."

Bob said that his ATO experience transformed his outlook, "I learned that a hick from the sticks of southern Illinois had the same opportunity to show leadership—and

the same number of votes in a chapter meeting—as the guy from the affluent suburbs."

So what are the qualities of a good leader? Dick got a rare view of leadership at the highest levels while serving in the White House. "They were not extraordinary people, but they were focused, worked hard, maybe a little bit lucky," he observed. "They persevered. They got to where they were, they knew what they wanted, worked hard at it, got positions of significant influence,

not so much by talent, but hard work." His 2011 book, *San Diego's Judge Mayor: How Murphy's Law Blindsided Leadership with 2020 Vision* chronicles his own journey and life lessons.

Gerry says that success involves focus and drive: "Find something you enjoy and are proficient at, become the best you can be at it, and focus on it to the exclusion of competing interests," he said.

That said, drive – the unrelenting effort in good times and bad to meet your objective – may be the single most important component of success. In most cases, drive trumps even raw talent."

Today, Bob faces the challenges of Lou Gehrig's Disease (ALS), yet the qualities of perseverance and teamwork drive his passion to raise support in the search for a cure. "Last year, with tremendous support from my ATO brothers the Bob Simonds Team was #1 among 234 teams in the ALS Walk4Life," he shares. "We're now organizing for the 2013 Walk."

Ed applauds that kind of ATO teamwork with GZ alums who are actively working to improve the chapter, making a difference for the next generation. "They are active members, they don't just belong," he said. "I know Bob Simonds provides them with the inspiration to continue what makes Gamma Zeta so special."



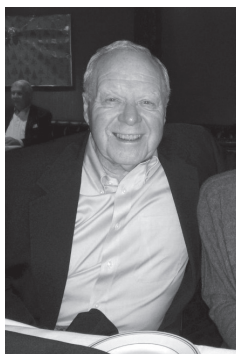
**Bob Simonds '47 after the 2012 ALS Walk4Life**



**Dick Murphy '65**



**Gerry Kostelny '75**



**Ed Ptacek '54**



## Embracing Change

### Through Chapter Transition, Brothers Recruit 35 New Members, Improve Physical Plant and Give Back

By Worthy Master Drew O'Neill, class of '14

This semester, Gamma Zeta has embarked on a paradigm shift. We have been working actively with all undergraduate members, several dedicated alumni and the National Fraternity to improve the chapter in material ways. Members have been embracing the change and recognize that it is a necessary step in improving their student experience, preserving Gamma Zeta's successful legacy and ensuring its existence for future generations.

The look and appearance of the physical plant continues to improve. The House Corporation bought new furniture for the living rooms and re-commissioned the portraits of our founding fathers. We have implemented a more rigorous cleaning plan, in which members of the house have different jobs to do throughout the week. This new plan has been successful and has helped hold brothers accountable.

We had strong recruiting classes this year, finishing with a total of 35 new members. All members of the house contributed to the recruiting process, demonstrating the strong brotherhood and dedication that we have to

one another. The new members have been active in improving the chapter and will be a vital part of our success in the coming years. We are currently restructuring our new member program so it is more constructive and effective in building better men.

The membership's philanthropic efforts have improved as well. Last semester, we held a blood drive, and this semester we are holding another blood drive as well as our signature event, ATO Recess. Planned for April 27th and 28th, Recess is a sports competition among the sororities. The brothers serve as coaches for the teams, as they compete in soccer, sand volleyball, and flag football. This will be Gamma Zeta's Third Annual Recess, and we are expecting to have a great outcome. All proceeds will go to Ronald McDonald House Charities.

Dads' Weekend was an immense success this year, raising money for the house through a silent auction. We held a tailgate for the football game, and had a private party at Fat City at night. At the time of this writing we are planning Moms' Weekend, and we will

be holding our annual silent auction. Last year, we raised over \$11,000 and this year all proceeds will go toward Bob Simonds' ALS Walk4Life team. We are looking forward to the weekend and are extremely excited to help Bob with his cause.

We would like to thank all those alumni who volunteered to serve as mentors in the new Alumni Mentorship program. The program has helped many brothers improve academically and begin to think about their futures. Alumni involvement is essential to the growth and success of our chapter.

Although the chapter is going through a significant amount of change, brotherhood has remained high and everyone is dedicated to making Gamma Zeta stronger. We have improved relations with all external organizations, from the city of Urbana to the University's Fraternity and Sorority Affairs. We will be submitting the annual report later this month, and we hope that our efforts, as well as those of many alumni, will help us return Gamma Zeta to True Merit levels.

