



# The Sig House

*A Newsletter from the Board of Grand Trustees*

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## Five Rs of Fundraising

Fundraising should be a fundamental goal of every house corporation and alumni chapter. If you have a chapter house, it is likely in need of fire and safety upgrades or renovation which often cost a lot of money. If you don't have a chapter house, money can be raised for scholarships to assist in the recruitment. While there are professional companies that engage in this type of work that do well with multi-million dollar campaigns, most fundraisers are smaller dollar values and executed by volunteers.

Whether large or small, every successful fundraising effort requires planning and careful execution, also known as the Five Rs:

**Research.** This forms the basis of the entire campaign. Developing a reliable alumni contact database is essential to success so it must be done first. It is your donor pool. The bigger the pool, the greater potential for donations. Sigma Chi headquarters can provide much of the information as a starting point. Call 847.869.3655 and ask for Alumni Services. The ultimate goal should be to garner email addresses for as many alums as possible to eliminate cumbersome and costly mailings.

**Recruiting.** This phase is going on constantly, but primarily during the same time frame as research. Volunteers, from leadership level to initiation class chairman, are all necessary for a successful campaign. The amount of work involved and the number of people through the years that must be contacted demands it.

**Romance.** Commonly called cultivation, this is perhaps the most important part of the process. All contact is a form of cultivation. Every publication, phone call, event and publicity item serves to inform and interest your alumni. A concerted effort needs to be made prior to soliciting funds. The goal is to get prospects emotionally involved with the cause.

**Request.** This is the part when the prospect is actually asked to *invest*. The word "invest" is much more meaningful than "give". In a real sense, investing in a chapter house renovation provides a place for the chapter to thrive for years to come. So *invest* is more about the viability of the chapter than the real estate. Requests are best done by someone that knows the prospect so having generational volunteers is the best strategy.

**Recognition.** Early, frequent and creative ways to thank your volunteers and donors will insure that they stay involved and invested. It also sets a pattern which other prospects will notice. Every fundraiser needs to have a newsletter that goes out 2-4 times a year. Include descriptions of the work accomplished and pictures of the volunteers that helped, invitations to Homecoming, stories of generational reunions and names of those that attended. Brothers *love* to see their names in print. This strategy will pay off big time.

Every contact with an alum involves one or more of the Five Rs. Maximizing the effectiveness of those contacts is what will get you to your goal.

*From Fraternity Management Group*  
[www.fmgucson.com](http://www.fmgucson.com) **IHSV**

# Sigma Chi Fraternity's Constantine Capital, Inc.



Affordable financing options up to \$250,000 for Sigma Chi house corporations that own chapter houses

Ask about CCI Express for loans up to \$25,000  
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- Chapter House Purchase
- Life & Fire Safety Upgrades
- New Construction
- Renovation
- Loan Guaranty

## Seven Traits of Millennial Students

Sigma Chi is steeped in tradition. The older the chapter, the more likely that it will have an older chapter house and alums that have fond memories of dormitory style living, sit down meal times and shared entertainment like TV. The common area was regularly used for brother gatherings and socializing with guests. It was all good. For you. But that was then.

Chapter houses of today must attract and hold brothers with a very different mind set. Baby Boomers, Gen-Xers and Gen-Yers have been replaced with Millennials. Understanding how the Millennial thinks is critical to managing, renovating and constructing a chapter house. Here are seven Millennial characteristics to consider from "Millennials Go To College" by Neil Howe and William Strauss:

**1. Special.** They have always been treated as special and important. Every milestone has been celebrated and praised. As a result, they may carry a

sense of entitlement with them.

**2. Sheltered.** They were highly protected as children and grew up with an increasing level of safety measures like car seats and bike helmets. They were rarely left unsupervised. They were prevented from settling their own conflicts as parents interceded on their behalf.

**3. Goal Oriented.** They are motivated, goal-oriented and expect college to help launch them to greatness.

**4. Team-Oriented.** They are group oriented and prefer egalitarian leadership, not hierarchies. They are oriented toward service and volunteerism.

**5. Achieving.** They see college as the key to a high paying job and may miss the bigger picture of college as character building.

