

**THE ANNUAL COMMUNICATION
OF THE
EXECUTIVE COUNCIL
TO THE
178th PSI UPSILON CONVENTION**

The Madison Hotel
Washington, D.C.

From Madison, Wisconsin to the Madison Hotel, our Brotherhood returns to our nation's capital for the 178th Convention of Psi Upsilon! This is only the fourth time that we have held our convention here in Washington D.C., with the first occurrence being in 1929, hosted by the Eta Chapter (Lehigh University). The 27th President of the United States and 10th Chief Justice of the Supreme Court, William Howard Taft, Beta 1878 addressed that 87th Convention of Psi Upsilon, stating:

Twenty-seven chapters! That combines a force that rightly directed will mean much for the progress of our country. They represent the character of men that we need; men who are intellectual, who are strong, who are loyal, who have high ideals and have courage, have comradeship and are for the public and the country all the time, without talking about it. That last is exceptional. I am glad and proud to belong to it.

Nearly a century later, Psi Upsilon is in a very similar situation, currently with twenty-five active chartered chapters, one provisional chapter, and one owl club. So much has changed over the past ninety-three years, yet so much has stayed the same. The men and women of our Brotherhood have shaped the progress of our countries for the past 189 years. At that same convention, petitions were received from three local groups to become chapters of Psi Upsilon. The petition from the Pi Upsilon Society from the University of Kansas failed to receive the necessary votes, but the petitions from groups from Northwestern University and the University of British Columbia passed, paving the way for what eventually would become the Epsilon Omega and the Zeta Zeta chapters of Psi Upsilon.

As Taft put it so well, Psi Upsilon helps develop and elevate men and women with the character needed for our society, upholding our values of the highest moral, intellectual, and social excellence. The heart of recruitment of new members is obviously, partially for the perpetuation of our Brotherhood, but even moreso to extend our reach to those leaders of the next generation, who will continue to shape the progress of our world, and will be better trained and equipped to do so, because of Psi U. The same can be said for expansion of our Fraternity to colleges and universities that we have never been to before, as well as reactivation of chapters that we have lost along the years. By expanding our Brotherhood and increasing our membership, Psi Upsilon increases our impact upon the future as well as the quality of our society, by our undergraduates and alumni alike. At that same 1929 Washington, D.C. Convention, Emmett Hay Naylor, Zeta 1909, states so eloquently during his Annual Communication of the Executive Council:

Psi Upsilon's fundamental ideal has always been to choose for its members the best men it could find and then to make them better, finer gentlemen, truer friends, worthier men. That

ideal is attested by the great men who have worn and today wear our badge; and, equally, by those other brothers, less noted and much more numerous, whose lives that ideal has made better and more complete. For nearly a hundred years, Psi Upsilon has striven to represent the best in American college life. We are proud of our college record, proud of our eminent brothers; but if we remain static and rest on our pride in the past, we shall be false to our ideal of development. Nor should we concern ourselves too much with reflections on our prosperity and superiority. A great fraternity, if it would remain great, must think less of its personal salvation and more of its opportunity for service to its members and to the world.

It is too that high and noble goal, this past year we have hired a Director of Growth, Travis Smith, who is strongly focused on expanding new chapters, increasing membership of our active chapters, and assisting any of our struggling chapters. As the Executive Council, we also created a brand-new Expansion and Growth Committee, focused on the same areas as our Director of Growth, providing him additional resources and assistance from our board members and alumni as we develop new policies and plans as we focus on what the future of Psi Upsilon will look like. I would like to sincerely thank Thomas T. Allan IV, Theta Theta '89, Committee Chair; Garrett Gleim, Tau '01; Matt Miller, Phi Nu '11; Madison Turkette, Delta Omicron '19; and Brighten Meade, Phi Beta '21 for serving on that committee for its inaugural year. The Psi Upsilon Foundation, in conjunction with the Executive Council and the Expansion and Growth Committee, are developing an Emerging Chapter Fund that will raise the well needed funds specifically for the support of excellence in new and recolonizing chapters.

I am honored to work closely with our incredible Brothers on the Foundation Board of Directors: first and foremost, the President, Chairman, concierge, party planner, janitor, bricklayer, and pool boy of the Foundation, Alexander C. Senchak, Eta '06; Matthew J. Eckenrode, Epsilon Nu '04, Vice Chairman; Patrick J. Gilrane, Psi '83, Chairman Emeritus; Martin Brayboy, Gamma '84, Secretary; John F. H. Ong, Gamma '82, Treasurer; Garrett Gleim, Tau '01; Doug Jackman, Omega '89; Gary G. Pan, Eta '86; Larry Rakers, Omicron '86; and James Volpentest, Theta Theta '90. It is the tireless work of this group, raising funds and innovating new means of leading Psi Upsilon into the future.

