

IVY LEAF[®]



YOUR PRESENCE IS REQUESTED IN ST. LOUIS

ALPHA KAPPA ALPHA SORORITY, INC. presents an Ardent Assembly the 2nd TIME AROUND!

- The Occasion: 64th International Boule
- The Location: Saint Louis, Missouri
The Home of Soror Ethel Hedgeman Lyle
- The Dates: July 10-16, 2010
- The Attire: Pretty Pinks and Glamorous Greens
Designated Ceremonial Attire*
- The Hostesses: Sorors of Cluster V of Central Region: Gamma Omega, Gamma Kappa Omega, Delta Delta Omega, Omicron Eta Omega, Omicron Theta Omega, Upsilon Phi Omega, Beta Delta, Delta Beta, and Epsilon Iota Chapters.

On behalf of the 2010 Boule Steering Committee of Alpha Kappa Alpha Sorority, Incorporated, greetings my beloved sorors! I extend a personal and heartfelt invitation to you to join us.

Join us to celebrate a sisterhood of unity, with over 250,000 sorors worldwide. With over 975 chapters, women of Alpha Kappa Alpha share a bond steeped in ritual, tradition, and a common commitment to render service to all mankind.

Join us to commemorate history. Our unique story began with Soror Ethel Hedgeman Lyle, then a junior on the campus of Howard University. An uncompromising force, she, along with

other founding members which included Anna Easter Brown, Lucy Slowe, Beulah Burke, Lillie Burke, Margaret Flagg, Marjorie Hill, Marie Woolfolk, and Lavana Norman held the first bi-weekly sorority meeting on January 15, 1908 with nine members. On February 8, 1908, Soror Ethel Hedgeman Lyle was elected as chairman and on February 21, 1908, the official name, motto, colors and officers were chosen, and the constitution and bylaws were approved. At this time, seven sophomores were inducted, and regarded as founding members. Soror Ethel Hedgeman Lyle is noted as the principal founder of Alpha Kappa Alpha, the second president of Alpha Chapter and the only member to become an Honorary Supreme Basileus.

Join us to honor those that came before us, the many sorors who held high the torch of intellect, dignity, poise, and commitment.

You are cordially invited to a historic international Boule in St. Louis. You will connect with sorors those who will become our future leaders and bearers of our traditions. Come and rekindle the spirit of sisterhood; make a personal investment in our illustrious organization. We have always been a consortium of women who are trailblazers,

women who have made a way out of no way, and women who have never settled for mediocrity. In typical AKA fashion we set a Guinness World Record for the largest sit-down dinner in the history of conventions worldwide during the 2008 Centennial Celebration in Washington, DC. Let's break our centennial attendance record in St. Louis, MO.

St. Louis is a monumental city in our organization's history. As all of you know, one of St. Louis' most famous and cherished native daughters is our founder, Soror Ethel Hedgeman Lyle. She was born in St. Louis, MO in 1887. Soror Hedgeman Lyle attended elementary and high school and graduated from Sumner High School (the first high school for African American Students west of the Mississippi River) with honors. In honor of our "Guiding Light" we would like to guide sorors home, not only to our founder's birthplace, but back to each other to the reason we exist in the first place. We are extremely proud to be hosting the 2010 International Boule in St. Louis!

The Gateway City is overflowing with world class accommodations, shopping, dining, attractions and a night life to keep sorors entranced and entertained. St. Louis is also the birthplace to storied African American performers-musicians as diverse as Scott Joplin, Miles Davis, Chuck Berry, Tina Turner to modern hip hop stars like,

Neely, Chingy and the St. Lunatics. Music venues as well as lounges and clubs are anticipating the arrival of the women in the Pink and Green.

During the Seventh Plenary Session at the Centennial Boule in Washington, DC the sorors of Central Region's Cluster V invited you to attend

the 2010 Boule with the Soulful Sounds of International Recording Artist Howard Hewitt. My sorors you will be welcomed to St. Louis with the Soulful Sound of Howard Hewitt along with the enthusiasm of the Central Region Cluster V Sorors at the First Plenary Session on Monday, July 12th. Each day is musically themed to ensure that you will know and enjoy the rich musical history of St. Louis, MO and East St. Louis, IL. Plan to enjoy the sounds of local artists such as East St. Louis' Mass Voices of Christ, Diane Bolden, Three Central, Perfect Image, The Ed Nicholson Trio, Mike Fitzgerald, The Bosman Twins, David Dee, Denise Thimes, and Tossin' Ted to name a few.

