



February 25, 2008

**My Dear Brother,**

**These are exciting times for the nation and for Alpha Phi Alpha Fraternity, Inc. I am delighted to be a candidate for the 33rd General President of our beloved fraternity. Thank you for electing me to the ballot at the Orlando Convention. For 26 years, I have served this fraternity in a variety of leadership positions, while maintaining and preserving its rich history. The Centennial Exhibition in Washington at the Centennial Convention was a labor of love and conveyed my continued dedication to the fraternal ideas of our beloved "Seven Jewels." How can we advance forward if we are knowledgeable of the past?**

**After announcing my candidacy in January of 2007, I have traveled to 35 states and two countries with a clarion call built on " 'Jewel' inspired values, a fresh approach and new leadership" for our second century of leadership and service. I have listened to your concerns and have seen your love and dedication to this fraternity. I want you to know that I am a proven leader and a prepared leader! A good leader must be a good listener as well and must have the ability to surround himself with competent and qualified brothers who also have the best interest of the fraternity at heart.**

**Over the next two months, I look forward to seeing you "on the campaign trail" and continuing our dialogue as I continue this journey to become your 33<sup>rd</sup> General President. The "Believe in the 7" campaign team will be traveling to all of the Regional Conventions as we share my vision for our great fraternity. As this great country is echoing a voice of change, so are the stakeholders of this great fraternity. Alumni and brothers in college alike have made it clear to me that they do not want "Alpha politics" as usual!**

**My wife Harmel and our children (Jewel, Jodari and Laura) have provided me with much love and support during this effort as well as the Morehouse College family (where I am a senior administrator) under the dynamic leadership of Dr. Robert Franklin. In addition, the CME Church (where I am a senior pastor) under the dynamic leadership of Brother Bishop Othal Hawthorne Lakey have blessed this journey as well. These two institutions along with my family, have given me immeasurable support and encouragement.**

As your Servant/Leader, we will provide unmatched leadership in efforts to create the "beloved community"; build a solid economic and financial base for our fraternity operations; provide efficient and timely services from the Corporate headquarters; reaffirm our partnerships with other service organizations; leverage the dynamic relationships made through the Martin Luther King, Jr. Memorial project as we develop the educational component that will spread and teach King's message through the Educational Foundation and Alpha University. Further, we will aid in the on going efforts to address issues and find solutions regarding the plight of our young African-American boys with guidance by our World Policy Council and a new think tank composed of our young, brilliant Alpha scholars and academicians. Brothers, we will start with our own boys. I look forward to introducing my signature initiative "From High Chair to High School" as well as other new initiatives including a "father/son(nephew, grandson, mentee) only weekend gathering.

Further, we shall travel back to Egypt and Ethiopia and be enlightened and inspired and expand our international presence to do the work of Alpha while improving our services to our International brothers. We will showcase the talents of our artistic and gifted brothers at National Conventions while reinvigorating our conventions to ensure that they are affordable and exciting. We must do our part to preserve the "green space" as Jewel Murray would want us to do. Further, we will declare "no more hazing" and refine a membership intake process and retention effort that will make solid, the men of Alpha and keep them in the fold as active and viable members.

Lastly, we will restore the "true spirit of fraternity" and remind brothers that "he ain't heavy, he's our brother!" Whew! We have much work to do but as Jewel Henry Arthur Callis stated "our task is endless!" Therefore, brothers I urge you to vote for me in April when the ballots are mailed! As always, please continue to "believe in the 7!"  
Fraternally,

Brother Skip Mason  
[www.believeinthe7.com](http://www.believeinthe7.com)

I would ask that you take a moment to review my platform on my website  
[www.believeinthe7.com](http://www.believeinthe7.com)

or view the campaign brochure at  
[http://www.believeinthe7.com/media/CONVENTION\\_BROCHURE\\_draft\\_6.pdf](http://www.believeinthe7.com/media/CONVENTION_BROCHURE_draft_6.pdf)

For donations, go to [www.believeinthe7.com](http://www.believeinthe7.com)  
click on donate

To add your name to the list of believers in the 7 who support Skip Mason for 33rd General President, send an email to [dweston1@bellsouth.net](mailto:dweston1@bellsouth.net)

**Now see what the brothers across the country are saying about 33rd General President Candidate Skip Mason:**

***"He loves and encourages the undergraduate brothers to think and strive for excellence in all that they do."***

**Brandon Shepherd**



Dear Brothers of Alpha:

It is with great pleasure that I am given the distinct opportunity to endorse Brother Herman "Skip" Mason as our next General President. It is a complete honor for me to write this letter expressing my deepest sentiment and respect for Brother Mason. I have been completely blessed to have been in his presence and to have listened to his inspiring words of wisdom.

