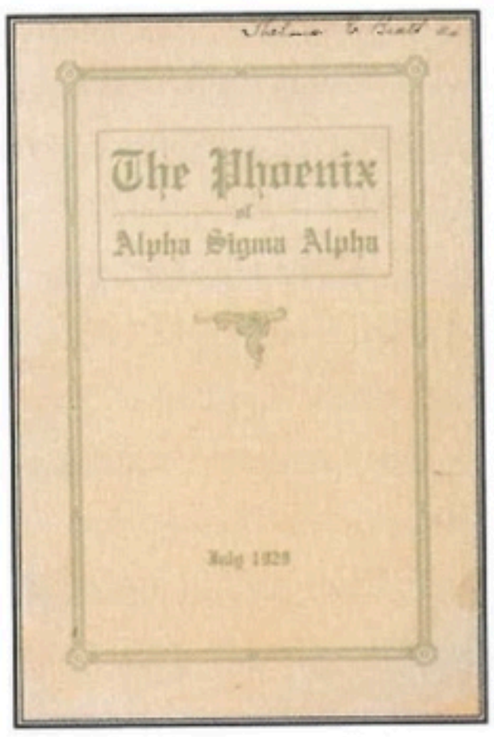
Magazines and Editors

By Nancy I.Z. Reese, BY, Phoenix editor, 1986-2000

"A weekly publication, The Phoenix, appeared in the fall of 1914.... Volume 1, Number 1, dated Nov. 1, 1914, consisted of four, eight by eleven sheets, duplicated in a bluish-purple ink with single-spaced pica type.... The first paragraph of the new publication deals with the meaning of 'Phoenix.' ... "



Ida Shaw Martin created The Phoenix in 1914 and served as editor until 1920.

The debut of The Phoenix preceded by only several weeks another important event for Alpha Sigma Alpha: the convention of Thanksgiving weekend 1914, which brought together the four Alpha chapters that were to form the nucleus of the reorganized sorority.

The Phoenix was not the sorority's first publication. The Alpha Sigma Alpha Magazine, later called the Aegis of Alpha Sigma Alpha, had its beginnings in May 1906, just five years after the founding of the sorority.

The Aegis floundered as the fledgling sorority floundered just a few short years later. But like the mythical Phoenix bird, Alpha Sigma Alpha rose again, fully renewed and more beautiful than before. The publication of the newly reorganized sorority was aptly named.

According to "The Years Behind Us," "The infant Phoenix was the central medium by which the various parts of Alpha Sigma Alpha were linked together. ... It consisted entirely of instructions and discussions of sorority rulings and policies, chapter newsletters and excerpts from articles on morals and Greek organizations. ... It reminds one greatly of the family mail pouch sent periodically to the far-away children by a strong-minded mother. ... "

That strong-minded mother, Ida Shaw Martin, also national president, issued The Phoenix from her office (probably located in her home) in Boston. It was first printed on a Rotospeed and later a mimeograph.

Members attending the 1918 convention voted to make The Phoenix a printed and bound magazine, issued monthly, in charge of an editor-in-chief and staff. An editor was elected but apparently never served. The Phoenix continued to be issued by Ida, but the long-awaited printed Phoenix made its bow in October 1918 as an approximately 6-by-9-inch bound magazine.

The Phoenix was not untouched by world events as the government restriction on the use of paper during World War I made it necessary for the magazine to be considered esoteric in order to be published. Editions were published in eight months during 1918-1919. The following year, the number of issues was cut and in subsequent years ranged from three to five per year.

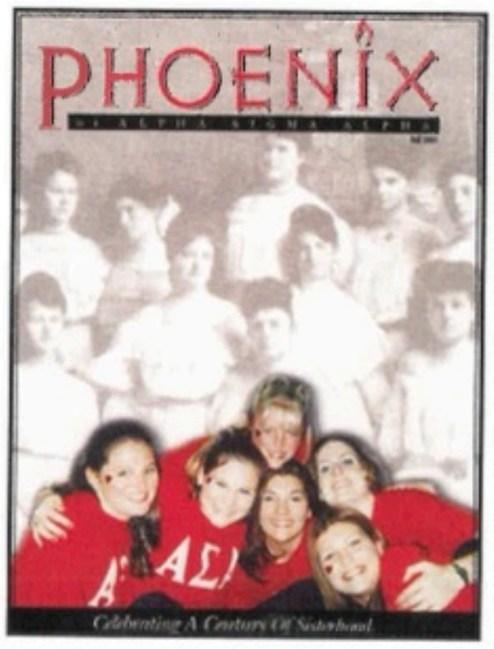
As the sorority grew after World War I, so did The Phoenix; issues frequently ran as large as 150 pages. Even though 1930 marked the first change of sorority admin-

istration since the reorganization in 1914, The Phoenix continued to be a means of communication among the chapters and a medium for informing the membership of organization events and policies.

