

MINUTES  
OF THE  
ALPHA PHI OMEGA  
NATIONAL BOARD OF DIRECTORS MEETING  
EMBASSY SUITES  
KANSAS CITY, MISSOURI  
*FEBRUARY 8, 2003*

Presiding: Bobby Hainline, National President

Mr. Hainline brought the meeting of the National Board of Directors of Alpha Phi Omega to order at 8:31 a.m., February 8, 2003, in the Embassy Suites, Kansas City, Missouri.

Invocation: Kimberlie Francis

Roll Call: Robert J. London, National Executive Director

Bobby Hainline	W. Brant Warrick
Maggie Katz	Erica Roberts
Lisa M. Covi, Ph.D.	Kevin Simpson
Julie Moore	David B. Corning
Carla Moran	Bob Barkhurst
Ed Richter	Dave Emery
Keith D. Roots	Stan Carpenter, Ph.D.
Elizabeth Tom, MD	James L. Chandler
Marilyn Mims Dow	Wilfred M. Krenek
Craig Muckle	Jack A. McKenzie
Jamie Conover	Gerald A. Schroeder
Kimberlie Francis	Roger Sherwood, CAE
Thomas Strong	Robert J. London
Michael Leahy	

Also in attendance were: **Judy Mitchell**, Director of Chapter Services; **Linda Secrist**, Accountant at the National Office; **Susan Harris**, Administrative Assistant at the National Office; **Mark Stratton**, Vice Chair, National Membership and Extension Committee; **George Kober**, member-at-large of the Alumni/Volunteer Development Committee; **Dave O'Leary**, National Scouting and Youth Services Chair; **Kari Logan**, SRW Program Director; **Fred Heismeyer**, LD Staff Training, Advisor on the National Alumni/Volunteer Development Committee, Past National Alumni/Volunteer Development Chair, and Past Region VIII Director; **Allen Wong**, International Relations Committee/Canadian Extension; **Kegan Baird**, Region 8 Alumni/Staff; **Jordan Neuringer**, Xi Zeta alumnus and Section 89 Staff; **Kevin Flinn**, Pi Chapter alumnus; **Ginny Combs**, Section 21 Chair; **Aasha Blakely**, Section 35 Vice Chair; **Jim Hahn**, Leadership Development Committee; **Chris Meschuk**, Gamma Theta Chapter, **Steph Barkmeyer**, Section 30 Chair; **Sally Thurman**, Region IX Membership Chair; **Kevin C. Harris**, Section 23 Chair, **Mike Whitfield**, Section 26 Chair; **Kat Schlueter**, Section 26, Alpha Epsilon Mu Chapter; **Kelly Malone**, Section 26 Kappa Chi

Chapter; **James Walker**, Section 26, Kappa Chi Chapter; and **Kathryn Whitfield**, Region VIII Membership Chair.

### **APPROVAL OF THE MINUTES**

Dr. Carpenter moved, it was seconded, and passed the Minutes of the July 13, 2002, Board meeting.

Mr. Richter moved, it was seconded, and passed the Minutes of the December 30, 2002 Board meeting.

### **APPROVAL OF THE AGENDA**

Mr. Simpson moved, it was seconded, and passed the adoption of the agenda.

### **NATIONAL STRATEGIC PLAN**

Mr. Roots moved, it was seconded, and passed approval of the following National Goals.

Ms. Katz briefly discussed the goals and informed the Board of the committee leader and members.

Mr. Richter moved, it was seconded, and passed that the 2003-2004 Board Statement of Focus shall be: Alpha Phi Omega will be the world-class Service Leadership Collegiate Fraternity.

#### **Membership**

**Team Leader:** Brant Warrick

**Team Members:** Kim Francis, Keith Roots, Marilyn Mims Dow, Ed Richter and Michael Leahy

**Objective:** To maintain all active Chapters and assist them in retention of their Active and Pledge Members.

Goal # 1: Active membership – By December, 2006 the Fraternity shall increase the retention rates of Active Brothers retained annually by 10%.

Goal # 2: Pledge initiation – By December, 2006 the Fraternity shall increase the retention rate of members retained from pledging to initiation by 10%.

