



KEYSTONE CONFERENCE

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What is the *Keystone Regional Leadership Conference*?

Keystone is a high quality, regional education experience focusing on chapter officer development, principled leadership and volunteer training. In 2004, all chapter presidents and volunteers overwhelmingly identified the need for this type of program. Although Beta has other popular values-based leadership opportunities, *Keystone* is the only program that teaches operational concepts to chapter officers and advisors.

Who is the *Keystone Regional Leadership Conference* for?

Executive officers and chapter advisors are the main target audiences. Although other up-and-coming **initiated** chapter leaders are encouraged to attend, the focus will be on the executive committee. The following officer tracks will be offered: President, Vice President, Treasurer, Recruitment Chairman, Pledge Educator, Risk Manager, Alumni Relations and Ritual. If you are not a current officer, you have the opportunity to select the officer track that most appeals to your interests.

When and where are the six *Keystone Regional Leadership Conferences* in 2012?

February 10-12, 2012

- Northeast – [Crowne Plaza Cherry Hill](#) (Cherry Hill, NJ - Philadelphia Area)
- Southeast – [Crowne Plaza Jacksonville](#) (Jacksonville, FL)

February 17-19, 2012

- North Central – [Westin Chicago Northwest](#) (Itasca, IL – Northwest suburb of Chicago)
- South Central – [Sheraton Oklahoma City](#) (Oklahoma City, OK)

February 18-20, 2011

- Northwest – [Seattle Airport Marriott](#) (Seattle, WA)
- Southwest – [Hilton Woodland Hills](#) (Los Angeles, CA)

Chapter Presidents must arrive by 3:00pm.

Other Officers and Advisors should arrive by 7:00 p.m. Friday.

Departure time on Sunday for all participants is 1:00pm.

What chapters should attend?

There will be six **Keystones** across Beta's Broad Domain in 2012. The executive committees and advisors from the following chapters should attend these assigned *Keystones*:

NORTHEAST	February 10-12, 2012	Cherry Hill, NJ
Bethany	Johns Hopkins	Villanova
Carleton	Kenyon	Virginia
Carnegie Mellon	Maine	Virginia Tech
Colgate	Maryland	Washington & Jefferson
Columbia	Northeastern	Washington & Lee
Connecticut	Penn	Wesleyan
Cornell	Penn State	West Chester
Denison	St. Lawrence	West Virginia
George Washington	Stevens	William & Mary
Hampden-Sydney	Toronto	

SOUTHEAST	February 10-12, 2012	Jacksonville, FL
Alabama	Florida	North Carolina
Auburn	Florida International	Nova Southeastern
Central Florida	Furman	Sewanee
Clemson	Georgia	South Carolina
East Carolina	Georgia Tech	Tennessee
Emory	Miami (FL)	Vanderbilt

NORTH CENTRAL	February 17-19, 2012	Itasca, IL
Case Western	John Carroll	Northwestern
Central Michigan	Kentucky	Ohio State
Centre	Kettering A	Purdue
Cincinnati	Kettering B	Saint Louis
Dayton	Knox	South Dakota
DePauw	Lawrence	Southern Illinois
Eastern Illinois	Louisville	Truman State
Eastern Kentucky	Miami (OH)	Wabash
Hanover	Michigan	Washington-St. Louis
Indiana	Michigan State	Wisconsin
Iowa	Minnesota	Wisconsin-Oshkosh
Iowa State	North Dakota	Wittenberg

SOUTH CENTRAL	February 17-19, 2012	Oklahoma City, OK
Baylor	Mississippi	SMU
Colorado Mines	Missouri	Texas A&M
Colorado State	Missouri-Kansas City	Texas A&M - CC
Creighton	Nebraska	Texas - Arlington
Denver	Oklahoma	TCU
Kansas	Oklahoma State	Westminster
Kansas State	Saint Louis	Wichita State

NORTHWEST	February 24-26, 2012	Seattle, WA
British Columbia	Oregon	Washington State
Eastern Washington	Utah	Whitman
Idaho	Washington	Willamette

SOUTHWEST	February 24-26, 2012	Los Angeles, CA
Arizona	California, Los Angeles	San Diego
Cal Poly	California, Santa Barbara	San Jose State
California, Berkeley	Chapman	Southern California
California, Irvine	Loyola Marymount	

What if I am not one of the eight executive officers? Can I still attend?

Yes. Emerging chapter leaders are encouraged to attend with their executive teams. Contact your Chapter President if you wish to attend. Your registration fee will be added to the chapter's bill upon your registration.

What if I am an advisor who attended *Keystone* last year? Why should I attend again?

Keystone's advisor experience is focused on connecting the advisory team with the current undergraduate executive committee. As an advisor, you will attend the track and work collaboratively with the executive officer you advise. This dedicated time to relationship building and joint training is invaluable to both the advisor and the student.

Why is *Keystone* in February?

