



Vision to Reality

PROGRAM

Welcome

Dear Colleagues,

FEA meets this year for the first time in the Pacific Northwest. Our 80th annual meeting is surrounded by the pristine wilderness of the Cascade Mountains and natural beauty of Puget Sound yet only steps away from urban sophistication.

This unique setting will give rise to a unique meeting. During our initial business session we will break into discussion groups that will shape the future of FEA. This year's program chairman, Michael Carey, has built a program addressing current trends in higher education law, new media and technology, and innovations in the services we provide our chapters.



Our sponsors will again play a large role in our meeting. We appreciate all they bring to FEA and we look forward to renewing old friendships while making new ones. Our sponsors chair, Bonnie Wunsch, has set aside ample time to network with our sponsors who are so critical to the ongoing success of FEA.

The Pacific Northwest is where vision became reality in aviation, computers, music, and yes, even coffee. This is our time to take time to envision a future for ourselves, our association and those we serve.

Interfraternally,

Mark A. Williams, CAE
Executive Director, Psi Upsilon Fraternity
FEA President

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2010 Summer Meeting Committee

Program Chairman	Michael Carey, Phi Sigma Kappa
Assistant Program Chairman	Jim Russell, Delta Tau Delta
Sponsors Chairman	Bonnie Wunsch, Alpha Epsilon Phi
Menus	Bonnie Brown, Kappa Alpha Theta
Golf Tournament	Aaron Girson, Sigma Alpha Mu
	Sherry Walker, Pi Kappa Alpha
Tennis Tournament	Mark Timmes, Pi Kappa Phi



FEA Leadership

President	Mark Williams, CAE
President-Elect	Mark Timmes
Secretary/Treasurer	Larry Wiese
Director	R. Bradley Beacham
Director	Mark Briscoe
Past President	Bonnie Wunsch
Administrator	Sidney Dunn

Sponsors

Thank you to the following sponsors for their special support of the 2010 Annual Meeting:

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Meeting T-Shirts
Mini-Pocket Programs
Welcome to the Pacific Northwest Decorations
Golf Tournament Breakfast
Golf Tournament Hole Sponsors

Tennis Tournament

Experience Music Project

Keynote Address
New Media/Technology Sessions
Executives' Turn-Down Service

Wine at Final Banquet

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Starwood Hotels & Resorts and Starwood Convention Collection
Visit Norfolk
Hyatt Hotels Corporation
Pennington & Company
Bob Marshall, Spirit Recognition
Andy Morris, Collegiate Regalia
Sherry Vale, Ritz-Carlton/JW Marriott Orlando, Grande Lakes
Beverage Station - Arnold Gallivan Levesque PC
"On Stage" Activity and Gift - Hilton Worldwide
MJ Insurance, Inc
Celect.org
Wednesday - Spokane, WA Convention & Visitors Bureau
Thursday - Richmond, VA Metropolitan Convention & Visitors Bureau
Celect.org

Sponsors of specific events are noted throughout the program schedule.

Thank you to our annual meeting sponsors:

3rd Millennium Classrooms
Arizona Biltmore Resort & Spa
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Arnold Gallivan Levesque PC
Association of Fraternal Leadership & Values
Association of Fraternity/Sorority Advisors
Augusta Marriott Hotel & Suites
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The Conference Group
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Garnet Green
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Greek Key Services

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Hilton Charlotte University Place
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Hyatt Hotels Corporation
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Irving Convention & Visitors Bureau
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Kissimmee Convention & Visitors Bureau
The Laurus Group
Lexington Convention & Visitors Bureau
Lisle Illinois Convention & Visitors Bureau
Loews Atlanta Hotel
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Miami University - Marcum Conference Center
Millennium Hotels and Resorts
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OmegaFi
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Royal Caribbean International
Sacramento Convention and Visitors Bureau
San Mateo County Convention & Visitors Bureau
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The Pursuant Group, Inc.
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UBS Financial Services, Inc.
University Place Conference Center and Hotel
Valley Forge Convention and Visitors Bureau
Virginia Tourism Corporation
Visit St. Paul
Visit St. Petersburg/Clearwater
WebGreek
Willis/HRH/Kirklin