## ATO Brothers Dominate in Athletics

### Gamma Zeta Basketball Team Defeats Theta Xi for Fraternity League Championship

By Steven Ogdon '13

The Gamma Zeta House Intramural Basketball team won the Fraternity League Championship on April 1 with a 42-33 victory over Theta Xi. The game was a rematch of a pool play game earlier in the season in which the Taus won on a buzzer-beating layup. The team started the game with eight unanswered



points and later extended the advantage to 18-4. Theta Xi cut the lead to five late in the second half, but their effort was too little too late. Members of the team included (from left to right): **Joseph Gross '14, Mike Chada '15, Lenny Allegretti '14, Al Schwartz '15, Jimmy Lawlor '15, Steve Ogdon '13, Jourdan Nash '12 and Kevin Muldowney**

**'14.** Muldowney scored 15 in the championship and Chada added 11. The team also won playoff games over Pikes (50-48), Omega Delta (48-33), and Fiji (62-47). With only two graduating seniors (Nash and Ogdon) the team is poised to defend their title in 2014.

### Junior Class Victors in Theta Broomball Tournament

By Jack VadeBoncouer '13

ATO juniors managed to make the semi-finals of Delta Gamma Anchor Bowl, but more importantly, the sophomore, junior and senior classes made the final four of Theta Broomball, culminating in a junior class victory over the senior class in the finals. We have made our mark in athletics on campus this semester and we will certainly add to our trophy case in a few weeks when we all step up to bat at Tri-Delt Greeks at Bat, an event we have won six years in a row.

### ATO Brother Part of Illini Volleyball Division II National Collegiate Championship Team

We'd like to recognize **Patrick Sullivan** and his team won the Division II National Collegiate Volleyball Championship in Dallas, Texas.

# Diamond Circle ATOs: Recognizing Alums for 75+ Years of Membership

## A Real American Hero

### Following the Fascinating Career of Maj. Gen. Edward Giller '40, Who Got His Start at ATO

By Dane Luhrsen '77

Just do a simple Google search on Major General **Edward B. Giller '40** and you'll find an enormous amount of information about his amazing life and career. I first read his bio and thought, "why hasn't there been a movie made about his life?". Then I realized that the only guy who could possibly play the lead was John Wayne and he has passed away. I tried to ask some questions that hadn't been asked before that might be of interest to the ATOs.

#### Do you remember any first impressions about the house or the guys?

The house was very new and nice at the time [Ed. Note: Ed joined in 1938 when the Thomas A. Clark Chapter house at 1101 W. Pennsylvania Ave. was just seven years old]. ATO and Sigma Nu were all alone on the south side of campus...with the cows of course.

#### What was pledging like?

I had attended Kemper Military School for my last two years of high school and first year of college so anything the ATOs threw at me was nothing to what I had experienced at Kemper. That was tough mostly because I hadn't yet figured out how to deal with it. By the time that I got to ATO, I was older and had learned that anything they did was not personal. It didn't

bother me. One thing I do remember is that I wasn't a very good singer. They used to make me "sing the phone book" to a tune of their choosing. That was hard and brought a lot of laughs.

#### I read in a Daily Illini article that referred to you as "Duck" Giller. Was that your nickname in college?

Yes, however that nickname actually followed me from high school. I had broken my ankle in a high school football game and it didn't get set properly. My foot was slightly askew... like a duck... hence the nickname. It's still like that today. I think **Ken Seely** probably brought that name for me to ATO from White Hall. I didn't like it too much so when I left Illinois, it didn't follow me into the rest of my life.

#### I understand you witnessed the detonation of several Atomic Bombs during the war. What was that like?

I actually witnessed 10 detonations. My team's job was to study the after effects of the bombs. We would assess the viability of requests for different types of experiments and



Ed Giller '40

if they were approved, we would study what would happen. We weren't in charge of implementing the tests... just making measurements of the results. After a detonation, there would be a period where we needed to wear dark glasses, but then we'd get the all clear signal and we could take them off. The light

and boiling colors that were still visible were incredible. Then the shock wave would pass us like a giant... whoosh. It was something.

#### What message would like to send to the undergrad ATOs about how to be a strong leader?

Don't take yourself too seriously. Don't speak down to anyone. Try to provide examples of what you are trying to get across to your team. There is a need for honesty. Never reprimand a junior in the presence of others. Save it for later. Lead by example. Admit mistakes and draw lessons from them. That's nine and a half decades of pretty good experience and wisdom sorted down to seven points.

