

# Harold S. Hook

## *Missouri '53*

### Oxford Roll N° 018

There was little doubt that Harold S. Hook, *Missouri '53*, had a well-defined Beta path to follow. He was preceded in the Fraternity by his older brothers: Ralph C. Hook, Jr., *Missouri '47*; Oliver F. Hook, *Missouri '48*, and James E. Hook, *Missouri '52*.

Ralph is a prolific author who has been Dean and Marketing Department chairman of the University of Hawaii School of Business and Hawaii Beta of the Year. Oliver is vice president of Kidder Peabody Company. Jim is president of the Hook Brothers Co. and co-owner and executive vice president of Dunlap Mfg. Co.

All that was left for Harold was to put together one of the world's largest corporations in insurance and finance, American General Corporation. He also created Main Event Management, a management training system utilizing Model-Netics, and served two years as president of the three-million member Boy Scouts of America.

Harold's Beta service included alumni secretary, pledge trainer, president and 1952 Convention delegate for Zeta Phi chapter. He was chief of District XX, 1960-61; Convention president, 1968; trustee and vice president, 1969-72, and currently serves on the Beta Foundation Board of Directors.

He and his wife, the former Joanne Hunt, a Missouri Pi Beta Phi, live in Houston, Texas. They have two Beta sons: Thomas W. Hook, *Miami '81*, and Randall T. Hook, *Westminster '83*, and a daughter, Karen.

Harold, who earned a master's degree in accounting from Missouri and did post-graduate work in a Ph.D. program at New York University, started on the business administration faculty at Missouri, but at 30 he had become the insurance industry's youngest president. At 31, he was becoming president of four successively large insurance organization. In 1978, he became chairman and CEO of American General, one of the nation's largest consumer finance service organizations, with \$36 billion in assets and more than 18,000 employees.

Scouting honored him with its Distinguished Eagle Scout, Silver Beaver and Silver Antelope awards. He received honorary degrees from Missouri and Westminster College. He was 1969 Delta Sigma Pi business fraternity's Man of the Year; 1984 Texas Business Executive of the Year by Texas A&M College of Business, and 1984 Houston Businessman of the Year by Stanford Business School.

On active duty with the Navy, 1954-57, he achieved the rank of Lt. Commander. Later, he was a founder-member of the Naval War College Foundation.

Director of several corporations, he also is a trustee of Baylor College of Medicine, on the Council of Overseers of Rice University's Jesse H. Jones Graduate School of Administration and on the boards of Texas Research League, Houston Society for the Performing Arts, the Texas medical Center and the Greater Houston Partnership.

*Robert T. Howard, DePauw '37, Historian*