

AXPEF Holds Annual Meeting

Submitted by Brother James Spencer, Mu Phi, '81

AXPEF has been holding annual meetings since its founding in 1950 and on April 21, the trustees, national officers and other Brothers attended the 2012 annual meeting. All Brothers who make an annual contribution to AXPEF (or AXP via the Foundation) are invited to the meeting. This year the meeting was held in Nutley, NJ at the home of Ruth Bedford (student loan manager for AXPEF and wife of the late National President and AXPEF Chairman, Stanley G. Bedford).

The Foundation meeting is a quick way to become more knowledgeable about both the Fraternity and Foundation and is not a long, arduous meeting to attend (unless you are like me, who takes the minutes – it can be long at times).

This year several members of the Foundation stepped off the Board as Trustees. After more than a decade of service each, Sean Hughes, Phi Eta Chi '91 and Emerson Parker, Phi Alpha '71 retired from active service as Trustees of the Alpha Chi Rho Educational Foundation.

Four Brothers were re-elected to three (3) year terms. They are: Byron Connell (Phi Phi – U of Penn); Robert Mervos (Alpha Phi – Purdue), Andrew Borner (Phi Beta – Dickinson), yours truly (Jim Spencer, Mu Phi – Clarion). Brother Nathan Giesselman (Mu Chi Phi - SUNY/Albany) was also elected to a three year term. Brother Gerow Brill (Zeta Phi – Clarkson) was elected to a one (1) year term.

Officers for the year were elected: Chairman Gerow (Gerry) Bill, President Gary Del Piano (Sigma Phi – Southern Connecticut), Vice President Andrew Borner, myself as Secretary and V. James Castiglia (Phi Beta – Dickinson) as Treasurer.

All Brothers serve to better AXPEF and ultimately – our Brotherhood. None are paid for their services and volunteer their time and resources to attend the meeting.

A good part of the meeting day was spent discussing branding. Now I know some have wild imaginations when you combine the words Fraternity and branding. This, however, referred to branding as in marketing – how are we perceived by our members, our interfraternal brothers and sisters, the institutions where our Chapters reside and the public at large. This discussion, led by representatives of Willow Marketing, addressed topics such as communication (or the lack thereof) via the website and the Garnet & White or even snail mail. What is working, what isn't, what can be improved, how can it be improved, how do we pay for it, who will do it?

The website and this publication will be changing in the future, hopefully soon. If you have constructive ideas on how to improve our brand – I encourage you to contact the National HQ.

Lastly, I also have the honor of serving as the Faculty Advisor to our Phi Gamma Chi Chapter at The College of New Jersey (Trenton State College for those who remember their Chapter roll). If you are fortunate to still have your undergraduate Chapter still active, I encourage you to contact them, find out what they are doing, email them on your Chapter's Founder's Day. They may even read their emails from their websites (although like most students – they only text, email is so old fashioned). Go to Homecoming and enthrall them with stories of what you did as an undergraduate. If you are like me, it is probably now immoral, illegal or both!

Be Men!

Spence
Mu Phi '81 (Clarion University)
Phi Gamma Chi Faculty Advisor
AXPEF Trustee and Board Secretary

