

# CROSS & C&C CRESCENT

A LAMBDA CHI ALPHA  
PUBLICATION

QUARTERLY ISSUE #2 - SEPTEMBER 2020





# Table of Contents



## 6

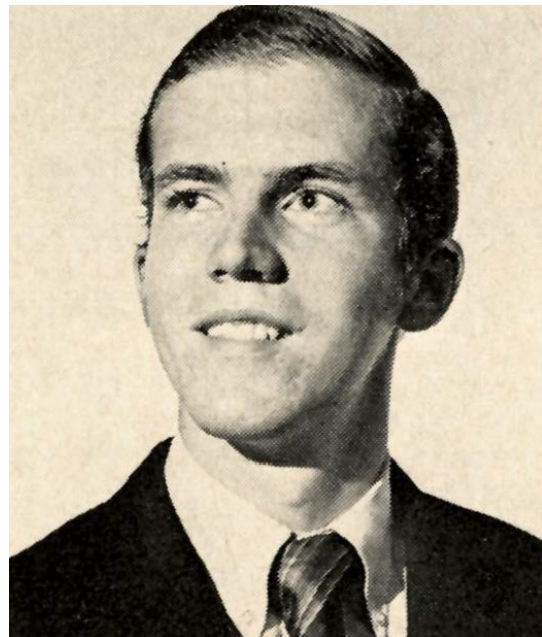
### PARTNER SPOTLIGHT

Lambda Chi Alpha helped Brother Mike Watson realize his potential. He is now returning the favor by helping Brothers realize their potential with the power of Artificial Intelligence.

## 9

### STUDENT ADVISORY COMMITTEE - CELEBRATING 50 YEARS

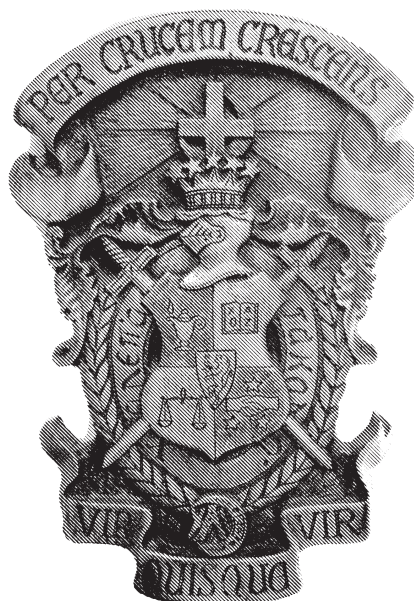
In honor of the 50<sup>th</sup> Anniversary of the formation of the Student Advisory Committee, we take a look back at the reflections of the first undergraduate member to serve on the Grand High Zeta.



## 16

2021  
STRATEGIC GOALS

Four Wildly Important Goals have been created to ensure that Lambda Chi Alpha leaves the 2021 Fiscal Year better set up for success as we progress towards our long-term goal of having 20,000 inspired and engaged collegiate men and 50,000 Lambda Chi Alpha alumni involved as volunteers, advisors, partners and donors.



4 Letter from the CEO

12 Cuero Vaquero

19 Acing Your Interview

22 Peaks and Valleys

25 Diversity &amp; Inclusion Committee Update

26 Team Member Spotlight

28 Grand High Alpha Prospectus

29 DeMolay Ad

# LETTER FROM THE CEO

As we head into a new school year, one filled with an unprecedented set of challenges, I want to provide words of encouragement and challenge to our 1,500 + officers tasked with leading their chapter through the year ahead. I will not sugarcoat the task. Due to the impact of COVID-19, the next five months will be the most professionally demanding for many. As a global Zeta, we must fight the impact of a worldwide pandemic 185 different ways and serve many different constituencies, some with conflicting desired outcomes. Some days will be rough, and resolve will be tested. We each get to choose how we will respond to inevitable challenges. I am confident we will each rise to the occasion and emerge a much more competent organization when we exit the tunnel we are about to enter.

One advantage of growing older is the amount of good advice received from those who care about you starts to accumulate to the point in which it can no longer be ignored. I have had some amazing mentors over my career that taught me how to lead through crisis. I would like to pass on some of these learnings to you:

## ALWAYS REMAIN CALM

Everyone you talk to this fall is going to have a problem, some bigger than others, but to the person on the other end of the conversation, it's the only problem that matters. Likely, they will initially lead with emotions rather than facts and will want to vent before exploring solutions. I used to blow up and fight every fight that crossed my path when confronted. My Executive Coach one day asked me if I forever wanted to be a warrior or if I was ready to become an Elder. He then stated that to be great, one must always remain calm, be quick to listen, slow to speak, and remain focused on solutions. He was right. After I began to focus on remaining calm in the storm, my ability to help others solve complex problems improved dramatically, and my career took off. Yours will too.

No matter what, remain calm!

## WORK THE PROBLEM – USE THE POWER OF SBAR

Once you have defused emotions and the person you are working with is ready to utilize reason, use the power of the SBAR to help him/her create their own solution. Whether you are working with your Support Coach, administrator, alumnus, brother, or parent, start by succinctly defining the Situation. Then ask for Background so you each see the situation from the same point of view. Next, ask for options and help conduct Analysis. Lastly, ask the person you are working with which option they Recommend and work together to create an action plan.

Remain calm, work the problem.

## HAVE THE COURAGE TO FAIL AND THE WISDOM TO LEARN

We are diving into the deep end of the ocean this fall and will be confronted with challenging situations on a daily basis. Some days you will fail. If you are going to innovate, you are going to fail. If you are going to apply new solutions to old problems, you are going to fail. Sometimes you will guess wrong. It is inevitable, but failure is not permanent if you use the short-term setback to learn, grow, and improve.

The Executive Coach I mentioned earlier was a master of Aikido. In his discipline, masters wear white belts rather than black belts. I asked him “why” once and he responded in a way that shaped the way I now see life, “To become a master of anything, one must have the humility and courage to be the student, to try, to experiment, to fail and then get up and try again.”

Remain calm, work the problem, do not fear making a mistake and when you do, learn.

## LEAD WITH A SPIRIT OF GRACE

Great leaders provide those they serve the benefit of the doubt before making a judgment. Appreciate that all are stretching beyond their comfort zone and therefore also fail from time to time, and authentically forgive and provide support when failure occurs. I am not saying do not hold your brothers accountable and provide critical feedback, as both tools are aligned with grace. I am recommending you do so in a way that builds him up so that the same mistake is not made again and he retains his dignity.

So, to summarize what I have learned from the men I have been lucky enough to work with over 25 years: If you remain calm, work the problem, have the courage to fail, wisdom to learn, and treat yourself, your brothers, and the people that rely on you with grace, the world is yours and you will successfully lead your Zeta through the coming semester.

