

L.E. (ERV) JOHNSON *IDAHO '53*

Boise, Idaho, April 22, 2006 — Former Beta Theta Pi Director of Communications and Editor L.E. (Erv) Johnson, *Idaho '53*, was presented with the Francis Wayland Shepardson award at a special alumni appreciation dinner at the Grove Hotel in Boise, Idaho, on April 22. The dinner was held in conjunction with the spring meeting of the General Fraternity Board of Trustees.

Johnson was appointed Beta Theta Pi's Director of Communications in December 1992. With this title, he was also selected as General Fraternity Editor of *The Beta Theta Pi* quarterly magazine, serving through November 2001. The Fraternity's communications efforts grew exponentially as a result of his expertise, dedication and resolve.

As one of the final tasks of his career as a professional Fraternity man, Johnson accepted the exhaustive task of authoring and editing the splendid, award-winning, 15th edition of *Son of the Stars: A Manual for Pledges of Beta Theta Pi*, copyright 2002. Today, each and every incoming pledge receives a copy of Brother Johnson's comprehensive work. Johnson continues to serve as a regular contributor to *The Beta Theta Pi* magazine, and has been a regular speaker at numerous Beta conventions and conclaves. His lifetime of dedicated service to his beloved fraternity began long before he, and his wife Ginger, ventured to Oxford, Ohio, in 1992. He was Idaho's chapter counselor (1972-81), served on the house corporation board of directors, and was the founding editor of Idaho's quarterly *Gamma Gamma Alumni Newsletter* in 1977.

A native of Boise, Johnson was editor of two leading European travel magazines, prior to 1992. Previously, he had been public relations manager for Pittsburgh National Bank and in 1967 opened the public relations counseling firm, L.E. Johnson & Associates, Inc., which he headed for 20 years. In 1976-77 he took time from public relations duties to travel throughout the United States, writing a weekly newspaper column, *One for the Road*, for a group of newspapers ranging from Portland, Maine, to Vancouver, Washington.

Johnson has authored several books, including *Treasure of the Hills: The First 100 Years of Beta Theta Pi in Idaho*, in 2004, scores of television scripts and films, hundreds of features, articles, brochures, annual reports and speeches. He also performed *E. Hemingway*, a one-man show during 1980.

Earning a bachelor's in business law from the University of Idaho, he was on active duty in the U.S. Army (1954-56), reserve duty (1956-61) and retired with the rank of captain.

He earned the Accredited Public Relations designation by the Public Relations Society of America in 1968. Brother Johnson was president of the College Fraternity Editor's Association (1998-99) — one of two Betas to serve in that role in the organization's 82-year history (the other being Francis W. Shepardson in 1932-33) — and was presented CFEA's Marilyn Simpson Ford award in 1996.

Johnson and his wife Ginger — and their dog, Sara B. — spend their time traveling throughout the West in their RV, portraying historical characters, giving colorful tours of lighthouses and Army posts, and attending baseball games.