



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 chapter leaders can attend, the focus will be on the executive committee. The following officer tracks will be offered:

Track Name	Executive Officer to Attend
Chapter Leadership	President
Brotherhood	Vice President, VP of Brotherhood, etc.
Financial Management	Treasurer, VP of Finance, etc.
Communication	Secretary, VP of Communication, etc.
Recruitment	Recruitment Chair, VP of Recruitment, etc.
Programming	Risk Manager, VP of Programming, Social Chair, etc.
Education	Pledge Educator, VP of New Member Education, etc.
Alumni Relations	Alumni Relations
Advisor Training	Advisors, Chapter Counselors, General Fraternity Officers

When and where are the six Keystone Regional Leadership Conferences?

February 9-11, 2018

- Northwest - [Seattle Airport Marriott](#) (Seattle, Wash.)
- Southeast – [Jacksonville Marriott](#) (Jacksonville, Fla.)

February 16-18, 2018

- North Central – [Westin Chicago Northwest](#) (Itasca, Ill.)
- South Central – [Hyatt Regency Tulsa](#) (Tulsa, Okla.)

February 23-25, 2018

- Northeast – [Crowne Plaza Cherry Hill](#) (Cherry Hill, N.J. - Philadelphia Area)
- Southwest - [Wyndam-Irvine Orange County Airport](#) (Irvine, Calif.)

Chapter Presidents must arrive by 5:30 p.m. Friday.
Other Officers should arrive by 7:00 p.m. Friday.
Advisors/GFO's should arrive by 5:30 p.m. Friday.
Departure time on Sunday for all participants is 1:00 p.m.

What chapters should attend?

There will be six **Keystones** across Beta's Broad Domain in 2018. The executive committees and advisors from the following chapters should attend these assigned Keystones:

NORTHWEST	Feb 9-11, 2018	Seattle, WA
British Columbia	Puget Sound	Whitman
Eastern Washington	Utah	Willamette
Idaho	Washington	
Oregon State	Washington State	

SOUTHEAST	Feb 9-11, 2018	Jacksonville, FL
Alabama	Florida	North Carolina
Auburn	Florida International	North Carolina State
Central Florida	Florida State	Nova Southeastern
	Furman	South Carolina
Clemson	Georgia	Tennessee
East Carolina	Georgia Tech	
Elon	High Point	
Emory	Miami (Fla.)	

SOUTH CENTRAL	Feb 16-18, 2018	Tulsa, OK
Arkansas	Mississippi	Texas at Arlington
Baylor	Missouri	Texas at Austin
Colorado Mines	Missouri-Kansas City	Texas Christian
Creighton	Nebraska	Texas Tech
Denver	Oklahoma	Westminster
Houston	Oklahoma State	Wichita State
Kansas	Rockhurst	
Kansas State	SMU	
Louisiana State	Texas A & M	

NORTHEAST	February 23-25, 2018	Cherry Hill, NJ
American	Johns Hopkins	St. Lawrence
Bethany	Maine	Stevens
Carleton	Maryland	Toronto
Colgate	MIT	Villanova
College of New Jersey	Northeastern	Virginia
Columbia	Ohio	Virginia Tech
Connecticut	Ohio State	Washington & Jefferson
Cornell	Pennsylvania	Washington & Lee
Delaware	Pittsburgh	William & Mary
Denison	Quinnipiac	WPI
Drexel	Rochester	
George Mason	Sacred Heart	
George Washington		

SOUTHWEST	February 9-11, 2018	Los Angeles, CA
Arizona	San Diego	UC Irvine
Cal Poly	San Jose State	UC San Diego
Chapman	Southern California	UCLA

Loyola Marymount	Arizona State	
Pacific	UC Davis	

NORTH CENTRAL	February 16-18, 2018	Itasca, IL
Butler	Kenyon	Saint Louis
Case Western Reserve	Kettering A & B	South Dakota
Central Michigan	Knox	Southern Illinois
Centre	Lawrence	Truman State
Cincinnati	Louisville	Wabash
Dayton	Loyola	Washington in St. Louis
DePauw	Miami (OH)	Wisconsin
Eastern Kentucky	Michigan	Wisconsin-Oshkosh
Illinois	Michigan State	Wittenberg
Indiana	Minnesota	
Iowa	North Dakota	
Iowa State	Northwestern	
John Carroll	Purdue	
Kentucky		

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

Yes. Emerging chapter leaders can attend with their executive teams, however the entire executive board team must attend. 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 curriculum is focused on connecting the advisory team with the current undergraduate executive committee. The advisor training is not designed to be a "one-time training." It is designed to bring to life the current issues of the chapter and to prepare the advisors to adapt their approach given the current situations. The successes and challenges of a chapter vary from year-to-year. The advisor experience at Keystone will involve real time application of advisor strategies aimed at addressing the current needs of the chapter. Because of the ongoing turnover in a chapter's executive committee, advisors that attend annually will be better equipped to ensure long-term progress.

