

The

Crescent

Summer 2009

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AGR Vision - To be the premier fraternity building values, skills and relationships for lifelong personal and professional success in the food, fiber, and life sciences industry

Alpha Gamma Rho

Alpha Psi



Alumni and Members

We're All Actives, or Should Be!

By: William T. Boehm

Drives me nuts! Yes, it drives me nuts when I hear AGRs refer to the undergraduates as "Actives." It's not only the alumni that do that, it's the undergraduates as well.

The day we're initiated, we make a pledge to support each other and this Fraternity for life. There's no "when I was an AGR at River Falls..." There's no dropping out as a senior. There is no period of time when it's okay to become inactive. There is a commitment.

AGRs Strategic Plan

A few years ago, the National Fraternity convention delegates approved AGRs Strategic Plan. It's not rocket science, as they say. The plan is pretty simple, really. It has three key goals:

- Grow Fraternity membership and positive influence, worldwide,
- Maximize lifelong benefits for all collegiate and alumni Brothers, and
- Grow funding for Fraternity programs and services.

To accomplish those goals requires the active involvement of every AGR, regardless of life status. It won't work for just some of us to be active!

Every year, the national AGR Educational Foundation raises about \$250,000 during its Annual Appeal. That's not bad. It's a lot of money, regardless. It goes a long way to help support the Fraternity's many programs, including many that directly benefit Alpha Psi. But, when you consider that AGR has about 30,000 or so living members, the \$250,000 is a pretty weak showing, particularly since most of it comes from just a few hundred members. To be sure, lots of AGRs support their collegiate chapter with alumni dues and other forms of financial support. Many serve loyally for years as Advisers and Alumni Board members. Even after we add all that, our "participation rate," the percent of those actively involved after graduation, is still quite small. If I recall correctly, fewer than 20% of all living AGRs "give" to the Fraternity each year.

I do believe our low "participation rate" reflects an attitude that only the undergraduates are actives. In my opinion, we need to change that attitude in order to accomplish our key goals and, as important, remain true to the oath we all took on the day we were initiated.

Let's do this.

If you're an undergraduate, particularly if you're about to graduate:

- Renew that pledge you made on the day you became a Brother of Alpha Gamma Rho. Promise yourself that you'll remain active until the day you die.
- Pledge that you'll make financial contributions every year, to both your undergraduate chapter, Alpha Psi, and the National Educational Foundation, until you die. In the early years, the amount matters less than the fact that you give something. Remaining an active does matter!

If you're an AGR alum:

- Renew that pledge you made on the day you became a Brother of Alpha Gamma Rho. Visit your college home. Volunteer to help out either locally, at another Chapter or, if more convenient, with the National fraternity.
- Pledge that you'll continue or begin making financial contributions to AGR on a regular and ongoing basis. And, that you'll do so at a level that is commensurate with the gifts you have received and continue receiving by being a part of this great Brotherhood.

If we all do that, if we all become active, we will accomplish our Strategic Plan and live our Purpose.

William T Boehm was initiated into Alpha Gamma Rho in 1968, Alpha Psi pin #45. He was Alpha Psi Noble Ruler in 1969.

Alumni Receives Honor

Matt Fanta, Director of Marketing for Winfield Solutions, was named a “40 Under Forty” winner by the Minneapolis/St. Paul Business Journal.

Minneapolis/St. Paul Business Journal awards the designation annually to 40 Twin Cities professionals who:

- Are under 40 years of age;
- Have achieved impressive business accomplishments; and
- Made significant community contributions.

Fanta, 33, has been with Land O’Lakes for 12 years, working within three of the company’s core businesses and taking on increasing responsibilities within the organization. He joined the company’s animal feed business as a marketing specialist in 1997. A year later, he took a data/information specialist position within Land O’Lakes Dairy Foods. In 1999, he took on a marketing manager role within CROPLAN GENETICS/Land O’Lakes Seed. In addition, in 2005 he took on the role of trait business manager for Forage Genetics.