Like the *Chapter Presidents Leadership Academy* held in January, *Keystone* is designed to take place at the beginning of the officer terms for most chapters (most chapters have elections around November-December). *The Presidents Academy* in January allows the chapter president a chance to rally his team to attend *Keystone* the following month.

Do undergraduates that live close to the *Keystone* site have to stay at the hotel?

All undergraduates, regardless of where they live, are expected stay at the hotel on Friday and Saturday nights. The free time and interaction with other brothers will be an integral part of this brotherhood experience.

How much does a *Keystone Regional Leadership Conference* cost?

Each chapter will be pre-billed \$199 for each of the eight executive officers listed above for a total of \$1,592. This charge will appear on the chapter's bill in eight monthly installments beginning with the September bill. Chapters are welcome to register additional participants at \$199 each. The cost includes all rooming and meals while on site, but **travel costs are not included**. Advisors will attend free of charge and can claim up to \$100 for travel expenses.

Why are chapters being automatically billed \$199 for 8 officers (\$1,592 total) instead of just being billed for who registers?

The curriculum is designed with the eight officers in mind and is only successful if each chapter commits to sending all eight. Additionally, *Keystone* is held at hotel properties which require guaranteed numbers for food and lodging. Meeting our guarantee numbers is essential when contracting with hotels. *Keystone* cannot exist with a financial model that allows chapters to pay for those who register. That had been the philosophy of the previous conclave model, which was largely unsuccessful.

The focus of *Keystone* is chapter operations, which is not deemed educational by the IRS. Therefore the Beta Theta Pi Foundation cannot provide full scholarships as with other programs. The Beta Theta Pi Foundation is prepared to cover expenses beyond the \$199 cost per officer in order to keep the cost as low as possible for the chapters. This year the real cost per student for a fully self-funding program will be approximately \$300, but thanks to the Beta Theta Pi Foundation, the cost to chapters is much lower.

How can we fund this program as a chapter?

Many campuses offer funding for students to attend leadership development conferences such as *Keystone*. We encourage you to seek out and apply for this funding as soon as possible. Feel free to contact your local housing corporation or chapter alumni for financial support as well. Many chapters have conducted alumni or parents' weekend fundraisers to raise money to offset the costs; however in the end it is up to each chapter to plan and budget for the expenses associated with *Keystone*.

What if we cannot afford to send all eight officers?

At the 171st General Convention, the delegates passed the following needs-based funding model:

1. The cost of the program is to be funded out of the annual operating budget with the following program directives:
 - a. Allow each chapter under 20 members to send additional delegates for a subsidized rate of zero up to four officers. This would increase delegation sizes to eight. No more than four additional attendees are allowed per chapter to maintain equity in chapter size keystone delegations.
 - i. Schedule of Subsidized Rates (A six year window)
 1. First year below 20 members: 4 Free Attendees & 4 Paid
 2. Second year below 20 members: 3 Free Attendees & 5 Paid
 3. Third year below 20 members: 2 Free Attendees & 6 Paid
 4. Other years: 6 paid attendees if under 20, otherwise 8 paid attendees
 - ii. The subsidized attendees are offered on a 6 year cycle. The chapter only receives the free attendees in the year they are below 20. If they receive a subsidized rate in year one, but have above twenty in year two, and fall below 20 in year three, that chapter will receive the Second year rate of 3 free attendees.
 - b. Require the additional free attendees to go to the recruitment track. This route could pay for the program by indirectly increasing recruitment at smaller chapters – effectively increasing smaller chapter membership sizes.
 - c. The chapter will work with the Administrative Office to determine which tracks the four paid attendees will attend.
 - d. Each chapter who receives the four additional free attendees is only eligible for the need based funding program one time every 6 years.
 - e. The no-show/failed to graduate fee for the additional free attendees will be set at the normal rate plus the no-show fee (\$199+\$95).
 - f. All chapters under 20 members are required to send and pay for 6 attendees in years they are not eligible for the need-based funding program.

You will be contacted by the Administrative Offices in December if your chapter is below 20 men to discuss the needs-based funding program and your *Keystone* registration.

What if I have a conflict with work or school?

We have been very successful in working with faculty and employers on excusing students to attend *Keystone*. We can craft a letter outlining the purpose of the program, confirming your officer role and need for attendance and can email it to you easily. **Please contact us as soon as possible (do not wait until the week before!) if you need assistance in clearing *Keystone* as an excused absence.**

If there is an emergency and you absolutely cannot make it, please contact Megan Vadnais (513-523-7591) as soon as possible.

How do we register?

Registration will open on October 1st and will be announced via email to undergraduates and volunteers. Each officer and advisor will need to:

1. Log in to the “My Beta” system (first time users will need to create a username and password).
2. Complete the registration process for the appropriate session of *Keystone*.

The link to register can be found on the [Keystone page of the Beta website](#). The deadline to register (and cancel) is January 20th.

How do I get to the *Keystone* Hotels?

