

JUST OUTSTANDING!!



TOM FARINA JOINED BY PAST PRESIDENTS JOHN PASTA ('24) & ADAM DI VINCENZO ('52).

When Beta Sigma took the first step towards reactivating Beta Beta Chapter at Manhattan College in the fall of 1975 by inviting Thomas Farina to participate in its pledge period, the seed of outstanding fraternalism was planted. Before he was initiated, he had already lined up five young men from Manhattan College, and by the end of the academic year, Beta Beta had been reactivated. It cannot be doubted that the excellence which characterizes that chapter today is the result of Tom Farina's hard work, common sense, and fraternal spirit.

He was elected president of the reactivated chapter in 1976. The esteem in which he is held by the brothers of the chapter, who number 21 this semester, can be seen in the fact that he was elected president again this year. In the interim, he served as pledgemaster.

From each chapter in the district, he extracted their best features and adapted them to suit his chapter. He sets the example for the others to follow; he is not content with simply giving directives. As president this year, he was responsible for the successful celebration of Beta Beta's fiftieth anniversary.

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Volume 49, No. 1 The KLEOS of Alpha Phi Delta Fraternity October, 1979

WOW! LOOK WHAT WENT ON IN DOWNTOWN

by Neil Anastasio

Coming off a year of unprecedented initiation and revenue, the National Council has voted to support the work of its Executive Council and take bold new steps into the future. The 59th National Convention at the Downingtown Inn in Pennsylvania will long be remembered as the time Alpha Phi Delta "put its money where its mouth is" and began implementing vital national services for its undergraduates. Represented were sixteen chapters and thirteen alumni clubs, although total attendance barely reached the two hundred mark. Among the most important issues that confronted the National Council were plans to institute a paid Chapter Consultant at the start of the 1980-81 school year, funding proposals to establish the corporate tax structure of the National Fraternity and plans to re-district Alpha Phi Delta.



NATIONAL COUNCIL DELEGATES IN SESSION

Highlighting the Executive Council and three National Council meetings was the acceptance, as chartered chapters, of Beta Psi at The Catholic University of America, Washington, D.C., Beta Omega at Pace University in New York City, and Gamma Beta at the University of Illinois Chicago Circle Campus. Also given official recognition as colonies were Gamma Gamma at Fairleigh Dickenson University, Madison, New Jersey, and Gamma Delta at Waynesburg College, Pa.

Among the most controversial and hotly debated issues was a proposal to establish a Chapter Consultant. This recent graduate and alumnus of APD would trouble shoot and assist chapters in their rushing, pledging and operating problems. He will have the opportunity to spend several days with a chapter, meeting with undergraduates and alumni alike, to work out the kinks of a chapter to assure its successful operation.

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ALPHA PHI DELTA FRATERNITY
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First: Steve Rubino; *Second:* Ernest Coletti;
Third: Ron Sme; *Fourth:* Matt Lo Monaco;
Fifth: Rod Belsky; *Sixth:* Peter Chila;
Seventh: John Rago

...AND THE WINNERS ARE...

by Trent Ciarocchi

The National Scholarship Foundation has awarded five scholarships to the following:

Victor Ray Greco: A second year student at the University of Kentucky and a resident of Weirton, West Va., his dad is a Life Member of APD while being active in the Weirton AC. He is persuing a degree in archeticture.

W. James Flanagan III: A third year student at Utica College and brother of Beta Iota Chapter, he is majoring in construction management and is from Needham, Mass. He has been very active within the chapter and has represented them at the National Convention.

Frank F. Perciavalle: A senior at Duquesne University majoring in Mathematics & Economics, he serves APD at Psi Chapter. His hometown is Ambridge, Pa.

Joseph G. Valenza: Maintaining a perfect 4.0 index at St. Francis College (Brooklyn), he is a senior majoring in economics. Joe actively supports Beta Sigma chapter and is active within the Third District.

Joseph S. Kosek: This years recipient of the *Carlo Vannicola Award* is a senior pre-law student at Youngstown University. As the president of Beta Omicron Chapter, he led them through their most difficult time of near collapse to their present high standing. He maintains a high scholastic average and exemplifies the ideals that Bro. Vannicola stood for throughout his life.



