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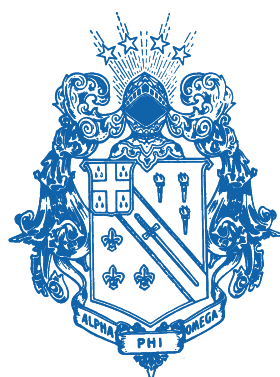
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TORCH & TREFOIL

THE QUARTERLY PUBLICATION OF ALPHA PHI OMEGA
NATIONAL SERVICE FRATERNITY

Winter 2007

Defining the "APO Brand"

The Role of "Leadership" in Successful Marketing

In *Leadership is an Art*, Max Depree notes that "we cannot become what we need to be by remaining what we are." Average nonprofits with long histories resist change. Alpha Phi Omega is not an average nonprofit. During recruitment, our chapters pride themselves on telling people we are different, we embrace the value of change in our APO LEADS leadership courses, and we note historic initiative in adapting to co-ed membership and risk management policies. Yet in a time when society's broader culture is increasingly cynical and skeptical, we cannot be complacent about the value of continued growth and innovation for the Fraternity.

There is a common belief among our membership that we "know who we are," and this is just not the case. Sure, our members do leadership, friendship and loads of service. We were founded in 1925 and clearly, the principles of the Scouting movement framed our earliest organizational underpinnings. However, these acknowledgements do not define the "APO brand." At this year's National Volunteer Conference, more than 150 key alumni volunteers were asked to write three adjectives that describe APO. The results were intriguing. More than half of the responses were unique to a single volunteer and no single descriptor was used greater than 17 times (<4%). Top responses of fun and friendly could easily describe hundreds of youth-oriented organizations. So among an elite group of dedicated fraternity alumni, no clear consensus emerged.

So what is our unique brand?

A national effort to uncover, define and possibly adapt our brand identity is underway. This is not easily done. The payoffs of a well-executed brand creation exercise will reap immeasurable rewards for our Fraternity in the coming years: more students looking for us upon arrival at campus, more alumni giving back through volunteer service or annual charitable donations and more chapters doing meaningful service across the country.

All of this because we take the time to codify in ideas, words, and pictures exactly what APO means and then work to stick to a fundamental plan.

While this type of consistency is critical, it is not a given for an organization that, in many ways, prides itself on allowing local variations in chapter identities. Autonomy and brand are not opposites for a national nonprofit organization.

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Finding the Time



Brothers,

Family, classes, exams, work, football games, hanging with friends – there are so many demands on your limited time. It can be hard to find time for Alpha Phi Omega in your busy schedules. After

all, your top priorities are family, school and job. However, I know that APO is important to you or you would not be reading this article.

So, how do you find the time for APO? You commit to making the time. Easier said than done, right? Yes and no. Time is a limited commodity and we cannot add hours to the day. But, if something is important enough, we seem to be able to work it into our schedule. My challenge to you is to make APO enough of a priority to ensure it fits into your routine.

We sometimes get caught up in an all-or-nothing mentality. Either I dedicate every waking moment to the Fraternity or I just stay away. The healthy place to be is on middle ground. And our focus on more healthy chapters is best served by healthy pledges, actives and alumni.

I am sure each of you has goals for your life, often related to education and job. Alpha Phi Omega can help you meet those goals. As a college student, community service is a valuable addition to your resume or graduate school application. As a graduate, the leadership skills developed in the chapter and as a volunteer translate nicely to the workplace.

Alpha Phi Omega is a win-win situation. You give to the community while gaining in personal skills, experience and satisfaction. So, keep on giving but keep the proper perspective. Alpha Phi Omega is not your whole life, but it is an important part of a fulfilling life.

In Brotherhood,

CHAPTERS in Action



ALPHA ALPHA **University of Illinois** **at Urbana-Champaign** **Urbana, Illinois**

Alpha Alpha Chapter had a booth at the University of Illinois at Urbana-Champaign Student Organization Recruitment Day. They displayed the 16-foot APO paddle and wore their “Service to Society Tour” rock-n-roll rush T-shirts. For more information on Alpha Alpha Chapter, please visit www.alphaphiomega.union.uiuc.edu/basic-page.php?page=home.

