

**50¢ OFF**  
Any Yogurt\*  
(\*Except small cones and tinsies. Expires 10/15/00)

**Campus SUBSHOP**  
Mon.-Fri. 10am-10pm  
Sat. 11am-9pm  
Sun. 12pm-9pm  
1225 Alder  
345-2434  
Not valid with any other discounts or coupons. One coupon per customer.

**HONEY HILL FARMS**

# New fraternity offers greek alternative

■ Phi Sigma Kappa returns to the University once again in the hopes of creating a renewed sense of academic spirit

By Beata Mostafavi  
Oregon Daily Emerald

Although most fraternities had their names made well-known last week during fraternity rush, one house is just beginning to recruit its first members.

But Phi Sigma Kappa is no stranger to the University. The chapter existed from 1926 to 1970, returned in the 1980s, but closed again due to low membership. It is regrouping for a third time now, and plans to reopen by fall of 2001.

University Greek Life Coordinator Shelley Sutherland said many fraternities and sororities closed down in the 1940s during World War II and in the 1960s when people weren't interested in organized groups, and those are the chapters that will most likely return.

She also said that although these returning groups have a lot of work to do, they have an advantage because they can start fresh and avoid some of the stereotypes associated with the greek system.

"A new fraternity appeals to people who aren't interested in the ex-

isting chapters," she said. "A new fraternity can show that it's different. Starting a new [fraternity] is much more challenging, but also good because you can make it the way you want it to be."

Hank Hager, a freshman journalism major and prospective member of Phi Sigma Kappa, said that the fact that the chapter was brand-new appealed to him most.

"It was the possibility of being able to start out from scratch, yet still be on the same level as other members of the fraternity, that got me interested," he said.

Sutherland said Phi Sigma Kappa has been interested in reorganizing at the University for at least five years, but is restarting now because of the campus' high enrollment.

Mike Rose, who helps to establish chapters across the country, has traveled to Oregon from Indianapolis and plans to stay for at least a month to help get Phi Sigma Kappa off the ground at the University. Right now, the chapter is in the "colony" stage, the first stage a new fraternity has to go through before

becoming an official chapter.

"A colony is basically a chapter on probation," Rose said. "There's a checklist of stuff that needs to be accomplished, such as having finances in order, having a solid member recruitment program and establishing alumni relations. The house remains in colony status for a minimum of six months, but can last up to two years. But before that, there's a ritual of association where we formally recognize colony members as members of our fraternity."

Phi Sigma Kappa has 89 chapters and five colonies nationwide. This semester, the fraternity hopes to colonize at several other universities, including the University of Michigan and Indiana University.

Rose added that most of these new chapters are focusing on qualities that sway from many of the common greek life stereotypes.

"Lots of groups are getting back to the founding ideals instead of drinking and partying," Rose said. "We're offering men personal and professional development, the chance to be leaders, and a chance to participate in a model fraternity chapter based on brotherhood, scholarship and character." Mem-

bers from almost every greek house have voiced that sentiment at one time or another, University Panhellenic Council President Jamie Fernald said. As part of the Select 2000 charter, Phi Sigma Kappa must remain true to their word, or the chapter will disappear from campus for a third time.

She said all new chapters must sign Select 2000, a program that offers funding and benefits for chapters that promote community service and campus leadership over parties and drinking.

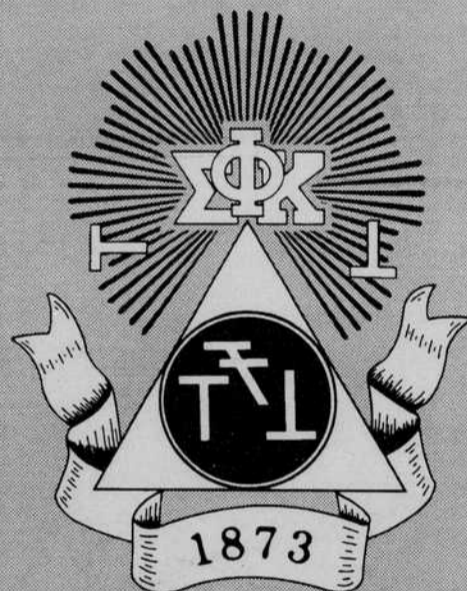
"New chapters will be recruiting people who don't see alcohol as a priority," she said. "People who are being recruited are focusing more on scholastic goals."

