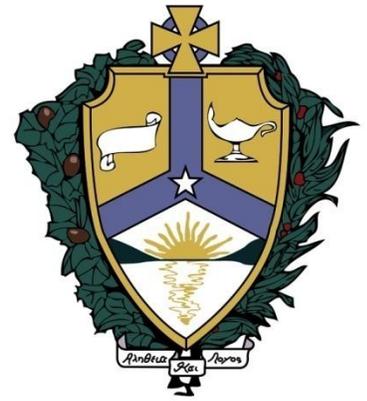


INSIDE AKA



October 2011

2011 Holmes Award Winner Announced

The Fraternity of Alpha Kappa Lambda is pleased to announce that Nathan Price, Kappa Chapter, is the recipient of the Fraternity's 2011 Holmes Award. Within his chapter, Nathan has held the positions of President, Risk Manager, and was a member of the bylaws committee. He holds a Bachelor's Degree in Industrial Technology from Purdue University, where he minored in Entrepreneurship, and was on the Purdue Dean's List and Purdue Academic Honors List.



During his undergraduate years with Alpha Kappa Lambda, the chapter raised its overall GPA from 26th to 6th among all fraternities at Purdue University. The house was also able to sustain growth of its membership, as well as organizing and completing numerous house improvement projects. The chapter won the Alpha Kappa Lambda Founders' Award for best overall chapter in the nation. Corporation Board President Kevin Long had this to say about Nate, *"He uses the principles taught to him as a pledge in his everyday life. They allowed him to mature into a fantastic leader both in our chapter and as a person."*

Nate is actively involved in the West Lafayette community, serving in numerous volunteer positions and helping with many local events. Included are: volunteering at YWCA of Greater Lafayette, participating in Boiler Blast, a community clean-up with Purdue Greeks, and the Lafayette Train Station clean-up, which paired members of the Fraternity to do various projects for the Purdue surrounding community. Nathan also organized the in-house Kappa Chapter Blood Drive and a food drive with his pledge class.

The Fraternity of Alpha Kappa Lambda is honored to be able to extend this award upon Brother Price, and the entire Fraternity looks forward to presenting the award in person to him at the 2012 Conclave in Norfolk, Virginia.

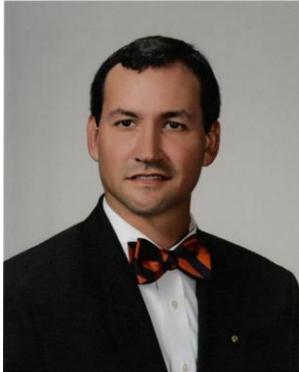
Ritual and Recruitment: A Connection

By W. Todd Hollinghead Beta Phi '01 (Auburn), National Chaplain

As the National Chaplain, it is my responsibility to keep an eye on our Ideals and weigh in on how I feel the decisions made by the National Executive Council relate to the Ideals and the direction of our founders. On occasion, we catch ourselves comparing our fraternity to groups

of similar size and chapter location to determine the health of our fraternity. I always try to remind my brothers serving this fraternity that we cannot discount how our Ideals can be the best tool for measuring our success or failure as men that have pledged our loyalty to Alethia Kai Logos.

The founders of AKA shared common beliefs in the things we now refer to as our Five Ideals. They used this set of beliefs as a foundation for the organization and sought out men that would carry on these beliefs. Knowing this was the only way to ensure AKA's survival, they unknowingly did what we now call "Values-Based Recruitment".



My day job is as a manager in the construction industry. I look at organizations a little differently than most people. I see our Fraternity's organizational structure as a pyramid like most but I view the largest part of the pyramid, our undergraduate members, as the most important part of AKA. If the foundation of our group is weak, any work done by those leading our organization will be in vain. For this reason I think we need to place a strong emphasis on recruiting men who value our ideals before they enter into our brotherhood.

In the age of facebook, twitter, and blogs that support the negative outcomes of membership, I'm not surprised that there is now an effort to fight against fraternities on a number of campuses. Are we surprised when Cornell University's president has declared war on "pledging" following a death of a fraternity member last year? The University of South Carolina suspended fraternity recruitment for repeated alcohol violations this year and the NIC sent an email to Auburn University fraternity presidents cautioning the fraternity members against representing themselves poorly when Savage University visits campus.