Julia Lancaster, ΘΘ, editor from 1930 to 1934, recalled that," ... we were a much smaller sorority. We were concerned with the creation of standards and traditions. ... The Phoenix needed to flap its wings vigorously."

In November 1933, the first of several Aegis editions of The Phoenix was published. The editions contained material of an esoteric nature and were named for the second Alpha Sigma Alpha Magazine.

Subsequent editors and Phoenix staff members have Julia to thank for founding the first convention newsletter, the "ΑΣΑ Antics," at the 1934 convention in Old Point Comfort, Va." ... It recorded the famous before and behind curtain proceedings."



The fall 2001 issue was the first Phoenix to be printed in all color.

While it has become a welcome tradition for convention goers, the staff often works "into the wee hours for each issue. In fact, on returning (home), when one of its staff was asked why she looked as if she needed two vacations, she had only to reply, 'I worked on the paper.' " In 1994 Phoenix staffs past, present and future were awarded the Helen L. Corey award for outstanding contributions to conventions for the newsletter.

The Phoenix of November 1938, under the editorship of Genevieve Steele Leib, XX, marked a notable change in the format of the magazine as it went from its previous size to an 8-by-10-1/2-inch "saddle stitched" magazine, the basic size it has remained until today.

In that same issue an alumnae editor was added to The Phoenix staff. In subsequent years, various staff members were added, including a collegiate editor in November 1947. The present staff consists of alumnae, collegiate and feature editors, the historian and contributing editors and writers.

In 1939 The Phoenix became a quarterly. It changed from being issued by month of publication to seasons in the fall of 1958. The first Alumnae Bulletin appeared in January 1949. It was a four- to six-page newsletter that appeared at various times of the year in place of a regular issue of the magazine. It appeared annually until 1970, primarily in the summer, when it was replaced by a regular issue of the magazine. The summer issue continues, traditionally, to be the smallest issue of the year.

The number of pages of The Phoenix has varied over the years since it became a full-size magazine in 1938. Some issues were as large as 100 pages and the Alumnae Bulletin editions were only several sheets. From the mid-70s, the magazine averaged 24 pages an issue and, in more recent years, 32 pages.

Plain covers, with a border and the name of the magazine, predominated in the early years of the magazine. As early as 1938, however, a drawing was used for the Yellowstone convention issue. Photos began to appear periodically on the cover in the late 1940s and were first done in duotone (one color and black).

Later, black and white photos were surrounded by a single color. The photos used were often prominent buildings on the campuses of Alpha Sigma Alpha chapters. Plain covers returned in 1958 and were used throughout the 1960s and early 1970s.

The spring 1961 Alumnae Bulletin edition boasted the first four-color cover. It was a photo of the Grand Hotel on Mackinac Island, site of the 1961 convention. The next full-color cover did not appear until winter 1980, when the picture of a Special Olympic athlete was featured. Now four-color covers are the norm.

While the content of various issues has varied over the years and the topics and format have changed to keep up with the times, the mission of The Phoenix has not changed. The magazine still carries the same " instructions and discussions of sorority rulings and policies, chapter newsletters" and news of outstanding members that graced the first Phoenix.

Ida Shaw Martin, Delta Delta Delta, 1914-1920


Ida Shaw Martin, Delta Delta Delta

Delta Delta Delta founder Ida Shaw Martin served as both president and editor of Alpha Sigma Alpha from 1914 to 1920 and continued to serve as president until 1930. Well known in the fraternity world as the editor of The Sorority Handbook, which first appeared in 1907, she was instrumental in 1913 in bringing together Alpha Chapter at Longwood College and the local sorority at Miami University of Ohio, which later became Alpha Alpha Chapter.

Mrs. Shaw led the sorority through the early years of reorganization. Early issues of The Phoenix were filled with sorority symbolism developed by Mrs. Shaw and later published as "Symbolism of Alpha Sigma Alpha."

An 1889 graduate of Boston University, she died in May 1940 in Roxbury, Mass., at age 72. For more on Ida Shaw Martin, see page 327.

Dr. Ida A. Jewett, AB, 1921-1922


Dr. Ida A. Jewett, AB

Dr. Ida A. Jewett was a distinguished educator who also served as national vice president of the sorority from 1917 to 1922. Initiated as an alumna member of Alpha Beta Chapter at time of its installation in 1914 at what is now Truman State University, she received degrees from Northeast Missouri State University and the University of Missouri.

She received her doctorate in 1929 from Columbia University, New York City, and did additional study at Cambridge and Oxford universities in England. She taught and was a superintendent in public high schools before beginning her university teaching career. She joined the Columbia University faculty in 1921 and remained there until her retirement.

