



The RED *Carnation* Like a City Walled

The National News Publication of Alpha Delta Gamma National Fraternity

Volume 84 • Issue 3 • August 15, 2009

A Letter From the President 85th Year of Brotherhood!

Arthur Taylor, National President

Family Reunion

Another convention is finally upon us, and I can think of no better place I would rather be than in Milwaukee in August! Part of the reason is because summer in DC can be quite brutal, with temperatures in the mid-to-high 90s and humidity to match. This is also my first trip to Wisconsin, so it's another state I can cross off my checklist.

The main reason, though, of course, is for the fellowship and brotherhood that we all look forward to every year. Convention, to me, is a family reunion; we congregate to enjoy each other's company, reconnect with previous acquaintances, and meet new brothers for the first time. This is what truly separates ADG from the other 'corporate fraternities;' we know each other by name and face, not by number.

I also welcome the changing of the seasons with great anticipation. To me, the end of summer signifies the onset of the harvest season: cooler weather, upcoming holidays, football season starting, and the bounty of Autumn. It is also a time of renewal of purpose and value as brothers of Alpha Delta Gamma. This is a time for some hard work, too, as we ap-

proach another full academic year in less than a month.

As the saying goes, 'we must change in order to remain the same.' In other words, we need to evolve and adapt ourselves to the environment in order to stay true to the tenets of our fraternity. With so many new tools available to us in recent years, though, our work in this endeavor is reduced significantly. We are fortunate to have such free outlets of communication like Facebook, Twitter, e-mail and the web. The mind reels when pondering how our forefathers managed to stay in touch so frequently before the Information Age.

This is all the more reason to shrug off excuses as to why we cannot maintain contact with one another, between actives, between alumni, between nationals, and all combinations therein. Therefore, I am calling on every brother, no matter where you are in life, to take a few minutes out of each day or week, and simply drop a line to a brother. Catch up with a classmate; connect with an alumnus; reach out to an active. The success of every chapter, and ADG on the whole, is upon each and every one of us.

Enjoy these days, brothers; enjoy the family reunion that is convention and soak up as much as you can. Bring this home to your chapters and brothers, but also use it as a springboard to launch yourselves and each other to greater heights in the days and weeks ahead. We have fewer excuses than ever before, so stop wondering "why not," and start imagining, "how can I make things better?" Remember, you are never alone, so long as you are an Alphadelt.

Ad Dei Gloriam

Fraternally yours,

Art

See Art's official blog:
adgpresident.blogspot.com



Wednesday, August 13 marked the beginning of the 85th annual National Convention of Alpha Delta Gamma National Fraternity in Milwaukee, WI. With more than 125 delegates, including active members and alumni, this is perhaps one of the greatest celebrations in the history of the fraternity.

Commencement of the convention marks the 85th anniversary and birthday of the Fraternity, which will be officially recognized October 10 on Founders' Day.

Alpha Delta Gamma had its beginning with four students at the Lake Shore Campus of Loyola University of Chicago in 1924. Francis Patrick Canary, John Joseph Dwyer, William S. Hallisey and James Collins O'Brien, Jr., first conceived the idea of founding a new unique fraternity during a ride on Chicago's "L" (the elevated railway). The "Founding Four" realized the need for an organization quite different from those existing on their campus. They wanted a fraternity based upon Christian ideals of true manhood, sound learning, and the unity of fraternal brotherhood.

These ideals were decreed the purpose of Alpha Delta Gamma when it first came into being. And so the foundation was set, Alpha Delta Gamma was laying its first bricks. Today, we celebrate 85 years of a Brotherhood that stands as a city walled!



Pictured above are the men of the founding class of Alpha Delta Gamma at Loyola University Chicago.

Six Simple Public Relations Ideas

Chirs Sapp, Executive Vice President

The fraternity movement is facing the most hostile climates in its over 200 year existence. Why? The answer, in many cases, comes down to how the public perceives fraternities and our public relations. In answer to this unfriendly atmosphere, fraternities can go on the aggressive, but positive, public relations campaign to strive to show the general public what today's fraternities really stand for. The object is to say and do the right thing at the right time. Consider the following as starter ideas to create your own ideas for your chapter:

Sponsor an Athletic Team - Local YMCA, Boy's & Girl's Clubs, and other local groups are always looking for sponsors and coaches for team sports. Great experience and a fair amount of PR especially if you have team shirts with ADG printed on them as a sponsor.

Big Brothers Program - Most of the city's we are located in have some type of mentoring program and are eager for volunteers. What better role model for a troubled youth than a campus leader active at school & his fraternity?

Public Service Weekend - Choose a weekend close to the beginning of the school term, before the academic pres-

ures build and sponsor a campus wide service weekend. Offer your services to local city governments, not-for-profit groups and the like to do odd jobs, clean-ups, etc. Don't forget to wear letters while on the job. Invite potential recruits to the event. Habitat for Humanity is our national philanthropy.

Congratulatory Notes - Send congratulatory notes to Faculty, Staff, and fellow students whenever they are cited for outstanding accomplishments. Have professionally printed note cards on hand to use.

Press Release - Chapters should definitely implement a program whereby press releases are sent to the brother's hometown newspapers. These short releases should include elections, initiations, greek activates, awards, etc. Smaller papers, especially weeklies, thrive on these type of articles.

Newsletters - Develop a monthly newsletter. Include all positive events from the prior month as well as the up coming events. Copies can be left on bulletin boards, in dorms, in faculty lounges, as well as sent out to alumni via your own maintained database or the school alumni affairs office.

Alphadelt Expansion

Matthew Berkshire, VP External Affairs

This year has seen some developments in the region of ADG expansion.

Over the past year we were contacted by students at 7 different schools. The response to these schools was extremely swift, usually within a few hours. Three conversations turned into phone calls, and one of those turned into a conference call featuring other board members.

This conference call was from Theta chapter wishing to re-activate. This year board members will travel to Theta at convention and invite some interested parties from the chapter to certain events at convention.

I believe the responses to all inquiries are carried out expediently and with a high degree of customer service, but that being said, this is a small number, with an even smaller margin of error.

Ergo expansion has become more proactive. This year I contacted 14 different Jesuit Universities in a proactive strategic expansion plan. I heard back from 4 universities saying they did not have a Greek life program and did not have a want to begin one. Two other universities said

they are not looking to expand at this time. We did receive a message from interested students at the University of California Santa Barbara, but the interest has fizzled over the summer. We are planning to resume communications and explore interest when the fall semester begins.

I plan to pursue all inquires further when the summer ends and interest heats up again. I also plan to further a strategic plan of establishing chapters in key geographic areas to ensconce an ADG presence.

While I am trying to use a more proactive expansion stratagem I remind myself that ADG's intimate size is what makes it the greatest fraternity in the world. Expansion will not go huge, but I believe it is necessary to be aggressive.

At the 85th National Convention, we celebrate and remember the life of Brother Anthony Smulders who passed away this year. Bro was an exceptional brother, friend, and educator, and will be in our thoughts and prayers this weekend. Ad Dei Gloriam, you are missed, Bro.



Upcoming Dates of Note

AUGUST 13 - PSI CHAPTER'S 15TH BIRTHDAY
SEPTEMBER 15 - FALL ROSTERS DUE
OCTOBER 10 - FOUNDERS' DAY - 85TH ANNIVERSARY
OCTOBER/NOVEMBER - FALL RETREAT (DATE TBA)
DECEMBER 4 - UNIVERSAL NIGHT
DECEMBER 15 - FALL REPORTS DUE

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Comments, corrections, announcements, and notices should be directed to the editor by email:

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