NU SIGMA **Stephen F. Austin State University** **Nacogdoches, Texas**

Members of Nu Sigma Chapter volunteer their time at the Nacogdoches Boys and Girls Club every Friday while trying to establish ongoing, positive relationships with disadvantaged youth.



IOTA KAPPA **Towson University** **Towson, Maryland**



Iota Gamma Chapter’s president-elect, Liz Juhasz, lost her battle with pulmonary hypertension. After their loss chapter members decided they wanted to raise awareness and funds in her memory. This chapter was inspired and organized the “Rock-Around-the-Clock for PH” event. The “rock” was not only from the activity, which challenged students to take turns sitting in rocking chairs over the course of the six-hour event, but from the rock bands that performed throughout the night! This event was particularly touching, and the chapter’s work for Liz will make a huge difference in the lives of other patients, families and friends who fight with this disease. For more information on this event please visit www.phas-sociation.org/Awareness/events/event070414RockathonMD.asp. To learn more about Iota Kappa, visit www.apoiotagammatowson.bravehost.com/.

XI Iowa State University Ames, Iowa

Xi Chapter prepared a Day Camp for children from the Beloit Residential Treatment Center for troubled children. The children made race cars, bottle rockets and dyed T-shirts. For more information on the Xi Chapter, please visit www.stuorg.iastate.edu/apo/.



SIGMA UPSILON University of North Carolina at Charlotte Charlotte, North Carolina

This past October, Sigma Upsilon Chapter assisted with registration the day before the AVON Walk for Breast Cancer, which was held in Charlotte, North Carolina.



XI OMICRON Tarleton State University Stephenville, Texas

The Xi Omicron Chapter helped a Boy Scout with his Eagle Scout Project which was to clean a cemetery near Sidney, TX. For more information on the Xi Chapter, please visit www.tarleton.edu/~apo/.



NU SIGMA
Stephen F. Austin State University
Nacogdoches, Texas

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Nu Sigma Chapter organized and recruited individuals on campus to donate blood for The Blood Center of East Texas. The chapter exceeded its goal of 20 donors with a total of 22 individuals donating during their blood drive.



MU ALPHA ALUMNI ASSOCIATION
Washington, D.C.

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The Mu Alpha Alumni Association participated in a service project on Saturday, November 10, 2007. The group made 350 healthy and nutritious sandwiches in 90 minutes! The sandwiches were for the benefit of Martha's Table, a nonprofit organization in D.C. that serves needy people in D.C. Martha's Table also provides assistance in the areas of learning, healthy living and family support services. The Mu Alpha Alumni Association has made a total of 750 sandwiches for Martha's Table this year. For more information on the Washington D.C. Alumni Association, please visit www.mualpha.org.



SECTION 31 & 46
Mu, Alpha Gamma,
Alpha Tau, Alpha Upsilon,
Delta Xi, Tau Lambda
and Tau Omicron
Indianapolis, Indiana

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This past September a group of more than 80 actives, Advisors and staff from seven chapters in sections 31 and 46 helped plant over 100 trees along I-70 in downtown Indianapolis. (Chapters included: Mu, Alpha Gamma, Alpha Tau, Alpha Upsilon, Delta Xi, Tau Lambda and Tau Omicron).





Centenary of Scouting

2007 marks an important milestone in the World Scouting Movement, of which Alpha Phi Omega is a part: This year is our 100th birthday. In 1907, Major General Robert Baden-Powell rewrote his military training manual, “Aids to Scouting for Men,” into a more appropriate program for boys. Wanting to be sure his new “Scouting scheme” would appeal to boys and, just as importantly, to boys from different backgrounds, he conducted an experimental camp to try it out.

Baden-Powell secured the use of Brownsea Island in southern England and arranged for 20 boys from working-class and upper-class backgrounds, and from various groups such as Church Lads, Boys Brigade and boarding schools, to attend the camp. The boys were organized into four patrols – the Wolves, Ravens, Bulls and Curlews – and set up their tents. On the morning of August 1, 1907, Baden-Powell sounded the start of the camp with three blasts from a kudu horn. Scouting had begun. Over the next few days the boys were engaged in several activities. During the day they learned camping, tracking and scouting skills, and played games that made use of those skills and more. At night by the light of the campfire, Baden-Powell regaled the boys with tales of his many adventures in distant lands and prepared them for the following day’s activities.

