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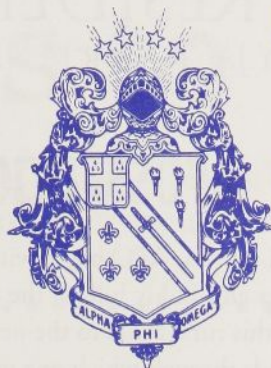
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- *Leadership Development*



# TORCH & TREFOIL

THE QUARTERLY PUBLICATION OF ALPHA PHI OMEGA  
NATIONAL SERVICE FRATERNITY

*Fall 2001*



**Robert J. Hilliard,  
University of Washington,  
Gamma Alpha, 1947**

***2001 Fall  
Pledge Class  
Honoree***

Bob Hilliard was initiated into Gamma Alpha Chapter at the University of Washington in Seattle, Washington, on November 11, 1947. He served as Chapter President and was awarded the Chapter Distinguished Service Key. In 1952 Bob graduated from Southern Oregon University with a Bachelor of Science in Elementary Education.

In 1948 Bob attended his first National Convention in Chicago, Illinois. He was first elected to the National Executive Board in 1956 at the Long Beach Convention. He was elected National Vice President in 1966 at the Philadelphia Convention, serving in that position until 1972. Bob served in a number of other national capacities, including National Service Chairman, Coordinator of Regional Representatives and Northwest Sectional Chairman. In 1958 and 1960 Bob was the Program Chairman for the National Convention. He was an active participant in the 1967 Constitutional Convention in Norman, Oklahoma. Over the years, Bob attended a number of the Biennial Pilgrimage events at Lafayette College, participated in sectional and regional conferences and last year attended the 75th Anniversary National Convention in Philadelphia.

He served as chapter advisor at Kent State University, Temple University, Texas Tech University, Washington State University, and the University of Alaska. A Life Member of Alpha Phi Omega, Bob received the National Distinguished Service Award

*continued on page 7...*

## SEARCH BEGINS FOR SUCCESSOR TO RETIRING EXECUTIVE DIRECTOR

The search is under way to find a successor for retiring National Executive Director Patrick Burke. After 16 years of dedicated service to the Fraternity, Patrick will leave his post in the National Office next March.

The list of qualifications and the process that the National Board has approved for selecting the next Executive Director are available on the Fraternity Web site (<http://www.apo.org>).



## TORCH & TREFOIL

Fall 2001 Vol. 78 No. 1

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## Alpha Phi Omega

NATIONAL SERVICE FRATERNITY

14901 E. 42nd Street South • Independence, MO 64055

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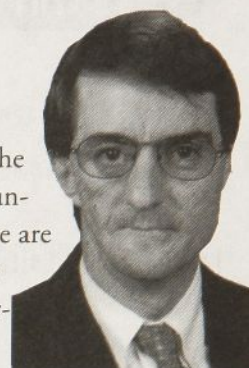
Web Site www.apo.org



# PRESIDENT'S MESSAGE

BY JACK A. MCKENZIE, NATIONAL PRESIDENT

## Crossroads



Many of trips I take for APO begin with a drive through the verdant pastures and ruddy hills of the South Carolina countryside. Along this rural route to the nearest interstate there are several crossroads through which one must pass. There are no major directional signs or blinking arrows at these intersections. The traveler must use experience, instinct and knowledge of the area to decide which way to go, and each decision affects where you end up and how soon you get there.

We as a Fraternity have identified a challenging destination for Alpha Phi Omega. Our vision is to "be the nation's foremost, campus-based, inclusive, service-oriented, leadership development organization for university and college students." Reaching that destination will require several crossroads-like decisions. We must decide which route to take on a wide variety of issues ranging from alumni programs, fund raising, international relations and leadership development to membership/chapter growth, relations with other national service organizations, and the selection of our next National Executive Director. Each decision will affect APO's ability to get to where it wants to be.

As I have thought about these crossroads, words from the officer installation ceremony at the National Convention have come back to me again and again. At each convention, the student conducting the ceremony says: "Do not choose what is easy, choose what is right. Do not choose what is comfortable for the National Board choose what will move this Fraternity forward. Do not choose what is best for you, choose what is best for all of Alpha Phi Omega."

The same "rules of the road" apply at the Chapter level. It is important for each Chapter to know where it wants to go in service and in membership; in developing leadership and in promoting friendship; in participating in sectional, regional and national Fraternity activities and in building a reputation on campus and within the local community. Every decision that a Chapter makes — from choosing service projects to electing officers — is a step in one direction or another. It is every Brother's responsibility to ensure that the Chapter is moving in the right direction.

The National Fraternity follows a road map called the National Strategic Plan, which is reviewed and revised on a biennial basis by the National Convention and the National Board of Directors. The current plan is available on the Fraternity's Web site (apo.org) and is summarized elsewhere in this publication.

The comparable process for Chapters is the Chapter Program Planning Conference (CPPC). Every Chapter should conduct a CPPC or similar review and planning session at least annually. The CPPC can help a Chapter determine its desired destination and chart a course to reach it.

Maps and plans, however, are only tools. Their value lies not in their existence but in their use. They can help us at the crossroads, but we still must make the journey. □

Jack



# Letters to the Editor

Patrick Burke, Alpha Phi Omega National Executive Director and Torch & Trefoil Editor, welcomes your thoughts and comments.