Since graduating from college, Fanta has been actively involved in a variety of philanthropic activities ranging from Alpha Gamma Rho fraternity to the United Way to the MS Walk. An Alpha Gamma Rho alum from the University of Wisconsin–River Falls, Fanta has been active with the fraternity’s alumni association at the University of Wisconsin and nationwide for the past 10 years. This past year, Fanta served as Buzz Committee co-chair for Land O’Lakes Twin Cities United Way campaign. The Buzz Committee is responsible for the marketing and promotion of the campaign among employees. The 2008 Buzz Committee’s efforts helped contribute to the company’s most successful United Way campaign ever—generating more the \$500,000 for the charity. Fanta also has served as an MS Walk Volunteer in past years.



National AGR Update

I was asked to provide an article for Alpha Psi's Crescent so I thought I would share just a few of the exciting things going on in Alpha Gamma Rho. At the 2008 National Convention in Chicago, Alpha Gamma Rho introduced its brand Promise and Values and since that time we have been educating and informing our AGR membership about what the AGR brand is and how we can live our brand, making it a cornerstone of our professional, social and personal lives.

The Promise

Alpha Gamma Rho is the fraternity sharing a common bond within a dynamic, global agriculture committed to fostering the highest values and providing each and every brother with superior lifelong personal development and professional success.

The Values

1. Consistently perform as a professional, integrity-driven, world class organization committed to the highest of standards and drive to recruit men of the highest potential.
2. Always present a positive image of Alpha Gamma Rho in everything we say or do.
3. Inspire a pursuit of academic excellence among all our members.
4. Encourage lifelong involvement in the colleges and universities we call home.
5. Foster lifelong personal development through innovative educational leadership and social opportunities.
6. Engage all brothers in professional development, promoting lifelong career success.
7. Attract members representing the breadth, sophistication, scope and relevance of agriculture
8. Reflect, value and advocate diversity in our membership and professional lives.
9. Ensure sound financial management and responsibility individually and at all levels of the Fraternity.
10. Enthusiastically recognize and reward accomplishments consistent with our Promise and Values.

Our Promise and Values carry forward to the recruitment process. They tell prospective AGRs and their parents who we are and what we stand for. Josh Wackler, Chief Recruitment Officer, reports that this year's Recruitment Schools and Academies were successful with a focus on techniques for developing names lists and using modern technology in our efforts. Besides our soon to be updated AGR Web site, we now have recruitment videos on You Tube, as well as a presence on Facebook, and LinkedIn.

Here are the **top three things** AGR alumni can do to assist in recruitment:

1. Provide names. If this was a top 10 list, providing names would be the first 8 on that list. This is by far the most important aspect of recruitment, as the more names we have to recruit from, the more success we will ultimately have. If there is ANYBODY that you know attending UW-River Falls, whether you think they would be interested in AGR or not, please send their name along.
2. Go on home visits to a recruit's home over the summer. If a recruit's parents have concerns regarding fraternities, alumni have more credibility to address those concerns with Mom and Dad than undergraduate students.
3. Volunteer to serve as a local Chapter Recruitment Officer. The AGR Home Office is trying to locate a local CRO at each chapter to serve as a mentor to the VNR Recruitment, and this can be a great way to positively give back to AGR.

It's not too early to be thinking about Alpha Gamma Rho's next National Convention which will be held August 11-15, 2010 in St. Louis, Missouri at the Hilton St. Louis at the Ballpark. The hotel offers views of the historic Gateway Arch and describes itself as "an urban retreat ideally located downtown next to Busch Stadium and within walking distance to some of the Gateway City's most acclaimed attractions, historic landmarks, entertainment and restaurants." In addition to conducting fraternity business at the convention, there will be opportunities for brotherhood-based activities including career development, networking and social interaction. Remember to save the date now and "Meet Me in St. Louis" next year.

Philip Josephson, Executive Director



Noble Ruler Report

It is a pleasure and honor to be the 2009 Noble Ruler of Alpha Psi. My name is Walter Taylor, a junior from Cleveland, WI, majoring in Agricultural Education. At this time I would ask you to

take a moment of silence and pray for our advisor, Col Bensed, as he commands his troops in Iraq.