As Brothers, we must have each other's back if we are to grow together and maximize our ability to serve those who depend on us. I, and over 220,000 brothers want the best for you and stand ready to help.

In ZAX,



Troy Medley





AXA

MTC MERIDIAN  
TITLE CORPORATION

CROSS & CRESCENT  
STAFF LIST

---

*Managing Editor:*  
Matt Hornyak

*Layout & Design:*  
Jaren Wilt

# PARTNER SPOTLIGHT

## How one Brother connects men to jobs using AI

For the first time ever, college baseball fans experienced all six teams being seeded at regionals during the 1988 World Series. Of these teams, hailing from the West I Regional, came crowd-favorite Fresno State University. Fans poured in from around the country to Fresno to watch the hometown favorite square off against the University of Minnesota in the first round.

Among the fans watching avidly was high school senior Mike Watson. Watson was in the prime of his baseball years and told his father with certainty that he would attend Fresno State to play baseball. After meeting with coaches and proving his talent, Watson became a walk-on his freshman year.

But what Watson was not prepared for was another decision he would make his first year that would change the course of his life for the better.

Watson recalls his freshman move in vividly. While moving his belongings into the dorm, a few guys he knew from high school offered to help him. As they started to get to know each other better, Watson learned they were a part of Lambda Chi Alpha fraternity. Something clicked right away for Watson, and he knew that he was embarking on a journey bigger than he could have ever imagined.

Shortly after joining the brotherhood, Watson increased his involvement by taking on the responsibility of High Sigma (Scholastic Chairman). Though his undergraduate career was filled with cherished memories, Watson sensed that his true calling had not yet presented itself.

"I always thought there would be a day in my career where I would be able to leverage the brotherhood," said Watson. "When I look back on why I joined, maybe I was naive in thinking this day would have come sooner, but when I joined the organization, I didn't join just for four years."

"I really envisioned joining an organization that I was tied to for life, and I always hoped that I would be in a position where I would be able to give back."

Watson entered Fresno State as a biology major but graduated as a criminology major with full plans to join either the FBI or the CIA. Watson's goal had a catch, though: For the type of law enforcement he was interested in, he would have to return to school.

Following graduation, Watson found himself back home in the small town of Pleasanton, near the San Francisco Bay. Watson's parents gave him a deal. If he wanted to stay and go back to school, he had to find a job in the meantime.

So, it was time for Watson to hit a local career fair and find opportunity. Right away, he was hired at Aerotek to become a recruiter. It soon dawned on Watson that he could be truly great at recruiting and talent management.

Watson soon found himself running global talent acquisition for a large cybersecurity company when he was tasked with making an





incredible amount of hires. Where to even begin, he thought? Enter Eightfold.

From a cursory glance at Eightfold's website, it might take a minute to connect the dots on what services the company provides. To Watson, the biggest looming question was how Eightfold could solve his very large problem of hiring for several thousand jobs.

After Watson became acquainted with what Eightfold could do, he was hooked. At its core, Eightfold is about serving the people and connecting employers who are searching for the perfect fit with the correct candidate. The company uses a very precise AI technology to map candidates against open positions, based on their skillset and what jobs they previously held.

It was safe to say that Watson was intrigued with the possibilities Eightfold could provide for a smarter and sleeker way of searching for the next career opportunity. Not long after, Watson joined Eightfold's team in the Talent Transformation department. That moment to make his mark was finally here.

Watson was now part of this extremely new and visionary company, and he was loving every second of it. Eightfold has taken in over 2 billion profiles and can predict with good certainty the next two jobs an individual will hold. All a user has to do is fill out a simple profile with their skill set, without the need for a resume, and let the algorithm perform its magic. It is, as Watson states, a better data set than competitor LinkedIn with a higher success rate of placing individuals in jobs for which their skills are specifically matched.

To help as many people as possible with this technology, Eightfold was planning to go public later this year and allowing more people to access all of the benefits of the company. With the massive devastation COVID-19 had on the job market and unemployment soaring, though, it was time to think fast.

Engineers were able to roll out the user interface in a mere two weeks so job seekers would benefit from creating their profile during an uncertain time to secure their next position. Then a thought hit Watson like a bolt of lightning: Why not include schools and, more specifically, Greek Life in this massive rollout of Eightfold's services?

"Why not call on a fraternity," mused Watson. "With Lambda Chi, we are at almost 200 schools; you sign up one fraternity, you now get the hook into about 200 schools across the country."

Watson wasted no time in contacting Lambda Chi Office of Administration and has since created a new partnership that will allow members full access to Eightfold.

"I saw this as an opportunity to help not only the students (the graduating students and the undergraduate students) but really the alumni and the folks that are in a situation like myself where they have a family to support, and all of a sudden they find themselves out of a job," said Watson.

The hope is that Eightfold services will become another part of the member experience at not only a collegiate level but at the alumni level as well. With Eightfold, it will become easier than ever to enter skills without a resume to be matched to potential employers. It can also show how skills rank against other similar candidates and even recommend courses for the gaps. From the employer side, it becomes a simple task of seeing which profiles match based on skills required for the job and sending a job offer, all from the same platform.

Watson cannot help but recognize how much Lambda Chi has affected his path in life and how closely the mission of Eightfold aligns with that of his beloved fraternity.

"Integrity counts, and your character counts," said Watson. "We talk about enabling the right career for everyone, but we also have this





every day.

"If you would have asked me or anyone in the fraternity 25 years ago who is the least likely person to be in the Cross & Crescent, they would have told you Mike Watson," joked Watson. "If there is any inspiration out of this, it's to believe in yourself, believe in what you're doing, don't give up."

The way Watson views it, Eightfold has allowed him to give back to humanity in incredible ways. By never associating a cost with Eightfold services, Watson and his team are helping as many as they can.

"Your impact might be 30 years from now, it might be 30 minutes from now," said Watson. "You never know when your calling is going to come, your calling to help."

tagline of 'we use AI for good.'

"If someone isn't successful, we look at it as we haven't enabled them to be successful."

As Eightfold moves forward and continues generating more interest and publicity, Watson is sure that this will become the future of job searching, a future that removes bias when hiring and the need for antiquated resumes.

Eightfold is currently looking into partnerships with the U.S. government and the Indiana state government, aiding veterans in filling positions and working with Norway to assist mentally disabled citizens with finding the perfect career opportunity.

Looking back on his time at Fresno State, Watson laughs and says he did not imagine his life taking the turn it did, but he is thankful

---

Talent Exchange Powered by Eightfold.ai<sup>®</sup>, is a marketplace connecting organizations that need to hire now with universities, businesses, and individuals who are seeking jobs or internships. The Talent Exchange uses artificial intelligence algorithms that match candidates with available roles, based on an individual's skills and experience at no cost to the candidate. The Talent Exchange is designed to help current students and alumni.