MAIL TO: T&T Editor,  
14901 E. 42nd St., Independence, MO 64055,  
FAX: (816)373-5975, E-MAIL: Executive.Director@apo.org

## Dear Editor:

The first Chapter Program Workshop (CPW) of the calendar year was a great success! The bonds of Leadership, Friendship and Service are strong, and this was proven by those attending the CPW June 8-10, 2001, in Courtland, New York. I met a lot of Brothers that I might not have gotten the chance to meet otherwise. There were Brothers present from New York, New Jersey, and Massachusetts. In our small group sessions we discovered that we faced similar situations in our respective Chapters. We gained leadership in seeking ways to solve experienced concerns and problems. We forged new friendships and received guidance in how to better serve our Chapters and the National Fraternity. I encourage EVERY member of the Fraternity to take part in such a beneficial weekend of Leadership Development. It was an intense weekend, but it was fun as well. We could not have done it by ourselves, and we are fortunate that the Region and Section Staff guided us through the many activities of the CPW.

Alexis D. Lambert  
Chi Pi Chapter '98  
Life Member

## Dear Editor:

I've been fortunate to have the opportunity to serve on staff for Chapter Program Workshops this summer. I

want to congratulate all Brothers who either attended or staffed a CPW this summer and thank Brother Charlie Zimmerman for his efforts in coordinating these events. It's a great time and a great opportunity to re-energize your APO jets!

I have a couple of questions about the Chapter Program Workshop. Do we have an idea as to when these educational opportunities were started and how many students have participated since? Also, if there are current underclassmen or recent graduates who would like to become CPW staff members in the future, how would they go about doing that?

Julie Moore  
Alpha Rho '82  
Mu Chapter Advisor

*The Chapter Program Workshops (CPW) began in 1978. The first one was held at Southern Illinois University - Edwardsville, Edwardsville, Illinois, and at that time they were called Chapter "President's" Workshops. Today the CPW is an educational opportunity available for any Pledge or Active Member pursuing a leader-*

*ship role in the Chapter. Over the years more than 5,000 members have attended a CPW. Those wanting to become CPW Staff should contact the National Office, executive.director@apo.org — Editor*

## WE'RE LISTENING

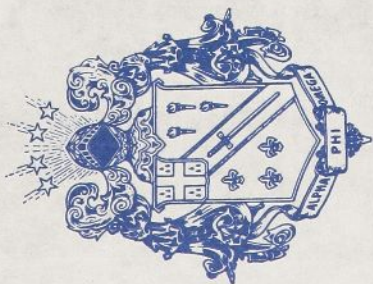
We love to hear from our readers. Send us your comments, your suggestions, and your ideas furthering the goals of Alpha Phi Omega.

Can't visit our  
**National Office?**  
Visit our  
**National Web Site.**  
We're at  
**www.apo.org**





# CHAPTERS



## **ALPHA EPSILON NU** **University of San Francisco** **San Francisco, California**

On May 5, 2001, Alpha Epsilon Nu Chapter became the 709th Chartered Chapter of the Fraternity. It was a proud moment for the students after a year and a half of hard work in their efforts to become a Chapter. Mu Zeta Chapter, San Francisco State University, was the Big Brother Chapter during the growth of the new Chapter. More than sixty Brothers came from neighboring chapters to support the activation.



## **NU ALPHA** **Quinnipiac University** **Hamden, Connecticut**

On May 15, 2001, Nu Alpha Chapter was re-chartered. Twenty-two members were inducted. As with all new Chapters you are encouraged to send them congratulations! Write to: Alpha Phi Omega, P.O. Box 52, 275 Mt. Carmel Avenue, Hamden, CT 06518



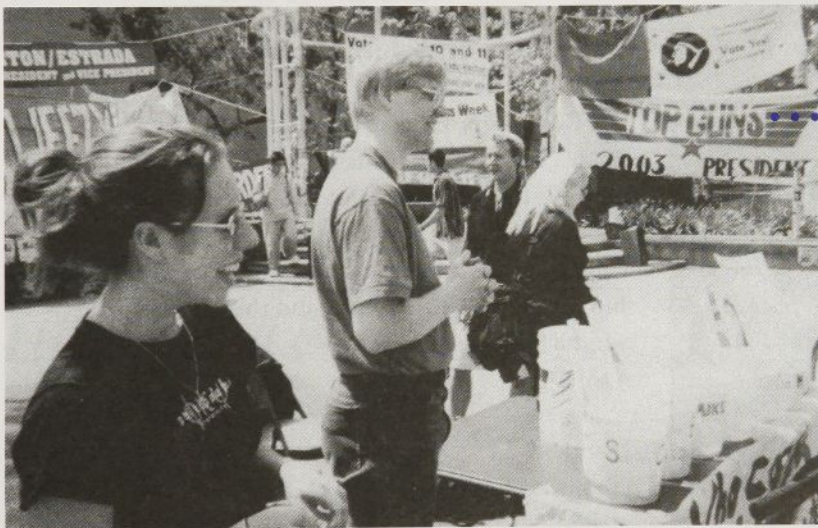
**ALPHA ALPHA EPSILON**  
**College of Charleston**  
**Charleston, South Carolina**

Members of Alpha Alpha Epsilon have been very busy this past year. In February they joined with members of Kappa Tau, The Citadel, to host a King and Queen of Hearts Valentine Dance at a local senior citizen's home. Also in February they helped with the Special Olympics Indoor Sports Tournament at The Citadel, and last October the Chapter hosted its first Halloween Masquerade Ball on the College of Charleston Campus.



