



CONVENTION PROGRAM  
**BOOKLET**  
2023

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# SCHEDULE AT A GLANCE

| Thursday, 20-Jul-23       | Dress Code: Travel / Appropriate Zeta Psi                          | Location                                               | Room                       |
|---------------------------|--------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| 1:00 – 1:30 PM            | Convention Welcome                                                 | Westin Hotel                                           | Cascade II                 |
| 1:30 – 2:30 PM            | Opening Keynote Speaker: Manny Chao                                | Westin Hotel                                           | Cascade II                 |
| 2:30 – 3:30 PM            | LTI - Sessions for Actives and Elders                              | Westin Hotel                                           | Cascade 1(A-C) & St Helens |
| 3:30 – 4:30 PM            | LTI - Sessions for Actives and Elders                              | Westin Hotel                                           | Cascade 1(A-C) & St Helens |
| 6:00 - 6:30 PM            | Walk to Dock for Cruise                                            |                                                        |                            |
| 6:30 - 7:00 PM            | Boarding time; Boat leaves at 7 PM sharp.                          |                                                        |                            |
| 7:00 - 10:00 PM           | Sail time                                                          |                                                        |                            |
| 10:00 - 10:30 PM          | Boat Offload                                                       |                                                        |                            |
| <b>Friday, 21-Jul-23</b>  | <b>Dress Code: Business Casual</b>                                 |                                                        |                            |
| 8:00 – 8:50 AM            | Special Breakfasts                                                 | Westin Hotel                                           | Various Locations          |
| 9:00 – 9:50 AM            | US Foundation meeting                                              | Westin Hotel                                           | Cascade II                 |
| 9:00 – 9:50 AM            | Canadian Forum                                                     | Westin Hotel                                           | St Helens                  |
| 10:00 – 10:50 AM          | Grand Chapter Forum                                                | Westin Hotel                                           | Cascade Ballroom           |
| 11:00 AM – 1:00 PM        | Phi Alpha Luncheon                                                 | Westin Hotel                                           | Elliott Bay                |
| 1:00 – 4:00 PM            | Grand Chapter Meeting                                              |                                                        | Cascade Ballroom           |
| 4:00 – 5:00 PM            | Travel to Phi Lambda, Suzzallo Library, Light Rail                 | <b>Note: Change Clothes for Outdoor Event</b>          | Cascade Ballroom           |
| 5:00 – 9:00 PM            | Zetor Games for Camp Goodtimes                                     | It starts at Westin, Ends at Phi Lambda                |                            |
| 6:00 – 7:30 PM            | Heritage Society Cocktail                                          | Phi Lambda Chapter House / Burrows Hall                |                            |
|                           | Dinner at the Phi Lambda Chapter House                             | Phi Lambda Chapter House                               |                            |
| <b>Saturday 22-Jul-23</b> | <b>Dress Code: Business Casual</b>                                 |                                                        |                            |
| 9:00 – 10:00 AM           | LTI – Sessions for Actives and Elders                              | Westin Hotel                                           | Cascade 1(A-C) & St Helens |
| 10:00 – 11:00 AM          | LTI – Sessions for Actives and Elders                              | Westin Hotel                                           | Cascade 1(A-C) & St Helens |
| 11:00 AM – 12:00 PM       | LTI – Mentorship Committee Presentation (Active and Elder Session) | Westin Hotel                                           | Cascade 1(A-C) & St Helens |
| 12:00 – 1:00 PM           | Closing Keynote Speaker: KJ McNamara                               | Westin Hotel                                           | Cascade II                 |
| 1:00 PM                   | Big Brother/Little Brother Luncheon or Lunch on Your Own           | Westin Hotel                                           |                            |
|                           | Explore Seattle                                                    | Seattle                                                |                            |
|                           | Get Ready for Banquet                                              |                                                        |                            |
| 6:00 – 7:00 PM            | Grand Chapter Welcome Reception                                    | Westin Hotel<br><b>Dress Code: Black Tie Preferred</b> | Grand Crescent             |
| 7:00 – 11:00 PM           | Grand Chapter Banquet & 100 <sup>th</sup> Celebration              | Westin Hotel                                           | Fifth Avenue               |
| <b>Sunday 23-Jul-23</b>   | <b>Delegates depart.</b>                                           |                                                        |                            |



Founder and co-owner  
(along with Roger Bialous) of  
Georgetown Brewing  
Company. Georgetown  
Brewing Company, which  
celebrates its 20th  
anniversary on 22-July-23, is  
the 21st highest-selling  
crafter brewer in the nation  
(It was 52nd in 2013).