She was a frequent contributor to educational journals, and her service work during both world wars merited government recognition. Dr. Jewett received the Wilma Wilson Sharp Alumna award in 1949. She died in June 1974 in New York City at age 91.

Gertrude D. Halbritter, ΘΘ, 1923-1930

Gertrude D. Halbritter was initiated into Theta Theta Chapter at Boston University at the time of its installation in 1921. She received her bachelor's degree from Boston University in 1920, her master's in 1921 and a master's of education in 1930 from Harvard Graduate School. Like Ida Shaw Martin, she was also a member of Delta Delta Delta and was one of Mrs. Shaw's supporters during the 1930 convention.

She taught at Hyde Park High School in Boston for 33 years and was executive director of the Cape Cod Campfire Girls at the time of her death. She died in June 1961 at age 61.

Julia E. Lancaster, ΘΘ, 1930-1934


Julia E. Lancaster, ΘΘ

In addition to editing The Phoenix, Julia E. Lancaster also wrote Alpha Sigma Alpha's first pledge manual in 1930. She was initiated into Theta Theta Chapter at Boston University in 1923. She received her bachelor's degree from Boston University in 1926 and later a master's degree from Columbia University, New York City.

In 1939, she left the field of education and

began work as an orthoptic technician in San Francisco. She helped start the American Association of Certified Orthoptists and, in 1951, published the "Manual of Orthoptics." In 1953 the organization presented her with the first Lancaster award, which was named for her father, a prominent ophthalmologist. She died in August 1971 in Rohnert Park, Calif., at age 75.

Genevieve Steele Leib Foltz, XX, 1934-1952


Genevieve Steele Leib Foltz, XX

Genevieve Steele Leib Foltz served as editor of The Phoenix for 18 years, more than any other editor in the history of the sorority. She also held the offices of philanthropic chairman (1932-1934) and chairman of chapter secretaries (1952-1961), which gave her a lifetime of national service of almost 30 years.

As editor of The Phoenix, Mrs. Foltz developed wide contacts in the Greek-letter world and worked on many interfraternity projects and committees. She was initiated as an alumna in 1928 when Chi Chi Chapter was installed at the Teachers College of Indianapolis, now a part of Butler University. She was the mother of one son and active in the Indianapolis Alumnae Chapter for many years. She died in June 1981 at age 91.

Esther Bucher, HH, 1952-1958

"Editing The Phoenix was a joint effort between myself and Mary Kay Reiff, associate editor. Our office was Mary Kay's apartment, and we burned the midnight oil at times, since both of us had responsible business positions. With Mary Kay's expertise in the graphic arts field, we created several innovations for the magazine."

Esther Bucher held six offices during her more than 25 years of service to Alpha Sigma Alpha. She began her service as fellowship chairman in 1932 and followed with secretary, 1936-1938 and 1941-1943; vice president, 1938-1941; treasurer, 1943-1952; editor and National Panhellenic Conference delegate, 1958-1959.


Esther Bucher, HH

She was initiated in 1924 into Eta Eta Chapter at what is now Pittsburg State University, Pittsburg, Kan. Esther worked for many years for the Better Business Bureau of Greater Kansas City and was an honorary life member of the Kansas City Women's Chamber of Commerce.

She received the Wilma Wilson Sharp Alumna award in 1964. Active in the Greater Kansas City Alumnae Chapter for many years, Esther died June 17, 1990, at age 94.

Hiwana Cupp Crompton, BE, 1958-1961


Hiwana Cupp Crompton, BE

Editing The Phoenix was just one of the many contributions Hiwana Cupp Crompton made during 21 years of service to the sorority. She also was scholarship chairman, 1955-1958; standards chairman, 1967-1970; constitution chairman, 1972-1974; historian, 1974-1980; secretary, 1976-1978; and treasurer, 1980-1982.

In 1976, she edited the 1951-1976 history supplement to "The Years Behind Us." Hiwana was initiated in 1949 into Beta Epsilon Chapter at James Madison University. She was a high school teacher and high school and middle school counselor.

She won the Elizabeth Bird Small award in 1952 and the Evelyn G. Bell award in 1980. The mother of two children, she died May 4, 2000, at age 70.

Mary Goeke Backsman, AA, 1961-1964

"All the editors on The Phoenix staff lived close to each other and we would get together to work on each issue. I enjoyed working with them and the friendship we shared."


Mary Goeke Backsman, AA

Mary Goeke Backsman went on to serve Alpha Sigma Alpha as president from 1964 to 1970 and National Panhellenic Conference delegate from 1970 to 1974. For more information on Mary Backsman, see page 313.

