THE FUTURE OF THE ARCHI IS IN YOUR HANDS
The Editorial Staff wants to hear from you!

With this issue of the Archi, Alpha Rho Chi has created a new concept, a new vision of what this journal could be. For many of the past issues, the Archi has been something akin to a newsletter in a fancy cover. Not that anything was wrong with this, but the Grand Council feels that Chapter and Alumni Association news should rightly be published in the APX Letter, while the Archi should be something more directed, a journal of that which APX stands for.

The Archi editorial board (a.k.a. the APX Grand Council) has chosen the following themes to be the basis for this and future issues of the Archi: Leadership, Service, Professionalism, and Fraternity. These themes go to the core of who we are as brothers of Alpha Rho Chi.

We invite all submissions on these themes. Essays, articles, poetry and prose are welcome, as are illustrations of work – design projects of all types. This is about ideas – both mainstream and counter-cultural, it is about a dialog in which we explore the themes set forth here. It is about what we, as brothers of Alpha Rho Chi are doing in our lives.

We also want to hear your ideas on making this publication one of the most valuable publications you receive and we’d like you to weigh in on the issues we have considered for publication in the Archi. For example – should we seek advertising to defray our costs (and potentially improve the content), or should this remain one of the few publications that does not inundate you with ads? Should we make this a journal in which submissions are juried by a panel of students and professionals, thereby increasing its prestige, or should we keep the submission process more open? Your thoughts matter – for this is your publication, it can be as weak or as strong as you would have it be.

ARCHI STAFF
TBD Editor
Vicki Horton Managing Editor
Laura Gagliano Associate Editor
Scott Swanson Associate Editor
Dana Habel Online Editor
Lark Bear Copy Editor
You don’t get to be the leader by screwing off

Any tough guy who thinks he can beat up on a Haws had better think twice. Our drinking fountains are undeniably handsome, yet unexpectedly tough. Forged brass bubbler heads, attached to integral basin shanks with locking pins, virtually eliminate screw offs. Stainless steel anchor bolts secure pedestal models to their stainless steel mounting plate to resist corrosion, or a bully testing his strength. Even the forged brass waste strainer is locked in place with a special hex nut for added security. And there’s lots more. You see, at Haws, the smallest details stand up to whatever the elements can dish out. Even when the elements are human.
EFFECTIVE LEADERSHIP

KEVIN CASHMAN ADVISES LEADERS FROM COMPANIES SUCH AS AMERICAN EXPRESS, PILLSBURY, AND ROLLERBLADE. HIS MESSAGE: "TO BE MORE EFFECTIVE WITH OTHERS, WE FIRST NEED TO BECOME MORE EFFECTIVE WITH OURSELVES." BY POLLY LABARRE

IF LEADERSHIP IS SO IMPORTANT, WHY ARE effective business leaders so rare? Kevin Cashman, a Minneapolis-based leadership coach, thinks that he has the answer: "Too many people separate the act of leadership from the leader. They see leadership as something that they do—rather than as an expression of who they are." Cashman is the founder and CEO of LeaderSource, which has helped executives from companies such as Pillsbury, American Express, and Rollerblade to explore what it means to lead. His flagship program, the Executive Leadership Institute, has been dubbed "the Mayo Clinic of Leadership." Why do leaders come to Cashman for a checkup? "Leaders lead by virtue of who they are," he replies. "If we want to be more effective with others, we first need to be more effective with ourselves." Cashman's most recent book, Leadership from the Inside Out (Executive Excellence Publishing, 1998), distills his insights about becoming a real leader. In an interview, he distilled his thoughts even further.

What does an effective leader look like?

There are three core qualities to leadership: authenticity, self-expression, value creation. "Authenticity" refers to a link between the inner and the outer person. Truly authentic leaders are open both to their gifts and to their undeveloped qualities. People who understand who they are tend to have a more powerful voice—and to make a more profound contribution to an enterprise. We do a lot of work with Pillsbury. The current CEO, Paul Walsh, came to the job from finance. He had none of the marketing experience that's so critical to running a consumer-products company. The first thing he did was to admit to that knowledge gap; he then created a plan to learn everything he could about marketing. Because he was so open, people enthusiastically helped him.

The second attribute of leadership is self-expression. Does that mean "straight talk"?

It means something more than straight talk. How often have you held back from saying something that you felt was important—just because you were worried about how you would express yourself? How often have you feigned modesty about something that you were really proud of? Authentic expression goes beyond telling the truth: It demonstrates a total congruence between who you are and what you do and say.

Leaders are measured by results. How does authentic expression translate into value creation?

Most of us know more about our favorite sports team or vacation spot than we know about ourselves. Leadership comes from one of two places: persona or character. Persona is the coping part of our personality—a mask that we create to protect ourselves from external stresses and internal fears. Character is the essence of who we are: it goes beyond what we do. It's critical to spot the cues that signal when you're in character and when you're relying on a persona. Under what circumstances do you tend to get stuck? When do you overreact? When does everything come together and the result?

How authentic are you?

It's impossible to lead people who don't trust you, and it's impossible to build trust without cultivating authenticity. According to Kevin Cashman, asking these three questions will help you to explore your authenticity.

Do you know yourself?

Get in the habit of asking yourself two crucial questions: "Why do I pursue the work and the life that do?" and "What do I act like during the most fulfilling times of my life?" Your answers will help you spot the defining thread of your experiences and will lead you to your purpose.

Do you know how to listen—and to hear?

Most leaders think that not speaking is the same as listening. But hearing people's words is only the beginning. Do you also hear their fears? Their intentions? Their aspirations? When you start to hear at a deeper level, you'll start getting information from people. Better yet, people will know that you care about them, and they will eagerly commit to you.

What's your appreciation ratio?

In the business world, confrontation, criticism, and even hate are more socially acceptable than expressions of appreciation. That's too bad, because appreciation is a truly value-creating activity. It energizes people, and it makes them want to exceed their goals and perceived limits.

Reprinted from the May 1999 issue of Fast Company Magazine. All rights reserved. To subscribe, please call 800-542-6029 or visit www.fastcompany.com
WHY I SHINE

THESIS: APX provided me with the leadership skills I need to be a successful professional

When I first joined Alpha Rho Chi, I did not realize how much of what I needed to know to become a successful architect. I would learn from my association with the Fraternity. I remember being told during Rush that, in addition to the lifelong friendships I would establish, membership in the Fraternity would help prepare me to become a leader in my profession and assist me in dealing with the people side of everyday business life. Looking back to my years as an active member, I can see the influence that Alpha Rho Chi has had in shaping my career.

I am a graduate of the University of Illinois at Urbana-Champaign and an alumni member of the Anthemios Chapter. I practice architecture as a principal with VOA Associates Incorporated, a 250-person architectural, interior design and planning firm based in Chicago. My area of expertise is in the design and planning of college and university facilities, although I did serve as managing principal for the revitalization of Chicago's Navy Pier. Professionally, I am active in the American Institute of Architects, serving as Chicago Chapter president in 1995 and as Illinois Council Secretary in 2001. I am also involved in my community, serving as the chairman of the Village of Wilmette, Illinois Zoning Board of Appeals, and as chairman of the Village's Streetscape Committee. Being a member of Alpha Rho Chi helped prepare me with the leadership skills I need to accept these challenges and responsibility. If I had to summarize the things I learned from the Fraternity, my list would be something like this:

**Team Work** – Architects work as team leaders. We counsel clients, coordinate consultants, direct and nurture staff. Volunteer organizations such as the AIA rely on the willingness of people to work as part of a team to realize goals. The Fraternity, by its very nature, relies on people willing to pull together and help each other.

**Concern For Others** – A successful professional must respect those he is working with and treat every member of the team fairly. “Fidelitas, Amor et Artes.”

**Commitment to Education** – The vitality of the profession of Architecture depends on both the teaching of others and a commitment to continue to learn as an individual. The mentoring we do of our younger staff help them acquire skills that make them more effective employees. A new member is taught not only the history and traditions of the Fraternity, but also the practical skills of managing a budget, running a chapter house and recruiting new members.

**Business Management** – As Anthemios Chapter president, I had to learn how to develop and monitor a budget, control expenses, hire a cook, make certain meals were being prepared, the Chapter house kept clean and maintained, and that the business of the Fraternity was attended to. None of these skills were being taught as part of the curriculum in Architectural School. In my professional life, I am doing much of the same, although concerns about keeping everyone fed now focus on new business and profitability.

**Personnel Evaluation** – One of the keys to a successful architectural practice is the ability to attract the right staff. Through an interview process, we seek to determine in a short period of time not only that an individual has the right education and experience, but that they also have the right personality, temperament and work ethic to be part of our team. You have to project ahead to see how well they will fit the culture of the firm. Attracting new members is also critical to the life of the Fraternity. The interview and evaluation process is much the same. While education and experience is significantly less of a factor, the people side is just as important. Will this person be a good brother? Will they share the values of the Fraternity and work to make it stronger? Is this someone whom I can count on when needed? Having the experience of selecting new members and then seeing how well those choices meet expectations has provided a valuable base for assisting me in the hiring process.