Considering the camp a success, Baden-Powell completed his work on “Scouting for Boys,” which was published in six biweekly parts beginning in January 1908. From that tiny acorn of Brownsea, Scouting quickly spread around the world. Soon people in other countries established their own Scouting programs, all based on Baden-Powell’s work. When Scouting was established in the United States in 1910, it already existed in 18 other countries.

Today, Scouting is the largest youth movement in the world – a fact recognized by the “Guinness Book of World Records.” There are currently 28 million Scouts and leaders in 216 countries and territories. There are only six nations that do not have Scouting. More than 300 million people have been involved in Scouting since its inception. All

Scouting Associations are united in the World Organization of the Scout Movement (WOSM) and in following the basic principles of Scouting set down by Baden-Powell.

The World Guiding Movement, developed for girls, was started in 1910 by Baden-Powell. There are now Girl Guide or Girl Scout organizations in 144 countries, with more than 10 million members. All are united in the World Association of Girl Guides and Girl Scouts (WAGGGS). Thirty-four of these member associations belong to both WOSM and WAGGGS. Girl Scouts was established in the U.S. in 1912. Girl Guiding/Scouting will celebrate their Centenary in 2010-2012.

To celebrate Scouting’s Centenary, several activities are planned for this year. There is the Gifts for Peace effort, during which members of each Scouting Association organize service work. For the BSA, this was their Good Turn for America program. Scouting’s Sunrise was a celebration of Scouting’s birthday, which was held worldwide on August 1 at 8 a.m. local time. Scouts and Scout groups were encouraged to come together in celebration of the Centenary, renew their Scout Oath and organize a “good turn” in their local community. Several special camps were planned at Brownsea Island, including a re-creation of Baden-Powell’s original camp, as part of this celebration. There was the 21st World Scout Jamboree, held July 27-August 8, at Hylands Park in England. And finally, there was the 50th Jamboree on the Air and 10th Jamboree on the Internet.

The year is not yet over, and there is still time to celebrate the Centenary. There are still ways your chapter can be involved. Get involved with your local Scout Council. Educate your chapter and pledges on the history of Scouting. And this year’s National Service Week can involve scouting, with its theme of serving handicapped youth.

Article written by Mark A. Stratton, National Vice President

Risk Management begins with YOU

Since 1996, the Fraternity has had a formal risk management policy. That policy addresses several areas, and its provisions are rooted in common sense. As well, it is important to know that we have such a policy for two reasons: first, to safeguard and protect the good name of Alpha Phi Omega; second, to safeguard the health, welfare, and dignity of all of our members.

As general as our risk management policy is, it has absolutely no impact if you don't know about the policy or what it covers. All chapters are required to educate their members on this policy and its many provisions. Every year, each chapter president and chair of the Advisory Committee are required to sign a statement that the chapter is in compliance with the risk management policy. And, every volunteer in the Fraternity, from a section representative to a member of the National Board of Directors, must also sign an acknowledgement regarding the risk management policy.

Every chapter must take the time to ensure its members are educated on this policy. How a chapter does that is up to the chapter, as it should be. But it must be done.

The risk management policy is only one component of a comprehensive Risk Management Program. We are working on developing such a program. One component of that program is the acquisition of liability insurance. The 2006 National Convention imposed a \$7 Insurance Fee on all active members and pledges. A portion of this fee is used to pay the premium on the insurance. The remainder of the fee is directed toward risk management education and materials. If you've been to a regional conference, you've probably heard about it. You can also find resources about the insurance at www.apo.org/site/site_files/Liability_Ins_Summary.pdf.

A second part of that program will include something new: Every chapter will be subscribed to Fraternal Law, a publication dealing with legal issues and Greek-letter organizations.

These two items are by no means the end of the program; rather, they are incremental steps in taking a more serious, proactive approach to managing risk in the Fraternity. In the future, we will look at other opportunities for education, such as online training regarding hazing.

For all we might do nationally, however, members and chapters have an important role to play as well. The national risk management policy only provides the basic groundwork – your chapter or alumni association can, and should, adopt its own policy to help fill in the specifics for your campus. For example, your university might have a policy that requires a faculty or staff member to travel with you if you go to a conference. Your chapter's own risk management policy might address that specific policy and how your chapter will comply.

