

BUILDER



OF MEN

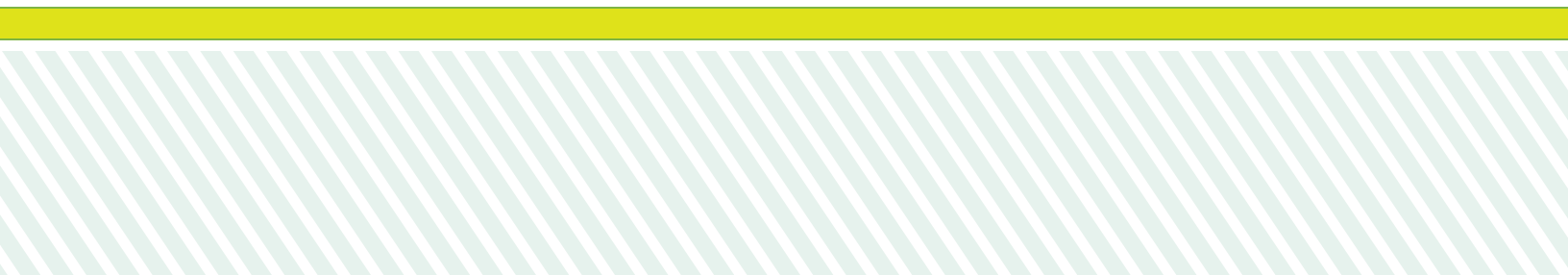
# FARMHOUSE

FRATERNITY

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OVERVIEW OF RESOURCES,  
SERVICES, PROGRAMS & SUPPORT

LAST UPDATED | SEPTEMBER 2016



## OVERVIEW

The FarmHouse Fraternity Headquarters has a wide range of resources, services, programs and support available to chapters, colonies, alumni associations, chapter advisors, and individual members. The following pages are just a brief synopsis of the many services and programs available through the International Fraternity. Please contact the headquarters staff with questions about any of these resources and to share how the headquarters staff can best support your chapter/colony.

## FarmHouse Headquarters

7306 Tiffany Springs Parkway, Suite 310 | Kansas City, MO 64153  
FHHQ@FarmHouse.org | (816) 891-9445 | farmhouse.org

## HANDS-ON SUPPORT

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### Consultation Visits

Each chapter receives at least one consultation visit by headquarters staff or appointed volunteers each academic year. Consultation visits consist of a primary presentation with several smaller workshops as well as 1-on-1 meetings with chapter officers, advisors, association leaders, and campus officials. These visits are designed to best support each chapter/colony individually while offering a larger prospective of their local concerns and provide resources for improvement. The staff and volunteers are available to help chapters and colonies in all facets of chapter life and operation, including organization, motivation, and leadership development.

### Targeted Programming Visits

Chapters may also receive a targeted programming visit by headquarters staff. These visits will be decided based on the need of each chapter/colony and any recent policy violations. Targeted programming visits may include, but are not limited to, one-on-one meetings with chapter members or other key stakeholders, specific programming with required attendance, a chapter retreat, and direct assistance in hosting or planning chapter events. As time permits, the staff will also be available to provide additional educational programming as requested.

### STAR Member Experience

A total member education initiative launched in 2016, the STAR Member Experience, is a series of in-person educational programs and workshops delivered by trained facilitators to every member, at every chapter, every semester during the biennium. For the 2016-18 biennium, the STAR Member Experience focuses on helping members

- 1) build skills (S) and awareness about alcohol;
- 2) learn tactics (T) and strategies for planning safe, fun, social events and chapter activities;
- 3) adopt practices to hold members accountable for their actions (A), when not compliant with standards, expectations and policies; and
- 4) develop a sense of reverence and respect (R) for the FarmHouse member experience and one's brothers.

### Regional Directors

An advisory group of volunteers focused on assisting their assigned chapters in one of five geographic regions by helping to provide resources, support and on-site visits to chapters and associations. These volunteers are appointed biennially at each conclave.