**Professional and Community Involvement** – One of the things that attracted me to Alpha Rho Chi as opposed to a social fraternity was its close association with the School of Architecture and its involvement in the many activities that took place outside the classroom. Because the Fraternity was the largest organization of architecture students, the school looked to Alpha Rho Chi to help organize and staff many of its programs. We helped organize the lecture series, sponsored an annual spring art exhibit, staffed the annual awards program, hosted visiting professors at receptions and dinners, and served as the "ready fix" when things needed to get done. This spirit of involvement and helping others was very strongly instilled in my fellow brothers and me. We enjoyed the fellowship of working together.

My involvement with the AIA is a direct extension of my involvement with the Fraternity. There is the same source of commitment to a greater good, in the advancement of the profession, the working together with other civic organizations to improve the built environment, and to share our professional expertise with our communities. The Fraternity taught me how to volunteer and it also taught me how to ask others to become involved.

Would I be a successful professional today without Alpha Rho Chi? A difficult question to answer. I do not think I would be the same professional today without the Fraternity. The fellowship I enjoy working with other professionals on AIA boards, committees and task forces, and through my community service, is as rewarding as the fellowship I felt as an active Fraternity member. The experience gave me the confidence to take risks in life. Looking back, I can say that becoming a member of Alpha Rho Chi was one of the better decisions of my life. In a world founded on "added value," I cannot think of my education and professional development as a better value to have added to my life.
ATTILA AT WORK
IGNITING THE SPIRIT OF RESISTENCE
Submitted by J. Scott MacKay, Grand Advisor

Not long after my tribe returned from the conference with the tribal chieftains, I first approached the long trail of my quest. With reflection upon Attila, I turned my attentions on the local chieftain, my father amongst the tribe. Surely he could provide history on the Huns that I would need. When his tent flap was open, all could enter freely, and so I did, closing it behind me. This subject matter I did not need on the open spit of my fire tonight, for all to see. He bade me sit, and prompted me to share with him my experience of a private meeting with one of the high chieftains.

As I recalled my encounters, oath and quest, I noticed a glimmer in his eyes. The aura of Attila now shown about his person as he settled my concerns. I learned that part of our tribe's growth was in fostering this high chieftain's tribe, and that his word was to be trusted. I was also commended for taking a neutral stance, in search of personal truths. Attila seemed pleased with this, as my chieftain's smile grew wide before the spirit that is Attila brushed past me to flutter the tent flap.

We looked at one another, the chieftain breaking the silence. "This is what you must learn to be effective if it is within you to lead. Follow closely, and let these be your lessons."

It does not matter what has happened previously regarding any subject that draws your attention.

"It was in the Roman court that Attila conceived his strategy to rule the world. His plan was methodical, extraordinarily precise. It was not the plan of a blundering halfwit." [Leadership Secrets of Attila the Hun - pg. 110]

What does, is exactly how you intend to use any and all at your beck and call to do something to affect that subject. Learn to choose your battles and discard plans should you believe they would come to less than success. As a Hun, you possess a voice that the horde responds to; any single Hun has the ability to direct the actions of the collective. Learn how to lead with that voice and you will gain the hearts of each and every Hun in the horde.

Fortunately, we all grow in strength; when we are acclaimed and retired veterans, we will need to be reminded of our years of simple service in the horde. Learn how to cultivate the interests of our war-hardened veterans, especially after their years spent leading the horde. Veterans, in number, are a potent part of the tribe. Without their wisdom for what the tribe has done and what it endeavors to do, the tribe tends to fail. Though they may no longer lead, they are remembered and revered by all Huns having fought at their sides. Learn to take direction and advice from those with differing experience from yourself.

As a Hun, any may aspire to become chieftain. That is the nature of a healthy and cohesive tribe. From this core group of tribal chieftains the growth and direction of the horde is established for a period of celestial passing. Learn as much as possible about the various ways of service in the tribe and horde, such that you might come to understand the concerns of a good chieftain as they relate to his tribe, and its Huns.

Because of these lessons, you may one day be granted the opportunity to lead this tribe. Upon rising to the role of chieftain, then shall you need to make your own path upon which the Huns of your tribe will march to do battle. Learn what it means to be chieftain before assuming the responsibilities inherent in the role.

Little did I know how greatly his words would mould my quest. Offering thanks for his counsel, I returned to my fire and there did I roast the hares caught in traps set the night before. Over the remaining coals as they grew low, did I consider my chieftain's words and the lessons contained therein.

Attila himself came to my fire, later that night, again in spirit form. He seated himself on a nearby log, as if to take respite, joining me in the simple meal I had prepared. In understanding of my imminent offer, he bade me nay in gesture, offering instead, "Follow me, that we may live." "How?" did I reply, searching for an answer to his cryptic statement. He puzzled over his answer for only a moment. "Three ways do you grow to follow: seek out the truth of our intent; learn to discriminate between the nay-sayers from the truth-mongers; believe in your own potential."

Next month: page 105, 5th bullet: "Without challenge, a Hun's potential is never realized." OR, 'Allowing for personal growth: Attila at Play'.

Settling into the daily routine as a I expected a balanced return of wise words, and was not

(Continued on page 20)
Art & Architecture Tours Offered for Next Summer.

APX alumnus Marshall Arne (Anthemios '82), and his wife Nancy Chikaraishi, are coordinating four tours to Paris, Rome and Scandinavia starting in June 2001. The trips focus on European architecture with on site visits and architectural sketching.

This is a great opportunity for APX Alumni to get together, travel to Europe and do it all as a tax deductible expense. The tours qualify for AIA/CES learning units and costs for architects are fully tax deductible. The tours are run through their Milwaukee based architectural firm, Art & Architecture, LLC. Visit their web site at www.sketchtours.com or call them at (414) 961-1510 for more information.

Paris 2001. 15 Days for $2,760.00 (two trips: June 16th to June 30th or June 30 to July 14th) offers a look at Modern and Classical architecture in Paris and the medieval villages & castles of the Dordogne River Valley in southwestern France.

Rome 2001. 13 Days for $2,760.00 (July 22nd to August 3rd) studies the Classical architecture of Rome & Florence and the medieval hill towns in Umbria and Tuscany.

Norway 2001. 15 Days for $3,540.00 is (June 11th to 25th) and covers the history and current trends in architecture and real estate development in Oslo, Lillehammer’s Olympic Village, the Fjords and Bergen as well as roundtable discussions with local architects.
RBA is Randy Brown, AIA, principal; Steve Mielke, Matt Stoffel, design and project management; Corey Hoelker, Askelen Parker, Jeremy Reding, Scott Shell, Nora Wendt, Eric Westmar, collaborators.

The studio of Randy Brown Architect in Omaha, Nebraska has been hard at work for the past several years engaged in a number of design-build projects. These projects have allowed for further exploration of a design throughout construction. The studio's mission is to critically question the perceived boundaries of architectural practice and create a collaborative environment to promote continuous learning, research and development of architecture (spatially, environmentally, materially, philosophically, socially, functionally and poetically).

Once again this past May, the studio transformed itself into a woodshop and production line to fabricate pieces for an American Express office and workspace. Computer workstations and drafting tables sat unused while nearly everyone rolled up their sleeves and engaged in some part of the process. The interior pieces were completely designed and constructed by a team of nine architects and interns in a few weeks. Two Alpha Phi Chi brothers, Jeremy Reding and myself, joined the process in mid-May and worked through its completion in early June.

Context
The American Express space resides in a context quite familiar to the

RBA studio. It occupies one portion of the 120 Bondo Law Office Building designed by RBA in 1998. The American Express space is located in the 'box' portion of the building. Entry into the space is made at a slightly skewed corner of the box. The entry sequence forms a transition between the prevailing spatial condition of the surrounding suburban context and the regularized interior organization of the box. It is only a minor disruption compared to the connection of the two halves of the building in the Law Offices next door. The box portion attempts to be more firmly placed on the site while the Law Offices try to resist that placement.

This project was seen as an opportunity to create an open workspace while keeping in mind the security and privacy issues that are vital to the company. Private offices with clerestory windows enclose the perimeter of the space. The reception, workstation and circulation areas insert themselves inside the periphery, which creates an open volume with apportioned space. The open space is bound and stitched together by drywall ceilings & bulkheads, lighting and millwork.

The architect also served as the general contractor on the job, which allowed greater control over the design as it progressed through construction. Taking this job further, we built the millwork pieces: reception/workstation desk, printer stand, lightwall, art-shelf, cabinet & bathroom partitions. This allowed us to push the design beyond drawing, where every con-
The desks are primarily formed from maple plywood then trimmed and detailed with anodized aluminum channel and Polygal, a polycarbonate multiwall roofing material. This contrasting material palette adds both gloss and tactility to the space. The maple received coats of stain and polyurethane that gave it the feel and appearance of mahogany. The translucent Polygal forms give the desk mass while simultaneously gleaming reflected light to lift the desk off the floor.

