

The Row Street Journal

VOL. 2 NO. 2

*** USC EDITION ***

Fall Rush Issue

The following are the formal fraternity rush dates. Please mark them on your calendars now so there will not be any conflicts.

(Monday September 15 -
Wednesday September 24th)

- * Monday 9/15/86
6:30 Greek
Showcase/Orientation
8:00 OPEN HOUSE
 - * Tuesday 9/16/86
8:00 OPEN HOUSE
 - * Wednesday 9/17/86
ON ROW EVENT
(Sorority Exchange,
Entertainment) Open
 - * Thursday 9/18/86
ON ROW EVENT
(Sorority Exchange,
Entertainment)
 - * Friday 9/19/86
OPTIONAL ON/OFF
ROW EVENT
 - * Saturday 9/20/86
Day Off
 - * Sunday 9/21/86
Day Off
 - * Monday 9/22/86
8:00 OPEN HOUSE
 - * Tuesday 9/23/86
ON ROW EVENT
 - * Wednesday 9/24/86
ON ROW EVENT
- Rush ends at 12:00 midnight

A fraternity may have a sorority exchange three out of the four on row event nights and must provide a fourth open house.

Sororities may accept exchanges for only the nights title on row events.

For more information call Todd Nelson at 743-2469.

1985 - 1986 Fraternity Award Winners

Membership Development
Phi Delta Theta

Pledge Education
Tau Kappa Epsilon

Membership Recruitment
Tau Kappa Epsilon

Alumni Programs
Theta Chi

Community Service
Phi Kappa Psi

Scholarship Programs
Alpha Tau Omega

Songfest Sweepstakes
Phi Kappa Psi

Ironman Trophy for Athletics
Alpha Tau Omega

Presidents Award for Fraternity Excellence
Alpha Tau Omega

Fall Calendar

Be sure to add these important dates to your personal calendars.

Women's Month October
(sponsored by Panhellenic)

October 11

Greek Symposium

October 12

Greek Pledge Conference

October 18

Homecoming

Inter-Greek Society

October 18

November 15, 29

Post-Game Celebrations



Kent meets Chip, Mandy, Gregg, and Babs

An Employer's Look at USC

By Holly Hoffman Franko

Are they "dynamic, aggressive individuals" or are they "spoiled brats?" Do they rate "fairly high" or are they "somewhere in the middle?" When asked to describe USC students and how they stack up against those of other California schools, Southern California employers expressed varying opinions about them. While it's impossible to say which school produces the "best" graduates, most employers would agree that many good employees are coming out of USC each year.

In conversations with numerous Southern California employers, USC graduates were described as "very well prepared, and that's important." They are "good, successful graduates," coming from "one of the better local schools," and several employers said they were "very pleased with the quality of student" they found at USC. They also believe USC students are "very competitive" with those of other universities in California.

Over 170 firms recruit new employees through the Career Development Center at USC each semester, with others recruiting at specific schools within USC, such as business and law. Most of these companies recruit widely in California, covering the University of California and California State University systems, including UC Berkeley, UC Davis, UC Irvine, UCLA, and CSU Fullerton, CSU Long Beach, CSU Northridge, and others of both systems. Independent universities and colleges such as USC, Stanford University, Loyola Marymount University and Claremont Colleges are also visited by many employers. Some companies do very little campus recruiting, while others look nationwide in search of top candidates, especially in business and law.

Although many believe there exists a "big four" in California (USC, UCLA, Stanford, and Berkeley), this only holds true as

far as size and reputation are concerned. Graduating from one of these schools does not guarantee a job, nor do the best employees necessarily come from these four schools. Employers look for the best-prepared, brightest personnel they can find, regardless of where they went to school. Most employers would agree with Geen Ross, a recruiter for Bullocks, who says that "in the end, it all boils down to the individual, not the school."