At the end of the day, risk management is everyone's business. Everyone is responsible for minimizing, to the extent possible, the risk you are exposed to in leadership-development activities, fellowship events and service projects. Take the time to educate yourself and your brothers. Good risk management begins with YOU.

Managing Risk for Chapters

Educate – The membership on the policies of the Fraternity, your school, local and state laws related to risk management. Make sure everyone in the chapter is familiar with the Fraternity's and your school's risk management policies. Every chapter should have a risk management plan and review this plan every time there are new officers.

Injury – Review every service project for potential points of injury and make sure the appropriate safe guards are in place. For example if a service project involves power tools make sure people using the tools have experience in using them and have been trained on their use before they begin.

Alcohol – Is never to be used as part of a pledge or rush event. If a chapter decides to have alcohol at the event, the safest method is to have a cash bar using a licensed third party vendor (i.e. A hotel)

Hazing – Make sure you are regularly reviewing the Fraternity's and your schools policies with your membership. Bring in an administrator from your school's Student affairs office to explain the school's policies. Remember, hazing is often times defined by the person being hazed. What may seem like a joke to one member can often be perceived as hazing by another member.

Harassment – Every Chapter should make sure that all pledges and new members know who they can talk to if they believe they are being harassed. Most campuses have resources available to assist chapters in creating an anti-harassment plan.

CHAPTER *Anniversaries*

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Zeta, Stanford University
Eta, Northern Illinois University

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Alpha Zeta, University of Kentucky

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Beta Mu, Missouri State University
Beta Epsilon, University of Northern Iowa
Beta Eta, University of Missouri-Columbia
Beta Theta, University of Wisconsin-Madison
Beta Zeta, University of Georgia
Beta Iota, New York University

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Epsilon Sigma, SUNY at Buffalo
Epsilon Pi, Southern Illinois University at Edwardsville
Epsilon Psi, Kent State University
Epsilon Omega, University of Mississippi
Zeta Epsilon, Gustavus Adolphus College
Zeta Theta, Drexel University
Zeta Gamma, Valparaiso University
Zeta Delta, Miami University
Zeta Alpha, Bradley University
Zeta Mu, Catholic University of America
Zeta Lambda, University of Toledo
Zeta Kappa, Bowling Green State University
Zeta Omicron, California Polytechnic State University
Zeta Sigma, University of Delaware
Zeta Tau, Central Methodist University
Zeta Pi, Wayne State University
Zeta Upsilon, Boston University
Zeta Phi, Howard University
Zeta Beta, Virginia Polytechnic Institute & State University
Zeta Psi, University of Oregon
Zeta Omega, Baylor University
Eta Beta, Simpson College

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Kappa Chi, Creighton University
Kappa Upsilon, East Carolina University
Kappa Tau, The Citadel
Kappa Psi, North Carolina A&T State University
Kappa Phi, Saint Lawrence University
Lambda Alpha, East Tennessee State University

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Mu Lambda, University of Rochester
Mu Mu, Oglethorpe University
Mu Xi, High Point University
Mu Nu, Western Illinois University
Mu Pi, Colorado School of Mines
Mu Omicron, Clarkson University

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Xi Zeta, Rochester Institute of Technology
Xi Iota, Susquehanna University
Xi Omicron, Tarleton State University
Xi Lambda, Bloomsburg University of Pennsylvania
Xi Rho, SUNY/College at Oneonta

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Tau Zeta, Texas Southern University
Tau Lambda, Rose-Hulman Institute of Technology
Tau Omicron, Indiana University Purdue University at Indianapolis
Tau Mu, University of South Florida
Tau Upsilon, University of Wisconsin-Platteville

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Alpha Beta Beta, Saint Bonaventure University

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Alpha Beta Psi, Roanoke College
Alpha Beta Omega, Old Dominion University

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Alpha Gamma Chi, Frostburg State University
Alpha Gamma Omega, University of Texas at San Antonio
Alpha Delta Beta, Wesley College
Alpha Delta Gamma, Loyola College in Maryland
Alpha Delta Delta, George Mason University

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Alpha Delta Psi, Lindsey Wilson College
Alpha Delta Omega, Saint Vincent College
Alpha Epsilon Beta, Ohio Northern University
Alpha Epsilon Epsilon, Henderson State University
Alpha Epsilon Zeta, University of Texas at Dallas