Our work on growth and expansion, as well as the hard work of the Phi Beta Alumni Association, has already begun to pay off. The Phi Beta Owl Club (William and Mary) initiated 16 new members as their first class of Brothers after the recolonizing members. They have also successfully petitioned the IFC on campus to become a recognized fraternity. Additionally, after facing some significant challenges this year the Delta Omicron Provisional Chapter (Purdue University) remained driven to becoming a fully chartered chapter of Psi Upsilon and committed to growing our Brotherhood on their campus. The development of our Expansions and Growth Plan also includes and prioritizes recolonizing our inactive chapters at the Theta (Union College), the Lambda (Columbia University), the Iota (Kenyon College), the Chi (Cornell University), the Rho (University of Wisconsin), and the Delta Nu (Keene State College).

Our Executive Council and Foundation Directors are dedicated and diligent volunteers, but we would be able to accomplish very little without the outstanding staff of the Fraternity and Foundation! The Psi Upsilon Fraternity has had Tom Fox, Omicron '00 at the helm for the past 10 years as our Executive Director! Tom, there is an entire generation of Psi Upsilon Brothers

who know you as the face of Psi Upsilon, and who also cannot think of Risk Management without also seeing your face. I deeply thank you for your unwavering dedication and service to our Brotherhood.

Tom leads our illustrious and growing team of Fraternity staff, each of whom share their incredible talents from diverse backgrounds for the betterment and progress of our organization. Stephan Oechsle, Phi Kappa Theta, our Director of Chapter Services; Travis Smith, Sigma Alpha Mu, our Director of Growth; and Keith Willard, Lambda Chi Alpha, our Member Services Coordinator make it possible for our Chapters to be the beacons of success that they are through: Town Hall meetings with Archons and Alumni Association Presidents, chapter visits, Commitment to Excellence retreats, as well as specialized training for chapters, Archons Academy, Leadership Institute, the Growth Summit, and Recruitment Certification.

The Chapter Leadership Coaching program is in its infancy, and we are looking for alumni volunteers connected with or geographically close to our chapters to be trained in the leadership coaching model. With training and Stephan's oversight, these committed alumni will be the conduit from the international office to the chapters, visiting the chapters more frequently and providing more personalized coaching for each individual chapter, than the international staff have ever been capable of. I thank Stephan for his work and experience in developing this program, as I also thank the number of alumni who will step up to the call to become a Chapter Leadership Coach.

It is directly related to the Chapter Services provided from the International Fraternity and the local alumni associations to each of our Owl Clubs, Colonies, and Chapters that fosters and leads to the outstanding success that we see achieved by our undergraduate Brothers.

- This year, the Lambda Sigma Chapter (Pepperdine University) raised over \$14,000 for Conquer Paralysis Now, formerly the Sam Schmidt Paralysis Foundation, with their annual Psi U Think You Can Dance event.
- The Pi Chapter (Syracuse University) raised over \$78,000 for men's health from mental health to cancer research through the Movember Foundation in 2021, making them one of the most successful teams in the world!
- In total, our undergraduate chapters have reported raising over \$138,000 for charities this academic year, and provided over 3,500 hours of service for the betterment of our communities!
- Throughout an academic year of returning to residing on campus, in person classes, and recruitment, we saw a sizable bump in our new member class sizes, totaling 457 newly initiated Brothers within this academic year.
- A few chapters really stood out with their recruitment success this year with above average new member classes, including the Epsilon Nu (Michigan State University) with 39 new members, the Omega (University of Chicago) and the Zeta Zeta (University of British Columbia) each with 31, and the Zeta (Dartmouth College) with 30, as well as the Delta (New York University) and the Epsilon Iota (Rensselaer Polytechnic Institute) that both more than doubled their chapter size.

- The Eta Chapter (Lehigh University) has often struggled academically as a chapter largely comprised of engineers, but this year through their Academic Plan, had the second highest GPA of all Fraternities in the Fall Semester, and then advanced further with the highest GPA in the Spring Semester, with over a third of the Brothers making the Dean's List. They attribute their success to "Academic Families" teaming Brothers of similar majors in different class years together.

Fostering all the successes of our Fraternity and leading way into our future are my fellow members of the Executive Council: David Hollis, Gamma Tau '11, Secretary; Timothy Zepp, Chi Delta '08, Treasurer; James Platner, Phi Delta '10; Jon Szykowski, Epsilon Nu '06; and an extra special thank you to Christian Brydges, Nu '95, Vice President; Jay LaPanne, Delta Nu '89; and Gregory Rupp, Phi '81; who will be ending their terms on the Executive Council. I thank you Brothers for your years of service going above and beyond for your Fraternity.