#### **Financial Development**

**Team Leader:** Keith Roots

**Team Members:** Dave Corning, Lisa Covi, Tom Strong, Julie Moore, Wilfred Krenek, and Bob Barkhurst

**Objective:** To develop the financial resources to carry out critical efforts in support of leadership development, membership retention, chapter development and retention, and public relations.

Goal # 1: By August 31, 2006, the Alpha Phi Omega Annual Development Campaign will raise \$175,000, and there will be at least 2000 *annual* donors.

#### **Communication/Public Relations**

**Team Leader:** Beth Tom

**Team Members:** Craig Muckle, Tom Strong, Jamie Conover, Carla Moran, Kim Francis, and Jack McKenzie.

**Objective:** To promote better, more consistent and ongoing communication within the Fraternity at all levels.

Goal # 1: No later than January, 2005, a structure will be in place for the National Office to communicate with Chapters electronically.

Objective: Improve relations with APO Philippines.

Goal # 1: By January 1, 2005, a structure will be in place that allows free and open communication between students, Chapters, and Regions in APO-USA and APO- Philippines.

Objective: To develop a consistent and ongoing public relations campaign in an effort to educate a wider and ever expanding audience about the endeavors of Alpha Phi Omega, promote a more beneficial public image, and establish/enhance relationships with other service-oriented organizations.

Goal # 1: By December 2003, at least 50% more chapters should participate in the Fraternity's commitment to America's Promise/Spring Service Day, compared to the number of Chapter's that participated in 2002. The Fraternity shall endeavor to reach a participation level of at least 120 chapters per the Fraternity's commitment to America's Promise.

Goal # 2: By December 2003, at least 5% of the active brothers from each Region should receive a President's Student Service Award and report the award to their Regional Service Chair.

### **Membership Extension**

**Team Leader:** Ed Richter

**Team Members:** Dave Corning, Jamie Conover, Erica Roberts, Brant Warrick, and Jack McKenzie

Goal # 1: By June 2005, the Fraternity shall have 386 active Chapters

Goal # 2: By June 2005, the Fraternity will have at least 18,000 members (AAMD + new Initiates)

### **International Extension**

**Team Leader:** Dave Emery

**Team Members:** Marilyn Mims Dow, Craig Muckle, Beth Tom and Allen Wong

Objective: To provide support to and fulfill a commitment to the International Council of Alpha Phi Omega by leading extension efforts in Canada

Goal: # 1: By December 2008, the Fraternity will establish five new chapters in Canada.

Goal # 2: By December 2010, complete a feasibility study of extending Alpha Phi Omega to universities in countries where we do not have active Chapters.

### **Leadership Development**

**Team Leader:** Lisa Covi

**Team Members:** Kevin Simpson, Belton Lim, and Bob London

Objective: To develop college students into lifelong servant leaders by providing opportunities to learn and practice skills in a nurturing environment.

Goal # 1: By December 2010, all Alpha Phi Omega New Members will complete the Launch program.

### **Volunteer Development**

**Team Leader:** Julie Moore

**Team Members:** Kevin Simpson, Erica Roberts, Belton Lim, Bob Barkhurst

Goal # 1: By December 2006, increase volunteer base by 25% (approximately 2400).

Goal # 2: By July 2003, institute a biennial needs assessment for each volunteer level within the Fraternity.

Goal # 3: By December 2003, develop mechanisms by which volunteers are identified, recruited, and tracked.

Goals # 4: By February 2004, in conjunction with Leadership Development, Communication/Public Relations, and Marketing, develop a campaign to promote continued involvement after graduation.

Goal # 5: By December 2004, systematically develop and implement a comprehensive training program and resource base for each volunteer level

Target dates to goals will be at next meeting.

### **Service**

**Team Leader:** Carla Moran

**Team Members:** Michael Leahy, Jack McKenzie, Bob London, Wilfred Krenek, Dave O'Leary

Objective: Utilize Alpha Phi Omega service information to improve visibility and awareness.

Goal # 1: Have one impressive service fact per section by July 1, 2003.

