

**From the Desk of Shane McGoey**  
**Director of Development**

It never ceases to amaze me! We are already in the middle of summer and, I swear, it feels like the kids were just being let out of school on summer break yesterday. If you are anything like my family, your summer is spent with family and friends, swimming, vacation, and travelling back and forth to summer youth sports and activities. In the midst of all of the hub bub, attempting to maintain a productive work habit proves to be a challenge. Some days are better than others.

Our summer at the National Office has been very busy this year! We welcomed two new staff members – Ryan Thomas from Rutgers and Larry Sarver from Northwood University. Both are recent graduates who will be serving as Leadership Consultants/Expansion Directors this year. Their days have been filled with training, meeting alumni and undergraduates, preparing for Leadership School this summer, reviewing Chapter files, identifying possible expansion sites and a plethora of other duties that I will not bore you listing here. They are proving to be great additions to the staff and we are very pleased to have them join us!

In addition, we have finalized the 2013 National Convention contract with the Hilton Resort in Myrtle Beach on the Kingston Plantation. The Convention will take place August 8, 9, and 10, 2013. Convention rates, however, will apply the entire week. So plan your summer vacation, bring the family, and enjoy the activities we have planned for all ages. If you would like to organize a “Class Reunion” from your Chapter, just let us know and we will be happy to accommodate you!

Finally, we have been working with a consulting group to redefine our brand and how we market Alpha Chi Rho. We’ve even come up with a new tag line – Cultivating Men of Word and Deed. Our intent was to make Alpha Chi Rho more appealing to young men. Please take some time to look at the article and presentation and provide us with your feedback as we continue to tweak the brand to meet our needs.

Enjoy the rest of the summer!

Best,  
Shane