

QUARTERLY ISSUE

MAY 2021

CROSS & CRESCENT



LAMBDA CHI
FRATERNITY



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Plan for Success



by Troy Medley, CEO

Sitting in class one day in graduate school, it dawned on me that the same tools used by leaders to manage organizations successfully can also be used by individuals to plan and organize their lives. Armed with this insight, I sat down over a weekend and created a strategic plan for my life. I developed vision and mission statements that define who I am and who I wish to be. I listed the values I hold dear. I listed my perceived strengths, weaknesses, opportunities, and threats. I developed coordinated marketing, operating, and financial strategies designed to help me turn my aspirations into reality. Lastly, I created five very scary goals and committed myself to their achievement.

I was so proud of my plan that I hung it in my cubicle at my workplace. The first day, a colleague walked in and laughed at me because it stated I wanted to be a CEO of an international company by the age of 40.

But I was able to achieve this goal five years early. Why? Because I knew what I wanted, I had a purpose, I had a plan, and I had a schedule. For the past 20 years, I have spent the week between Christmas and New Year's Eve reviewing my plan and creating new goals for the year ahead. As a result, I am able to live my life with purpose

and am forced to annually review, renew, and recommit to the man I want to become.

So, why do I share this with you? It is not to brag about the success I have experienced in my own life but rather to prove a point.

I share this with you because Lambda Chi Alpha has taught me that I need to strive for an active and fulfilling life, apply myself with all of the energies at my disposal and push myself to achieve all of the things of which I am capable. Incorporating the same processes into your life will help you become a better Brother, a better leader, and a better man. This process is simple, really. You start by asking yourself some straightforward questions:

WHAT DO YOU WANT?

What does success look like to you? How will you feel when you arrive? If you know what you want, you can create a plan and make it happen. You do not have to be an idle passenger on the journey of life. You can have some modicum of control, but all else is meaningless until you answer this question for yourself.

WHO ARE YOU, AND WHO DO YOU WANT TO BE?

What are your skills, your passions, your values, your beliefs? Where do you need to add knowledge or skill? How much will it cost you in time and effort to close the gaps? Having a clear understanding of who you are is essential if you are going to complete the things needed to create the life you want.

Thinking back to my undergraduate experience, I am reminded of an activity that my chapter conducted. I was asked three different questions, but the one that stuck with me the most was, "Who are you?". My initial response to this was reciting my name. My response was immediately followed by a question that has stuck with me still to this day. I was asked, "Only a name?". This made me think about my life and who I wanted to be. Am I just Troy Medley? What can I do in my life to be more than just a name? Without this basic understanding, achieving an active and useful life is impossible.

WHO CAN HELP YOU, AND WHO CAN GET IN YOUR WAY?

To turn aspirations into reality, you need a team of trusted advisors to help you uncover who you truly are, as most of us need to hear external voices to know the truth. Luckily, you are surrounded by Brothers that have your best interest at heart. Listen to them. On a daily basis, I surround myself with individuals who believe in the same mission. They are the kind of people that will help me think through a problem, provide advice and guidance on topics that I am not familiar with and challenge me to make the best decisions for the greater good. Having a group of trusted advisors who are willing to help work through a problem and not just there to say "yes" is one of the most beneficial resources that I can have as a CEO.

Unfortunately, to attain the life you want, you must also sometimes shed relationships that continuously cause you to stumble. Too many

sell their lives short because they tolerate people who hurt them. Surround yourself with people who want you to succeed. Surround yourself with people who push you to succeed. Surround yourself with people who love you.

WHAT DO YOU NEED THAT YOU DO NOT HAVE TODAY?

When you know what you want, it is easier to know what you need. To achieve your vision, you need resources, whether it be knowledge, money, skills or feedback. As an example, after I created my Strategic Life Plan, I knew the first thing I needed was a mentor. I approached my professor and asked him for help. He became my executive coach, and we have worked together for over 15 years. He has helped me answer the questions listed above and obtain the resources I needed to create my version of a beautiful life.

These are questions we all must ask ourselves individually if we are to become the best version of ourselves, but they also work at the chapter level. What does success look like for your Zeta? Who are you as an organization, and what do you stand for? Who in your chapter is dedicated to improvement, who can you build around and who is in the way? What do you need to do first to turn your vision of success into reality?

I challenge you to incorporate these questions into your annual planning process. They work. You will not accidentally succeed, success follows a plan.

in ZAX



A man in a dark suit and tie is speaking into a microphone on a stage. He is holding a red object in his left hand. The background is dark with some blurred lights.

Before You Lead Others, You Have to Lead Yourself

Henry Schuck, CEO of ZoomInfo, is paving the way in sales intelligence



| *by Taylor Weitzer, Senior Content Coordinator*

\$5,000. That was all Henry Schuck (University of Nevada-Las Vegas (UNLV) '05) had to his name when he began his collegiate journey at UNLV. But with that money his mother had set aside for him, Schuck was on his way to a brand-new adventure. This first step would eventually lead him to become CEO of ZoomInfo, the leading source of business information driving the go-to-market initiative of over 15,000 companies worldwide.

UNLV was known as a commuter campus when Henry arrived in the early 2000s. Because of that, Schuck made it his priority to join an organization that would connect him to his school. He had interacted with several Brothers of Lambda Chi Alpha and had a high level of respect for them. With that knowledge, he decided that Lambda Chi could be that grounding force he needed.

Schuck remembers the exact moment his respect for Lambda Chi bloomed. At a pre-initiation banquet dinner, Schuck recalls a grand ballroom full of his fellow Associate Members and listening to an older Brother recounting memories of his wedding where four of his five groomsmen were Brothers. This fact really stuck with Schuck as he realized his Brotherhood connection was for life.

Following his freshman year, Schuck moved out of the dorm and into an apartment with a few Brothers. Money was tight for Schuck which prompted him to search for various scholarships. He applied for and received a regional Lambda Chi scholarship from the Educational Foundation. This enabled him to completely focus on his

About the Foundation

Vision *Inspire and educate men to be leaders and philanthropists in the world.*

Mission *To invest in the ever-growing educational pursuits of Lambda Chi Alpha, enabling its transformation into the premier men's service learning and leadership development organization.*

studies instead of financial matters, making a huge difference both as an undergraduate and beyond.

