

Matt DeWolf

Alpha Tau Omega

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Director of Marketing
- Previous: Communication Consultant
- Involved in editorial capacity since: 2003

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: CFEA Treasurer, Mid-year co-chair, website re-developer
- Previous: CFEA Awards chair, Fraternity Editor committee
- Involved with CFEA since: 2003

MATT IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for CFEA? Being a member of the board, and holding the office of Treasurer has been an awesome experience. The strategic planning process we've undergone over the course of this year is something that I think will truly shape the future of this Association and I am fortunate to be a part of that change. While serving as Treasurer is obviously an important role, to date there hasn't been anything monumental going on from that standpoint. It has been primarily an operational function but it has enabled me to take on other tasks like redeveloping the CFEA.org Web site and co-chairing the mid-year conference. To date, the highlight of my accomplishments within CFEA come primarily from serving as Awards Committee Chairman. Last year, we were able to take large steps toward bringing our Awards into a more contemporary arena. We evaluated categories and were able to establish a couple of new categories to appropriately honor more contemporary media. I think this is a vital component, because the communication industry has come a long way since the first magazines were published, and it's our task to make sure that our organization continues to represent the industry with the utmost focus on being a leader in communication techniques, strategies, and implementations. We also revamped the Award hardware this year and made the move toward providing hardware to 2nd and 3rd place winners to better honor the efforts of the outstanding work that our member organizations produce.

What would you hope to contribute to CFEA this year if elected? I would like to continue to work to improve our organization's recognition of the changing communication media and mechanisms and help provide the membership with resources and information to bring these forms of communication into their current communication models. Also, I think there is room to continue to improve the Awards structure, and would love to work with the new chairperson to make sure we continue to improve that area. All in all, my vision for CFEA is that it will continue to be a powerful network of communication professionals that provides resources, information, and recognition to help our members.

What direction would you like to see CFEA take in the future? I think it's really important that CFEA continue its role as a powerful network of communication professionals, but I would like to see CFEA make the adaptive move toward a broader communication spectrum. While the name stands for College Fraternity Editors Association, today's Editor wears a number of proverbial hats, and so it becomes our task to make sure we are accurately representing and catering to the needs of our membership.

What are your current plans for remaining involved in your organization and its publications/communications program? I am currently slated to serve at least one more year in my current capacity with Alpha Tau Omega, which will put me on staff through June 2009. Barring any unforeseen changes, I fully anticipate staying on with ATO past that date.

Stacy Donahoe

Delta Sigma Pi

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Assistant Director of Communications
- Previous: Communication Coordinator
- Involved in editorial capacity since: 2002

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: CFEA Annual Conference committee
- Previous: CFEA Public Relations committee, including one year as chair; Varner Committee chair; Annual Conference committee
- Involved with CFEA since: 2002

STACY IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for

CFEA? I was honored to have been asked to chair the Varner and Public Relations committees. I am extremely proud of the connections I have made in this group and I consider anytime I am asked to take the lead on a task or committee to be an accomplishment,

What would you hope to contribute to CFEA this year if elected?

I would like to see the mentoring program expanded so we are encouraged to build that relationship throughout the year and not just at the Annual Conference. Perhaps a “Mentor of the Year” award handed out at the Annual Conference as an incentive to make this happen. I want new members to really feel welcome.

What direction would you like to see CFEA take in the future?

I really commend members of the current Board for their contact and outreach to non-Board members—especially the monthly e-mails from Tom. Let’s continue this so the Board members aren’t just a list of names in a directory but familiar and approachable faces in CFEA.

What are your current plans for remaining involved in your organization and its publications/communications program?

As the sole member of the communications department here, I really have my hands in everything. With new challenges and tasks presented daily, I am really enjoying the constant learning and feel there is still work left to be accomplished.

Bruce Hammond

Delta Sigma Phi Fraternity

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Director of Alumni Relations/Editor
- Previous: Director of Communications
- Involved in editorial capacity since: 2001, excluding 2004 and 2005

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: Varner Award committee member
- Previous: Publications Display chair, numerous committees as a member
- Involved with CFEA since: 2001, excluding 2004 and 2005

BRUCE IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for CFEA? In my past, I served faithfully on a number of committees, including as the chair of the Publications Display prior to leaving for a position outside of the Greek world. Since returning to the Greek world to serve as Director of Alumni Relations and Editor for Delta Sigma Phi, I have attended the Mid-Year and Annual Conferences, and have served this year on the Varner Award committee. I am excited for more involvement.