## EDUCATIONAL PROGRAMS & SERVICES

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### Association/Advisor Support Visits

This program led by staff covers issues related to housing, operating and leading Association Boards and working closely with chapters on a variety of issues.

### Biennial Conclave

The FarmHouse Conclave is the biennial gathering of all chapter and alumni association delegates from throughout North America. The legislative portion of the Conclave sets policy, conducts business and gives direction to the Fraternity for the next two years. In addition to the many educational programs, Conclave programming features keynote speakers, entertainment, cultural activities, and opportunities for networking with members from every chapter.

### FarmHouse Leadership Institute

FarmHouse Leadership Institute (FLI) is designed to provide leadership training and build a platform for chapter leaders to promote growth and change at their chapters. The Institute includes sessions on leadership, motivation, risk management, and strategic planning among other topics. This 4-day program builds on each piece of curriculum and culminates by developing a plan for improvement at each chapter. Held in Kansas City, Mo. each January.

### Regional Leadership Conference

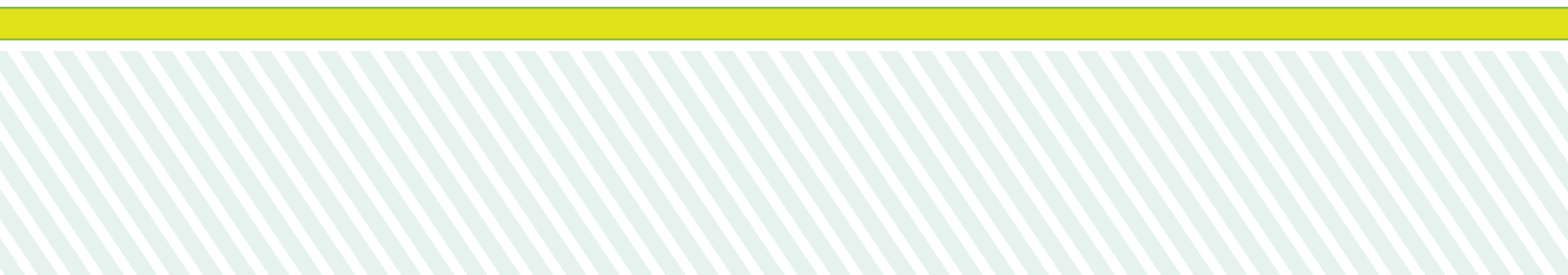
The goals of each Regional Leadership Conference (RLC) is to explore leadership topics, address risk management issues, and provide a forum for chapter members to informally share ideas while developing a broader sense of brotherhood beyond the local chapter. The conference focuses on topics that directly relate to chapters such as recruitment, membership education, and alumni relations. Additionally, each RLC focuses on personal development for members through career focused sessions and a local cultural activity. Held in three regional locations biennially in February during odd-numbered years.

### FarmHouse GROWS

So that the fraternity may continue to expand and grow our membership, FarmHouse GROWS specifically addresses the identification, recruitment, and retention of members. This program is held over a weekend in Kansas City, MO on a biennial basis in even-number years, in late January.

### To Be and Become...Emerging Talent Retreat

First held in 2009, the To Be and Become...Emerging Talent Retreat is a 3-day outdoor adventure program hosted at Camp Heartland, just outside Kansas City. To Be and Become is specifically developed for FarmHouse men who have completed their new member education experience within the academic year and is held in late May annually. The retreat allows for one man from each chapter to attend.



## EDUCATIONAL PROGRAMS & SERVICES

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### The Journey: FarmHouse

FarmHouse men are called to show our promise of service to our fellow men and to the world. This international service immersion trip held at the end of the academic year is an outstanding opportunity to experience personal growth, develop a greater cultural perspective, and apply skills in much-needed relief areas of the world. The week-long trip is led by a team of facilitators to Honduras in partnership with Heart to Honduras, as the coordinating aid organization.