OPENING KEY NOTE SPEAKER

# Manuel Chao

PHI LAMBDA '94

Manny was born in 1973 to Chinese and Taiwanese immigrants in the Spanish Canary Islands. The family immigrated to the US in 1978, settling in Beavertown, Oregon.

He started at the University of Washington in the fall of 1990 and pledged the Phi Lambda Chapter of Zeta Psi.

He fell in love with beer (didn't we all) but not in the way most Zetes do; No, he fell in love with the making of beer, the craft of beer, and the business of beer.

After graduating from UW, despite parents, family, and friends encouraging him to follow a more traditional business career, Manny started on the road that nine years later led to the opening of Georgetown Brewing Company, which in 2022 ranked as the 21st highest-selling crafter brewer in the nation.

Manny's story isn't just about building a successful business. It's also a story about giving back to others, not just when you have achieved success but also when you are a poor college student, as a counsellor at Camp Goodtimes.

It's about honouring the memory of a friend who died of cancer and donating the proceeds of the sale (over \$1.5 million) of a beer named after him (Bob's Brown Ale) to the Ronald McDonald House Charity. It's about having governing values that aren't just words to say but actions to live by. It's about leaving security when it conflicts with your values and creating a business that cares and is committed to giving back. It's about a company that shows it can be successful while watching for the employees.





KJ McNamara has spent over 15 years working on developing confidence and relationship skills with college students, and equipping communities to grow and flourish.

## CLOSING KEY NOTE SPEAKER

# KJ McNamara

KJ graduated with her Bachelors of Science in Psychology and Bachelors of Arts in Communications from Washington State University and her M.P.A. from the University of Missouri. As a trusted and requested speaker, with campus/organizational partners asking her to return time and time again, KJ delivers an honest and curated curriculum designed to cut to the heart of the topic. A successful entrepreneur, she owns Pure Barre studios and works with her clients and teams on positivity, progress, and whole health. Confidence and mental health are a focal point of her everyday career as well as driving results in her client's lives.

*"KJ draws students, staff, and faculty in with her authenticity, vulnerability, and storytelling ability. As a lifelong leader and learner, KJ is dedicated to keeping her work fresh and relevant to the student populations she is invited to work with. With natural talent as both a large-scale speaker and facilitator, KJ is able to work with campus-based professionals to best meet the needs of the audience. Students regularly comment on how impactful KJ is in and outside of the classroom space when she comes to work with the campus communities I am part of. Possibly the most powerful endorsement for KJ's work is that students speak about and practice what they learn from KJ long after she has been with them. KJ is a staple in working with the student populations I have the pleasure of serving."*

—Samantha Armstrong Ash, PhD

Dean of Students, Eastern Washington University

# LTI PRESENTERS



## Alex Pruce - Psi (Cornell) 2013

Alex Pruce is the Director of Workforce Strategy & Planning for Ross Stores, a \$18.9 Billion, Fortune 200 Company with 2,000+ stores in 40 states. Prior to Ross, he worked for Trane Technologies as the Strategy & Implementation Leader for Trane's Northeast U.S. region, supporting its Commercial HVAC business across eight states, and the District HR Leader for its NY and NJ commercial sales business.

Prior to Trane, Alex worked for JPMorgan Chase in a variety of HR, Strategy, Analytics, and Program Management roles. He is a Trustee of the Zeta Psi Educational Foundation and chairs both the Mentorship Committee and Convention Strategy Committee. Alex graduated from Cornell University with a BS in Industrial and Labor Relations and Northwestern University with a MS in Data Science, and he lives in New York, NY.



