

The FKS UPDATE



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The Phi Kappa Sigma Update is a publication of the Phi Kappa Sigma International Fraternity. It is distributed monthly throughout the academic year to all Chapters and Volunteers and can be viewed at www.pks.org. For questions or comments, or to submit an article or other information, please contact managing editor Eric Conrad at econrad@pks.org.

Phi Kappa Sigma
2 Timber Drive
Chester Springs, PA 19425
Phone: 610-469-3282
Fax: 610-469-3286

Recruitment: Spring Success Requires Everyone's Sweat

Fraternally submitted by Dave Weisse Alpha Chapter 2006

How much thought have you given to Spring recruitment? If your answer is "None," you're behind the curve in terms of planning a successful recruitment effort. The days of throwing an ad in the student newspaper, posting flyers, and hanging a few banners around campus are gone!

Fraternity communities that have successful recruitment programs today are spending a great deal of time in the Fall months building foundations for successful Spring recruitment. They are engaging in activities that put the Fraternity members in personal, one-on-one contact with potential members.

Just as any successful team must develop its prestige to attract the best free agents, a chapter's reputation must rival any other organization on campus

ensure that potential Greeks want to come to your chapter before they know anything about what its like on the inside. This effort starts from day one. At Penn, the main rush period takes place during the first two weeks on second semester. Thus, first semester is used to establish ourselves on campus among the freshmen. We make sure we are a prominent voice on campus. Our brothers who are campus leaders further the best interests of

(RECRUITMENT Continued on page 3)

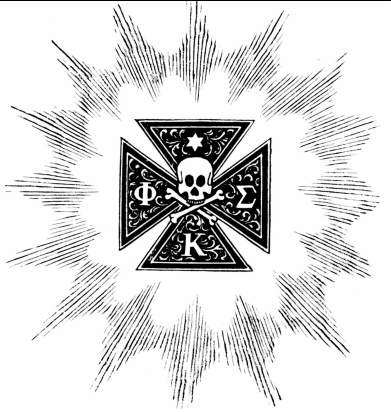
"Men of Honor" Registrations Are Now Being Accepted!

The 6th Annual "Men of Honor" Leadership Development Program will be held January 5-8, 2006 at Marist Retreat House in Esopus, NY which is located just minutes from the Delta Iota Chapter (Marist College). The program has been growing and improving each year and past year participants have had a great experience and given very positive feedback. Thanks to generous funding from the Phi Kappa Sigma Foundation, the registration cost is only \$100 and includes lodging, food, and materials. In addition, each Chapter is eligible for partial travel reimbursement based on miles driven or ticket cost.

The deadline for registration is December 2nd and spots will fill quickly so please register today.

The Brochure/Registration Form is available at www.pks.org, and emailed to all Chapters and Volunteers. We hope to see at least one member from each Chapter in attendance.

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Men of Honor 2006

Thursday-Sunday, January 5th-8th, 2006

Generously supported by
The Phi Kappa Sigma Foundation

Program Overview

Phi Kappa Sigma International Fraternity presents the 6th annual "Men of Honor" Leadership Development Program January 5th-8th, 2006. "Men of Honor" will be held at Marist Brothers Retreat House in Esopus, NY. Please note that this is a NEW LOCATION! "Men of Honor" is an experience designed to help our membership take full advantage of their undergraduate opportunities. The Men of Honor educational programming will be scheduled throughout the weekend starting at 1 PM Thursday and ending at 11:30AM Sunday Morning.

A successful program depends on the full participation and interaction of everyone. In order to maximize the interaction, participants will be expected to remain at the retreat site during recreation time and after evening programming concludes.

"Men of Honor" is funded by the Phi Kappa Sigma Foundation and is designed to help undergraduate members grow individually and as leaders to deal with the many issues we all face as fraternity men. Participants will not only have the opportunity to learn a great deal, but they will meet fellow brothers, including Grand Officers, from around the country and have a great time as well.

Who Should Attend?

All members of Phi Kappa Sigma are eligible to attend. No previous leadership experience is necessary, however, participants will need to possess a strong desire to learn about themselves, be committed to fraternal values, and be an active participant throughout the



Men of Honor 2005 Participants

Important Information

As the Foundation is underwriting a majority of the cost, the cost to attend "Men of Honor" is only \$100, which includes room and board at the Marist Brothers Retreat House, "Men of Honor" Program, workbook, and all needed materials.