Bonnie Payne Koenemann, ZZ, 1964-1970

"One of the first tasks I had as editor was to compile the 50th anniversary edition of The Phoenix. I found that to be very interesting and rewarding as it gave me the opportunity to read past copies and read anecdotes of things in years past."


Bonnie Payne Koenemann, ZZ

Bonnie Payne Koenemann began her service to Alpha Sigma Alpha as fellowship chairman in 1961. She also served as treasurer (1970-1972) and chairman of the board of trustees of the Alpha Sigma Alpha Foundation (1986-1992). She was initiated in 1943 into Zeta Zeta Chapter at Central Missouri State University and taught high school business education for 17 years. She received the Evelyn G. Bell award in 1984.

The mother of three children, she continues to be active in the St. Louis Alumnae Chapter. She lives in Chesterfield, Mo.

Judith A. Holman, ΘΘ, 1970-1974

"When I was Phoenix editor, the sorority was going through change and there was a lot of change in the magazine. It was an exciting time to be involved in the national organization."


Judith A. Holman, ΘΘ

Judith Holman served as a field representative from 1968 to 1969 and was responsible for rewriting the pledge manual in 1972. An initiate of Theta Theta Chapter, she graduated from Boston University in 1968. She received a master's degree from Colorado State University and for more than 15 years worked for government housing programs in Colorado. Judith is a designer for Crate & Barrel in Boston and lives in Norwood, Mass.

Betty Urban Wallick, ZZ, 1974-1976

"Although I had served on The Phoenix staff as collegiate editor for four years, I was a neophyte to the publishing business when I was appointed editor in 1974. By doing I had to learn about type sizes, type faces, cover pictures, feature articles and layout." For more on Betty Wallick, see page 335.


Betty Urban Wallick, ZZ

Dr. Helenmarie Herbert Hofman, AΓ, 1976-1980

"While Phoenix editor, my overall goal was to see The Phoenix become a functional periodical that supported all members. Accomplishments that helped to reach the goal were use of theme covers, use of lead articles and major sections on Special Olympics."

Dr. Helenmarie Herbert Hofman also served the sorority as a province director (1974-1976) and vice president of development (1980-1982). During her term as editor, she served one year on the board of directors of the College Fraternity Editors Association. A member

of Alpha Gamma Chapter, she graduated in 1961 from Indiana University of Pennsylvania, where she also received a master's degree. She received her doctorate from the University of Minnesota in 1973.


Dr. Helenmarie Herbert Hofman, ΑΓ

Helenmarie has taught at a number of colleges and universities and worked for more than 10 years at the National Science Teachers Association in Washington, D.C., including several years as director of its science, space and technology programs. Since 1991 she has been an associate professor of education at Gettysburg College in Gettysburg, Pa. She has two grown children.

Dr. Rosemary Carucci Goss, ΒΠ, 1980-1984

"I loved being editor of The Phoenix. Four times a year you could evaluate what you had accomplished … I wanted to do as much as possible to have the magazine reflect Alpha Sigma Alpha in a positive light." For more on Rosemary Goss, see page 322.


Dr. Rosemary Carucci Goss, ΒΠ

Nancy I. Zander Reese, BY, 1984-2000

"The challenge of recent editors has been to make The Phoenix appealing and relevant in these busy, modern times, while still informing the membership about their organization. As editor I tried to make gradual changes that enhanced, expanded and modernized the product that had been built by my 13 predecessors."

Nancy I. Zander Reese served as alumnae editor (1978-1982) and feature editor (1982-1984) before becoming editor. She served on the board of directors of the College Fraternity Editors Association beginning in 1986 and was elected treasurer in 1989 and president in 1992. In 1995-1997 she served as chairman of the National Panhellenic Editors Conference.


Nancy I. Zander Reese, BY

Nancy was initiated in 1969 into Beta Upsilon Chapter at Indiana State University. She later completed her bachelor's degree in 1978 at the University of Illinois at Chicago. Nancy has worked on various newspapers since 1971 and at the Chicago Tribune since 1980. She is assistant graphics editor for training and technology at the Tribune. She and her husband Jon live in Mount Prospect, Ill.

Teresa Boyer Fishback, ΔK, 2000-

"Since 1998 I had been working closely with Nancy Reese in preparation of becoming editor in 2000. I could not have asked for a better mentor. I truly love my job as editor and am very fortunate to have a dedicated volunteer staff."


Teresa Boyer Fishback, ΔK

Teresa Boyer Fishback was initiated in 1986 into Delta Kappa Chapter at the University of Southern Indiana. She completed her bachelor's degree in communications in 1989.

After college Teresa worked as a television and radio anchor and reporter for four years. She worked in video production for seven years while she free-lanced as a newspaper journalist.

Teresa was hired in 1998 as the director of communications. She, her husband and twin daughters live in Brownsburg, Ind.