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Alpha Epsilon Pi, Georgia Military College
Alpha Epsilon Rho, West Liberty State College
Alpha Epsilon Tau, University of Dallas

1

Alpha Zeta Xi, Lake Superior State University
Alpha Zeta Omicron, Oakland University



Featuring... Sylvia Cypher

Faculty Advisor for Alpha Gamma Pi Chapter
at the University of Maine at Farmington

"The camaraderie demonstrated through APO is heartwarming, as is knowing the work students do on and off campus makes a difference," said Sylvia Cypher, Faculty Advisor for Alpha Gamma Pi Chapter at the University of Maine at Farmington. "This chapter has great personality and energy. From movie fellowships and blood drives to volunteering and attending sporting events, there's always something going on with this group."

The success of Alpha Gamma Pi wouldn't be nearly as great without the influence and commitment of Sylvia, who became Chapter Advisor in fall 2006. "APO feels like my home atmosphere because it was my family culture to give to the community," said Sylvia. "I was the sixth child of eight, with four older brothers, so I was very familiar with the Boy Scouts. My dad was active in the troop as the liaison between church and the troop. My mom served as assistant den mother for many years. I find the coming and going of many ideas stimulating, and I find participating in community-focused projects rewarding."

When she's not advising Alpha Gamma Pi Chapter, Sylvia serves as manager of patron services and training in UMF's computer center. In this role she troubleshoots student, faculty and staff computer problems; she also coordinates and trains a staff of 40 students who work at the help desk in the 24/7 computer lab.

"In my role I can help students not only with their computer and technological skills, but I can serve as resource and sounding board for many," said Sylvia. "This involvement with students and staff allows me to have a handle on the tone of the student population at any given time. As APO Advisor, I'm aware of the many different activities on and off campus to help encourage membership and participation."

Sylvia finds that advising APO members and her student workers involve many of the same skills. According to Sylvia, being a good listener, understanding group processes, and being aware of student and campus resources are necessary for advisor success. "I believe advising is guiding the process of student development," said Sylvia. "Advising is gentle guidance, resource knowledge and a whole lot of fun."

On this campus of 2,000 students in a town of 4,000 residents, Alpha Gamma Pi Chapter is especially well known for coordinating trick or treating in the dorms and an annual Easter egg hunt – events that many area families look forward to each year. Brothers also recently volunteered at a Handcraft Sale supporting the efforts of a women's health clinic in Nicaragua, a South African

project focusing on poverty and hunger, and volunteered in supporting a women's cooperative in Zambia.

"At the university and in the community, APO is an example of the strength of social networks," said Sylvia. "The students who are involved with APO come from many disciplines and have diverse personalities. This richness offered within the chapter, both individually and collectively, benefits the Fraternity, the campus, individuals and community networks."

As much as Sylvia values the work and dedication of chapter members, she finds the students are a major reason why she's Faculty Advisor. "The students have energy and want to make a difference...and they do!" said Sylvia. "APO does not limit their ideas. Instead, it welcomes a variety of ideas resulting from a diverse group



Sylvia with chapter president Maryann Aresti and Brother Allison Gerrish.

with the common theme of helping and serving others. I feel honored to be part of APO."



Region XI Conference October 5-7, 2007 Anchorage, Alaska



The Region XI Conference was hosted by Alpha Eta Zeta. Conference attendees made paper mache figures for kids at the Children's Hospital. These figures were presented to the children the week following the Conference. They also painted, built a new fence, cleared brush and spread hay for the animals at The Alaska Conservation Center. For more information about this region, please visit <http://www.apor11.org>.

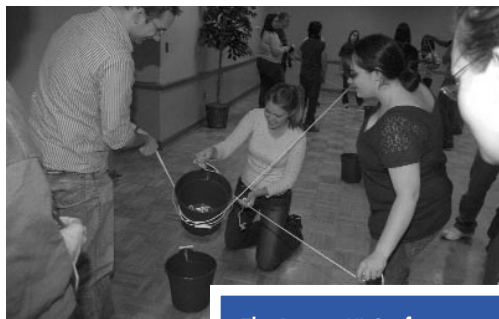


Region III Conference November 2-4, 2007 Raleigh, North Carolina

This year the Region III Conference was tri-hosted by North Carolina State, Duke and UNC-Chapel Hill. The Conference offered several workshops, which included many guest presenters along with APO LEADS courses. Making blankets and APO memorabilia was just some of the fun during the conference. For more information on this region, please visit www.apor3.org.



