



THE CREST

An ePublication for the Brothers and Friends of Acacia Fraternity

December 14, 2010

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Acacia's Greatest Hits

Greetings!

Every fall brings news and accomplishments - not to mention challenges that make each year a story unto its own.

The success of the Fox television musical show, *Glee*, reminds me of a show from yesteryear that utilized music to connect to the 60s generation. The band and the show were the Monkees and television and musical critics panned it. Did this show portray actors playing the role of musicians or musicians playing the role of actors? The band went on to have six top 10 hits and is forever in the hearts and memories of many.



Yes, I do have the Monkees Greatest Hits album. *Shades of Gray* was a popular song that speaks to the heart of one coming of age. As alumni we have a tendency to look back to a yes or no, dark or light, black or white era — but like the song - we need to remind ourselves there are shades of gray.

If I had a dollar for every time a chapter or individual member made a poor decision, I would have accumulated much wealth. If I had a dollar for every successful and positive experience relayed to me, I would have amassed great fortune. I should be the wealthiest man in Acacia.

In this issue of the Crest, we'll focus on our active chapters and colonies. Hearing great news from one's alma mater always feels good. Hearing the great things that so many of our chapters and colonies across North America are accomplishing makes one realize the true scale of our organization.

Acacia has the ability to impact the individual, the campus, and the world through our events, leadership and brotherhood. Few organizations on campuses offer this experience. I know that with our continued efforts we can use our shared successes from this fall to elevate our organization further through the winter and into spring!

Fraternally,

Darold W. Larson
Executive Director

2010 Chapter Updates

Bloomsburg - Working on new philanthropic events for the coming spring semester.

California University of Pennsylvania - Won first place in the float competition during Homecoming 2010!

California - Just executed their second Acacia Claus Toy Drive. The chapter has also refurbished the exterior of their house with a new deck for the members.

Carleton - Initiated eleven new brothers. One of their largest pledge classes in the last five years!

Central Oklahoma - Great recruitment this semester - doubled the size of the chapter.

Colorado - Congratulations on your chartering celebration and fall initiation on December 4, 2010.

Cornell - Recently held their annual Santa's College Days to raise money for underprivileged children in their local community.

Indiana University of Pennsylvania - Sponsored their first American Red Cross Blood Drive in October with 82 pints of blood - the equivalent of saving 246 lives.

Illinois - Recently moved into a new (bigger and better) house during the fall 2010 semester.

Illinois Wesleyan - Just initiated their fall pledge class of seven new members.

Indiana - Plans now underway for the chapter's new spring philanthropy event, "Acacians for Haitians".

Iowa State - Sponsoring the Pages of Promise book drive to aid under-funded libraries and universities in Africa.

Kansas State - Happy 97th Anniversary! Acacia Fraternity founded at Kansas State University on December 6, 1913.

Louisiana State - Had the largest pledge class of all Acacia chapters for the fall semester - 40!

Louisiana Tech - Congratulations on your chartering celebration and fall initiation on December 4, 2010.

Miami (Ohio) - Hosted Brother Doug MacCraw, Nebraska '86, on the Miami campus this month. Doug performed his comedy and hypnosis show to benefit Shriners' Burns Institute.

Michigan - Re-colonization begins in Ann Arbor in fall 2011!

Millersville - Chapter has had a great semester and continues to grow in numbers and quality of members.

Missouri - The Missouri chapter Alumni Advisory board is now actively mentoring our undergraduate brothers!

Morningside - The brothers are currently planning the philanthropy event Acacia Stock for spring 2011.

Nebraska - Kicking off their scholarship recruitment initiative for the spring 2011 semester.

Northwestern Oklahoma State - The brothers are currently in the midst of their 12 Days of Service holiday philanthropy benefiting local agencies in Alva, Oklahoma.

Ohio - Congratulations on the initiation of 14 new brothers to the chapter!

Ohio State - Alumni and active members recently refurbished the formal living area of the chapter house and made exterior improvements.

Oregon State - Congratulations on the chapter's efforts in recruitment with 23 new pledges!

Penn State - Proud to reclaim the title of Intramural Softball Champions for the first time since 2003!

Penn State-Altoona - Chapter has been successful in logging over 30 hours of community service for each of the members!

Pittsburgh/Johnstown - Hosting their second Blood Drive of the semester, scheduled for first week of December. First Blood Drive brought in 41 pints of blood.

Purdue - Planned and executed a financial strategy to make interior improvements to the chapter house.

Rensselaer Polytechnic Institute - Great job with the recent Blood Drive. A total of 114 pints of blood were donated, equivalent to aiding 342 patients!

St. Cloud State - Recently held their second Lock Up For Life and are planning for the Relay For Life for the spring 2011 semester.

Syracuse - Practicing our motto of Human Service! Chapter executed the Acacia Claus Holiday Toy Drive and a canned food drive for their community!

Texas - Great turnout for the annual Alumni Weekend on October 30, 2010. The Texas brothers were proud to re-present their new charter during the weekend.