One school that has no trouble placing its individual graduates is The Law Center at USC. According to Associate Dean Lee Campbell, "just about everybody who wants a job gets one." Three months after spring commencement, she reports 95% placement for the graduating class, with 5% forgoing employment in favor of continuing education or other pursuits. USC's Law Center has a good reputation for producing quality attorneys, something born out by Scott Dunham of O'Melveny and Myers, who says they are "always looking for outstanding attorneys," and it is "well worth our time to look at USC."

Other companies also feel recruiting at USC is worthwhile, one of which is Price Waterhouse, a large accounting firm. Ben Greco, Director of Human Relations, says he has the "highest regard for USC accounting students," and reports having hired many USC accounting majors. Larry Galvin, Regional Director of Personnel for Coopers & Lybrand, another national accounting firm, believes recruiting employees from USC is "an integral part of doing business in Southern California." 99% of the recent graduates they hire majored in business or accounting, a practice favored by many Southern California employers.

Business graduates can look forward to a fairly open job market, with large firms such as

(continued on page 3)

FELLOW TROJANS:

The fraternity system would like to welcome you to the University of Southern California and to one of the most dynamic greek systems in the nation. USC is an exciting University that has many traditions and one of them is our greek system. USC's fraternity system is one of the strongest in the nation with 28 national fraternity chapters.

We have described important aspects of the fraternity experience that we think you will find helpful. They contain answers to many questions you may have about fraternities.

The fraternity membership selection process called "Rush" takes place during the fall and spring semesters. We encourage you to take your time and visit as many chapters as possible and enjoy your rush experience.

Although the fraternity option is not for everyone, we hope you will look closely at us before making a decision.

Your days at college will only be rewarding if you come to USC with an open mind and curiosity to experience new things. Take a good look at one of the strongest fraternity systems in the nation and . . . Live the Experience.

Welcoming you to USC's Fraternity System,



Todd F. Nelson
IFC Rush Chairman



Bryan S. Furlong
IFC President

Rush Hints

1. Ask questions about costs, pledge program, live-in requirements, etc.
2. Visit many houses, go to houses for meals (lunch or dinner).
3. Take your time—rush is 10 days long. Be sure a house is right for you before taking a bid.
4. Use the rush advisors to answer *any* questions you might have.
5. Relax and have fun—rush is for you.

Greek Glossary

- | | |
|---------------------------------|---|
| Live: | A fully initiated member of a fraternity or sorority. |
| Bid: | An invitation for membership into a fraternity. |
| Chapter: | National fraternities call their various branches chapters, usually with a Greek name corresponding to their order of founding or region. |
| Exchange: | A social event traditionally held with a sorority. |
| Fraternity Pledge Board: | An organization of fraternity pledge class presidents which unite pledge classes and coordinate activities. |
| Greeks: | Fraternity and Sorority members. |
| House: | Used interchangeably with chapter. |
| Iron Man: | A year long athletic competition among the fraternities sponsored by the IFC. |
| Panhellenic Council: | The governing body of the sorority system. |
| Pledge: | A man who has accepted a bid to a fraternity but whom has not yet been initiated. |
| Pledge Pin: | An insignia used to designate pledges of a particular fraternity. |
| Rush: | The formal period set aside by the Interfraternity Council for men selecting a fraternity and for the fraternity to select new members. |
| Rushee: | A man who has registered with the Interfraternity Council as being interested in becoming a member of a fraternity. |
| Sorority: | A greek letter sisterhood, sometimes referred to as a woman's fraternity. |
| The Row: | 28th Street—where most fraternities and sororities are located. |

RUSH is a time when students are given an opportunity to become acquainted with fraternity living, and when fraternities select new members. Although rush can occur at any time during the year, the present structure of the fraternity system at USC allows for rush to be concentrated in early September & January. Bidding and pledging occur during rush.

BIDDING is the method by which a fraternity invites an individual to become a member. Only after a bid has been extended can you pledge a fraternity.