**6. Pressured.** Tightly scheduled as children, they struggle with personal time management. They may take on

too much and expect others to be flexible with scheduling conflicts.

**7. Conventional.** Respectful to the point of not questioning authority, they fear being considered non-conformist. Their clothing, music and cultural markings are mainstream for their age group. They support social rules and are more in line with their parents' values than previous generations.

Other significant characteristics include:

**Wealthier.** College Millennials are often an economically advantaged group and bring lots of high priced electronics with them. This plays out in several ways: They want larger personal living spaces to accommodate their possessions. They want private rooms to protect their things. Their devices all come with power cords that need seriously greater electrical capacity.

**Internet Connected.** Having reliable and wireless high speed internet connection is mandatory. Many

colleges require it for course work and it is a major source of music and video entertainment. Fortunately, wireless routers are inexpensive.

**Physically Modest.** Many never had to undress in front of others so there is a desire for private bedrooms and bathrooms.

With these characteristics in mind, a house corporation is often hard-pressed to provide the kind of housing that the Millennial brother is looking for. Older chapter houses are typically designed for multiple occupancy rooms with little space for the many possessions Millennials have and the power it takes to drive them.

Kitchen operations are challenged since the concept of set meal times is foreign to today's brother. Instead of group meals, brothers expect meals to fit their schedule and personal tastes. Many colleges have responded with food courts that provide many different kinds of food any time of the day.

Parking is still a challenge as it burdens not only off street parking but street parking as well which can create a point of conflict with the neighbors.

House corporations are forced to consider these dynamics or experience dwindling numbers at the chapter house. But there is hope even with older designs. Excess common space can be converted to bedrooms to increase capacity and rental income. Gang showers can be converted with privacy partitions. Electrical service can be upgraded to handle greater capacity requirements. There are many creative solutions that don't require a new house.

If you are an older brother and thinking "Why do we have to change? If it was good enough for me...", the answer is "Get over it!" While today's Millennial may think and do things differently, their need for Sigma Chi has never been greater and chapter houses are the places where life lessons and friendships are best developed. If Sigma Chi does not provide the right kind of housing, others will and the opportunity will be lost. To that end, the Board of Grand Trustees offers a

number of helpful resources:

**Chapter House Plan Archive.** There are a number of sample plans at [www.TheSigHouse.org](http://www.TheSigHouse.org) These house plans represent a variety of approaches that reflect Millennial housing trends. Other plans are available by searching the internet for "fraternity house floor plans".

**Design & Planning Assistance.** Renovating or building a chapter house is a complex undertaking which requires complex planning including a needs and site assessment, design and specifications and most importantly, funding.

**Financing Assistance.** Sigma Chi's Constantine Capital Inc. (CCI) is available to provide chapter house financing up to \$250,000.

Look for ways to improve your chapter house in both life safety and function. Give our Millennial brothers a place to grow as leaders in a way which the Seven Founders would approve. [IHSV](http://www.IHSV.org)

## The Rental Agreement

Having a written rental agreement is an absolute must for every house corporation that owns and manages property on behalf of the chapter. While there are standardized forms available in every state that conform to state statutes and federal Fair Housing standards, it makes sense to customize a rental agreement for this use which includes additional terms which relate to obligations to Sigma Chi and the host university.

Another issue is a house corporation may need to have two rental agreements, one between the house corp and active chapter and one between house corporation or active chapter and individual occupants. While the two reflect many of the same conditions (pay rent, maintain the property, don't break the rules), the one entered into with Active Chapter is signed by the Consul who promises to enforce the conditions on all residents. For house corporations that allow active chapter to collect rent from the residents and pay a lump sum rent to house corp, two agreements are appropriate. If active chapter fails to

enforce the terms of the primary rental agreement, house corp can rely on the secondary one to deal directly with the individuals that are in violation. There is a sample of each of these rental agreements at [www.TheSigHouse.org](http://www.TheSigHouse.org).

Besides the standard clauses that every Rental Agreement should have, there are others house corp should consider adding including:

**Hazing Violations.** Unfortunately, hazing raises its ugly head from time to time. Sigma Chi has strict rules against it but it is often house corp which is the first line of defense in detecting and dealing with it. As we all know, hazing takes on many forms but as former Supreme Court Justice Potter Stewart opined about pornography "I know it when I see it".