What would you hope to contribute to CFEA this year if elected? As CFEA continues to re-invent itself and its mission through its recent strategic planning process, I feel strongly that I can contribute a great deal of time and effort to helping make it a seamless process. In addition, I feel I can also provide some input and experience from my work outside the Greek world that would be beneficial to our work as a whole.

What direction would you like to see CFEA take in the future? I believe a great deal of the points that were addressed in the recent survey I received about the strategic planning process were outstanding. I believe broadening the scope of CFEA to include more areas of the overall communication process of our organizations is key.

In addition, I'd like to see CFEA become more of a professional development outlet for its members. As it stands, there is a mid-year and annual conference, but there is not much throughout the remainder of the year in terms of professional development and education opportunities. I'd live to be able to help create a program or plan to provide more year-round professional development for the members of the organization.

What are your current plans for remaining involved in your organization and its publications/communications program? As it stands, I have no plans to leave the organization for a new job. I enjoy what I am doing and what we building at Delta Sigma Phi in terms of our magazine and communication efforts. We are working toward really enhancing our efforts over the next year, and it is exciting to be a part of.

Janine Hippensteel

Alpha Chi Omega

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Marketing Director
- Previous: None in the fraternal industry
- Involved in editorial capacity since: 2003

CFEA/INTERFRATERNAL EXPERIENCE:

- Current:
- Previous:
- Involved with CFEA since: 2003

JANINE IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for

CFEA? I became a member of CFEA when I joined the staff at Alpha Chi Omega in the fall of 2003. Since that time, I have attended a couple of the conferences and follow the listserv but have not been all that actively involved. Alpha Chi Omega is in a period of transition on several fronts and the time is right to step up our involvement with CFEA.

What would you hope to contribute to CFEA this year if elected?

My desire to become actively involved was sparked when I received the strategic planning survey not too long ago. I think it was the first time that I have really looked at the potential of CFEA and the goals of the organization. I am not the magazine editor but I supervise that position. As the marketing director, my job responsibilities encompass so many facets of communication including long-range strategic planning, web site development, expansion, convention, magazine, internal and external communications, branding, licensing, Foundation publications, new member materials and maintaining an “enterprise-wide” communications calendar.

What direction would you like to see CFEA take in the future?

In the survey mentioned in my answer to the last question, the idea of changing the name of the organization to convey the message that CFEA is about more than editing and truly encompasses communication on the whole caught my attention. I think the magazines, both in print and electronic, are extremely important communication tools, but limiting in scope. I love the idea of CFEA taking a strategic look at the programs in place and enhancing the opportunities for not only editors but communications professionals in general.

What are your current plans for remaining involved in your organization and its publications/communications program?

Prior to working at Alpha Chi Omega, I had zero Greek experience. I didn't know there was a difference between Alpha Chi Omega and Chi Omega! (I was set straight on that one right away!) I applied for and accepted the position because I wanted to move to Indianapolis and the job description was one that would have interested me in any organization. I was pretty sure I wouldn't like the atmosphere and wouldn't be in the position long. I am a changed woman and I humbly admit there is much more to Greek life than meets the eye.

I spent some time learning the endless acronyms that exist in the Greek community and learning about the processes and programs specific to Alpha Chi Omega. The more I learned, the more I wanted to know. My background is in marketing which are skills you can apply to any industry. My challenge was learning the industry. At the time I began in my position, Alpha Chi Omega was getting ready to begin a comprehensive long-range strategic planning process. And quite a process it has been. A lot of focus went into prioritizing needed changes within the organization and over the last year we have been very action-oriented in making those changes come about.

The fun has just begun, so my plans for remaining involved are solid. I am in the process of restructuring the marketing department which entails redefining job descriptions and adding employees as needed to ensure our marketing and communication endeavors are a success. Growth is exciting and I plan to experience it within Alpha Chi Omega for years to come.

Justin Kirk

Delta Upsilon Fraternity

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Executive Director, Delta Upsilon Fraternity
- Previous: Director of Programs, Tau Kappa Epsilon, 1.5 years; Associate Vice President, Sigma Tau Gamma, 3 years, 9 months
- Involved in editorial capacity since: 2001

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: CFEA Vice President, Mid-year Conference chair, Varner Award committee
- Previous: Board of Directors (4 years), Sponsors chair (3 years), Mid-year Conference chair (2 years), Parliamentarian (3 years), Publications Display chair (2 years), Varner Award committee (2 years), numerous other committees
- Involved with CFEA since: 2001

JUSTIN IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for CFEA? For the last two years, I have chaired mid-year conferences that saw record attendance and vastly improved educational programs.

