



Winter 2011



2011 Annual Conference

The Conference will be here sooner than you think. Following on the heels of an outstanding 2010 event, make your plans now for an even more fun-filled, education-crammed, and fellowship-packed event at the [Mateo Marriott](#), 1770 South Amphlett Boulevard, San Mateo, CA 94402. Marriott and the [Mateo CVB](#) are our hosts this **September 8-10, 2011** (Thursday-Saturday).

PFA Strategic Planning

Early this month, the PFA Board of Directors, and its Executive Director met with [Harris, CAE](#), to conduct a strategic planning session and develop a 3-5 year plan. Having presented at multiple past PFA Conferences, Bob was intuitively aware of PFA's needs and opportunities. As a result of the hard work of those present, the plan which follows below was developed.

Mission, Vision and Values Statements = Brand Distinction

The mission, vision and values statements help to distinguish PFA from other associations. The **mission** is:

The Professional Fraternity Association is the trusted resource for educating and serving our members.

A **values** statement is the principles that guide the volunteer leadership and professional staff. The board proposed the following:

PFA's board and staff are guided by Integrity, Accountability, Innovation, Professionalism, Collaboration



The PFA Board has named a "champion" or "point person" for each of the major goals which follow, and your board is dedicated to achieving them.

Five Goals Set for 3 to 5 Years

The board recommended five broad goals with the resources available over the next 3 to 5 years.

- I. The PFA Annual Conference
- II. Educational Programs and Resources
- III. Member Benefits and Services
- IV. Professional Fraternity Image and PR
- V. Strong Trade Association

Goals and Strategies

The following strategies, action steps, assignments and time frames were suggested to advance the goals and achieve the mission of being the trusted resource for educating and serving PFA members.

- I. The PFA Annual Conference** – Plan and implement a highly relevant annual conference to serve the needs of all members. (Responsibility of Conference , Education and Associate Committees)
 - A. Increase attendance of staff¹ and volunteers, and associate members.
 - B. Create educational tracks for broader categories of staff, officers, and leaders.
 - C. Review registration fees to capture any opportunities for revenue and costs.

- II. Educational Programs and Resources** – Develop and deliver trusted education and resources. (*Create an Educational Committee in 2011.*)
 - A. Develop webinars on topics such as risk management, technology, legal issues, etc.
 - B. Assemble a Catalog of Resources that organizes topics such as resources for legal, accounting, training, technology, insurance, etc (special offers each year).
 - C. Deliver educational topics and resources of interest, with a focus on risk management, through newsletter, webinars, conference, on-line resources, etc.
 - D. Explore feasibility of creating a Fraternity Chapter Presidents' Academy

- III. Member Benefits and Services** – Identify needs and offer unique member benefits to help fraternities achieve their missions. (*Member Services Committee to oversee.*)
 - A. Facilitate opportunities for networking and information exchange among members through technology, meetings and social media.
 - B. Survey the needs of members; using PFA's buying-power to create benefits and services, i.e. health insurance. Promote through an annual brochure of member benefits.

- IV. Professional Fraternity Public Relations** – Improve awareness of professional fraternities and enhance member communications.

External

- A. Increase visibility at the collegiate level with administrators.
- B. Reach out to allied organizations to promote PFA, such as NASPA, AFA; using membership to increase understanding and access to member lists.
- C. Develop a brochure about Professional Fraternities and their differences from social Greek organizations. (*Sample Theta Tau and other brochures.*)
- D. Continue distribution of press releases and expand database of media and student affairs contacts.
- E. Promote PFA award recipients.

Internal

- F. Publish quarterly PFA Today newsletter.
- G. Maintain technology and database to efficiently communicate with members.
- H. Enhance website value to members; empower Executive Director to maintain.
- I. Improve board communications.
- J. Promote the 2011 PFA strategic plan to members.

V. Strong Trade Association – Maintain a strong trade association through resources, governance and staffing

- A. Maintain financial health of association by diversifying sources of income and building savings account.
- B. Align committees with strategic goals and utilize volunteer workforce to advance mission.
- C. Update governing documents as needed.