After you have visited the house several times, if the members of the fraternity vote to do so, selected members of the group will privately offer you a bid, inviting you to become a pledge. At this time, they will probably explain the accomplishments and attitudes of the house. Take advantage of this opportunity to ask questions that still remain in your mind. Find out about the pledge program and the financial obligation you would have as a member. Think the bid over and consider all that the house has to offer before deciding to pledge.

PLEDGING is your acceptance of a fraternity's bid. A pledge of one fraternity may not be a pledge of any other fraternity so long as he remains a pledge of the first fraternity; that is, you may be a pledge of only one house at any given time. After you have pledged a fraternity, the period known as the pledgship begins.

PLEDGESHIP is a period of time during which you become better acquainted with the men and lifestyle of your fraternity on a more personal level before making your final decision to become a member of the house.

A B Γ Δ E Z H Θ I K Λ M
N Ξ O Π P Σ T Υ Φ X Ψ Ω

During your pledge period you will be given small responsibilities which are nevertheless important to the efficient operation of the chapter. You may also have a "pledge father" (or "big brother") whose purpose is to help you become familiar with the fraternity and to assist you in solving any problems which might arise as you settle into college life. Prior to activation, you and your pledge brothers will learn more about your fraternity's national and local organizations as well as details of internal chapter management and fraternity history.

INITIATION. Upon completion of pledgship, is a process by which an individual who wants full membership becomes a formal member of the fraternity for the rest of his college years, and indeed, for his entire lifetime. For those fraternities which are national organizations, as are all the fraternities at USC, the new initiate's membership is registered with, and recognized by, the national fraternity. Initiation also involves the acceptance of certain responsibilities.

CONTINUOUS RUSH. If you opt not to pledge during Formal Fall Rush, you may wish to participate in a fraternity's Informal Rush program. Informal Rush provides you the opportunity to pledge after Formal Rush has been completed. The Informal Rush process is more relaxed and affords you the chance to see more of the fraternity chapter in its day-to-day operations.

Should you be interested in participating in Continuous Rush you need to contact the Interfraternity Council Office at (213) 743-2469 after Formal Rush has ended. Please note that not all chapters participate in Informal Rush and it is advisable that you check with the individual fraternities during Formal Rush to see if they will be taking part in continuous recruitment.

University of Southern California Interfraternity Council

1986 IFC EXECUTIVE BOARD

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Richard Mayne,
Executive Vice President
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Vice President of Rush
Eric Mein,
Assistant Rush
Drew Taylor,
Vice President of Finance

Adam Wolk,
Vice President of Social
Clay Rogers,
Vice President of Athletics
Marcus Jansen,
Vice President of
Public Relations
John Huck,
Vice President of
Communications

1986 RUSH ADVISORS

Justine Beinfurde
Kipp Blewett
David Cox

John Niccoli
Richard Franco
John Ross

3375 South Hoover Street, Suite C
Los Angeles, California 90007

Employer's Look at USC

Continued from page 1)

roughs, Carnation, Mattel's, Pacific Bell, Xerox, and others expect to interview with large corporations such as AT&T, AT&T, GTE, Hughes Aircraft, Rockwell International. Other smaller companies do campus recruiting also, but many of the on-to-be-graduating students gain employment through informal networking, and by-pass recruitment process altogether. Naomi Larson, Assistant Director, Career Services at USC's Graduate School of Business Administration, claims that there is "extensive working among alumni" of the A program, and feels that they are "the corner on the market" in Southern California business.

But what about the liberal arts graduates? Do they have the corner on the unemployment line? Not necessarily so, according to the Ross of Bullocks. He periodically conducts discussions with English and History classes to let them know that there is "life after school," and that they "can make a living" as liberal arts graduates. He prefers to hire liberal arts majors with more broad education than the more specifically trained business students.

Other firms that also hire liberal arts graduates are other mail corporations and some Southern California banks. Pacific Bell also hires liberal arts graduates, along with business students and those of other disciplines, such as engineering. J. Carter, Staff Manager, Human Resources, Management Staff and Development at Pacific Bell, also says it is important for those he interviews to have practical experience, gained through employment or an internship. He looks for "the potential for leadership."