### Volunteer Leadership Summit

This educational program is designed to support volunteers in support of chapters, committees of the International Fraternity, house corporation boards, alumni advisors, alumni association officers and campus advisors. Networking, resources, case studies and educational resources are shared through a day of programming at each biennial Conclave. In years opposite of Conclave, VLS is a weekend workshop held at the National 4-H Center in Washington, DC.

### Officer and Volunteer Webinars

Each semester officers receive continuing education and updates from FH HQ through a series of topical webinars for various alumni and chapter officers. Topics range from risk management to chapter planning and recruitment preparation to budgeting. Archived editions of the webinars are housed on the FarmHouse web site for further use as needed by officers. The webinars are an effective and interactive way to get information out to our officers in a timely and responsive manner.

### Chapter Awards

Every year the International Office makes available certificates (fees for certificate, plaquing, and shipping apply) for each chapters' recipient of the:

- Doane Award (outstanding graduating senior)
- Snyder Award (outstanding alumnus)
- Joan "Chad" Skinner Award (honoring the contribution of a woman to the Fraternity)
- Friend of FarmHouse Award (honoring those who have demonstrate a special friendship)

## EDUCATIONAL PROGRAMS & SERVICES

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### FarmHouse International Awards

The International Fraternity also sponsors:

- The Chapter Award of Excellence for chapters that meeting 90 percent or more of standards.
- 12 Chapter Programming Awards (two divisions—Green and Gold Chapters)
- The traveling Ruby Cup is presented to the overall Outstanding Chapter each year.
- The Summa Cum Laude Award (for those with a chapter GPA 30% above the all men's average)
- Most Improved Chapter
- Outstanding President of the Year
- Recruiter of the Year Award
- Outstanding Community Service Man of the Year
  
- The Duane LeTourneau Chapter Advisor of the Year Award

### Conclave Awards

Additional awards presented solely at Conclave include:

- The Master Builder of Men Award, the highest honor that FarmHouse can bestow on an alumnus, is presented in recognition of the member's unselfish leadership, lifetime achievement, and service to his fellow man, both within the Fraternity and beyond.
- In addition, Honorary Membership is bestowed on outstanding non-members whose lives fulfill the objectives and high standards of FarmHouse Fraternity.
- The Barnes Award is presented to individuals who demonstrate outstanding interfraternalism in support of FarmHouse and to the fraternal movement.
- The President's Trophy is presented to the chapter with the most men traveling the combined furthest distance to attend.

### The FarmHouse Foundation

The Fraternity's Educational Foundation provides scholarships and grants to members, chapters and the International Fraternity for educational projects and programs. The Foundation also holds the Power of Seven Seminar each spring for seven upperclassmen chapter members to be paired with an alumni mentor. The weekend includes dialogue about the current and future state of local, regional, national and international affairs in agriculture, business, technology, public service, finance, economics, and beyond.

## PUBLICATIONS & COMMUNICATIONS

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### Pearls & Rubies

A magazine published 3 times per year and sent to all FarmHouse members around the world. It is designed to strengthen the ties of brotherhood, provide a medium of communication among members of all ages, and to aid in more fully acquainting the general public, particularly parents of members, prospective members, and university administration and faculty with the men of FarmHouse and their ideals.

### Inside FH

A bi-weekly online newsletter to chapter leaders, advisors, association leaders and other Fraternity leaders - keeping all updated of Fraternity news, notes and reminders.

### The FarmHouse Flash

An official membership publication of the International Fraternity designed to focus on providing risk management information as well as assist in keeping chapter, colony and association officers up-to-date with current issues. This is a tool to promote communication between the International Fraternity and chapters about happenings, concerns, deadlines, and special notes of interest.