Most of the pieces were constructed at the architect’s office and then transported to the site for installation. Maple pieces were cut and re-cut, then fitted together like a jigsaw puzzle. Many smaller details such as the polygal additions to the desks were worked out during the installation. The final structural support details were also designed during the installation process. The receptionist desk was literally designed into a wall through a small slot while the work desk attaches to and wraps itself around a structural column in a number of ways.

While the desk becomes a very objective element in the space, the intention was to continue the movement of space into the interior organization of the building. Upon entry, one is faced with a nearly continuous ribbon of stained surfaces that begins in a receptionist nook and proceeds around a corner and out of sight. The manner in which the work desk wraps around the column pulls space away from the entry and at once pushes itself back in front of the column. The printer stand then forms a transition between the work space and hallway, and between the desks and a continuous art shelf. While the agenda is less ambitious than that of the Law Offices next door, it helps the entire building achieve its intended architectural expression.

The initial goal was to achieve a level of craftsmanship that was otherwise unattainable in the Omaha area. This would require great patience and continual refinement of the product. The true complexity of the desk was not realized until representations were attempted after construction. Many of the details were not realized in the original drawings and probably would not have been conceived if the project had passed through a construction document phase. Past associates of the firm have considered designing the details in this kind of process a “multi-dimensional sketch problem.” The desk is undoubtedly a material exploration and its construction was a process constantly shifting between modeling, drawing, sketching, and altering the actual product.

Thinking back to the mission statement set forth by the RBA studio, one can see that this project embodies the statement by building a bridge between education and practice, joining both theory and work in an explorative process. This mission statement bears a remarkable resemblance to the objective of Alpha Rho Chi: “to organize and unite for educational and professional development purposes the students of Architecture and its Allied Arts in the universities and colleges of America and the alumni members of this Fraternity in order that this Fraternity may promote the artistic, scientific, and practical proficiency of its membership and the profession.” While it is clear that Alpha Rho Chi does not hold a position on the kind of learning and development it promotes such as the critical position of RBA, both have a vested interest in the future of the architectural profession.
Establishing and Propagating Identity:
A sheep in Wolf's Clothing—or was that—A Wolf in Sheep's Clothing

By Dan Pitera
University of Detroit Mercy Colony Faculty Advisor

Naming

Seeing is forgetting the name of the thing one sees.
Robert Irwin

The name of the "thing" that is under study is "propaganda." To name something is to set limits, to establish parameters. It restrains with names there are definitions, which are limits to parameters. The act of naming that will occur in this essay is not necessarily about providing a definition or defining the "object." Instead, it is about defining an attitude towards that certain object. This method of naming establishes a set of parameters that does not confine or constrain, but instead, is malleable and allows for indeterminate readings, which will provide the territory for us to operate.

If to name something is to set limits and parameters, then to have many names is to redefine and re-establish those parameters. To have many names facilitates re-evaluating the "object" outside of the dominant paradigms referred to by its primary name. "Man of a Thousand Faces." (Nickname given to Lon Chaney. Film by the same name was made in 1925 by Universal International Pictures; starring James Cagney and directed by Joseph Pevney.) Each of the "man's" faces defines an alternate way of looking at the same object (the man), which in turn inspires alternate ways of thinking about the same object (the man). Each of the "faces" allows us to see the original object in a different way. Thus, it is about providing additional information not replacement information. It is about the Both/And not the Either/Or.

Political Actions

If we look to etymology, we see the origin of propaganda in the institution of the Propaganda Fide. This was the Roman Catholic organization charged with the task of spreading the gospel.

Inherently, propaganda is neither good nor bad, positive or negative. It is simply a directed form of communication, which often transcends the use of textual or linguistic language. If it is a form of communication, it must be read. If it is "directed," it must be consciously (or perhaps unconsciously) situated in the political and cultural framework of information.

Our decision to wear certain clothing (a black turtleneck, a black three-button sport coat, a pair of adequately faded jeans, a black belt, a pair of white socks, and a pair of black shoes with the appropriate silver buckle) is a directed form of communication. It is about altering a "Stock Object"—the object of the human being. The directed view is upon oneself: it communicates, (whether read or mis-read) to those around us: our values, our self-assessment of our position within the surrounding context, etc.... It, by its very nature, defines and limits our circle of interaction and how that interaction occurs or will occur. There are political, social, and cultural implications to these moves.

Marking and modifying the body is a political act. To be political means that one must be aware of the inter-relationships between our acts and the cultural context in which they occur. As Foucault has shown us, meaning is understood through a context of cultural codes. Therefore, marking and modifying the body may be believed to be an independent act. However, it is an act within a collective cultural structure.

The Decorated Body

Make-up, which may be a temporary tattoo, is used to remove imperfections, fulfill social codes, etc.... It is a "tagging" of sorts for merel y a different type of gang. The tattoo (which is usually lived in the history of makeup) and other types of body modifications are also a culturally instigated condition. It communicates (whether read or mis-read) to those around us: our values, our self-assessment of our position within the surrounding context, etc.... It by its very nature, defines and limits our circle of interaction and how that interaction occurs or will occur. Codes and standards of communication are constructed, establishing, or perhaps preventing, particular alliances, as well as particular identities. Tattoos have become (in many instances) laten identities, similar to fingerprints. Service people often saw their tattoos as a backup to dog tags. If the dog tags were lost, the tattoos offered another form of identification. Also, the Maori culture of New Zealand "signs" documents with the image of their face tattoo. This "use-full" act of marking, or unmarking, the body of a human introduces the viewer with the viewer. It is a form of propaganda. It is a form of directed communication.

Propaganda communicates, (whether read or mis-read) to those around...
us: our values, our assessment of our position within the surrounding context, etc... It, by its very nature, defines and limits the circle of interaction and how that interaction occurs or will occur. It establishes a frame of reference.

Frames of Reference

Alice peers into the look(ing) glass
Narcissus peers (in)to the pond

To work as a cartographer is to (re)present, to document, to codeify-to map. The actions of the cartographer are similar to the object reflected in a mirror or pond. A mirror or pond has a frame of reference or a point of view. They, in some way, alter what they reflect. Similar to either the mirror or the pond, a map establishes a frame of reference or a point of view (or is it an anointed view). In the case of mapping the physical landscape, a map can change with regard to: (1) the type of projection: polar, Cartesian, etc... (2) the information to be mapped: topographical, economical, political, etc... These points of view clarify the map's content, which, in turn, lead to form.

Remembering all those "faces" for "the one man," the maps are different ways of seeing the same thing—the earth. They are directed forms of communication. They are directed because they document the same object (in this case the earth) in different ways dependent upon the points of view or the intentions of the cartographer. Each map has its purpose within the usefulness of maps. This leads us back to the point that propaganda is a directed form of communication. It is a particular way of seeing. It causes directed viewing that evokes a reaction. It is a designed perception.

Designed Perception

Our interactions, actions, and reactions are designed whether consciously or subconsciously. As we have seen previously, propaganda is also a matter of interactions, actions, and reactions. Therefore, propaganda is a matter of design.

During the first completed mission to the moon, what was one of the first acts performed after the ship had landed? The political, social, and economic context of the time led to the placement of the American flag on the moon. Why was it not the world flag? It was an act of marking territory. It was a method of establishing presence. Was the moon available for the taking? It is not the intention of this paper to pursue the answers to these questions. Instead, it is its intention to point out the placement of the American flag as a deliberate and designed event. It was a particular "way of seeing" intended to evoke particular emotions and reactions. There were political, social, and cultural implications to these moves.

Applications

With the previous thoughts as underlying expectations, this essay will now focus on the actual applications of this type of thinking for architects and students. The way one propagates oneself, whether it is a student organization (i.e. APX), a professional firm, or an individual will respond in some way to the general discussion given in the previous sections. "It will communicate, (whether read or mis-read) to those around it: your values, your self-assessment of your position within the surrounding context, etc... It, by its very nature, will define and limit your circle of interaction and how that interaction occurs or will occur. It will establish a frame of reference. It is a designed piece of perception"

For this essay I will focus on propagating a chapter of APX. However, the same ideas, or the intentions behind the ideas, can easily transfer to other organizations, professional firms, or individuals.

First, we must focus our understanding on the constituents or audience in which the information will reach. There are three different audiences on which we will focus. (1) The local chapter of APX and its national affiliate chapters. (2) The community within the school, college, and/or university. (3) The community outside the school, college, and/or university.

The Local Chapter of APX and its National Affiliate Chapters

Existing members of any organization whether local or national are extremely important. (This is also the same for any firm) They are more than a representation of the form and character of the organization. They are the form and character of the organization. Any organization is assessed by the make-up of its members. If they are bored or frustrated with the organization, people around them will hear about it. The information that is given to them must respect and acknowledge their importance in the organization. Every member is an integral part. Once someone becomes a member, she must not be taken for granted. Her interest and participation must be nurtured, maintained, and celebrated (not expected or demanded). Notices, posters, postcards, etc... should be thoughtfully designed.

