

---FOR IMMEDIATE RELEASE---

**2009 Willis HRH Fellow Award Recipients**  
*Greek Video Consortium and Zeta Tau Alpha*

**(Omaha, NE, July 13, 2009)** The Willis HRH Fellow recognizes exceptional leadership programs and initiatives of Fraternity Executives Association (FEA) members and their respective organizations.

Objectives of the Fellow are to celebrate the influence of an individual or organization within the Greek community by measuring the program or initiative in the categories of innovation, focus, impact, adaptability, and breadth served. Additionally, the Fellow aims to encourage education and leadership programming or initiatives that promote better citizens of the Greek community and foster the mutual sharing of ideas among all fraternal organizations.

Applications for the 2009 Willis HRH Fellow witnessed a near record number of 13 nomination submissions including the following organizations and their respective educational leadership programs or initiatives:

- Alpha Epsilon Phi/Alpha Epsilon Pi: *Israel Amplified*
- Alpha Gamma Rho: *Living The Brand*
- Delta Delta Delta: *Body Image Program*
- Delta Tau Delta: *Presidents and Advisors Retreat*
- Greek Video Consortium: *Response Ability*
- Kappa Alpha Order: *Leadership KA*
- Kappa Delta Phi: *Chapter Leaders' Adventure Retreat*
- Lambda Chi Alpha: *True Brother Initiative*
- Sigma Nu: *LEAD Program*
- Sigma Tau Gamma: *Path of Principles*
- Tau Kappa Epsilon: *The Blueprint*
- Theta Xi: *Leadership Initiative*
- Zeta Tau Alpha: *My Sister, My Responsibility*

The 2009 Willis HRH Fellow Award recipient and runner-up were announced at the sponsorship luncheon of the 79<sup>th</sup> annual FEA Conference in New Orleans, Louisiana on July 9<sup>th</sup>. **The Greek Video Consortium** was recognized with high honors for *RESPONSE ABILITY: Transforming Values Into Action*, and **Zeta Tau Alpha's** *My Sister, My Responsibility* was recognized as the 2009 runner-up.

BECK & CO. brought together 32 inter/national fraternities and sororities through the Greek Video Consortium to develop *RESPONSE ABILITY*. Consisting of a reality-style DVD, a book, and live presentations, the program addresses the concept of bystander behavior as it applies to the college student, with an emphasis on the fraternity and sorority community. It addresses many of the dangerous or unhealthy behaviors endemic to campus life, including hazing, substance and sexual abuse, discrimination, eating disorders and others, explaining how group dynamics can prevent people from taking action and then demonstrating skills to help students successfully intervene.

The Selection Committee noted the strength of the facilitation materials, the breadth of the Greek community served, and the way the program addresses a root cause for many issues faced by today's

students. Testaments from a number of fraternities and sororities that have already used this program with success are a powerful statement about the results to date and future potential for the impact of *RESPONSE ABILITY*.

Zeta Tau Alpha designed the *My Sister, My Responsibility* program to educate members about hazing and the negative impact it can have on individuals, chapters and the organization as a whole. The program teaches and empowers chapter members to prevent and confront hazing and other negative practices, reinforcing friendship and sisterhood and emphasizing the mission and values of Zeta Tau Alpha.

Past recipients of the Fellow Award include: Beta Theta Pi, *Men of Principle Initiative* (2001), Pi Kappa Phi, *STAR Program* (2002), Sigma Phi Epsilon, *Leadership Continuum* (2003), Sigma Alpha Epsilon, *True Gentlemen Initiative* (2004), Beta Theta Pi, *The Miller Nichols, Chapter Presidents Leadership Academy & The Hugh E. Stephenson Leadership Summit* (2005), Alpha Chi Omega *Work Hard. Play Smart* (2006), Alpha Chi Omega *Programming with Purpose* (2007), and Gamma Phi Beta *Collegiate Advisor Development and Volunteer Leader Training Programs* (2008).

Willis HRH shares the commitment of FEA member fraternities to continually share positive programming with peer organizations and encourages members to remain true to the principles upon which their organizations are based, thereby producing men and women of which those organizations may be proud.

Kirklin & Co., LLC, was founded in 1991 to serve the insurance needs of college student and alumni organizations, and recently became part of Willis Group Holdings as a result of the merger of Willis with Hilb, Rogal and Hobbs. Willis HRH, as the company is now known, provides comprehensive liability coverage to 57 NIC fraternities, 5 NPHC fraternal organizations, 9 NALFO fraternal organizations, 2 NPC sororities, several professional and local organizations in addition to providing coverage to over 1,500 property locations and educational efforts to complement the programming of clients and constituents.

-END-

Contact:  
Ned Kirklin, Managing Partner  
Willis HRH