

CHICAGO

FEA Annual Conference
July 6-9, 2011



W E L C O M E

Dear Colleagues,

Welcome to the Windy City as the Fraternity Executives Association returns to Chicago for the first time since 1968.

Our 81st meeting gives us the opportunity to enjoy this vibrant, world-class city and the beautiful Hyatt Regency while conducting important business for the association, engaging in powerful learning experiences and enjoying fellowship with our interfraternal colleagues and friends.

Due to the proximity of nearby headquarters and the timing of the conference in relation to other conventions, we have a tremendous turn-out of executives and their staffs. Accordingly, Program Chair Jim Russell has expanded the number of tracks in addition to the customary general sessions and other programming.

We also enjoy the opportunity that FEA provides to interact with our vendors and sponsors. They play an important role in the success of the conference. Sponsors Chair Bonnie Wunsch has provided another sold-out trade show with ample time scheduled for you to network with our friends. FEA prides itself on our relationship with our vendors, and we expect this year to be no different.

During challenging times this conference provides an interlude for us to refresh, reflect, learn and most importantly reaffirm our commitment to college men and women as we positively impact their lives in so many ways.

On behalf of the Board of Directors, we wish you a successful conference!

Interfraternally,



Mark E. Timmes
CEO, Pi Kappa Phi Fraternity
FEA President 2010-11



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4 SCHEDULE OF EVENTS

12 HOTEL MAP

13 NOTES

15 SPONSORS

BOARD MEMBERS

PRESIDENT	Mark E. Timmes, Pi Kappa Phi Fraternity
PRESIDENT-ELECT	Larry S. Wiese, Kappa Alpha Order
SECRETARY/TREASURER	R. Bradley Beacham, Sigma Nu Fraternity
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ADMINISTRATOR	Sidney N. Dunn, Alpha Epsilon Pi

ANNUAL CONFERENCE COMMITTEE

PROGRAM CHAIR	Jim Russell, Delta Tau Delta Fraternity
SPONSORS CHAIR	Bonnie Wunsch, Alpha Epsilon Phi Fraternity
GOLF TOURNAMENT CHAIRS	Jim Russell, Delta Tau Delta Fraternity Sherry Walker, Pi Kappa Alpha Fraternity
TENNIS TOURNAMENT CHAIR	Mark E. Timmes, Pi Kappa Phi Fraternity
LOGO/COVER ILLUSTRATION/T-SHIRT DESIGN	Stacie N. Dunn, Sigma Delta Tau Sorority

S C H E D U L E

TUESDAY, JULY 5

2:00 p.m. - 5:00 p.m.

Board Meeting

Board of Trade (West Tower 36th floor)

6:00 p.m.

Board of Directors' Dinner

Park Hyatt

HOSTED BY HYATT HOTELS CORPORATION

WEDNESDAY, JULY 6

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

New Member Breakfast & Program

Water Tower

SPONSORED BY HILTON WORLDWIDE

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

Board & New Member Lunch

Gold Coast

SPONSORED BY NATIONWIDE INSURANCE

12:00 p.m. - 4:00 p.m.

Registration

Crystal Ballroom Foyer

2:00 p.m. - 3:45 p.m.

Opening Business Session

Crystal AB

4:00 p.m. - 5:15 p.m.

Welcome Session and Keynote

Crystal AB

"Speeding Through the Fraternity House"

Keynote by Dr. Alan D. DeSantis, Ph.D., author of *Inside Greek U* and professor at the University of Kentucky

Dr. DeSantis will discuss his research on the growing trend of the illegal use of ADHD stimulants on college campuses. Special concern will be paid to the use of prescription amphetamines—Ritalin and Adderall—in fraternity life.

SPONSORED BY MJ INSURANCE

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

Transportation to Navy Pier

Departs from the West Tower Lobby

SPONSORED BY ARNOLD GALLIVAN LEVESQUE PC

7:30 p.m. - 10:00 p.m.

Opening Event and Dinner

Off-site

You haven't seen Chicago quite like this before. To kick-off the 2011 Annual Conference, we have chartered a dinner cruise on Lake Michigan with breathtaking views of the city skyline and a spectacular fireworks display.

THURSDAY, JULY 7

7:00 a.m. - 8:00 a.m.

