

THE NEW ALPHA NU'S

Volume 2, Issue 1
February 22nd, 2002

Market Plan Established

By Doug Johnson

In calendar year 2001 the Alumni Association worked with the Active Chapter to create the first Alpha Nu Omega joint Marketing Plan. The highlights of this Marketing plan are as follows:

Objectives and Goals

Alpha Nu Omega was founded with following objective in mind:

“...To form a greater bond between students, to better the academic standards of our University, to promote a more diversified program of social activities, to secure greater cooperation among faculty, administration and students, and to deliver a program of service to our fellow man...”

This needs to be the goal and

objective of any marketing and recruitment initiative and or plan.

Marketing Strategy

Alpha Nu Omega needs to create an image that is designed around its attributes, members, and social activities that best position the organization to create a difference on campus and meet the existing, immediate and latent needs of the potential members.

Action Program

Alumni Association needs to approve the plan and budget for the plan to start the plan into action

The Board of the Alumni Association has approved the plan and the budget.

Results

The Active Chapter was able to recruit (4) four new pledges.

The Alumni Association was able to meet their fund raising projections from our social events and donations to provide each existing member of the active chapter, image enhancing Alpha clothes. The Marketing Plan as part of a image builder outlines the need for each member to receive from the Active Chapter an Alpha Jersey, and form the Alumni Association an Alpha denim shirt, polo shirt, and Car Coat. The new pledges during their pledge season need to raise funds for an Alpha T-shirt.

Your Participation

The Social Events for the upcoming years are the grounds for making the Marketing Plan self-sustaining. Therefore it is import that as many Alumni participate in the social events or pledge to sponsor a new

Special points of interest:

- Web site becoming more interactive
- Marketing Plan in works
- Scholarships awarded
- Spring Meeting Set for March 9th
- Dues and Information forms combined.
- Presidents Notes
- Social Calander Set...Mark Yours!!!

Pledge. Your participation in the Alumni Association social activities provides two benefits.

- First, strengthening the Alumni Association by to spending time with fellow Alpha Alumnus, and
- Second, beginning a new legacy of the Alumni Association presence and support for the Active Chapter.

WE want you!

Annual Meeting Just Around Corner

The Alumni Association Annual Spring Meeting has been set for **Saturday, March 9, 2002**. Please mark your calendars NOW so that you don't forget. It will again be held on the West Bank campus of the University of Minnesota, in the Carlson School

of Business, **Room 1-147**. Rolls and Coffee will be served, meeting starts at **9:00 am sharp! Arrive early.**

For those of you who have not been to a meeting in a while, this would be a great one to check out. You might

be surprised at the transformation the Alumni Association is going through! We need your input, your ideas...and of course your money!

Lunch will follow the meeting at Sergeant Preston's @



WEB SITE BITES FROM MIKE DEAN!!!



MAJOR WEBSITE REVISIONS

Our Alpha website, www.d.umn.edu/~alphanu has undergone massive changes. Over 400 html pages, 340 external links, 114 JPEGs, 65 GIFs, search engines, bulletin boards, special e-mail boxes, forms have been added to the site by our web developers, in a project that entailed over 200 hours of design work and 75 hours of effort by Alphas working with the developers on the project. Here are some of the highlights:

Site search engine. A search engine has been installed to allow a search of our own site that works in the same way as Internet search engines. It is an important tool in locating the mountainous amount of information now on our site. Search by name, occupation, recipe, etc. This search tool is found by clicking the "Search this site" portion of the frame or the "search" button in the upper left corner of the site.

Bulletin board. Five bulletin boards have

Mike Dean has put endless hours into making our web site useful to us all and a valuable tool for us to progress as an organization... Thank You Mike!!!

been established on the site, accessible from the "bulletin board" button or the individual bulletin board areas, alumni notes, career network, yellow pages, classified ads and The Cookery. This allows Alphas to post and, ultimately, view comments to share with Alpha.

Career Network. Long a dream of Steve Widmer and Al Michaud, Mike Stoor has started our career network. Use the search engine to search this site. Use the electronic form to become a new resource on this site. Use the bulletin board for information on jobs, etc. Please participate by filling in the form and becoming an additional resource.

Career Resources. Because this is an area

of expertise of our librarian/web developers, we have a superlative career resource center accessed by clicking "career resources" on the frame.

The UMD Connection. UMD resources are easily accessed on the frame under "UMD links" including the UMD store, the Bulldog shop, tickets, news and events. Also on the site are live cams of the UMD library, the Weber music hall, Lake Superior, and the current planning design and construction taking place at UMD.