### The Recruiter

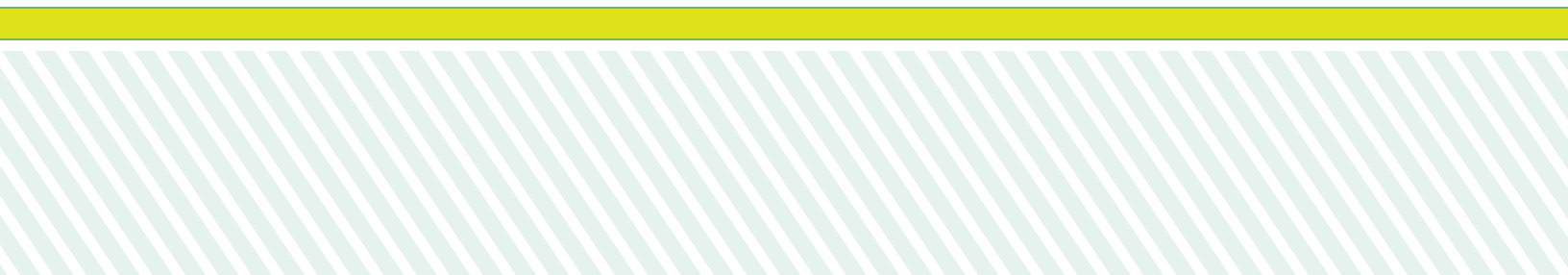
A newsletter produced each semester that provides recruitment suggestions and ideas to our members.

### Online Media

The International Fraternity hosts Facebook, Twitter, LinkedIn, YouTube and Flickr pages which highlight FarmHouse related news items, stories, photos, milestones and noteworthy achievements of chapters, chapter members, and alumni. Chapters are welcome to add their own content to these online resources through the International Office and are encouraged to utilize these FarmHouse sites in recruitment, external relations, and career networking as appropriate.

### Digital Archives

Every issue of Pearls & Rubies is archived in an online digital format. The issues include a search feature for reference and research on a specific topic. From our first issue in 1940 and the 211 subsequent issues through today are available for use and access for our membership. Access is available online at: <http://www.enivation.com/FarmHouse>.





## PUBLICATIONS & COMMUNICATIONS

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### Style Guide

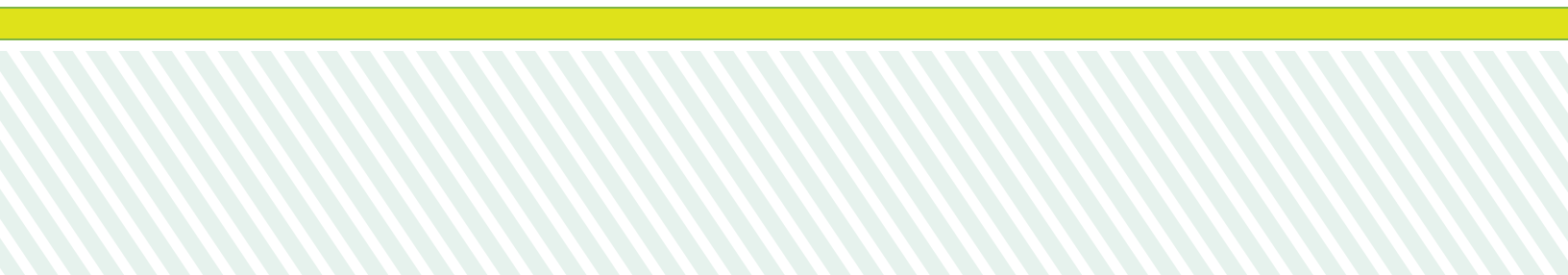
In August 2016, the Fraternity launched a new brand, which included a comprehensive style guide. In addition to providing content as to the visual marks and representation of the Fraternity, the guide also includes helpful information on professional correspondence and written communication. The style guide includes access to digital files of the Fraternity's officially registered and trademarked images. The style guide may be accessed online at [farmhouse.org](http://farmhouse.org).

### Social Media Guide and Governance

A supplement to the style guide, is a resource for chapters in managing their respective chapter's social media pages. The guide also offers insight on governance of issues and violations as they arise from within or outside the media. A best practices guide offers information on how, when and what is appropriate to post and share and communicate through official social media platforms of a chapter. The guide is reviewed twice a year and updated accordingly based on communication trends and member needs.