There are a number of ways to deal with these issues but attacking the root of the problem will be the only one that will make a positive change that will last. Our Ideals are clear with regard to how our founders felt. Our Ritual outlines the reasons they felt that way and our motto serves as a reminder. As brothers, we've chosen these as the Ideals that we will follow but how to we make sure that we make sure that the future of our fraternity is safe?

There will be more on this topic coming from our headquarters staff in the future but a few suggestions that are worth remembering are:

1) Look for red flags when talking to someone that is interested in joining. If a potential new member lets you know that his primary purpose in joining a fraternity is for parties and girls, it should be a red flag. There is nothing wrong with either of these things but the goal of our fraternity it to produce a whole man not just provide social activities.

2) Recruit more upper classmen and transfer students. Being from a football school, I'm used to hearing about junior college transfers making an instant impact of the football field. The same is true when we bring older men into AKA. The traits they have already begun to develop will be more evident and easier to identify.

3) Seek out men that have proven themselves. A number of tools are readily available for local chapters to target men that would be an asset to AKA.



Seek out men that have an impressive resume coming into college. Make contact and take them out to lunch -- unlike the NCAA, fraternities don't have many rules that restrict how we are able to recruit.

4) Go with your instinct when extending invitations to join our brotherhood. Often times an active will have reservations about asking a man to join but cannot pinpoint a reason. There is nothing wrong with going with your gut when the future of AKΛ is at stake.

5) Remember that not everyone is cut out to be an AKΛ. We have very clear Ideals and they mean exactly what they appear to mean. If a potential member or a pledge demonstrates that he doesn't feel Scholarship is important, Leadership is not something he should exemplify or that Judeo-Christian Principles are not the moral standards that we should live by, he should not take an oath of membership. There is never a reason to water-down our Ideals.

Alpha Kappa Lambda isn't the only fraternity that struggles against the stereotypes. Most other fraternities have issued statements or created programs targeted toward Values Based Recruitment. But I would like to appeal to our members to push to the front lines and represent our ideals for what they are – some of the strongest and most powerful in the country. By doing this we will be the fraternity our founders intended and will continue so for another 100 years.

What's the big deal with Drinking Games?

By Eric Stephenson Gamma Iota '06

Eric was a Development Team Member for AKΛ from 2008-2010. Since leaving the fraternity world Eric has gone on to work for the Detroit Zoological Society as an Instructor in their Education Department.

During my time as a staff member for AKΛ the most debated point of FIPG always boiled down to the Drinking Games section. The section (Alcohol Point 9) currently reads as follows:



"No member or pledge, associate/new member or novice shall permit, tolerate, encourage or participate in "drinking games." The definition of drinking games includes but is not limited to the consumption of shots of alcohol, liquor or alcoholic beverages, the practice of consuming shots equating to one's age, "beer pong, "century club," "dares" or any other activity involving the consumption of alcohol which involves duress or encouragement related to the consumption of alcohol."

So what's the big problem? All the other chapters on campus are playing drinking games and half of them even have their own personalized beer pong table. The big issue is that drinking games (much like hazing) are a fast downward spiral. If you start off the night with a quick "power hour" the average 150-pound male already has a blood alcohol content of 0.186 that is twice the legal limit in most states. To top it off typically on most college campuses this is only the beginning of the night. The other aspect one must consider is the problem of binge drinking. Which as we all know from GreekLifeEdu is defined as 5 or more drinks containing alcohol in one session (1 drink defined as a 12 ounce beer, 1.5 ounce shot of liquor, or 5 ounces of wine). By just playing that quick power house the average drinker has already consumed 7.5 12-ounce cans of beer. That is 2.5 beers over the binge drinking mark (the binge drinking mark is already passed by the 40th minute).

Enough with the facts let's look at how this affects the chapter when they choose to play drinking games. The first and most important aspect to remember can be found in the

September 2011 issue of Inside AKA the very last article is from TJ Sullivan and covers a basic concept YOU ARE ALWAYS WEARING YOUR LETTERS. While your chapter may not play drinking games in your house, the second you go to another fraternity house, a bar or even a non-greek friend's house and choose to participate you are making the wrong choice. You are supporting drinking games. Chances are everyone at that party already knows you are a member of Alpha Kappa Lambda.

