

## 46th Grand Chapter and Leadership Conference Sets our Course

From August 9 to 13, 2000 over 200 undergraduates and 60 alumni gathered in Washington, D.C. to conduct the business of our fraternity, share brotherhood and set goals for themselves and their chapters.

During the week, action was taken to address our accounts receivable situation, elect a new Grand Council, discuss our re-accreditation program, and approve the reorganization of our ritualistic ceremonies. Of course, the activities during the small group "society" meetings were, once again, listed as a highlight for the participants.

The week began with joining our brothers from the Epsilon Delta chapter for the dedication of their new chapter facility in College Park, Maryland. These brother have worked tirelessly since chartering just two years ago to achieve this goal. This evening concluded with one of our largest Black Lantern Processionals ever.

On Thursday evening, the brotherhood was treated to a special social activity. A comedian/hypnotist brought 14 brothers on stage to join him for his presentation. One highlight was Grand Secretary Mark Williams doing his impersonation of an exotic dancer. If you have had the privilege to meet Mark, you can imagine the impression this made.

The culmination of the week was our Awards Banquet, which featured Brother Bill Christ, CFO of Hershey Foods, as our Keynote speaker and Past Grand Senior President Don Morgan as our Master of Ceremonies. During the dinner, over \$20,000 in scholarships were awarded and our best chapters were recognized for their achievements over the last two years.

Thanks to everyone that truly made this event a celebration of our brotherhood.

## 2000-01 Grand Council Elected, Gibson Installed as New GSP

One responsibility our undergraduates have during every Grand Chapter is to elect a new Grand Council. This year five positions were up for election and the nominations committee considered 16 candidates for these positions. This year, Brothers John Gibson, Ed Leedom, Scott Grissom and Mike Young were elected to four year terms and Brother Scott Olson was elected to a two year term.

Your 2000-02 Grand Council:

- |     |                                   |
|-----|-----------------------------------|
| GSP | John Gibson, Indiana '85          |
| GJP | Bob Cabello, Eastern Michigan '70 |
| GS  | Ed Leedom, Bowling Green '86      |
| GT  | Scott Olson, Iowa State '65       |
| GM  | Greg Sinise, Purdue '70           |
| GC  | G. Scott Grissom, Oklahoma '78    |
| GC  | Mike Young, Murray State '94      |



## Ritual Corner

During this year's Grand Chapter and Leadership Conference, the ritual committee presented to the delegates a comprehensive report that concluded four years worth of work. In 1996, our delegates charged the committee to investigate ways to perform our ritual ceremonies in a more efficient fashion. In addition to looking at our initiation ceremony, the committee also looked at our Senior Service, Grand Council Installations, Delta Beta Xi, and Wedding Service.

The reorganization of the initiation ceremony and the modification to the other ceremonies will involve issuing each chapter a new set of ritual books. The publication date for these books is December 6, 2000. The new books will be distributed (and previous editions collected) through visits of our Chapter Leadership Consultants during the Spring. All our current ceremonies will remain valid, and will overlap with the re-organized ceremonies, until the end of this academic year. Each consultant will have a draft of the new ceremonies with them this fall, so if you have questions, ask them when they visit.

## Thank You!

Our Leadership Conferences would not be possible without the volunteer efforts of several alumni brothers. These men sacrificed time away from their families and jobs to be with our undergraduates and help build a stronger brotherhood.

Daniel Braun, Toledo '58  
Jonathan Burns, Member at Large '84  
Scott Gallagher, Ohio Wesleyan '93  
G. Scott Grissom, Oklahoma '78  
Randy Lewis, Oregon State '81  
Greg Kroencke, Illinois '91  
Chuck McCaffrey, Illinois '82  
Barry Olson, Grand Valley '97  
Glen Olson, Bowling Green '92  
Sandy Sanders, Oregon State '53  
Bernie Schulz, Radford '89  
Allen Stallings, Barton '73  
Otto Sonder, American '47  
Bob Woerner, Indiana '92  
Steve Zizzo, Illinois '84

Also a special thanks to Andrea Gaspardino, Greek Advisor at Penn State in assisting with our Recruitment workshop on Thursday!

## And this Year's Award Goes to.....

During each Grand Chapter we take the opportunity to recognize the success our chapters have seen over the last two years. Presented this year were the Grand Senior President's Award (one for a large greek system and one for a small greek system) for the best chapters within Alpha Sigma Phi and the Alpha Gamma Upsilon Award for the most improved chapter.