Search. The Alpha site is your best location for launching searches of UMD and of the Internet. The UMD library search engine sites are found under "UMD links." Our librarian/web developers have developed a "best of the net" compendium of search engines to use directly from our site using the "search" button. This site also contains valuable lessons on how to use search engines and evaluations of search engines. Search the Alpha sites, search the Cookery, search the UMD web site and search UMD also contained on this site which is also accessible from the "search this site" button.

News and newsletters. This whole new section has been created to allow us to use electronic newsletters in addition to printed newsletters with hyperlinks newsletters will be permanently archived for later review. They are, of course, searchable using our search engine.

Contact Alpha. There are many places on this site to contact Alpha. E-mail us, found on the frame, and on the front page. Changes in address lists, found under address lists. Announcements for home page or calendar events found on the main page and calendar of events. Other features include a new Alumni note section for posting news about yourself and your family, as we used to do in "days of yore" with our newsletters; classified ad section for communicating, buying and selling or giving away of items.

Other Features. A yellow page section for posting ads at a rate to be determined by the Board; a calendar of events; improved address lists with mail-to links and improved

sections such as Duluth links and reference desk.

ALPHA COOKERY SITE ARRIVES

This site has been dedicated to the ladies of the Alpha Nu Omega in memory of Carolyn Dean. Okay men, you can use it too! The Cookery is your one-stop source for cooking and entertaining and provides an opportunity for you to share with each other. The Cookery has five major features:

1. A search engine (search by name, ingredient, category, etc.);
2. An interactive cookbook (a form is available for adding new recipes to the site online);
3. A bulletin board;
4. The Northland Cookery cookbook;
5. A comprehensive set of 120 links that are the best available for your food and entertainment needs. These links are to the following categories: gourmet food orders, cooking catalogs, famous brand recipes, famous chefs, herbs and spices, culinary reference, best cooking sites, cooking magazines, on-line cookbooks and recipes, hints and tips.

The recipes in the Alpha cookbook are all contained on individual recipe cards for downloading and printing. The categories are: appetizers/dips, barbeque/grilling; beverages; breads; brunch; cakes, cookies and candy; casseroles and main dishes; desserts; fish; beef, pork, poultry, game and miscellaneous; potatoes; salads and dressings; sauces and marinades; soups; vegetables and side dishes. The Cookery also contains glossaries, herb, spice and seasoning charts, measurements, substitution and equivalent charts and abbreviations.

A number of individuals have contributed to the interactive cookbook, but special thanks go out to Gail MacMillan and Gail Tronnes for their substantial contribution to our cookbook.

Thanks, ladies! Join in the fun and add your proven recipes to the Alpha Cookery. Use the bulletin board and give us your tips and advice. Share the fun!

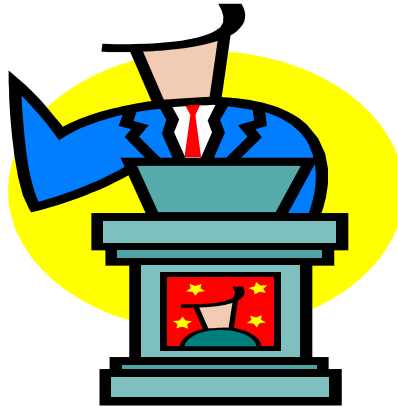


NOTES FROM JON

As I prepare to hand the gavel over at the annual meeting, I have to say that the support I've gotten from the other board members is nothing less than fabulous! The few serve the many and in our case this is very true. If you haven't seen for yourself what's going on in the Alumni Association, you'd be surprised what you're missing.

I went to my first Active chapter meetings in 28 years...very interesting to partake in. Made several road trips with Doug Johnson to present the market plan...had a great time. Mike Dean's magic with the web site should be set in bronze. And so much more... I thank them all and plan to continue to help in any areas I can in the coming

years. I urge you all to come to the annual meeting to see for yourselves the direction our board is taking us. You might just want to get involved!



He has spoken...

Please...

**TAKE 10 MINUTES
AND FILL OUT THE
ENCLOSED FORMS!**

Thank You...

New board members...

We are inclosing a ballot with nominees for 4 openings on the Alumni Association Board of Directors. Being on the board is the best way to get involved with the Alumni Association. We are always looking for new "blood" to be on the board, with new ideas and energy. We have contacted these four Alumni and they've all expressed an interest in serving. We have left a space for

write-in's too. Please enter your name here if you'd like to participate as a board member, now or in the future. You may volunteer here as well to be involved in non-board activities as well.