Goal # 2: By 2010 have a fully developed marquee national service event.

## **ACTION ITEMS**

### **CONFIRMATION OF 2003 AUDITORS**

Mr. Roots moved, it was seconded, and passed that the accounting firm of Grant Thornton, (3<sup>rd</sup> year of a three year bid) be approved to conduct the 2003 audit of the National Fraternity in the amount of \$7,200. Mr. Roots abstained.

### **APPOINTMENT OF THE 2003 FALL PLEDGE CLASS NAMESAKE COMMITTEE**

Mr. Hainline appointed the 2003 Fall Pledge Class Namesake Committee: Maggie Katz, Leader; Ed Richter, Carla Moran, Kim Francis, Craig Muckle, and Kevin Simpson.

### **APPROVAL OF WINTER 2004 MEETING LOCATION**

Mr. McKenzie moved, it was seconded, and passed that the Dallas area be the location for the winter 2004 Board meeting.

### **RECOGNITION OF GIRL SCOUTS OF THE USA LIAISON**

Mrs. Moran moved, it was seconded, and passed that the Board recognize Kathryn Zibell-Flinn by presenting a Certificate of Appreciation for her work as liaison to the Girl Scouts of the USA.

### **APPROVAL OF THE 2004 CONVENTION SITE**

Ms. Katz moved, it was seconded, and passed that the site for the 2004 National Convention be the Adams Mark Hotel in Denver, Colorado.

## **APPROVAL OF THE 2004 CONVENTION COORDINATOR**

Mr. Warrick moved, it was seconded, and passed that Kegan Baird be appointed as the 2004 Convention Coordinator.

## **INFORMATION ITEMS**

### **2002 NATIONAL CONVENTION REPORT**

Mr. London reported on the Convention. He thanked Kari Logan for putting a survey on the website for feedback about the 2002 Convention. We are still negotiating with the hotel to lower costs due to the problems resulting from the renovations not being finished.

The general feeling of the Board was that the 2002 National Convention was successful despite some of the difficulties that surfaced.

### **REVIEW OF THE NATIONAL CONVENTION DIRECTIVES**

Mr. Hainline reviewed the Convention Directives and assigned appropriate members to head each directive.

### **SRW**

Ms. Logan, SRW Coordinator, announced the 2004 SRW is August 1, 2 & 3, at the Savior Pastoral Center, Kansas City, MO. Rob Coop is the SRW Program Chair. The theme of the SRW 2004 is *Safari: The Hunt for Knowledge*. The committee is planning to expand the program to be THE APO Volunteer Leadership Training experience. Cost this year will be around \$65.00. Check website, [www.srw.apo.org](http://www.srw.apo.org) for the latest information on the SRW.

### **SPRING BREAK EXPERIENCE**

Dr. Covi talked about "The Horton Experience," designed as a spring break experience. This would be a week long, intensive, life-changing training experience combining Leadership and Service. This program could work in conjunction with a current goal of the Service Committee and could also tie in with Alumni Associations to assist by sponsoring and/or advising.

This program is in the information seeking stage. Please contact Dr. Covi, Dr. Heismeyer, Mrs. Moran or Ms. Moore with ideas and suggestions.

### **CPW**

Dr. Covi discussed the site selection strategy for future CPW locations. The objective is to focus and coordinate to improve the quality of the experience.

Leadership staff development workshops will be in Dallas this summer; Region VIII Conference Omaha, NE, (Martin Luther King weekend); summer 2004; and 2004 Convention. The idea is to make opportunities for volunteer staff development more available.

## **LEGAL COUNSEL UPDATE**

Mr. London informed the Board that Mr. Schmidt, National Legal Counsel, reported there are no matters for consideration at this time. Mr. Schroeder asked the President to convey to Mr. Schmidt the Board's thanks.

## **SCOUTING AND YOUTH SERVICES UPDATE**

Mr. O'Leary reported that Barbara Anderson has volunteered to act as Liaison to the Girl Scouts of the USA. March 20<sup>th</sup> is Absolutely Incredible Kids Day. Materials are available for promotion of this event. Information about the event will be on the APO Web site.