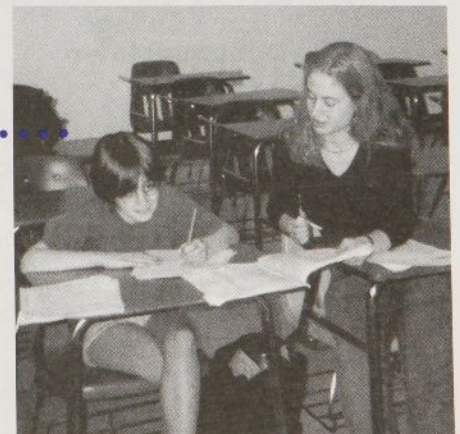
**ZETA**  
**Stanford University**  
**Stanford California**

This past school year Zeta Chapter resurrected an old fundraiser within the Fraternity. They conducted an "Ugly Mug on Campus Contest." It is the "Ugly Man" contest but with a 2001 twist – a "classic" Fraternity service project! The Chapter planned the contest, advertised on campus, set up a collection booth on campus to collect votes (pennies in a jar) and had a great time. The contest raised \$760. The recipient organization was the San Francisco Bay Area Crisis Nursery.



**ETA SIGMA**  
**Illinois College**  
**Jacksonville, Illinois**

Brothers of Eta Sigma found a great service project last year. One night a week Chapter members offered free tutoring to elementary school students. After contacting the school district in Jacksonville, they wrote letters to school principals who had interested parents contact the Chapter. It was a great service, providing free tutoring on the college campus to elementary students. Four to six students came every week. Parents were very appreciative for the efforts of the Eta Sigma Chapter.





**DELTA BETA**  
**University of Oklahoma**  
**Norman, Oklahoma**

.....

For Delta Beta the Children's Theater began in February in a whirlwind of planning sessions, meetings, and rehearsals. "How to Eat Like a Child, and Other Lessons in Not Being Grown Up!" was the title of the production. The Chapter had a lot of enthusiasm for this project and it was easy to get the newer members involved. The kids had a really good time also. They not only performed on stage, they also help paint the sets. This year's production was a musical, and plans are under way for next year's production.



**OMICRON IOTA**  
**Worcester Polytechnic Institute**  
**Worcester, Massachusetts**

.....

The Brothers of Omicron Iota have an interesting approach to Rush activities. They utilize "Play-Doh" creations in their rush planning. A general comment made was, "It's fun!" Well, whatever the magic is...it works. Omicron Iota has had an increase in membership for the past three years, and this last year experienced a 94% retention rate!



**SECTION 21 CONFERENCE**  
**Loras College**  
**Dubuque, Iowa**

.....

Last year during our 75th Anniversary celebration every level of the Fraternity conducted a rededication ceremony. The rededication was a very special way to remember how important the Fraternity is to each one of us. You can still find the ceremony on our web site [apo.org](http://apo.org) in the category of publications. Pictured are six Brothers from six different Chapters performing the ceremony.







## EPSILON ZETA Rensselaer Polytechnic Institute (RPI) Troy, New York

Last Valentines Day Epsilon Zeta Chapter did a very romantic thing! Brothers volunteered their babysitting services to the married students at RPI, giving them and their children separate opportunities to celebrate the holiday. The Chapter "sat" for 20 children for four hours on Valentines. What a service!

## ALPHA ZETA University of Kentucky Lexington, Kentucky

Pictured is the 2000 Fall Pledge Class of Alpha Zeta. The Chapter is proud of its pledge classes. Their goal is to initiate as many pledges as possible in each pledge class. The Chapter feels that the main ingredient is to make meetings always interesting and fun.



## Hilliard Fall Pledge Class Honoree *continued from page 1*

at the 1966 National Convention.

A native of Boston and a graduate of Brookline High School, Bob served with the U.S. Coast Guard during World War II prior to attending the University of Washington. After graduating from Southern Oregon University, Bob returned to military service as a commissioned naval officer for a three-year tour of duty during the Korean Conflict. He then received a Master of Arts in Political Science from Kent State University.

For most of his career, Bob served primarily as the chief development officer at a number of colleges and universities throughout the country. He currently serves as the executive director of the Northern New Jersey Chapter of Associated Builders and

Contractors (ABC) and is a member of the Board of Directors of ABC's Construction Education Foundation.

Bob has had a lifetime love affair with the Boy Scouts of America since joining in 1939. An Eagle Scout and Silver Beaver recipient, Bob has served in many Scouting councils and was president of the Midnight Sun Council in Fairbanks, Alaska. He currently is a member of the Board of Directors of the Northern New Jersey Council of the Boy Scouts of America. Bob's civic and community involvement over the years also has included service with the Girl Scouts of the U.S.A., Campfire, American Red Cross, United Way, Kiwanis and Rotary. He is a Life Member and former national officer of Pi Kappa Alpha. □

## Bob's challenge to the Pledge Class

*"My challenge to the members of the 2001 Fall Pledge Class is just this. If you desire to give real meaning to our fraternity principles of Leadership, Friendship and Service, find and take some time to become involved in the larger community in which you live. You are what you are today because someone helped you along the way. Perhaps it was a teacher, a Scout leader, a religious advisor or a coach. Now, it's payback time and I would ask that you find some way to become involved in a program that focuses on the youth of America as they are tomorrow's leaders. Dr. Albert Schweitzer, noted humanitarian and Nobel Peace Prize winner, said it best, 'I don't know what your destiny will be, but one thing I do know. The only ones among you who truly will find happiness are those who have sought and found how to serve.' "*



# Leadership Solutions: Do you have an Attitude?

By Dr. Lisa Covi,  
National Leadership  
Development Director

Leadership, though one of our cardinal principles, is one that is often least understood. Academics, such as Peter Northouse, define leadership as "a process whereby an individual influences a group of individuals to achieve a common goal." Even this definition does not tell us how to "do leadership." Compounded with a lack of time, fear of being blamed and the amount of responsibility leaders shoulder, it's no wonder brothers are often reluctant to pursue leadership roles. Some chapters describe this dilemma as apathy, burn-out or brotherhood with an attitude.

In order to be true to our cardinal principles, we need to take the first step and ask "What can I/we do?" The heart of leadership development is cultivating a positive attitude. Setting aside cynicism, risking disappointment and vowing to make our time together as much fun as possible, each brother can develop a NEW attitude. We can practice leadership development every day by showing a willingness to help and be helped by others.