Conference Schedule

Tuesday, July 6

Evening

FEA Board of Directors Dinner

Off Site

Hosted By: Hyatt Hotels Corporation

Wednesday, July 7

FEA Board/New Execs Continental Breakfast

Cottonwood

8:00 a.m. - 12:00 p.m.

FEA Board Meeting

Boardroom

New Execs Program

Laurel

12:00 p.m. - 1:00 p.m.

FEA Board and New Execs Luncheon

Cottonwood

Sponsored By: Hilton Worldwide

12:00 p.m. - 8:00 p.m.

Registration

Evergreen Foyer

1:00 p.m. - 1:45 p.m.

Strategic Planning Task Force

Laurel

2:00 p.m. - 4:00 p.m.

EXECUTIVES

Opening Business Session

Auditorium

CHAPTER SERVICES

A Culture of Expansion Excellence

Presenters:

Matt Matson, Phired Up

Woody Woodcock, Phired Up

Jessica Gerdron Williams, Phired Up

Survey results from recent expansion professionals, previous expansion experience, the Dynamic Recruitment philosophy, and a continual on-the-ground application of the world's leading recruitment philosophy all combine to create an intense high level curriculum for anyone involved in the fraternity/sorority expansion/extension process.

Juniper

NEW MEDIA/TECHNOLOGY

Social Media - Key Medium to Improving Your Organization

Presenters:

Christian Wiggins, Assistant Exec. Director, Pi Kappa Phi

Bradley Charlesworth, Coordinator of New Media and Public Relations, Pi Kappa Phi

With our members, subordinate chapters, peer organizations, constituents, and well . . . everyone engaging in social media it is time we took our mission to them and let technology work for us. In this session participants will gain a better understanding about the need for social media and the role it plays in communicating with our members and the role it plays in linking the global community together. Additionally, we will discuss the process for implementation in your organization. Participants are encouraged to create a Twitter and Facebook account before the session.

SPOUSE/GUEST RECEPTION

Spruce

4:00 p.m. - 5:30 p.m.

KEYNOTE ADDRESS - Vision to Reality

Regency Ballroom

Presenters:

Jim Berquist, bizFutures Consulting

Fishmongers, World Famous Pike Place Fish Market

Sponsored By: MJ Insurance, Inc.

If you have ever been to Pike Place Market in Seattle you know about the World Famous Pike Place Fish Market. And quite possibly, even if you have never been to Seattle, you know about the market's flying fish.

The market didn't become world famous by accident. John Yokoyama started a wholesale fish operation and within a very short time had gone deeply into debt. Working with Jim Berquist of bizFutures Consulting, John not only got his company back on track but beyond that, he created an extraordinary future.

Jim Berquist will address the importance of having a powerful vision, what it takes to make it a reality and what it really means to make a difference for the people we serve.

6:15 p.m. - 9:30 p.m. Past President's Dinner Off Site
Meet in the hotel lobby at 6:15 p.m. The boat will return to the dock at 9 p.m. The group will return to the hotel by 9:30 p.m.

Hosted By: Marriott & Renaissance Hotels Worldwide

6:00 p.m. - 8:00 p.m. Welcome to the Pacific Northwest Evergreen Ballroom

Thursday, July 8
8:00 a.m. - 6:00 p.m.