## John Spohn - Pi 81'

John Spohn, Pi '81, is the Founder of Agile GxP Technologies, whose automation products bring new therapies to patients sooner. He was Phi of the group that reactivated the Pi chapter, then on the Elder board for 40 years, 7 as Phi. John has served in the International leadership as Fundraising Chair, ZPEF trustee, Treasurer and now Vice President. He has been mentoring pharmaceutical professionals for 10 years, including numerous Zetes.



## Kieran Doherty - Theta Psi (Queen's University '25)

Kieran is the current Undergraduate Council Representative for the 2023 year and last year's Phi at Theta Psi. Spending the majority of his free time travelling to other chapters all over the world, Kieran has started a media house and clothing brand, 'The 1847 Club', aimed at giving an in-depth look at what it's like to be in the fraternity at the current moment, and giving people an option to show their support for the fraternity in a more subtle manner. Kieran's personal passions include screenwriting, podcasting and action sports. Kieran plans on producing and directing a TV-series on motorsports when he graduates from film school in 2025.



## Alan Phipps - Nu 90'

Alan Phipps is a 1990 Graduate of the NU Chapter, and has served the fraternity in the last 6 years as a member and chairman of the Ritual Committee. He is the current Sigma Rho Alpha of the Fraternity. He lives in Indianapolis with his wife. All four of his children followed in his footsteps, and were actively involved in Greek Life during their college experiences. In addition to referring to himself in the third person, Alan and his wife enjoy travelling the country in their RV. Ask him about his book about his family's travels to 47 of the Lower 48!!!



# LTI PRESENTERS



## Quinn Moran

*Quinn Moran is passionate about organizational growth, the reality TV show Survivor, golden retrievers, and shaping the fraternal experience. Learning from her experiences in Alpha Delta Pi Sorority, she has spent the past five years with fraternities across the country focusing on creating sustainable and innovative recruitment programs that allow all members to contribute to growing their brotherhood. In her free time, she enjoys watching her favorite reality television, reading, going to the gym, and spending time with her fiancé. She's excited to meet and learn alongside the men of Zeta Psi during Convention!*

## Christina Witkowicki, Ed.D

*Christina serves as the Chief Learning Officer for LaunchPoint, working with campuses and organizations to develop online education solutions to fit their needs. As a member of Alpha Xi Delta from the University of New Hampshire, Christina truly believes in the vision of helping others to 'realize their potential'. Working with fraternal organizations as both a campus professional and chapter advisor, she uses the knowledge she gains from one to inform her work in the other. She received her M.Ed in Higher Education and Student Affairs from Salem State University and her Ed.D in Higher Education Administration from the George Washington University, studying gender role norms and leadership style development in college men.*

## Aaron Forehand

*Aaron graduated from the University of Northern Colorado with a B.A. in interdisciplinary anthropology with an emphasis in business. Aaron started his career as a Delta Tau Delta chapter consultant and visited over 55 college campuses in 26 states. He also helped recolonize Delt chapters at Auburn University and Arizona State University.*

*At Pennington & Company, Aaron is the Executive Vice President of Sales. He has conducted over 25 pre-campaign feasibility studies, coordinated 21 capital campaigns raising over \$34 million, and worked on two national campaigns. Aaron has helped secure three seven-figure gifts (\$1,000,000, \$1,000,000 and \$1,250,000) to Greek campaigns.*



# LTI SESSION

OVERVIEW- THURSDAY 2:30-3:30

## **Mastering Your Money (CD) ..... Cascade 1-A**

Join us for an informative chapter budgeting session where we will delve into the best practices for effective budgeting and collections, calculating dues, and creating payment plans for members. This session aims to equip our chapter members with the knowledge and skills to responsibly manage our finances and ensure the success of our chapters. Discover strategies to calculate dues fairly and transparently, while providing flexible payment plan options to accommodate the unique financial situations of chapter members and increase chapter collections. Attendees are encouraged to come prepared with a copy of their most recent budget to get the most out of this session

## **Rush Redefined (CD) ..... Cascade 1-B**

Recruitment truly is a rush...of adrenaline, emotions, anxiety, or emails from IFC. While you might have a chapter leader who is equipped to take charge of your recruitment, it is every member's job to recruit the future of your brotherhood. In this session, we will cover conversation and closing strategies, prospecting opportunities, and media and outreach tactics to ensure that every member of your chapter can be empowered to be a positive contributor to your rush endeavors.