Please consider a term in your near future!!

To talk about it is great... To do something about it is even better!

LES MCKEAN MEMORIAL GOLF



Sunday June 2, 2002

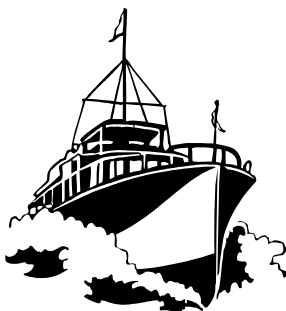
DON'T MISS THE BOAT RIDE THIS YEAR

Alpha Alumni Doug Johnson and Jon Van't Hull have joined together and own a charter boat business on Lake Minnetonka. A Day In The Sun Charters is run out of Excelsior and features private charters 7 days a week.

We will again have an Alpha Charter in the fall...check the Social calander for details!!

Their charter boat is a great way for Alpha Alumni to both support their fellow brothers and capitalize on this unique business to benefit their own businesses. With food and full bar, this is a great way to reward your employees for jobs well done or goals achieved, or to entertain your best customers all at once in a way they will never forget. If you have "family" plans such as reunions, grooms dinners or bachelor parties, birthdays etc., their boat is ideal for up to 47 people.

Call Jon Van't Hull at 952-906-9077 if you'd like more details or to reserve a date.



**COME ABOARD WITH
CAPTAIN JON**

IT'S WHAT WE'RE ABOUT... SCHOLARSHIPS

Dear Brothers,

As we continue our tradition of providing Scholarships to deserving active chapter members it has come to my attention that the current By-Laws are out of date. I have drafted a number of changes to the current By-Laws after meeting with several generations of Alpha's. These are generally "house-keeping" articles and were presented at the fall Alumni meeting in Duluth and there was no dissention concerning the changes.

Because UMD has changed from a Quarter based academic year to a Semester based academic year changes have been made concerning the length of time an applicant has been active or in school prior to applying. These changes were drafted while conferring with Alpha's from several eras as well as active chapter members.

To eliminate any controversy in the future, the GPA rule has been clarified. The proposed requirement lists the GPA score to the thousandths place, just like UMD does. Also, it has been specified that the GPA we require is the cumulative score. In the past it has been argued that GPA scores might be rounded up or that freshman year GPA scores be disregarded because these rules were not perfectly clear. This change reflects the majority opinion expressed by the Alpha's that assisted me in this task and my own understanding of the opinions voiced during annual spring meetings when scholarship decisions are discussed.

Finally, in order to allow more alumni to participate in the scholarship process I have drafted a change in the By-Laws that will allow up to five Alpha's in addition to the scholarship chairman to participate in the interview/selection process. This rule has been ignored in the past and this change will formally allow a larger committee.

Included in this newsletter is a ballot that requires your consideration. In order to adapt the By-Laws a 2/3 majority of the voting membership must approve the changes. Please act on this as soon as possible. If you have any questions concerning this ballot or the proposed changes please contact me at the number below.

Fraternally Yours,

Chad Roberts
Scholarship Chairman
651.503.3044
crobert11@msn.com



ALUMNI ASSOCIATION DUES & DONATIONS REQUEST

Name _____

Annual Dues:.....(\$25.00-for General Fund Administration) \$ _____

Scholarship Donation: (Directly for scholarship payouts) \$ _____

Technology Fund Donation: (Directly for technology project development) \$ _____

Total Enclosed \$ _____

Please be sure to enclose your check with your dues and generous donations.

FYI: We are trying to fund all aspects of the Marketing plan with the social events as fund raisers. And as we progress on the Web Site, it becomes more costly to maintain. If you donate additional moneys to scholarships, they go directly into the permanent fund and we can't use them for our everyday operation expenses. If you can't participate in the social events, PLEASE be generous now so we can continue to develop in the directions we are going to benefit the Active Chapter of Alpha Nu Omega.

BOARD OF DIRECTORS NOMINATIONS

Tom Kraus (President Elect) Gary Broberg

Ruben Vazquez Tom Goodnature

Write in _____

I would like to volunteer my time, contact me please.

Please mail this form, completed on both sides along with your check to:

**Alpha Nu Omega Communications
Attn: Jon Van't Hull
205 County Road 19
Mound, MN 55364**

Proposed By-Law Changes Regarding Scholarships and Assistantships

The following proposed changes must be approved by 2/3 of the voting membership. To simplify the voting process, the board has resolved that any ballots that are not returned by March 9th, 2002 shall be considered abstentions.