I ask you, my sorors, to come to the 2010 Boule and bring a soror and in turn to have them bring a soror...and to consider this the first invitation of many.

Please log on to www.aka2010boule.com for Boule information and updates.

Soror Kathy Walker-Steele, Boule Chairman, is a member of Delta Delta Omega Chapter.



2010 Boule Steering Committee





Establishing Secure Procedures

REMEMBER... WHAT YOU SAY CAN BE USED AGAINST YOU & THE SORORITY

"Best Practices" is designed to provide advice and guidance to members and chapters to ensure efficient and effective practices.

ARTICLE BY JOHN S. KENDALL, ESQ.,
REGISTERED PATENT & TRADEMARK ATTORNEY

Social Networking Sites ("SNS") such as MySpace, Twitter, and Facebook generally allow users to share information, communicate and collaborate via the Internet. The information, or "content," that you create and share on these sites is commonly referred to as "User Generated Content (UGC)."

Do you "tweet" and provide others your daily schedule; keep them apprised of your important upcoming events; inform others when you will be out of town; where you are or what you are doing? Great thought should be given about the potential issues you may create by sharing your information online. Ask yourself if you have potentially given a stranger your full name; email address; birthday; phone number; photos of you, your family and your friends; the college you attended etc... Have you inadvertently assisted someone in stealing your identity? Sharing this type of information is sensitive, can be used to your detriment, and may create a personal safety hazard.

Once you send or "publish" UGC, it stays in cyberspace forever. There is no right of privacy in your UGC once it is published, and your UGC can be retrieved and used by anyone who is searching for similar topics, including law enforcement agencies and potential employers.

For example, 75% of recruiters use web searching as part of their applicant screening process. As a result, more than 25% of those applicants have been eliminated from consideration according to ExecuNet survey based on what the recruiters found. Likewise, according to NBC News, 77% of employers uncover information about their candidates online and have eliminated 35% of them based on that information.

Will a potential employer develop an unfavorable impression about you based on your UGC? So you should ask yourself, what's on my page? Am I "tagged" on another person's page and if so what does it say about me? How well do I know the people who are "connected" to me via SNS? What about the people that they know... do I want to be indirectly associated with them or let them have access to my personal information?

Most times users believe that they can avoid disclosing who they are by publishing their UGC under an assumed email address or an alias, thus believing that they cannot be held accountable for what they say. However, an user's identity can often be revealed through legal processes; reverse email searches; recovering deleted emails, and other such services that are provided on the Internet.

While no one can (or should) prohibit you from participating on SNS or expressing yourself online, it would be prudent for you to choose your words and content wisely when you are either engaged in a discussion that refers to another person; posting photos and music on your page; or sending them as content to another. Failure to obtain the necessary permission to use photos and music may make you liable for copyright infringement.

Since blogging has become more common, people are paying closer attention to what is being said online. Consequently, lawsuits have increased against bloggers and so has the debate concerning the First Amendment and what is protected free speech.

More specifically, there are hundreds of pending lawsuits with two-thirds of them are based on defamation and the other third being a combination of alleged privacy and copyright violations. It is important to note that you can also be found liable for contributing to another person's tortious or criminal conduct. While the truth is often times a defense, it may not be if the statements were made maliciously or with the intent to harm another.

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John S. Kendall is a native of Chicago, Illinois; is a registered patent and trademark attorney; and has specialized in intellectual property law for over 18 years. He received his undergraduate degree in

electrical engineering from the University of Dayton and his law degree from Ohio State University. He currently is the chairman of the Civil Service Board of the Metropolitan Water Reclamation District of Greater Chicago and serves as its presiding administrative judge of a panel of three. He also volunteers in local and national communities by serving as chairman of the board for 100 Black Men of Chicago, Inc. and as the vice chair of Development for 100 Black Men of America, Inc.

THE ESSENTIALS of STRATEGIC PLANNING

The first decade of the 21st century will be remembered as a decade of change, profound change in national and international affairs, scientific and technological advances, and social and political movements. Alpha Kappa Alpha has also experienced profound change. As we conclude the first decade of the twenty first century and begin our own second century, we face many of the same problems and issues that our nation and the world face. Among the most important, how do we work together to synthesize our many diverse voices and opinions into one message of unity of purpose and commitment and an action plan to insure that the future will deliver on the promises of the past.

