

## Message from the Vice President

Hello Brothers,

Let me begin by saying that I'm very excited and honored to be the Vice President of Alpha Chi Rho. The Fraternity has stood the test of time and has succeeded against some pretty serious challenges over the years. The secret of that success is clearly all of you! Personally, I cannot wait to meet as many Brothers as I possibly can, and I look forward to serving you to the best of my abilities. I have been fortunate enough to know Scott Carlson and Shane McGoey for more than twenty years, and I have been fully integrated into the National Council first as a Graduate Councilor in February 2011 and now as your Vice President.

The newly elected National Council hit the ground running with their first meeting immediately following the 101<sup>st</sup> Convention held in my home town of Pittsburgh, PA. Our *One Page Business Plan* is full of realistic and obtainable objectives with plenty of exciting plans of how to get the job done. Under Past President Gerry Brill's tenure, the two most important objectives of the plan were to increase communications and to nurture the Fraternity back to financial health. Those objectives are still top priority today and will remain in the spotlight for as long as necessary. We have been making strides in both areas, so allow me to give you an update.

We have been getting some good traction with the website, but just like my son thinks you can never have enough Legos, we can never have enough web site traffic. We have made improvements to the site relative to a couple years back. But Justin Lahullier and the National Fraternity are seeking ways to make it even better. Remember, we want our website to become the nucleus of our communications. A one-stop-shop, if you will, where Brothers will be able to get current AXP News, "one click that quick" donations to AXPEF, and have your own AXP Social Network. If you have not registered on the site, please contact headquarters at [HQ@alphachirho.org](mailto:HQ@alphachirho.org) to get your initial passcode to sign on.

Our operating budget was diligently analyzed over the summer from the top to bottom and obviously our goal here is to better the top line via increasing the collection rate, increasing donations to AXPEF, while simultaneously controlling expenses. Based on our analysis and facts, it was voted at the National Convention to raise the National Initiation Fee (NIF) from \$360 to \$405. This was a tough decision to make in such challenging economic times, but the need to raise the NIF has probably been long overdue. The last time the NIF had not been increase in over 10 years while our expenses increased at a slightly faster rate than inflation. Chapter Assessment fees remain under review.

We are also looking for ways to increase donations to AXPEF, Inc. which brings me to the decision by Council to reinstitute National Graduate Dues. Simply stated, we desperately need consistent annual support *from everyone*. We have made it easier than ever to pay graduate dues. One click on our website will enable you to fill out a short

form and allow you to establish a means of payment. Also, if you direct your Graduate dues to one of the designated AXPEF Funds, then your graduate dues will be tax deductible! Our suggested graduate dues are \$75.00 per year, but we are appreciative of your support at any dollar amount that you can afford. Please show your support.

Our partnering with OmegaFi<sup>SM</sup> continues to make positive strides as more than half of our Chapters have enrolled in this service. If your Chapter has not been given exemption, please see it to that you register immediately. Keep in mind that the goal of using OmegaFi<sup>SM</sup> is to increase the available Chapter funds, reduce the stress of collecting from fellow brothers, improve budgeting and financial controls, and give everyone more time for real Brotherhood. I'm anxious to see the results of this partnering in action over the next couple of semesters and I hope to report back to you positive experiences of this service.

A new initiative that the National Council has begun to discuss is the concept of branding. It seems everywhere we turn we are bombarded with branding. It's something that helps persuade our thinking or something that immediately resonates with us about a particular product or service. Branding, from our perspective, is the single attribute or group of attributes that form together to distinctly differentiate Alpha Chi Rho from other Fraternities while contributing to how others perceive us – others being: Donors, Alumni, Undergraduates, Postulants, prospective Postulants, Parents, Institutions of higher learning, Friends, Family, and even complete strangers. So what is our brand? What is our message we send that explains who we are and what we do? The Council and I have a few ideas, but I would like to hear from you! Don't worry, I promise not to volunteer anyone for extra work. I know we have Brothers who are experts in this field and would really like your thoughts and guidance. So please send me an email or give me a call!

Thanks for reading my message! I wish you well; be safe and BE MEN!

Brother Ken Chapel, CFP®  
National Vice President