During the summer after his freshman year, Schuck took those talents and began the search for jobs, applying to every company he could. He eventually got a call back from a small company that specialized in sales intelligence. Schuck did not know anything about the field but was ready to learn.

Over the next five years, Schuck participated in growing the company to a sizable position. At the same time, he found he was ready for his next challenge — law school.

After his first year of law school, Schuck received an interesting phone call that would change the course of his life in a meaningful way.

One of his Chapter Brothers proposed going into business together, employing Schuck's acquired knowledge of sales intelligence.

So, in 2007, Schuck and his new business partner started ZoomInfo (formerly known as



DiscoverOrg). The company grew enough over the next eight years that they purchased the very same company where he got his start.

As their company grew and developed, Schuck learned more about what it meant not only to develop a company from the ground up but to lead that company into the future.

“At any given moment, you’re not good enough to be the leader of the company in the next six months,” said Schuck, “The professional and CEO that I am today, if I’m exactly the same as I am today six months from now, it just won’t work for the organization.”

Unique Impact in 2020

On April 1, 2020, the Lambda Chi Alpha Educational Foundation Board of Directors established the Anchor Fund to provide emergency grants to aid Lambda Chi Alpha members who find themselves in financial distress as a result of a disaster or (inter)national emergency. By the end of July, nearly \$35,000 had been awarded in direct grants to students in need. In addition, throughout the year 2020, the Educational Foundation granted over \$1.2 million in fraternity grants and academic scholarships made available to student members.

Gifts of all sizes make a significant impact on our brotherhood by allowing the fraternity to invest in its membership through content-rich partnerships, scholarships, and optimized learning and leadership development programs. This would not be possible without the generous support of Brothers and friends of Lambda Chi Alpha.

Schuck brings that mentality with him every day in his role as CEO of what is now ZoomInfo.

Historically, when businesses have looked to sell to other businesses, the move would be to take the prospective clients out to a nice dinner or to an extravagant outing. But in the face of the COVID-19 pandemic and an ever-changing landscape, businesses had to evolve.

That’s where ZoomInfo comes in.

Schuck and his team are evolving the way businesses sell to other businesses through transparency and powerful data just a click away.

Now thanks to ZoomInfo, it is easier than ever for businesses to gain insight on potential prospects and sell smarter. In essence, ZoomInfo is leveling the playing field for all companies to conduct business and digitizing the way they buy and sell. ZoomInfo does this by providing a platform for companies to start conversations and arm them with intelligence, such as new products or new team members, about prospective companies to make the sell easier.

Through this fast-paced environment, Schuck is constantly challenging himself to grow as a leader and member of the team. He loves the idea of helping others reach their true potential and watching as they become successful members of the business world.

“I think that’s actually the definition of leadership is that you’re able to see in people more than they see in themselves,” said Schuck. “Then you’re able to give them the means to get there-the

coaching, the inspiration, the tools, the motivation to achieve that.”

Since its creation in 2007, ZoomInfo has assisted over 20,000 customers worldwide make better business decisions.

Something that Schuck has held fast to through his years climbing the corporate ladder, though, is that to truly be a solid leader, you must first learn how to lead yourself.

For Schuck, this began with the opportunities he was presented with in college and chasing the goal of continuously learning. Becoming a student of the world around you, according to Schuck, is the best way to challenge perceptions and keep growing.

When Schuck looks back on the amount that he has been able to learn, he reflects on the people and organizations that helped shape him into the successful professional he is today. One of those organizations that still holds a special place in his heart is Lambda Chi Alpha.

Schuck remembered the scholarship from his Fraternity that had a major impact on his education. To help make Lambda Chi better for future Brothers, Schuck worked with the Educational Foundation to create an endowed needs-based scholarship just like the one he received.

“I didn’t make it here by myself, and there were a lot of people and organizations along the way that believed in me and gave me an opportunity

Giving Opportunities in 2021

We Believe Fund Impact *By giving to the We Believe Fund, you are investing in the Fraternity’s greatest areas of need, today, to empower our Brothers to grow, serve, and lead well into the future.*

Seed Capital Campaign *The Seed Capital Campaign is an investment toward repositioning the Lambda Chi Alpha experience. By 2023, the Educational Foundation will invest \$2.4 million towards reinventing and reimagining the tools and pathways used by the fraternity to inspire and equip men to lead an ethical life of growth, service, and leadership: \$1 million in leadership and personal development, \$1 million in educational curriculum and delivery, and another \$400,000 in content-rich partnerships.*

If you’re interested in making a philanthropic investment in our brotherhood by December 2021, please contact Ann Sobierajski at Asobierajski@lambdachifoundation.org or call 317-872-8000.

to achieve these professional aspirations,” said Schuck. “So, being thoughtful about where you got that extra hand or leg up and making sure you’re paying that forward in some way, I think is a really important lesson.”

To Brothers who aim to hold leadership positions in the future or pursue their dreams in the corporate world, Schuck urges them to recall that no matter where you come from, you can make a splash. With enough work and persistence, the sky is the limit for those who have a dream and work to pursue it.

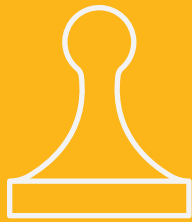




by Taylor Weitzer,
Senior Content Coordinator

Leading Through Crisis

Creating trust and transparency through difficult times



"All great leaders start out as followers."

Not many leaders have the chance to see their organization transition from a time of crisis into rebirth. Nick Meyers (Arkansas, '18) had that very opportunity to learn not only about leading through crisis but how to lead himself through difficult times.

Graduating from a class of 158 in Little Rock, Arkansas, Meyers could tell you exactly what fraternity his classmates would choose once they got to college. Not wanting to adhere to the status quo, Meyers sought out Lambda Chi Alpha because he saw an opportunity to grow himself as a person.

In 2017, Meyers joined the Fraternity as an Associate Member and was excited to see where the organization could take him in his collegiate years and beyond. Then, everything changed.

As Meyers and the rest of his fellow Associate Members were preparing to be initiated, allegations of chapter misconduct arose that, after a full investigation, resulted in the chapter being suspended for a year.