Read much, much more of Dane's interview with Ed at [www.atoillinois.com](http://www.atoillinois.com).

## Toasting 75 Years as an ATO

### Alumni Volunteers Share Lunch, Stories and Gamma Zeta Memories with Diamond Circle Member Rex Sherman '41

By Dane Luhrsen '77

**John Aymond '80** and I recently visited **Rex Sherman '41** in Pekin, Ill. to present him with a certificate of membership in the Diamond Circle "In affectionate appreciation of his seventy-five years of membership, services and devotion to Alpha Tau Omega Fraternity". Rex was honored to receive the Diamond Circle Certificate from ATO. We took him to lunch at Applebee's in Pekin. Rex said that it was the first time in two years



that he had been out of his home. He really seemed to enjoy getting out for some fresh air, a change of scenery and a good cheeseburger.

Though he's slowed down a bit over the years and requires the use of a wheelchair, we could tell he had been a good athlete...he still had that firm handshake. At the restaurant they asked for drink orders and I requested a Diet Coke. Rex said "I'm having a beer". So, John and I joined Rex

for a beer. We toasted to his 75 years as an ATO and 92 full years of life. Strong grip, a preference for beer and, I forgot to mention, a little flirting with the waitress...after 75 years we're happy to report that Rex is still a Gamma Zeta through and through.

Go to [www.atoillinois.com](http://www.atoillinois.com) to read much more about John and Dane's meeting with Rex, and the conversation of his 75 years of ATO memories that ensued, including why he hasn't eaten fish in more than 75 years thanks to one night at ATO.

## VOLUNTEER

### Join 80+ Gamma Zeta Alumni in Mentoring the Active Chapter

There are many joint alumni/undergrad projects underway to support and improve the undergrad chapter. One of the first is a Mentor Program where undergrads have been aligned with alumni mentors to help with course planning, resume building, internship and job search as well as just provide visibility into the strong and deep ATO network that cares deeply about the house and ATO. Over 80 pairs have been matched already.

Much more information on this program and many others that are already underway

will be provided at [www.atoillinois.com](http://www.atoillinois.com). If you are interested in being a mentor, please send an email to [dane.luhrsen@gartner.com](mailto:dane.luhrsen@gartner.com).

*Dr. Terry Hanusa '78 allowed me to sit-in on a patient visit as he explained a cutting edge treatment. It was an amazing experience.*  
- Ricardo Rivera '16

*My mentor helped me land two great interviews, and one of them resulted in full time employment for me in the fall.*  
- Jack Haben '13

## CHAPTER ETERNAL

We have recently learned of the passing of the following ATOs:

- William H. Behling '45
- \*Thomas R. Crews '49 (3/30/13)
- Richard W. Paterson '50
- William Wendling '69
- \*Robert E. Duginger '75 (4/12/13)

\*Read full memorial online at [www.atoillinois.com](http://www.atoillinois.com).

## FROM THE ARCHIVES

### The Worst First Half and Best Second Half

It was 1972 and the #1-ranked ATO football squad faced a first half shocker, with Sigma Chi leading 18-0.

"We could not move the ball, our short game stumbled, had an interception and half time looked bleak," remembers **Doug Mayoras '73**. "Sig Chi was starting to celebrate, talking about going to Kams." But what unfolded after that worst-ever first half was a best-ever second half. "So, Stratton and I looked at each other and said let's go to the long game," he said. "We called the ole 'Z' out to Stratt who was double covered, and somehow caught the desperately thrown ball, diving, catching one-handed splitting the defenders and the Taus were rolling with the 40-yard completion. We scored the next play."

Eventually, ATO took the game with a winning play that Doug dreamed up on the bar in the coal bin -- the old fake the middle run and throw a double pass. It was deft execution and SCORE, victory for the home team! "I will never forget the look on the Sig Chi sideline running by the long faces with ball in hand, taunting just a little and strutting it," he recalls. "We often remember the one's that get away but this was our greatest game!"



ATO's are dominating in athletics on campus. Read more on page 4.



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Alpha Tau Omega Fraternity



In this Issue...

- How We're Enhancing Our Chapter for the Future
- Why More than 80 Volunteers Have Stepped Up to Help Transform Our Brotherhood
- How the Skills and Memories Formed at ATO Last a Lifetime

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