There have been instances with AKA chapters (most of which are now closed) that involved parties and drinking games. Right along with violations and sanctions from the national fraternity and the university typically come alcohol poisoning, underage drinking citations, and alleged rapes. This slippery slope gets thousands of college students in trouble each year. We as members of AKA and *Men of Character* need to be head and shoulders above the rest. We need to stand out as leaders on campus not as alcoholics.

Much like supporting drinking games at non-AKA events, utilizing mock drinking games in recruitment and other fraternity events is just as bad. The deeper we look into this concept is the idea that the chapter is a) unoriginal and b) has a severe focus upon alcohol. The same goes for using pictures and/or videos of chapter members drinking, partying, or playing drinking games in recruitment materials. A recent comment by an unnamed chapter president exemplifies this fact. He indicated how much he enjoyed another chapter's recruitment video while he failed to notice, or comment upon, the fact that the first 30 seconds were pictures of the chapter drinking.



We as members of a progressive fraternity need to make sure we are leaders in our communities on all fronts. We need to take a stance against stereotypical fraternity ideals and focus upon our Five Ideals of Judeo-Christian Principles, Leadership, Scholarship, Loyalty, and Self-Support. None of these have an emphasis on alcohol, drinking or partying.

GreekLifeEdu: A Requirement for New Members, A Program for All Members

As the recruitment of new members rolls into their education of the Fraternity and campus life, it is important to process them into GreekLifeEdu.

This exercise serves as a basic introduction to societal challenges they may face in the upcoming months. The AKL Education Foundation provides a grant to the Fraternity to use this highly regarded program. A program which is utilized by both universities and other organizations within the Greek Community.

As AKLs not only do you meet the requirement for initiation, but you also gain access to trends and knowledge acquired through qualified research. The member will be able to complete the unit in a short and easily understood timeframe. Chapters wishing to obtain an alcohol waiver must have all members complete this requirement. In addition, consideration is given when determining a chapter's Accreditation.

Each Chapter President has been provided login and password information for their chapter and its members. If there are any questions, contact our office.



Halloween: Opportunity for Fun and Stupidity

Every year Fraternities, including AKΛ, brace for the one night that truly can come back and haunt them the rest of the year. That night is Halloween.

Halloween is the night that our society promotes as the time you can be anything you want to be. Inhibitions many times are put aside. We wear costumes and we behave in ways we normally wouldn't. It is something that can be fun when done right.

The following are some things to consider as your members, chapter and Greek system in general plans this year's Halloween.

- 1) You should set ground rules for your members. Their personal lives are not personal when they wear our letters. Identify what is appropriate and what is not. This can range from the costumes to the behavior. Examples of things that shouldn't be done include but are not limited to dressing in a manner that is racially or socially offensive, public indecency, drinking excessively, and vandalism.
- 2) If you have a party make sure you are prepared for the unusual. All guests should take off their masks at the door to at least be identified. In the age of digital cameras it may not be a bad idea to take a picture of each guest as they enter. Do not allow guests to enter if they are dressed inappropriately. Also consider how you promote your event. A catchy name is cool but negative connotations can lead to a bad reputation and support stereotypes that we constantly fight.
- 3) Review content before you share it. Facebook has been and will continue to be the death of chapters and the reason for membership expulsions. Putting photos up that insinuate activities that are illegal or a poor representation of your chapter can lead to repercussions no one wants.

2012 Clark – Thompson Presidents' Academy

The 2012 Clark – Thompson President's Academy is now scheduled. The academy will occur on the weekend of January 13 - 14 in Indianapolis.

Since the early 1990s, the AKL Education Foundation has sponsored the annual Presidents Academy to train new chapter presidents in all areas of chapter management. Education is provided by Fraternity staff and outside speakers. The program begins on a Friday night and runs all day Saturday.



There is an expectation that all newly elected Chapter Presidents attend this event. When holding officer elections the chapter will want to confirm the candidates all are committed to attending this program if elected. Don't be the chapter that has a President resign/be removed right after elections because he can't attend.

There is no direct cost for participants to attend this program. Travel reimbursement is provided, meals during the program are provided and the hotel while attending the event is provided by the AKL Education Foundation.

The Jon Williamson Futures Quest (An NIC Program for New Members)

DISCOVER... your priorities and goals

Futures Quest provides leadership training to men who have joined a fraternity in the last year. The focus of the weekend is identifying personal strength and challenges, developing leadership and communication skills, exploring personal values and strength of conviction, and making a commitment to fraternal ideals. Past participants have left with a plan for their future.