UNC-Chapel Hill Men's Group Meeting

Skyway 272

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

Registration

Crystal Ballroom Foyer

8:30 a.m. - 9:30 a.m.

Executives/Chapter Services

Crystal C

"From Boomers to Millennials and Beyond:

Working effectively among the generations"

Presented by Brad Karsh , President , JB Training Solutions
& JobBound Outplacement

Expansion/Extension

Water Tower

"The interfraternal movement has enjoyed significant growth during the past decade. What better time to assess the campus environment and begin the conversation about what lies ahead."

Presented by Pete Smithhisler, President and CEO, NIC

Education/Leadership

Skyway 260

"Beyond the Rule Book: Strategies for training staff and volunteers to engage students in truly embracing risk management best practices"

Presented by Kim Novak, Campus Safety & Student Risk Management Specialist

Meeting Planners/Business Managers/Marketing

Gold Coast

"The Inside Scoop: Working with the national sales manager to leverage value in your hotel partnership"

Presented by Jennifer Emerson, Hilton; and Richard Green, Marriott

9:30 a.m. - 9:45 a.m.

Break

9:45 a.m. - 10:45 a.m.

Executives

Crystal C

"Manage Your Board with Success:
Tips on what works and what sinks"

Presented by Brad Karsh, President of JB Training Solutions
& JobBound Outplacement and Executive Panel

Chapter Services

Comiskey

"Strategies for effectively working with campus
student affairs professionals"

Presented by Dr. Danita Brown, Dean of Students, Purdue
University; Kyle Pendleton, Assistant Dean of Students,
Purdue University; and Laura Whitney, Director of Loss
Prevention, Delta Upsilon Fraternity

Expansion/Extension

Water Tower

"You Didn't Immediately Morph Back into the Morass:
How to avoid mission creep"

Presented by Kim Novak, Campus Safety & Student Risk
Management Specialist

Education/Leadership

Skyway 260

"Engaging Today's Students in a Conversation: Strategies
on brain development, motivational interviewing, harm
reduction research, and stages of change theory"

Presented by Dr. Lori Hart, Director of Alcohol Education,
Pi Kappa Phi Fraternity

Meeting Planners/Business Managers/Marketing

Gold Coast

"Making the case for engagement of third-party reps in
securing hotel contracts"

Presented by Peter Winters, Manager of Global Accounts,
Helms Briscoe

10:45 a.m. - 11:00 a.m.

Break

11:00 a.m. - 12:00 p.m. **Executives**
Crystal C
"Maintaining Life Balance"
Presented by Brad Karsh, President of JB Training Solutions
& JobBound Outplacement

11:00 a.m. - 12:00 p.m. **Chapter Services**
Comiskey
"Shuffling the Deck: Knowing when it is time for addition
by subtraction"
Presented by Dave Westol, Founder and Owner,
Limberlost Consulting

Expansion/Extension

Water Tower
"Partnering with campus professionals for successful
expansion/extension projects"
Presented by Kyle Pendleton, Assistant Dean of Students,
Purdue University

Education/Leadership

Skyway 260
"The educational case for drug testing student members"
Presented by Erle Moring, Director, Education and Sales
Development, Safety First; and Gentry McCreary, Director
of Greek Affairs, University of Alabama

Meeting Planners/Business Managers/Marketing

Gold Coast
"Leveraging the expertise of the CVB to plan and market
your convention"
Presented by Nicole Beykirch, DuPage CVB; Sharmane
Fernandez, Destination DC; and Marsha Wilson,
Lexington CVB

12:15 p.m. - 1:30 p.m. **Phil Josephson Sponsors Luncheon**
Crystal AB

SPONSORED BY MARRIOTT & RENAISSANCE HOTELS WORLDWIDE

1:45 p.m. - 2:45 p.m.

Executives

Crystal C

"Discovering What's Next in Life:

Beyond the Executive Director's Chair"

Presented by Brad Karsh, President of JB Training Solutions & JobBound Outplacement

Chapter Services

Comiskey

"The realities of today's at-risk students: mental health and campus resources"

Presented by Dr. Danita Brown, Dean of Students, Purdue University

Expansion/Extension

Water Tower

"It Ain't Just the Stripes: Nine practices that expansion/extension leaders and football officials working a game have in common—and why you know them."