The Community within the School, College, and/or University

There are several ways a chapter must promote itself within the school. (1) Similar to the information given to chapter members, posters and postcards are effective ways to celebrate the information’s dissemination and provide a graphic presence in the school. (2) Besides the information that the national organization supplies, additional information should be designed that specifically focuses on the specific agenda, mission, and character of your

(continued on page 14)
Silver Medalist Ronald L. Grogan...

As a young member, I met a brother who changed my life. He was of a recent past, with much history to tell tales of. I found an old connection between our two Chapters - one felt by installing and installed organizations. Over time, I discovered a bond with this inspiring, supportive, and challenging brother.

As I rose in responsibility and leadership within my Chapter, he was ever available for any project, idea or direction having come from a higher source. Together, we made countless plans toward the betterment of the Fraternity, aspiring to recognize aspects of management in need of attention. The strongest recollection I have of this brother was in telling me, as I approached the Convention Presidency in 1984, "While the Convention is in session, for all practical purposes, the Grand Council is only another representative; the Delegates consider and vote upon whatever is brought before them. As President of the Convention, you need to be the spirit of Alpha Rho Chi, unless overturned by the membership."

To this day, I have kept these words close to my heart, bringing them to mind each time I undertake service to our Fraternity, enlist other brothers, and encourage the general public to take interest in our pursuits.

Without having met this brother, many of us would not be where they are today; his committed dedication to Alpha Rho Chi is beyond reproach.

To the very core of my membership, respect, and love for our Fraternity, I am proud to trumpet the formal announcement to the general membership that the Convention, having assembled in Arlington Heights, Illinois two years ago, presented the Silver Medal of Alpha Rho Chi to Brother Ronald L. Grogan, Xenocles.

Well done old friend, and well met.

J. Scott MacKay, GA

...Joins Supreme Architect of the Universe

Shock was followed by immediate sadness as word of Brother Grogan’s passing spread through the networks of Xenocles and all of Alpha Rho Chi. Any brother will agree that Ron Grogan has had an undeniable impact on this fraternity since his initiation almost 25 years ago. It is safe to say that many of our chapters and alumni associations would not even exist today had Ron Grogan decided to focus his passion and loyalty elsewhere. As his friends and professional colleagues can tell you, Ron also had a tremendous impact on those not involved with Alpha Rho Chi.

As Jim Poynter eulogized, Ronald L. Grogan was a man of solid character, entrenched in talent, loyalty, devotion and courage. Ron was recognized as a talented designer by firms such as Trammell Crow Co., Gerald Hines and more. Though recently hampered by physical ailments, Ron never complained about those problems to his clients, but worked steadily right up to his sudden passing—his comments when asked about his health: "No excuse not to work." Even those occasionally at odds with Ron cannot deny his unflinching loyalty to Alpha Rho Chi, in particular, his sense of duty to training our future leaders—students. Few brothers know that, aside from his service to Alpha Rho Chi, Ron gave unselfishly of his time to his community. In fact, to many children in the Fort Worth area, he was Santa Claus, making house calls to listen patiently to children’s Christmas toy wishes. Each of us has a personal story to tell of what Ron has meant to us as a brother, friend and/or colleague and there is simply not enough space in this publication to even completely relate mine. Suffice to say, I would not be the brother I am today had I not witnessed and learned from Ron’s fraternal spirit. The brothers of Xenocles took brief solace in humor...Ron convened with the Supreme Architect of the Universe before he was able to cast his vote in the last Presidential election. We’re certain Ron immediately raised a Point of Order.

To brother Grogan’s family, we send our heartfelt condolences and prayers. Thanks go to all brothers for their expressions of sympathy sent to the Grogan family.

Ron, thank you for not taking the easy way, for being our conscience. The chasm left by your exit is immense.

Vicki Horton, WGS

Note: At press time, the Xenocles Alumni Association is in the process of establishing the Ronald L. Grogan Memorial Scholarship Fund. The funds from this scholarship will be awarded by the Xenocles Alumni Association to deserving students enrolled in the School of Architecture at the University of Texas at Arlington, preferably Xenocles active. Please send donations made payable to the fund to either the WGE or WGS. Funds will be forwarded to the appropriate financial institution, as designated by the Xenocles Alumni Association.
 STATE OF THE FRATERNITY
by Gregory S. Pelley, WGA

The Alpha Rho Chi Fraternity is, and remains, committed to its core principles in uniting the students and alumni of Architecture and the Allied Arts, and promoting the artistic, scientific, and practical proficiency of its membership. We continue to strive to develop ourselves as leaders in our profession, to expand the breadth of our knowledge and influence, and to draw forth from each brother an unbreakable bond. We hereby submit for your consideration this "State of the Fraternity:"

The Grand Council

The "New" Grand Council is developing itself as a cohesive group of motivated, passionate, and committed brothers. Communicating frequently through email and telephone conversations, as well as regularly scheduled conference calls and meetings, we have begun to form the core group of members that will lead this organization into our future together. The GC currently consists of:

WGA: Gregory S. Pelley, five years on the board.
WGAA: Brian Swilling, in his second year on the board.
WGCS: Vicki Horton, new to the board this year.
WGEB: Nicole Morris, in her second year on the board.
GA: J. Scott MacKay, with 10 years of service on the board.

This board, along with the WGA Emeritus (Ted Erd), the National Inspector (Charles Morley), and seven of the eight Regional Deputies met in Charlotte this past July and laid out extensive and ambitious plans for the coming year. We also participated in a values and vision exercise, which brought us to the following mission for the GC:

Financial
Financially, we ended last year with a surplus of funds, where we had budgeted a deficit, and where several chapters are behind in their dues payments. While a surplus is often welcome, in our case it indicates that APX has not been providing its membership with the services it deserves. This surplus is to be allocated as seed money for the coming convention in March, to publications, and as a contribution to our investment portfolio. The 2000 Convention also resulted in a small surplus. Those funds are to be used as a chapter-based rebate program for the coming year.

After many years of financial rebuilding, we are on fairly strong footing, and are able to focus more on services and programs, rather than cost cutting. This is not to say that we have met all of our financial goals. We are working toward maintaining a three-year operating reserve, of which we are approximately halfway complete.

(For complete financial information, please contact the WGE)

Publications
After a long absence, the Arch will be published this fall. We are redeveloping the publication content away from newsletter-type articles to more of a journal including commentary on leadership and service.

In addition, an APX Letter is planned for publication this fall and again in the spring.

The website, www.alpharhocli.org, under the direction of Itkinoq Alumnus, Dana Habel, has grown in scope and is becoming an excellent resource to the membership. We currently have publications such as the APX Letter, Pledge Manual, and the Constitution and By-Laws available on the website and will soon add the Archi. In addition, many of the reporting forms are available online, simplifying the reporting process.

State of the Chapters, Alumni Associations, and Colonies
Our Chapters are our foundation and our strength. There are currently 11 active chapters with an average membership of 20. Each chapter faces challenges in organization and membership, many of which are overcome internally, but all require our attentive guidance to ensure their success and the success of the Fraternity.

Two common concerns voiced by the Chapters are 1) assistance in rush and 2) membership retention.

The Grand Council would add to this the need for leadership training and stronger alumni association support.

While some chapters are strong in numbers, strong membership numbers do not necessarily indicate strong membership. Each chapter continually faces the challenge of quality vs. quantity. Some lack financial discipline, placing them in arrears for fraternity dues and other expenses. Most maintain successful Rush programs, providing a balanced schedule of professional and social events. Much of their efforts seem to be directed toward maintaining or obtaining chapter houses, in some cases, with the help of a Control Corporation.

Additionally, some chapters face the challenge of building or rebuilding a good relationship with the faculty and administration within the school, making rush a difficult venture. Some face a relatively unique curriculum, requiring their students to be on co-op every other academic quarter. In one instance, a geographically divided campus poses a unique challenge to the actives. Additionally, some chapters face the challenge of building or rebuilding a good relationship with the faculty, administration, and other student organizations within the school, occasionally making rush a difficult venture. Considering the past two (and current) Presidents are also Alpha Rho Chi members, the opportunity exists to foster the relationship between APX and Alas.

Alumni Associations continue to be overlooked on a national level. Far too many Alumni Associations are essentially "one-man" operations, thereby causing missed opportunities with respect to chapter assistance. A few Alumni Associations consistently struggle with the incorporation process within their respective states.

Expansion
The Regional Deputies are embarking on an aggressive campaign to develop new colonies at schools around the country. Particularly, they are interested in eliminating the "Inactive Chapter" status by re-colonizing all the chapters that have gone inactive. Furthermore, John Lawrence (RD-7) is working towards creating new chapters in the northwest, truly the new frontier where APX is concerned.

We have received inquiries from the University of Hawaii at Manoa, which are being pursued by the RD-8.

Given the exuberance of the current RD's, having someone to coordinate the expansion efforts is critical. A National Expansion Programs Coordinator was recently appointed and should prove to be an excellent addition to the Expansion Team.

Closing Comments
The challenges before us are great, but not insurmountable. What it will take, from each brother, is a renewed commitment to who we are, and who we want to be. It will take the combined visions of each individual, and of the Fraternity as a whole. Together, we are unstoppable.
Chapter. This package may be used to introduce APX to a prospective member or to the school at large (students, faculty, dean, director, administration). If it is given to a prospective member it should be designed to acknowledge your specific chapter, which most likely differs from the character of the "Pledge Manual," which is distributed to every chapter of APX.