Hazing is most likely to occur during Initiation Week and house corp has every right as a landlord to expect the residents to comply with fraternity rules which often, by the way, mirror civil code. While house corp alums have the power to suspend and expel a brother from the fraternity, as landlord, hazing can be a cause for eviction.

**Substance Abuse.** Drinking and other forms of "substance" abuse are common on all college campuses and certainly not limited to Greek housing. Wherever there are young adults, there will be parties and "substances". House corps generally do not want to play cop on this issue but evicting the worst offenders is instructive to the others that don't want the same result.

**No Pets.** While having a dog or cat may be the dream of many brothers, a chapter house is not a good place to make it come true. Once there is one, there are more and the result is always the same: excessive wear and tear on the house and grounds.

**No Smoking.** For the health and life safety of all residents, having a mandatory No Smoking Policy should be standard. There is simply no way to control second hand smoke which has proven to damage the health of non-smokers, the house itself and dramatically increases the risk of fire. This one is a no brainer.

**No Candle Burning.** Candles are a frequent source of fire and have no place in chapter houses. Flameless candles are now strongly encouraged even for ritual events.

**Require Parents to Co-sign.** With few exceptions, most residents do not have the income to qualify for chapter house rent. Most either borrow the money or have their folks pay. Any prudent landlord like the house corp needs to get reasonable assurance that the rent will get paid. If the Rental Agreement requires parents' signatures, collections will be easier.

**GPA Standard.** Living in the chapter house is a privilege, not an entitlement. For some, the temptation to party or sleep in may be great so it behooves house corp to enforce a minimum standard GPA to move in. And those that fall below it no longer qualify to live in. The university will usually provide grade reports to assist in this.

**Residents Must Have a Sigma Chi Affiliation.** Unless the chapter house is built to segregate Actives and Pledges from other residents, it's best to allow only Sigma Chi actives and pledges as residents. It's hard enough to enforce standards on the brothers and nigh impossible to do so on non-Sigma Chis.

**Firearms Prohibited.** No resident needs to keep guns on the property. Those that hunt or target practice should store their guns elsewhere.

**Regular Cleaning.** Sometimes called "House Works", this is a group effort performed on a weekly schedule. Typically, it is organized and supervised by the House Manager who assigns various tasks like vacuuming, garbage removal, mopping, yard cleanup, etc. To build team spirit, it should be executed by all at the same time, like on Saturday or Sunday when there are fewer scheduling conflicts and every active and pledge member should participate.

The rental agreement should allow eviction for violations of the law, university or fraternity policy. If the crime warrants and there is a repeat offender, evict him for the good of the chapter. If it involves egregiously behavior (conduct unbecoming a Sigma

Chi), alums can work with the Grand Praetor and Active Chapter to suspend or expel the brother from the fraternity. Having a written Rental Agreement that reflects both landlord concerns and those of Sigma Chi will improve communications, set high standards and provide a basis for accountability. Don't leave chapter house operation to chance. Define the terms of the rental agreement and be prepared. **IHSV**

## Building Host Institution Rapport

An important strategy for every house corporation to develop is to build a working partnership with the host institution. All too often, the only time a house corp interacts with the university is when active chapter has done something wrong. Why not cultivate a relationship based on something right? Establish a good rapport with key people in the administration and nurture those relationships regularly.

**Start at the Top.** A house corp delegation should arrange meetings with the university President plus the Vice President of Student Affairs or their equivalents. This meeting is both social and strategic. The goals are to know the top administrators on a personal level, to express strong support for the university and to affirm the house corp's commitment to managing the chapter house, including discipline issues.

Specifically ask for the university's support of the Greek system which returns so much financially to the school (something true of all universities that have a Greek system). This point is extremely important particularly when there is an undergraduate chapter discipline issue to deal with. If the administration focuses primarily on the undergraduates and not the long term benefits of Greek alums, the relationship will not be a happy one. If, however, the long term benefits lead, the administration will be more reluctant to kill the pipeline.

**Extend Invitations.** If the chapter hosts special events like a scholarship award dinner, invite the President/Dean and VP of Student Affairs to attend. This helps balance the view that Greeks

are nothing but trouble.