Brother Mason realizes the importance and need of the college brothers. He realizes that our beloved fraternity was founded by the college brothers and therefore knows the value of their opinions and vision. With this constantly embedded in his head, he has always extended words of wisdom, support and physical presence at many of the Atlanta chapters functions, and I'm sure of many others. He loves and encourages the undergraduate brothers to think and strive for excellence in all that they do. He is a mentor to many, including myself. When Brother Mason speaks, I listen, because I know that words of wisdom are going to be uttered.

I have never met any person who is so knowledgeable about Alpha Phi Alpha than Skip Mason. If I have any questions about our beloved fraternity, Brother Mason is the first person that comes to mind. Who else better to lead our fraternity than a man who knows our history, interprets our history, and is destined to be our chosen leader in this new era of Alpha history? Brother Mason will invoke change within the house of Alpha, and in the external environment. He is the man of the hour and is shall be the next General President.

I wholeheartedly give my support for Brother Herman "Skip" Mason. He has a vision for our fraternity in this new era and I will do whatever possible to help materialize his dream.

Fraternally,

Brandon S. Shepherd, President  
Alpha Phi Chapter  
Clark Atlanta University

**From Brother Dr/Thomas W. Cole, Jr.:**

**"Our Fraternity needs a leader with proven scholarship, energy, innovation and devotion to service and the ideals of Alpha Phi Alpha."**



**Dear Brothers,**

**These are challenging times as our great fraternity has entered a second century of service. The times call for extraordinary leadership. The Vision and Mission Statements of Alpha Phi Alpha Fraternity, Inc. charge us to develop leaders, promote brotherhood and academic excellence. Our Fraternity needs a leader with proven scholarship, energy, innovation and devotion to service and the ideals of Alpha Phi Alpha. Skip Mason is such a leader for such a time as this. I lend my voice to those of Alpha men throughout this Nation in support of his candidacy to become 33<sup>rd</sup> General President.**

**Thomas W. Cole, Jr.  
President Emeritus, Clark Atlanta University  
Interim Chancellor, UMass Amherst**

**From Brother Dr. Walter Kimbrough:**

***"This talented brother has been responsible for helping the entire fraternity "Remember the Seven," and as our president, he will help us begin to act like them as well."***



**Brothers,**

**I have been blessed to know most of the brothers who offered themselves as candidates to serve as our next general president. Interestingly enough, many of them have a professional background in higher education, particularly student affairs, and that bodes well for our fraternity, one founded by college men. So as a fraternity, I saw early on that this election would present a candidate who is dedicated to undergraduate brothers. This year, we had a chance to choose the best of the best.**

**Skip Mason has been a great mentor to me. As I began researching historically Black fraternities and sororities, I was able to call upon him to learn some of his techniques. His mentoring and encouragement facilitated my completion of "Black Greek 101" which continues to be reprinted, and has been used by countless students seeking more information about the Black fraternal experience. My high level expertise is due in part to Skip Mason.**

**I have known Skip since I was a college brother, so our relationship now exceeds two decades. He is indeed the best of the best, and I am excited that he now has the opportunity to serve as our next General President. He has all of the prerequisite skills to lead this fraternity. In addition, he has taken the lead to educate all brothers about our fraternity history, whether it is as simple as his historical moments he disseminated initially through e-mail, to the compiling of his own history book about the Seven Jewels, as well as editing the history of Alpha South.**

**I wholeheartedly and enthusiastically endorse Brother Herman "Skip" Mason as our next General President. This talented brother has been responsible for helping the entire fraternity "Remember the Seven," and as our president, he will help us begin to act like them as well.**

**Walter M. Kimbrough, Ph.D.**  
**President, Philander Smith College**

**Brother Michael Battle, President of the Interdenominational Theological Seminary endorses Brother Skip Mason for 33rd General President of Alpha Phi Alpha Fraternity, Inc.**



