



THE CREST

An ePublication for the Brothers and Friends of Acacia Fraternity

OCTOBER 14, 2014


â€¢ Note from the Executive Director

â€¢ Past National President Honored

â€¢ Acacia Alumni to Gather in January in Las Vegas

â€¢ And more stories below...



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NOTE FROM THE EXECUTIVE DIRECTOR

Dear Brothers,

The 2014/15 academic year is in full swing, and I am happy to report that Acacia is off to a great start, continuing our momentum from Conclave and *Playing in Rhythm*. Many of our chapters are reporting fall pledge classes larger than their historical averages, and our members have been active in the areas of Human Service and campus leadership. As we reach the midway point of the semester, all signs are positive. Look for more detailed updates in this fall's TRIAD magazine.



Carleton Acacia plays kickball with Ottawa Tri-Delta for St. Jude's Children's Research Hospital

In this issue of The Crest, we offer a few different ways for alumni to support Acacia in its efforts this year. We ask that you please begin by forwarding this email to other brothers with whom you remain in regular contact, or reply to this email with a contact list of brothers from your chapter / era. Next, we offer a new and easy way to support Acacia financially, and an opportunity to enjoy the fruits of brotherhood with an Acacia alumni weekend in January in Las Vegas. And finally, be sure to let us know of your current mailing address if you've recently moved so we can reach you with The TRIAD later this fall. With your support, this will be a banner year for Acacia.

Fraternally,

Patrick McGovern

Executive Director

pmcgovern@acacia.org

FORWARD THIS EMAIL TO REACH MORE BROTHERS

Did you know that Acacia's membership stands at nearly 35,000 living members? While it is our desire to reach every brother with news from Acacia, our addressable audience is less than our full membership. This Crest eNewsletter,

for instance, will reach approximately 8,500 email inboxes. It is our goal to increase that number by at least 20% by the spring semester.

Will you help us by forwarding this email to all chapter brothers in your address book?

If you had this email forwarded to you by a brother, **please take 10 seconds to email communications@acacia.org with your full name** to be added to our email list. We typically send The Crest six times per year, plus a few special editions. Many chapters also use contact lists from the International office to send newsletters, and we'd love for your chapter to be able to reach you, as well.

Additionally, you may send us a full contact list of brothers with whom you remain in contact to help us reach our 20% goal at communications@acacia.org. Thank you for your efforts!

PAST NATIONAL PRESIDENT JOHN F. HOFFNER HONORED BY PURDUE UNIVERSITY

Purdue University's Krannert School of Management honored Past Acacia National President John F. Hoffner, *Purdue '66*, with its Distinguished Alumni Award during homecoming weekend on September 26, 2014.

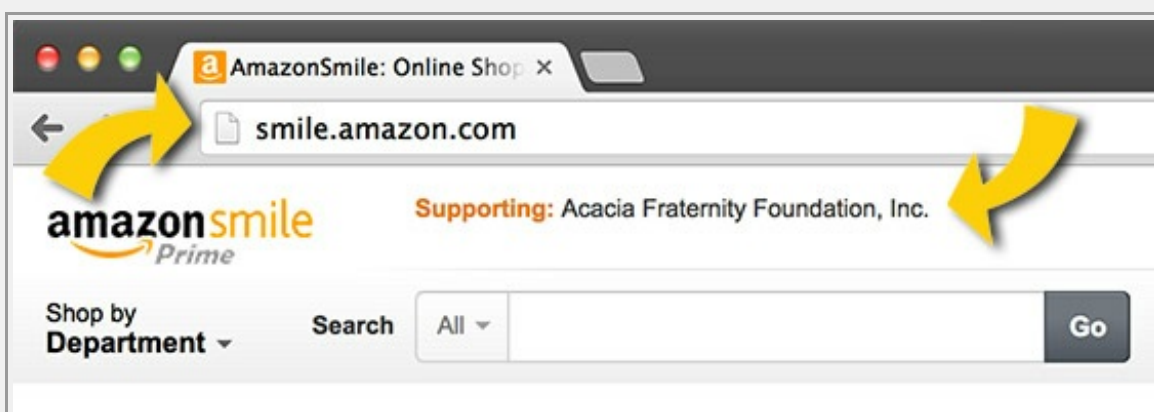
Brother Hoffner's career in financial management spanned more than three decades, culminating with his service as Executive Vice President and Chief Financial Officer of Jack in the Box Inc. before his retirement in 2005. Brother Hoffner serves on the Board of Directors of St. Mary's Good Samaritan Hospital, a non-profit hospital organization, and previously served on the Board of Directors of Popeyes Restaurants Inc., Purdue University's Krannert Management School, and the Boards of Directors of Junior Achievement of Los Angeles and San Diego.

