

Verbum Sapienti*

COMCOA, Inc.
"The Communications Company"

* Shortened version of Latin phrase "verbum sat sapienti est," meaning, "a word to the wise is sufficient."

Readers Inspired By What They Read in Their Alumni Newsletters

Those of us who are fortunate enough to work at COMCOA, Inc., enjoy receiving reader response that affirms the value of what the company is here to do: Help keep fraternity and sorority members in contact with each other and with their chapters after the members leave college.

"Theta Chi played a large role in our 70-plus years together. I met Frank in the Theta Chi kitchen. Two Theta Chi brothers helped with our wedding, and the reception was held in the Theta Chi living room. After retirement, we moved back to Oregon and lived the 'Good Life' — traveling, fishing, seeing old Theta Chi brothers."

widow of a ΘΧ alumnus initiated in the 30s

"My oldest son and I went to Corvallis to visit my granddaughter, an ΑΧΩ at OSU. We saw the UW game, and while there, we visited some of her friends and the Phi Psi house. Oregon Beta has a great house and some real fine brothers!

ΦΚΨ alumnus initiated at the University of Washington in the 40s

"Receiving the new *Oregon Beta Star* made me recall the great experiences I had at Oregon Beta, 1953-57. One special memory was of operating the Flamingo Room." [A vivid account of of this room's uses followed.]

ΦΔΘ alumnus initiated in the 50s

"Brothers of Sigma Phi Epsilon: On the 60th anniversary of my graduation, I wanted to do something special for the fraternity. I have lived

away from Oregon for most of those years and, as a result, lost interest in the activities of the chapter. As I approach my 83rd birthday, I have been reminiscing about my years at Oregon State. I have fond memories of those years, notably the social activities, including the Fireman's Ball. As a member of four honor societies, I helped maintain the chapter's high academic standards. I hope this contribution to the scholarship fund will help another student have a rewarding experience like I had as a member of Sigma Phi Epsilon."

ΣΦΕ alumnus initiated in the 50s

"I first became acquainted with the brothers at Sigma Phi Epsilon when I had the good fortune to be housed at the fraternity during a 4-H Summer School event. (I lived in two other houses during the course of attending 4-H summer schools. SigEps were never matched.) I spent only a year at Oregon State, and frankly credit Oregon Alpha, where I lived that year, for setting the tone for my higher education to come. I wonder if I would have made it, but for what the Fraternity represented, in all aspects of being a successful student...and onward."

ΣΦΕ alumnus initiated in the 60s

"It is awesome that *Upsilon Update* is back! I'm writing to inform my sisters that my husband passed away earlier this year. We met in 1978 through a function with Phi Kappa Psi. It has been an incredibly difficult year, but all we can do is one day at a time."

ΣΚ alumna initiated in the 70s

The first statement illustrates the ongoing significance of the fraternity in the lives of a member's family. In the second response, the writer demonstrates that fraternal brotherhood can supersede college rivalries. In the third anecdote, the writer's fond recollections have been prompted by reading his alumni newsletter. The brother who wrote the fourth quotation enjoyed the social opportunities provided by fraternal life, but expresses his appreciation by contributing to the scholarship fund. He hopes to "pay it forward." In the fifth testimonial, the writer shows how he learned the importance of scholastic achievement during his brief time as a chapter resident.

The last writer? She responded to the resumption of her chapter's alumnae communications program, after several years of dormancy, by sharing heart-breaking news with her sisters. Each alumni contributor reflects goals of alumni communications programs.

New Year's Greetings

Each of us here at COMCOA, Inc., wishes all our clients a happy, prosperous, and rewarding new year. Some of those "rewards" can surely be found in improved communications with your members!

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