The character of the package may or may not be different if it is designed to introduce APX to the school at large. One model to work from may the cut sheet model where each piece is separate and can be compiled differently depending on the audience. The pieces or contents of this package may include:

- **Chapter Focused Letterhead:** Design a letterhead that is reproducible and reflects the character of your chapter.
- **Mission Statement:** A one-sentence to one-paragraph long statement of the purpose of your chapter's presence in the school. What is it that distinguishes you from the other organizations? As an organization, what are you passionate about? Brevity is important here. Less is more.
- **Past Project Descriptions:** Short descriptions with images of notable past projects may be compiled and written. This helps new students to understand where APX has been.
- **Future Project Descriptions:** To help students understand where APX is going, provide short descriptions with images of notable future projects. If you document all events, this will give the content for future advertisements of those events that are repeated.
- **Letter of Introduction:** A short letter of introduction by the president or the vice-president of the chapter or colony.

Your identity or presence in the school is more than mere graphic material. What was probably clear in the beginning sections of this essay is the idea that everything is propaganda. Your professional and social events create an image for your chapter. If they are vibrant, creative, and most importantly "fun," people will be drawn to the organization. In other words, your events are advertisements that will attract or "push away" future members.

The Community Outside the School, College, and/or University

One of the most important constituents in the delivery of information pertaining to APX is the community outside of the school. This is because they are often not around to know what APX is up to. This includes the alumni. It is often the case that chapters have concerns that they have not received enough interest and support from its alumni. Frequently, it is often the case that the chapter has not delivered information (if any was delivered at all) to its alumni that deserves their interest. We pursue things that interest us, especially if it is outside of the hectic schedule of our everyday lives. You must raise their interest.

At this point, it must be made clear that this group of constituents is not limited to the alumni or others who have knowledge of APX. This package should be designed to include those who have no idea who APX is and what we do. For example, the Rhoeus Chapter designed a package to give to possible sources of funding and/or material donations to help in a major event. Many of these people had no idea who APX was and thus, required something to help them feel confident that they were giving their money or materials to a reputable organization.

Similar to the package of the previous section, the pieces may include:

- Mission Statement
- Past Project Descriptions
- Future Project Descriptions
- Letter of Introduction.

However, the package may also include the following items. (These items may also be included in the package of the previous section. I hope that it is apparent that there are "no hard and fast rules" to what is in the package and how it is designed. These are only suggestions. Actual contents may vary given the specific character of each chapter. Batteries not included.)

1) **Officer CV/Resume:** This adds a professional tone to the package.
2) **Faculty Advisor CV/Resume:** If your faculty advisor is one that adds to the character of the chapter, it may be appropriate to include that person's career information. This also helps nurture the advisor's interest in APX because they see that you are interested in them.
3) **Misc. postcards from prior/future events:** Propaganda from past or future events may be included as a way to graphically entice the audience. It establishes both a history and a future.
4) **List of Service Projects for the Community:** Short descriptions with images of notable past or future service oriented projects may be compiled and written.
5) **Specific Event Graphic and Description:** If this package is being used to advertise a specific event, a graphic designed for that event may be included.

(This package would also make wonderful propaganda to distribute at the APX National Convention.)

*Just do it!*

*Much of this may seem obvious, but often times it is not taken seriously. It is important to acknowledge that our actions whether spoken, written, or performed will have political, social, and cultural implications and reactions. Once this acknowledgement has been made, our actions can be designed. And once designed, they will communicate (whether read or mis-read) to those in contact with them: your values and your self-assessment of your position within the surrounding context. Your actions, by their very nature, will define and limit your circle of interaction and how that interaction occurs or will occur. They will establish a frame of reference.*

There are no conclusions here for me to write. The conclusion lies in the production of your chapter's package.

Have Fun!
UC Researchers on the Spot in Crete:  
Reshaping Tourism’s Future Before  
Island is Loved to Death

By: Marianne Kunnen-Jones
Photos by: Sean Bender
Archive: Research News
Date: July 13, 2000

Hersonissos, Crete -- Most visitors come to Crete to sun themselves on stunning Mediterranean beaches, view ancient remains of Europe’s oldest known civilization and enjoy dramatic mountain scenery.

This idyllic setting for leisure is one of labor for applied researchers from the University of Cincinnati. Through July 24, a group of 24 UC visitors to this largest of Greek islands are, instead, hard at work in the basement of a municipal building in a room with only four windows, none of which even have a view of sea or vistas.

These UC faculty and students aren’t here to just see the sights; they are providing wide-ranging expertise needed to help solve the problem of mass tourism, which in Crete, as well as all of Greece, is putting an ever-increasing strain on the environment. Their latest recommendations for the work they began on June 12, in a project that began last summer, will be presented to local citizens and officials next week.

The faculty experts in planning, biology, architecture, communication and anthropology, assisted by students, are working under the University of Cincinnati Globalization Initiative. The UC Sustainable Development Group is helping Mayor Zacharias Doxastakis and his municipality of Hersonissos make plans that will allow the region’s tourist economy to continue to grow without straining the environment and at the same time develop alternative enterprises that will not be as tourist-dependent.

According to the UC project leader Michael Romanos, professor of planning, the work is vital because in just 30 years Hersonissos has transformed from a tiny village of fruit warehouses to a sea of concrete - a tourist destination particularly popular with younger tourists who come for nightlife. “There has been rampant development with no planning. The main road on the coast is congested with traffic, both pedestrian and vehicular. The coastal area is overbuilt,” he said.

Another UC team member, Frank Wray, assistant professor of biology, compares the area’s development appearance to Gatlinburg, Tenn., in the United States.

Working with the UC team is the recently expanded 15-member staff of the municipality. That staff is led by Hersonissos Mayor Doxastakis who became convinced of the need for a change of course for the community during summer 1999 when the previous UC Sustainable Development team was at work in Crete. "The work done last summer became the development framework for the municipality," the mayor said through Romanos, who translated into English for him. "The 1999 study has become our thinking framework," the mayor said.

The UC-Hersonissos study has become even more important as the deadline for the Third European Union Development Package of financial assistance approaches on July 24. A total of $15 trillion drachma [$3 billion U.S. dollars] will be allocated to Greece alone from 2000-2006, and it is estimated that Crete will get approximately $600 billion drachma [$1.8 billion US dollars] from that amount for general infrastructure, environmental protection, general development programs, agriculture and private investment, Mayor Doxastakis said.

Hersonissos will be well-positioned to qualify for some of these funds because of the UC study. "The majority of the municipalities in Greece don’t have development proposals or policies," the mayor said. "Hersonissos does."

The mayor has learned that two of the chief criteria for receiving funding will be having formal proposals that are consistent with development plans. "They can’t just be build to build," he said. Projects must be supported by research. This Third Package is expected to be the last round in this type of funding to be released by the European Community.

According to Romanos, of 150 items in Hersonissos’ latest budget plan, there are close to 50 that relate to past UC recommendations. "We are giving them a list of guidelines for development and they are using the guidelines to choose where to put their money, to help identify their priorities. Now they have a framework and a structure which helps them," said Romanos.

Among the recommendations moving forward as a result of the UC research are:

(continued on Page 19)
THE ALPHA RHO CHI FOUNDATION
A Trusted Resource To The Alumni and Active Members Of Alpha Rho Chi

“...to assure a continued and illustrous evolution of an important fraternal organization”
Charles Burchard FAIA
WGA Emeritus

Winter 2000

OUR HISTORY

The Foundation was established in 1989 and announced during the 75th Anniversary Celebration of Alpha Rho Chi in Chicago. It was the brainchild of John R. Ross, FAIA, then WGA, and was the culmination of two years’ effort by the Grand Council to create a vehicle to insure the long-term stability of Alpha Rho Chi and to expand its presence in architectural education. To that end, the Foundation provides scholarships for Alpha Rho Chi members; sponsors professional programs at many levels; supports scholarly publications; underwrites the APX Bronze Medal Program which recognizes student leadership, scholarship, and service; and promotes new and innovative educational opportunities for students in architecture and the allied arts.

OUR PROGRAMS

JOHN R. ROSS SCHOLARSHIP PROGRAM

This Program was initiated in November 1989 as part of the Foundation’s organizing commitments. It was renamed in September 1990 in honor of the late John R. Ross, FAIA, WGA Emeritus and the first President of the Foundation. The Program funds tuition and/or fees supporting undergraduate or postgraduate study at accredited schools of architecture and the allied arts in the US and Canada. Since 1995, the Foundation has awarded 25 scholarships from its managed funds, 8 scholarships from the Pytheos Fund, and 1 scholarship from the Iktikos Fund.

Funding Goal for FY2000 - An additional $50,000 in new contributions for 10 more scholarships.