Talent Exchange is offered free of charge to all individuals and organizations in the United States and Canada. Employers and individuals interested in signing up for Talent Exchange should visit <https://lambdachi.eightfold.ai>.



# CELEBRATING 50 YEARS

## Spending one year to celebrate the last 50 of the Student Advisory Committee

*Editor's Note: This article was written by Brad Peabody, Sewanee '71, and was featured in the May 1971 edition of the Cross & Crescent. Brad was the first undergraduate to serve on the Grand High Zeta as the Grand High Sigma.*

Being asked to write an article about my year as a member of the Grand High Zeta brings to mind the wide gap between what I once expected and my actual experience.

Before I was appointed to the Student Advisory Committee, my attitude toward "national" was cynical or apathetic at best. To my chapter, the traveling secretaries were a source of constant amusement. Like many other chapters, we paid \$90 for the privilege of hazing some well meaning "flunky" of the establishment at Indianapolis once a year and ignoring national the rest of the time. While perfecting the art of heaping abuse on national, we were proud of ourselves for our independence.

Then came a call from the "Great White Father" in Indianapolis, announcing my appointment to the Policy Committee for the General Assembly. I was told that national was hoping to involve students in the decision making process.

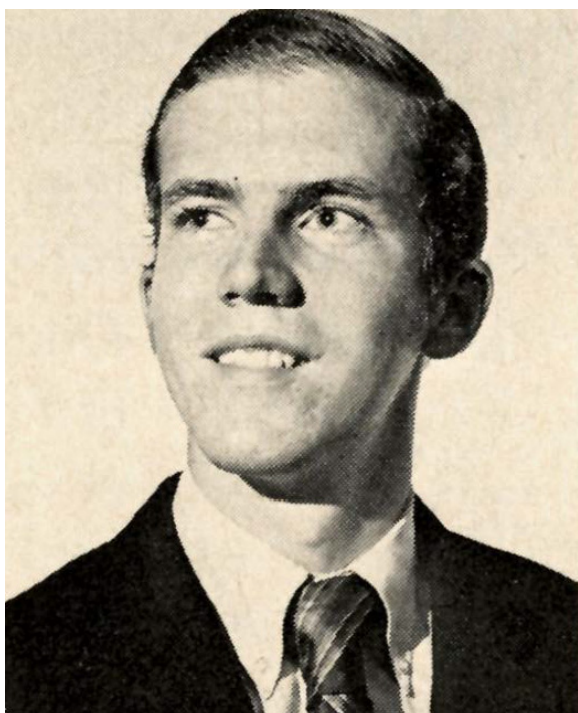
When I arrived for the committee's first meeting at the national headquarters last June, I was expecting a smoothly engineered snow job. Just the same, I had brought along a number of proposals from my chapter to submit to the committee. I believed that certain changes in the constitution, such as liberalizing the member selection rules, were badly needed. I was so convinced that I would face solid opposition on every side, that when I went into the first SAC meeting not a little like Don Quixote.

To my amazement, I came out with grudging admiration of not only the other SAC members, but the officers of the general fraternity. I was still suspicious and determined not to let good appearances deceive me.

After a while, I began taking a hard look at the kind of people on the committee. Having anticipated a mediocre complacent group of rubber-stamps, I was again surprised to find that besides coming from the widest variety of chapters in which they were usually either High Alpha or High Beta, the committee members included people who were active as student body presidents, IFC presidents, political campaign managers, and other kinds of campus leaders. They freely spoke their minds and had the range of experience to back up what they said.

What left the most favorable impression with me was the committee's willingness and ability to reach a consensus on every major issue - from chapter loans to illegal drugs, and to support the group decision.

Even after my election as chairman of the SAC and Grand High Sigma, and up until my first Grand High Zeta meeting, my expectations were colored with apprehension. It remained to be seen whether the GHZ members would prove as open to the opinions of the SAC as we hoped. It was, after all, an unprecedented move to include students in the executive functions of the Board.



From the onset, those of us on the committee who attended GHZ meetings were wary of the possibility that the board might consider us "intruders." But we were hopeful that we could carve out for ourselves a meaningful role as advisors. It soon became apparent, however, that our "intrusion" was nothing of the kind to the GHZ. On the contrary, we were so easily and completely integrated into the meetings that the SAC has become in reality, if not in statute, a part of the Board of Directors.

We have all heard at one time or another the trite statement that "fraternities are dying." One begins to suspect that claim when he realizes that the same tired refrain has been made for at least fifty years, even during the periods of greatest expansion in the fraternity world.

But some individual chapters are dying, many of them because they are steeped in a stagnant tradition and have proved unable to adjust to their changing campuses.

The same crisis which has doomed individual chapters can and may happen to an entire national fraternity. That dilemma is avoidable only if the national organization can tailor its services to the expectations of today's undergraduates, not those of half a century ago.

This year, in response to the growing challenge to fraternities to make creative innovations, the Grand High Zeta and Student Advisory Committee have shown a crucial awareness of the need for adaptability and experimentation.

The subsequent changes began last summer in the Bahamas. To meet the need for more extensive leadership training, the fraternity combined the Leadership Seminar and General Assembly. This summer a professional organization, National Leadership Methods of Austin, Texas, will conduct a major portion of the Seminar sessions on fraternity leadership. If this experience proves to be a positive one, the traditional area conclave meetings may be altered to better the methods of teaching sound chapter management.

However, the best evidence of the fact that Lambda Chi Alpha seeks to avoid outmoded policies is its promotion of fraternity education. The leaders of the national fraternity, by comparing the developments in chapters across the country, have a wealth of experience in analyzing current trends and problems. One of the most crucial nation-wide trends is toward progressive member education, and away from hazing of any kind. The fraternity education program has been in use in a number of very different chapters. The results of the program, where it has been applied in a creative manner, have generally been more pledges, fewer depledgings, and more new initiates. At one time, the national fraternity had to sell the program without many concrete cases to demonstrate its success. Today the statistics on pledging and initiation are helping the program to sell itself.

The adjustment from pledge training to fraternity education may well be the single most crucial innovation for the entire fraternity to make. It has become increasingly apparent that fewer and fewer college students will tolerate the traditional idea of pledgeship. This fact is not necessarily evident on every campus, but the general trend on a national basis is clear – there is a definite relationship between archaic pledge training and declining chapters.