**When Trouble Calls.** Sooner or later, some out of control event will happen at the chapter house that calls for the house corp to intercede. It is very important for the house corp to take immediate action and communicate that intent to the university. This demonstrates the house corp's resolve to manage all of its business, good and bad.

**Renew the Rapport.** Nurture your host institution relationship each and every year by meeting with the President. Ask how Sigma Chi can make their job easier. This sentiment will buy lots of points from someone whose job is huge and stressful. But also tell them what they can do for you as a valued partner. One hand washes the other.

Building good rapport with your host institution will stand your house corp in good stead when the storms of adversity blow. With the university is viewed as a valued partner instead of an adversary, storm damage will be more easily repaired. **IHSV**

## 2013 Outstanding House Corporation Award

Each year, the Grand Trustees look for shining examples of house corporation best practices based on the following criteria:

Category	Points
<b>Structure &amp; Administration</b>	
At least 3 board members	1
At least 2 meetings per year	1
Has written bylaws	2
Current with corporate report	2
House corp & active chapter funds kept separate	1
<b>Chapter House Management</b>	
Written rental agreement	2
Security deposit	1
Regular janitorial service	1
Plan for major renovations	2
Fire sprinkler system	2
Professional property manager	2
<b>Communications &amp; Fundraising</b>	
At least 2 newsletters per year	2
Maintain chapter alumni database	2
Maintain a website	2
Current fundraising campaign	2

**Total Possible Points: 25**  
**Needed for Blue Award: 15-19**  
**Needed for Gold Award: 20-25**

We are proud to announce the following house corporations qualified:

**Blue Award**

Theta Psi-University of Waterloo  
 Eta Iota-Embry Riddle-Daytona

**Gold Award**

Alpha Nu-University of Texas-Austin  
 Alpha Omega-Stanford University  
 Alpha Xi-University of Kansas  
 Beta Delta-University of Montana  
 Delta Iota-University of Denver  
 Delta Psi-Rensselaer Polytechnic  
 Delta Rho-Bradley University  
 Epsilon-George Washington Univ.  
 Epsilon Kappa-Univ. of Memphis  
 Eta Omicron-Indiana Univ. of Penn.  
 Eta Rho-University of No. Alabama  
 Gamma Delta-Oklahoma State  
 Gamma Sigma-Auburn University  
 Gamma Upsilon-Mississippi State  
 Psi Psi-Syracuse University  
 Theta Theta-University of Michigan  
 Upsilon Upsilon-Univ. of Washington  
 Xi-Depauw University  
 Zeta Psi-University of Cincinnati

The Grand Trustees encourage all house corporations to adopt best business practices. One way to improve is to attend House Corporation Officers Training Seminar. **IHSV**

**House Corporation Officers Training Seminar**

This summer, 26 board officers attended HCOTS which was held at Purdue University in conjunction with Balfour Leadership Training Seminar (BLYW). Over three days, a range of topics were presented like Strategic Planning, Corporate Governance, Managing Insurance Risk, Fund Raising and Maintenance Planning. The brothers also engaged in brainstorming sessions to share success stories.

HCOTS is funded by Sigma Chi so travel, lodging and food is provided for attendees. If you are a house corp board officer (President, VP, Treasurer or Secretary) and would like to be considered for next year's HCOTS, email [rich.thompson@sigmachicago.com](mailto:rich.thompson@sigmachicago.com) to be put on the Wait List. **IHSV**

**House Corporation Resource Directory**

**ARCHITECTURAL & PLANNING SERVICES**

**Aynesworth Architects & Consultants 512.328.2272**  
 G. Tim Aynesworth [tim@aynesworth.com](mailto:tim@aynesworth.com)  
 PO Box 161434, Austin TX 78716 [www.aynesworth.com](http://www.aynesworth.com)  
 Architectural design and construction management.  
 Texas Registered Architect, Certified by National Council of Architectural Registration Board.

**Hug & Associates, LLC 678.297.2929**  
 Mike Hug [mhug@HugArchitects.com](mailto:mhug@HugArchitects.com)  
 3010 Royal Boulevard South, Suite 250  
 Alpharetta GA 30022 [www.HugArchitects.com](http://www.HugArchitects.com)  
 Specializing in the design and renovation of fraternity housing.