BETA BETA BOYS DISPLAY THEIR NEW CHARTER REPLICA.

BETA BETA'S BEST

Beta Beta Chapter of Manhattan College was reactivated in 1975. Since that time, carefulness in the selection of worthy candidates has resulted in an extraordinary chapter which has become Alpha Phi Delta's role model for 1979.

By accenting the idea and ideal of fraternity during the pledge period, the chapter has developed strong bonds among its brothers. This is done without a chapter house of its own within which to conduct its activities. Before the pledge period begins, a smoker is held to which brothers of other chapters and alumni clubs of the district are invited. Thus, from the very beginning, the prospective pledges know that Alpha Phi Delta Fraternity is national.

The pledge program is well-organized. An essential part of it is the insistence that pledges attend the functions of the other chapters in the district where they can meet and talk to these brothers in a relaxed atmosphere. The initiations are conducted in accordance with the Ritual, with interesting and worthwhile additions. The pledges are given assignments that treat of various aspects of Italian culture. A test of their knowledge of Italian culture is part of the initiation. On the Sunday morning of the initiation all together attend Mass said in Italian in a parish

not far from the College.

Chapter meetings are conducted on a regular basis, run effectively they are productive and not excessively time consuming. The chapter has a close union with its faculty moderator, who is the Dean of Students of Manhattan College.

Beta Beta publishes from time to time *The Bulletin Board*, which gives news of the chapter and its brothers. This year, Beta Beta celebrated the fiftieth anniversary of the granting of its charter. The dinner in celebration of this event was a huge success and was attended by National Officers, school officials, and many other friends and brothers of the Fraternity. An interesting feature of the evening was a film of the past events in Beta Beta which was put together in an ingenious manner. The Journal assembled for this affair is a model of its kind.

BETA BETA AND MANHATTAN COLLEGE

The members of the chapter represent nearly all departments of the institution. The cumulative index of the chapter is 3.1 out of 4.0 Fifteen members of the chapter are on the Dean's Academic Honor List. Every brother is engaged in at least one extra-curricular activity, in some instances, brothers hold offices in these organizations. Some are in

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KAREER KORNER

ADVERTISING COPYWRITER

by Joe Nunziata

(the author is a copywriter at Doyle Dane Bernach in New York City)

The first question is, *do you have it?* If you're interested in writing ads and commercials, take some courses at an arts and design school to make sure you have the talent. You can't learn how to be creative or original. In your classes, however, you'll be taught how to apply whatever talent you do have and see if you find it worthwhile.

You'll be disciplined on how to 'brainstorm' with other people, how to solve marketing problems, how to create and execute ads and commercials. In short, what to do, how to do it, and what to avoid. Most importantly, you will learn to create and manage a portfolio of your work.

The portfolio, or *book*, is your bill of goods. Ad agencies don't care about your height, weight, date of birth, excellent health, if your black, white, fat or skinny. They care only about your book because that book is *you*. It's their only indication of what you can do. Remember, you're hired for your creativity and nothing else.

Your book should consist of twelve or thirteen concepts artistically rendered to the point of resembling actual ads. Hire a freelance artist or art director to do the rendering. It's the best investment that you can make. Color photostats of the book should be made for distribution to agencies at their request.

The next step is finding an ad agency for which to work. Like everything else, it's a pretty tight market, so the choices might be few. You have nothing to lose, other than a day or two, by applying to agencies whose commercials and ads you really admire. When I saw the Volkswagen, Polaroid, and American Tourister advertising, I knew Doyle Dane Bernbach was the agency for which I wanted to work.

So, get your book together and knock on agency doors. If you can get by the Personal Dept., the person to see is called the Creative Director. Normally, you can leave your book with him or her. Aside from ad agencies, you can also apply to

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APD'S TOP ALUMNI



(L to R): BOB PALUMBO, DR. FRANK TOSI (STEUBENVILLE A.C.) AND TRENT CIARROCHI

OUTSTANDING CLUB

Working hard toward a successful rebuilding of Beta Theta Chapter (College of Steubenville) and leading the way to help impliment important National programs are two big reasons why the Steubenville Alumni Club has been selected as Alpha Phi Delta's model Alumni Club for 1979.

