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UPCOMING EVENTS

April 21

Blue/White Game

Kickoff at 2 p.m.

Active/Alumni Social Event

8 to 11 p.m.

Chi Phi House

**See page 4 for more details*

July 11-15

Arts Fest

October 12-14

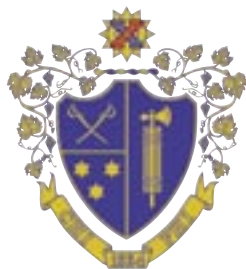
Homecoming

vs. Wisconsin

Volunteers Needed!

We are looking for new volunteers to assist us in our new House Operations Plan and to assist in efficiently running the chapter. Our goal is to use the "power by numbers" approach and give 1-2 specific duties to each volunteer. To accomplish this, we need many alumni to join us so no one is overburdened. We would like to see new board members, committee members, and more involvement overall from alumni. We can't make changes without YOU!

Join us by sending **Gordon Brown '87** an e-mail at gordon.brown@comcast.net.



Alpha Delta DATA

Alpha Delta Chapter of Chi Phi at Penn State • www.chiphi-psu.org • March 2007

"A Foundation for the Kingdom" Campaign Update **New Regulations Implemented to Ensure the Future Success of the Chapter**

By Bob Martin '87

I am pleased to report that we are making remarkable progress towards our campaign goal as we continue in the "silent phase" of our campaign by seeking out major donors to assist in the renovation of our beloved Chapter house.

"As of March 27, we have secured \$206,000 in pledge commitments. We are very excited at the progress we have made thus far. Large or small, the key to our success is having ALL of our alumni join us."

As of March 27, we have secured \$206,000 in pledge commitments. We are very excited at the progress we have made thus far. Large or small, the key to our success is having ALL of our alumni join us. The belief in our Chapter, our fellow Brothers, and the everlasting legacy of the house is at stake. Please register on our website at www.chiphi-psu.org so that we can continue to update you on our progress.

We are working closely with our consultants from Affinity Connection to identify key donors, but more importantly, to assist us in identifying how we can continue to grow as a Chapter. As our Case Statement specifically states, "for our efforts to be a complete success,

we can not just focus efforts on the physical plant of our Chapter. Re-engineering the Chapter itself is the key to our success."

The campaign leadership team understands how critical it is to be exceptional stewards of the monies invested in our campaign by every brother. We have solidified leadership positions as part of the campaign and have enlisted new alumni to join us. Rules and regulations have been implemented to assure that your investments will last for decades. In addition to enlisting **Gordon Brown '87** as the new House Operations Chair, a summary of the changes are included in the House Operations Update on page 2.

"As our Case Statement specifically states, 'for our efforts to be a complete success, we can not just focus efforts on the physical plant of our Chapter. Re-engineering the Chapter itself is the key to our success.'"

While these changes are certainly not limited to the actions listed in the House Operations Update, they are a great example of how we are affecting the culture and future of our Chapter and raising the expectations of the brotherhood.

We hope this update gives you a clear picture of where the Chapter is heading. Our goals are to re-engineer the way our Chapter operates and train each young Brother to live with truth, honor, and personal integrity, as our ritual indicates.

Please join us in participating in our capital campaign, whether it's financially or by volunteering by contacting **Bob Martin '87** at 814-571-2755.



Significant and Positive Progress Made by the Chi Phi House Operations Committee

Actives and Alumni Work Together to Develop and Implement Plans

By Gordon Brown '87

The general condition of the house, and particularly its overall cleanliness, is a major concern among alumni and particularly those who are more than reluctant to donate to the "A Foundation for the Kingdom" campaign. The same cleanliness and poor condition concerns exist for the actives that live in the house everyday and we cannot forget the active Brother's parents, friends and girlfriends. Let's face it; it's embarrassing, sad, and infuriating all at the same time.

So, what do we do about it? Gentlemen, it's all about two-way expectations and both the actives and alumni need to step up, together, and get it done. It's hard to expect actives to do their part when the heat is broken and the roof is leaking. Here's what we are doing to do to address the issues under direct control of the actives.

The Chi Phi House Operations Committee completed its first month in existence with some very significant and positive progress. The joint active/alumni committee set out with the following objectives:

1. Better communicate to all actives, as individuals and as a group, regarding the continuous expectations in the daily, short and long-term care and

maintenance of the house.

2. Provide, implement, and monitor clearly defined processes and tools for the actives to self-govern and ensure adherence to expectations.
3. Fully utilize the existing processes and tools already developed.

A meeting was held at the house the weekend of February 10-11 between the actives, **Tom Kennington '90**, and me. We talked through a number of issues, jointly developed solutions, and emerged with a specific, action oriented plan to not only address the immediate issues with general house management but to ensure the issues stay fixed into the future.