## **Utilizing the Undergraduate Council (OLD)... Cascade 1-C**

Sit in on an in-depth panel presentation hosted by the 2023 Undergraduate Council and the Phi Alpha, Will Woldenberg. In this discussion, you'll learn about the functions of the council, how they serve the undergraduate experience, how you can speak with them on any topic involving the fraternity, and so much more.

## **Learning about Learning in Zeta Psi (ED) ..... St. Helens**

Zeta Psi Learning launched in 2021 to help our members, both collegiate and Elder, grow and develop personally and professionally and as Zetes. This session will highlight the learning platform, discuss the various course options, share data collected from participants, and discuss ways to further the program for Zetes far and wide. Participants will better understand how the platform works and learn ways to promote usage among their brothers. Participants will also be able to ask questions and provide feedback on the platform to help evolve the experience for the future.

# LTI SESSION

## OVERVIEW- THURSDAY 3:30-4:30

### **Manning Up: Navigating Burnout & Mental Health for Men (PD) ..... Cascade 1-A**

The purpose of this session is to encourage men to prioritize their mental health. Through equipping Active Zetes with the appropriate tools and resources, the session aims to empower participants to recognize and manage burnout, as well as connect with mental health resources in their local communities.

### **Living with a Purpose: Ritual Review (CD) ..... Cascade 1-B**

For the first time in many generations, the Ritual of Zeta Psi has been refreshed into the new "Gold Book". During this session, the attendee experience putting the Gold Book into action. The session will focus on how to run a ritual meeting, including a review of set up, opening and closing of a meeting and a special focus on Initiation. For chapters who already run a well tuned Ritual, this will be an excellent review and chance to answer questions. For chapters which may have lost their Ritual expertise as we re-emerge from the pandemic, this will be an essential learning opportunity for bringing a robust Ritual knowledge back to your chapter.

### **Rush Redefined (CD) ..... Cascade 1-C**

Recruitment truly is a rush...of adrenaline, emotions, anxiety, or emails from IFC. While you might have a chapter leader who is equipped to take charge of your recruitment, it is every member's job to recruit the future of your brotherhood. In this session, we will cover conversation and closing strategies, prospecting opportunities, and media and outreach tactics to ensure that every member of your chapter can be empowered to be a positive contributor to your rush endeavors.

### **Advising Ideashare: Roundtable Discussion (ED)..... St. Helens**

Calling all Beta Pi's and elders who support an undergraduate chapter! This session is specifically for elders who want to chat with other elders on all things chapter advising. This will be a productive space to share ideas, get solutions to problems, and share best practices with other Zetes who support undergraduate chapters.







# LTI SESSION

OVERVIEW- SATURDAY 9:00-10:00

## **Alcohol, Brotherhood, Community: The ABCs of Event Planning (OLD) ..... Cascade 1-A**

What do social events, brotherhood events, and community service events have in common? They're all events that need to be planned well in advance! In this session we will dive deep into the logistics of event planning including budget, safety, marketing, and much more. Participants will walk away knowing the basics of how to plan all types of events their chapter will host.

## **Finance 101: Tips, Ticks, & Tech for Success (OLD) ..... Cascade 1-B**

Fraternity officers who bravely step up to oversee an organization's finances often don't have a wealth of experience creating organizational budgets or filing required annual IRS forms. In this session, OmegaFi's financial experts will teach conference attendees how to create a flexible financial plan that tracks collection rates, considers enrollment and economic trends, anticipates expenses, and empowers chapters to set achievable short- and long-term goals. In addition, fraternity officers will leave the session with a clear understanding of the IRS Form 990 filing process and how to prevent IRS fines for noncompliance and tax-exempt status loss.