UMD has changed from a quarter-based academic year to a Semester-based academic year. The following proposed changes to Article III of the bylaws simply reflect this change.

Article III –Scholarship/Assistantship

John L. Banks III Memorial Scholarship

Existing:

- b. The applicant must have been in regular, full-time enrollment at UMD for two consecutive quarters immediately preceding the time of his application.
- c. The applicant must have at least a 3.00 grade point average...

Proposed Changes:

- b. The applicant must have been in regular, full-time enrollment at UMD for **One Semester** immediately....
- c. The applicant must have at least a **3.000 cumulative** grade point...

I accept the above proposed changes: ___ Yes ___ No

D. Brooks Knodt Memorial Assistantship

Existing:

- b. The applicant must have been in regular, full-time enrollment at UMD for two consecutive quarters immediately preceding the time of his application.
- c. The applicant must have at least a 2.50 grade point average...

Proposed Changes:

- b. The applicant must have been in regular, full-time enrollment at UMD for **One Semester**...
- c. The applicant must have at least a **2.500 cumulative** grade point average...

I accept the above proposed changes: ___ Yes ___ No

Warren F. Orrick Memorial Scholarship

Existing:

- b. The applicant must have been in regular, full-time enrollment at UMD and must have been active in the Fraternity for at least three years preceding the time of his application.
- c. The applicant must have at least a 2.75 grade point average...
- e. The applicant must be a senior scheduled to graduate in the current year.

Proposed Changes:

- b. The applicant must have been in regular, full-time enrollment at UMD and must have been active in the Fraternity for at least **five semesters** preceding...
- c. The applicant must have at least a **2.750 cumulative** grade point average...
- e. The applicant must be a senior scheduled to graduate in the **calendar year the scholarship is awarded.**

I accept the above proposed changes: ___ Yes ___ No

III.C. – Application Procedure

The following change is proposed to allow more alumni a chance to participate in the scholarship process.

Existing:

- a. A Scholarship Committee, consisting of the Scholarship Chairman and two other members appointed by the President, shall formulate and forward application forms for the scholarship/assistantship to each eligible member of the Fraternity.

Proposed Changes:

- a. A Scholarship Committee, consisting of the Scholarship Chairman and **2-5** other members appointed...

I accept the above proposed changes: ___ Yes ___ No

Please return completed ballot and any comments to:

Jon Vant Hull
205 County Rd. 19
Mound, MN 55364

If you have any questions about these changes please contact the Scholarship Chairman directly:

Chad Roberts
1780 52nd St. East #107
Inver Grove Heights, MN
55077
651-503-3044

ANNUAL MEETING MARCH 9, 2002

Discussion items:

Web Site:

Budget for 2002
New Food Page
Yellow Page Advertising for Alphas
On Line Clothing Store Coming

Market Plan:

Concept and Body
Implementation
Initial results
Funding
"Rewards"

Social:

2002 Schedule
Purpose of Events



Together we can open many doors...

Scholarships:

Changes in Bi-Laws
2001-2002 Awards

Active Chapter Needs From Alumni Association

**ALPHA NU OMEGA FRATERNITY
ALUMNI ASSOCIATION**



The New Alpha Nu's

Social Events 2002

We have a full year of activities almost a year in advance. The idea is that everyone should be able to plan accordingly and WE should get good participation.

New Event

February in Duluth, signing of the Bond Book for new Members, Announcement of Scholarships, and the awarding of Car Coats. Contact Jason Golde. (218/728-9530) (February 27th)

Spring Alumni Association Meeting in Minneapolis, March 9th at the U of M, with Lunch and Beer after Meeting at Sergeant Preston's at Seven Corners by the U of M.,

Big Event

June 2, (First Sunday in June) **the Les McKeen Golf Outing at Grand National, Hinkley Minnesota**. First Tee time at 11:00 am, Contact Doug Johnson or Jon Vant Hull

Great Event

September 14 (Second Saturday in September) Lake Minnetonka, Day in the Sun Charter Cruise, Excelsior, Minnesota. Boat leaves the dock at 6:00 p.m. Contact Doug Johnson or Jon Vant Hull.

Fall Alumni Association Meeting in Duluth, September 28, 2002 (to coincide with UMD Homecoming) at the Kirby Center, with Lunch and Beer after Meeting at the Pickwick.