Region VI Conference October 26-28, 2007 Dekalb, Illinois



The Region VI Conference was hosted by Eta Chapter, which immersed members in an Oscar-themed event. Activities included a Mr. APO Pageant and a red-and-black Oscar Banquet. Service projects included a blood drive, can drive, book drive, campus cleanup and making blankets with children. For more information about the region, visit www.apor6.org.



Region V Conference November 10, 2007 Pittsburgh, Pennsylvania



This year's Region V Conference theme was "Region V Rocks the '90s." The Conference was hosted by Beta Chapter at the University of Pittsburgh. To obtain more information, visit www.apor5.org.



BRANDING APO *continued from page 1*

Educating our members on the value we gain from a national brand identity is key if the Fraternity is to reach its long-term goals. For this reason, our alumni play a critical role in supporting this effort. Sometimes the most ardent guardians against change are our newest inductees who defend “traditions” that often span less than a few academic terms. Even the most stable and reliable chapter evolves dramatically over time – influenced by changes in our culture, technology, college policies and, of course, its own active membership.

The message for these earnest new initiates is that having a consistent national brand identity helps us gain recognition in a crowded field of campus activities, complements our other efforts to attract new members and reinforces key concepts about why the APO experience is one that prospective members should want to share. There is positively no negative consequence to APO having a recognizable, national identity – as any successfully branded multinational corporation can attest. The difference is a for-profit business can compel brand compliance while APO will require the goodwill and genuine leadership of its membership to enjoy similar success.

In the coming months, every group of stakeholders will have the opportunity to weigh in on the brand process at various stages and to varying degrees. Ultimately, the National Marketing Committee will lead the education effort for the Fraternity on how to most effectively implement the brand. Is it possible that not every person will be fully satisfied with the results? Certainly, though if done in a brotherly manner, Alpha Phi Omega will become a stronger Fraternity. Once codified, the brand standards should be given every opportunity by every individual member to succeed. This will be a test of our ability to live out our fundamental value of real leadership – putting the best interests of the entire Fraternity and its future ahead of our individual preferences. Our history suggests we are up to the challenge and will emerge from the effort a more unified and preeminent family of service-oriented citizens than we have ever been.

Anyone wishing to assist more directly in the national brand creation exercise should contact the National Marketing Committee at marketing.director@apo.org.

This article was provided by Jim Hahn, CFRE.



SERVE - APO LEADS

Region: VIII **Section:** 49

Address: 8350 Highway 30
Dittmer (St. Louis), MO 63023

Contact: Erica Roberts at serve.coordinator@apo.org

Date: 2/15/2008 **Time:** 3:00 PM

Visit our website to register for this SERVE event

https://www.apo.org/show/National_Programs/Leadership/APO_LEADS/Course_Descriptions/SERVE/Registration

Watch for more details to come for the Sacramento, CA SERVE!

Membership...

Making More Healthy Chapters!

By The Hon. John K. Ottenad, J.D.,
Membership & Extension Program Director

Whenever we mention the Membership Committee in Alpha Phi Omega, people automatically assume we are just taking about the numbers.

Certainly, this year we have a lot to be proud of with our membership numbers. After all, we have reached a new milestone in total membership. Our total membership (new initiates and returning actives) for the year ending July 31, 2007, was 17,358 – a new record for our Fraternity! However, I am proud to report that our National Membership Committee has been working on much more than just tracking numbers.

With an overall mission of creating more healthy chapters on more campuses, providing more opportunities for more students to do more service, we have been working hard to provide programs that support this mission while allowing us to reach our long-term national membership goals. We have been trying to find

tools that we can get into the hands of active members to support their efforts at building and strengthening their chapters.

We hired a Field Representative who will work directly with chapters that are struggling with recruitment or retention issues. Additionally, the Field Rep will help get some of our extension efforts off the ground in places where we just don't have enough alumni volunteers to support our efforts.

We have restructured the Chapter of Excellence Award and, at the request of delegates at the National Convention in Louisville, created the new Pledge Program of Excellence Award. These awards allow chapters to compare their programs against a set of criteria that encourage a diverse chapter program, incorporating the elements of Leadership, Friendship and Service. Additionally, these programs highlight and encourage adherence to the National Pledging Standards. We look forward to recognizing many chapters with these awards at the National Convention in Boston!

