

ALPHA PHI ALPHA FRATERNITY, INC.®

WESTERN REGION
5322 Dynasty Court-Fairfield, California 94534
Phone: (707) 290-1256 –westvp@apa1906.net
www.alpha-west.org



Herman "Skip" Mason Jr.
General President

Aaron Crutison Sr.
Western Region Vice President

William D. Lyle
Executive Director

Jarvis Givens
Western Region Assistant Vice President

62nd Annual Western Region Convention OFFICIAL CONVENTION CALL

Brothers of the Western Region:

It is with great pleasure that we issue the **Official Call to the 62nd Anniversary Western Region Convention**. Last year great momentum was established in Portland, Oregon; this forward momentum was continued at the Western Region Leadership Academy Weekend in Long Beach, California where a record number of brothers attended. We are eager to assemble the brothers of the Western Region to exchange ideas, fellowship, rekindle friendships, interface with our partners and most importantly, renew our collective commitment to excellence. All roads lead to Long Beach, California for our 62nd Anniversary Convention. The Western Region Leadership Team, the Brothers of Iota Zeta Lambda and Mu Chi Chapters of the Southern California District are anxiously anticipating our arrival. Be assured they have been working diligently to ensure that our visit is memorable.

The details are as follows: **April 8-11, 2010**, Downtown Long Beach will be transformed into the House of Alpha. The Hilton Long Beach Hotel in that area will become our fraternal headquarters. We have selected as a theme for our convention, "**Building on a Tradition of Excellence**." The Western Region is proud of its historical fraternal legacy at top ranked colleges and universities as well as of its outstanding and notable brothers, pioneers in their chosen disciplines throughout the west. This year we will focus on building upon our infrastructure with special attention given to our commitment to excellence in all that we do.

Convention Highlights

This year, we have designed an agenda that allows for brothers to conduct the business of the fraternity through a variety of educational forums, trainings, and professional development. We intend to provide essential methods for conducting business for the sake of increasing efficiency and effectiveness. This year there will be an increased focus on our black boys, and a review of best practices enhancing mentorship and development. In all of our efforts, we will look toward our upcoming National Conference being hosted in the Western Region.

We have arranged for exciting ladies and youth activities with local and nearby attractions capturing the ambience that Long Beach and Southern California has to offer. There will be an opportunity for brothers to enter a golf tournament and participate in fun and exciting networking activities.

Founders

Henry A. Callis

Charles H. Chapman

Eugene K. Jones

George B. Kelley

Nathaniel A. Murray

Robert H. Ogle

Vertner W. Tandy

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We are excited this year to highlight the importance of Health and Wellness with one of our corporate partners, The American Cancer Society, focusing on the timely significance of African American health issues along with fitness in our communities.

As part of our "Alpha Goes Green" initiative, brothers are encouraged to bring their laptops for review of reports presented at the convention. All chapter delegates will receive printed copies of all written reports submitted. There will be a limited number of additional printed reports for other registered brothers in attendance. However, all registered brothers will receive all convention reports on a compact disk. Chapter delegates are highly encouraged to share their printed hard copy reports with chapter members attending the convention.

Alpha Sponsorships & Special Award

This year, the Western Region Vice President is introducing a new sponsorship opportunity for any brother and/or company wishing to underwrite and/or sponsor an event or meal at the convention. This award will be given for the first time in this category of the Western Region.

Sponsorship Opportunity: Brothers and/or their corporate sponsors may now have the luncheons, the dinner and tournaments at the regional convention, named in their or their sponsors honor by underwriting the event/luncheon. For those events that are sponsored, the event will be named in honor of the sponsor, a table will be provided for their guests and friends, and will receive a complementary full page sponsorship ad in the souvenir journal.

If you and/or your company would like to sponsor an event, please contact the Western Region Vice President at westvp@apa1906.net to find out how you can market and make a difference. This is an exciting opportunity to market, sponsor, and support your convention.

Special Award: **The Fortune 500 Alpha Award** is a new award initiated by the Western Region Vice President that will be issued to the brother who generates the largest number of sponsorships/donations to the Western Region Convention. This award is an annual award.