A willingness to help means that I spend a little time each day paying attention to the world around me and asking a few questions: What can I do to make it a little better? How can I do that and share this activity with others who want to help? The second can be even more difficult, especially for me. A willingness to be helped by others means that I need to actively solicit constructive feedback (I hate the word criticism) to find out how I can improve my own skills, what choices I have for how to pursue this activity and how I can work better with people. We do not always appreciate the way our leaders must often develop resilience, grace under pressure or ignore what may seem to be personal insults to help the group achieve its common goal.

Think about it. Write to us ([leadership@apo.org](mailto:leadership@apo.org)) and we'll share your ideas about what you are doing to cultivate leadership in your chapter. Tell us if you try this "attitude adjustment" and what happens to you. Together, we can change our world and have fun doing it. □

## New trends in Leadership Development

Everyone who has attended a Chapter Program Planning Conference (CPPC) or a national APO workshop knows that goal-setting is one of the main methods for developing our skills and planning our activities. Alumni volunteer staff on the National Leadership Development committee met in Boulder, Colorado, to do just that on July 14. We used a rating system of 1 (poor) to 10 (excellent) to rate how well our programs addressed the following skills. You might consider a leadership skill assessment for your chapter to plan a membership education program for both pledges and actives:

*Communication*  
*Organization*  
*Time Management*  
*Delegation*  
*Interpersonal*  
*Public Speaking*  
*Facilitating groups*  
*Planning and Goal Setting*  
*Negotiation, Conflict Resolution*  
*and Mediation*

How important are these skills for your chapter? How do you rate your own ability in this area? These skills were adapted from a small study of campus leaders who reported that these skills were critical for successful student organizations.

The leadership development committee will be introducing changes and new programs in the next year to address your needs in this area. However, one of the most valuable resources for leadership development



# LEADERSHIP, FRIENDSHIP & SERVICE

exist right on your campus. Student affairs programs on most campuses offer leadership development programs for student organizations. If you need to learn how to increase your treasury, ask for a fund-raising workshop. If you would like to diversify your membership, ask for a diversity workshop.

In addition, Alpha Phi Omega offers a number of workshops, ideas and materials for addressing leadership issues. Check our national web page at [apo.org](http://apo.org) or browse the contributed materials of active members and staff on the leadership clearinghouse at [www.cmer.org/clearinghouse](http://www.cmer.org/clearinghouse). You may also contact us at [leadership@apo.org](mailto:leadership@apo.org) for more information on leadership resources in your area. We are also starting a monthly "Chat with Covi" on Netscape AOL Instant Messenger and Yahoo Messenger. You may chat in a chat room or directly with me privately during that time. For questions or suggestions, please contact [leadership@apo.org](mailto:leadership@apo.org). See you online! ☐

## Chat with Covi

AOL IM: LCoviL

Yahoo Messenger: lmcovi

### Schedule for fall chats:

September 16, 2001

October 21, 2001

December 2, 2001

*All Chats will be at least 60 minutes and commence at*

*10 p.m. Eastern*

*9 p.m. Central*

*8 p.m. Mountain*

*7 p.m. Pacific*

## Mission of the National Leadership Development Program

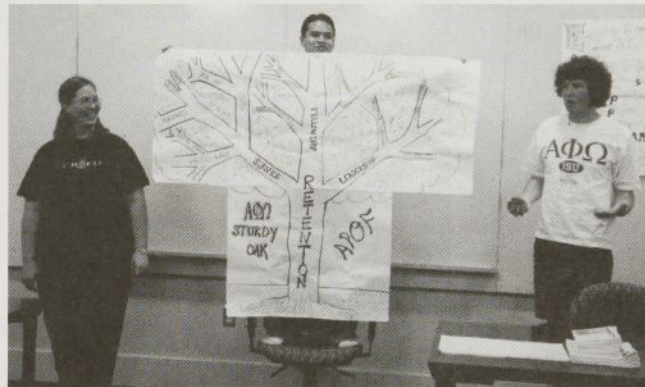
*To provide and promote leadership opportunities for the active members of the Fraternity*

*To strengthen individual and group leadership skills through nationally accessible workshops, materials and resources*

*To deliver a cutting-edge curriculum to share best practices and provide resources for continuous learning*

*To educate program leaders in leadership and train them in presentation and facilitation skills*

*To coordinate opportunities and resources with leadership programs on college campuses*



*The Chapter Program Workshop (CPW) is an ever changing leadership development opportunity for APO Brothers who are or who want to be Leaders in their respective Chapters. Pictured is a small group presentation at the CPW held at St. Olaf College in Northfield, Minnesota, in the summer of 2000.*



*The bonds of Leadership, Friendship and Service were strong at the first CPW of the summer, June 8 -10, 2001, held in Courtland New York (See letter to the Editor, page 3.). The next opportunity for you to attend a CPW will be 2002. Check the APO website for more details.*



## Is Your APO Alumni Association Registered?

By Keith Roots, National  
Alumni/ Volunteer  
Development Director

Two years ago we had 52 registered Alumni Associations; today we have 39. It is our hope that more Alpha Phi Omega alumni groups will become registered with the National Office and become more active within the Fraternity.

For those alumni groups thinking "we should be registered," well, someone forgot the paper work! We can rectify the situation very quickly if you call the National Office at 816-373-8667, or just send an e-mail to: [alumni.publications@apo.org](mailto:alumni.publications@apo.org)

And, for those Alumni thinking, "Maybe we should start an alumni association," contact the National Office: [alumni.publications@apo.org](mailto:alumni.publications@apo.org) for more information.