Presented by Dave Westol, Founder and Owner, Limberlost Consulting

Education/Leadership

Skyway 260

"Drug Testing Implementation Strategies"

Presented by Erle Moring, Director, Education and Sales Development, Safety First; and FEA panel

Meeting Planners/Business Managers/Marketing

Gold Coast

"Technology: How to afford staying current in an ever-changing tech environment"

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

Trade Show

Riverside Center Exhibition Hall

6:00 p.m. - 8:00 p.m.

Trade Show Dinner

Riverside Center Exhibition Hall

7:00 p.m.

Past Presidents' Dinner

Off-site

HOSTED BY MARRIOTT & RENAISSANCE HOTELS WORLDWIDE

FRIDAY, JULY 8

7:30 a.m. - 12:30 p.m.

Ray Orians Golf Tournament

*Harborside International Golf Course
Meet in West Tower Lobby at 5:45 a.m.
Buses depart at 6:00 a.m. sharp*

8:00 a.m. - 11:00 a.m.

Tennis Tournament

*Grant Park Tennis Courts
Meet in West Tower Lobby at 8:00 a.m. sharp to depart*

2:00 p.m. - 5:00 p.m.

Trade Show

Riverside Center Exhibition Hall

5:00 p.m. - 6:00 p.m.

Sponsors Reception (Sponsors Only)

Comiskey

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

Executives Dinner

Off-site

HOSTED BY HERFF JONES

SATURDAY, JULY 9

7:00 a.m. - 8:00 a.m.

Breakfast

Crystal Foyer

7:45 a.m. - 8:45 a.m.

FIPG Meeting

Crystal AB

9:00 a.m. - 10:30 a.m.

General Session: Generation Me

Crystal AB

Presented by Jean M. Twenge, Professor of Psychology at San Diego State University and author of more than 80 scientific publications including *Generation Me: Why Today's Young Americans Are More Confident, Assertive, Entitled — and More Miserable Than Ever Before*

10:30 a.m. - 10:45 a.m.

Break

10:45 a.m. - 11:45 a.m.

Executives

Crystal C

"It's not about risk management; it's about reputation management."

Presented by Bruce Hetrick, CEO of Hetrick Communications

Chapter Services

Comiskey

"Beyond the Rule Book: Strategies for training staff and volunteers to engage students in truly embracing risk management best practices"

Presented by Kim Novak, Campus Safety & Student Risk Management Specialist

Expansion/Extension

Water Tower

"Marketing 301: Time-tested basics and special touches for the millennial audience"