The wind was immediately taken from Meyers's sails with this news. The one thing that Meyers clung to, however, was the idea of coming back even stronger and focusing on personal growth.

"I've always lived my life trying to be a glass-half-full kind of guy, so really using that year we had off campus as an opportunity and seeing it as a challenge to better not only myself but the



men around me in the Fraternity was huge,” said Meyers. “We joined for a reason.”

Meyers and his fellow members did exactly that in creating a stronger bond within the chapter for the right reasons and working on holding men accountable for their actions.

Through the difficult process of reengineering the chapter, Meyers was able to learn from other members what it meant to lead through crisis. He became a student of effective leadership and transparency.

Following the year away from campus, Meyers developed his leadership skills even further as he transitioned into the role of High Alpha. Meyers now had a unique outlook on what it meant to

lead effectively as he had experienced the lowest point any member could imagine. Meyers started his term with the idea that an effective leader listens first and acts second.

“I think a really important part of managing a crisis from a leadership perspective is being as in touch as you can with the people you are leading, and a lot of time, that means listening,” said Meyers. “People love to talk, but in the end, people love to be heard.”

With this philosophy, Meyers adopted an open-door policy where his Brothers could come talk to him about anything and everything. From this small action, the culture of the chapter began to shift for the better.



All great leaders
start as *followers*.



Rapport and comradery increased over time and an even better relationship with the Office of Administration (OOA) was created.

“Nick has shown us what a strong leader who focuses on building relationships can accomplish for his chapter,” said Jessica Ashton, Director of Health and Wellness for the OOA. “His transparency and trust in the OOA has shown that we can show grace and accountability at the same time when there are open and honest lines of communication.”

Now as a senior, Meyers remains engaged, helping the men around him flourish and doing all that he can to encourage the “middle” to take action in his absence.

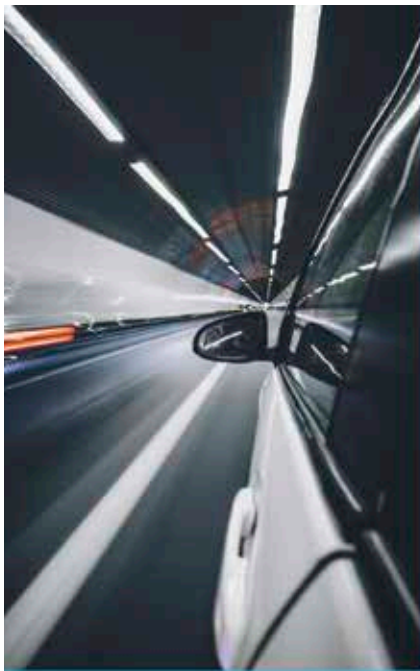
“I think often the best leaders lead from the middle of the pack,” said Meyers. “You have that opportunity to push those people in front of you

to go forward and be better but also try to help the ones that might be falling behind a bit.”

As Meyers prepares to graduate this May, he will not forget the hard lessons he has learned through his Lambda Chi experience and how those have shaped him into a better member of society.

“Ultimately, Nick has shown that holding individuals accountable to the privileges and obligations of Lambda Chi Alpha allows a chapter to thrive,” said Ashton, “and creates better members, and in turn, ***better men.***”





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Something Worth Fighting For

Learning to lead through uncertain times



by Justin Fisher, COO

I had the opportunity to be in a COVID-19 chatroom during this year's High Alpha Summit, and I walked away amazed by the leaders our Brothers have chosen, and how our fraternity has chosen to rise above the very real uncertainty we are facing as a society.

Our Brothers had every opportunity to complain about how the pandemic has ruined their experience and how it was unfair that they had to lead during this time. But instead, our Brothers sought to understand the problems they are facing and in turn, work to reach solutions for those problems. Some of those solutions include Brother involvement, accountability, and recruitment. It served as a great reminder of the determination, courage, and strength that we have as a Brotherhood.

Because of that strength, the 2021 High Alpha Summit and Neville Advisor's College proved extremely successful as we transitioned to a fully virtual event. We had 177 High Alpha Summit attendees and 66 Neville Advisor College attendees. Throughout the conference, our men were challenged to rise to the occasion and learned about who they are by utilizing the Birkman Method, how to use valuable tools such as situational leadership, Goal Setting & Review, and OmegaFi, the impact COVID-19 has had on mental health, and various chat room topics. Following the three-day conference, we hope our men are in a better place not only to succeed in leading their chapters but to thrive, both personally and as a Brother.

These are certainly challenging times for all of us, as a society, as a fraternity, as Brothers, as students, as advisors, and as human beings. Winston Churchill once said, "An optimist sees the opportunity in every difficulty."

This year will be full of challenges as well, even problems that we do not know about right now. We cannot control the unknown, but we do control how we react when the unknown presents itself to us.

The pandemic has made it more challenging to operate and recruit like we traditionally have, but I urge us to see this as an opportunity. How can we innovate? How can we change what fraternity has been traditionally? How can we continue to create an experience that is valued by our members and by potential new members? The crescent teaches us that we constantly pursue perfection, knowing that we will never reach it, but it does not tell us that we must use the same methods that we always have.

We must be bold. We must take chances. We must dare to dream of a reality in which every man who shares our values has the opportunity to join our bond. Why? Because this matters. Because Lambda Chi Alpha has the ability to change lives, to bring out the very best in someone and to empower and equip them with the abilities to make the world a better place. And that is something worth fighting for.

“

We cannot control the unknown, but ***we do control how we react*** when the unknown presents itself to us.

”



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UNDERGRADUATE SPOTLIGHT

An Agent for Change

Undergraduate Brother George Alderman uses leadership skills to create real change



by Taylor Weitzer, Senior Content Coordinator

For each member of Lambda Chi Alpha, timeless leadership can present itself in many different forms. Some will take the lessons learned through the fraternity experience and go on to make a name for themselves in the business world, while others will lead their chapters through the most difficult times imaginable. For George Alderman (Stetson University, '21), leadership has defined his collegiate experience, bracing him for his next step.

Alderman joined Lambda Chi Alpha as a freshman searching for an organization to not only teach him the hard and soft skills he would need for a successful journey, but also a band of Brothers to stand by his side. Lambda Chi Alpha proved to be just that.