I served as the Sponsors Committee Chair for three years. The Sponsors Chair is a position that requires a significant time commitment. It is also a major revenue source for CFEA. In each of my three years, we set records for the number of sponsors and revenue generated.

What would you hope to contribute to CFEA this year if elected? I will contribute my experience as an Executive Director and Fraternity Board member. In my new role as Executive Director of Delta Upsilon, I have spent the past year implementing a strategic plan. This experience would be of great benefit to the organization.

What direction would you like to see CFEA take in the future? The sole focus of CFEA should be on the implementation of the recently developed strategic plan. For the first time, the organization will have a clear focus and measurable objectives.

What are your current plans for remaining involved in your organization and its publications/communications program?

I recently signed a three-year contract with Delta Upsilon Fraternity.

Daniel Krueger

Phi Mu Alpha Sinfonia

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Director of Alumni Engagement
- Previous:
- Involved in editorial capacity since: 2004

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: Sponsorship committee
- Previous: Annual Conference committee, Awards committee
- Involved with CFEA since: 2005

DANIEL IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for CFEA? While I can't say that I have accomplished much for CFEA, I can recognize the impact that CFEA has had for me in creating quality publications. Without the interaction and opportunities that CFEA has provided me, the ability for our publication and communication efforts to reach our members effectively would have greatly diminished.

What would you hope to contribute to CFEA this year if elected? There are a number of organizations that work with volunteer publication staff or have no dedicated publications staff member. I think it is important that CFEA meets their needs to increase their visibility to their members.

What direction would you like to see CFEA take in the future? I think CFEA is taking the right direction in realizing that there is more to communication than what is in print. We need to continue recognizing the importance of electronic media in our communication and publication efforts.

What are your current plans for remaining involved in your organization and its publications/communications program?

In the last year, my position has increased with our main publication, The Sinfonian, of which I am the managing editor, as well as our e-newsletter, Resonance, of which I am the editor. I do not anticipate my role changing with these publications.

Steve Latour

Alpha Sigma Phi Fraternity

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Director of Communication and Volunteer Initiatives
- Previous: Director of Communications; Director of Volunteer and Leadership Initiatives
- Involved in editorial capacity: three years

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: CFEA Board of Directors, 2007–2008; Strategic Plan Committee; Awards Committee Chairman, 2007–2008
- Previous: Mid-Year Conference Committee Member
- Involved with CFEA: three years

STEVE PREFERS TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for CFEA? I am proud to say that I've been an active member of CFEA for 3 years now. Since the beginning I've been an active contributor to the Mission of our Association. I've participated on committees and was given the opportunity this year to chair the Awards Committee. For the first time in a while we've had active participation on the committee which has helped us create an even stronger awards application process. Additionally this year I've assisted Ryan Ripperton in the development of the CFEA Strategic Plan. Together we've discussed issues after issue looking for the solution that best fits CFEA. Ryan and I have also coordinated two face-to-face meetings with the Board of Directors, something that doesn't happen too often. Those meetings have provided us with direction and great insight. Even though I've only been a member of CFEA for 3 years I see the value this Association brings to its members and look forward to serving the Association in the future.

What would you hope to contribute to CFEA this year if elected? I would hope to be instrumental in the development of an Implementation Plan. A document that would bring the FCA Strategic Plan to life and help explain how to achieve the Ends and Vision set by the current Board of Directors. My second focus would be membership. This would include an outreach to those Fraternity and Sorority organizations that have not participated in a few years. Additionally, I would like to see more "members" in general. There is a great opportunity to really sell the programs and experiences currently being provided to the right people. Finally, I would like to see us re-brand the Association. The name change provides us with the opportunity to create new stationery, launch a new website, choose a FCA font, and colors. There are so many possibilities; taking advantage of these will provide us with the opportunity to make a stronger name for ourselves. I plan to remain very involved. This Association is too important and impacts too many people to not want to have a stake in its future. Our Fraternity has a proud tradition of being involved with this Association; a tradition I am proud to carry forward.