Under the able leadership of Richard Angelica, they formed committees to support the chapter's social functions, pledging and initiation activities to which they were invited, and treasury. In short, they performed their duty as a local alumni club so successfully that channels of fraternalism and trust now link the two entities. This relationship will serve to benefit both for years to come.

Acting on a request by President Santo Barbarino, the Steubenville AC has dug deep into their pockets and donated a whopping three thousand dollars toward computerization of the National Mailing List. Appreciated more than their contribution was their challenge to the other clubs throughout National to contribute to these worthy causes. As of this date three other clubs have contributed in excess of three thousand dollars.

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NO. 1. ALUMNUS

Cited for bringing the National Scholarship Foundation into an era of unprecedented activity, Trent J. Ciarocchi, Past National President (1966-8), has been honored as APD's Outstanding Alumnus for 1979.

Active in the Fraternity since his undergraduate days at Psi Chapter (Duquesne University), he was a member of the Steubenville Alumni Club and later founded the Weirton Alumni Club. Having served on a National level since being elected Vice President in 1964, Trent was named Chairman of the Scholarship Foundation in 1976.

During the two years he has headed the Fund, contributions, investment returns and total scholarships awarded have reached record levels. This has allowed the Scholarship Trustees to award five scholarships in each of the last two years.

It is indeed a tribute to this man that he has chosen to give so much to the fraternity, whether it be serving locally with the alumni club, or as a National Officer, or as a Housing Trustee or as Chairman of the Scholarship Foundation. Through his outstanding work, he allows Alpha Phi Delta to give something back to its fine undergraduates.

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Beta Beta

service or community organizations within the College. The President of the IFC is a brother of Beta Beta; another is an IFC representative. Two of the brothers hold office in Student Government and six are on varsity athletic teams. Three brothers went to Boston this year to represent Manhattan College at the National Interfraternity Conference.

The brothers of the Chapter are group leaders in the Freshman Orientation Program and participated in Open House Day. Included among the college-wide social activities, two were organized and conducted by Beta Beta: the Turkey Trot and the Columbus Day Coffee house. Worthy of attention is an activity initiated in the 1978-79 year. This was a monthly luncheon meeting; a different member of the College administration participated in this meeting every month with chapter brothers.

BETA BETA AND THE FRATERNITY

The District Governor can testify to the fact that, no matter how well the other chapters cooperate with him, none do it with as much enthusiasm as Beta Beta. They keep him completely informed about internal affairs, not only those that require his attention.

No initiation, no social function, no Third District sponsored function takes place without the presence of Beta Beta. No other chapter in the District can make this boast. As an example of continuing work, a 1979 graduate has taken over the duty of putting together the Journal for the Third District Annual Christmas Dance.

Nationally, the chapter worked hard to compile an up-to-date list of all Beta Beta alumni for Central Office. The chapter sends pertinent information to the editor of the Kleos while the National Expansion effort is also given attention by Beta Beta. Since reactivation, Beta Beta has been represented at every National Convention, and was the only eastern chapter that sent brothers to the 1979 mid-year meeting in Chicago. They are, without doubt, an outstanding chapter.



BETA RHO MOST IMPROVED

*by J. Michael Kane
(The author serves as
I.F.C. Advisor at
Gannon College)*

Beta Rho Chapter at Gannon College has moved from near extinction to extraordinary in just one short year. Opening the fall of 1978, the brotherhood stood at nineteen, a level far below past years. To further darken the situation, the fall pledge period did not produce anyone deserving of being a brother of Alpha Phi Delta. Extinction did not seem far away.

Before the semester ended, chapter membership had dwindled to ten. But, it was these ten determined young men who would demonstrate to the entire Gannon Community the desire, drive and determination which are characteristic of Alpha Phi Delta men.

At the end of October Beta Rho put on the chapter's 20th annual spaghetti dinner. The brothers, little sisters along with some alumni represented a skeleton crew in comparison to years past. The quality, class and determination of Alpha Phi Delta began to shine on all those who attended. The dinner came off as a roaring success. Families, students and alumni attending the dinner left with raving compliments. Beta Rho had finally one bright spot in what had so far been a long and gloomy semester.