How to Register & Deadlines

To register, go to www.alpha-west.org/wrc/wrc.html and click on "registration". Complete your "Individual Brother" registration by selecting your package and any other a la carte items you want to add to your cart.

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If you would like to pay by check, please complete the form below, and mail by the posted deadline to:

Brother Michael Siska
3565 Linden Avenue Unit 155
Long Beach, CA. 90807

The rates are as follows:

Pre-Registration (ends December 31, 2009)

Alumni Brothers:	\$250 (Full Package)
College Brothers:	\$200 (Full Package)
Ladies:	\$225
Youth:	\$125

Standard Registration (ends March 8, 2010)

Alumni Brothers:	\$275 (Full Package)
College Brothers:	\$225 (Full Package)
Ladies:	\$250
Youth:	\$150

Late Registration (begins March 9, 2010)

Alumni Brothers:	\$300 (Full Package)
College Brothers:	\$250 (Full Package)
Ladies:	\$275
Youth:	\$175

(Full Package Includes: All meal functions (except Life Membership Breakfast) plus Step Show, Miss Black and Gold, and Step Show Party)

***All refunds require a written and signed request. All requests must be mailed or faxed. E-mail requests will not be honored. A 25% administrative fee will be applied to all cancelations. No refunds of any sort will be honored after March 31, 2010. A "no show" will not receive a refund and convention materials will be mailed (if available).**

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There is a "Special College Brother Registration" fee of \$100 for those college chapters that meet their targeted registration. This registration is designed to encourage all college Brothers to register for the convention; however please note that this registration does not include any of the meal functions. All registration forms can be downloaded from our website at www.alpha-west.org/wrc/wrc.html

Online Registration is Ideal

Brothers are encouraged to use the online registration features by going to www.alpha-west.org and select Western Region Convention.

2010 Convention Hotel & Travel Information

Hilton Long Beach & Executive Meeting Center 701 W. Ocean Blvd., Long Beach, CA 90831
Reservations: 1-800-Hiltons. Please request the group rate for Alpha Phi Alpha Fraternity, Inc. (\$94 Single or \$94 Double).

The Western Region has arranged for corner room suites with balconies (approximately 14 corner suites available) for brothers/chapters interested in a corner suite with balconies for a cost of \$174.00. The corner suites are great for brothers wanting to entertain guests and desire a little more space inside and out. Brothers can register for those rooms on the Hilton registration page.

All Individual Reservations/Rooming must be made no later than **Monday, March 8, 2010**. Plan early, as rooms at this rate will go fast

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**62nd Annual Alpha Phi Alpha Fraternity, Inc. Western Region Convention,
Register On-line go to <http://www.alpha-west.org>**

CONVENTION REGISTRATION

Chapter Name: _____ Key Number: _____

First Name: _____ Middle Initial: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____ Occupation/Major: _____

Special Dietary Needs: _____

For Ladies Package: _____
(Full Name for Badge)

For Youth Package: _____
(Full Name for Badge)

REGISTRATION

Brothers Registration: \$ _____ X _____ registrant(s) = \$ _____

Ladies Registration: \$ _____ X _____ registrant(s) = \$ _____

ADDITIONAL TICKETS (PRE-ON-SITE)

Life Membership Breakfast	\$ 40 x _____	ticket(s) = \$ _____
College Brothers Luncheon	\$ 55 x _____	ticket(s) = \$ _____
Fraternal Luncheon	\$ 55 x _____	ticket(s) = \$ _____
First Lady Breakfast	\$ 40 x _____	ticket(s) = \$ _____
Ms. Black & Gold Pageant & Step Show/After Party Tickets	\$ 35 x _____	ticket(s) = \$ _____
Step Show & After Party (only)	\$ 20 x _____	ticket(s) = \$ _____
Golf Tournament	\$ 120 x _____	ticket(s) = \$ _____
Black and Gold Banquet	\$ 75 x _____	ticket(s) = \$ _____

TOTAL REMITTANCE ENCLOSED \$ _____

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Credit Card registrations can be faxed to: 310-788-6607

ALL ITEMS MUST BE COMPLETED OR REGISTRATION WILL NOT BE PROCESSED

Card Type: Visa MasterCard Discover (circle one)

Expiration Date: _____/_____/_____

Cardholder Name: _____

Card Number: _____

Security Code: _____

Signature: _____

Date: _____/_____/_____

The issuer of the card specified above agrees to the terms & conditions of this contract and has authorized contractor to debit the above account to the total amount outlined above. In the event of dispute contractor will be notified within 5 business days from time of purchase after which contractor is no longer liable or responsible for any restitution to the cardholder. In the event of fraud, contractor will prosecute to all limits of the law. THE CARD HOLDER MUST SIGN THIS FORM.