**Reid Studio Architecture LLC 217.390.7403**  
 Rod Reid [rod\\_reid@comcast.net](mailto:rod_reid@comcast.net)  
 Chapter house renovation and construction design; collects data, analyzes project requirements, develops cost estimates; assists locating design and construction team members.

**CHAPTER HOUSING DEVELOPMENT**

**Pierce Education Properties, L.P. 619.297.0400**  
 Matt Maruccia, VP for Acquisitions  
[www.PierceEducationProperties.com](http://www.PierceEducationProperties.com) National developers, buyers, owners and operators of student housing with specific expertise in Greek Housing acquisition, disposition, development, finance, etc.

**CHAPTER HOUSE FINANCING**

**Constantine Capital, Inc. 816.300.0604**  
 Bob Schock [robert.schock.zo@sigmachicago.com](mailto:robert.schock.zo@sigmachicago.com)  
 Affordable financing to Sigma Chi house corporations for chapter house purchase, life & safety upgrades, new construction, renovation and loan guaranty

**CHAPTER HOUSE RENOVATION & DESIGN**

**LAUNCH Interior Design 916.660.9856**  
 David Leinberger C 916.769.2464  
[launch@starstream.net](mailto:launch@starstream.net) [www.launchinteriordesign.com](http://www.launchinteriordesign.com)  
 New construction and renovation for cost effective and efficient design selections including paint colors, furniture, lighting, window & floor coverings and more.

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**OmegaFi www.omegafi.com 800.276.6342**  
 Chapter and alumni management tools to bill and collect dues and rent, manage rosters and records, pay bills and employees and file tax returns.

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**Greek Kitchen Management 623.565.8289**  
 Justin Rolnick [info@greekkitchenmanagement.com](mailto:info@greekkitchenmanagement.com)  
[www.greekkitchenmanagement.com](http://www.greekkitchenmanagement.com) Kitchen management program: staffing, ordering and food preparation. Cleaning products: cleaning chemicals, supplies & paper goods

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[daryle@thecarpetcompany.biz](mailto:daryle@thecarpetcompany.biz) [www.thecarpetcompany.biz](http://www.thecarpetcompany.biz)  
 All major brands of commercial and residential flooring.

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[www.affinityconnection.com](http://www.affinityconnection.com) Database management, website hosting/management, newsletter production, enewsletters, fundraising assistance, donation processing

**Pennington & Associates 785.843.1661**  
 Patrick Alderdice [palderdice@penningtonco.com](mailto:palderdice@penningtonco.com)  
[www.penningtonco.com](http://www.penningtonco.com) Capital campaign coordination, gift management, alumni relations programs, website development

**The Laurus Group 770.903.3987**  
 Bill Paris [bparis@thelaurusgroup.net](mailto:bparis@thelaurusgroup.net) C 404.441.9630  
[www.thelaurusgroup.net](http://www.thelaurusgroup.net) Fundraising consulting specializing in capital campaigns, gift management, alumni communications, annual funds

**HOUSE DIRECTOR SEARCH & SCREENING**

**Greek House Resource 512.836.7176**  
[greekhs@gmail.com](mailto:greekhs@gmail.com) [www.greekhouse.net](http://www.greekhouse.net)  
 Screen, interview and placement for chapter house directors.

**INCORPORATION ASSISTANCE**

**Grand Trustee Harvey Silverman 703.319.8806**  
[harveyas@aol.com](mailto:harveyas@aol.com)

*Do you provide a product or service for Sigma Chi Fraternity chapter houses? Get listed in The Sig House Resource Directory! Email [rich.thompson@sigmachicago.com](mailto:rich.thompson@sigmachicago.com) **IHSV***

**Here to Serve**

The Grand Trustees are available to assist house corporations in a myriad of ways. The eighteen Grand Trustees have over 700 years of combined professional expertise in areas like property management, project administration, politics, maintenance, renovation, insurance, tax planning, accounting, construction, fund raising, legal, education, housing, risk management and more. Give us a try. **IHSV**