The list at right reflects those Alumni Associations currently recognized and registered with the National Office. If your association is not listed here, you need to contact the National Office today. □

Eta Psi Alumni Association	Chico, CA
Kappa Sigma Alumni Association	Sacramento, CA
Southern California Alumni Association	Los Angeles, CA
Greater Orlando Alumni Association	Lake Mary, FL
Atlanta Area Alumni Association	Atlanta, GA
Brothers of the Rising Sun, Atlanta, Georgia	Woodstock, GA
Section 52 Alumni Association	Indianapolis, IN
The Delta Xi Alumni Association	Indianapolis, IN
D.Fishback/Greater Louisville	Louisville, KY
Chi Nu Alumni Association	Ruston, LA
Phi Epsilon Alumni Association	Waltham, MA
Lambda Omicron Alumni Assn.	Columbia, MD
Sigma Xi Chapter Alumni Association	Stockton Springs, ME
Alpha Phi Omega-Gamma Phi Alumni Association	Troy, MI
Southeastern Michigan Alumni Association	Royal Oak, MI
Minnesota Metro APO Alumni Association	Minneapolis, MN
Kansas City Area Alumni Association	Kansas City, MO
Alpha Phi Omega Triangle Alumni Association	Raleigh, NC
Charlotte Area Alumni Association	Matthews, NC
Kappa Upsilon Alumni Association	Raleigh, NC
Piedmont Triad Alumni Association	Reidsville, NC
Baltimore Area Alumni Association	Matawan, NJ
Epsilon Zeta Alumni Association	Troy, NY
Rochester Area Alumni Organization	W Henrietta, NY
Greater Cleveland Alumni Organization	Bedford, OH
Alpha Gamma Lambda Alumni Association	Bedford, OH
West Chester University Chapter of APO Alumni Association	West Chester, PA
Iota Xi Alumni Association	Ligonier, PA
Region V Alumni Assn.	Pittsburgh, PA
CUAPOAS	Clemson, SC
Western Europe Alumni Association	El Paso, TX
Alpha Phi Omega - Alpha Epsilon Zeta Alumni Association	Addison, TX
Brothers of the Rising Sun, Dallas, Texas	Plano, TX
Delta Omega Alumni Association	Sugar Land, TX
Kappa Alpha Chapter Alumni Association	Houston, TX
Xi Delta Alumni Association	Houston, TX
Alpha Beta Xi Alumni Association	Fairfax, VA
Chi Gamma Alumni Association	Sterling, VA
Mu Alpha Alumni Association	Arlington, VA
Pacific Northwest Alumni Association of APO	Bothell, WA





A year ago, six APO Alumni, all from different chapters around the nation, wanting to continue service to country, applied and were accepted into the AmeriCorps. During the "full year" commitment to the AmeriCorps program, they traveled in teams to different states working on projects for six weeks in length ranging from Educational and after school programs to projects such as Habitat for Humanity and national disaster support with the Red Cross. Some teams, such as the one Dan Bart was on, were trained and assisted the US Forest Service fighting wetland fires for much of this past summer. There may well be many more APO Brothers involved in AmeriCorps programs, but these six brothers, who all served together from the Denver, Colorado campus for the year 2000, will always continue in Leadership, Friendship, and Service.



Members of the Delta Xi Alumni Association recently ran or walked a 5K race in the Indianapolis Race for the cure for breast cancer. One of the association members, Jeanie Neal (back row), is dealing with breast cancer in her life. Over 25,000 people participated in the race this past spring. After the race the alumni attended the Delta Xi Chapter annual banquet.





**ALPHA ALPHA ETA**  
**MacMurray College**  
**Jacksonville, Illinois**

This picture of Alpha Alpha Eta Chapter is about a year old. At that time one of the Brothers commented, "Some might call us endangered, but we prefer to say we are 'tight knit', yet, we still maintain our Chapter and serve up quite a storm keeping busy with projects." Six out of seven Pledges were initiated in the spring and now the Chapter stands at a healthy fourteen members!

## MINUTES OF THE BOARD MEETING

*Action taken at the summer*

*National Board of Directors meeting held July 15, 2001, Boulder, Colorado.*

- Confirmed President's appointment of Damien Medina, as the 2002 National Convention Chair.
- Passed the 2001-2002 Budget for the Fraternity.
- Reappointed the National Executive Director.
- Selected Brother Robert Hilliard, Gamma Alpha Chapter, as the 2001 Fall Pledge Class Namesake Honoree.
- Approved the Policy Manual for the Board of Directors.
- Adopted an advertisement, specific criteria and the process for selection of the next National Executive Director.
- Approved letters of appreciation to Robert C. Amick, Advisor to Gamma Theta Chapter, University of Colorado, and Dr. Ronald Stump, Vice Chancellor of Student Affairs, University of Colorado for their assistance with and participation in the Board meeting.
- Approved a short-term task force to develop a national policy on publicity and media relations.
- The National President appointed a short-term task force to study the problems of timeliness in submitting board reports and to develop a plan to improve this internal communication issue.
- The National President declared Rho Mu Chapter, Belmont Abbey College, and Theta Beta Chapter, Cleveland State University inactive due to non-reporting of membership for the past two years.
- Determined that Chapters could order, at no charge, one set of alumni addresses per school year.