Alpha Psi has a proud history of being very active in inter-fraternity events, University activities, community relations, National AGR events and the brotherhood developed in our order. The chapter has been accelerating to new heights. Thirteen members attended the 2009 AGR Leadership Seminar in Milwaukee, WI. Those individuals learned valuable information that has been implemented into some of our fraternity's operational procedures, and have had very positive reviews. Alumni appreciate receiving emailed minutes again, our website is up and functional, and most of all, our meeting times are back down to an hour long and the agendas are detailed and emailed 24 hours before each meeting. It is very rewarding to me when members tell me they appreciate receiving the agenda before the meeting. Recruitment standards were re-evaluated after the seminar and a solution to make this process even more successful was created. Feel free to contact our VNR of Recruitment to learn more about it. I do not remember which chapter shared that they had a corn growing contest during the seminar, but that activity has been a fun semester-long competition. (Our room's corn was sabotaged with wheat and we were out of the running.)

The 41st Annual Pink Rose/Founders Day was a success, with 146 attendees and a large alumni crowd that attended. Later in The Crescent you will see which brothers received awards for their accomplishments and dedication to AGR. During

the Alumni Corporation's annual meeting, they voted to start construction on our 1.3 million dollar house renovation (in May 2011). That was very exciting news for all of us to hear. The task of raising that dollar amount will not come easy, but we all love Alpha Psi and everything she has done for us, so this is a challenge for everyone to keep her thriving for many more years to come.

The Brothers at Alpha Psi deserve applause for their efforts. At this spring's UW—River Falls (UWRF) Greek Awards Banquet, the chapter was awarded as the top fraternity on campus and the Chapter of Excellence Award. We also have proudly held the highest fraternal GPA at UWRF for the past two semesters. All of these accomplishments come from numerous hours and dedication from the 68 members, advisors and housemother during philanthropy projects, inter-Greek activities, brotherhood events, university events and much more.

Our chapter is making better men and I look forward to another successful semester.

Fraternally,
Walter Taylor
Noble Ruler



2009 Leadership Seminar: Back Row-Will Prindle, Kaleb Santy, Mark Schaffner, Travis Prieto, Dane Christenson, Dr. James Graham, Pete Thome, Jeff Orr, Andrew Christenson, Walter Taylor, Front Row-Ethan Barthels, Tryston Beyrer, Mom Voiles, Anton Kaltenberg, Adam Berglund

Greetings!



I hope all is well with you as summer arrives. It's been another busy spring for the Men of Alpha Gamma Rho, and I believe all are thankful for the end of the school year. The brothers once again have shown that they can balance academic, professional and social experiences as AGR's.

Yet all the activity makes many thankful to be back on the seat of the tractor to refresh and rejuvenate.

Over the past few years, as we've brought new men into the fold of Alpha Gamma Rho, the new brothers have sat down in my office and interviewed me. One of the questions they all ask is "What do you like about advising Alpha Gamma Rho?" Obviously, over time, I've developed a nice 'canned' response, but the question also begs a more thoughtful answer as well. When others ask the same question "why advise AGR?" my first response is "It's the pay!" And while the response is often taken in jest, and we get a little chuckle (no guys, I don't get a paycheck!) there is a type of reward that goes beyond dollars and cents.

What does Alpha Gamma Rho provide for the Advisor? For me, first and foremost, is maintaining a relationship among good men with common interests. Over time I've found that while age may separate us,

the key truths of Alpha Gamma Rho unite. That bond of brotherhood that I first experienced in 1985 is still with me today, and it's that sense of dedication to family that makes advising worthwhile (sometimes challenging, but still worthwhile!). Second, there is the reward of satisfaction from giving back to the fraternity that meant so much to me as an undergrad, and which still means much to me today. The opportunity to help in the development and guidance of the fine men of Alpha Gamma Rho is, in fact, a reward. And finally, where else but as Advisor of AGR could I find such a group of good natured and helpful young men? Knowing that if ever a need, all it takes is a short trip to the house to find a couple of brothers to lend a hand. And knowing that they are willing to help not out of a sense of duty, or gain to themselves, but because of the commitment to brotherhood and because of the quality of young men we have in Alpha Psi.