Texas Tech - The new Texas Tech colony is underway and will begin formal recruitment for the spring 2011 semester.

Toronto - Colony continues to look for quality men on the Toronto campus!

Trine (Tri-State) - Re-colonization efforts begin in fall 2011!

Washington State - Initiated their largest pledge class since recolonization and hosted alumni for the annual Apple Cup football game on December 4, 2010.

Wisconsin - Fifteen new members for the fall 2010 pledge class!

Acacia Claus

As Acacians, we are all truly blessed for what we have received in our past, accomplish in our present and look forward to in our future. No, this isn't Acacia Fraternity's version of *A Christmas Carol*. In fact, it is far from it. It's a documented fact that Greeks, undergraduate and alumni alike, give back more to their communities. Recently, we were requested to provide information to the North American Interfraternity Conference (NIC) regarding our chapters' activities. One area was solely dedicated to philanthropic and community service endeavors. Based on our 2009-10 academic year, it was calculated that, collectively, our undergraduate chapters raised in excess of \$300,000 for local and national charities.

One of our latest and quickly becoming one of our most popular endeavors is the annual Acacia Claus Holiday Toy Drive. During the 2004 Conclave, the toy drive was adopted as an international service project to be implemented that year and a handful of chapters participated. Fast-forward to 2010, our seventh annual event, and over half of our chapters partner with Wal-Mart and K-Mart to execute Acacia Claus drives.

Being a Scrooge is not in the vocabulary of our undergraduates today. Acacia brothers donate their time during the holiday season to solicit new toys for underprivileged children. Toys collected are then donated to local organizations in their respective communities.

Since the inception of the toy drive, Acacia chapters have donated thousands of dollars in toys to local agencies. It is estimated that our brothers will be collecting and donating over \$50,000 in toys to their communities during this holiday season.



In a time of economic uncertainty affecting our nation, many families are not afforded the same opportunities that we have been given. For some, the holidays are a time for struggle and despair rather than for celebration and cheer. This year, Acacians from across the United States and Canada have the opportunity to make a difference in the lives of many families through our toy drive. Our motto is *Human Service*, and the Acacia Claus Holiday Toy Drive is just one way we, as Acacians, can fulfill that motto.

May you have a very merry holiday season and the happiest of new years!

Cornerstones Corner



CORNERSTONES

Welcome to the Cornerstones Corner! This will be a standing fixture of future Crest eNewsletters, and the goal is to provide answers to the questions, *What is Cornerstones all about?* and *What does successful Cornerstones program implementation look like?*

To illustrate Cornerstone's educational activities, this first installment of the Cornerstones Corner will focus on development activities. At the recent Conclave in New Orleans, the Acacia Fraternity Foundation acknowledged those chapters who best utilized the Cornerstones Program with an educational grant of \$750. Those chapters are Colorado, Iowa State, Kansas State, Louisiana Tech, Saint Cloud State and Texas.

In November, I attended two workshops at the Indiana chapter. Brother Phil Chapman, *Illinois A'71*, drove from southern Illinois to Bloomington to deliver a signature presentation that he has delivered for the past three years at the Illinois chapter as part of their Cornerstones development. His presentation focused on *How to Make Straight AA's, How to Manage Your Time Effectively, and How to Maintain a Positive Mental Attitude.*



Then, in December, media personality Adam Ritz traveled to Bloomington to deliver a presentation similar to the one he delivered as a keynote speaker for the 2010 Conclave. Adam's presentation, entitled *Are You Invincible?* encourages us to examine our perceptions, our decisions, and the types of situations we engage in as college-aged men, and beyond.

The utilization of guest speakers is a valuable avenue to meet the aims of the Cornerstones program. The knowledge delivered to the chapter helps to build a values-based fraternity experience along with preparing undergraduate members for future experiences. Ultimately we are preparing our brothers to realize, "Acacia Fraternity was a great decision for me and I plan on staying involved as an alumni member."

The mission of the Cornerstones Program is to **provide a framework for continuous, outside-the-classroom learning and personal development for our active members in the areas of Intellectual Growth, Social Awareness, and Physical Well-Being.** Through effective deployment of human resources, technology and positive reinforcement, Cornerstones benefits the individual, the chapter, the campus on which the chapter resides, and Acacia Fraternity.

To become involved as an alumni advisor, contact Patrick McGovern, Director of Membership Development, at pmcgovern@acacia.org.

Past President Joseph F. Reed (1937-2010)

Past president Joseph Franklin Reed passed away on Friday, November 26, 2010 at his home in Newport Beach, California. Born on January 6, 1937, Joe was preceded in death by his wife,Carolynn, and is survived by his daughter, Pamela, son Brett and two granddaughters.

Joe grew up in Long Beach and graduated from Long Beach State College, where he was an active in Acacia Fraternity. Along with being a founding father of his chapter, he served as president in 1957. He also served the baseball program as the team's trainer. Following college and his service in the Army, Joe umpired baseball in the minor leagues before beginning his long career as an investment banker. Throughout his adult life, he remained involved the community umpiring and officiating high school baseball and football games and serving Acacia Fraternity as National President.