Another development within the general fraternity is the decision to expand into junior colleges. The fraternity has studied the two-year college system and found that at high quality junior colleges where a large percentage of students go on to four-year schools the prospects for fraternities are very bright. Many local fraternities on junior college campuses have shown the stability and excellence to warrant this expansion. By applying the same high standards of colony operation to junior colleges as those we have used on four-year campuses, the fraternity stands to gain a great deal from this development.

Consistent with these changes are the extensive revisions going on in all the major publications of the fraternity – including officers' manuals, the Paedagogus and the Cross and Crescent.

These are just a few examples of the transitions involving every major area of fraternity operations. To me and to the other members of the SAC, Lambda Chi Alpha has demonstrated its ability to creatively adapt to the changing needs and demands of today's college student.

However, much remains to be done. The national fraternity must constantly re-evaluate its policies and traditions to assure that it is serving the best interests of us all. I believe the creation of the Student Advisory Committee has opened up new and vital means to that end.

As we enter our seventh decade as a fraternity, our basic ideals remain constant, but we are approaching those goals in fresh and creatively practical ways. And that is why I have faith in Lambda Chi Alpha.

---

*Brad Peabody was the first undergraduate to serve on the Grand High Zeta and the first Chairman of the Student Advisory Committee. His involvement with the "Establishment" of Lambda Chi Alpha seems to have been productive. Perhaps this will give faith to others.*

# CUERO VAQUERO

A passion for leatherwork leads to the creation of a small business



Marco Perez, St. Mary's University, 2021





Leatherworking was not the only newfound excitement in Perez's life. As a freshman, Perez realized that he had to break out of the comfort zone that came with graduating from a high school class of just 22. Looking to improve upon his social skills, Perez began his search for the perfect group on campus.

When he found the members of Lambda Chi Alpha, he remembers with vivid clarity the genuine interactions. This was a group of men with whom he could visualize himself growing with and becoming the person he wanted to be.

The support of the fraternity has also been instrumental in the start of Perez' own leatherworking business, Cuero Vaquero.



In the beginning, Perez had no intention of starting a business. It was actually his girlfriend's idea for him to share his gift on a larger scale. Perez began working on connecting with others through social media and promoting his business through word of mouth. Just this year, Cuero Vaquero became a fully-fledged business.

Now, Perez is able to practice his skill with each new order.

"It's been a really great opportunity for people to trust that I'm learning with their project," said Perez. "I always tell people it might take longer, but it's to provide them with the best I can do."

Perez says that one of his favorite pieces he has created to date has been a long wallet for

his girlfriend. The intricate floral detailing challenged him and factored into the 13 hours it took to finish the wallet, but he relished using many old techniques, as well as incorporating new ones.

He also just completed another wallet for a fellow Lambda Chi Brother, working with caiman, a type of crocodile leather.

With each new project, Perez is working on letting go of his perfectionist mentality and instead focusing on enjoying his craft.

"The most rewarding part is definitely seeing the finished product," said Perez. "You start off with this raw material, and it's just so satisfying to see it become something; it's really like mental gymnastics





almost, because you really have to be thinking ahead, otherwise you're going to mess up."

Perez assures he has been fortunate to have such a tight-knit community at St. Mary's as well as in his brotherhood to help him on his journey of self-discovery.

"They [fellow Lambda Chi brothers] come from all walks of life, and they have a lot of different perspectives on what I should be doing handcrafting-wise and also business-wise," said Perez.

Currently, Perez is studying biology with the goal of pursuing a PhD in a neurological field following graduation. It is his hope that he can continue to learn his craft while also dedicating himself to his scientific pursuits.

But what Perez has learned through it all is that to stand still is to stop learning, and to stop learning is the greatest tragedy of all.

"You always strive for perfection, and I do think that it is a good goal to have in mind, but I do feel that once you reach perfection, so to say, that you've kind of stopped learning," said Perez. "I do feel that no matter how much my work improves, I shouldn't stop striving for perfection, and there will always be something to improve upon and something to learn."

Follow Perez and his shop on Instagram, @cuerovaquero!



# 2021 STRATEGIC GOALS

## Overview of the strategic objectives to be achieved by the Office of Administration

Written by Troy Medley, Chief Executive Officer

**B**rothers, as we work together to navigate uncharted waters created by the COVID-19 pandemic, I think it is important to provide a detailed analysis of how we are prioritizing initiatives to better support you in the coming year while ensuring we don't lose sight of long-term objectives. This is your fraternity and you should know how your time, treasure, and talent are being invested to create a better Lambda Chi Alpha.

Our mission of inspiring and equipping men to lead an ethical life of growth, service, and leadership is even more pertinent now than at any time in my lifetime. All you have to do is turn on the news to see that the world needs the values of Lambda Chi Alpha now more than ever. The question we have before us at the Office of Administration is no different than at your individual Zeta, namely, how do we properly prioritize and utilize scarce resources to best fulfill our mission in the year ahead, given the multitude of pandemic-created unknowns we face.

Let's start by identifying what long-term success looks like. The Grand High Zeta has stated that by 2028, Lambda Chi Alpha's membership will consist of 20,000 inspired and engaged collegiate men and 50,000 Lambda Chi Alpha alumni involved as volunteers, advisors, partners and donors. Why these objectives? Because their accomplishment means more men are having their lives changed and we are more capable of making a lasting societal impact.

The near-term question is "what must be done over the next 12 months, regardless of the external environment, to ensure we exit the year more capable of fulfilling our mission than we were before?" This is where prioritization is important, as it simply is not possible to do everything at once. The areas we are prioritizing in 2021, which we call Wildly Important Goals, follow for your review:



### WIG #1: ANCHOR THE LAMBDA CHI EXPERIENCE TO THE CONCEPT OF BELONGING

The end goal of Lambda Chi Alpha programming is happier, healthier men capable of creating rich, fulfilling relationships. We are working with our partners Dyad Strategies, The JED Foundation, and One Love to develop programs and curricula designed to help you build the interpersonal and intrapersonal skills needed to be successful throughout life. Major pillars upholding the program are authenticity, critical thinking, cognitive bias recognition, active listening and conducting "crucial conversations." The plan is to test components of a new program in 2021 and to be ready to launch the first and second year of a full four year program in the fall of 2022.



We also are redesigning the Zeta Officer Training Program so that it is easier for you to utilize the tools designed to make leading a chapter simpler to accomplish. Following the model of our highly successful High Alpha Summits, we will spend the next year developing content for a planned High Kappa and High Phi Summit so that the officers elected to educate and initiate our brothers receive the training and resources needed to perform these critical roles well.

All new content will be housed in Canvas, our new the Learning Management System, and the replacement for LCA One. This is consistent with our strategic goal of making all of Lambda Chi Alpha programs and networks available to every member on their smartphone. We intend to have links to The JED Foundation and One Love curricula integrated and available by late fall. Sometime during 2021, all our programs will be integrated into one seamless Zeta Management System and made available to all brothers.

