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# Alpha Chi Rho Fraternity

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*Our Mission: Alpha Chi Rho is a national, men's, collegiate fraternity whose purpose is to enhance the lifelong intellectual, moral and social development of our members through the guidance of our Landmarks.*

May 20, 1999

Kenneth W. Allers  
Phi Kappa 1970  
5995 Darline Dr.  
Sainte Anne, IL 60964-4380

Dear Brother Allers:

What would you say to have an active Phi Kappa Chapter again at the University of Illinois? I think we all would say let's do it. Well let's do it. The National Staff recently met with a group of Phi Kappa Graduate Brothers who are keeping the spirit of Alpha Chi Rho alive. However, the road ahead will be tough and your involvement is very important.

In our meeting on May 3, Justin Lahullier, Director of Marketing & Expansion; John Tedesco, Director of Programs & Services and myself outlined a plan to have an active Phi Kappa Chapter recognized on campus within three years. The main components of the plan are:

- Alumni Conditioning – Friend-raising and fundraising. It is important for the Graduate Brothers to begin planning events and activities that generate involvement from Brothers like yourself. In addition, the Chapter needs to raise funds through a capital campaign to make necessary improvements on the Phi Kappa House and provide financial support to the new undergraduate colony.
- House Improvements – Upgrading what the house has to offer. This stage asks the Graduates to research the needs of today's college men. For example, it will be important for the Chapter House to be wired into the University Internet system. In addition, the Graduates will need to work with local area contractors and loan providers to facilitate the improvements.
- Marketing – Focus on the students. This stage will move forward with the recruitment of student men to become the Phi Kappa Colony. We will use the resources of the University to send mail and Internet communications to all incoming freshmen and current sophomores. We will utilize the campus media and participate in campus activities to solicit interest. Finally, the National Staff will spend an extended period of time on campus setting up the new Colony.
- Colony Support – Developing a Chapter. The Graduates will work with the Colony in a counterpart program. Specific Graduate Brothers will work with specific Colony Officers and Chairmen to focus on Chapter operations. The National Staff will work with the new Colony men to meet the expectations of all Alpha Chi Rho Chapters.

Like I said, the road ahead is a tough one, but we will succeed with the investment of time, talent and treasury from you and all the Graduate Brothers. The Brothers who need your involvement are: Mark Bouckaert, (630) 393-6588 – [dbouckaert@cmtengr.com](mailto:dbouckaert@cmtengr.com); Bob Horvath, (847) 255-6942 – [bob@horvath.com](mailto:bob@horvath.com); Gregory Remec, (312) 269-8789 – [gregory.m.remec@slchicago.infonet.com](mailto:gregory.m.remec@slchicago.infonet.com); Kevin Anetsberger, (630) 325-1001 – [kevin@tungsten.com](mailto:kevin@tungsten.com). Let's do it. Let's get started on activating the Phi Kappa Chapter again – what do you say? Please contact any of us to discuss our future.

In Word and Deed,

*D. Matthew Jenkins*

Executive Director/National Secretary