## **From Elvis to Yung Gravy: Bridging the Generation Gap ( PD & ED) ..... Cascade 1-C**

If you're reading this, there is a good chance you know of at least one of these musicians. You might even know of both. Regardless of where your music knowledge lies, there is one thing we all have in common: we need to understand one another to best work with each other. In this interactive session, we will look at each generation and learn about how to best work with members of that generation. This session is intended for both actives and elders and we hope to have a wide variety of generations represented!

# LTI SESSION

## OVERVIEW- SATURDAY 10:00-11:00

### Digital Storytelling: Social Media & Marketing for Fraternities (OLD) ..... Cascade 1-A

This LTI session aims to provide Zetes with the necessary skills and knowledge to enhance their marketing and social media strategies. By utilizing free resources, participants will be empowered to elevate their social media presence and effectively engage their audience. Moreover, they will acquire valuable techniques for capturing visually appealing photos, thus improving the quality of their content. The session will also emphasize the significance of maintaining a professional presence online, highlighting the benefits of credibility and effective audience engagement.

### Unconferencing: Roundtable Discussions (CD).... Cascade 1-B

This is a minimally structured space where attendees can come and chat about a topic of their choosing. Members of IHQ staff will be available to start the conversations and answer questions where they arise, but this session is shaped by those who choose to attend. This is your chance to talk to your brothers from other chapters and share ideas, problem solve, and make new connections!

### Chapter Ops 101 (CD) ..... Cascade 1-C

In this session the chapter services team will cover chapter operations for the year. This will include conversations regarding required documents and expectations, continued conversation on Basecamp and how we will utilize it with chapters including important dates and events throughout the year. We will discuss expectations around the consultant visit and what to expect when a staff member arrives on your campus. We will also allow time for chapters to have a meet and greet with their assigned chapter support staff member.

### From Clutter to Clarity: Organizing Your Elder Chapter (ED) ..... St. Helens

This session will share best practices, experience, expertise, and lessons learned with the audience regarding topics such as how to stay organized, budgeting, tax filing, collaboration with elders and undergraduate members, budgeting and support when event planning. The session will consist of a panel of elders that have held leadership positions within an Elder Association and is designed to be an interactive session with the audience. The objective is to provide insight, direction, and/or tools to better execute on (re)organizing a healthier elder chapter organization.

## SATURDAY 11:00-12:00

### Mentorship Committee Presentation..... Vashon

Are you interested in being a mentor or a mentee? Do you want to meet fellow Zetes with similar career interests? Looking to enhance your Zeta Psi experience? Members of the Zeta Psi Mentorship Committee will present on the new Mentorship Pilot Program, where you will learn about the program, how to be a mentor or mentee, and best practices for a successful relationship.



# HEADQUARTERS STAFF



**M. Lauck Walton**

Executive Director- Zeta Psi  
Educational Foundation  
Pi (Rensselaer) '84



**Tyler Boisvert**

Executive Director- Zeta Psi  
Fraternity, Associate Executive  
Director- Foundation  
Nu Sigma (Seton Hall) '10



**J. Chris Hager**

Director of Chapter Services  
Sigma Nu Fraternity



**Caitlyn Westfall**

Director of Membership  
Education  
Sigma Sigma Sigma Sorority



**Barth Gillan**

Fundraising Consultant  
Alpha Psi (McGill) '85



**Joshua Muscat**

Associate Director of Chapter  
Services  
Gamma Psi (Guelph) '16



**John Nelson**

Development Officer  
Alpha Beta (University of  
Minnesota) '89



**Aadam Amanat**

Regional Education Consultant  
Delta Chi (American) '22



**Olu Arisekola**

Stewardship &  
Communications  
Iota Omicron (Oxford) '19



**Jack Hukill**

Digital Asset Collection and  
Social Media Management  
Kappa Delta (George Mason  
University) '23