## **WIG #2: RENEW FOCUS ON PURPOSEFUL RECRUITMENT**

There are too many young men in need of Lambda Chi Alpha that do not know who we are or the positive impact we can have on their lives, in a fun and purposeful way. Therefore, we must improve our ability to help you identify, attract, and invite these good men into our brotherhood. For this reason, we invested most of our energy over the summer

reinventing the recruitment process and launching the Future Brother Recruitment System. We will provide ongoing training throughout the year.

The Future Brother Recruitment Program will help generate more Associate Members, but to grow, we as a body must also increase our initiation percentage. We have been frozen at an 81% initiation rate for five years. This means two in ten Associates decide not to become a Lambda Chi. We will help you improve this number at your local chapter by providing more tools and better resources for fraternity education and will emphasize ZAX sessions as a primary tool for creating a shared sense of belonging.

## **WIG #3: DIVERSIFY THE BUSINESS MODEL**

To fulfill our potential, we must make it easier to become a Lambda Chi, reduce financial barriers, and increase the value of membership. To accomplish these objectives, new revenue streams must be created to ensure membership dues hold steady and, if possible, decline, so membership in Lambda Chi Alpha is available to a larger number of men. We also seek partners that create better access to potential new members, enhance the undergraduate experience, and drive value and connection amongst our alumni brothers.

To help the fraternity begin these initiatives, the Lambda Chi Alpha Educational Foundation has launched a \$2,000,000 Seed Capital campaign designed to underwrite immediate



improvements in programming, technology, and specialized personnel. As of the date of this writing, over \$700,000 in commitments have been secured. Undergraduates, you should know that your Alumni Brothers happily subsidize much of your experience as they seek to pay forward all they have experienced as members of Lambda Chi Alpha.

To our 220,000 Brothers, we know we must provide you with more tools that allow the Lambda Chi experience to continue after graduation. In 2021, we will launch a program similar to AAA or AARP designed to provide considerable financial savings on everyday purchases. Contemplated services include discounted continuing education classes, discounted fees for theme parks, concerts, restaurants, hotels, travel, and sporting events, and even discounted student loan refinancing is on the table. Each of these partnerships, once signed, will pay a small royalty back to the fraternity, which we will reinvest in programming to better the membership experience and keep Lambda Chi Alpha affordable, which is our aim.

We do not know if you want such a program, and anticipate a small subscription fee will be necessary to initiate it, but we are going to experiment boldly to see if we can create a win-win. We have commissioned a research study to determine the best way to proceed so if you are contacted and asked to complete a questionnaire or contribute to a focus group, please do so, as we want to learn how to best support your alumni experience.

We will also begin, after a fifteen-year hiatus, distributing a printed Cross & Crescent magazine this winter, as many of you have told us this is your preferred modality. Work has begun on the inaugural winter edition.

#### **WIG #4: MANAGE THE FINANCIAL WHIRLWIND**

Your Zeta faces an unprecedented set of challenges due to the impact of COVID-19 and, without support, may not survive. We will do all we can to help. Some areas of support are described below:

- Active Member Dues and the Risk Management Assessment will not increase this year. In addition, the Office of Administration will pay for the ChapterBuilder CRM, the Canvas Learning Management System, and a Zoom Professional license for every chapter.
- The Educational Foundation has raised over \$50,000 for the Anchor Fund and granted over \$35,000 in aid directly to brothers in need since the pandemic's inception and will continue to do so throughout the fall. If you need financial assistance, please apply.
- As the Anchor Fund has proven successful, we created the Alumni Undergraduate Support Program. The team at the Office of Administration will work with your High Pi and High Rho to solicit alumni contributions directly to your chapter so you can help brothers in need cover their cost of membership. Although this gift is not tax deductible, many of your Alumni Brothers have said they don't care, they want to help anyway.

I will not sugarcoat the task before us. Together, we must fight the impact of a global pandemic 185 different ways and serve many different constituencies, some with conflicting desired outcomes. Chapter leaders must navigate several unknowns, handle a stew of negative emotions, work to alleviate financial pressures, and still do their schoolwork. Some days will be rough, and our resolve will be tested. Fortunately, "Naught Without Labor" is instilled deeply in our culture. We are not afraid of hard work.

The good news is we each get to choose how we will respond to these inevitable challenges. If we remember we are brothers first and that there is a global body of over 220,000 men standing ready to support, we will emerge from this challenge stronger than before and better able to create the future we desire.



# ACING YOUR INTERVIEW

## Making the transition from college to career, pt. 2

In the last issue of the magazine, we discussed eight things you should do to prepare for a job interview. In this edition, we'll be discussing the interview itself.

### 9 Tips to Help You Ace Your Interview

You researched the company, you know why you're a good fit for the job, you dressed the part and you arrived early. All your preparation comes down to this, but don't sweat it. Here are nine tips to help you land the job.

#### 1. BE POSITIVE

Few things can put a damper on a team's morale like someone who is always negative. Whether you're discussing a previous job or internship you didn't like or just feeling a little frustrated you haven't found a job yet, it's important to keep it positive. Not only are hiring managers looking for employees who will bring positive energy to the job; positive people are just more likeable in general. Be someone they'd like to be around for 40 hours a week.

#### 2. BELIEVE IN YOURSELF

It's perfectly valid to question your fit for a position before applying. After all, you don't want to sell yourself short, but you also don't want to find yourself in over your head should you wind up in a job for which you were woefully unqualified.

Now that you have the interview, the questioning has to stop. This is not the time to doubt yourself!

And why should you? You must have felt up to the task before, or else you wouldn't have applied – and you got an interview, so someone obviously thinks you are right for the job, too.

#### 3. APPROACH YOUR INTERVIEW AS A CONVERSATION

How you frame the experience in your mind is crucial. While it may not calm your nerves completely, remember that an interview is not an interrogation (and if it is, you don't want the job anyway). Rather, it's an opportunity for an employer to get to know you ... and for you to get to know them. Approach it as a dialogue. The next piece of advice can play an important role in making your interview a conversation.

#### 4. ASK QUESTIONS ... JUST NOTHING WEIRD

Asking questions not only shows you're thoughtful. It shows you are comfortable speaking up when you don't understand something, and that's a particularly important trait in a new hire. It also helps foster a more conversational, back-and-forth dialogue, which can make the whole thing feel a lot less nerve-wracking.

As you go through your interview, write down any questions you have or points you want to revisit. Because you will be asked if you have any questions, and it looks good if you do. Just, please, don't ask anything that will raise eyebrows, like "Will there be a drug test."