CHARLES BURCHARD PROFESSIONAL PROGRAM

This Program was also initiated as part of the Foundation’s organizing commitments. It was renamed in September 1990 in honor of the late Charles Burchard, FAIA, WGA Emeritus, and Dean Emeritus of the College of Architecture and Urban Studies at Virginia Tech. The Program supports and underwrites outside professionals’ participation at accredited schools of architecture and allied arts in the US and at other venues which, in turn, expands the educational experience and the interaction among practitioners, educators, and students.

For FY 2000, the Foundation will concentrate its efforts to increase the endowment of the Charles Burchard Professional Program Fund with an additional $50,000 in new contributions. At this level of funding, the Foundation will be able to -

- Substantially underwrite the cost of professional programs, leadership training, and other important educational experiences at the Fraternity’s National Convention each year.
- Provide matching funds annually to each active chapter for a professional program which they would jointly sponsor with the Foundation at their university.

OUR PERFORMANCE

- The Foundation currently manages 9 Alumni and/or Chapter Funds valued in excess of $81,000 and unrestricted endowment accounts exceeding $75,000.
- Utilizing a balanced portfolio of investments, the Foundation has achieved a five year average return of 17.43% for its managed fund accounts and a four year average return of 21.16% for its more aggressively invested endowment accounts.

HOW YOU CAN SUPPORT APX

- Cash, of course, is always welcome. Some corporations and institutions have matching funds programs which doubles the value of your gift. Stocks, bonds, insurance policies, and real estate can also provide the Foundation with needed resources. All gifts to the Alpha Rho Chi Foundation are tax-deductible to the extent permitted by law.
- Deferred gifts such as bequests by will, a charitable remainder unitrust, a charitable remainder annuity trust, a pooled income fund gift, or a charitable gift annuity can all support our goals while giving the donor immediate tax-free benefits. We will be pleased to provide additional information about these programs to you and your advisors.

Please send your checks or direct your inquiries to Sam N. Douglass, Treasurer, Alpha Rho Chi Foundation, 305A West Washington St., Pontiac, IL 61064. Sam can also be contacted at (800)447-4135 or by email - srdjfor@route24.net

An independent, six-member Board of Directors administers the operations of the Foundation. The Fraternity’s WGA and WGE are ex-officio members of the Board. The appointment of these directors is ratified by the Grand Council. These directors have the skills necessary to effectively manage the responsibilities of the Foundation. All directors are unpaid volunteers.
54th National Convention
March 29—April 1, 2001

Alpha Rho Chi will be treated to a private tour of the most sought after residence in our nation.

WWII Memorial: Monument in the making? or Blasphemy under construction?

You will not want to admit that you missed this convention! Limited space is available, so contact the WGAA and reserve yours NOW!
ALPHA RHO CHI
is proud to announce the
Class of 2000 winners of the
Alpha Rho Chi Medal

The Alpha Rho Chi Medal is awarded annually to a graduating senior at each NAAB accredited school of architecture, judged by the faculty of that school of architecture as best exemplifying the qualities of Leadership, Service and professional Merit.

Andrews Univ.
Arizona State Univ.
Auburn Univ.
Boston Architectural Center
California College of Arts & Crafts
California State Polytechnic Univ.
California Polytechnic State Univ.
Carleton Univ.
Carnegie Mellon Univ.
Catholic Univ. of America
City College of New York
Clemson Univ.
Columbia Univ.
The Cooper Union
Cornell Univ.
Dalhousie Univ.
Drury Univ.
Florida A & M Univ.
Georgia Inst. of Tech.
Hampton Univ.
Harvard Univ.
Howard Univ.
Illinois Inst. of Tech.
Iowa State Univ.
Kansas State Univ.
Kent State Univ.
Lawrence Technological Univ.
Louisiana State Univ.
Louisiana Tech Univ.
Mass. Inst. of Tech.
Mississippi State Univ.
New Jersey Inst. of Tech.
Newschool of Architecture
New York Inst. of Tech.
North Carolina State Univ.
North Dakota State Univ.
Norwich Univ.
The Ohio State Univ.
Ohio State Univ.
Parsons School of Design
Pennsylvania State Univ.
Prairie View A & M Univ.
Prairie View A & M Univ.
Prairie View A & M Univ.
Pratt Institute
Princeton Univ.
Rensselaer Polytechnic Institute
Rhode Island School of Design
Roger Williams Univ.
Savannah College of Art & Design
So. California Institute of Architecture

Aimee D. Christiansen
Krista M. Shepherd
Nicole Bryant
Stephen Feige
Joelle Collard
Stephanie M. Amend
Howard Jeng
Toon F. Breessen
Christina Neumann
Christopher C. Sullivan
Nnadozie N. Okoko
Laura Ashley Fisher
Benjamin Tanel
Raymond A. Mark
David Carl Allin
Patrick Yue
Laura Gail Andrews
Nerissa Jennomte
John D. Weiler III
Jasper F. Mullin
Hunter Ford Tura
Tracey M. Hunte
Thorsten Kiefer
Eric M. Beron
Russell David Crader
Melanie L. Farson
Claude J. Faro
Melinda D. Farmer
Rene M. Lesur
Michelle Agpilian
Kevin Patterson
Errol R. A. Maynard
Ann Distefano
Ekaterini Trichou
Anne Browneley Raines
Brian Ray Harden
Bonnie Bailey
Roberto H. Jimenez
Bret D. Ford
Anthony Panza
Benjamin Kennedy
Bryant L. Thompson
Emerson Jones, Jr.
Xerimna Santa-Ana
Jason Pearson
Kristen Coviello
Andreae Lauria
Jennifer Donnell
Alexis Hilary Peck
Jonathan Sebastian Moore

Syracuse Univ.
Texas A & M Univ.
Texas Tech Univ.
Texas Tech Univ.
Tulane Univ.
Tuskegee Univ.
Universite Laval
Univ. of Arizona
Univ. of Arkansas
Univ. of British Columbia
Univ. at Buffalo
Univ. of Calgary
Univ. of California-Berkeley
Univ. of California-Los Angeles
Univ. of Colorado
Univ. of Detroit Mercy
Univ. of Florida
Univ. of Hawaii at Manoa
Univ. of Houston
Univ. of Illinois-Champaign
Univ. of Illinois-Chicago
Univ. of Kansas
Univ. of Kentucky
Univ. of Manitoba
Univ. of Maryland
Univ. of Miami
Univ. of Michigan
Univ. of Minnesota
Univ. of Nebraska-Lincoln
Univ. of Nevada-Las Vegas
Univ. of New Mexico
Univ. of North Carolina-Charlotte
Univ. of Notre Dame
Univ. of Oklahoma
Univ. of Oklahoma
Univ. of Pennsylvania
Univ. of Puerto Rico
Univ. of South Florida
Univ. of Tennessee
Univ. of Texas-Austin
Univ. of Toronto
Univ. of Utah
Univ. of Virginia
Univ. of Washington
Univ. of Wisconsin-Milwaukee
Virginia Poly. Inst. & St. Univ.
Washington State Univ.
Washington Univ.
Woodbury Univ.

Sara J. Febsen
Tushar Gupta
Russell Ray Collins
James Edward Gunn II
Felipe Coorea Vasconez
Craig A. Curtis
Patrick Marmen
Grace Karmila Nagrohu
Shannon M. Nichols
David Rootman
Sara Bronwen Howell
Stephana Bobey
Alayma Fraser
Peter Aeschbacher
Gina K. Kelm
Wayne Edward Chubb
Lee Peters
Chad Kwai Leong Zane
Filippo Castore
Amy C. Macdonald
Tracem Sokolski
Christopher Steve Lee
Stacey L. Richardson
Kenneth Todd White
Jennifer Lynn Spitz
Victor Hung Nieves
Matthew Scott Berry
Lucas Alm
Scott Baldermann
Colin A. Hogan
Martin A. Quiqga
Sean A. Gallagher
Jeffrey J. Beam
Lynn Shell
Kevin Tero
Leander C. Grayson
Carlos Mui z-Perez
Franklin Sebastian
Caleb Martin Riser
J. Brantley Hightower
Timothy Michael Wickens
Jessica Huber
Elizabeth L. Roettger
John-Paul Martino Fernandes
Peter L. Olsen
Laurrey L. Lucree
David Lee Alt II
Laura Louise Lyon
Bart Treis
An eight-block pedestrian walkway along the two-kilometer main strip of hotels and businesses: It will be limited to foot traffic or may be open to vehicular traffic only at restricted times. "Congestion in the crowded seafront hotel, bar and retail strip makes it very difficult to supply businesses and very unsafe for pedestrians," Romanos said.

Transformation of abandoned schools and other buildings in interior villages into cultural/educational/arts centers: Tourism supports an economic boom along the coastal areas while interior village are slowly dying. "Young people from these villages are leaving. Agriculture is dying, and a beautiful way of life is disappearing," Romanos said. While some coastal areas have done some restoration to attract tourists, the UC team is identifying ways to allow the interior villages to enjoy the economic benefits of tourism in environmentally friendly ways, including centers that may bring artists and performers from abroad or may house local makers of handicrafts like basket weavers or lace makers.

