

Verbum Sapienti*

COMCOA, Inc.
"The Communications Company"

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

"Surely Pride in the Condition of the House Could Be Shown"

From an October letter written by a California alumnus :

"I stopped by the house on a recent trip to Portland. Three weeks before Rush week and the house was filthy. Yard looked like a slum area, a bike in the living room, kitchen just plain dirty, guest room a disaster, all the bathrooms I'd be afraid to shower in — generally I was very disappointed. The only young man in the house was watching TV on the third floor.

"I remembered when I lived in the house that freshmen were assigned a cleaning job each morning. A sophomore (pledge trainer, I think) inspected each room and made a report at lunch. I know times have changed, but *surely pride in the condition of the house could be shown.*

"I was so disgusted that I wasn't going to make a donation this year, but after returning home, I reconsidered. My check is enclosed.

"As a former president of the chapter, I have wonderful memories of the house and brothers. Seeing the deplorable condition of the house so disappointed me."

The passage above reflects the power of the fraternity experience. The writer found the visit to a filthy chapter house disheartening because he cares so much about his chapter. Nonetheless, memories of his collegiate experiences are so strong that the disillusioned visitor donates despite the distress brought on by the neglect evident at the house.

Undergraduates: Please be mindful of the impression the chapter house makes when older brothers visit. They continue to feel ownership of the facility where you live now. You occupy the chapter house for a few years, maintaining it for those brothers in the future who will some day live there. As links in the chain of brotherhood, surely you *want* to demonstrate "pride in the condition of the house."

Hal Dick, COMCOA's Co-Founder, Transitions to Slower Pace

As your needs grow and our services evolve, Hal has expanded our staff by welcoming back **Scott Mattravers**. Some of you will remember him from his work at COMCOA in the early 80s. In 1979 as an OSU undergrad, Scott launched his fraternity's alumni communications program. It succeeded from the very start. Scott joined the COMCOA staff on a part-time basis in 1981, and then, after graduating from OSU the next year, he worked here full time. A couple of years later, Scott left to begin his management career, returning to COMCOA in 2010.

As Hal begins to make the transition to retirement, Scott will serve as COMCOA Vice President. We will offer the same client services we have provided our clients since 1970, based on the philosophy Hal implemented at the beginning. We will continue to reach out to you to help ensure continuity and quality in your alumni communications program.

All of us at COMCOA appreciate your support and look forward to serving your alumni communications needs into the future.

Alumni Affirmations

"The *Sigma Tattler* hits the mark every time! — *written by an alumnus in his 90s*

"Good to see the *Beaver Sig* back. So everyone — send money!" — *written by an OSU alumnus who has been active in his fraternity at the regional level*

"Recently I had a brief but powerful visit with a brother who was a senior when I was a freshman. We reunited about a year ago by correspondence, and when he stopped by my home not long ago, we had the same special feelings about one another — after 57 years!" — *from an alumnus who reported on this rewarding encounter as a news note in the newsletter.*

"The *Tattler* is, I believe, a very important tool in keeping our Theta Chi brothers connected." — *from an alumnus who arranges reunions*

"It's nice to hear from Kappa Sigma after nearly 30 years away from OSU." — *from a brother who had been "lost" for years*

2012 Reunions — COMCOA Can Help!

Each year, small clusters of members (e.g. pledge classes) in most of our Greek client groups hold reunions. COMCOA employees have regularly assisted organizers of such gatherings, particularly with respect to mailing lists and locating "lost" members. Let us know that reunions are in the works for your group; we'll do our best to see that invitations reach each potential guest.