Informational meetings about the new fraternity will be held at 7 p.m. on Oct. 3 and 5 at in the Owyhee Room in the EMU. Chapter representatives at the state level also plan to be in Eugene during the month of October to help recruit members with barbecues and other activities.

Rose said that the chapter didn't target individuals during greek Recruitment last week because it did not want to interfere with the functions of the established houses.

oregon daily emerald  
**WORLDWIDE**  
www.dailyemerald.com

# ΦΣΚ



## Different.

The Phi Sigma Kappa Fraternity is returning to the UO campus this fall. We're looking for men of integrity. Men who are leaders. Men who want to make a difference at the UO and beyond.

Representatives from Phi Sig will be on campus all of October recruiting Founding Fathers who want to start new traditions of excellence. If you are interested, contact Mike Rose, National Director of Expansion, at 346-1146 (Greek Life Office), 346-9218 (on-campus residence) or at "oregonphisig@hotmail.com."

*Phi Sigma Kappa... setting a new precedent.*

# Phi Sigma Kappa, UO's newest fraternity...

## Brotherhood.

## Scholarship.

## Character.

### Since 1873.

Info Meetings:

- Tuesday, Oct. 3 @ 7pm in the Owyhee Room
- Thursday, Oct. 5 @ 7pm in the Owyhee Room
- Tuesday, Oct. 10 @ 7pm in the Alsea Room
- Wednesday, Oct. 11 @ 7pm in the Alsea Room

All meetings are in the River Rooms in the EMU.

### Oregon Daily Emerald

P.O. Box 3159, Eugene OR 97403

The Oregon Daily Emerald is published daily Monday through Friday during the school year and Tuesday and Thursday during the summer by the Oregon Daily Emerald Publishing Co. Inc., at the University of Oregon, Eugene, Oregon. A member of the Associated Press, the Emerald operates independently of the University with offices in Suite 300 of the Erb Memorial Union. The Emerald is private property. The unlawful removal or use of papers is prosecutable by law.

NEWSROOM — (541) 346-5511

**Editor in chief:** Jack Clifford  
**Managing Editor:** Jessica Blanchard  
**Community:** Darren Freeman, editor.  
Andrew Adams, Rebecca Newell, reporters.  
**Freelance:** Serena Markstrom, editor.  
**Higher Education:** Simone Ripke, editor.  
Brooke Ross, Kristy Hessman, reporters.  
**In-depth:** Ben Romano, reporter.  
**Perspectives:** Michael Kleckner, editor. Jayna Bergerson, Bret Jacobson, Pat Payne, Eric Pfeiffer, columnists.  
**Pulse:** Monica Hande, editor. Josh Ryneal, Ma-

son West, reporters.  
**Sports:** Jeff Smith, editor. Scott Pesznecker, asst. editor. Peter Hockaday, Adam Jude, Robbie McCallum, reporters.  
**Student Activities:** Jeremy Lang, editor. Emily Gust, Beata Mostafavi, Lisa Toth, reporters.  
**News Aide:** Suzanne O'Kelley.  
**Copy:** Sara Lieberth, Katie Mayer, copy chiefs. Jessica Davison, Lori Musicer, Tom Patterson, Jessica Richelderfer, Rebecca Wilson, copy editors.  
**Photo:** Catharine Kendall, editor. Dan Brunell, Kevin Calame, Erin Swanson-Davies, photographers.

**Design:** Katie Miller, editor. Azle Malinao-Alvarez, Russ Weller, designers. Bryan Dixon, Giovanni Salimena, illustrators.  
**On-line:** Carol Rink, editor. Timur Insepov, webmaster.

ADVERTISING — (541) 346-3712

Becky Merchant, director. Erin O'Connell, Van Nguyen, advertising assistants. Doug Hentges, Nicole Hubbard, Trevor Kuhn, Jesse Long, Adam Rice, Hillary Schultz, Chad Verly, Lisa Wood, advertising sales representatives.

CLASSIFIEDS — (541) 346-4343

Trina Shanaman, manager. Kara Fallini, Tara Rothmermel, Amy Richman, assistants.

BUSINESS — (541) 346-5512

Judy Riedl, general manager. Kathy Carbone, business supervisor. Sarah Goracke, receptionist. Greg Gallo, Masohiro Kojima, John Long, Gretchen Simmons, distribution.

PRODUCTION — (541) 346-4381

Michele Ross, manager. Tara Sloan, coordinator. Laura Chamberlain, Jillian Johnson, Melissa O'Connell, Laura Paz, Ross Ward, designers.