Another quality employers are looking for is flexibility. Trent Brady, of Human Resources at Mattel Toys. A strong academic background is always in demand, especially when combined with

practical experience. They do no campus recruiting because they only hire reporters with at least five years experience working for a major metropolitan daily. Journalism students need to acquire much practical knowledge and experience before they can expect to get a job with a large paper such as the Los Angeles Times.

Practical experience and reasonable expectations of the job market are two things that Judy Wagner, Coordinator of Personnel and Recruiting at Carnation, looks for in recent graduates. She notes that often times USC students are lacking experience working in the "real world" and have unrealistic expectations about jobs, employers, and salaries when they get out of school. She suggests that they will "know what work is really like" when they get out of school and prepare to join the work force.

This is something Jennifer Woods of the Career Development Center would agree with. She encourages students to come in during their freshman year to look at their career goals and begin preparing for them. They should select appropriate courses, apply for internships and summer jobs, and do anything else that will better prepare them for the career of their choice. The students better define their career goals and to research jobs and employers, including books, videotapes, workshops, testing, and individual counseling. Woods emphasizes creating a "whole package" of an informed, prepared individual who will readily move from college life to a successful career upon graduation. Career Development is located in University Village, Suite K; or call 743-7376 for more information.



Invest in the Greek System!

ADVERTISE in The Row Street Journal

October Issue

Your best deal at only \$125

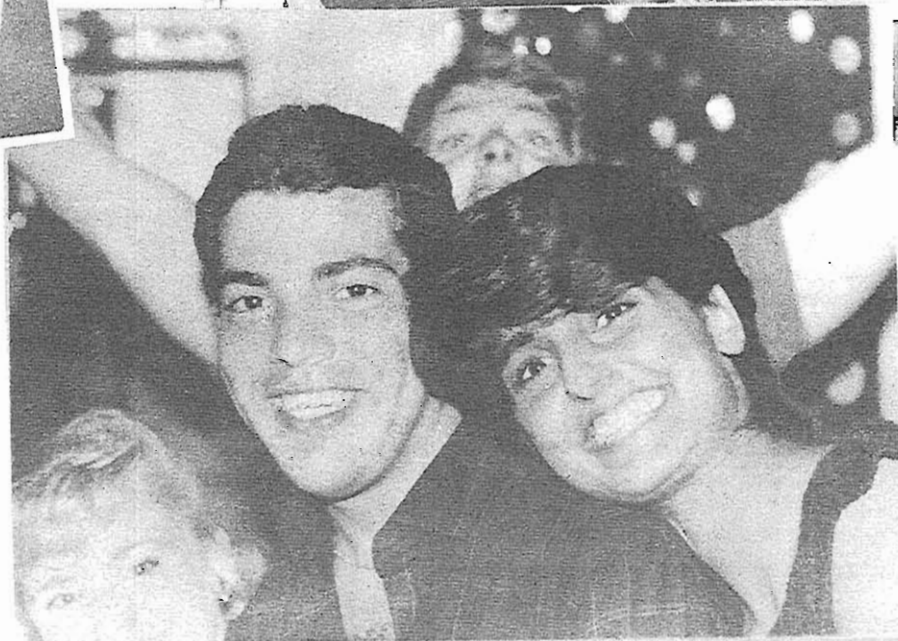
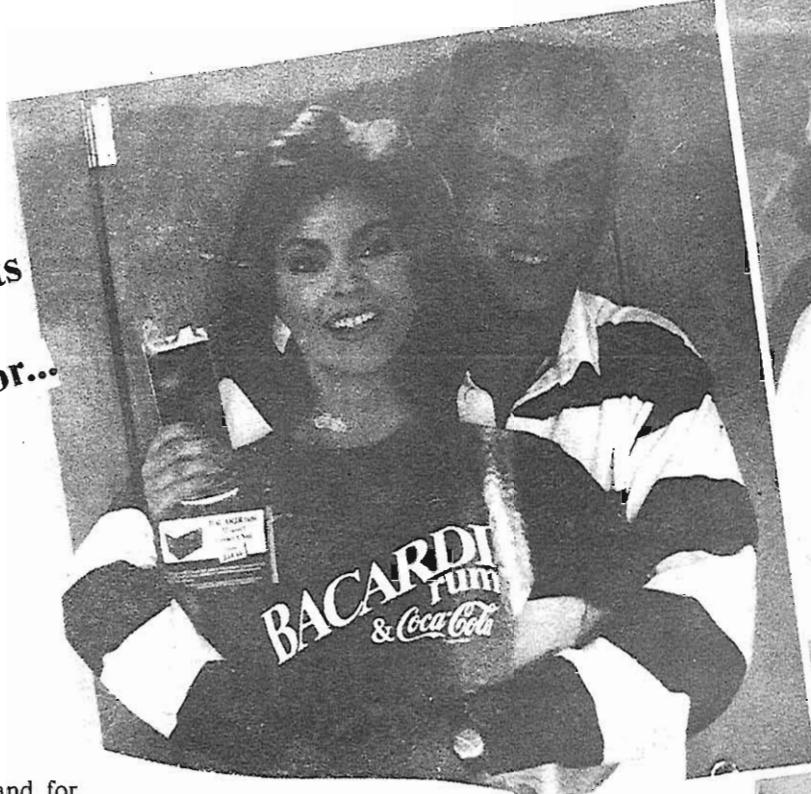
Advertise in the next issue of the Row Street Journal. Pledge classes congrats from fraternities and sororities will be accepted for the October Issue. Submission deadline is September 24th. All full page Greek ads for this issue are only \$125.