In order to encourage all Chapters to have at least one person in attendance, each Chapter is eligible for one travel reimbursement based on distance traveled to the Marist Brothers Retreat House and graduation from the program (for more information on travel reimbursements, see the registration form or contact the International Headquarters).

Space is limited and will fill quickly, so please send your registration to the International Headquarters as soon as possible. The past three "Men of Honor" programs have been tremendous successes and we look forward to your attendance and the continuation of this experience.

REGISTER ONLINE TODAY AT WWW.PKS.ORG

the campus while using the Fraternity as a support group and home base. Socially, we do everything we can so stay socially connected to the best sororities, and hold events that surpass the events being thrown by the other houses on campus. Even on a superficial level, these types of connections help create the initial draw to your house. By participating in lots of campus activities and holding all sorts of events, we gain notoriety. Effective marketing is critical, every time someone sees something that reminds them of Phi Kap, our marketing and recruitment is working for us. Every time someone reads our name in the newspaper, we hope they immediately think back to that time they saw us holding a barbecue outside our house. Every time someone passes a brother wearing a Phi Kap shirt on campus, we have worked hard to make them remember the time we were cheering the loudest during a brother's athletic performance while all wearing the same black and old-gold t-shirts. We wear our letters proudly, and no one would ever mistake any other house for the Skulls. Because we know how important it is, we create and recreate our identity on campus every single year. And with each passing year, another class knows us, and hopefully admires us, and we are constantly stronger for it.

While we are establishing our reputation on campus, we are also laying our foundation of recruitment. Every freshman guy we meet through social, academic, or extracurricular involvement becomes a perspective rush. At this first level, they get a pre-introduction to what the Fraternity is like. They see our house, meet the guys, and have a good time. They go out on dinners with brothers, come over to the house for Monday Night Football, meet girls with us, play sports with us, etc. While this is going on, we're creating a base of solid guys who will be looking to our house first come formal rush. As guys grow more and more comfortable with our house and brotherhood during this time, the likelihood that they will see rushing as an inevitability is also increasing. The chance that our rush process will quell any reservations they may have about pledging grows more likely.

After an entire semester of work, thought, and extreme planning we carry a list of guys and our reputation with us into our actual rush process second semester. We throw two open events which hopefully gauge our relative rush popularity. Our first closed rush event is as simple as a night of bowling. We invite the entire list of closed event attendees, which hopefully includes many of the guys who had been coming around first semester. The strategy for this event is brilliant. The rushes don't know they are going bowling when they come for the event. Their invitation they received features an ambiguous picture and quote from *The Big Lebowski*. They are intrigued, or maybe they just like the movie, but they come. This is better than the draw of saying "hey we're going bowling." But, once we arrive at our destination, everyone always has an amazing time. The key to this event should be kept in mind for every event you throw. As brothers bowl with rushes and enjoy pizza and various snacks, they are having a good time while simultaneously interacting and getting to know each other. By the end of an event like this, there are guys in the brotherhood that know any rush there.

While recruitment is in full swing, the rush chair must be the leader of the team. At every rush event, the interaction of brothers with rushes is the main consideration. Make sure brothers know how to sell the Fraternity to rushes. Make sure they are prepared to answer any question a freshman might have. Help every brother understand that rush is the future of Phi Kappa Sigma, and they must contribute their time and effort to make it work. A properly motivated brotherhood will not let rushes attend an event and walk around talking to themselves. Like any well-organized NFL scouting staff knows, the difference between letting those late bloomers or newly-arrived hotshots slip under the radar at the last minute can be just as devastating as failing to begin recruiting as early as possible. Brothers must engage every rush. They must talk to and befriend many of them. For each rush, there should be some brothers who they would feel they are disappointing by not coming to an event. These same rushes won't want to disappoint the brotherhood by not signing their bid. The brotherhood must care and their behavior must reflect this devotion. Ask everyone what is important to them about the brotherhood of Phi Kappa Sigma. If they can relate what makes it so important and valuable, a rush will have no choice but to jump at the chance to join something so amazing.