Not sure what to ask? Here are a few questions that always work:

- What will the onboarding process look like?
- From your experience, about how long does it take to really learn the company?
- What is the single most important trait that one needs to be successful in this role?
- What do you think is the best thing about working at \_\_\_\_\_?
- Can you walk me through an average day in this role?
- What do you think is the biggest challenge this business faces?

## 5. SELL YOURSELF, BUT DON'T OVERDO IT

For some of us, it's a struggle to "sell" ourselves. For others, the challenge is in not overdoing it. Either can hurt your chances. Remember, interviewers aren't just interested in your ability to do the work. They also want to know that you're someone with whom people will want to work. Again, it's important to be confident in yourself, but no one likes a braggart.

## 6. STRIKE A BALANCE ON YOUR PERSONAL LIFE

Companies don't hire based on skills alone. They also want employees whose personalities will fit in with the company culture, making it not only acceptable to drop a few mentions of hobbies or other personal details, but also a solid strategy to show that you are unique or enthusiastic. And absent much work experience, you may even find it necessary to rely on personal anecdotes in those dreaded "Give me an example of a time ..." questions.

Just be careful what you divulge. You may have played an epic role in diffusing a fight at a party — no doubt a testament to your ability to resolve differences — but that's probably not the kind of example the interviewer was looking for. (Unless you're interviewing to be a bouncer.)

## 7. BE AWARE OF YOUR BODY LANGUAGE

There's a reason phone interviewers almost always feel more relaxed. Meeting in person can add a whole new level of stress, which can be quite apparent in one's manners. Interviewers pay attention to a lot more than just what you say.

And while the verdict may be out on whether handshaking is a good idea right now, it's important to sit up straight and make good eye contact. You don't need to be rigid, but you don't want to slouch, either. Similarly, make every effort to avoid fidgeting.

## 8. CHOOSE YOUR WORDS WISELY

How you say things is often as important as what you say, making it important that you speak in clear, action-oriented terms. For example, say you've been asked whether you'd be comfortable doing some task you have zero experience with. Answering with



"While I don't have current experience with \_\_\_\_\_, I'm a fast learner," sure sounds a lot better than "I wouldn't be opposed to learning." That's good ... I guess? (You might even inquire about some good resources to help you learn, as that's sure to score you a few points.)

It also never hurts to throw in a few industry buzzwords, especially if your interviewer does. As irksome as they may be, a little industry jargon shows you can speak the corporate language.

And along these lines...

## 9. BE COURTEOUS

The business world is awash with stories of people who didn't get the job because they were rude to someone in the elevator or another floor. Treat everyone you meet with the utmost courtesy. That means not just in the office, but the entire building ... the parking lot, even.

This also means thanking everyone for their time, including the person at the front desk. It doesn't hurt to send a quick email or card thanking them for their time. Just keep in mind that a physical thank you note might not get there before a decision is made.

## NOW GO GET IT!

Don't forget the company you applied to wants to interview you for the job. You have what it takes. With these nine tips, you're sure to put your best foot forward. Good luck!



# PEAKS AND VALLEYS

## The importance of navigating valleys rather than peaks

*Editor's Note: This article was written by Arseniy Kouzmenkov (Alberta, Epsilon-Rho), in collaboration with Nick Bratvold (South Dakota, Alpha-Gamma).*

---

Standing on the peak of a mountain, the world watches itself for a moment. There is an ignorant bliss looking out, forgetting the pain in your legs and shortness of your breath. In one direction, you see the valley you rose from and, ahead, the sharp cliff you will inevitably descend. You can hardly believe the distance you have traveled or what you must ask of yourself for the journey ahead. Yet, your muscles have begun to memorize — you will be on a new peak soon. Mine, like yours, is a story of peaks and valleys.

I was born in Moscow at the turn of the century. Raised in Belarus, I followed my mother to Dubai at the age of 12. There, I was required to take an entrance exam before beginning my schooling. Although I could hardly speak English, my math scores gave me the edge I needed to earn admission.

Reflecting on my early years in Dubai, I remember prejudice and inequity alive and well. One's passport, nationality and race very much dictated their income. As I was bullied at school for my language and identity, I learned to subdue my accent. At the time, I understood assimilation — the blurring of the lines between my heritage and new home — to be the price of inclusion. I recall a moment, in grade nine, when I asked a teacher to guess where I was from, based on my accent alone. With pride, I smiled as he guessed Germany, a country far enough west it would mask my true origin.

There were many challenges associated with displacement and coming to age on foreign soil. I was not a strong student; that is, until a teacher woke me up to my ability. With help from this mentor and after having very nearly flunked out my junior year, I began to visualize a real future for myself, with goals of my own design. One year later, on graduation day, I stood proudly among those at the top of my class.

Considering my further education, I looked still farther west. Although many attractive institutions lay opposite the Atlantic, few were financially viable. I was surprised to learn that the University of Alberta, a top-five Canadian institution, would cost over four years, what many other similarly ranked U.S. institutions cost in one year alone. It was an easy calculation, and, in September 2017, I moved into my dorm in Edmonton to begin studying computer science.

I assumed the rest of the world must be like Dubai. Arriving in Canada, I was pleasantly surprised to learn how little judgment was expressed for my background by my peers and professors alike. Accepted and welcomed in my new home, I took up the opportunity to immerse myself in all the opportunities that the university had to offer, quickly becoming a teaching assistant, participating in programming competitions, and joining the executive committee of our university's scuba club alongside Lambda Chi Alpha.







The greatest opportunity of being an officer in a smaller chapter is also the greatest weakness: flexibility. Because we can change rapidly, we do. But when it comes to doing the work, there are more tasks than people. The running line often becomes, someone should do that, but not me. There is a computer science joke that, if you give two engineers a job that should only take one day for one engineer to complete, it will take three times longer and not twice as short. I knew that if I wanted to meaningfully improve my chapter, I should not wait on others.

Taking this sentiment to heart, I served simultaneously as recruitment chair and fraternity educator. One year ago, before beginning my term in these offices, I lost my first presidential race by a historically close margin. I experienced the five stages of grief in twelve hours, but I quickly learned that, if I was going to be a leader, I could not take failure personally, but rather use it to learn and grow. Over the next year, which included applying for and being turned down for internships across North America, I considered my personal value proposition. If I cannot articulate what I bring to the table, how can I convince anyone else?

Today, I serve as president of Epsilon-Rho Zeta. Although I am grateful for the practical knowledge and professional development of serving as an officer, I have often found it difficult to unwind and relax. For most of my academic career, I have been employed full-time, making the Dean's list, working as a teaching assistant, and serving the remainder of my time as an officer. I did all these things to lessen the financial burden on my family, to develop discipline, and to get far enough ahead to be able to uplift the rest of the people around me.