Registration Evergreen Foyer

9:00 a.m. - 11:00 a.m. **EXECUTIVES** Auditorium

Trends in Higher Education Law

Presenters:

Dean Darby Dickerson, Stetson College of Law

Professor Mark D. Bauer, Stetson College of Law

The Stetson University College of Law is home to the Center for Higher Education Law and Policy and each year hosts the National Conference on Law and Higher Education. Dean Darby Dickerson and Professor Mark Bauer will address recent developments in tort law and issues relating specifically to fraternities and sororities. Dean Dickerson has written extensively on bullying and hazing. Professor Bauer has studied the anti-trust implications of a college takeover of fraternity housing. Other topics to be discussed will be response teams for at risk students and the use of background check on members, especially residential members.

CHAPTER SERVICES

Evergreen G

Dealing Effectively with Staff

Presenter: Brad Karsh, President, JobBound

Engaging and motivating your team is a constant challenge. Everyone knows that a happy employee is a productive employee, but how do you keep your team connected and motivated to go above and beyond the call of duty? In this dynamic workshop, Brad Karsh jumps into this critical component of being a great, inspiring leader. Brad gives tips on how to involve, explain, and share information with the team to increase camaraderie and connection, and he also provides creative ideas and positive techniques for recognizing and rewarding team members. Finally, Brad discusses how to manage low performers effectively. This program is highly interactive and relevant to your critical, everyday interactions with your staff.

**New Media/Technology Sessions Sponsored By:
Celect.org**

Print vs. Digital Debate

Presenters:

Brandon Weghurst, Sigma Alpha Epsilon, Past President, FCA
Steve Latour, Alpha Sigma Phi, President, FCA

Many of our members were promised a lifetime subscription for their magazines, but what do you do when costs dictate otherwise? Find out how some of our association groups have handled the print vs. digital debate as it relates to the magazine and other printed communication pieces, reconfigured their circulation policies and decided how to adapt to today's technology.

11:15 a.m. - 12:45 p.m.

EXECUTIVES

Auditorium

University Learning Outcomes Assessment

Presenters:

Mark Frederick, Ph.D., Indiana State University
Peter Smithhisler, CEO & President, NIC

The University Learning Outcomes Assessment measures seven main areas of behavior most commonly linked to student growth and development. For the first time, data has been collected which matches fraternity member v. non-fraternity member performance. Data from the University Learning Outcomes Assessment supports the proposition that the fraternity experience has a positive impact on student growth and performance.

Mark Frederick, Ph.D., one of the UniLOAs developers, will explain the data, the ways it can be used as well as how your fraternity can assess your members. Peter Smithhisler, CEO and President of the North American Interfraternity Conference will explain its "Case for Fraternity Rights" initiative.

CHAPTER SERVICES

Evergreen G

Maintaining Balance in Your Life

Presenter: Brad Karsh, President, JobBound

Let's be honest, you have a lot to do. You have meetings, conferences, travel, risk management, new chapters, fundraising, and much, much more. With such a demanding position, you may find yourself struggling with balancing responsibilities, extracurricu-

lar activities, and just plain, old relaxation time. When you're passionate about your job and your organization, it's not easy to maintain life balance. In this engaging program, Brad Karsh reminds you how to let go of the little stressors and embrace a balanced lifestyle. Brad teaches you how to better focus your time and how to be OK with what you don't do, and he gets you to laugh, refocus, and re-energize. When you leave this program, you will have a laundry list of ideas for making the most of your time in and outside of the office.

NEW MEDIA/TECHNOLOGY

Evergreen H

Can Conferencing Really Reduce My Operating Expenses?

Presenter: Greg Plum, Conference Group

In this session, we will review various collaboration services available today, including audio, web, and video conferencing. If you have been thinking about starting to use some of these services to leverage your resources and cut your expenses, this session will be well worth your time.

FEA members have embraced various forms of conferencing over the past several years. Join Greg Plum of the Conference Group in this session to see how to start using (or enhance your use of) conferencing solutions to augment your chapter-wide communications, while keeping expenses in check.

Finally, we will discuss what you can expect from new technology trends, including smart phone proliferation, and how you will be able to leverage these developments to achieve even greater efficiency within your organization.