# You Asked For It — the APO International Service Project is Here!

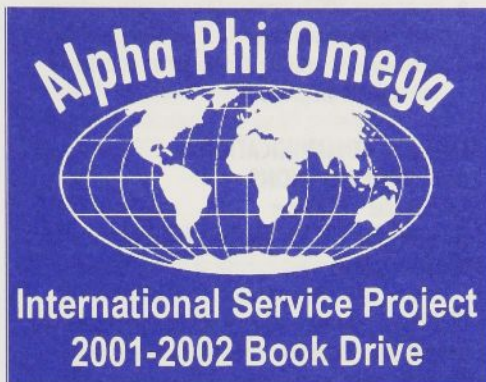
By George Kober & Carla Moran,  
International Service Project Co-Chairs

After World War II, several AFV-USA chapters sent books to the Philippines. This service project paved the way for the chartering of chapters in the Philippines and thus helped to begin realizing Frank Reed Horton's dream of making Alpha Phi Omega a worldwide organization. Fifty years later, we have an exciting opportunity to work with our Brothers in the Philippines.

Students at the 2000 convention in Philadelphia asked that APO-USA conduct an international service project with APO Philippines—a book drive.

This fall, APO-USA chapters will collect books appropriate for children 4-12 years old. Chapters will bring the books to their Regional Conferences where members of APO-Philippines, Alumni Associations will collect them and ship them to the Philippines where local APO chapters will distribute them to needy children. A volunteer APO-USA staff person is coordinating the project in each region.

It's up to each chapter to set a goal for itself and decide how to participate. It could be as simple as each member of the chapter clearing off a shelf at home and bringing a used book for the project to a chapter meeting. Or, if your chapter wants to make the book drive your National Service Week project and work with other organizations, that's a terrific approach. Alumni associations can



participate, too. Books can be collected any time before your Regional Conference.

The book drive project can be a major project for your chapter or a simple one—if we meet a goal of collecting one or two books per Brother we'll have tens of thousands of books

to send to the Philippines! Books can be new or used. If we each donate a favorite book or two from childhood, think what we can do.

Use your creativity to involve every member of your chapter in this historic project. This is a real opportunity to share your enthusiasm for APO by being of service to the fraternity and the youth of our nations.

## Be a part of it!

Contact your Regional Service Chair for more information, check the website [www.apo.org](http://www.apo.org), or email us for more information: [APOBookdrive@aol.com](mailto:APOBookdrive@aol.com). □

## Beyond our Borders: The International Council of Alpha Phi Omega

By Allen Wong, D.D.S.  
International Relations Chair & ICAPO Chair

In the late 1990s an organization within the APO family was formed to help expand the spirit of Alpha Phi Omega to other countries. The International Council of Alpha Phi Omega (ICAPO) was born. The ICAPO presently has in its membership APO-USA and APO-Philippines, with the Alumni Council of North America (ACNA) and APO-Australia as associate members. ACNA coordinates the APO-Philippine Alumni Associations throughout North America and is a strong service force. Along with the commission of growing new Alpha Phi Omega organizations there was the agreed upon commitment of collaborative events such as International Service Projects and other exchanges. We hope that everyone participates in this first "International Service Project"—The Book Drive—and feels pride that Alpha Phi Omega truly has no boundaries of Service.



# NATIONAL STRATEGIC PLAN

The National Strategic Plan was recommended by the 2000 National Convention in Philadelphia and subsequently refined and adopted by the National Board of Directors. The Board further emphasized the plan with the appointment of strategic planning teams that will provide guidance and oversee implementation of the action steps for each goal. This is a growing document always changing. The overall objective is to keep our Fraternity in the forefront of service organizations and to keep our Fraternity viable for our student members.

## Goal #1 - MEDIA/TECHNOLOGY

Team Leader - Bobby Hainline  
Team Members - Craig Muckle, Bob Barkhurst,  
Ed Richter, Mark Dearing, and Charles Wilson

Objective: To meet the information needs of all sectors of the Fraternity.

- Improved access to Fraternity documents and press releases in user-friendly formats
- Improved data collection and management capability

Goals: Provide an ongoing pool of resources to all programs of the Fraternity in the area of media and technology.

Action Steps: The Fraternity will continue to implement the following new media and useful technology.

- By January 2002, the following intra/Internet enhancements will be investigated:
- Redesign APO.ORG web site
- Purchase of server hardware and software to allow for in-house storage and maintenance of APO.ORG
- By January 2002, investigate and purchase, if feasible, the required equipment for tele/video conferencing capability
- By January 2002, investigate and purchase, if feasible, the required equipment and software to enhance the Fraternity's multimedia presentation capability.
- By January 2002, investigate and purchase, if feasible, the required hardware and software for expanded database management.
- By June 2002, implement on-line registration for all categories of membership.
- By January 2002, implement all necessary actions to provide up-to-date financial information relative to chapter, section, and regional health. These actions will include all necessary safeguards to ensure that sensitive and/or private information is not released to unauthorized individuals or groups.
- By January 2002, in consultation with the Leadership Development Director, identify leadership-training programs that can easily be disseminated using video or Web technology, and by August 2002, purchase the necessary hardware and software to achieve such distribution.
- By January 2002, investigate and report on the prospect of adding real-time video conferencing of leadership conferences, National Convention legislative sessions, National Convention banquets, National Committee meetings, and Regional staff meetings.

- By January 2002, expand the list server to include a mailing list host service for national, regional, and sectional staff use.
- By January 2002, investigate and implement ideas from Program and Regional Directors about how technology can assist in the operation of national and regional programs.

## Goal #2 - COMMUNICATION and PUBLIC RELATIONS

Team Leader - Ed Richter  
Team Members - Belton Lim, Beth Tom, Brant Warrick, and Erica Roberts

Objective: To promote better, more consistent, and ongoing communication within the Fraternity at all levels.

Goals: By December 1, 2002, increase the number of chapters that report their National Service Week projects by at least 50 percent.

By December 15, 2001, at least 50 percent of the chapters should participate in an annual census of the chapters.