Like many of us, the reason I joined Lambda Chi was different from the reason I stayed. When asked why I associated, I will laugh and flatly tell you: cheap rent. In fact, early on I struggled to recruit because I failed to internalize what it meant to me to be a Lambda Chi. It was months—if not a year—before I realized that the purpose of Fraternity was to help people grow, forever.

Ritual was a period of strong introspection for me. It caused me to ask: how do I generate value? I began to see Lambda Chi as a platform for helping others as much as I can, however I can. Above all, I appreciated that members had the opportunity to reform, evolve, and drive the change they wanted to see in the Fraternity.

With such high personal expectations, I never let myself take a break. At times, this caused me to burn out, going as far as contemplating resigning from the offices I held to focus more closely on other priorities. The nights were often the most difficult. Left to my own thoughts, I would start to judge myself for not doing more, while fully understanding that more could not be done. Ultimately, however, I saw the needs of the Brotherhood, today, as a worthy investment for both my personal and my chapter's development.

I am thankful to have had the opportunity to continue my growth at the 2020 Stead Leadership Seminar, which also happens to be the first leadership conference from

Lambda Chi Alpha that I had the opportunity to attend. This was made possible after Epsilon-Rho was awarded one of the Karl J. Krapek Values Grants, which recognizes chapters for the living Lambda Chi Alpha's core values. Like other small chapters, we understand that even simple changes can lead to massive increases in membership, and we are fortunate to have been given tools and strategies that will actually be useful. As we look to double our membership this fall, the training sessions were validating and reinforced our chapter's shifting recruitment strategy.

The University of Alberta is known to graduate students after as many as five or even six years. If all goes according to plan, I will graduate in three and half—from an honors program at that! After December, my primary goal is to work on fulfilling projects in the area of Software Defined Networking and cloud infrastructure while saving as much capital as possible to start my own education nonprofit. I have fully embraced the idea of helping as many people around me to grow as possible, and I firmly believe that the brotherhood of Lambda Chi Alpha has aided me in becoming the best man I could be. Therefore, as an alumnus, I hope to donate to Lambda Chi and, if possible, serve as a mentor for future generations.

To my Brothers across North America who, like me, are uncertain of their future after college, I say: you are not alone. Finding work after university is a numbers game. Use your resources, work your network, and make yourself known. Generate value for others and you will be noticed. During Stead, we were told to approach recruitment not with a proverbial shotgun, but with a sniper rifle, picking out the best men to join our fraternity. When applying for jobs, you should take the opposite approach. Apply everywhere, apply for everything, but don't forget to aim for the area that aligns best with your personal goals.



I am thankful for Peter Yobo's keynote address and believe its true power is not in its inspirational conclusion, but rather in the messiness and difficulty associated with achieving one's goals. As my mother told me years ago in Dubai, "it is a very good thing to have a clear vision for the future, but do not be too specific about how you get there."

In fact, failure just may have been my greatest teacher. I personally have a lot of issues with success stories — they never tell the full story. Sure, I am proud that I managed to learn a new language, that I graduated at the top of my class, that I enrolled at the University of Alberta, that I was elected chapter president, and even that I had the chance to work for Google. But all this misses the point. This was made possible after I was bullied as a Belarussian immigrant, nearly flunked out of school, could not afford college, was three times denied a U.S. visa, lost my first presidential election, and was rejected by more companies than I can count. Every success story has a messy backstory, failure, self-doubt, tireless work and frustrating periods of stagnation. Similarly, every success story has one part in common: persistence despite the difficulties encountered.

For me, it is how one navigates the valleys, not the peaks, that makes the man — the leader.

---

*Nick Bratvold is a Stewardship Officer with the Lambda Chi Alpha Educational Foundation, where he works closely with Brothers in the western United States. Prior to joining the Educational Foundation, he served as the Executive Director of the Children's Advocacy Centers of South Dakota and as the Operations Manager for the American Council of Trustees and Alumni. Nick earned his B.S. in history ('16) and M.A. in educational administration ('17) from the University of South Dakota.*

# DIVERSITY & INCLUSION

## Formation of the Lambda Chi Diversity & Inclusion Advisory Committee

Lambda Chi Alpha Fraternity is committed to creating a powerful cycle of authentic men. Since its founding, Lambda Chi has equipped college men to pursue ethical lives of growth, service, and leadership. Time after time, Lambda Chi has helped men of different backgrounds and perspectives face and overcome unique generational challenges. To this end, our Members are, from day one, given the rights afforded to every brother without subordination or competition for loyalty or pride.

On June 1, 2020, in the wake of the brutal death of George Floyd, the Office of Administration released a statement condemning racism, bigotry, and violence. On June 2, 2020, we received an open letter signed by over 600 of our members challenging the statement's failure to acknowledge the problems of institutional and systemic racism.

After consideration and discussion with the open letter's authors, who are our friends and brothers, we agree that our statement did not go far enough. To be explicit, we stand in solidarity with our brothers of color and assert that the lives of George Floyd, Trayvon Martin, Eric Garner, Michael Brown, Philando Castile, Ahmaud Arbery, and Breonna Taylor mattered along with the countless others who have unjustly lost their lives. Furthermore, we recognize that the mission of Lambda Chi Alpha is to inspire and equip our members to be proactive in the fight for racial equity and to create a world that provides respect and inclusion for all.

To fulfill our mission, Lambda Chi Alpha Fraternity will ensure that the voices and experiences of our brothers of color are heard, respected and protected, as we work together to assure our fraternal experience models the lessons taught in our Initiation Ritual.

To lay the foundation for this work, a diverse committee of brothers has been formed to help guide the Office of Administration, Grand High Zeta, and Student Advisory Committee as we work to create a fully inclusive Lambda Chi experience. Together, we will develop new programming that intertwines themes of justice, peace, and inclusion throughout the fraternity's education curriculum and develop metrics to assess effectiveness. We also hope to partner with fellow Greek organizations to create philanthropic opportunities that allow us to volunteer, devote time, and invest capital. Current members of the Diversity & Inclusion Advisory Committee include:

Brandon Bonds (New Orleans) – Law Student, Loyola University, New Orleans

Abe Hester (North Texas) – Law Student, Washington University, St. Louis

Houston Mills (Wabash) – Vice President, Flight Operations & Safety, UPS

Brandt Montgomery (Montevallo) – Chaplain, Saint James School

Marc Nichols (Wabash) – Executive Vice President, General Counsel, and Company Secretary, SAAB, Inc.