What direction would you like to see CFEA take in the future? I've suggested it before, but believe that this year provides a better opportunity than last to introduce two or three targeted workshops in addition to the mid-year conference. Writing, Brand Management, Web Development, etc. they could be a daylong topic; those interested would sign up to attend. I would also like to see this Association support the "greater" communications effort being done. How do we support our members during the year? Do we provide information to key stakeholder's that reinforces the need for active participation? There is a journal called Fraternal Law that is published several times per year. Perhaps, if the Fraternity Editor returns it is used as an educational journal and not a newsletter of best practices. The monthly e-newsletters have been a nice addition, but there is something to be said about having a printed piece. By not having one or we suggesting to the leaders of Fraternity's and Sorority's that they too do not need a printed piece?

What are your current plans for remaining involved in your organization and its publications/communications program? I plan to remain very involved. We have worked very hard to strengthen our communications efforts and practices. It is nice to finally see some of the hard work begin to pay off. This year we have some major communication projects that once finished will really help cement the role communications will play in our organization; I plan to play an integrate role in developing those projects. At this point I have agreed to an additional two – three years on staff. The President of the Fraternity has clearly stated that "communications" will continue to fall in my bucket during my tenure on staff. Additionally, we've had conversations about assuming the role of Editor if and when I should decide to leave the national staff. I really have a great job.

Thomas C. Olver

Beta Theta Pi Fraternity

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Director of Communications and editor, *The Beta Theta Pi*
- Previous: Associate director of communications, director of risk management and operations, associate director of risk management
- Involved in editorial capacity since: 2001

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: CFEA president
- Previous: treasurer (2004–07), scholarship/grant committee chair (2006–07); director; Varner committee chair twice; Public Relations committee chair
- Involved with CFEA since: 2001

TOM IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for CFEA?

This has been a remarkable year for our Association. I believe the legacy of the 2007–08 Board of Directors will be the authorization and execution of a Strategic Planning Initiative. This process has called us to action and will provide a sharpened focus for the years ahead. It is my sincere hope that we will leave a more efficient and effective association for those who succeed us.

In my role as treasurer, I enjoyed learning about the on-going operations of CFEA. The Board has been very diligent in recent years with respect to organizational finances: providing updated reporting forms, instituting a debit card procedure, streamlining the budgeting process, restructuring the fiscal year, etc.

In February 2005, the Board followed my recommendation to adjust its investment strategy. An initial amount of \$30,000 was deposited into a Fifth Third Securities account (another \$10,000 was added on 10/31/2005.) As of March 31, 2007, the account total stood at \$49,707.43.

Another major highlight has been the creation, funding and implementation of the CFEA Scholarship Program (providing financial support to Greek undergraduates who are pursuing degrees in communications-related fields) and the CFEA Grant Program (providing financial support to Greek professionals and volunteers to attend educational programs and conferences.)

In previous experiences with CFEA, I have enjoyed serving as a speaker at several annual conferences. These events, along with our mid-year conferences, are always a highlight.

What would you hope to contribute to CFEA this year if elected?

• Assistance in implementing the five-year strategic direction for the organization • Continued enhancement of internal communications among CFEA member organizations • Increased visibility and stronger partnerships with external audiences and associations

What direction would you like to see CFEA take in the future?

See the Strategic Plan.

What are your current plans for remaining involved in your organization and its publications/communications program?

I intend to continue in my role as director of communications and editor through December 2010.

Mariellen Sasseen

Alpha Omicron Pi

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Managing Editor/Archivist
- Previous: Different titles for the above (same) position
- Involved in editorial capacity since: 1995

CFEA/INTERFRATERNAL EXPERIENCE:

- Current:
- Previous: 1996–97 Awards committee chair; 1998: 75th Anniversary Annual Conference chair; 1997–98: CFEA Board of Directors; 2000–03: New Members committee chair
- Involved with CFEA since: 1995

MARIELLEN IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for

CFEA? I have had the honor of serving on the CFEA board once before as a director. That year I was also Annual Conference Chairman for CFEA's 75th anniversary celebration in Norfolk, Virginia – 1998, I believe. I only served on the board one year because I was four months pregnant with my third child by the time annual conference rolled around. The pregnancy and new baby would leave me little time to devote to CFEA for the coming year. Prior to serving on the board, the most prominent position I held was Awards Chairman for the conference held in Snowmass, Colorado in 1997. After taking a couple years off, I have since served as New Members Chairman three times, sometimes in the role for the entire year, sometimes as a mid-year replacement in the position after the original person left CFEA. Each of those chairmanship positions were rewarding in their own unique way. I have also served on other committees.