"I realized that this is an upstanding group of guys who I could really benefit from being around," said Alderman.

The leadership experience began quite early for Alderman. As an Associate Member, Alderman was trusted with the all-important position of High Delta, just months after joining Lambda Chi. Alderman took this job to heart.

"So, they put their trust in me, who, at the time, was a new guy, for a very important job, and they fully supported me," said Alderman. "That experience of being able to work in that very intense job of recruitment...was a growing experience for me."



“

I realized that this is an **upstanding group of guys** who I could really benefit from being around.

”

With Alderman at the helm, the men of the Zeta-Tau chapter experienced the most successful recruitment efforts since rechartering as a chapter.

Now that Alderman had a taste for how rewarding leadership could be, he dared to dream even bigger. So, with the support of his Brothers and the lessons he had already learned, Alderman set his sights on the university's student government association where he served as president from April 2019 to October 2020.

What Alderman nor anyone else could have predicted were the events that unfolded during the pandemic of 2020. As president, it was up to Alderman to lead his fellow students with grace and the understanding to always expect the unexpected.

“I had to be ready but realize that reality has very different plans than what you have written down,” said Alderman. “That was something I had to learn.”

Through all of surprises 2020 had in store, Alderman still managed to enact real change at his university.

“It was really a stretch of my abilities, but I believe I did a good job, and on top of all that, I carried out the duties of president in general and was able to enact some pretty good change for the student body during my term,” said Alderman.

One of the biggest accomplishments Alderman presided over was the creation of a fund for students to access if they wished to undergo psychoeducational testing to find out if they had a learning disability, and ultimately be able to find the correct resources. Alderman says that this was a tough project to coordinate, but he believes this fund will be a turning point in setting fellow students up for success in their academics and beyond.

Alderman has also been an agent of change through his affiliation with the American Conservation Coalition, a non-profit advocacy agency that works to engage conservative legislators in issues such as climate change. In his role of coordinator for the Central Florida chapter, Alderman has worked to gain experience and have a direct hand in promoting action on a state and national level.

Because of his efficient leadership and hunger to do what is right, Alderman started to gain public awareness, and was recently named one of 35 “Ones to Watch” in the Florida Politics Influence Magazine.

As Alderman nears the end of his collegiate experience and prepares for his dream of working on Capitol Hill, the senior cannot help but remember the support and encouragement



his fraternity has provided him. Looking to the future, Alderman hopes to continue challenging the status quo and finding moments of timeless leadership each step of the way.

“I credit joining Lambda Chi with really setting me on the right path when it comes to my college career and putting me in touch with the right people...and also giving me the opportunity to lead myself.”





When you become friends with someone, you don't talk to them just once and then expect a relationship to form, right? Recruitment is just the same! We are challenging our members to keep the same enthusiasm and focus on relationship building throughout the year to introduce countless new men to our organization with the 365-Day Recruitment Model.

RECRUITMENT EVENT IDEAS



IN-PERSON

- video game tournaments
- intramural sports night
- dinner together at the house or at a restaurant
- poker night



VIRTUAL

- video game tournaments
- alumni networking night
- online trivia night or game night
- group workout or fitness class

(information taken from Phired Up)

OF ASSOCIATES INITIATED

1,389

between August 1, 2019
and July 1, 2020

2,152

between August 1, 2020
and March 3, 2021

BENEFITS OF THE 365 MODEL

- You are continually building relationships
- You know who is joining your organization
- These men have the potential to become lifelong friends
- With the mindset of getting to know potential new members gradually, there is less stress when it comes time for your school's formal recruitment period.
- You are taking the time to really get to know a potential new member which leads to a better member experience for everyone.

With this model, everyone can help recruit. This takes pressure off of the High Delta and teaches every member the **importance of relationship building and how to sell an experience.**

“

Lambda Chi at Butler University has had a lot of success this spring with 365 Recruitment. We've used Recruitment Training sessions as a part of fraternity education in order to get all our members the skills they need to be successful at recruiting. We've also maintained an organized ChapterBuilder page that our members use after each and every meeting with a PNM (potential new member) to make sure we're on the right track with 365 recruitment. It's honestly **super gratifying for all of us** to see that our hard work at recruiting has allowed us to welcome more great men into our Brotherhood this semester!"

*Nathan Gray, High Alpha
and Ian Carroll, High Delta*



RESOURCES

- Contact your **Chapter Support Coach** for help with your recruitment goals!
- **ChapterBuilder** is free to all chapters. This powerful tool has helped over 3,900 fraternity and sorority chapters grow through year-round recruitment. Using this Customer Relationship Management (CRM) software, you'll be able to easily keep track of all potential new members from your mobile device, making the recruitment process easier. Visit phiredup.com/chapterbuilder to get started.
- Newly updated Recruitment Plan from the Office of Administration. Use this resource to analyze your chapter's/colony's recruitment goals and processes. Visit LambdaChi.org on the Brand Guide page to get started.

Don't doubt yourselves when it comes to recruitment! You've got so many resources available as well as a team behind you who wants to see you succeed. You're not alone; use your Brothers. Pick up the phone, drop an email. Let's get to work!





Creating Belonging in Your Brotherhood



by Jessica Ashton, Director of Health & Wellness

There are probably quite a few of you who looked at the title of this article and the name of the author and thought, "How would she know?" I think acknowledging this feeling at the front of the piece plays an important part in believing what I have to say. I may not know what it's like to be in a Brotherhood, but in my role, I've worked with your Brotherhood through some of the worst moments of your history. I've watched Brothers show up for one another, show love through accountability, and ask one another for help. I've seen you at your most vulnerable and in your biggest disappointments. Through these instances, I've seen Zetas cling to ritual to guide them and lean on Brothers for support.

Fraternities and sororities love to say, "From the outside looking in, you can't understand it. From the inside looking out, you can't explain it". This is a bad take. The way institutions of higher education are balancing budget cuts and having to justify departments and co-curricular experiences makes it imperative fraternities are consistently showing the value-add they provide at their institution. We cannot afford not knowing

how to explain it. Lambda Chi Alpha sees itself as a partner to the campuses that host our chapters and, in that partnership, we must consistently show the power of Brotherhood.