Samuel Pulliam (Culver-Stockton) – Pastor, The Philadelphia Church

Peter Yobo, University of Southern California – Principal, Credera

The D&I Advisory Committee will meet monthly to work on a scope of desired outcomes to recommend to the Student Advisory Committee and Grand High Zeta. An in-depth article about who these men are and the work they are doing will appear in the next edition of the Cross & Crescent.



# TEAM SPOTLIGHTS

Welcome to the new additions to the Office of Administration Team



**Name:** Nick Bratvold

**Title:** Stewardship Officer

**Dept.:** Educational Foundation

**School:** University of South Dakota

**Zeta:** Alpha-Gamma Zeta



**Name:** Joshua Williams

**Title:** Expansion Development Specialist

**Dept.:** Expansion

**School:** Valparaiso University

**Zeta:** Iota-Sigma Zeta



**Name:** Logan Reneau

**Title:** Chapter Support Coach

**Dept.:** Chapter Support

**School:** University of Northern Colorado

**Zeta:** Sigma-Omega Zeta



**Name:** Taylor Krivas

**Title:** Curriculum Coordinator

**Dept.:** Learning Outcomes

**School:** Valparaiso University

**Zeta:** Iota-Sigma Zeta



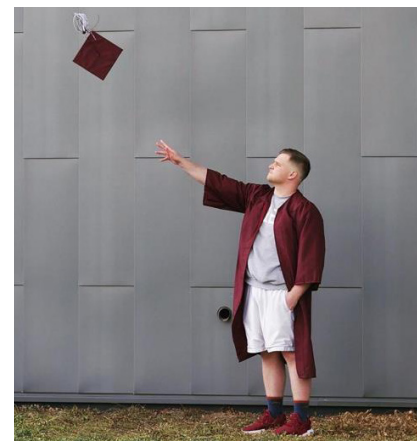
**Name:** Lauren Stills

**Title:** Expansion Development Specialist

**Dept.:** Expansion

**School:** Northern Arizona University

**Affiliation:** Alpha Phi International



**Name:** Thomas McGrath

**Title:** Chapter Support Coach

**Dept.:** Chapter Support

**School:** Missouri State University

**Zeta:** Beta-Psi Zeta



**Name:** Tiffany Beer

**Title:** Event Manager

**Dept.:** Learning Outcomes

**School:** IUPUI



**Name:** Sara Perry

**Title:** Health & Wellness Coach

**Dept.:** Health & Wellness

**School:** Oregon State University

**Affiliation:** Chi Omega Fraternity



**Name:** Braden Sim

**Title:** Financial Analyst

**Dept.:** Finance & Accounting

**School:** Valparaiso University

**Zeta:** Iota-Sigma Zeta



## LAMBDA CHI ALPHA

**Name:** Pablo Armenta

**Title:** Chapter Support Coach

**Dept.:** Chapter Support

**School:** Oregon State University

**Zeta:** Alpha-Lambda Zeta



**Name:** Tim Wilkinson

**Title:** Chapter Support Coach

**Dept.:** Chapter Support

**School:** Missouri State University

**Zeta:** Beta-Psi Zeta



## LAMBDA CHI ALPHA

**Name:** Triston Foss

**Title:** Chapter Support Coach

**Dept.:** Chapter Support

**School:** Oregon State University

**Zeta:** Alpha-Lambda Zeta

# GHA PROSPECTUS



Dear Brothers,

As we celebrate the start of a new academic year, I'd like to begin with a big "shout out" and "thank you" to all of our alumni brothers serving as chapter advisors and volunteers. Whether they serve as a High Pi, member of an Alumni Advisory or Control Board, a mentor, or a Housing Corporation, these Brothers are living their oaths and obligations. Lambda Chi Alpha couldn't implement its programs, teachings and values without them. So, please join me in thanking them and celebrating the positive impacts they have on our chapters and collegiate Brothers.

Our Collegiate Brothers and Alumni Volunteers begin this semester during an unprecedented time, and we are all learning, adapting, and growing together as we go. Some of our campuses are exclusively virtual while others have opened as normal or as hybrids. Regardless of the academic approach, masks, handwashing, social distancing, and video conferencing are the normal. And while group sizes, recruitment events, and athletic contests have all changed, one important thing has not, and that is our human need and hope to belong.

This deep and cherished sense of belonging is represented on our Coat of Arms by the clasped hands surrounded by three stars. While the current global pandemic may prevent us from physically shaking hands, there is nothing keeping us from developing deep and lasting relationships with others while providing men with a constructive place and space to belong. The sense of confinement created from nearly six months of social and psychological distancing has increased the yearning to belong and many of our chapters are poised to have excellent recruitment seasons as they invite fun and good men of character into our Bond of Brotherhood. The world and our college campuses need Lambda Chi Alpha now more than ever.

However, during these challenging and unprecedented times we must remember that even though as Brothers we each share the same values and teachings as modeled in our Initiation Ritual, displayed on our Coat of Arms, and cited in Our Creed, each of us has a different way of dealing with or expressing this present reality. We are Brothers first and foremost. It is important that we not add to the stress, chaos or hostility that a Brother may be experiencing. Instead, we are presented with the opportunity to extend and receive the grace that is afforded each of us by virtue of our Bond, as we approach the ideal of perfect Brotherly love.

When Lambda Chi Alpha merged with Theta Kappa Nu, the rampant lion with a rose and the phrase "Vir Quisque Vir" was added to our Coat of Arms. As each you know, the Latin word "Vir" translates into the English word "Man". Hence, "Every Man a Man". However, "Vir" has another meaning in Latin, as well. It expresses an ideal, specifically the attainment and physical manifestation of an ideal. Namely, it also means "Hero." As in, "Every Man a Hero."

So, what is stopping you from unleashing your inner hero? What are you doing to help each of your chapter Brothers unleash their inner hero? What is stopping you from serving as the rampant lion in your community? First year and transfer students arriving on our campuses this year need a hero and a place to belong. Lambda Chi can be that place and you can be that hero. The world needs more rampant lions serving in their communities. You can be that lion, too!

Rise to the occasion! The world needs Lambda Chi Alpha! Our campuses need Lambda Chi Alpha! Men and their families need Lambda Chi Alpha!

Everyman a Hero!

In ZAX

Jeffrey A Stuermer - Grand High Alpha (GHA)







**IN THE STORY OF HIS SUCCESS,**



**Mentorship**



**Leadership**



**Brotherhood**



**Community**

**THIS IS CHAPTER ONE**





# LAMBDA CHI ALPHA

11711 N. PENNSYLVANIA ST.  
STE 250  
CARMEL, IN 46032

(317) 872-8000 | [lambdachi.org](http://lambdachi.org)  
[Marketing@lambdachi.org](mailto:Marketing@lambdachi.org)



**A**  
**LAMBDA CHI ALPHA**  
**PUBLICATION**