### Merchandise and Vendor Licensing

FarmHouse branded apparel and merchandise is available for purchase through the [farmhouse.org](http://farmhouse.org) site. Additionally, FarmHouse Fraternity's marks are managed, protected and licensed by Affinity Consultants and is a member of the Greek Licensing Consortium. Chapters and associations creating branded items and apparel are asked to only use vendors with Greek Licensing Consortium approval, so as to protect the use and image of the Fraternity's marks.



## RESOURCES

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### Chapter Planning Guide

Chapter/colony presidents, advisors and Association presidents are supplied with a handbook including policies, applications and forms that will be required throughout the year as well as a detailed academic year calendar complete with notes concerning special dates and deadlines to assist in chapter organization and planning. Each attendee of FarmHouse Leadership Institute is given a copy of the guide, which is also available online at [farmhouse.org](http://farmhouse.org) under the officer resources tab.

### FarmHouse Leadership Institute Notebooks

A comprehensive handbook of resource materials for those officers who attend the annual Farmhouse Leadership Institute, including the Chapter Planning Guide and the Chapter Operations Handbook, the Chapter Blue Print.

### Insurance & Claim Manual

A comprehensive summary and resource guide for the Fraternity's insurance program for its members, chapters and associations, including liability coverage, directors & officers', crime/bond and the member accident protection program. FarmHouse is a member of FRMT, Ltd. and its insurance program is managed by Holmes-Murphy Insurance's Fraternal Division, based in Omaha, Neb.

### Policy Manual for Members, Chapters and Associations

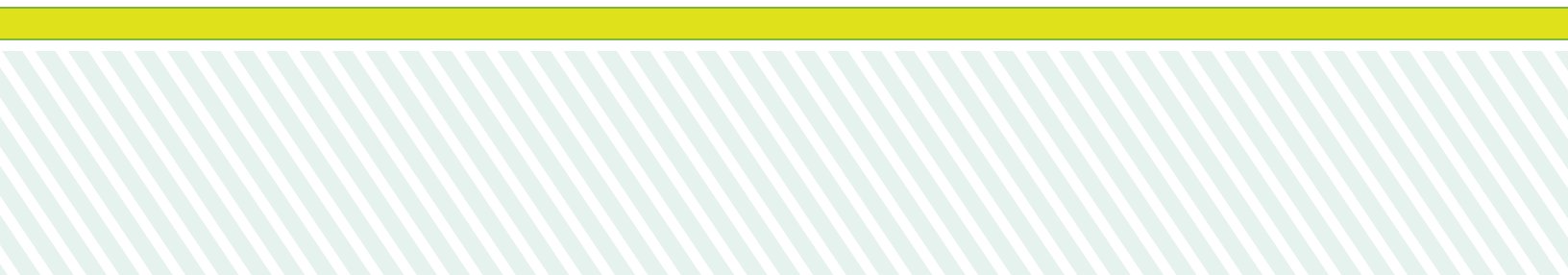
A comprehensive policy manual establishes the standards and expectations for which all members, chapters and associations will individually and collectively abide by. The Policy Manual is reviewed annually by the International Executive Board, with input from the membership and staff, so as to address relevant issues and topics as they arise.

### Recruitment Packages and Exhibit Displays

The International Fraternity has stand-up exhibit displays that can be utilized for expansion, recruitment and alumni events by our chapters. The displays can be lent upon availability for a short period of time at no cost except shipping by contacting the International Office. Additionally, full recruitment packages for marketing and promotion are available for purchase. Contact FarmHouse Headquarters (816-891-9445) for more information.

### Jewelry

Members receive the standard badge upon payment of their initiation fee, but there are more jewelry items available online. New member pins, monogram lapel pins and several styles of membership badges are in the jewelry brochure along with chapter letter guards and officer dangles. Visit [farmhouse.org](http://farmhouse.org) for pictures, descriptions, and order forms.



