



The Sword & Shield: an e-Newsletter from Warren G. Lee, Jr., 38th Grand Basileus

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to focus on
Excellence
without Excuse."*

Going Forward from Birmingham...

Dear Brothers of Omega Psi Phi,

I am extremely honored to have been re-elected as Grand Basileus of this esteemed Body. I am eternally grateful to those who cast a ballot and thus empowered me to continue to position our Fraternity for the future. I am both eager and enthusiastic to continue on with Our Mission.

Make no mistake about it: I considered this election to constitute a "Referendum for Bigger and Better Results! Our Fraternity requires a lot of improvements. As I mentioned in my State of the Fraternity address, our goal is to develop and sustain a Balanced Organization. I will continue to focus on Excellence without Excuse. I have labored long and hard in Omega's vineyards, and I know first-hand that WE can do much better!

As noted in my acceptance speech, I will move for action on completing the organizational assessment. My second concern will be ensuring that our policies, practices and procedures are more transparent and responsive to Members. Finally, I also plan to re-focus our efforts on the 100 year celebration and make sure that WE are properly prepared to bring in the next CENTURY OF SERVICE with our hearts full of FRIENDSHIP and our Minds focused on high aspiration!

Thank you again for your trust in me and OUR Leadership team. Before the symbolic act of Swearing in of Officers, I thought much about the CHALLENGES we have overcome to date. Throughout my tenure I have maintained that EVERYTHING RISES AND FALLS ON LEADERSHIP and only the Grand Basileus could lead change in the proper direction. I am grateful to my supporters for their continued belief in me. It is their loyalty and faith that empowers me to accept the mantle of leadership once again.

Let me assure you that in my activities I will be guided by no other principles than those of the Bible, Omega and its Constitution. In continuing my work as the 38th Grand Basileus of the Omega Psi Phi Fraternity, INC., I reaffirm my pledge to adhere to the Cardinal Principles, to continue to improve the overall effectiveness of our Fraternity; to promote Brotherhood; and to continue developing our brand promise – to make a difference in the lives of our people and all of humanity! I am BOTH HUMBLLED AND HONORED by your trust, brothers, and I will justify it to the best of my KNOWLEDGE, WISDOM, FAITH, AND UNDERSTANDING. Thank you.

Omega Psi Phi
Fraternity, Inc.

3951 Snapfinger
Parkway
Decatur, Georgia
30035

Phone 404-284-
5533
Fax 404-284-
0333

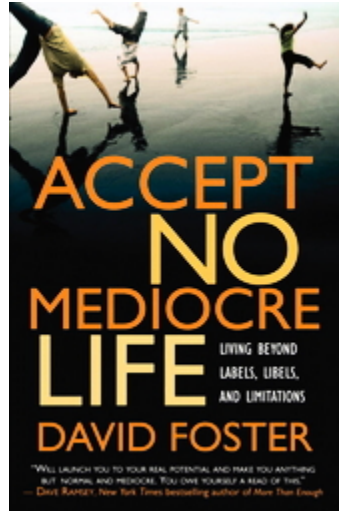
omegawarrenlee
@oppf.org

Visit our website!

"Most labels are libels which limit our capacity to dream, aspire to greatness, or even feel worthy enough to know God." And the deadliest label of them all is "mediocre"

Reader's Corner

Our book of the month is:



Author, trainer, pastor, and radio talk show host David Foster urges readers to rip off the labels, libels, and limitations people have stuck on them and commit to a lifelong pursuit of excellence. No one has to accept mediocre or average as his or her lot in life. You are a one of a kind creation of God and there is nothing average about you. David Foster says, "Most labels are libels which limit our capacity to dream, aspire to greatness, or even feel worthy enough to know God."

And the deadliest label of them all is "mediocre" which satisfies too many. But no one has to settle for mediocre. Foster shows readers how to seize today, and realize their full potentials in the present circumstances, whatever they may be.

What's in a Brand?

Branding is bigger than just a logo. The brand is the Fraternity's promise. The process of branding is built over time by supporting the Fraternity's programs and activities.

Think about it like you think about yourself as a person. Our personal "brand" is all that makes up the uniqueness of YOU. It is not just your clothes, which can change with the styles of the decade. It is your character or personality (your brand traits) and the core of who you are (your promise).

To successfully build a brand, all Members must work together as ambassadors of the brand—this means being consistent in how they present the brand to each other, as well as to the community and partners. By representing Omega in a consistent and meaningful way, you establish a promise and an expectation in the marketplace that helps build awareness, loyalty, and continued support.

75th Grand Conclave DVDs

75th Grand Conclave DVDs are available online at www.oppf.org and by calling our International Head Quarters at (404) 284-5533.