We are very fortunate to have a wealth of knowledge and experience from the Life Members of the Executive Council: Thomas T. Allan IV, Theta Theta '89; Mark D. Bauer, Omega '83; David A. B. Brown, Epsilon Phi '66; Charles M. Hall, Nu Alpha '71; Richard A. Rasmussen, Upsilon '72; James A. Swanke, Jr., Rho '80; and Evan W. Terry, Epsilon Phi '93; as well as our Honorary Life Members: Bradley R. Corner, Omicron '72; Murray L. Eskenazi, Lambda '56; Patrick Gilrane, Psi '83; Charles A. Werner, Omega '55; and William N. Wishard III, Delta Delta '64. This Fraternity truly has the honor to count these individuals amongst its members. I know each of them truly understand and appreciate all that Psi Upsilon has given them throughout their lives, and that is exactly why they give back, many times over, so that you, their fellow Brothers and future generations may receive the same, if not greater, experiences, trainings, and life lessons, than they have.

That is also why I stand here before you today. I had the realization upon writing this communication that I was elected to the Executive Council at the last Washington, D.C. Convention, which led to a further, more striking realization that I have been serving on this board for eleven years, and this will be my fourteenth Convention that I have had the pleasure of attending. Every year at Convention, I find myself reinvigorated in my love of Psi U, feeling blessed to count each of you as my Brothers, and my dedication to this lifelong Brotherhood. Convention is a very special time for our sacred order, and in the vein of constantly progressing, all while learning from and cherishing the rich history that has led us here, I am very excited to establish the Convention Planning Committee that will support our staff with the planning of themes, speakers, education, and comradery, establishing policies and expectations of host Chapters, as well as accepting and vetting recommendations for locations of future Conventions. Often you will hear it said that there are good Conventions and there our great Conventions. Our aim is that every year's Convention is great and greater than the last.

The committees of the Executive Council, the committees of the Foundation, the staff of the Fraternity, and the staff of the Foundation meet regularly throughout the year to continue on the business of our Brotherhood once Convention ends. We are eternally grateful for all of our committee members and everything that they have been able to achieve this year.

- The Social Impact Fellowship completed its second class of Fellows, capping it off with the first Social Impact Fellowship Retreat for the first two classes of the program
- The Psi U Connects Grant, established to facilitate educational programs and workshops, brought Dr. Barbara Hendrie, Kappa '80, the United Nations Environment Programme North American Director, to provide a lecture for the University of Wisconsin
- The Scholarship Committee awarded over \$44,000 in scholarships to 5 graduate recipients and 27 undergraduate recipients, all incredibly deserving Brothers
- The FishFund Venture Summit and the Gilrane Economic Symposium were hosted by enthralling panelist speaking as experts in their fields, and also provided opportunities for start up companies to present their outstanding ideas to potential investors

The impressive staff of the Psi Upsilon Foundation assure that all of our events go off without a hitch, every donor receives a heartfelt thank you, and we continue developing new ways to serve our members. I extend our sincere thanks to Jonathan M. Chaffin, Gamma Tau '00, Director of Member Engagement; Bethann Taylor, Director of Administration; Clanton Johnson, Alpha Phi Alpha Fraternity, Director of Donor Relations and Matthew Williams, Gamma Tau '96, Donor Relations Associate.

I look forward to a fantastic weekend in Washington, D.C., very likely exceeding the bland and dull Convention of 1929 that only included a reception by President Hoover at the White House with group photo, reception at the Senate and House by Vice-President Curtis with a tour of the reserved gallery by Senator Hiram Bingham, Beta 1898 and Republican Leader of the House John Q. Tilson, Beta 1891, a reception at the State Department hosted by Secretary of State Henry L. Stimson, Beta 1888, a reception at the Meridian House by former Ambassador to Spain Irwin B. Laughlin, Beta 1893, a journey to Mount Vernon where “special facilities were afforded”, a luncheon in Former President and Chief Justice Taft, Beta 1878’s honor, presided over by the President pro tem of the Senate, George H. Moses, Zeta 1890. We plan to have that beat within the first hour!

We spend our time here at Convention, as they did back in 1929, and we all will as we return back to our Chapters this Fall; enlivened in Psi Upsilon with our vision set on the future. A future where Psi Upsilon continues to shape the progress of the world as much as all of those Betas, and one Zeta, back in 1929. A future where recruitment and expansion is effortless when everyone is desirous of union, and the programming, and the benefits that Brotherhood provides. An incredible future for your and my Fraternity, because as Chief Justice Taft responded to his secretary when he was reminded of his commitment to refraining from social functions, he said, “This is Psi U, this is different.”

Yours in the bonds,

Jeremy K. McKeon, Eta '08
 President, Executive Council
 July 22, 2022