The following day the brothers sponsored a Halloween party at a local center for the mentally retarded. The area news media, to the brothers' surprise, reacted to this community service with extremely complimentary coverage. An uplifting feeling came about; this had been a very successful and rewarding week.

At the next chapter meeting, two goals were set. The first was to revive the then inactive Erie Alumni Club. Alumnus Lou Biacchi volunteered his support to assist the chapter. In early February the first alumni weekend was held. Persistence was rewarded when forty recent graduates attended the weekend.

The second goal was the need of a large spring pledge class. The motto "replace yourself" netted 16 of the most actively rushed freshmen on campus.

In order to achieve their rushing goals they needed to renovate the house. Realizing that car washes are not too successful in the winter and that a raffle would take forever, they looked elsewhere. Providing entertainment for the school seemed to be a way of acquiring quick cash and improving public relations. Since local social halls had all banned fraternities from their establishments due to poor past experiences, these inspired ten brothers acquired a hall and the two year absence of beer blasts on the Gannon Campus was now over. Beta Rho sponsored three blasts and repaired the house.

The brothers of Beta Rho have not stopped at being the social leaders on Campus. They have taken the initiative and leadership in assisting Alpha Phi Delta's expansion program at neighboring Behrend College of Penn State. In recent I.F.C. elections three of the top four positions were filled by A.P.D.s, including Jim Thompson being elected president.

As this year started the most charitable prediction concerning the fate of Alpha Phi Delta at Gannon College would have still been very dismal. One can be very proud in having the Beta Rho Chapter representing APD at Gannon College.

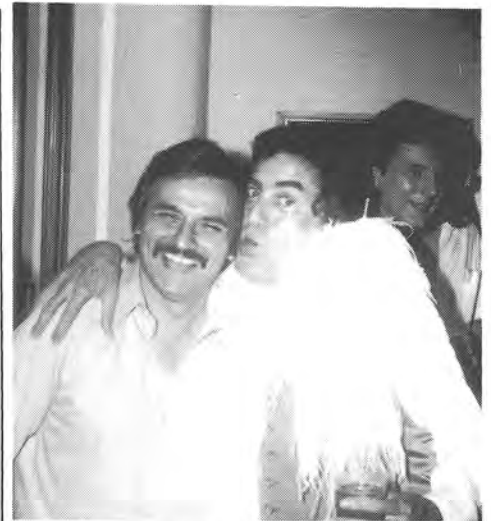
CONVENTION TIDBITS



UNDERGRADUATES FROM PSI & BETA BETA CHAPTERS
(DUQUESNE UNIV. & MANHATTAN COLLEGE)

The golf championship was won by Joe Gambatese, Kappa, National Capital Alumni Club, with a 77 over the Downingtown golf course. He shot the same score when he won in 1947.

Frank Gori, Psi and Walt Primerano, Jr., tied for low net Callaway with 73. Flo Melone's 105 was low score for women, while Elsie Primerano, no relation to Walt, had low net 77.



SANTO BARBARINO FINDS A NEW LOVE
IN "JULIA" ZANGRILE.



WALTER CUCHES, BETA SIGMA
EMBRACES THE LEGENDARY UNCLE
JOHN "PANCHO" MELONE.



PSI ALUMNI (L to R): BOB VALARIANO, TONY CARFANG, AL MEIXNER & WIFE, ROD BELSKY, STEVE PUSATARI, CAROL CARFANG, MIKE ZEREGA & JACK CONSIGLO. THE "GRADS OF THE 70's"



ONE OF APD'S SWEATHEARTS LAMENTS THE LOSS OF THE SLEEPING JOE BELL, PSI INTERESTED FUN-SEEKERS LOOK ON.



(L to R) PAUL BONZONI, TOM MODICA & GARRIS CHUBA, ALL RECENT GRADS RECALL THEIR COLLECTIVE 15 YEARS AT N.Y.U., THETA BETA.