Call 748-3110

The Row's Interfraternity and Panhellenic Newspaper

Crazy Thoughts from the Editor...

by
[Signature]



Rush is here again and for many of you the small protected world of the on campus dorm is soon to be replaced by the wild life of being a fraternity pledge. Oh sure you have had your share of orientation week escapades, and I'm sure the dorm room parties have been awesome, you may have even finished your first six pack without having to spend the night over the toilet. But wait and think for a second, what are you comparing your first week at SC' to? Maybe your senior year in high school. Well let me say that nothing will compare to the good times and tortures of being a pledge. Now some of you might be saying, "I wonder if I can balance my petroleum engineering studies with those totally nifty parties you're talking about David." Well, my advice to you is, the Greek life really isn't for

everybody. On the other hand, if you're the type of person who has already dropped to eight units in anticipation of living it up with the bros, all I can say is go for it. No, but seriously, joining a fraternity can be one of the best experiences of your life. Remember, do not pledge a fraternity in a drunken haze because you're likely going to join the one that gives you your fifteenth shot of Bacardi, and just about every house sounds cool then anyway. Check out all the houses and decide who you want to spend your next four, five or even six years (if you really take only eight units) with. Good luck and remember, if you're a cool guy, know how to talk with people, and read the *Row Street Journal*. You would be surprised at what an asset you would make to any fraternity.

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John Arrend • Tau Kappa Epsilon

The *Row Street Journal* represents a flexible and efficient media of communication for the members of the Greek Community. Further, it aims to make USC students in general reevaluate their ideas on the fraternity/sorority alternative in light of the perspectives that we will offer on our community. This publication will not indulge in derogatory personal commentaries. Social affairs will be covered but our coverage will be devoted entirely to events and actions which are the legitimate concern of other individuals. This paper will be open, at all times, to the earnest contributions of all members of the Greek Social Network including interested Alumni. It is our contention that a Social Paper of this variety should be the result of the efforts of individuals who represent the complete range of chapters and organizations. We are committed to the speedy attainment of that goal.

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Los Angeles, CA 90007
748-3110



**DRINKING AND DRIVING
CAN KILL A FRIENDSHIP**

Letters to the Editor, Commentaries and Editorials will be accepted for the next issue of *The Row Street Journal*. These can pertain to any aspect of the Paper, Row, University or aspect of the World or daily life. This includes House News items as well. All contributions should be typed on normal paper and double spaced. They should contain your name, major, house, year and any other pertinent information.