A Heritage Corridor that would identify and designate historically significant points of interest for preservation as well as natural areas to be preserved: The latter would be a first for Crete, according to Frank Wray, a UC biologist. The corridor would entice tourists into the interior and include markers to explain the significance of the sights or preserve to travelers.

A reevaluation of the location of a road that will replace one to be submerged by a new reservoir on the Aposelemis River: The reservoir is planned to supply water to the nearby cities of Heraklion, Agios Nikolaos and Hersonissos. The village of Sfendylí, to be submerged beneath the new reservoir, had little input in the plan until Romanos intervened with his first team of UC experts last summer. Because of UC efforts, the residents of the village are now in discussions to establish a new location for their tiny community and compensation for their land investments.

While national officials have suggested moving the road that will be flooded by the reservoir to the southwest side of the valley, the UC team has suggested that a new road to the northeast might be less environmentally damaging and would increase accessibility to the villages of the valley. An undisturbed major grove of native trees, a rare find on the island of Crete and an aesthetically and environmentally crucial element for the region, would be eliminated by the southwest road.

Alternative business enterprises: From October to April, the tourist industry closes down, which puts the local economy at the mercy of the tourist season. Alternative economic enterprises would help to make the region less dependent on one sector. Of the 750 businesses registered with the local chamber of commerce, 42 percent are hotels and restaurants and 42 percent are retail.

Helping the municipality develop more citizen participation in planning: So far, Greece has used little "bottom-up" consultation with citizenry when it comes to major public projects. There is now more interest in developing grassroots participation and involvement in Hersonissos as a result of the UC team work and the mayor's interest.

Additional recommendations will be released at a public presentation next week. The summer 1999 public presentation was attended by more than 250 people.

Mayor Doxastakis says the UC studies are helping his municipality prioritize needs and plans for the use of natural resources in an objective manner, because the development plans are prepared by outside experts who are highly qualified, experienced, and objective. The UC faculty have not developed their proposals in academic isolation. The UC teams have spent many hours out in the communities interviewing citizens and consulting with local business leaders and organizations.

The mayor added: "These studies also represent many different disciplines that see things very globally. They carry with them the recognition of the technical know-how of an American university. This level of know-how and expertise and field experience is not available usually, even if you hire professional consultants. We know this is high-quality stuff."

The UC faculty and students are working in four teams:

Tourism: Romy Borooah, an anthropologist and assistant director of women's studies; Mahyar Arefi, assistant professor of planning; and students Erik Baiamonite, John Lateulere and Suzanne Mathur.

Community Design: Brenda Scheer, associate professor of planning; David Scheer, adjunct assistant professor of architecture; Kirill Stanilov, assistant professor of planning; and students Mike Brachat, Sean Bender and Susan McClure.

Regional Development: Michael Romanos, professor of planning and project leader, also a native of Crete; Carla Chifos, assistant professor of sustainable development; Frank Wray, assistant professor of biology at UC's Raymond Walters College; Johanna Loeve, associate professor of planning; and students David White, Elizabeth Wolfe and Chris Ruthmeyer.

Community Citizen Participation: Maria Kreppel, professor of English and communication; Mary Ellen Ashley, former UC administrator now with Northern Essex Community College in Boston; Judith Bogart, a Cincinnati-based consultant; and students Carrie Knose, William Colgan, Pamela McMillan. Funding for the UC team, about $125,000 in all, is coming from the city of Hersonissos, UC's Faculty Development Council, UC's Institute for Global Studies and Affairs, UC's School of Planning and UC's College of Design, Architecture, Art, and Planning.
GRAND COUNCIL UNDER THE MICROSCOPE
This edition focuses on our newest NEPC

Warm Greetings from the Windy City!

My name is Frank Kitchel. I am the National Expansion Programs Coordinator, an appointed post of the Grand Council. The title is quite a mouthful, but the short translation of NEPC is marketing. So, I’m the marketing guy for Alpha Rho Chi National Fraternity. Before I get into how APX and marketing go together, allow me a brief autobiography.

I received my undergraduate degree (BS Chemical Engineering) from the University of Illinois in 1984. I was an active member of the Anthemos chapter from 1982 to 1984. (It will take a much longer article to explain how a Chem. E became associated with architects!) I received a Masters in Business Administration (specializing in industrial marketing) in 1989 from Illinois Institute of Technology in Chicago. Since 1984, I have worked for chemical companies that make plastics. I have worked in various capacities from Research and Development to Sales and Marketing. Presently, I am the Marketing Director for EVALCA, a small plastics company specializing in plastics used in food packaging. I will be 39 years old in January 2001. My wife, Anne, and I live in Libertyville, IL, a northern suburb of Chicago. We have no kids, but do have one cat.

In the 1990’s, the Grand Council had the foresight to recognize that an organization needs to effectively market itself if it truly wants to be successful. Our current Grand Council is committed to Alpha Rho Chi’s success and they feel that the NEPC plays a critical role in that success. In the coming months, I will work closely with the Grand Council and GC appointees and the Image Committee to understand what you (the fraternity) define as successful. Then we will develop a marketing plan that will:
- Define our product or service
- Identify how this product or service is distributed to the membership and prospective members or target market
- Create a promotional plan that communicates the value of our product or service to our selected target market
- Develops the image of our fraternity consistent with our long-term goals. This is called positioning.

I look forward to working with you in the future. I am always interested in your ideas, comments and opinions. I can be contacted by email at ttk@evalca.com.

Fraternally yours,

Frank Kitchel

Attila At Work
(Continued from page 6)

I was disappointed. Speaking to me of political philosophies regarding work was a lead, explaining it away as one of the traits inherent to the WA’s Office.

The visit from Attila established the first milestone of a well-intended effort. The lessons, as presented, can be viewed in a circular fashion; wrapping themselves end to end serves as a personal reminder that we must continue to live in the present, drawing on our one unexpected aspect of our past without being laboring negative byproducts of a well-intended effort.

The visit from Attila served as the first milestone of learning, something fully embraced as an aspiration in the quest for the truth unveiled. The three ways of which he spoke, together, were soon to become a measure of my development as a member. Each of us finds a reason for service, whether within the Chapter, Association, or Council. Attila rises to the surface in that dedication, whatever it may be.

Next time: Allowing for Personal Growth...Attila at Work
2000-2001 GRAND COUNCIL AND APPOINTEES

GRAND COUNCIL

Gregory S. Pelley, Worthy Grand Architect
1521 Nassau Blvd.
Charlotte, NC 28205
Home: 704/333-2811
Cell: 704/502-8834
E-mail: apowga@bellsouth.net

Brian A. Swilling, Worthy Grand Associate Architect
RTKL Associates Inc.
1250 Connecticut Ave #300
Washington, DC 20036
1518 Pennsylvania Ave., S.E. #2
Washington, DC 20003
Home: 202/544-6429
Cell: 301/528-9983
Work: 202/833-4400 x. 347
Fax: 202/887-5168
E-mail: bs7willing@dc.rtlk.com

Vicki J. Horton, Worthy Grand Scribe
5809 Township Rd.
Garland, TX 75044
Home: 972/414-5103
E-mail: mcnorrisaxp@netzero.net

Nicole A. Morris, Worthy Grand Estimator
512 Glenn Valley Dr.
Norristown, PA 19403
Home: 610/279-6948
E-mail: mmorrisaxp@netzero.net

J. Scott MacKay, Grand Advisor
23 Washtenaw St
Algonquin, IL 60102
Home: 847/854-2877
Work: 847/854-2825
E-mail: jsmacKay@alarchitects.com

GRAND COUNCIL APPOINTEES

Karen Grieves, ARCHI Editor (2001-2002)
E-mail: lgaglione@rai2001.com

Laura Gagliano, Associate ARCHI Editor (Alumni News)
E-mail: lgaglione@rai2001.com

Scott Swanson, Associate ARCHI Editor (Chapter News)
E-mail: swanson@calpoly.edu

Dana Habib, Webmaster
1612 Broadway St
Ann Arbor, MI 48105
Home: 734/623-7804
E-mail: danahabib@hotmail.com

Associate Editor, APX Newsletter
Amber Ford
4518 SW 83 Drive
Gainesville, FL 32608
Home: 352/377-0597
E-mail: arford@ufl.edu

GRAND COUNCIL APPOINTEES, cont.