Action Steps:

- By December 2001, establish an on-line national Alpha Phi Omega census to gather data on the types and amounts of service carried out by the chapters and alumni associations.
- By July 2001, review and upgrade (if necessary) the National Fraternity's Media Kit, and facilitate instruction of section, regional, and national staff on its use and dissemination to the chapters.
- By January 2002, review and upgrade (if necessary) on-line service project reporting capability to encourage greater use by chapters and alumni associations.

Objective: To develop a consistent and ongoing public relations campaign in an effort to educate a wider and ever expanding audience about the endeavors of the Fraternity, and to promote a more beneficial public image.

Goals: To be determined.

Action Steps:

- By February 2002, develop a draft Media Information Release Policy to ensure consistency in the information distributed to media outlets and to address privacy issues.

- By July 2001, prepare a draft of basic guidelines for developing national partnerships with other national service organizations.
- By February 2002, carry out a market research effort to determine the appropriate media and messages to include in all internal and external Fraternity publications.

Objective: To encourage chapter/Fraternity participation with organizations with whom APO has existing/potential partnerships.

Goals: By June 2001, at least 120 chapters should participate in the Fraternity's commitment to America's Promise/Spring Service Day.

By June 2002, at least 25 Brothers from each region should receive a President's Student Service Award

Action Steps: By March 2001, prepare and distribute appropriate materials to educate the chapters on the America's Promise program and develop incentives for chapter participation in the Fraternity's commitment to America's Promise.

## Goal #3 - MEMBERSHIP RETENTION

Team Leader - Lisa Covi  
Team Members - Jamie Conover, Dave Corning,  
Maggie Katz, Mike Nathan, Troy Timbrook, and Brant Warrick

Objective: To maintain all active chapters and assist them in retaining their active and pledge members.

Goals: By December 2002, the Fraternity will develop and implement a National Retention Plan to retain members and chapters.

Action Steps:

- By February 28, 2001, confirm the chair for the Membership Subcommittee.
- By February 23, 2001, appoint a liaison to the Leadership Development Committee, in consultation with the Leadership Development Program Director, to aid in the revision of the leadership material, primarily Leadership Series, related to membership.
- Improve usability and accessibility of the perpetual inventory.
- By March 2, 2001, develop a guide to reading and interpreting the perpetual inventory for sectional and regional staff members.
- Work with Regional Directors to encourage timely reporting on an ongoing basis.



- Retention subcommittee will evaluate electronic avenues for chapter reporting.
- At the August 2001 SRW, present information on reading and interpreting the perpetual inventory - arrangements have already been made.
- By March 16, 2001, review and revise existing membership-related publications such as "Growing Pains".
- Develop a template chapter membership retention program and distribute to chapters. The deadline will be determined after input from the new subcommittee chair.
- Work with sectional and regional leadership to encourage workshops on retention at conferences.
- Retention subcommittee will work with the National Office to revise retention statistics to be more meaningful to be reported at July board meeting.
- By February 23, 2001, appoint a liaison to the Service and Communication Committee, in consultation with the Service and Communication Program Director, to develop a marketing plan for chapters to use in recruiting members.

#### **Goal #4 - MEMBERSHIP EXTENSION**

Team Leader - Maggie Katz

Team Members - Mike Nathan, Dave Corning, Jamie Conover, Troy Timbrook, Bill Reed, and John Wetherington

Objective: To reach out to as many college campuses and college students as possible to promote the principles of Alpha Phi Omega and ultimately to ensure the future of the Fraternity.

Goals: By 2002 Fiscal Year End, the Fraternity will have at least 18,000 active members (AAMD + new initiates) and by December 31, 2002, the Fraternity will have a minimum of 365 chapters.

##### **Action Steps:**

- By February 28, 2001, confirm the chair of the Extension Subcommittee.
- By February 28, 2001, provide the newly developed Petitioning Group Program Planning Conference document, sample chapter bylaws and sponsor manual to the National Office for distribution to extension efforts/sponsors. Make available electronically where appropriate.
- By March 31, 2001, the Extension Subcommittee and National Office Staff will review the current chartering kit and Chapter Organization Notebook and recommend changes for clarification.
- By May 15, 2001, the Extension Subcommittee will review the current chartering requirements and propose revisions.
- By June 4, 2001, the Membership Extension Strategic Planning Team will review the proposed chartering requirements.
- By the July 2001 Board meeting, the proposed chartering requirements will be presented for Board approval for implementation by groups starting Fall 2001 or later.

- At the 2001 SRW, present revisions to the chartering requirements and any new resource materials.
- By August 31, 2001, the Extension Subcommittee will develop a guide to prospective new groups.
- By July 31, 2001, develop a program to train volunteers in the Extension Process.

#### **Goal #5 - VOLUNTEER BASE**

Team Leader - Keith Roots

Team Members - Michael Leahy, Brant Warrick, Erica Roberts, and Beth Tom

Objective: To capture the attention of Active and Alumni Brothers on the benefits of and need for Fraternity volunteerism at all levels.

Goals: By December 2004, Alpha Phi Omega will increase its volunteer base by 25 percent over the December 2000 level.

##### **Action Steps:**

- By July 1, 2002, the Fraternity shall conduct an extensive effort to identify and locate those Life Members for which the Fraternity has no current address.
- By July 1, 2001, draft a proactive marketing program and potential cost estimates to encourage the formation of local alumni associations.
- By February 10, 2001, develop a "Statement on Alumni Volunteerism Within Alpha Phi Omega" for review and approval by the National Board of Directors.
- By July 1, 2001, develop and implement programs for the proactive recruitment and registration of volunteers at all levels of the Fraternity.
- By September 1, 2001, develop and implement appropriate training programs and materials for alumni volunteers at all levels of the Fraternity, including but not limited to extension volunteers, chapter advisors, section/region/national staffs, and the National Board of Directors.
- By March 1, 2001, conduct a census of Alpha Phi Omega volunteers on the sectional, regional, and national levels (not including chapter advisors).
- By July 1, 2002, explore mechanisms to allow chapters to submit their alumni lists electronically to the National Office.