Strategic planning is one of the tools that we use to identify and define priorities for both individual participation and collective action as members of a dynamic organization that played such a vibrant role in advancing and enhancing the stature of women of color over the past 100 years. While strategic plans vary from organization to organization, the ingredients are fairly the same: simply, a strategic plan is the roadmap that allows us to assess where we are now, where we want to go, and what it will take to get us there. It is a critical tool that allows us to examine our weaknesses and improve them. It allows us to celebrate our strengths and build upon them. It allows for us to identify, prioritize, and unify under a common vision, common goals, guiding principles, and shared strategies. Strategic planning also positions Alpha Kappa Alpha Sorority, Inc. to capitalize upon the many emerging opportunities that exist. While we can never predict our future, strategic planning does allow us to shape it.

At the 2002 Boule in Orlando, Alpha Kappa Alpha's Strategic Planning Committee set forth a visionary plan for the next decade. The Alpha Kappa Alpha Sorority, Inc. 2002-2012 Strategic Plan outlines several goals based upon 14 guiding principles reflective of our mission statement and our vision to be the premier unique sisterhood of distinguished professional women united to serve humankind. The 14 guiding principles are: sisterhood, unity, high ethical standards, character, respect, communication, high scholastic achievement, leadership, education, health, family, the arts, technology, and economics. These principles became the basis for an action plan that included goals, strategies, and actions necessary to achieve and to ensure successful completion within a 10 year time period. That plan provided a valuable roadmap for the success of the international organization and the chapters during the first decade of the new century. Borne of the necessity for addressing critical needs to marshal the resources to

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support a growing, complex, and diverse membership as well as planning to meet the challenges of a new century marked by rapid change, the 2002-2012 Strategic Plan identified key areas such as membership, structure, and finance, set major goals within each area and identified both strategies and tasks for each area.

That 2002-2012 Action Plan had the following areas and strategic goals:

MEMBERSHIP:

1. Maintain a strong, diverse, actively-involved membership of distinguished women.
2. Implement programs and activities for preparing members of the organization to be effective leaders thus impacting the general public.
3. Undertake initiatives that encourage ethical behavior.
4. Undertake initiatives that encourage collaborative working relationships among the members and the community at large.

STRUCTURE GOALS:

1. Establish and maintain an efficient and effective Corporate Office structure and Corporate Office operations that support a volunteer membership.
2. Undertake ongoing program initiatives in support of the mission of the organization.
3. Implement and maintain an effective, ongoing process of evaluation of who we are, what we want, where we plan to go and how we will get there.

FINANCE GOALS:

1. Maintain a strong financial base for the organization.
2. Implement and maintain an effective, comprehensive program that promotes and presents the image of the organization.

In 2007, the Strategic Planning Committee met to review the 2002-2012 plan, to assess the extent to which the goals of the Strategic Plan had been met and to provide to the leadership an interim assessment of the progress each responsible body had made in successfully

completing the tasks assigned. A preliminary assessment was conducted consulting with the responsible units (corporate office, officers, regional directors, committee chairs, committee members). Strategic Planning Committee members collected additional information on each area and generated a report card for each area of the 2002-2012 Strategic Plan. The report card was presented to the Directorate and the International Committee chairmen for their review and feedback. The interim report on progress to date also allowed the Corporate Office, committees, chairmen and members of the Directorate to refocus their energies on tasks that needed attention.

In 2008, after review of the additional information and consideration of comments, the report card was finalized and the committee's attention turned to those issues and concerns where the membership's voice would be most constructive in drafting the new strategic plan. The report card and the assessment of needs provided the basis for the strategic planning survey.

In 2009 a survey was conducted internationally to review how well our strategic plan had been executed. The survey allowed an opportunity for sorors to examine our performance over the past 7 years and to identify the strengths and weaknesses in meeting the goals of the 2002-2012 plan. Most of all it allowed the members to comment on their sense of accomplishment and to identify opportunities for improvement that can be addressed in the new strategic plan.

Strategic planning is a continuous cycle. It doesn't stop with the production of a document or plan. Rather, strategic planning positions us to constantly measure our progress and challenge our ability to exceed the goals we've set for ourselves. Think about it, 102 years ago, our illustrious founders had a strategic vision for what they wanted Alpha Kappa Alpha Sorority, Inc. to be and stand for today. As we continue to forge ahead in this century and beyond, let us be stewards (and strategists) of that vision.



Soror Beverly Ledbetter is chairwoman of the International Strategic Planning Committee. She is a member of Theta Psi Omega Chapter in Providence, RI. In addition to soror Soror Ledbetter, the Strategic Planning Committee is comprised of: Soror Thelma D. Benton, Soror Markita J. Grant, Soror Jatisha Marsh, Soror Debra Palmer-Henry, Soror Rosalind Pettigrew and Soror Janine P. Rouson.