Can I attend Keystone as an Alumnus if I am not an advisor?

Because our program is funded by the Beta Theta Pi Foundation and supplies are limited, we do not allow general alumni to attend Keystone. We are excited to welcome alumni to our new Networking Social Events. **On the Saturday evening of each Keystone, we will invite local area alumni and recruiters to join the dinner and meet some of the up and coming talent from schools of the region.** Registration for the event can be found on the Keystone registration page and the cost to attend is \$30. Additional details will be available throughout the school year.

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 \$215 for each of the eight executive officers listed above for a total of \$1,720. 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 \$215 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 \$150 for travel expenses.

Why are chapters being automatically billed \$215 for 8 officers (\$1,720 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 \$215 cost per officer 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 more than \$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 (Examples could include: your Student Government, your Greek Life Office, or your Vice President for Student Affairs office). 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 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 the staff member in charge of your Keystone (SW, NC, SE = Mandi Dilling; mandi.dilling@beta.org/913-963-2604 or NW,NE, SC = Chris Mueller; chris.mueller@beta.org/616-644-0263) as soon as possible.

How do we register?

Registration is open and 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 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 \(Itasca, Ill. – Chicago Western Suburbs\)](#)

- **Airports:** *Chicago O'Hare (ORD) and Chicago Midway (MDW)*

- **Transportation to the Hotel:** *The hotel is located between Chicago O'Hare International Airport and Chicago Midway Airport. Visit www.ohare.com or www.chicago-mdw.com for shuttle or taxi.*

Northeast – [Crowne Plaza Cherry Hill](#) (Cherry Hill, N.J. - 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, Wash.)

- **Airport:** *Seattle-Tacoma International Airport (SEA)*
- **Transportation to the Hotel:** *The hotel offers a free shuttle from the airport*

South Central – [Hyatt Regency Tulsa](#) (Tulsa, Okla.)

- **Airport:** *Tulsa International Airport (TUL)*
- **Transportation to the Hotel:** *The hotel does not offer a shuttle and cab rides are approximately \$20.*

Southeast – [Jacksonville Marriott](#) (Jacksonville, Fla.)

- **Airport:** *Jacksonville International Airport (JAX)*
- **Transportation to the Hotel:** *The hotel does not offer a shuttle and cab rides are approximately \$65*

Southwest – [Wyndam-Irvine Orange County Airport](#) (Irvine, Calif.)

- **Airport:** *Los Angeles International Airport (LAX)*
- **Transportation to the Hotel:** *This hotel offers a shuttle within a 3 mile radius*

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

Will credit cards be required?

Undergraduates: Credit cards will not be required when registering online. The hotel will require a credit card upon check-in to cover any incidental expenses. **Advisors:** you will only need to supply a credit card if you have requested a single room upgrade during the registration process. Cost for the room upgrade is \$125.00.

What time do I need to arrive?

Presidents: If you are driving, you should arrive by 5:30 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 5:00 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. **Dinner will not be provided to presidents or executive officers on Friday night. Plan accordingly to eat dinner BEFORE you arrive on site.**

Executive Officers: 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. Preconference programming will be available for officers that choose to arrive early with the president. **Dinner will not be provided to presidents or executive officers on Friday night. Plan accordingly to eat dinner BEFORE you arrive on site.**

Advisors/GFO's: If you are driving, you should arrive by 5:30 p.m. If you are flying, you should schedule your flight to arrive at the local airport by 4:00 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. **Dinner WILL be provided for Advisors and GFO's at our 6 PM training.**

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/GFO's will be rooming with one other advisor (unless a single room upgrade is requested at the time of registration. The cost of the upgrade is the responsibility of the attendee).

What if I register, 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 \$99. 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 \$99 charges for a total of \$297. These charges will be placed on the chapter's bill in March. Advisors and General Fraternity Officers are also subject to the \$99 no-show fee.

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. 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 the staff contact for your Keystone* (SW, NC, SE = Mandi Dilling; mandi.dilling@beta.org/913-963-2604 or NW,NE, SC = Chris Mueller; chris.mueller@beta.org/616-644-0263) 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 before the cancellation deadline of January 29th. Simply having your replacement show up onsite causes many challenges for the hotel and Beta staff in terms of rooming, nametags, track placement, etc. Changes made to your chapter's registered roster after January 29th are subject to a \$50.00 penalty that will be charged directly to the chapter.