Every year we present the Frank F. Hargear Award to an outstanding undergraduate member and the Gary Anderson Award to the chapter with the best new member education program. Please join us in congratulating this year's recipients:

Grand Senior President's Award (Large System)

*Phi Chapter, Iowa State University*

Grand Senior President's Award (Small System)

*Delta Tau Chapter, Murray State University*

Alpha Gamma Upsilon Award

*Epsilon Chapter, Ohio Wesleyan University*

Frank F. Hargear Award

*Craig Polk, Alpha Tau (Stevens Tech)*

Gary A. Anderson Award

*Epsilon Chapter, Ohio Wesleyan Univ*

Scholar of the Year

*Adam Lowry, Delta Tau (Murray State)*



# Marketing Alpha Sigma Phi!

As the fall semester begins across the country conversations and discussions within chapters and the Greek community turn to recruitment. But all too often, the discussions revolve around numbers and how many new members we need to recruit, not about the qualities we look for in our members. Furthermore, rarely do the conversations focus on the "product". That is what is the "product" we call Alpha Sigma Phi and do we as members know our "product" well enough to market it effectively and efficiently?

During the recent Grand Chapter and Leadership Conference in Washington DC, brothers from across the country had the opportunity to answer some critical questions about the marketing of Alpha Sigma Phi. Bernie Schulz, Radford '89 and Andrea Gasparino, Director of Greek Life at Penn State University in State College facilitated a workshop on recruitment in which all attendees examined the mission of Alpha Sigma Phi and what we offer to our members. Following are the most common responses to a few of the questions that were asked:

*What are the "products" of membership in Alpha Sigma Phi?*

Brotherhood  
Values  
Academics  
Integrity & Honor  
Leadership Development  
Lifetime of Experience  
Pride & self-esteem  
Personal Growth

*What does Alpha Sigma Phi value as a "company?"*

Integrity  
Honesty  
Life-long Friendships  
Academics  
Character & Morals  
Quality & Personal Fulfillment

*What should the main points of the "sales presentation" be that would encourage potential members to select Alpha Sigma Phi over other opportunities on campus?*

Diversity  
Organization of Gentlemen  
Respect for others (non-hazing)  
Opportunities for personal growth

All too often we don't critically evaluate how we recruit new members and make assumptions that our current members know how to recruit effectively and efficiently. The questions listed above and those that follow are important questions every chapter and member should answer and discuss as the academic year begins.

## Additional Questions about the Marketing of Alpha Sigma Phi:

- Where will the products be sold? (where should recruitment take place)
- What will the cost of the products be?
- Who will serve as the sales force?
- What training will they need?
- What incentives are offered to your sales force?
- What type of follow up will Alpha Sigma Phi offer to those who have selected the product?
- How will you respond to those who are unhappy or unsatisfied with the product?
- Where do you predict Alpha Sigma Phi will be in one year? Five years?

Best wishes for the upcoming academic year and for assistance with recruitment in your chapter, please contact the Fraternity Headquarters for more information.

## Upcoming Dates

### October 1

- **October Report of Membership Due!!!**
- **Risk Management Agreement Form Due!**
- **Submit typed budget to headquarters**
- **Submit complete New Member Program**

### November

- **Risk Management Educational Certification due (for insurance discount) by 15th**
- **Report of Elections**



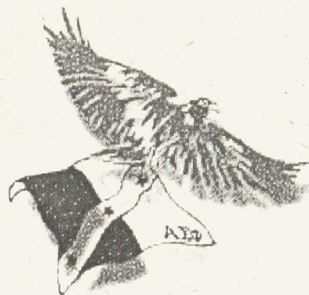


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Nonprofit Org.  
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## Reminder:

*Your October Report of Membership must  
be received by National Headquarters no  
later than October 1, 2000!*



### Risk Management Incentive Program

What an easy way to save some MONEY! On February 1 of every year, your insurance premium must have been received by our insurance agent, James R. Favor and Co. An easy way to save money on your premium is to take advantage of the incentive program. Discounts totaling up to 15% can be earned by:

- Have your October Report of Membership be RECEIVED by headquarters by October 1. Fax copies ARE accepted. This easy step earns you a 5% discount!
- Pay your premium on time. If your payment is RECEIVED by James R. Favor & Co. by February 1, your chapter will earn a 5% discount on next year's premium!
- Conduct three risk management workshops by November 15 and submit the certification forms to headquarters by Nov. 15. If you need ideas on types of workshops, ask your Chapter Leadership Consultant

(Additional discounts are also available for substance free housing situations)