#### **Goal #6 - FUND RAISING**

Team Leader - Bobby M. Hainline

Team Members - Wilfred Krenek, Bill Reed, Lisa Covi, Bob Barkhurst, John Wetherington, Keith Roots, Dr. Stan Carpenter, Belton Lim.

Objective: DEVELOPMENT CAMPAIGN — To develop the financial resources needed to carry out critical efforts in support of leadership development, membership retention, chapter development and retention, and public relations.

Goals: By August 31, 2002, the Alpha Phi Omega Development Campaign will contribute 50 percent more in gross revenues than during the period ending

August 31, 1998, and there will be 25 percent more current donors than existed on August 31, 1998.

##### **Action Steps:**

- By March 30, 2001, analyze the giving patterns of Alpha Phi Omega donors, including those participating in the Challenge Fund, Leadership Fund, and Development Campaign.
- By July 2001, develop priorities for giving.
- By December 2001, analyze the Fraternity's donor solicitation process (who, when, how, acknowledgment).
- By December 2001, identify all previous Fraternity donors.
- By July 2001, develop a naming convention for major gifts.

Objective: ENDOWMENT FUND — To develop the financial resources needed to carry out critical efforts in support of leadership development, membership retention, chapter development and retention, and public relations.

Goals: The Endowment Fund will include at least five million dollars by December 2005 and at least ten million dollars by December 2010.

Action Steps: To be developed by July 2001.

#### **Goal #7 - CANADIAN EXTENSION**

Team Leader - Maggie Katz

Team Members - Craig Muckle, Bill Reed, Michael Leahy, and Allen Wong.

Objective: To provide support to and fulfill a commitment to the International Council of Alpha Phi Omega by leading extension efforts in Canada.

Goals: By July 2008, the Fraternity will establish five new chapters in Canada.

##### **Action Steps:**

- Confirm the chair of the Canadian Extension Subcommittee by February 10, 2001.
- Develop specialized materials for the Canadian audience. Go beyond merely translating text into French; look at cultural differences and adjust materials accordingly. The deadline will be determined after input from the new sub-committee chair.
- Secure a cadre of Alpha Phi Omega USA volunteers to work in Canada. The deadline will be determined after input from the subcommittee chair.
- Develop relationships with Alpha Phi Omega alumni and community and university leaders in Canada. The deadline will be determined after input from the subcommittee chair.
- Review the list of targeted schools in Canada. The deadline will be determined after input from the subcommittee chair.
- Develop and implement strategies for approaching them. The deadline will be determined after input from the subcommittee chair. □



# WHO, what, WHEN & Where?

## ALPHA PHI OMEGA'S CALENDAR OF EVENTS

### OCTOBER

*Section 70 Conference*  
*Alpha Delta Psi*  
*Lindsey Wilson College*  
*Columbia, Kentucky*

### OCTOBER 6

*Section 30 Conference*  
*Host: Epsilon Xi Chapter*  
*Colorado State University*  
*Fort Collins, CO*

### OCTOBER 20

*Section 4 Conference*  
*Host: Kappa Sigma Chapter*  
*Sacramento State University*  
*Sacramento, CA*

### OCTOBER 19-21

*Region V Conference*  
*Host: Kappa Chapter*  
*Carnegie Mellon University*  
*Pittsburgh, PA*

*Tri-Sectionals*  
*Host: Beta Pi Chapter*  
*University of Tulsa*  
*Tulsa, OK*

### OCTOBER 26-28

*Region VI Conference*  
*Host: Alpha Alpha Chapter*  
*University of Illinois*  
*Urbana-Champaign, IL*

*Region VII Conference*  
*Host: Nu Sigma Chapter*  
*Stephen F. Austin State University*  
*Nacogdoches, TX*

### NOVEMBER 2-4

*Region III Conference*  
*Host: Nu Rho Chapter*  
*College of William & Mary*  
*Williamsburg, VA*

*Region IX Conference*  
*Host: Mu Theta Chapter*  
*Luther College*  
*Decorah, IA*

*Section 88-89 Conference*  
*Host: Xi Rho*  
*State University of New York*  
*College at Oneonta*  
*Oneonta, New York*

### DECEMBER 27-30

*Region I and II Conference*  
*Syracuse, NY*

*Region IV Conference*  
*Host: Section 68/70*  
*Tennessee*

*Region X Conference*  
*Host: Rho Pi Chapter*  
*University of California*  
*San Diego, CA*

### 2002

### JANUARY 18-20

*Region VIII Conference*  
*Host: Epsilon Chapter*  
*Truman State University*  
*Kirksville, MO*

### FEBRUARY 8-10

*Section 92/91 Conference*  
*Host: Omicron Upsilon Chapter*  
*West Chester University*  
*West Chester, PA*

### FEBRUARY 15-17

*Board of Directors Meeting*  
*Sheraton Hotel*  
*New Orleans, LA*

*Section 23/27 Conference*  
*Host: Eta Kappa Chapter*  
*University of Wisconsin/Stout*  
*Menomonie, WI*

### FEBRUARY 22-24

*Section 21 Conference*  
*Host: Omicron Chapter*  
*University of Iowa*  
*Iowa City, IA*

*Section 64*  
*Host: Alpha Beta Rho Chapter*  
*University of Pittsburgh*  
*Bradford, PA*

### MARCH 1-3

*Section 61 Conference*  
*TBA*

### MARCH 2

*Section 4 Conference*  
*Host: Gamma Beta Chapter*  
*San Jose State University*  
*San Jose, CA*

**moving?**

**new address**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

ZIP \_\_\_\_\_

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