## RESOURCES

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### Ritual Kits

A major initiative of the 49th Biennial Conclave, was the production and distribution of official ritual kits to every FarmHouse chapter. These kits contain chapter-specific materials, tools and resources for properly and appropriate conducting the ceremonies of the Fraternity's Ritual, the Builder of Men Affirmation. Every newly chartered chapter will receive its kit at the time of its chartering.

### CROP Initiative

As part of its expansion and membership growth efforts, the Colony Readiness and Orientation Program, is an initiative to assist newly forming groups associated with FarmHouse learn the operations of the fraternity, in addition to providing new member education to early colony members. This effort is aimed at properly supporting colony expansion efforts, so that they will be healthy organizations at the time of chartering, to ensure long-term stability and success.

### Media Library

A variety of DVDs dealing with topics ranging from risk management to communications and leadership skills are available through the International Office at no charge, except postage.

### Membership Records and Directories

Maintaining accurate and up-to-date addresses and other alumni information is an on-going project of the International Office. The Office makes available to chapters and associations, computer print-outs and/or adhesive labels of alumni addresses sorted by chapter, geographical location, initiation year, etc. The web site also includes an on-line membership directory that is accessible to members. Each member, chapter or alumnus, may access his own record and update his contact, family and career information. In addition, alumni directories are also made available to chapters and individual alumni.

Commercially printed directories arranging alumni by alphabetical, chapter and geographical listings; a new edition is published every five years. The 2011 edition included a 30-page history section with photos of each FarmHouse Chapter House. One copy was distributed to each chapter for chapter use.

## RESOURCES

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### Newsletters / E-Newsletter Distribution

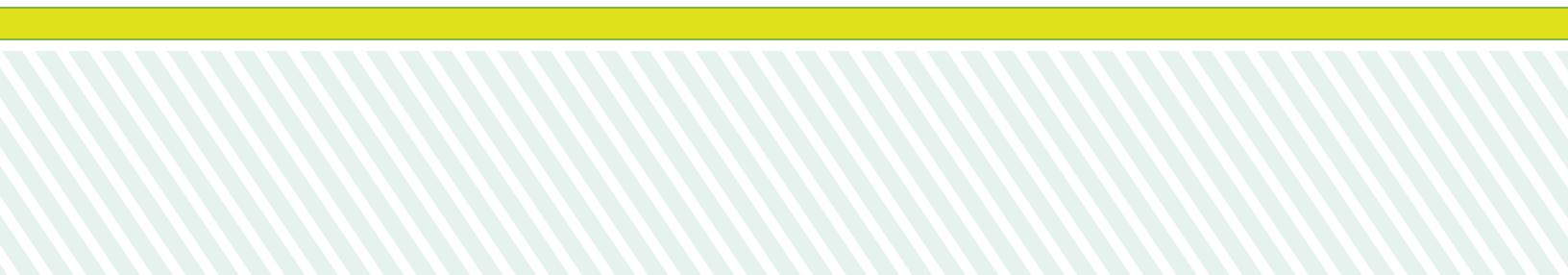
Copies of individual chapter newsletters and assistance in preparing a chapter newsletter are available from the International Office upon request. Additionally, the International Office can assist a chapter or association in formatting and sending an e-newsletter for special reunion events, chapter reunions or chapter alumni relations outreach efforts. This service is provided at no charge to our membership.

### Historical Archives

A history of the International Fraternity as well as individual chapters are kept on file, as well as memorabilia, past award winners, chapter newsletters, Pearls and Rubies, interfraternal publications, copies of recent Chapter Programming Awards entries and other numerous documents are available, or a photocopy of them, upon request.

### Online Resources/Officer Handbooks

Hundreds of documents, resources and handbooks are available at [farmhouse.org](http://farmhouse.org) to assist chapter leaders, advisors and Associations. The resources include resource handbooks specific to officer roles along with a specific file to help each chapter officer with his position. A variety of other new resources and handbooks are available on the site in the Resources section as well.