2010 Annual Conference Recap by Ann Devine, PR Committee

The PFA Conference this past September in Lexington, KY was really exceptional. We hit record attendance numbers from both fraternities and associate members. Both the Hyatt and the [Convention & Visitor's Bureau](#) made us feel welcome throughout our three day stay. As usual, the activities weren't confined to the classroom, where we were schooled by some of the top speakers in fraternal management: Rick Barnes and Tait Martin of ; Allison Lewis, [Group](#); and Josh Orendi, ; . Oh no, we had the Thursday night reception that was delicious and the music delightful. Willie Nelson embodied the spirit of the bluegrass band leader and the dance floor was used.

Other speakers that enlightened us were [Favor](#) on risk management, Malinda Matney on hazing prevention, and Ethan Fieldman on a [update](#). Of special interest was the Hotel and CVB panel discussion, because after negotiating contracts with hotels these past eight years, I learned that I don't really need a food and beverage minimum clause. If you missed that one, contact Margaret Kennedy at [& Country Resort](#) to fill you in.

Our thanks to the Associate Members for the wonderful closing extravaganza! On our visit to the Three Chimneys Horse Farm, we saw the stable where Seattle Slew slept (before dying, of course), and the most recent Kentucky Derby winner (still very much alive). Then we toured the Woodford Reserve Distillery and everyone seemed to have bought some special

bourbon. The bluegrass band on hand was another surprise, as Marsha led us in dancing.

Thank you to [.org](#) for “refreshing” our Friday Awards Banquet and to all of the PFA Sponsors that did not make it in the above paragraphs: [Rouge CVB](#), [CVB](#), , [Jones](#) (breakfast was FABULOUS...thank you), [Worldwide](#), Lexington Convention Center, [Hotels](#), [Communications](#), and [Bay & Company](#). Truly, the PFA would not be a success (or as much fun) without your support!

A very special congratulations to all our 2010 Award Winners:



Career Achievement Award

Avis J. Ericson –Lambda Kappa Sigma

Faculty Advisor Award of Excellence

Betty Smith Campbell –Delta Omicron

Outstanding Professional Program Award

APSA Women's Health Project –Lambda Kappa Sigma

Outstanding Community Service Award

Delta Sigma Pi – Inland Empire Alumni Chapter & Kappa Psi – Sigma Chapter

Outstanding Volunteer of the Year Award

Lani Yearicks –Delta Omicron

If you missed the Conference, you missed an opportunity to connect with your colleagues in a very meaningful way. Through the friendships and guidance that I received from fraternity colleagues and associate members alike, I continue to find the PFA Conference a learning experience. Whether I bring home pages of notes, ideas on cocktail napkins, or an opportunity to work with a new property, venue or vendor, my own fraternity is much richer. We hope to see you next year in San Mateo, California!

Fraternal News

[Sigma Pi](#) recently topped 200 collegiate chapters with the addition of chapters at City University of New York-Baruch College, Trinity University and University of California-Santa Barbara. Delta Sigma Pi has also welcomed four new colonies in the past several months: Central Michigan University, Duke University , East Tennessee State University and Pepperdine University. The fraternity also launched a new website in November after completing research to determine the best features and easiest navigation.

[Tau](#) installed its newest chapter at the University of California, San Diego (“founded” by Hall of Fame Laureate [Revelle](#)) and its newest colonies at Indiana University-Purdue University Fort Wayne, and the University of Pittsburgh.



Board of Directors Contact Information

[Bonner, Kappa Kappa Psi/Tau Beta Sigma – President](#)
[Epperson, Alpha Kappa Psi, President-elect](#)
[Nordling, Sigma Alpha Iota - Secretary](#)
[Stankewicz, Kappa Epsilon - Treasurer](#)
[Irwin, Mu Phi Epsilon - Director](#)
[Heyman, Rho Pi Phi, Director](#)
[Sandra Finley, Phi Chi Theta- Past President](#)
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If your contact information has changed, please email the PFA Headquarters with updated name, mail, phone, email contact data.