Presented by Nick Prihoda, Account Supervisor,
Leo Burnett Worldwide

Education/Leadership

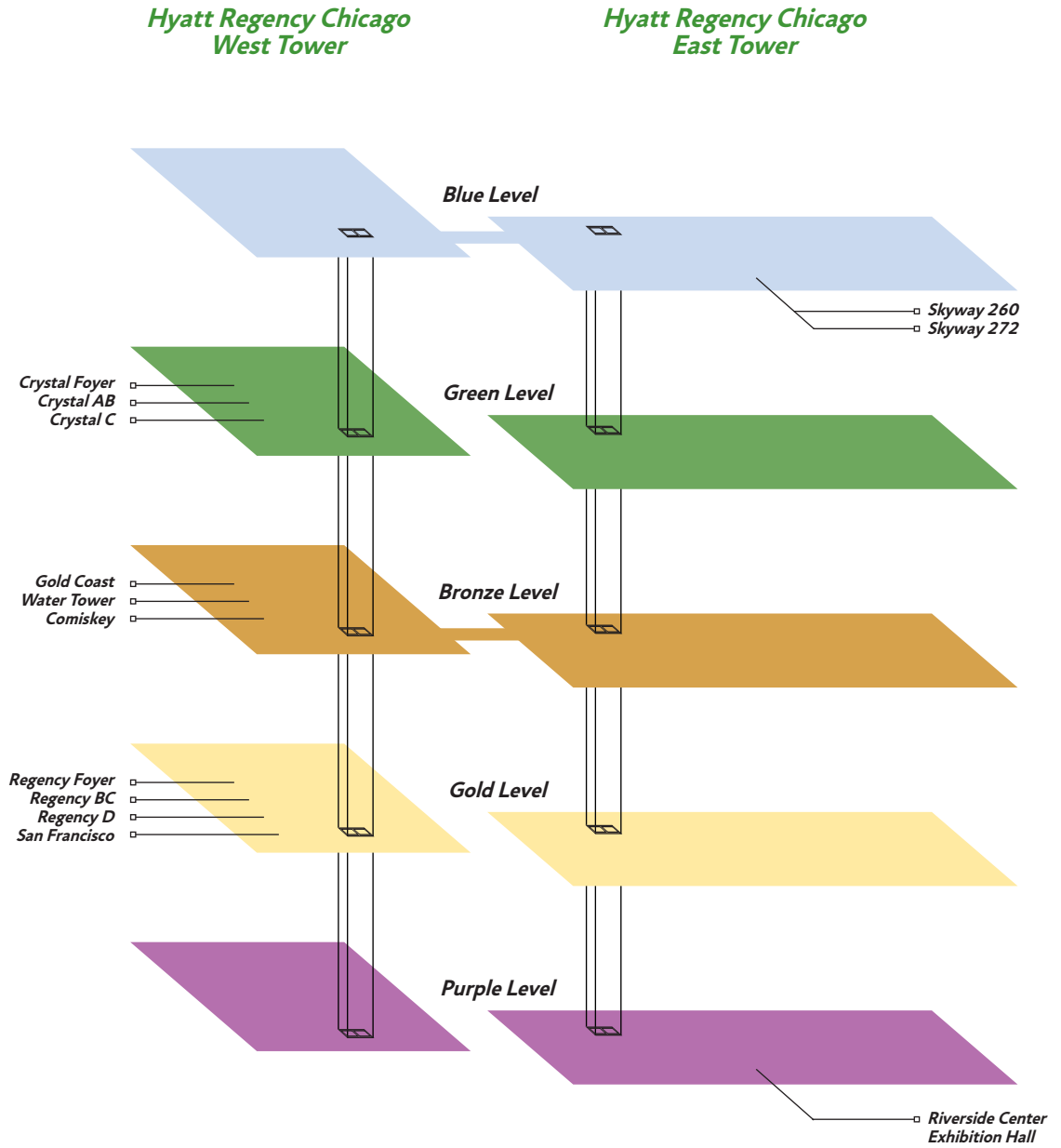
Skyway 260

"Risk Management Strategies in Women's Fraternities"

Presented by Susan Zabriskie, Strategic Planning Consultant and former executive director of Alpha Phi Fraternity

- 12:00 p.m. - 1:00 p.m. **Lunch**
Crystal AB
- 1:15 p.m. - 2:45 p.m. **Men's Executives Caucus**
Crystal C
- Women's Executives Caucus**
Skyway272
- Chapter Services**
Comiskey
Strategies for Managing Chapter Culture Change
Presented by Dave Westol, Founder and Owner,
Limberlost Consulting
- Expansion/Extension**
Water Tower
It Worked for Me: Tips on transitioning from a Greek
headquarters to the private sector
Presented by Nick Prihoda, Account Supervisor,
Leo Burnett Worldwide
- 2:45 p.m. - 3:00 p.m. **Break**
- 3:00 p.m. - 4:45 p.m. **Closing Business Meeting**
Crystal AB
- 6:00 p.m. - 7:00 p.m. **Closing Reception**
Regency Foyer
- 7:00 p.m. - 9:30 p.m. **Closing Banquet**
Regency BC

HOTEL MAP



Thank you to the following sponsors for your special support of the 2011 annual meeting:

Name Badge Lanyards	OmegaFi
Meeting T-shirts	Hilton Worldwide
Mini-Pocket Programs	Irving, Texas CVB
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Executives Turn-Down Service	Lexington, Ky. CVB; Richmond Metropolitan CVB; Nationwide Insurance
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Golf Tournament	
Breakfast	Starwood Hotels & Resorts
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Tennis Tournament	
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Photography	GreekYearbook
Executives Rooms	Hyatt Regency Chicago
Nametag Stock	PC/Nametag

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Thank you to our 2011 annual meeting sponsors:

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