Obituary

JOSEPH CHIARDELLI

Beta Delta

A graduate of Temple University, Class of 1955, and resident of Philadelphia. Bro. Ciardelli died of a heart attack on or about August 5th of this year.

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Just Outstanding!!

His activities in the College are varied but wisely limited. He belongs to the Engineering Society, his major field, and to a service organization Hands for the Handicapped. However, he has been during this academic year the President of the Interfraternity Council.

He is well-known in the district because he attends virtually every function including initiations and social affairs of both undergraduates and alumni. He has also attended every Third District Meeting since his initiation. Tom has participated in every National Convention since he was initiated and has attended Mid-Year Meetings, including the last one in Chicago. Through his initiative, the first step has been taken to establish a colony at Iona College.

The spirit which informs all the activities of Beta Beta Chapter is that which it has received from Thomas Farina. He is the Outstanding Undergraduate of APD, for it is not only that he has been outstanding this year but he has been consistently so since he was initiated.

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Kareer Korner

companies who have their own "in-house" advertising departments.

Your Sources? The good ole Yellow Pages or the Standard Directory of Advertising Agencies available at the Library. This is a list of all agencies and their clients. Or, write to me care of the Kleos. I'll be happy to answer any questions you might have.

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Outstanding Club

These expressions of support stand as a tribute to the Steubenville Alumni Club. There can be no doubt that they will lead Alpha Phi Delta into great heights in the upcoming decade of the eighties.

Con't from p. 1 - Wow! Look what went on in Downingtown

This position will be budgeted at a \$12,000. level, to take effect in the fall of 1980. The idea, it was pointed out, is not new. During the Raffa Administration plans were initiated for a Traveling Secretary whose function would have been similar to that of the Chapter Consultant. The National Council saw fit to mobilize existing funds set aside for this purpose and create the Consultant position. President Barbarino has been charged with the creation of a selection and solicitation committee which will report to the Executive Council on its progress at their next meeting in January.

Meeting with unanimous approval was the proposal to allocate up to \$10,000. to establish the corporate tax structure of the National Fraternity, with the ultimate goal of establishing a non-profit foundation, similar to those of other national fraternities, through which APD can service its undergraduates and college communities.

Also voted upon unanimously was a constitutional amendment to expand the term of office of the Vice Presidents (excluding Executive V.P.) from two to four years. This move will allow these Executive Council members to plan, impliment, and complete long range projects and establish protocols for their offices to assure continuity during transition periods. A proposal to re-district Alpha Phi Delta into 10 districts, with notable changes in the 3rd, 4th, 5th and 6th districts, was tabled until the next National Council meeting. In the interim, President Barbarino will appoint a committee to study this area.

From the offices of Public Relations and Good & Welfare have come much activity. V.P. for Public Relations Pete Bertolino unveiled a chapter activity announcement poster (the first ever available nationally), and rush brochure which will spread the Alpha Phi Delta name around campus. Neil Anastasio, V.P. for Good & Welfare, announced the completion of the new *Dokime* and *Dokime Examination* while the rush manual, pledging manual, and chapter management manual are all nearing completion.

Other business included a report by Steve Feraca, V.P. for Cultural Affairs who represents APD on a committee to realize a Center for Italian Studies at Catholic University. Scott Willett, Beta Rho (Gannon College), was elected V.P. for Chapter Affairs by the undergraduate representatives. Rev. Stanley Otto, Chaplain of Psi Chapter, was voted honorary brotherhood.

Highlighting the business conducted was an address by Jack Anson, Executive Director of the National Interfraternity Conference, who expressed concern over the increasing number of hazing injuries and deaths that have occurred in recent years. He applauded APD's efforts in the Cultural Affairs area, citing this activity as a first among National Fraternities. He also encouraged year round rushing programs to combat the trend of decreasing college enrollment. Following his talk to the National Council, Mr. Anson chaired a workshop for the National Officers and alumni.

At the final session of the National Convention on Thursday, President Barbarino and Executive Vice President Carfang were re-elected to lead Alpha Phi Delta during 1979-80. Their jobs, as well as those of the Executive Council, are formidable. They can use every helping hand.

Alpha Phi Delta Fraternity
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