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Delta Sigma Phi

Since Delta Sig is one of the fastest growing Fraternities at U.S.C. and has one of the highest G.P.A.'s on the Row (3.1), you as the rushee have enormous opportunities to take advantage of this unique situation. The social calendar looks great this fall with Sorority exchanges, formals, parties, Monday night dinners, Thursday night happy hours and other activities. Everyone in the house is encouraged to become involved in leadership positions.

Our house, which is owned by our alumni, is uniquely situated in a great location on the corner of University and 30th Street (catty-corner to Troy Hall Apartments). Delta Sig has a large house and the chances are very good to live in the house. The diversity of the background of our brothers is wide. They range from well-connected political majors to extremely ambitious Business and Science majors. Delta Sig has a lot to offer and this is the perfect time to look into our Fraternity.

Please call our President, Peter Sterling 746-8962, or our Rush Chairman, Tim Watkins 748-6934, to find out more about the Delta Sigs. We'll definitely see you during rush week.

Jon Miller
Editor

Chi Phi

Four Years? Or Forty?

Many fraternities speak to you of four years. Chi Phi speaks to you of forty and more — and as such you must regard it. For Chi Phi represents the loyalty of a lifetime.

Many groups point to campus accomplishment, and we are proud of our own. But Chi Phi can also point to a century and a half of history made fine by the loyalty and accomplishments of men who pledged their devotion to Chi Phi as students.

Founded in 1824, Chi Phi is America's first social fraternity, USC's second. Eminent alumni like Anchorman Walter Cronkite (CBS News), Head Coach Earle Bruce (OSU), Governor Charles Robb (Va.), and Congressman Ratchford (Ct.) have made their mark on our society after graduation as well.

In a word, though, *brotherhood* is what it's all about. At Chi Phi the Greek system all comes together, and it makes sense.

It's about brothers living together studying together, having fun together, and (although we may not like to admit that any kind of growth is necessary) maybe even a little growing up together. Through the good times and the bad. Through parties and finals. It's all yours the day you are initiated into Chi Phi.

Sigma Phi Delta

Sigma Phi Delta first came to existence in America right here at U.S.C. The year was 1924 and several engineering students felt it was time to form a special group of men based on the ideals of science, friendship, and duty. Today SPD is an international social and professional fraternity for engineers.

Sigma Phi Delta always strives for excellence, both in academic excellence and in an enjoyable year round social

calendar. Our social year includes our annual Red Rose Formal, Founders Day Celebration, exchanges, and our infamous Shipwreck party. We also participate in IFC sports, Engineering Week, Greek Week, and numerous spontaneous parties.

The combined academic and social experience allows each member to be a well rounded individual. We hope you will meet us and join a proud tradition and an exciting future.

Theta Xi

All out.

At Theta Xi we do things all out.

Theta Xi is based on the ideals of brotherhood. In fact, our motto is "United They Serve". Entering the fraternity provides the opportunity to develop friendships that last well past our time together at U.S.C.

Our brothers are involved in many aspects of the university. We have men on the track, football and baseball teams, Trojan Knights and Squires, Student Senate, the Trojan Marching Band, IFC, Resident Advisors, Trojan College Republicans, Morrison Monsters, university events, and several of the top scholastic societies. Getting involved? We go all out.

At the Xi Mansion, as we fondly refer to our home on the Row, we have a good balance between fun, athletics, and academics. Our "Kammanna-Wanna-Lei-U" Luau was the only all-Row party of the year for the Row. The brothers also look forward to the traditional Las Vegas road trip and our formal Cinderella Ball, as well as a multitude of Little Sister events. Our parties are all-out.

This year, for the second straight year, we took top honors in Troy Week. We were also third runner-up in songfest, a big event among the Greeks.