Ted A. Ertl, Grand Lecturer
University of Nebraska Lincoln
236 ARCH
Lincoln, NE 68588-0107
Home: 402/435-7825
Work: 402/472-9229
Fax: 402/472-3806
E-mail: tetl@navix.net

Frank Kitchel, Nat'l Expansion Program Coordinator
913 Springhaven Dr.
Libertyville, IL 60048
Home: 847/247-8411
Mobile: 847/867-2734
Email: fik@evalca.com

Charles Morley, National Inspector
1108 South First St.
Champaign, IL 61820
Home: 217/355-7979
Work: 217/357-7202
E-mail: c-morley@uic.edu

Trish Slovnic, Regional Deputy, Region 1
7557 Camp Alder Ave.
Falls Church, VA 22042
Home: 703/870-6631
Work: 703/684-6270, ext. 214
E-mail: TMSlovnic@aol.com

Edgar Martinez, Regional Deputy, Region 2
532 20th St Apt #404
Washington, DC 20008
Home: 202/341-4848
Work: 202/361-3062
E-mail: eguito@hotmail.com

Robert E. Ford, Regional Deputy, Region 3
4518 SW 83 Drive
Gainesville, FL 32608
Home: 352/377-0597
Work: 352/361-3742
E-mail: rford212@gmail.com

Jennifer Fritz, Regional Deputy, Region 4
4726 Arbor Drive, Apt. 211
Rolling Meadows, IL 60008
Home: 847/925-0163
Work: 847/329-2541
E-mail: jfritz@home.com

Corey Hoecker, Regional Deputy, Regions 5/6
129 S. 18th St.
Lincoln, NE 68508
Home: 402/438-7264
E-mail: choelker@uniserve.un.edu

John Lawrence, Regional Deputy, Region 7
7014 NE 44th St. Car #A
Vancouver, WA 98681
Home: 360/455-3015
E-mail: JR1.vieksaar@aol.com

Lance Wm. Karutz, Regional Deputy, Region 8
1426 W Colonial Ave
Anaheim, CA 92802
Home: 714/474-0945
Work: 714/474-0945
E-mail: LoveWillKd@aol.com
ACTIVE CHAPTERS OF ALPHA RHO CHI

ANDRONICUS CHAPTER
University of Southern California
Nicholas Radon, Worthy Architect
715 West 28th Street
Los Angeles, CA 90007
Chapter House: 213/745-8050
E-mail: nradon@usc.edu

ANTHEMIOIS CHAPTER
University of Illinois, Champaign/Urbana
Elizabeth Laske, Worthy Architect
1108 South First St.
Champaign, IL 61820
Chapter House: 217/367-7202
E-mail: laske@uiuc.edu

APOLLODORUS CHAPTER
University of Florida
Lucas London, Worthy Architect
627 SW 12th Street
Gainesville, FL 32601
Chapter House: 352/371-6992
E-mail: paeogator@yahoo.com

DAEDALUS CHAPTER
California Polytechnic State University
James Smith, Worthy Architect
Architecture Department
San Luis Obispo, CA 93407
611 Couper #2
San Luis Obispo, CA 93405
E-mail: jsmith@calpoly.edu

DEMETRIOS CHAPTER
Ohio State University
Jason Welker, Worthy Architect
214 East 16th Avenue
Columbus, OH 43201
Chapter House: 614/298-9208
E-mail: welker25@osu.edu

IKTINOS CHAPTER
University of Michigan
Hillary Leonard, Worthy Architect
College of Architecture
2000 Bonisteel Boulevard
Ann Arbor, MI 48109-2069
Phone: 616/343-8629
E-mail: hleonard@umich.edu

PYTHEOS CHAPTER
University of Nebraska
Lenora Nelson, Worthy Architect
210 Architecture Hall
Lincoln, NE 68588-0106
Phone: 402/327-8289
E-mail: apx_pytheos@hotmail.com

RABIRIUS CHAPTER
University of Cincinnati
Sean Bender, Worthy Architect
Tangeman University Center, ML 136
Cincinnati, OH 45221-0016
Phone: 937/572-7352
E-mail: brain@planningstudio.com

RHOECUS CHAPTER
University of Kansas
Katie Griffiths, Worthy Architect
School of Architecture
205 Marvin Hall
Lawrence, KS 66045-2250
Phone: 785/843-6894
E-mail: katieg@falcon.cc.ukans.edu

SATYROS CHAPTER
Arizona State University
Rich Shaub, Worthy Architect
School of Architecture
Tempe, AZ 85287-1605
5401 E VanBuren #3049
Phoenix, AZ 85008
Phone: 602/795-6414
E-mail: rbjaak@aol.com

SESHAIT CHAPTER
Florida A&M University
Shawn G. Vann, Worthy Architect
School of Architecture
1936 S. Martin Luther King Blvd.
Tallahassee, FL 32307-4200
Phone: 850/570-6678
School: 850/599-3244
E-mail: shawnvann@mac.com

VITRUVIUS CHAPTER
Pennsylvania State University
Matthew Gillen, Worthy Architect
320 South Fraser Street
State College, PA 16801
Chapter House: 814/234-6995
E-mail: nmg181@psu.edu

COLONY
Detroit Mercy Colony
Sara McDuffee, President
School of Architecture
University of Detroit Mercy, SUMS#2718
8200 W. Outer Drive
Detroit, MI 48219-0900
Dan Pitera, Faculty Advisor
631 St. Louis Street
Ferndale, MI 48220
Phone: 248/582-0877
E-mail: dpitera@earthlink.net
ALUMNI ASSOCIATIONS

ANDRONICUS ALUMNI ASSOCIATION
Dwight Broadneas, Secretary
6709 La Tijera Blvd., Apt. 623
Los Angeles, CA 90345
Phone: 323/292-5331
or: 323/934-9500
Fax: 323/292-5173
Email: viewla@paicbell.net

ANTHEMIOS ALUMNI ASSOCIATION
Brian Spencer, President
1378 Red Bridge Court
Grayslake, IL 60030
Phone: 847/543-8038
or: 312/543-8038
E-mail: bspencer@terwa.com
or: brianandadamr@msn.com

AFOLLODORUS ALUMNI ASSOCIATION
Alex DeMartini, President
4764 Cumberland Station Drive South
Jacksonville, FL 32257
Phone: 904/828-5444
or: 904/910-1740
E-mail: Ademartini@TheStellarGroup.com

DAEDALUS ALUMNI ASSOCIATION
John Decker, President
23334 Timberlane Drive
Vacencia, CA 91354
Phone: 805/253-8785
or: 805/775-8290
E-mail: decker@ix.netcom.com

DEMETRIOS ALUMNI ASSOCIATION
Chad Bard, President
1378 West Third Ave.
Columbus, OH 43212
Phone: 614/485-0670

IKTINOS ALUMNI ASSOCIATION
Stephen P. Janick, President
9255 Crabbs Rd.
Temperance, MI 48182-9338
Phone: 734/847-2881
or: 419/255-3838 x1-27

MNFSICI ES ALUMNI ASSOCIATION
Keith L. Sjogquist, President
3141 Hennepin Avenue South
Minneapolis, MN 55408
Phone: 612/825-3576
or: 612/623-1800

PYTHEOS ALUMNI ASSOCIATION
Terry Stentz, President
Pytheos Alumni Association
2000 Dunraven Lane
Lincoln, NE 68523
Phone: 402/421-1354
E-mail: tstentz@anlserve.unl.edu

SATYROS ALUMNI ASSOCIATION
Domenic Berta
8367 E. Thoroughbred Trail
Scottsdale, AZ 85258-1326
Phone: 480/551-7750
E-mail: ladervl bertaa@yahoocom

SESHAIT ALUMNI ASSOCIATION
JeTrey C. Bush, President
4441 Beaumont Dr.
Orlando, FL 32808-1310
Phone: 407/292-9232
E-mail: jebush@hks.nc.com

VITRUVIUS ALUMNI ASSOCIATION
JeTrey D. Chambers, President
205 North Broad Street
Liitz, PA 17543
Phone: 717/237-2375
or: 717/233-5900

XENOCLES ALUMNI ASSOCIATION
Vicki Horton, Secretary
5809 Township Rd.
Garland, TX 75044
Phone: 972/414-5103
Fax: 240/539-5633

ALUMNI ASSOCIATIONS IN REORGANIZATION

METAGENES ALUMNI ASSOCIATION
Laura D. Gagliano
Virginia Tech University
E-mail: lgagliano@rai2001.com

APX FOUNDATION

Charles L. Nickel, President
APX Foundation
2101 St. James Avenue, Apt. 3
Cincinnati, OH 45206
Phone: 513/751-1133
Fax: 513/751-4337
E-mail: chuck.nickel@daytonohio.ncr.com
# Alpha Rho Chi National Fraternity
## 2001 Calendar

### February

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grand Council Conference Call</td>
</tr>
<tr>
<td>14</td>
<td>Convention Fee Deposit due to WGAA</td>
</tr>
<tr>
<td>28</td>
<td>Convention Fee First Payment due to WGA Deadline for Refund Requests</td>
</tr>
</tbody>
</table>

### March

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grand Council Conference Call</td>
</tr>
<tr>
<td>14</td>
<td>Convention Fee Balance Due to WGAA</td>
</tr>
<tr>
<td>15</td>
<td>Extended Deadline for Spring Newsletter Article Submissions</td>
</tr>
<tr>
<td>28-31</td>
<td>54th National Convention Holiday Inn 1155 14th Street NW Washington, DC 20005</td>
</tr>
</tbody>
</table>

### April

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>54th National Convention &amp; Grand Council Annual Meeting</td>
</tr>
<tr>
<td>11</td>
<td>Founder’s Day</td>
</tr>
</tbody>
</table>

---

The **Archi**
Alpha Rho Chi Fraternity
P.O. Box 85501
Lincoln, NE 68501