Best of all, it was a plan jointly developed with the actives using many of the tools and processes already in place. With a little tweaking and ongoing two-way guidance and communication, we now have a plan that will work now and into the future. The following are the specific actions.

1. Developed a house operations plan with specific tasks, assignments, and due dates. One component of the plan is twenty "Brothers' Projects" to be completed by this year's Blue-White weekend.

2. Fully implemented a "Brotherhood Board" lead by the Beta, **Matt Gannon '09**, and six active Brothers across the pledge classes. Managing young men, particularly your friends, is difficult to do and it was clear the active's Executive Board needed a better tool.
3. Fully implemented, effective March 2007, a Badge Points program that will directly address positive, value added behavior and penalize negative behaviors.
4. Rewrite the individual lease agreement and annual active/alumni agreement to better define the two-way expectations between the actives and alumni including the rewards and consequences of a Brother's individual actions.

Fellow Chi Phi Brothers, I encourage you to review the details of the above actions on the Chi Phi website, www.chiphi-psu.org. These plans will be updated on a frequent basis and the actives are actively engaged and gaining significant momentum to address and permanently resolve the challenges with managing a fraternity, full of your friends, in today's world. The actives will need ongoing alumni assistance with guidance and the Alumni Board is committed to the ongoing support. However, your help is needed through donations of money and/or time to keep the momentum going and to build, protect, and preserve Chi Phi well into the future. Come see the positive progress for yourself at this year's Blue-White weekend.

Please contact me at Gordon.brown@comcast.net to help with the House Operations Committee. Thank you.

CHAPTER REPORT

Actives Show Initiative Completing Several House Improvement Projects

Downstairs Bar has a New Updated Look and the Oldest Table Shines Again

Spearheaded by **Mark Kaufman** and **Nick Kurjiaka '07**, the actives have completed a couple of house improvement projects and plan on making this a continual effort. The first project was a facelift and reconfiguration of the downstairs bar. With some creativity and a solid weekend of work, they turned the tattered bar into a refreshed bar with a new exciting look that they are anxious to use and show off. They turned the beat-up

back section of the bar into a bench and nice enclosure for the mechanical equipment in the corner, they touched up the wood, added some Chi Phi artwork to the walls, and removed the old non-functioning beer cooler, replacing it with a small fridge donated by **Tom Kennington '90**. Once an eyesore, the updated bar has the whole house excited for the first opportunity to use it. The second project was the refurbishing of the oldest

table. That table has seen a lot over the years, and from time to time it needs some work to ensure that it is still there for many years to come. Nick Kurjiaka led the effort and has the old table shinned up once again. Check the website for progress on other projects as the semesters carry on.



ALUMNI PROFILE

Gordon Brown '87 Contributes His Time, Energy, and Expertise to Improve the Brotherhood

New Rules and Regulations are Helping the Actives to Become More Responsible Members of the House

“What’s the point of putting money into the house if the actives aren’t going to take care of it?” On the surface, it sounds like a fair question, as the Chi Phi, Alpha Delta Chapter, Alumni



Association gears up to invest a sizable amount into our beloved fraternity house. **Gordon**

Brown '87 is already working with current actives to develop a system of self-governance that will ensure the condition of the house always remains a top priority.

Gordon is a proponent of the “Broken Windows Theory.” The idea is simple and sound: ignoring little problems initiates an environment of decline that leads people to allow and subliminally justify, additional deterioration. “One broken window leads to two, and then the situation continues to unravel,” he explains. But, the theory goes, if you consistently fix the broken window...or keep the house clean...or repair the front steps, the situation can be reversed.

Gordon points out, “When you’re recruiting new members, and the house is a mess and worn out, you’ll attract a certain kind of person. They’ll think that kind of thing is acceptable, and the house will only get worse.” Gordon believes this environment has existed at Chi Phi for many years. But, he not only believes it can change, he is leading the efforts to see that it *does* change.

“For many years, the alumni have just assumed that it’s the actives’ responsibility to take care of the house, and to an extent that’s true,” he says. “But these are kids! They simply do not have the tools or the training to manage a house in today’s

fraternity environment. We are restoring the house management structure, tweaking it for today’s challenges, and will ensure it is passed on to future Chi Phi leaders on a consistent basis.”

Fortunately, Gordon has the experience to make real changes within the fraternity. For the past several years, he has specialized in turning companies around to prepare them for purchase. Currently, he is the president and CEO of a start-up company and understands what is necessary for organizations to get themselves back on track.

“I have had good success in fixing broken organizations,” Gordon said, and he plans to use these skills to teach the actives how to self-govern and meet the expectations alumni have of the actives. This ensures that the renovations to the house will be respected and taken care of and will be the starting point for a whole new era.