## **ENDOWMENT UPDATE**

Dr. Carpenter presented a report on the Endowment Fund. The Endowment Trustees feel the fund is doing well given the present economic situation. Dr. Carpenter reported the Endowment Fund received a gift of \$250,000, the largest gift in the Fraternity's history.

Dr. Carpenter moved, it was seconded, and passed that the National Board recognize and thank John C. Childs for his long and excellent service as an Endowment Trustee.

## **INTERNATIONAL RELATIONS**

Mr. Emery reported 12 Brothers have expressed an interest in attending as delegates to the Philippines National Convention, May 22-25, 2003.

Canadian extension efforts continue. Dr. Wong asked for contact names in Canada, or other countries, who might assist in extension efforts in those countries.

## **MARKETING**

Dr. Tom is looking for persons with marketing experience and explained what focus the committee is taking. Dr. Tom submitted to the Board an example of a business card format the Board members could use for consistency.

## **MEMBERSHIP/EXTENSION**

Mark Stratton is Vice Chair on the committee. The committee is in the process of updating the materials for the Charter Review Team (CRT) and considering the feasibility of distributing and reviewing the charter applications electronically.

Mr. Richter moved, seconded, and passed that the Board send congratulations to the Boy Scouts of America on their 93rd Anniversary.

## **SERVICE**

Mrs. Moran announced the following Chapters were awarded a Youth Service Grant 2003.

Kappa Phi, Washington University  
Nu Sigma, Stephen F. Austin State University  
Alpha Gamma Rho, Florida Institute of Technology  
Epsilon Zeta, Rensselaer Polytechnic Institute  
Beta Zeta, University of Georgia  
Alpha Sigma, University of Nebraska at Lincoln  
Epsilon Gamma, Alfred University  
Eta Sigma, Illinois College  
Delta Alpha, University of Cincinnati  
Delta Beta, University of Oklahoma  
Omicron Phi, University of Richmond

## **ALUMNI/VOLUNTEER DEVELOPMENT**

Ms. Moore reported the committee is being reorganized.

## **LEADERSHIP DEVELOPMENT**

Dr. Covi reported workshops at Convention went very well.

Heather Schartiger has joined Leadership staff as the Project Leader to create a database for LEADS.

## **FINANCE**

Mr. Roots presented highlights of his report.

Mr. London, Mr. Hainline, and Mr. Roots are beginning the process to hire a new Development Director.

## **VICE PRESIDENT**

Ms. Katz thanked everyone for the enthusiasm and support toward accomplishing the goals.

## **NEW BUSINESS**

Mr. Hainline appointed Ed Richter, Craig Muckle, Lisa Covi, Marilyn Mims Dow, Erica Roberts, Kim Francis and Kevin Simpson to further develop the chapter measurement tool and process created by Howard Barnes, Section 89 Chair.

Mr. McKenzie, on behalf of the board, expressed thanks to Kathryn Whitfield for taking notes during the legislation session of the 2002 Convention.

Mr. Hainline requested the Regional Directors include in their future reports a projection of how many new chapters, reorganized chapters and chapters that will be declared null and void in their respective regions.

The following written reports submitted for this meeting are part of the official minutes maintained at the National Office.

National President	Region IV Director
National Vice President	Region V Director
National Executive Director	Region VI Director
Leadership Development Director	Region VII Director
Alumni and Volunteer Development Director	Region VIII Director
Service and Communication Director	Region IX Director
Membership and Extension Director	Region X Director
Finance and Operations Director	Region XI Director
Marketing Director	Scouting and Youth Services Committee
International Relations Director	Endowment Trustees Status Report
Region I Director	National Archivist
Region II Director	2002 National Convention Directives
Region III Director	

### **TIME AND PLACE**

The next meeting of the Board of Directors will be July 11-13, 2003, at the Hilton Atlanta Airport & Towers, Atlanta, Georgia.

### **ADJOURNMENT**

The meeting was adjourned at 3:00 p.m.

Respectfully Submitted:

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Bobby M. Hainline  
National President

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Robert J. London  
National Executive Director