Athletically, we are a front-runner in the Greek Iron Man competition. Recently we took third in IFC football. We are constantly in the playoffs.

Despite the continual activity, we maintain one of the best GPA's on the Row. Academics are all-out too. We have members involved with Thematic Option honors program, tutoring files under the direction of our Scholarship Chairman (who holds an executive board position) and quiet hours during week days. Several brothers are also repeats on the Dean's List.

The enduring strength of our brotherhood and the uniqueness of each member of Theta Xi sets us apart from other fraternities. Come by and meet the brothers of Theta Xi. We are strategically located right in the middle of the Row.

Theta Chi

Theta Chi fraternity, located one house off The Row at 2715 Portland Street, offers many advantages for the serious Rushee. The small size of Theta Chi offers a strong, close brotherhood that allows all its members to take an active part in the fraternity.

Theta Chi maintains a high house G.P.A. near 3.2 and stresses academics as a main priority while at USC. Yet Theta Chi also has an active social and athletic schedule. A little sister program and themed sorority exchanges were successfully



Tau Kappa Epsilon

TKE is the world's largest college fraternity with over 300 chapters and colonies throughout the U.S. and Canada.

Some of the most prominent men in America are Tekes, including President Ragan, Danny Thomas, Merv Griffin, Terry Bradshaw, Phil Simms, Digger Phelps, Nobel Prize winner William Fowler, and several senators and congressmen, pro athletes, and entertainment and business leaders.

Beta Sigma Chapter of TKE at USC was established in 1949, making it one of the oldest fraternities on campus.

In 1986, USC Tekes won the Most Improved Chapter Award from the TKE National Organization.