“We want to use the tools that are already established within the fraternity, like the Brotherhood Board, and tweak them so they are more effective. Individuals are much more supportive and effective in using management tools they helped develop.”

He also wants to expand the resources that are available to the undergrads, namely alumni advisors/consultants. “There are not enough alumni actively engaged in helping the actives. It only takes one or two semesters to break the chain of the actives appropriately managing themselves. We need more alumni to get engaged, even in a small way, so the work of keeping Chi Phi great is spread across many individuals.”

Right now there are no effective consequences for Brothers who choose not

to bring anything to the house. The actives themselves developed a new system called “Badge Points.” “The new system allows the Brothers who work—who add value to the house—to see real benefits as a result,” Gordon says.

The Badge Points are based on attendance at meetings, time spent volunteering on behalf of the house, grade point average, etc. “Younger Brothers who are active and help Chi Phi move forward can effectively move ahead of an older Brother who has done little to nothing for Chi Phi,” Gordon states. The Badge Points system will determine room picks and Brothers’ duties; rankings will be posted monthly, starting in April.

“We are already seeing significant progress and momentum with the actives,” Gordon said. “They are following an action plan, which they helped develop,

“What makes Chi Phi special is that this bond just happened naturally.”

and are knocking things off the list each week. They have reached out for advice on several occasions and are sending pictures of the various projects they have completed – It’s great to see these young men so engaged in taking action.”

Gordon describes his work with the actives as “taking the first steps *with* them.” So why is he willing to contribute his time to the Chapter?

“To be a part of something 20 years ago, that is still a part of me today says a lot about Chi Phi,” Gordon says. “What makes Chi Phi special is that this bond just happened naturally. We can go a year, or two or three, without seeing each other, but then we get together and jump right back as though we were never apart. It’s definitely worth saving for future generations. It’s also worth saving something from our collective past that alumni can return to and pick up where we left off, even for just a weekend.”

**Do you know of an undergraduate or alumnus member who stands above the rest?
Email his story to us for possible publication in an upcoming issue of The Alpha Delta Data!**

ALUMNI PRESIDENT FINAL LETTER

The Light at the End of the Tunnel: Chi Phi Brothers Come Together to Plan for Our Future

A United Front between the Actives and the Alumni has a Great Impact

By Spencer Matusky '02

It is hard to believe that it has already been four years since I followed **Rich Minner** into this position. There have been many changes throughout the Chapter and the Greek system during that time. Some changes were good and others not so good. Recently, Alpha Delta actives and alumni came together on a united front to continue to enhance Chi Phi at Penn State. It has become immediately apparent

that this effort was previously lacking and needs to continue. This is a joint effort that will lead the Chapter back to greatness. We cannot really talk about greatness yet, but I think I can speak for everyone involved with the efforts when I say that we are starting to see the light at the end of the tunnel. With new faces getting involved and fresh ideas having surfaced, the new attitude is obvious.

We have been focusing on progress and the end goal of a restored Chapter house. It is easy to get caught up on past missteps, but I urge you to come out, meet the Brothers, and speak with them about that progress and end goal without a predisposition.

I have enjoyed my time on the board. With the new attitude and progress, I have been very tempted to continue my role, but my career responsibilities have increased dramatically and I simply no longer have the time. I know the board and committees have good energy and a good vision. I wish them the best, and I know that the continued joint effort with the actives will restore the kingdom to greatness.

Have You Registered Yet?

Have you seen our new website for Alpha Delta alumni? If not, register today to sample some of the new features for all alumni and actives to enjoy. Find an old friend, enjoy photos, get updates on news and events, and even take advantage of the opportunity to chat with your Brothers online.

It's easy to log on the first time!

1. Go to www.chiphi-psu.org and click on the First Time Login link.
2. Type in your last name in the text box and click Find.
3. Select your record and click Next.
4. Enter your Member ID (found above your name on the mailing panel on this newsletter) and click Verify.

5. You should now be logged in and should see your profile. Please update or fill in any missing information.

If you have any trouble with the registration process, click the Tech Support button at the top of the screen for technical assistance.

Now that you're registered, you have full access to the entire Chi Phi e-community!



Blue-White Weekend Active/Alumni Social Event

**Saturday, April 21
8-11 p.m.
at Chi Phi, Alpha Delta**

Come back to Chi Phi for the Blue-White Weekend. Enjoy the game, but then come out to the house for wine, spirits, and light hors d'oeuvres. Spouses welcome.

RSVP by April 16 at

www.chiphi-psu.org!

Click RSVP under Blue-White Weekend.

*Raising the Expectations of the Brotherhood.
Re-engineering from the Inside Out!"*

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