In the area of retention, due to the generosity of an alumni donor, we are able to offer a new Friendship and Retention Grant Program. In conjunction with the new National Friendship and Retention Day on the first Saturday of October, this program will allow chapters to apply for grant money that they can use for a

chapter program aimed at increasing friendship and improving retention in their chapter.

One of the most exciting new initiatives, which is still being planned, is a weekend-long Membership Academy, tentatively scheduled for June 20-22, 2008. For vice presidents of membership, pledge trainers and anyone else interested in chapter membership, this Membership Academy will provide information, training and hands-on practice to equip them to successfully lead their chapters. Participants will learn how to recruit, the essential elements of a successful rush period, how to run a rush meeting, the importance of diversity and how to retain members in the chapter.

Our ultimate goal is to have each participant walk away from the weekend with a written recruitment and membership plan that they can take back to their campus and implement in the fall semester. We are very excited about this program and the direct impact we hope it will have on improving chapter leadership and, thus, improving our recruitment and retention in some of our struggling chapters.

If you should have any ideas or suggestions on other ways we can help create more healthy chapters, or if you should wish to help with any of these new initiatives, please contact me at membership.director@apo.org.



'Tis The Season...

During this joyous time of year, please include Alpha Phi Omega in your holiday giving. Your gift will help our members and the campuses and communities they serve throughout the new year.

The Fraternity has much to accomplish in 2008 and is counting on your support to carry out the goals and ideals of Alpha Phi Omega!



A UNIQUE OPPORTUNITY FOR OUR DISTINGUISHED BROTHERS BORN PRIOR TO 1937

The Federal Government's Pension Protection Act of 2006 (PPA) may offer you opportunities for tax-free charitable giving. There are enhanced tax incentives if you are 70½ years of age or older and make a gift directly transferred to Alpha Phi Omega from your Individual Retirement Account (IRA).

You can make a tax-free gift, directly transferred, of up to \$100,000 before December 31, 2007, and it will also qualify toward your IRA minimum required distribution for the year. If withdrawn voluntarily or under a required distribution prior to the PPA, this money would be taxable. For details on PPA charitable transfers, contact your tax advisor.

These legacy-type gifts are placed in the Fraternity's Endowment, which is professionally managed and supervised by the Endowment's Trustees. The income it generates will be used to support the activities of the Fraternity for future generations. The Alpha Phi Omega Endowment, in addition to giving scholarships to active members, also provides support for the service and leadership programs that are available to all chapters of the Fraternity.

There are two additional benefits to this special opportunity. First, a major APO donor has agreed to match your gift as part of the first \$100,000 raised from IRAs this year. The total would then exceed \$200,000 and be a major new investment in the future of the Fraternity. Second, if your gift is \$10,000 or more, it will qualify you for membership in the Blue & Gold Society, which is a distinct honor given to major Endowment donors. Thank you in advance for considering this unique opportunity to help better our Fraternity!

Giving Made Easy!

Supporting Alpha Phi Omega is now easier than ever. In today's busy world, time and money are precious commodities. So to make it easier for you to provide monthly or quarterly gifts to the Fraternity, Alpha Phi Omega now offers the time- and-money-saving convenience of preauthorized giving via automatic bank transfer (through ACH or Automated Clearing House).

It's as simple as completing the enrollment form below and returning it, along with a voided check, to the APO National Office. We'll make arrangements with your bank to transfer your specified gift amount directly to Alpha Phi Omega on a monthly, semi-monthly or quarterly basis. No more check writing, postage expense, credit card interest or forgetting to make your donation!

Upon hearing about this new option, Brother Keith Roots said, "I'm excited to hear that the Fraternity is making ACH/EFT an available option for giving. I prefer to do most of my giving through monthly withdrawals from either my paycheck or from my primary checking account. I have been contributing to Alpha Phi Omega for several years now via a standing monthly withdrawal from a credit card, but will be shifting to this new option. Thank you for making this service available!"

Many Alpha Phi Omega supporters have been sustaining donors for years via payroll deduction, preauthorized credit card payments or mailing monthly checks. We still welcome these methods of payment but hope the additional convenience and savings of automatic bank transfers will encourage more of you to support the Fraternity on an ongoing monthly basis. A steady, dependable flow of unrestricted donations is of the utmost importance to the operations of Alpha Phi Omega.