EXPLORE... dreams & aspirations



Only the top new members of fraternities from across North America apply to attend Futures Quest. No previous leadership experience is necessary, however, a participant will need to possess a strong desire to learn about himself, be committed to his fraternal values, and be an active participant throughout the Quest.

Futures Quest is an intensive living-learning experience, with programs starting early in the morning and stretching well into the evenings. Together, participants are exposed to new ideas and possibilities, and they are encouraged to

apply what they learn to their future fraternal experience. We learn from each other, stretch our boundaries, discover strengths, and dream about a successful future for fraternities.

NAVIGATE... through uncharted territory

Futures Quest takes place in the outdoors in Central Indiana. The wooded and beautiful retreat site offers modern facilities for our learning, recreational, and lodging needs.

ACHIEVE... SUCCESS.

Each participant is guided through the Quest by a mentor, an experienced fraternity leader who will share his knowledge and offer guidance in a variety of ways. The relationship developed between participant and mentor is strong and lasting. You will meet and interact with an amazing group of men. You arrive as strangers, and leave as interfraternal brothers. The bonds of friendship and the interfraternal spirit are forged quickly and remain with you.

When: There will be two sessions of Futures Quest during the 2011-2012 winter break. Sessions are scheduled for: December 17-19, 2011 and January 5-7, 2012.

The AKL Education Foundation provides scholarships for this program so don't miss out! Contact info@akl.org for more information. To visit their program page go to <http://www.nicindy.org/programs/futures-quest/>.

2012 Conclave Next Summer



The 2012 National Conclave will be held at the [Norfolk Waterside Marriott](#) in Norfolk, Virginia on the weekend of August 9th – 12th. We have exceptional rates at the hotel of \$89.00 a night. Transportation to and from the airport is inexpensive and the closest airport (Norfolk International) is serviced by Southwest Airlines.

Registration rates are estimated to be between \$350 to \$400 per delegate this year (each chapter is required to send two) and will be announced by January 2012. There

will be reduced rates for non-delegates and the option for non-delegates to simply purchase meals.

Conclave is the biennial business meeting of the Fraternity membership. National officers are elected, legislation is considered and the direction of the Fraternity for the next two years is established. It is important that all chapters and corporation boards send representation. At this event we also hold alumni activities and educational programming. Look for requests for programming ideas to be emailed in the next few weeks.

The biggest mistake a chapter makes is not budgeting for the trip. Your chapter should start setting aside money now for registrations, airfare or gas, hotel costs and any incidentals like food while traveling. The more you save the better off you are and if you don't end up spending it all it means you have extra for the following year's budget.

AKA Vineyard Vine Ties

Once again we will be creating an AKL Tie this time through Vineyard Vines. Brother Christopher D'Alessandro from the Beta Nu Chapter (VCU) is leading this effort. If you are unfamiliar with Vineyard Vines please check out their website at www.vineyardvines.com and look at their ties. The design for the tie will be an AKA Crest in small staggered position as you see on the other VV ties. These ties will be great to wear to fraternity formals, social events, banquets and even for alumni to show their support! Imagine everyone at CONCLAVE 2012 wearing this tie, it would look pretty amazing.

If you would, at your next chapter meeting, present this idea to the brothers and let Chris know how many would like to buy. VV ties are normally \$75 a piece but if AKA orders 100 ties it reduces the cost down to around \$55/per tie and with 200 ties it reduces the cost down around \$45/per tie. This doesn't have to be a whole chapter decision, just any member that would like to buy one.

Once the quota is met Chris will inform VV and get a bill from them and charge each chapter accordingly. When the ties are ready, they will be out of Richmond, VA not AKLHQ or VV. So Chris will personally be organizing and shipping to each chapter. If you have any questions or comments please feel free to reply back to dalessandrct@gmail.com. We are hoping to get the order sent in as soon as possible, so even if your chapter does not want any, please still reply to this email so we don't have a chapter saying they want some after the order is placed.

Staff Contact

Do you need to get in touch with NHQ? If so here is how you can do it:

The Fraternity of Alpha Kappa Lambda

354 Gradle Drive

Carmel, IN 46032

www.akl.org

nhq@akl.org

317-564-8003

Suggestions for future articles in Inside AKA can be emailed to info@akl.org. The focus of this newsletter is to keep our undergraduate membership informed. Your thoughts help us improve this communication.