So, how do we do this? This past year, we partnered with Dyad Strategies, thanks to a generous grant from the Educational Foundation, and our collegiate Brothers completed a 45-minute Brotherhood assessment. An overwhelming 67% of our collegiate Brothers completed the assessment which allows us to generalize the data across our collegiate Brotherhood. We also have chapter-specific data that will be used to coach and support individual Zetas.

The Dyad Strategies Brotherhood assessment measures the four schemas of Brotherhood:

BROTHERHOOD BASED ON SOLIDARITY

This is Brotherhood based on "having one another's back." Dyad describes this like



“the Force” for my Star Wars fans out there. Too little solidarity, and Brothers aren’t there for one another; they don’t care and aren’t connected to the organization. Too much solidarity, and a Brotherhood can become toxic; a chapter may cover up problematic behavior and accountability may suffer.

BROTHERHOOD BASED ON SHARED SOCIAL EXPERIENCES

This is Brotherhood based on the “fun” experiences and social opportunities the chapter offers. It is important to note here that social doesn’t necessarily mean events with alcohol.

BROTHERHOOD BASED ON BELONGING

This is Brotherhood that creates community and a sense of belonging for its members. This may be a chapter that members describe as their “home away from home.” Brothers feel comfortable being their authentic selves and chapters support their identities. The best way

to build Brotherhood based on belonging is to create opportunities for vulnerability where Brothers can share parts of themselves in a supportive environment. For more information on Belonging, refer to the Fall 2020 edition of the Cross & Crescent.

BROTHERHOOD BASED ON ACCOUNTABILITY

This is Brotherhood that holds each member accountable to the standards and expectations that have been set. This accountability can happen informally where a Brother pulls another Brother aside to tell him “that wasn’t acceptable” or formally through an Executive Committee meeting. Brotherhoods with high accountability have less incidents, and when they do, they’re able to manage by holding the individuals culpable for the mistake or misstep responsible.

I give you this overview because each of these pieces is meaningful and correlative as we talk about building belonging in our Brotherhoods.

So, what does the data say about Lambda Chi Alpha?

For Lambda Chi Alpha, Brotherhood across the board is about average when compared to the eight other fraternities participating in this research. We’re lower than average in Shared Social Brotherhood and lower than we want to be when it comes to Accountability Brotherhood. We’re higher than we want to be when it comes to Solidarity Brotherhood and are about average when it comes to Belonging

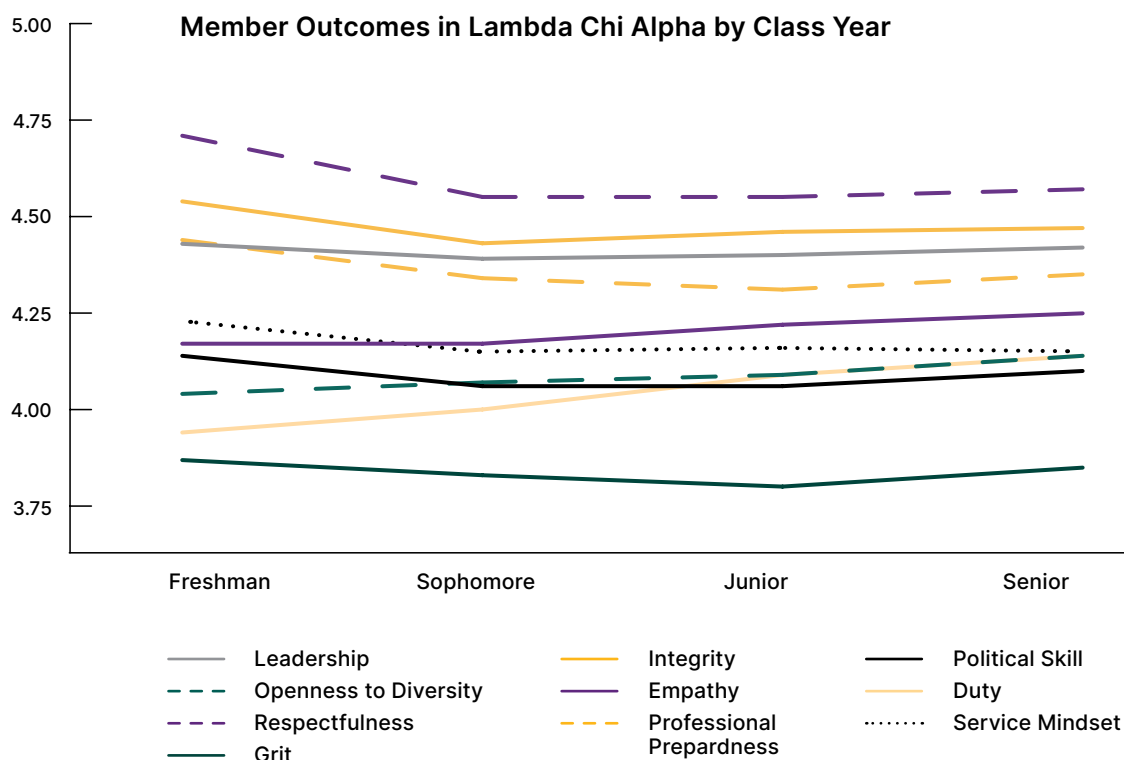


Brotherhood. We know Solidarity gets in the way of Accountability when it is too high, so these measures being inversely proportional make sense. What would it look like to increase that Belonging Brotherhood? And how do we do it?

We have learned that Lambda Chi Alpha members are satisfied. Despite the challenges of 2020 and their altered on-campus experiences, our Brothers are satisfied. As the Office of Administration is working hard to enhance this experience through partnerships with Kaplan, JED, and One Love, local Zetas in general seem to be providing a valuable experience that Brothers can grab onto and appreciate, in spite of the pandemic.

That being said, belonging is declining between freshman and sophomore year for our Brothers.

It's important to note that consistently, Brotherhood declines over time and collegiate members are rarely more excited about their fraternity experience than during their freshman year (according to the data). Lambda Chi Alpha is struggling to keep Brothers engaged between their freshman and sophomore years. We have to do more to create a meaningful connection with members during their first year of membership to avoid this decline. We see less of a decline in belonging after sophomore year across the board, which is unique in comparison to other groups. Most see this decline at the end of the junior year of membership. If we're able to harness this and increase belonging in that transition, we could positively increase belonging in Brotherhood. This would set us apart from others in a way that helps with recruitment, operations and affinity.





