

FRATERNAL HOUSING ASSOCIATION, INC.

NEWSLETTER

PRESIDENT'S MESSAGE

We had another amazing conference this year. They keep getting better and better. Special thanks go to our conference sponsors, without whom we would not be where we are today.

One of the most important parts of our conference is hearing ideas and feedback from our members. FHA is still a new association but we are encouraged to hear about your ideas outlining the dynamic and innovative ways which FHA could work to improve the Greek experience. Over the coming year the board is eager to expand our reach far beyond the Housing Conference. It is time to dive in and provide robust data and resources to our members and to our community. We have already laid the groundwork for a clearer membership structure and governance, better website, and more interfacing within the Greek community. The Committees that were recently formed will be critical components of this process so I encourage all of you to pick a committee and get involved.

Stay Tuned!

INSIDE THIS ISSUE

President's Message	1
Annual Conference	1
Food Service	2



FRATERNAL HOUSING
ASSOCIATION, INC.

FHA ANNUAL CONFERENCE

The Fraternal Housing Association (FHA) held its annual conference last month in San Antonio, TX and members from 7 sororities, 13 fraternities and 18 business partners met to discuss best practices, hear updates from industry experts and appoint new committee members to the board.

The conference started with conversations around the genesis of the Fraternal Housing Association and the state of legal battles involving right to exist, university recognition and city zoning ordinances. A sobering look at recent deaths of fraternity and sorority members and the legal fall out for those involved was followed by an informative discussion regarding the move to alcohol free housing by some fraternities and how sororities can encourage support and alcohol-free housing in their organizations.

Other great discussions revolved around engaging upperclassman through great food service and creating educational/ career spaces through design both defined how competing with new dorms and luxury apartments is more about selling sisterhood/brotherhood rather than matching amenities of other types of facilities.

The conference continued with conversations on enrollment trends and occupancy, best practices in housing agreements, charging appropriate rent, collection strategies, market rate analysis, acquisition strategies and financing trends. Also discussed, the Collegiate Freedom of Association Act is now the main piece of legislation affecting all Greek organizations. Look for ways to support this effort on the FHA website!

Finally, the conference ended with the announcement of a new board and new committee members. We said goodbye to two board members, Mike Fouts, former FHA Chairman and Greg Somers, a founding member of FHA.



Although they will continue to be a part of all FHA events and initiatives in the years to come, we thank them for their vision, passion, time and talent they have given over the past five years to FHA.

The nominating committee slated a new board October 1st. We welcome Rob Derdiger, Alpha

continued

HOW QUALITY FOOD SERVICE PARTNERS CAN ENHANCE MEMBER CONNECTIVITY

By: Megan Weinstein & Jack Dawson, CollegeFresh, Bill Reeder, Campus Cooks and Adam Guy, UpperCrust

There's nothing like connecting with friends and family over a home-cooked meal. When organizations employ food service partners, it gives both in-house and out-of-house members a reason to come to the table. Three tactical ways a food service partner can assist in retaining members for meals is through customizable menus, flexible meal plans and special event management.

First, your food service partner should offer customizable meal plans that are created around members' needs and requests. All members are encouraged to communicate with their chef regarding food preferences and dietary restrictions. When members can create and plan their own menus together, they are more inclined to stay connected with the chapter.

Second, food service partners should offer flexible mealtimes to all members. In-house and out-of-house members can sign up for late plates or request meals at specific times that fit into their busy schedules. This flexibility, along with the customizable meal options, can provide a sense of security to all members. This sense of security and accommodation can alleviate members' stress of worrying where or when a next meal will be; especially those who have dietary restrictions and may not have access to suitable food, at any given time, on campus.

Lastly, while your food service partner can assist in securing seats around your dinner table, they also can contribute a unique style of service to an organization's philanthropy events, social activities and special events related to house



and campus culture. Your food service partner will take the kitchen and meal service responsibilities and liabilities away from your members, house directors, alumni and volunteers so their focus can be redirected to fostering connectivity and community within their organization.

Food service partners understand that all chapters are different and have specific budgetary and organizational requirements. Regardless of kitchen amenities, chapter size, budgets or house location, a food service partner should be flexible and competitively priced against the respective university; working with your organization and chapter to offer creative solutions that meet your members' needs.

FHA Annual conference *continued*

Epsilon Pi to the position of FHA Chairman, Mandy Reymann, Delta Gamma to Treasurer/Secretary, Michelle Camarco, Alpha Gamma Delta to Vice-President, Annual Conference, Matt Higgins, Alpha Tau Omega to Vice-President, Technology and Cassie Sherry, Alpha Delta Pi to Vice-President, Communications. FHA also welcomes Rueben Rodriguez of Pi Kappa Alpha Fraternity and Eric Stice of Delta Chi to the technology committee, John Reineke of Beta Theta Pi to the research committee and Jack Dawson of CollegeFresh as our Strategic Partner liaison to the Board. Committee and liaison members will be working with each of the newly nominated board members.

The work of FHA has just begun, and we are as broad and impactful as long as we have your engagement! In coming months, we will keep you informed of new resources, communication tools and information on our next FHA conference. Look for further information, such as dates and location, in our next February newsletter. If you have generously sponsored the FHA conference in the past, we thank you and ask you to consider your continued support! If you were a new attendee, we encourage you to reach out to other NPC/NIC organizations and spread the word. We are as strong as the men and women represented at the table to ensure Greek housing remains relevant and life changing for years to come!

FHA MISSION:

To provide educational and other support services for the professional development of its members whose primary area of responsibility is the ownership, management, finance, consultation or oversight of real estate/property and promotes the values and success of the fraternal movement.



FRATERNAL HOUSING
ASSOCIATION, INC.