1:00 p.m. - 2:30 p.m.

Phil Josephson Sponsors Luncheon

Evergreen A-F

Sponsored By: Marriott & Renaissance Hotels Worldwide

3:00 p.m. - 6:00 p.m.

Trade Show

Grand Ballroom

6:30 p.m.- 10:30 p.m.

Experience Music Project

Off Site

Friday, July 9

Morning

Golf/Tennis

Off Site

2:00 p.m. - 5:00 p.m.	Trade Show	Grand Ballroom
5:15 p.m. - 6:00 p.m.	Sponsors Reception	Spruce
6:30 p.m. - 10:00 p.m.	Executives Dinner	Off Site

Hosted By: Greek Division of Herff Jones

Saturday, July 10

9:00 a.m. - 10:30 a.m.	FIPG Meeting and Program	Evergreen E-F
10:45 a.m. - 11:45 a.m.	Executive Men's Caucus	Evergreen E-F
	Executive Women's Caucus	Evergreen G
	CHAPTER SERVICES	Evergreen H

AFA, FEA, NPC, NIC, etc.

This session is designed to be a roundtable discussion with members of the AFA, NIC, NPC, NPHC and fellow partners discussing the "hot" or "not so hot" topics. Come prepared to share an idea, thought, or discussion point on a topic of "hot" or "not so hot" issues.

NEW MEDIA/TECHNOLOGY	Evergreen I
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Intellectual Property in the Digital Age

Presenter: Jack Wheat, Stites & Harbison, PLLC

Facebook was once the back door to our chapter's risk management lapses; now it is the front door to our organizations. We must understand the implications arising out of commercial as opposed to personal use of intellectual property in our websites and other digital media. Navigating eBay, Facebook and Second Life presents new challenges.

Attorney Jack Wheat will discuss the need to have well-developed policies in place as well as the need to educate and enforce. He will also address key lessons learned from previous and current litigation involving fraternities and what is on the horizon given social media and technology.

12:00 p.m. - 1:00 p.m.	Lunch	Evergreen A-C
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1:15 p.m. - 2:45 p.m.

EXECUTIVES

Evergreen E-F

Relationship Statements

Presenters:

Dave Westol, Limberlost Consulting

Carolyn Whittier, Ph.D., Virginia Commonwealth University

Past President, Association of Fraternity and Sorority Advisors

Relationship statements and recognition agreements have been at the forefront this year. These documents can include everything from expansion and extension to discipline and insurance requirements. Dave Westol has closely examined the various kinds of agreements that exist and their implications. Carrie Whittier, past AFA president, will address this topic from the campus perspective. Dave will also discuss a model recognition agreement that is being drafted.

CHAPTER SERVICES

Evergreen H

***Understanding and Responding to Membership
While on an Economic Rollercoaster***

Presenters:

Jeremy Slivinski, Alpha Kappa Lambda

Libby Anderson, Director of Business Operations, Zeta Beta Tau

FEA has solid membership data that can be compared to the U.S. economy fluctuations. Using this data we can identify trends that as HQ professionals we need to know about to prepare for the next few years. This program will discuss those trends and what we can do to safely ride the economic rollercoaster.

NEW MEDIA/TECHNOLOGY

Evergreen I

Easy Free Technology

Presenters:

Krystal Slivinski, Alpha Sigma Alpha

Gabby Leon, Group Interactive Network

Topics in this session will include technology that can be used at your HQ to help streamline operations, free technology and technology statistics and trends. Time to share technology ideas will also be part of the session.

3:00 p.m. - 4:45 p.m.

Executives - Closing Business Session

Auditorium

6:00 p.m. - 7:00 p.m.

Reception

North Foyer

6:00 p.m. - 9:30 p.m.

Kid's Banquet

Spruce

7:00 p.m. - 9:30 p.m.

Closing Banquet

Grand H-K

Notes

Conference Site Map