We need to leverage our existing strengths to do this. Currently, we know that over time in membership (from freshman to senior year), our members are growing in capacity and knowledge when it comes to Lambda Chi Alpha values and learning outcomes. Our seniors are living their values and have knowledge that can help the overall membership. We need to engage them in a way where these assets can transfer to every other member, specifically freshmen.

Instead of relying on a Big Brother program or a “family program” for building bonds across class standing or membership status, create touchpoints where Associate Members are meeting older Brothers from a variety of different areas in the chapter. Scaffold membership socialization in a way where intentional meetings happen across class standing. Ensure Associate Members are getting to know a variety of Brothers from all different perspectives. This would accomplish two things: 1) Younger members would grab onto and increase their knowledge and appreciation of values and ideals of Lambda

Chi Alpha and 2) Members would have a higher sense of belonging heading into their senior year.

Our first year of this assessment was completed during a pandemic. It’s important to note that across the board, Dyad Strategies saw declines in their response rates, member satisfaction, and all four schemas of Brotherhood. It will be increasingly interesting and empowering to see how this adjusts as we gather more responses in 2021.

From the outside looking in, I can confirm that Lambda Chi Alpha is an incredible Brotherhood with a powerful gift to offer its members. From the data, I can also see the potential we have to be that much better. Let’s exceed that potential.

For more information on the Dyad Brotherhood Assessment and/or the Chapter Dashboard, please reach out to Jessie Ashton at jashton@lambdachi.org.

Belonging Checklist



ARE YOUR SENIORS DISENGAGED?

Give them responsibility. Illustrate the ownership they have on the legacy of the chapter through education of Associate and newly initiated members. Ask them to present a Kappa session on what Lambda Chi Alpha has given to them, what it means to them, how they live Ritual, etc.



ARE YOUR SOPHOMORES LESS EXCITED ABOUT LAMBDA CHI ALPHA THAN YOUR FRESHMEN?

Help them build broader relationships throughout the chapter in their first year that will carry them through their collegiate experience. These relationships will become even more meaningful as Brothers transition into their alumni experience.



WHEN WAS THE LAST TIME YOUR BROTHERHOOD HAD A VULNERABLE CONVERSATION?

Base-level conversations do not build meaningful relationships and belonging. Opportunities for vulnerable conversations do. Research has shown that moments where members have been given space to share a piece of themselves and had moments that made them feel vulnerable were crucial to their feeling of belonging within their chapter.



WHAT DO ONE-ON-ONE MEETING OPPORTUNITIES LOOK LIKE FOR ASSOCIATE AND NEWLY INITIATED MEMBERS OUTSIDE OF THEIR BIG BROTHER OR FAMILY RELATIONSHIPS?

Without creating a signature book requirement, create touchpoints and meeting opportunities for older Brothers and younger Brothers to connect and build deep and lasting relationships. Both members will need to share pieces of themselves in these meetings. There should be clear structure and set expectations for these opportunities.



DOES YOUR BROTHERHOOD STRUGGLE WITH HIGH SOLIDARITY AND/OR LOW ACCOUNTABILITY?

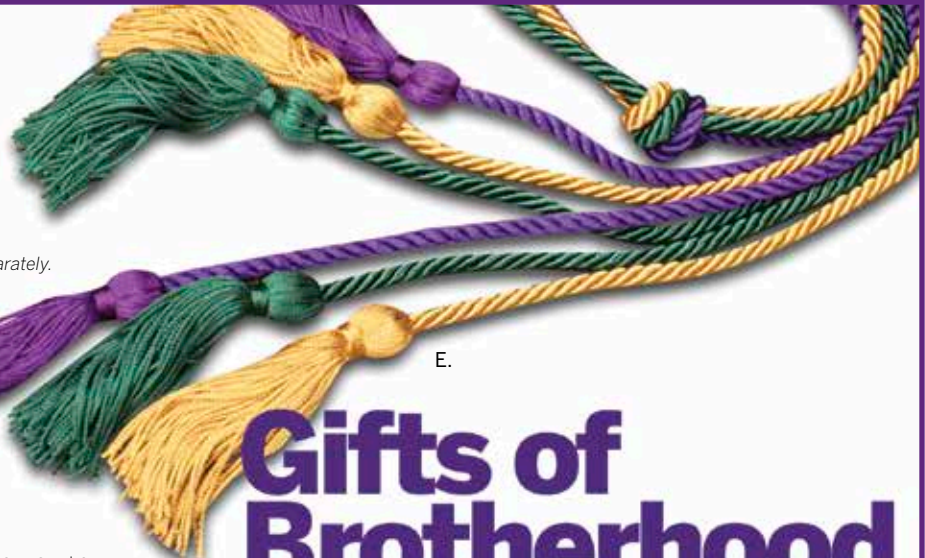
Ask the Health & Wellness team to help you host a Chapter Culture Audit. This program will help all members acknowledge where the chapter currently stands and “draw a line in the sand” for baseline expectations and future accountability.



SWEETHEART
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Chains sold separately.



Gifts of Brotherhood

- A. Rope Chain, #013R SS \$28 GF \$30 10K \$255
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- E. Graduation Cord, #CORD \$12
- F. Crown Pearl Crescent and Lambda Badge, #1012 SS \$172, 10K \$239
- G. Crown Pearl Crescent/Amethyst Lambda Badge, #1552 SS \$172 10K \$239
- H. Crown Pearl Crescent/Ruby Lambda Badge, #1010 SS \$172 10K \$239
- I. Chased Double Letter Chapter Guard, #0800 GP \$27 SS \$40 10K, 10KW \$68
- J. Brotherhood Ring, #3000 SS \$84 10K, 10KW \$315
- K. Tungsten Ring, #Q001 STA \$40
- L. High Alpha Dangle, #DNGL001 GP \$11.50 SS \$19 10K \$32
- M. **NEW** High Alpha Ring, #4397 Silvertone \$310 10KW, 10KW \$719
- N. Official Ring with Black Onyx, #3404 Silvertone \$249 10K, 10KW \$675
- O. Official Ring with Emerald, #3404E Silvertone \$249 10K, 10KW \$675
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Essential Leadership

Two Brothers, one business dream, endless leadership



by Taylor Weitzer,
Senior Content Coordinator



Denis Keane (left) and Tom Lamb (right)

Friendships in college have the beautiful and unique opportunity to turn into lifelong bonds. For Tom Lamb (Villanova University, '86) and Denis Keane (Villanova University, '86), their connection is still strong after 40 years. The two men have seen their fair share of triumphs, failures, joys and sorrows, but both will attest that the element that has kept their friendship going is the tie they share as Brothers of Lambda Chi Alpha.