Ultimately, I suspect the actual make up of events during formal rush period matters little. Any insightful recruitment chair can create a slate of events that are interactive, fun, unique, and exciting. The most important thing to remember is that for Phi Kaps, just like NFL teams, recruitment should not begin at the start of formal rush, our very own NFL draft. Recruitment should be a year long undertaking that is the overall process of drawing people into your brotherhood and making them realize why they shouldn't be anywhere else. This can be easily accomplished with the help of motivated brotherhood that wants to give back everything that the fraternity has given them. We've already seen this in practice. To show for it, we have a full team's worth of awesome guys who can't wait to be Phi Kaps.

**Resources Available at
www.pks.org**

Risk Management Information
Important Dates
Fee Schedule
Mitchell Chapter Standards Program
2005-2006

Insurance Billing Methodology
Trademark & Insignia Policy
Recruitment Manual
Officers Manual
New Member Education Programs
Volunteer Manual

Financial Management Tool
Roster Template
Tau Checklist
Sigma Checklist
Transmittal Form
Membership Agreement

Congrats and Thank You!

Congratulations and thank you to the following Chapters who have started off 2004-2005 on the right path. These Chapters have done an excellent job submitting information into the HQ.

UNC-Charlotte	Dickinson
F&M	UPenn
IIT	King's
MIT	

The following Chapters have paid ALL invoices (except for Fall 05 initiation fees) in full and on time. These Chapters also have zero past debt. Thanks goes out to you!

Chapters

Carthage	UNC-Charlotte
GA-Tech	IIT
Illinois	Indiana
Kenyon	Lowell
McDaniel	MIT
No. Texas	St. Lawrence
TCU	Toronto
UPenn	Ursinus
Vanderbilt	Wash. State

Colonies

Bryant	Clarkson
UMBC	

Alpha Xi Chapter Celebrates 100 Years

The Alpha Xi Chapter at Purdue University celebrated their Centennial Anniversary by holding a cocktail dinner on November 12th. The event consisted of over 90 guests, some members who even graduated dating back to the 1940's. The event was a huge success as the Chapter was able to address certain issues from their alumni board, foundation board, the Chapter, and the International Headquarters.

Throughout the last four years, Purdue has placed an Academic Scholarship program in place which has given out around \$24,000 in awards and has seen the Chapter go from being ranked 36th to last semester being ranked 11th. The Alumni Board has also done well, but needs continuous support towards the Purdue Brotherhood Remodeling Fund, which has seen the mortgage on the house, diminish by half for the past five years.

Purdue was presented a Centennial plaque from the International Headquarters and the Chapter presented portraits shots to all guests who attended. The event turned out to be a large success and the Chapter was able to show that they have the building blocks set in place to prosper for another 100 years.



Pictured from left to right: Grand Alpha Dan Lund BX '85, Executive Director "Toby" Smith F'83, Educational Consultant Rob Wojcik AX'03, Grand Sigma Douglas Opicka AE '97

Phi Kappa Sigma Headquarters Staff

Deb Kuryanny—Administrative Assistant
Kuryanny@pks.org

Jason Keath—Educational Consultant
jkeath@pks.org AIM Jason A Keath

Robert Wojcik—Educational Consultant
rwojcik@pks.org AIM robertPKSwojcik

Eric Conrad—Director of Chapter Services
econrad@pks.org AIM ConradPKSHQ

Toby Smith—Executive Director
Hfsmith@pks.org

Distribution Lists (to email groups)

Headquarters Staff
Staff@pks.org

Executive Committee
Execcomm@pks.org

MARK YOUR CALENDAR FOR THESE UPCOMING IMPORTANT DATES!

December 1st

- Chapter Minutes from November due to HQ
- Balance Sheet and Income Statement for November due to HQ

December 2nd

- Men of Honor Registrations due into HQ

December 15th

- For Chapters that bring in more than \$25,000 income, the Internal Revenue Service (IRS) Form 990 due to the IRS

End of Term

- **Updated Roster w/ contact (name, address, phone number(s), and email) due to HQ**
- Chapter Minutes from December due to HQ
- Balance Sheet and Income Statement for December due to HQ
- Alpha's end of semester report due to HQ