**Beckett  
Narrarrette**

Recruitment and Growth  
Specialist  
Iota Delta (California  
Davis) '23



**Connor McGlinchey**

Regional Education  
Consultant  
Iota Alpha (University of  
Texas) '23



**Matthew  
Ranagan**

Regional Education  
Consultant  
Nu Delta (Marist) '23



**Sarah Irvin**

Educational Foundation-  
Summer Intern  
Sigma Sigma Sigma Sorority

# FRATERNITY EXECUTIVE COMMITTEE



**Will Woldenberg**

*Phi Alpha  
Beta Tau (Tulane) '07*



**James Donald**

*Alpha Phi Alpha  
Theta Phi (Western) '82*



**Robert Edgmon**

*Sigma Alpha  
Iota Alpha (Texas) '88*



**Alex Sharif**

*Alpha Sigma Alpha  
Phi (NYU) '09*



**Dylan Thomas**

*Gamma Alpha  
Sigma Zeta (UCLA) '04*



**Jared Sunshine**

*Delta Alpha  
Alpha (Columbia) '04*



**Alan Phipps**

*Sigma Rho Alpha  
Nu (Case Western  
Reserve) '90*



**Richard Antwi-Boasiako**

*Executive Committee  
Member  
Iota Omicron (Oxford)  
'14*



**Kevin Canavan**

*Executive Committee  
Member  
Tau (Lafayette) '76*



**John S. Lee**

*Executive Committee  
Member  
Theta (Waterloo) '07*



**Peter Wijnbergen**

*Executive Committee  
Member  
Theta Xi (Toronto) '86*

# FOUNDATION TRUSTEES



**Maurice Ducoing**

*President  
Cornell '03*



**John Spohn**

*Vice President  
RPI '81*



**Aaron Ronsley**

*Secretary  
Tulane '07*



**Evan Pressman**

*Treasurer  
Worcester Polytechnic  
'84*



**Anthony Abbate**

*Trustee  
NYU '07*



**Stuart Bowers**

*Trustee  
Maryland '81*



**Brant Davis**

*Trustee  
Illinois '08*



**Tom Leavans**

*Trustee  
Texas '82*



**Les Mann**

*Trustee  
Washington '73*



**David Morris**

*Trustee  
Maryland '82*