Lamb and Keane joined Lambda Chi during the second semester of their freshman year at Villanova University. Because of that decision, both men were introduced to countless leadership opportunities from a young age. Keane recalls fondly that without Lambda Chi, he would not be the confident businessman and leader he is today.

"Within Lambda Chi, it really helped me grow a lot," said Keane. "I did some stuff within the Fraternity, then went to the Interfraternity Council.

"Those four years was when I became the person I am, and Lambda Chi Alpha was a big factor in my personal development and leadership development."

As a leader on campus, Keane played a large part in revising the recruitment standards to make the system fair for all organizations.

Likewise, Lamb learned the intricacies of effective leadership through his role as High Kappa. In this position, Lamb led two groups of men through initiation to a common goal.

"The opportunity to lead two classes of Brothers from boys to men was a lesson I've kept with me for a long time," said Lamb.

Both Lamb and Keane took away valuable lessons from their collegiate experience which eventually led them to their most exciting venture yet as friends and Brothers: creating their own business.

Still in the infancy of operation, the aim of Wisdom Essentials is to provide a natural alternative for individuals experiencing chronic health problems, such as insomnia or joint pain. Lamb and Keane are dedicated to making their customers' lives better with their custom formulated natural products.

Lamb and Keane are putting the lessons they learned through the Fraternity to the test. As Lamb puts it, Lambda Chi has served as a vehicle for them to make their ambitions a reality.

Business has been booming for Wisdom Essentials, and Lamb and Keane have received countless messages of gratitude from customers and endless support from their fellow Brothers.

Through the excitement and success of their new business, Lamb and Keane have not



forgotten their ties to the organization that put them on the right path to create and lead a successful business. In addition to their business, both men have learned how to foster relationships with fellow Brothers, their families and customers to create lasting bonds.

"Lambda Chi really is this Brotherhood that you take with you for your entire life," said Keane. "Our best supporters from day one...was our Fraternity, even more so than people I've known longer.

"It's not just for four years, it's for life."

Visit wisdomessentials.com and use the code "Brother" for an additional 20% at checkout.

“The opportunity to lead two classes of Brothers from **boys to men** was a lesson I've kept with me for a long time.”





Recruitment Skills = Life Lessons



by Chris Buck, Product Manager, Phired Up

Most of our members have heard, “Recruitment is the life blood of the organization.” This remains true for any membership organization; without identifying, engaging, evaluating and successfully recruiting, Lambda Chi Alpha would not continue to exist. Did you know that there are other benefits to recruiting?

Learning the art of recruiting leads to unexpected benefits in the individual members' professional and personal development. Members who engage in the recruitment process can gain relationship-building skills, communication strategy and overcoming rejection. Allow me to break this down.

GREAT LEADERS = GREAT LISTENERS

For many of us, our love of Lambda Chi Alpha is exciting, and we are excited to share our experience it with others. We meet someone for the first time and want to go into how Lambda Chi Alpha changed our lives and how it could do the same for them. What we don't realize, however, is this can be overwhelming.

The art of listening is uncelebrated and often forgotten when teaching recruitment. If we also challenged ourselves to listen more when meeting others, we could more easily make authentic connections. Prospective members tell us their interest, what they are looking to get out of college, the experiences that made them who they are, and their goals and dreams.

Knowing any of this information makes sharing Lambda Chi Alpha easier, but we just have to listen to what they are telling us. We can then learn if the organization is right for them and how it fits in their lives. This doesn't stop at recruitment.

Learning to listen makes you a better employee, partner, and leader. So many of us are compelled to talk first and listen later; fight the urge. A fun exercise you can try in recruitment is seeing if you can go five minutes in a conversation without saying “I.” Whenever you feel compelled to share a story about yourself or the organization, ask a question to dive deeper and learn more about that person. You can follow up with questions like, “How did that come about?”, “What made you interested in studying biology?” or “Tell me more about that.”

LEARN STRATEGY

When we first get a prospect's name (whether we know them personally or not), our first step is to make contact. For many of us this can be uncomfortable.

We pick up the phone, dial this random person's number, and wait anxiously for them to answer (secretly hoping they don't). Sadly, this is the best-case scenario. The worst case, we send mass emails and texts like public service announcements with subjects like, “Lambda Chi Alpha 2021 Rush Calendar” without any context, or worse yet, any reason for someone to respond.



“

The *greatest*
leaders never
let a little thing
like rejection
stop them.

”

This passive time of communication yields limited results because the strategy is to simply publicize without expectation. Therefore, it is important to have a plan with a clear strategy to gain trust and an opportunity for a discussion.

By picking up the phone or sending individual communication, we have a chance to personalize our communication, and end with an ask: “When would be a good time to meet?”

What does follow up look like? How often should we be communicating? If we are actively in the recruitment process, we should engage them every two-three days. This means inviting for a small meeting, checking in or inviting to a small

activity. Some examples of this might include Brotherhood events or Kappa sessions. These are opportunities to create the relationship needed to learn more about the prospective member and the value they provide to the chapter.

These communication strategies are valuable work-readiness competencies that can be applied to future professional roles. Leaders that create a plan and strategy on how to follow up and create relationships is integral to success professionally and personally throughout life. For example, when participating in a project you are nervous about, review the best practices, frequent mistakes, and build a plan of action. It may not work perfectly but at least you will document what you have done and can change accordingly.