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62nd Western Region Convention Call

WORKSHOP PROPOSAL FORM

You are invited to submit proposals for Programs that highlight a focus on Mentorship Programs, Rites of Passage for African American Boys, and successful planning of Beautillion Programs targeted towards African American Men.

We are also reviewing proposals focused on Professional/Career Workshops and Career Fairs targeted to college and alumni brothers during the 62nd Western Region Convention, April 8 thru April 11, 2009 at the Hilton Hotel, Long Beach, CA.

The Western Region Convention allows our members to strengthen fraternal relationships, receive fraternity knowledge, and learn new information and skills in an interactive and challenging setting. Below you will find the Proposal Criteria. If there are any questions, please send an email to jtdwallace@gmail.com.

PROPOSAL CRITERIA

In order for any proposal to be fully considered, a proposal package must be submitted no later than January 22, 2010. The proposal must include the following items:

1. Completed Program Proposal Form
2. A document with the following information:
 - A. Title
 - B. Description (no more than 60 words) to be used for the conference program.
 - C. Program purpose, intended outcomes, a brief outline, and a description of materials.

PLEASE SEND ALL PROGRAM PROPOSALS TO:

Alpha Phi Alpha Fraternity, Inc.
2010 Western Region Convention
Jeffery T.D. Wallace
8910 Denker Ave
Los Angeles, CA 90047
Or email: jtdwallace@gmail.com

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CONTACT PERSON AND PRESENTER(S) (Please print or type)

Contact Person (s) Name: _____

Phone: _____ Fax: _____ Mobile: _____

E-mail: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Please list all names/titles of individuals who will be facilitating the workshop.

Presenter(s): _____

Presenter(s): _____

ROOM SET-UP REQUEST

All rooms will be set-up lecture style unless otherwise requested. Please note, set-up may vary slightly from request

(Please be as specific as possible).

Program Audience (Please check all that apply):

College Student

New Professional

Established Professional

Seasoned Professional

Organization/Company Officers

Audiovisual Equipment Requirements

Please check all that apply (fee may be associated)

Overhead Projector & Screen: _____

TV/VCR: _____

Tape/CD Player: _____

Other: _____

Note: Presenter is responsible for the cost of audio-visual equipment rented from the hotel.

Signature: _____ Date: _____

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2010 Convention Hotel & Travel Information

Directions to our Hotel

Take the 405 Freeway to the 710 Freeway South, the Long Beach Freeway. Once on the 710 South, exit Downtown/Broadway/Pine Avenue (exit is on the left side of the freeway). Make the next right on Magnolia and the next right on Ocean Blvd. Hilton is down two lights on the right hand side (the corner of Ocean and Golden Avenues).

Local Airports

Long Beach Airport (Daugherty Field)

- Distance from hotel: 7 mi.
- Drive time: 15 min.

Directions: 405 Freeway North to the 710 Freeway South towards downtown Long Beach. Exit at Broadway, go right on Magnolia and then right on Ocean Blvd. Hotel is one block on the right.

Los Angeles International Airport

- Distance from hotel: 21 mi.
- Drive time: 30 min.

Directions: 405 Freeway South to the 710 Freeway South towards downtown Long Beach. Exit at Broadway, go right on Magnolia and then right on Ocean Blvd. Hotel is one block on the right.

Transportation to and from the Airport

Type	Typical Minimum Charge
Limousine	65.00 USD
Super Shuttle	17.00 USD
Taxi	50.00 USD

John Wayne Airport/Orange County

- Distance from hotel: 20 mi.
- Drive time: 40 min.

Directions: 405 Freeway North to 710 Freeway South towards downtown Long Beach. Exit at Broadway. Go right on Magnolia and then right on Ocean Blvd. Hotel is one block on the right.

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