Past President Brother Jack McKenzie said, "Supporting APO comes naturally, but writing checks does not. I set up an automatic monthly gift arrangement so that my financial support for the Fraternity would be as easy and natural to give as are my love and devotion. It saves me time and effort and, frankly, it ensures that I won't slip up and forget to make a gift. Good intentions are wonderful, but you can't take them to the bank! This way, both the Fraternity and I can bank on my support being there when and as it should be."

Benefits of Preauthorized Giving:

- Your donation goes further by reducing the administrative costs of processing checks and credit cards, as well as the printing and mailing of fundraising appeals and reminder notices.
- Preauthorized gifts guarantee a minimum level of income for the Fraternity every month. Money will be there to cover monthly expenses and help cash flow.
- You'll never have to worry about forgetting to make your annual donation or missing Torchbearer recognition dates.
- Gifts made in monthly or quarterly payments are typically easier to budget than one lump payment.
- Preauthorized giving saves time and money for you and the Fraternity!

Yes, enroll me for preauthorized giving to Alpha Phi Omega's Annual Fund today!

Process my gift: ☐ monthly on the 1st ☐ monthly on the 15th ☐ semimonthly on the 1st & 15th ☐ quarterly

I preauthorize a gift amount of:

☐ \$7/mo. Torchbearer ☐ \$13/mo. Silver Torchbearer ☐ \$84/mo. Silver Founders' Circle ☐ \$____/mo. Other
☐ \$21/mo. Gold Torchbearer ☐ \$209/mo. Gold Founders' Circle
☐ \$42/mo. Diamond Torchbearer ☐ \$417/mo. Diamond Founders' Circle

☐ I have enclosed my voided check and authorize the above-specified gift to be transferred from this account.
☐ I authorize the above-specified gift to be charged to my: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Print Name _____

Card # _____ Exp. Date _____

Signature _____ Date _____

I understand that I can SUSPEND my preauthorized giving at any time, simply by notifying APO's National Office.



WHO, *what*, WHEN & *Where*?

ALPHA PHI OMEGA'S CALENDAR OF EVENTS

December 2007

Region I & II Conference
December 28-30, 2007
Allentown, PA

Region IV Conference
December 28-30, 2007
Tampa, FL

January 2008

Region X Conference
January 3-5, 2008
8 a.m.-11 p.m.
UC San Diego, CA
Contact: Scott Heinecke
E-mail: scottmarin@aol.com

Alumni Association Renewals
DUE January 15, 2008

Region VIII Conference
January 18-20, 2008
Norman, OK

Chapter Officers Update Form
DUE by January 31, 2008

Youth Service Grant
DUE by January 31, 2008

February 2008

Alumni Reception
February 1, 2008
Chicago, IL

National Board of Directors Meeting
February 2, 2008
Chicago, IL

March 2008

Campfire USA
"Absolutely Incredible Kid Day"
March 20, 2008

47 & 50 & 51 Tri-Sectionals
Illinois Wesleyan University –
Bloomington, IL
March 28, 2008
7:00 p.m.-9:00 a.m.
Contact: Innna Muzykansky
E-mail: trisectionals08@apos50.org

April 2008

Section 87-88-89 Spring Sectionals
Rochester Institute of Technology
Rochester, NY
April 4-8, 2008
Contact: Chris Forbes
crf6296@rit.edu

Spring Youth Service Day
April 25-27, 2008

May 2008

Spring Youth Service Day Report
DUE May 1, 2008

John Mack Scholarship Application
DUE May 1, 2008

Pledge Class Namesake Nominations
DUE May 1, 2008

June 2008

Graduating Seniors List
DUE June 1, 2008

July 2008

National Board of Directors Meeting
July 12, 2008
Boston, MA

Chapter of Excellence Award & Pledge Program of Excellence Award
July 31, 2008

National Volunteer Conference
July 31-August 3, 2008
Independence, MO

FOR THE CURRENT CALENDAR OF EVENTS, VISIT WWW.APO.ORG

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new address

Name

Address

City State ZIP

()

Area Code Phone Number

E-Mail Address

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Alpha Phi Omega
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Independence, MO 64055

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