Prior to serving as National President, Joe was a National Counselor from 1970-1978. He then served as

president from 1978-1982. He was a recipient of the Order of Pythagoras, the Award of Merit and the George F. Patterson, Jr. Award.

Joe was also on the board of the National Association of Sports Officials and spoke and taught frequently at conferences and umpire clinics. He finished his brokerage career with Merrill Lynch, retiring in 2003. While Joe spent much of his free time traveling, primarily taking cruises and visiting a myriad of foreign countries, he couldn't sit still and returned to his first love, baseball, working for the last five years as an Umpire Observer with Major League Baseball. A long time supporter of Long Beach State Baseball, last October Joe was inducted into the Long Beach State Baseball Hall of Fame, honoring him for his years of service to the program.



Should you wish to make a donation in Brother Reed's name, contributions can be made to the Acacia Fraternity Foundation, 8777 Purdue Road, Suite 225, Indianapolis, Indiana 46268, or you may go online to acacia.org.

Editors Note: I first had the honor of meeting Joe at Acacia's Conclave in 1984 held in Kansas City. Joe had recently left the Council and other than his name appearing on my shingle, I didn't know who he was. I quickly learned that Joe was a "lightbulb" Acacian. He was one of those unique individuals whose personality made a room come alive when he entered. His gregarious laugh, sense of humor and ability to tell a story endeared him to all he met. Joe introduced me to the tradition of the Acacia Ritual Bar - an opportunity to further the spirit of brotherhood in a more relaxed atmosphere. The holiday season is a time to celebrate with friends and family and it is also a time to remember those who have made a difference in our life's journey. Joe made an imprint on many in his profession, his community and our Fraternity. Please take a minute to remember a special brother, Joseph F. Reed. - Executive Director, Darold W. Larson

Acacia Fraternity Foundation 2009-2010 Annual Report

Highlights for the Year

The Foundation received \$403,000 from 984 donors to support to the Fraternity and its chapters during the Foundation's fiscal year ending June 30, 2010.

The Foundation received \$111,000 in contributions to the New Century Campaign, \$81,000 for the Annual Fund and \$27,000 to support the annual Acacia Leadership Academy.

One hundred percent of these contributions are devoted to direct financial support of Acacia's chapter leadership consultants and educational programs. An additional \$185,000 was contributed for chapter accounts during the past fiscal year.

The Foundation awarded over \$90,000 in scholarships to undergraduate Acacians, provided \$250,000 in educational grants and other support to the Fraternity, and distributed \$74,000 in educational grants to chapters.

The Foundation's assets increased \$180,000 over the fiscal year to \$1.922 million, including a \$121,000 (6.9%) gain in the market value of invested funds, partially offsetting the 17% market value decline of the prior 2008-2009 fiscal year.

For more information and highlights of the 2009-2010 fiscal year, please go to http://acacia.org/foundation_reports.php. Since this is the season of giving, there's a great opportunity for all brothers to make a lasting legacy gift to the Acacia Fraternity Foundation. Read on to learn more about the Evergreen Society.

A Lasting Legacy

Here is an opportunity to build your lasting legacy through the Acacia Fraternity Foundation.

Endow a Scholarship
Foster Leadership and Fellowship

As a result of previous legacy gifts:

- The Foundation awarded over \$93,000 in scholarships to undergraduate Acacians
- They provided \$402,000 in educational grants and other support to the Fraternity
- These gifts distributed \$117,000 in educational grants to chapters

One hundred percent of your lasting legacy gift is directed toward the financial support of our undergraduate Acacians and our chapters.

Your legacy gift is more important than ever. A conservative estimate is that tuition and fees are increasing by at least six and a half percent at universities across the country each year.

When you make a lasting legacy gift, you become a member of **The Evergreen Society** which honors those donors who support the Acacia Fraternity Foundation through a bequest from their estate plans or through life income gifts.

There are many benefits to informing us of your plans:

- It ensures that we understand your wishes so your gift will be used exactly as you intended.
- It allows you to define your legacy and invest in the future of Acacia Fraternity Foundation.
- Most importantly, it provides us with the opportunity to recognize your generosity.

Now it's your turn... for more information, e-mail Ken Ayers, Director of Development: kayers@acacia.org or visit the AFF webpage at www.acacia.org/foundation_about.php.

Great Acacains in Sports, Then and Now

Wes Santee, *Kansas '52* (1932-2010)

Wes Santee, the legendary University of Kansas and Olympic track star, passed to the Chapter Eternal on November 14. Read more about Brother Santee's amazing accomplishments in this article from the The University Daily Kansan [Roesler: Santee one of Kansas' all-time greats](#).

Gary Patterson, *Kansas State '80*

Gary Patterson has led TCU to a second consecutive 12-0 regular season and BCS bowl! Coach Patterson's Horned Frogs will be playing on New Year's day in the Rose Bowl. In what is becoming an annual tradition, the media is once again lauding Patterson's success; read this fine article by USA Today [Gary Patterson turning TCU Horned Frogs into BCS princes](#).



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