

President's Pen

Brothers,

I hope this note finds you and your family well as we get into the dog days of summer and vacation time. During the weekend of July 19 through the 22nd we are holding our annual Leadership & Scholarship Institute at Ramapo College here in Northern NJ. The National Staff has put together an educationally intensive weekend for our active members. The weekend includes classes and seminars for our young men in leadership and life skills training. Highlighting the weekend will be the Scholarship banquet where we will award ten scholarships, ranging from \$500 to \$4,000 to the best and brightest of Alpha Chi Rho. Don't forget that the educational foundation offers loans so apply both for scholarships and loans.

Last time I wrote you we were evaluating the sites for our next Convention, I'm happy to announce the selection committee decided on the Kingston Plantation Resort at Myrtle Beach, South Carolina. Preliminary details are within this edition. My hope is for a family friendly Convention that will be heavily attended by many Crows.

Sometime this fall we will be instituting our newest Chapter, Pace University, located in the Westchester County, NY. Please join me in congratulating them and welcoming them into our order! You can send them a note of congratulations via the National Fraternity office at 109 Oxford Way, Neptune, NJ 07753 or via e-mail to HQ@alphachirho.org. Please label the message "Pace Note".

At the AXPEF annual meeting held in April we had the initial presentation from Willow Marketing, a Marketing and Branding consulting firm based out of Indianapolis, Indiana. They were retained and underwritten by the trustees and council members. The intent of hiring them is to seek advice from professionals on the current Alpha Chi Rho brand, and how we can improve it. You may be wondering why do we need this evaluation? I would ask why haven't we made this evaluation in the past. Think about what the current incoming college freshman and his parents consider before joining a fraternity. It is safe to say that the first thing they will look into is our website, assuming they have met the local Chapter and are even considering affiliating with Alpha Chi Rho. Then they will probably compare us to other fraternity websites. I'm not suggesting our website is the end all to our efforts to put forth a positive image of ourselves, but ignoring our website's impact in potential new members decision making would be naive.

The Willow audit has confirmed what we already knew. We have much work to do and we are moving forward. I look forward to keeping you updated on our progress. Please enjoy this edition of the Garnet and White, and as always I look forward to hearing from you on anything you feel can help Alpha Chi Rho grow!

In the Bond,

Victor Ramos, Phi Lambda (Penn State University)