



**Pi Kappa Alpha
Leading the way... Join Us!**

GO PIKE!

Upon conclusion of another great Annual Meeting at Gulf Hills in Ocean Springs, it was apparent that a newly profound sense of urgency was here... and we needed to

support the Delta Mu Colony across the finish line so that it has a minimum of 40 members (still in school by the Fall of 2019) to reclaim the old Pike House by this October 1st and then head toward final chartering in the Spring of 2019.

The board of DMAA has taken action to assist the colony in developing a membership awareness campaign that is currently in-motion and includes the following:

- PKA Outdoor Billboards in Hattiesburg
- Digital Marketing/Smart Phone campaign serving ads to 18 - 22 year old students within a 5 mile radius of USM's campus for the next 30 days. These ads are similar to the outdoor billboards and click-thrus take the user to the "Refer a Potential Pike" page on pikes.org. Nationals is standing-by to funnel any names to the colony.
- Our DMAA facebook page has been utilized to help identify potential new recruits and legacies to the colony.
- Pike starter kits created for maximum on-campus advertising that includes: T-shirts, huggies, tote bags and various brochure take-ones for handouts. Also, a professional display has been assembled including banners and Pike tabletop cloth for presentations.
- A 1,350 sq. ft. tent is being assembled across from the old Pike House on fraternity row during formal RUSH next week for maximum pressure on the competition and increased exposure to appear professional and ready to take this head-on.
- Pike signage in and around the tent including new large wooden PKA Greek letter yard signs are being created now to reaffirm our presence!

Additionally, nationals has customized a Recruitment Action Plan and been on-site as recent as last week helping further develop a strategy that the colony will continue to implement building the foundation of Delta Mu.

If you have been on the sidelines up until now then make time for what is about to happen and get involved this upcoming year! We plan to help officially re-activate the Delta Mu Chapter of Pi Kappa Alpha at USM in 2018 - 2019,

reclaim the old Pike House and reoccupy it in the Fall of 2019! The fraternity experience does not have to be nor should it be a 4 year "college thing." Make it more than that... and reconnect with old brothers and make new ones at our next event!

Get on-board and be a part of Pi Kappa Alpha for a lifetime!

Once a Pike... Always a Pike!

In the bonds of Phi Phi Kappa Alpha,

Matt Perez

President

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Board members of the Delta Mu Alumni Association of the Pi Kappa Alpha Fraternity, Inc. for 2018 - 2019 are as follows: Matt Perez - President; Bob Abbey - Vice President; David Krenning - Treasurer; Jim Carlson - Secretary; Ed Langton - Financial Advisor; Brad Cates - Member At Large.



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Pi Kappa Alpha- Delta Mu Alumni