What would you hope to contribute to CFEA this year if elected?

I think I can contribute a sense of who we are and who we have been as well as most current members off CFEA. There are potential changes coming for CFEA and a board with a mixture of new ideas and past experience might be a benefit as we move forward.

What direction would you like to see CFEA take in the

future? CFEA is a great organization and I believe it serves us very well. We have come a long way in the years I have been a member. We do much better now at making CFEA member benefits useful year round, and not just during annual conference. We also do a better job providing educational tracks for positions other than just editors. I'd like to see us continue down these paths and build on them.

What are your current plans for remaining involved in your organization and its publications/communications program?

I have no plans to go anywhere else at this time.

Jennifer M. Siler

Alpha Delta Pi

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Adelphean Editor, 2001–present
- Previous: Alumnae editor, 1983–2001
- Involved in editorial capacity since: 1983

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: Annual Conference committee chair
- Previous: Awards committee
- Involved with CFEA since: 2001; started attending meetings in 2006

JENNIFER IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for

CFEA? Since I began attending CFEA meetings, I have been involved.

I was on the awards committee my first year. Serving on the annual conference committee and picking up the reigns as chair in January has been the highlight. This experience has also helped me learn more about the organization.

What would you hope to contribute to CFEA this year if elected?

In addition to my 25 years of working on the Adelphean staff, I have more than 27 years experience in book publishing, just recently retiring as the director of the University of Tennessee Press. Using these experiences in planning and analyzing publishing trends, I can contribute to the plans for a new structure, strategy, focus and organization of CFEA.

What direction would you like to see CFEA take in the future?

With a new strategic plan on the table, I would like to see CFEA take advantage of the challenges that are part of this plan and increase the membership of the organization and focus on the educational aspects of membership. While technology issues may not a primary focus for most members, it is a form of communication that all organizations must deal with as paper prices and postal rates continue to increase. Being able to provide information about trends in this area and networking experiences for members will be most valuable in the future.

What are your current plans for remaining involved in your organization and its publications/communications program?

My position as editor and chair of the publications committee is a volunteer appointment by the Grand Council of Alpha Delta Pi. My personal desire is to continue as editor for at least the next five to six years.

Brandon Weghorst

Sigma Alpha Epsilon

FRATERNITY/EDITORIAL EXPERIENCE:

- Current: Director of Communications
- Previous: Coordinator of Media & Publications
- Involved in editorial capacity since: 2000

CFEA/INTERFRATERNAL EXPERIENCE:

- Current: Director; Sponsorship Committee chair; 2009 Annual Conference chair
- Previous: general member; *Fraternity Editor* committee
- Involved with CFEA since: 2000

BRANDON IS WILLING TO SERVE AS

- President
- Vice President
- Secretary
- Treasurer
- Director
- Past President

What are the highlights of your past accomplishments for

CFEA? My biggest accomplishments for CFEA are two-fold: helping to assist in the curriculum at annual conferences and serving as a director on the board. In 2007–2008, I took part in the strategic-planning work to help advance CFEA’s mission and participated actively as a board member. In addition, I chaired the sponsorship committee for the 2008 conference and worked to bring more sponsors into the fold for our group. I volunteered to chair the 2009 annual conference because of my event-planning background as well. In 2006, I assisted in planning the mid-year conference.

What would you hope to contribute to CFEA this year if

elected? I believe that I can help advance and maintain the vision set forth by the strategic plan while keeping the membership’s needs and direction in mind. Consistency in the board’s vision on how to execute the plan is paramount, I think, to its success. Furthermore, I would like to make the 2009 annual conference as amazing as possible in working with a committee that can help make the experience a positive one for our members. I also hope to bring the same dedication and time commitment to CFEA in the coming year and plan to attend all events and meetings.

What direction would you like to see CFEA take in the

future? I think the first step is to embrace and execute the strategic plan in order to enhance the membership experience. While the board may set the vision, that vision and plan should reflect what the members want to get out of CFEA. I also think we should continue to encourage new groups and more communications positions at each headquarters to join our association, to reach out to other interfraternal groups and to build upon the three areas we promote: networking, education, and recognition.

What are your current plans for remaining involved in your organization and its publications/communications program?

I will be embarking on my fourth year with Sigma Alpha Epsilon, and the leadership has asked me to commit to at least the next four years as a director. In addition, I have been asked to take on a bigger role as a member of the executive committee and oversee several staff members.