Brother Hoffner's Acacia career is just as distinguished, with service including terms as National President, National 1st Vice President, and as a Director of the Acacia Fraternity Foundation. Hoffner is a stalwart donor to the Foundation and has served the greater interfraternity community as a Director of the North American Interfraternity Conference.

Congratulations to Brother Hoffner on his accomplishments!

SUPPORT ACACIA THROUGH HOLIDAY SHOPPING AT AMAZON.COM

Now you can support the Acacia Fraternity Foundation through your regular online shopping at amazon.com by instead pointing your browser to smile.amazon.com. The AmazonSmile Foundation will donate 0.5% of the purchase price from your eligible AmazonSmile purchases (including tens of millions of products) to the AFF. Supporting Acacia has never been easier.



Your existing amazon.com account works seamlessly with AmazonSmile. On your first visit to AmazonSmile, you will need to select a charitable organization to receive donations before you begin shopping. Amazon will remember your selection of the Acacia Fraternity Foundation, and then every eligible purchase you make on AmazonSmile will result in a donation.

With the holiday shopping season just around the corner, this is an easy way to support Acacia's educational and scholarship programs. Be sure to spread the word to your significant other, friends, and family!

JOIN ACACIA ALUMNI IN LAS VEGAS IN JANUARY

Acacia alumni are currently planning the second annual Acacia Alumni Brotherhood Conference and invite you to join the festivities in Las Vegas, Nevada, from **January 15-19, 2015**. Organized as a grassroots event by at-large Acacia alumni, the 2nd annual AABC is sure to build upon the success of its

inaugural gathering last year.



Acacians at the the 2014 AABC in Las Vegas

The 2015 AABC will take place at the Red Rock Casino, located several miles off the Las Vegas strip. Planned activities include a bowling tournament and social gathering, a brotherhood dinner, and educational programming on topics relevant to Acacia. Spouses and significant others are welcome to join the fun.

Room rates: Single and double rooms are \$140 per night with a \$15 resort fee per night, plus 12% tax. An airport shuttle is included with the resort fee. Check-in begins at 3:00 p.m.

[Book your room online](#) or call to make reservations at 1-866-767-7773, and mention Acacia Alumni Leadership Retreat to receive our special discounted rate.

Please contact Brother Steven Etter, *California (PA) Â'92*, at acaciaalumni retreat@gmail.com for more information. We hope to see many of you in Las Vegas in January!

Â€œA NEW LIFE FOR AN OLD FRIENDÂ€

Have you found that you no longer have occasion to wear your jeweled Acacia badge? While we sincerely hope you enjoy wearing your badge to formal Acacia

events and other special occasions, we also invite you to give new life to your old friend – your Acacia badge – by gifting it back to the Fraternity to be passed along to a current Venerable Dean.

With the second annual Lee Kearney Venerable Dean Summit about to take place in January, now is a great time to surprise a newly elected Venerable Dean with a gift that he will certainly take to heart. Please send your badge to Acacia International Headquarters at 8777 Purdue Road, Suite 225, Indianapolis, IN 46268. We will happily recognize your gift in a future Acacia publication.

TRIAD MAGAZINE COMING IN NOVEMBER

Do you have any news you’d like to share in our next issue of The TRIAD? Major milestones to publish in our Alumni News & Notes section? Send your update to Director of Communications Michael Pastko at mpastko@acacia.org.

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