If you are driving, visit www.mapquest.com or maps.google.com for driving directions or click on the hotel links below for more information. If you are flying, airport and transportation details can be found below.

North Central – [Westin Chicago Northwest](#) (Itasca, IL – Chicago Western Suburbs)

- **Airports:** *Chicago O’Hare (ORD) and Chicago Midway (MDW)*
- **Transportation to the Hotel:** *The hotel is located 32 miles from Midway and 13 miles from O’Hare. Click [here](#) for transportation options from the airport to the hotel.*

Northeast – [Crowne Plaza Cherry Hill](#) (Cherry Hill, NJ - Philadelphia Area)

- **Airport:** *Philadelphia International Airport (PHL)*
- **Transportation to the Hotel:** *The hotel does not offer a shuttle; cab rides are approximately \$50. Visit www.phl.org for more information.*

Northwest – Seattle Airport Marriott (Seattle, WA)

- **Airport:** *Seattle-Tacoma International Airport (SEA)*
- **Transportation to the Hotel:** *A complimentary shuttle service runs every 15 minutes from 4:15 a.m. to midnight daily. The shuttle is on call for transport from midnight until 2 a.m. Look for the red and white Marriott Van.*

South Central – Sheraton Oklahoma City (Oklahoma City, OK)

- **Airport:** *Will Rogers World Airport (OKC)*
- **Transportation to the Hotel:** *The hotel does not offer a shuttle and cab rides are approximately \$25.*

Southeast – [Crowne Plaza Jacksonville](#) (Jacksonville, FL)

- **Airport:** *Jacksonville International Airport (JAX)*
- **Transportation to the Hotel:** *The hotel does not offer a shuttle and cab rides are approximately \$35.*

- **Southwest – [Hilton Woodland Hills](#) (Los Angeles, CA)**

- **Airport:** *Los Angeles International Airport (LAX)*
- **Transportation to the Hotel:** *Click [here](#) for more transportation information.*

NOTE: You if you are coming from Canada, you must have a passport to enter the United States.

Will credit cards be required?

Credit cards will not be required when registering online. The hotel will require a credit card upon check-in to cover any incidental expenses.

What time do I need to arrive?

Presidents: If you are driving, you should arrive by 3:00 p.m. We cannot emphasize strongly enough how important it is to plan ahead for drivers and departure times. Begin planning now to ensure the entire officer delegation arrives on time! If you are flying, you should schedule your flight to arrive at the local airport by 2:00 p.m. on Friday. You are responsible for arranging transportation to the hotel from the airport. Visit the hotel's website for more information about ground transportation options.

Executive Officers & Advisors: If you are driving, you should arrive by 7:00 p.m. We cannot emphasize strongly enough how important it is to plan ahead for drivers and departure times. Begin planning now to ensure the entire officer delegation arrives on time! If you are flying, you should schedule your flight to arrive at the local airport by 6:00 p.m. on Friday. You are responsible for arranging transportation to the hotel from the airport. Visit the hotel's website for more information about ground transportation options.

What do I wear?

The attire for the weekend is business casual (collared shirts, slacks and dress shoes). No jeans or hats, please.

Who will I be rooming with?

There will be four undergraduates per room. All rooms will be assigned upon registration. We will try to place you with at least one other brother from your chapter. Advisors will share a room with another advisor or GFO.

What else should my executive committee and I bring?

Besides proper clothing (business casual), you should definitely bring your officer binder. Also bring the best resources your chapter uses throughout the year, e.g., recruitment brochures, officer transition programs, alumni newsletters, etc. Finally, **every chapter will need to bring one laptop for the goal setting activity that takes place on the final day.**

What if I register as an undergraduate officer, but don't show up at *Keystone* and don't find anyone in the chapter to replace me?

Failure to show up will result in the chapter being billed a no-show fee of \$95. This fee is the approximate amount subsidized by the Beta Foundation for your experience. Example: If a chapter registers 10 officers, but only 7 officers attend, then the chapter will be responsible for three \$95 charges for a total of \$285. These charges will be placed on the chapter's bill in March.

If I register for *Keystone* but find out later that I can't attend, how do I have someone from my chapter replace me?

It is critical that a chapter's entire executive committee attend *Keystone* rather than send multiple officer replacements. **Conflicts with work, class, etc., should be taken care of well in advance**, and the General Fraternity can provide documentation to professors or employers to assist in excusing you to attend *Keystone* (contact *Megan Vadnais* if assistance is needed).

However, there are rare circumstances that may arise which cause you to miss *Keystone*. If this occurs, you should first find a replacement from your chapter and have him register for *Keystone* online. Then you should email [Megan Vadnais](#) explaining that you won't be attending and provide the name of the person replacing you. It is important that the person replacing you register online for *Keystone* so we have their information in the system. Simply having your replacement show up onsite causes many challenges for the hotel and Beta staff in terms of rooming, nametags, track placement, etc.