# VOLUNTEER OPPORTUNITIES

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## IEB Appointed Committees

FarmHouse Fraternity has long relied on the generous support of a network of volunteers comprised of alumni, faculty, campus staff, and friends of the Fraternity to support the needs of the Fraternity's chapters, the undergraduate members, local housing corporations, alumni associations, and the International Fraternity's educational programs.

The purpose of this volunteer committee network includes the following:

- 1) Assist the International Executive Board and Fraternity staff in meeting the needs of the Fraternity.
- 2) Connect alumni with undergraduate and alumni brothers to further the bonds of brotherhood.
- 3) Educate alumni on the business and trends of the fraternal movement.
- 4) Create a network of engaged alumni for continued and future service to FarmHouse Fraternity.

Volunteers serve a two-year appointment beginning at each Conclave. Those eligible to serve on an International Executive Board Committee are members of the Fraternity or topic-specific experts, who may not necessarily be members of FarmHouse.

## IEB Appointed Committees

- Nominations & Elections
- Awards
- Finance & Investment
- Special or Standing Committees, as assigned
- Regional Directors

# VOLUNTEER OPPORTUNITIES

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## Additional Appointed Officers

As prescribed by the International Bylaws, at the direction of the International President and/or the current operating procedures of the International Fraternity, the following officers may be appointed:

- Legal Counsel
- Insurance/FRMT Director
- Parliamentarian
- Sentinel
- Counter
- Chaplain
- Ritualist
- Archivist
- Editor
- Executive Director/ International Executive Board Secretary

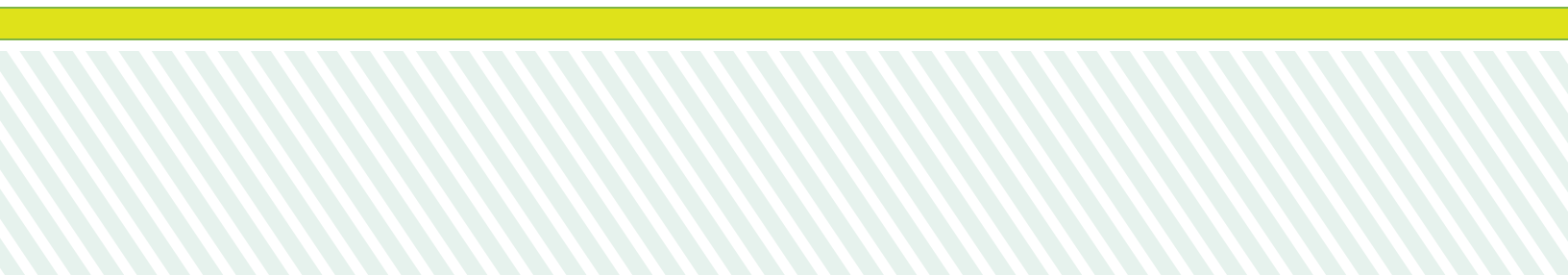
Beyond service to the International Fraternity's Board-Appointed Committees, there are number of other volunteer opportunities that include the following:

- Geographic alumni club volunteer
- Local chapter advisor
- Local alumni association board service
- Educational program volunteer facilitators

*Add your name to our growing list of alumni who are interested in supporting our great organization through the sacrifice of their time, pleasures and comforts—fulfilling our call to what it means to be a FarmHouse man. Sign-up today and learn more at: [farmhouse.org/volunteer.htm](http://farmhouse.org/volunteer.htm).*

## FarmHouse Friends

In addition to volunteers from within our membership, the Fraternity is proud of our “friends”—non-members who serve as volunteers assisting with program facilitator, workshop presenters, conference speakers and more. This group of higher education professionals, campus-based fraternity/sorority staff, faculty researchers and interfraternal organization professionals helps share the message and successes of FarmHouse Fraternity to new audiences. In appreciation, the Fraternity hosts a reception at the annual meeting of the Association of Fraternity/Sorority Advisors (AFA) each year.





**FH**