For recruitment, you have been given the premier tool to assist you: ChapterBuilder. ChapterBuilder is customer relationship management (CRM) software. This platform is built around building, maintaining, and evaluating your leads. The platform enables you to implement the strategy you develop and put it into action by documenting your relationships, facilitating your communication (you can send calls, texts, and make calls through the platform), and allows you to engage the entire team in the process.

Learning how to master a CRM is only going to benefit you professionally. CRMs exist in almost every industry in some capacity as a way to manage your leads, clients, or patients. So, when you go into your first interview and are asked to

talk about your experience with a CRM, you will already be a pro. Want to know the best part? ChapterBuilder is being provided to every Lambda Chi Alpha chapter at no cost. All you have to do is access your account and get started!

REJECTION IS REQUIRED

Let me be clear, these action steps are no guarantee that it will lead to a yes. That presents another lesson you learn through recruitment: rejection.

For many of us, rejection is a huge fear. It leads to inaction, a loss of interest or just no effort at all. We literally do nothing because of a result that is not even guaranteed.

I know it is easier said than done, but rejection is a great learning opportunity. You are going to get way more "nos" than "yeses" in recruitment, and that is okay. Statistically, one in 10 of your leads will turn into members of Lambda Chi Alpha, which means you are getting rejected 90% of the time.

Learning to look at those "nos," considering where you could have improved or what led to this outcome and moving on knowing that you learned something is the golden opportunity. You are taking the hardest part of recruitment and learning and growing from it.

The greatest leaders never let a little thing like rejection stop them. Michael Jordan was cut from his high school basketball team. Can you imagine if he never learned and got back up from that

experience? We never would have had Space Jam, and the world would not have had, arguably, the greatest basketball player of all time.

You are going to face rejection for the rest of your life (whether that is in a job hunt, a goal, a relationship, etc.), so flexing this in the area of recruitment is just setting you up to handle the obstacles that will block your path in the future.

Recruitment offers a multitude of experiences for learning, listening and leveling up as a Brother, leader and professional. It is my hope that each of you dive into the next recruitment season with a fresh perspective on how the life blood of the organization could lead to the life-changing experience that helps you exceed beyond the Fraternity into your professional and personal life!

ABOUT THE AUTHOR

Chris Buck is a Brother from the Iota-Alpha Zeta at Ball State University. He currently serves as a Product Manager at Phired Up and TechniPhi where he oversees the development of products like ChapterBuilder, MyVote, and CampusDirector.



Crest & Creed



by Jeffrey A. Stuermer, Grand High Alpha (GHA), Chairman of the Board

Lambda Chi Alpha is on a journey to become the premier men's service and leadership development organization in North America. Why? Because our world greatly needs citizen leaders who share and practice our Core Values in all their pursuits in life.

As we progress, we remember our Core Values (Loyalty, Duty, Respect, Service & Stewardship, Honor, Integrity, and Personal Courage) by the acronym LDRSHIP. When applied, these Core Values shape our character and hone our view of the world and the way we choose to interact within society. While leadership was already difficult and risky without the economic and social interruptions accompanied by the global pandemic, leading during difficult times is impossible without practicing our Core Values and holding ourselves accountable to them.

Leadership misnomers are plentiful. It is not about being the boss or being responsible for big organizations. It is not about being in charge, winning elections or becoming a titan of industry. Many of us recognize bosses who were not leaders. We see that in some chapters, too. A

Brother may have "won" the popularity contest, but he did not lead the chapter in the right direction. So, before anyone should decide to go and become a leader, they should remember this one thing: It's never about the leader!

One of the most challenging parts of leadership is learning to lead oneself. Ultimately, you are responsible for what you pour into yourself. Whether it is the books you read, the videos you watch, the food and drink you consume, the people you listen to, the classes you take, the air you breathe or the thoughts you think, you become a product of what pours into you.

Do you choose to build yourself up with positive choices or tear yourself down with toxic ones? This includes the individuals that pour into our social networks and chapter rooms. Are we creating healthy and positive environments where we can thrive, or do we routinely set ourselves up for failure by who we allow to influence our choices? Each of us has the freedom and responsibility to lead our own life. Cutting through the noise, negativity and distractions takes real courage, intentionality

and positive support. Like any accomplished athlete, musician, actor or public speaker, learning to lead oneself takes time and practice.

If leading yourself depends on what is poured into you, leading organizations and others is all about what you pour into them. Do you bring your best self to the table? Do you encourage others to do the same? Do you build shared visions along with solid plans to achieve them? The effective leader helps others succeed, which in turn helps the organization and the community succeed. The effective chapter leader turns our Core Values into verbs and pours them into the chapter.

When Lambda Chi Alpha merged with Theta Kappa Nu in 1939, the Latin motto "Vir Quisque Vir" was added to our Coat of Arms, along with the escutcheon containing the lion with a white rose. The original motto was "Vir Quisque Vir Est."

In my humble opinion, I suspect it was reduced to a much more symmetrical three words because it looked better. But regardless, our motto is widely accepted and translated as "Every man a man." But what does that really mean in 2021, and how should that apply to leadership?

Is our motto about "being a man" and, if so, what social norms or expectations of "manhood" have changed since 1939? Too narrow of an interpretation may limit our ability to lead and inspire others. A more contemporary translation of our motto would be "Every person is an individual."



As a Brotherhood,
we aspire to
collectively lead
each other to become
the best possible
version of our individual
and collective selves."

Leaders recognize the worth and dignity of all people and have a knack for leveraging each individuals' unique gifts and graces for the greater good. As a Brotherhood, we aspire to collectively lead each other to become the best possible version of our individual and collective selves.

So, what do men require in order to lead an ethical life of growth, service, and leadership? For Lambda Chi Alpha to become the recognized leader in the development of men, we must become experts in answering this question. Further, we must become experts in providing programming that pours into collegiate and alumni Brothers so that our men may discover who they are and become both empowered and equipped to make a difference in the world.

This is our ambitious journey, and we are thankful that you are a part of it! Vir Quisque Vir!

in ZAX



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TEXAS CHRISTIAN UNIVERSITY (IOTA-PI ZETA)

VANDERBILT UNIVERSITY (GAMMA-DELTA)

Please reach out to volunteering@lambdachi.org or visit LambdaChi.org/alumni to learn how you can become a High Pi and stay involved.





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