

# ALPHA PHI ALPHA FRATERNITY, INC.®

SOUTHWESTERN REGION

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www.Alpha-Southwest.net

*Herman "Skip" Mason, Jr.*  
General President

*William Lyle*  
Executive Director



*Roderick L. Smothers, Ph.D.*  
Southwestern Regional Vice President

*Christopher Harvey*  
Southwestern Regional Assistant Vice President

August 26, 2010

Dear Brothers of the Great Southwestern Region:

August is always a significant month in the House of Alpha. To some, it is the month that brings closure to the current fraternal year; to others, it serves as the gateway to a new year which also brings with it newly installed chapter officers, with new energies accompanied by new platforms to impact the communities that we serve.

At the regional level, August 2010 represents year two of a four-year plan to move the Southwestern Region to new levels of Alpha Excellence – and I am pleased to announce that based on the feedback that we have received thus far, our collective efforts have resulted in significant progress. As I begin my second year as Regional Vice-President, I do so with gratitude, excitement, and humility. I am grateful for the support from the brothers of Arkansas, Louisiana, Oklahoma, and Texas; I am excited about all that we have accomplished and all that we will accomplish; and I am humbled by the continued trust that you, the SWR Brotherhood, and others have placed in my ability to lead this great Region.

Consider, if you would, the following data: Alpha Phi Alpha Fraternity, Inc. has 17,664 active membership records on file at its corporate headquarters. Those files comprise 6,002 (33.98%) Alumni Brother records, 8,258 (46.75%) Life Member records, and 3,404 (19.27%) College Brother records. The Southwestern Region has approximately 2,251 (12.74%) of the Fraternity's active membership. Alpha Phi Alpha Fraternity, Inc has 53,435 inactive membership records on file. Those files comprise 23,650 (44.26%) Alumni Brother records, 3,220 (6.03%) Life Member records and 26,565 (49.71%) College Brother records. The Southwestern Region has approximately 7,973 (14.92%) of the Fraternity's inactive membership.

My reason for sharing these data with you is three-fold. First and foremost, to make you aware of the tremendous task that lies ahead of us. Not just for this year, but in years to come. Secondly, to ask for your assistance in reaching out to the 7,973 inactive members in this Region and bringing them back into the "House of Alpha." As we consider the many challenges facing our communities, we know that we need the House of Alpha to be stronger than ever before. Thirdly, I share these data to set the tone for our programmatic focus for Year two of this administration – which shall be the continuation of our revised theme of "**Alpha Action: Impact, Commitment and Excellence.**"

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#### Founders

*Henry A. Callis*

*Charles H. Chapman*

*Eugene K. Jones*

*George B. Kelley*

*Nathaniel A. Murray*

*Robert H. Ogle*

*Vertner W. Tandy*

I challenge each brother reading this communiqué to, in his own unique way, make this theme a reality. I challenge every chapter, area, and district to join me in implementing region-wide initiatives that focus on 1) strengthening brothers and brotherhood; 2) reclaiming inactive brothers; 3) enhancing our communities by engaging young black males in meaningful academic and support programs; 4) increasing fiscal capacity through corporate sponsorships and partnerships; 5) improving our brand through effective marketing strategies meaningful programs and activities; 6) identifying qualified aspirants who will have a unwavering commitment to the ideals and precepts of the Fraternity; and, 7) avoiding, at all costs, situations and circumstances that place our dear A Phi A in harms way.

I have appointed several committees and commissions with the expressed purpose of guiding our region-wide efforts in addressing the aforementioned areas. I encourage all brothers to visit the Region's website at [www.alphasouthwest.org](http://www.alphasouthwest.org) to review the list of available opportunities to serve and to volunteer accordingly.

Finally, the last two issues of the 1<sup>st</sup> Class Newsletter chronicle many of the great accomplishments which occurred during the last two quarters of this fraternity year. Not only do I encourage you to read them and share your thoughts about our progress with us, but I also ask that you submit your articles and news stories to be featured in the newsletter to your respective Area Director. The Region wants to know about the great things our Brothers and Chapters are doing. You can access the newsletters by clicking on the following links:

<http://www.alphasouthwest.org/docs/FirstClassThirdEdition.pdf>

<http://www.alphasouthwest.org/docs/FirstClassFourthEdition.pdf>

In closing, as we prepare for a new fraternity year, I wanted to provide every **ACTIVE** brother with pertinent information on an array of issues which are germane to our forward movement. Those updates can be found in the attached documents titled "Regional Updates 1 & 2."

I want every brother to know that the last 12 months have been replete with a tremendous amount of progress. I have no doubt that we will be successful in moving Alpha Southwest to a higher level of Alpha Excellence.

Fraternally,



Brother Roderick L. Smothers, Ph.D.  
Vice-President  
Southwestern Region

Attachments: Documents - SWR Updates I & II  
Spring Moratorium Memorandum from President Mason