**Alex Pruce**

*Trustee  
Cornell '13*



**Bo Thompson**

*Trustee  
North Carolina '99*



**Geff Vitale**

*Trustee  
Penn State '97*



**Kevin Zeigler**

*Trustee  
Michigan '16*



**Tom Roerden**

*Trustee  
Cornell '83*



# CANADIAN FOUNDATION TRUSTEES



**Brian McCready**  
*Interim President*  
*Chi Gamma (Calgary)*  
*'99*



**Chris Arnold**  
*Vice President*  
*Theta Eta (Brock) '11*



**Patrick Yan**  
*Treasurer*  
*Theta Xi (Toronto) '08*



**Evan Hallward**  
*Trustee*  
*Alpha Mu (Dalhousie) '14*



**Barth Gillan**  
*Trustee*  
*Alpha Psi (McGill) '85*



**Eddie Kagemana**  
*Trustee*  
*Theta Xi (Toronto) '13*



**John S. Lee**  
*Trustee*  
*Alpha Theta (Waterloo)*  
*'07*



**Chip McCrimmon**  
*Trustee*  
*Theta Eta (Brock) '18*



**Philip Paschali**  
*Trustee*  
*Alpha Theta*  
*(Waterloo) '18*

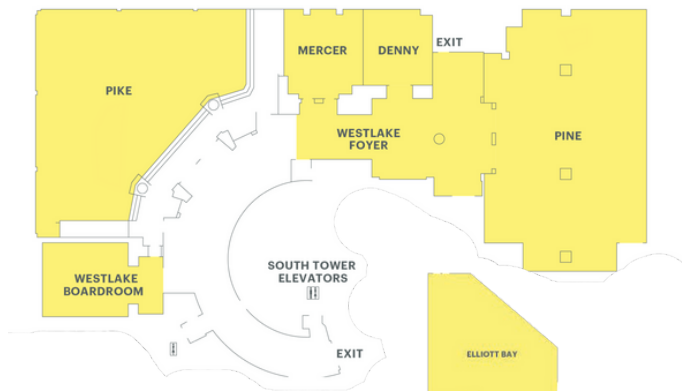


**Lauck Walton**  
*Trustee*  
*Pi (Rensselaer) '84*



# HOTEL MAP

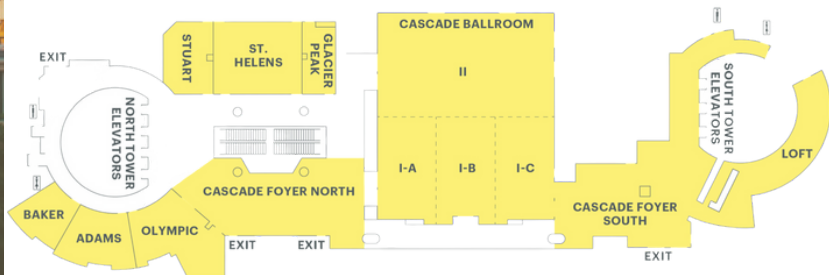
## MEETING SPACE: LOWER LEVEL



## MEETING SPACE: FIRST FLOOR



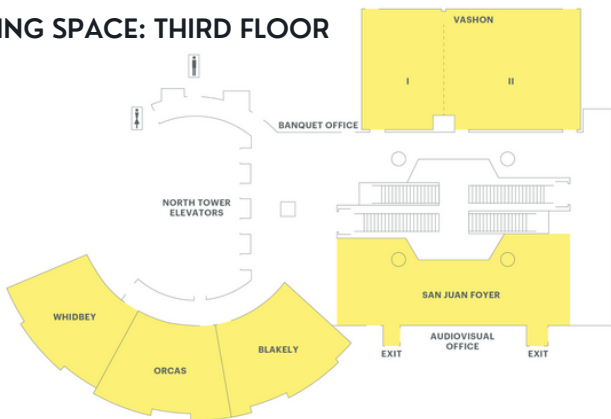
## MEETING SPACE: SECOND FLOOR



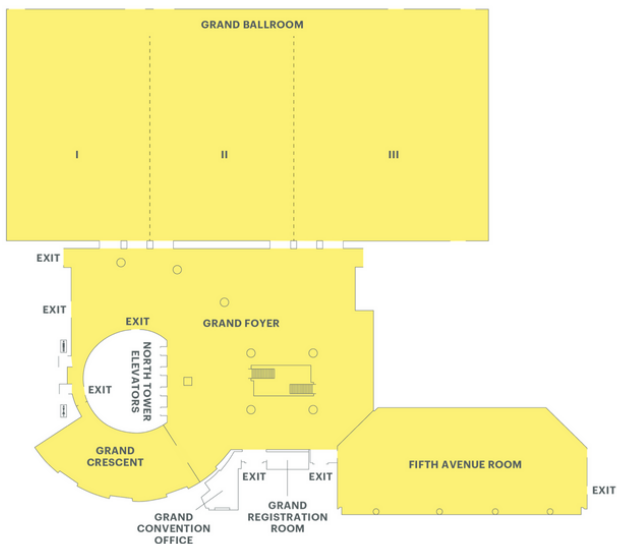


# HOTEL MAP

## MEETING SPACE: THIRD FLOOR



## MEETING SPACE: FOURTH FLOOR



# THANK YOU TO OUR PREFERRED VENDORS



OMEGAFI<sup>®</sup>



LAUNCHPOINT



*The 1847 Club*

The 1847 Club pays homage to a more than a century-old club that has made massive strides in history both in and outside of the Zeta Psi fraternity.

Wear these clothes on days you want something more subtle without giving the full story away, because only those who see the Vision know its true potential.