My charge to you then, is to think about all Alpha Gamma Rho has done for you. What have you gained through your association with Alpha Psi? And now, what can you do to support this fine fraternity? Serving as the Advisor to the men of Alpha Psi, that's part of my give back to Alpha Gamma Rho. And that feeling of helping others is what makes the job all the more rewarding!

Best Wishes to All!

Dr. G

Recruitment Responsibility

In Alpha Gamma Rho we pride ourselves in the four responsibilities. First is the responsibility to one's self. Second is the responsibility to one's Brothers who are currently in the Chapter. Third is the responsibility to those Brothers who have gone before. Fourth, and perhaps most important, is the responsibility to those Brothers who are yet to come. To me, the Fourth responsibility is the most important. Alpha Gamma Rho would not exist if it were not for new members joining us. As we move towards the future we still need help from those Brothers who have gone before. If you have any recommendations for potential AGR Brothers, please e-mail me at andrew.christenson@uwrf.edu.

Brother Andrew Christenson
Vice Noble Ruler of Recruitment



Buzzin' Dozen—Jason Keck, Eric Stoller, Alex Patten, Kyle Much, Jeff Orr, Andy Reagan, Brad Hartwig, Joe Matschull, Nathan Brandt, Steven Styer, Zack Zcech, Brock Grewe

Pink Rose Awards:

Spirit Awards:

Daniel Holdvogt, Freshman;
Andrew Ascher, Sophomore;
Peter Van Dyk, Junior;
Eli Chandler, Senior;
Robert Krenz, Overall

Go-Getter Award:

Dane Christenson

Man of the Year:

Eric Voight

Advisor's Award:

Michael Weber

Scholar Award:

Nathan Kringle

Dr. Peery Johnston Memorial Scholarship:

Mark Schaffner

2009-2010 Sweetheart:

Katie Lincicum

AGR Social at Farm Technology Days in Dodge County

The brothers of Alpha Gamma Rho are planning a get-together during Farm Technology Days. The Crave brothers will also give a tour of their Crave Brothers Farmstead Classics cheese factory operation.

Who: AGRs and their guests

Date: Tuesday, July 21, 2009

Time: 4:00 – 8:00 p.m.

Location: Crave Brothers Dairy Farm
(2 miles northeast of Waterloo, WI)
W 11555 Torpy Road,
Waterloo, WI 53594

Food and beverages will be provided, with a requested donation. To help us estimate food & beverages, please RSVP to Bill Hantke at behanke@att.net

We look forward to seeing you...Make a plan to attend !!!

Alumni Board

Three offices were up for election including President, Awards/Scholarship, and Fundraising. Incumbent Joe Waldo retained his spot as President as well as Mike Kawleski as Fundraising. Jack (John) Ourada was elected as the new Awards/Scholarship officer replacing Rob Tate. Jack Ourada of Appleton, WI, pin number 78, will provide his enthusiasm for AGR and provide outstanding representation to the brothers who were instrumental in starting our chapter and building the house.

AGR Homecoming 2009

September 26th - Westwind Supper Club

Golfing and hog roast times TBD, see website for further details.

Meal is at 6 PM, Social hour from 5-6.

Contact Jared Stillman to let us know so we can plan tables.

jared.stillman@uwrf.edu
920-450-7875



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Summary of Dates

July 11 th , 2009	Phil Halbach Wedding
August 1 st , 2009	Jake Kappelman Wedding
September 26, 2009	AGR Homecoming, at Westwind Supper Club
October 21, 2009	“Getting to know the Greeks” activities
October 28, 2009	Greek Bowling
October 28/29, 2009	UWRF Blood Drive
December 8, 2009	Greek Holiday Party
July 20-22, 2010	Field Technology Days- Pierce County
July 21, 2010	AGR Reception during Field Technology Days
August 2010	AGR National Convention in St. Louis, MO
October 16, 2010	Jake Meier Wedding

We need to hear from all alumni!!

If you have anything that you would like to get into the Crescent to update your brothers on, please email that to

tryston.beyrer@uwrf.edu

To sign up for emails, go to

http://lists.uwrf.edu/mailman/listinfo/agr_alphapsi

Anything and everything is welcome!! Also, our website is being updated and information is available at

www.agralphapsi.com.

