

Verbum Sapienti*

COMCOA, Inc.
"The Communications Company"

* Shortened version of Latin phrase "verbum sat sapienti est," meaning, "a word to the wise is sufficient."

Alumni Editor of the Year

The COMCOA family is pleased to announce the 2014 Alumni Editor of the Year: **William J. Good**, a 1969 initiate of the Iowa Beta Chapter of Phi Kappa Psi (Iowa State University).

To assert that Bill is dedicated to his fraternity is an understatement; Bill was a key figure when alumni decided to re-introduce Iowa Beta to the Iowa State campus after several years' absence. He spearheaded an ambitious capital campaign to generate sufficient funds to remodel the chapter house, an undertaking which took years. He has served as chapter advisor since the time of re-chartering.

For COMCOA, though, Bill's most significant impact has been as the alumni contact for the *Cyclone Phi Psi*. Bill is committed to publishing a quality newsletter on a regular basis because he knows that consistent communications are vital to the health of a chapter. That's communication among alumni as well as between alumni and undergraduate brothers.

Bill is one of the most proactive of alumni editors. He plans the content of each issue well in advance of publication, writing a substantial amount of the copy himself and delegating other articles to the appropriate alumni and chapter officers. The photographs he supplies to accompany each article are of excellent — often professional — quality. He proofreads meticulously. In addition, he responds in a timely way to questions from COMCOA staff when a newsletter is in progress. Between issues, Bill remains in touch with many Iowa Beta alumni and regularly forwards their news to

COMCOA. Periodically, he also does an electronic update on Iowa Beta news.

Why does Bill commit so much of his time and energy to promoting Iowa Beta? His wife, Lindy, can answer that question: "We both believe that a good fraternity experience (as opposed to just an average or mediocre one) can be a real defining moment in a young man's life."

What a fine example Bill Good has set for those younger brothers and for fellow alumni, in using alumni communications to achieve his goals for the fraternity.

You've Been Receiving Two Transmittal Forms, But They Are Not Duplicates!

Several of you have been receiving two transmittal forms: one for 2013 and one for 2014. To clarify: with a few exceptions, the 2013 contribution year ends when the first 2014 newsletter is published or on March 31, whichever comes first.

We always attempt to honor donor preferences.

Sometimes alumni indicate they want their contributions to be counted toward a certain year. In an effort to abide by these wishes, COMCOA has kept separate tallies for 2013 and 2014 until the close of the earlier year. If you have received transmittal sheets for both 2013 and 2014 during the past three months, now you know why! If they pose questions for you, please call or send e-mail to heather@comcoa.com.

We LIKE to Share!

As postage rates increase, we look for ways to help our clients save money. Identify a contact at your national headquarters, a person with whom we can share address updates. Open communication helps both your chapter and the national organization to keep track of your members.

The best part: this service is already a component of the monthly maintenance fee on your quarterly bill. Many COMCOA clients have already connected us with specific mailing list experts at the national organization. Ask us for additional details.

Give Alumni the Means to Help With Recruitment

Undergrads! Please keep in mind that your chapter's older brothers (alumni) are among your best sources of names of potential members. Ask the COMCOA editor you work with on your next newsletter issue to include a card for recommending potential recruits when that newsletter is mailed to alumni.

And when alumni respond by suggesting young men who might make good brothers, be sure to acknowledge their recommendations with a thank-you note. Anytime alumni and undergraduates come in positive contact with one another, both sides can benefit. Expanding the brotherhood (or sisterhood) is what it's all about.

Verbum Sapienti is the informative client newsletter of COMCOA, Inc., the leader in alumni communications programs for fraternities and sororities. Post Office Box Q, Corvallis, Oregon 97339 • 541-752-6512 • 1-800-888-3076

Spring 2014