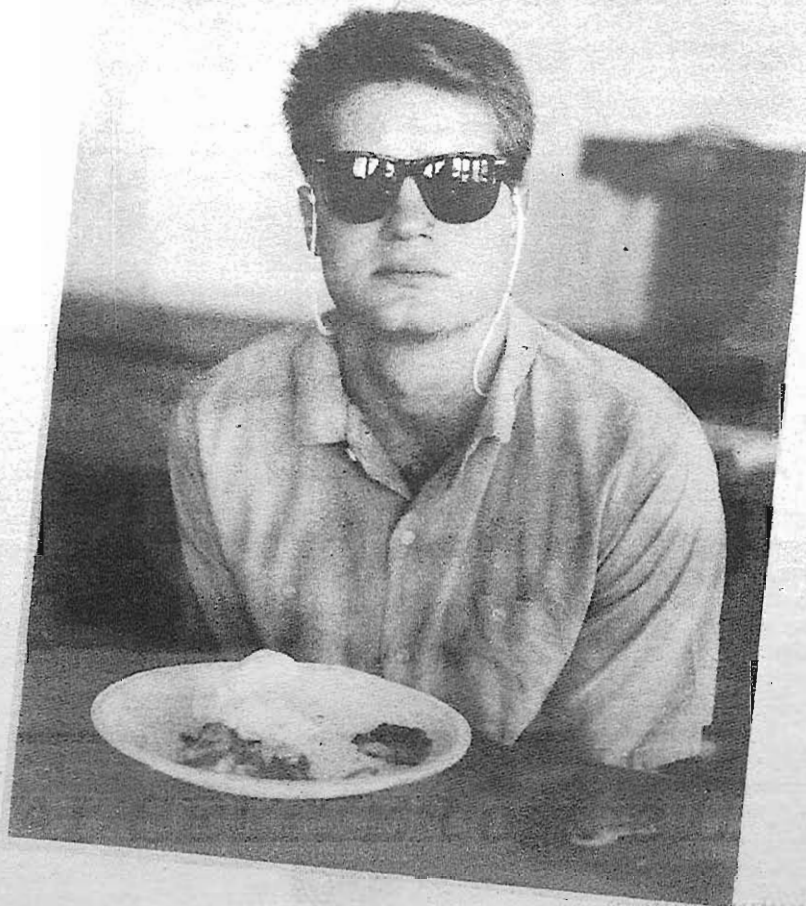
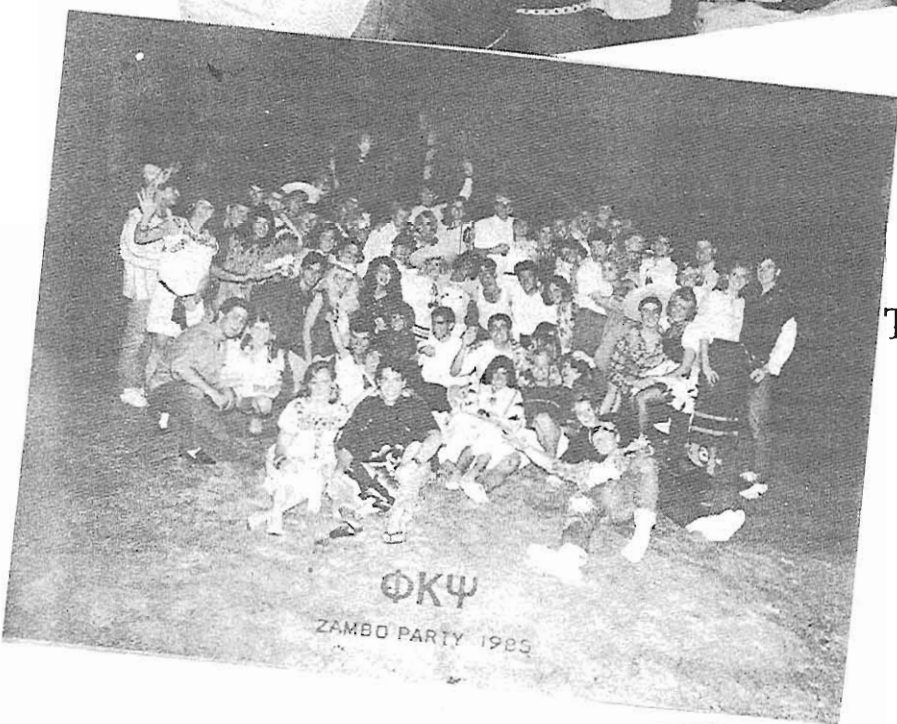
Also in 1986, the USC Office of Greek Affairs honored Tekes with the Eileen Stevens Award for Pledge Education and the Award for Membership Recruitment Excellence.

Tekes are very involved in athletics at USC, including intramural football, basketball, baseball, volleyball, and tennis. We have set goals of winning both the Ironman Competition and the Sportsmanship Trophy.

Tekes are also very involved in student activities, such as the Inter-Fraternity Council, the Order of Omega, Trojan Knights and Squires, and the Trojan Blade and Row Street Journal publications. Teke John Stewart is the president of the Order of Omega and won the 1986 Richard Brown Memorial Award.

We at TKE are very proud of the academic assistance we offer our members, including a library, test files, a tutor program, and other special programs.

And of course, Tekes are one of the most social fraternities at USC, with exchanges, barbeques and breakfasts with sororities, major dances like the formal Red Carnation Ball and the two P.A.'s, new events like Twister and the Housemother Snatch, old ones like serenading and raids, and special events like our now infamous "Back to School" party.



The Hurricane is coming...

TAU KAPPA EPSILON

For further info, contact J.P. LoMonaco: Rush Chairman
(213) 747-1940

Monday, 9/15	8 PM	Open House
Tuesday, 9/16	8 PM	Open House
Wednesday, 9/17	9 PM	Hurricane Party
Thursday, 9/18	9 PM	"Tiki" Night
Friday, 9/19	7 PM	Invite Night (invitation only)
TAKE THE WEEKEND OFF		
Monday, 9/22	8 PM	Open House
Tuesday, 9/23	9 PM	Sports Night Party
Wednesday, 9/24	8 PM	Open House

END OF FALL RUSH

Tau Kappa Epsilon

TKE '86

USC

FALL RUSH '86