*"I have seen the demonstration of his commitment to our fraternity and have witnessed his leadership. He has the knowledge, the skills and the ability to lead the House of Alpha. "*

**Brothers of Alpha Phi Alpha,**

***It is a distinct pleasure to provide my resolute endorsement of Brother Skip Mason in his bid to become General President of our beloved Fraternity. Brother Mason has served the House of Alpha with honor, absolute commitment, deepest respect and with a profound belief that the way to become first of all is by being the servant of all. In our grand centennial celebration, Brother Mason demonstrated leadership in his work to establish the traveling centennial display of Alpha memorabilia. Brother Mason's efforts provided opportunity for brothers, their families, future brothers and the general public to see the contributions of Alpha Men in a variety of professions. This exhibit also demonstrated the strength of Alpha Phi Alpha. As a Senior Administrator and Archivist at Morehouse College, Brother Mason has tremendous leadership skills and has both a deep love for history and the professional capacity to lead our fraternity. In the beginning of our second century as a fraternity it is essential that the House of Alpha is led by a brother who will assist in***

***celebrating our rich legacy while moving us forward as the nation's premier fraternity.***

***I take especial pride in endorsing Brother Mason because I have seen the demonstration of his commitment to our fraternity and have witnessed his leadership. He has the knowledge, the skills and the ability to lead the House of Alpha.***

***I invite you to join with me in supporting Skip Mason for the noble office of General President of Alpha Phi Alpha.***

***Fraternally,***

*Michael A. Battle*

*President: Interdenominational Theological Center*

**From Eta Lambda Chapter in Atlanta, Georgia:**  
**ALPHA PHI ALPHA FRATERNITY, INC.®**

ETA LAMBDA CHAPTER

P. O. Box 95276

Atlanta, Georgia 30314

February 1, 2008

The Brothers of Alpha Phi Alpha Fraternity, Inc.

Dear Brothers,

Since May 20, 1920, Eta Lambda Chapter, the seventh ( 7<sup>th</sup> ) Graduate Chapter established by Alpha Phi Alpha Fraternity, Inc., has continued to be one of the leading and guiding forces within the " House of Alpha". Eta Lambda Chapter has served as host to five General Conventions; has been named the fraternity's "*Alumni Chapter of the Year*" more than ten times; and has groomed at least three brothers from its ranks for leadership as the General President of this, our great fraternity. Those distinguished brothers include the 20th General President, Bro. William H. Hale; the 22nd General President, Bro. Lionel Hodge Newsom and the 26th General President, Bro. Ozell Sutton.

The chapter's legacy of leadership, commitment, and service mandates that this body catapults another brother from within its ranks as its candidate to the lofty Office of General President. During the May 2007 Chapter Meeting, the brothers assembled voted unanimously to endorse and support the candidacy of **Bro. Herman "Skip" Mason, Jr.** as the 33<sup>rd</sup> General President of Alpha Phi Alpha Fraternity, Inc. It is on the shoulders of General Presidents Hale, Newsom, and Sutton that Bro. Herman "Skip" Mason, Jr. aspires to carry the mantle of the 33rd General Presidency. It goes without saying that Brother Mason provided stellar leadership and service during his tenure as Chapter President. His Presidency embraced the greater Atlanta community creating continuing partnerships.

Eta Lambda Chapter has prepared and has equipped Bro. Herman "Skip" Mason, Jr. with the tools to provide a "Change in the Fraternity" without sacrificing the foundation of the Jewels' vision. We support the candidacy of Bro. Herman "Skip" Mason, Jr. as the 33<sup>rd</sup> General President of Alpha Phi Alpha Fraternity, Inc. For the Brothers of Eta Lambda Chapter, I am

Fraternally yours,

*Bob Jones*

Bro. Bob Jones, President

and the Brothers of Eta Lambda Chapter.

From the International Chapters of the Bahamas and Bermuda:

**"I am therefore convince that he can surely advance the cause of Alpha globally with his vision and positive attitude." *Ricardo Deveaux of Bahamas***



### **The Essence of Leadership**

**"A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the quality of his actions, and the integrity of his intent. In the end, leaders are much like eagles....they don't flock, you find them one at a time."**

My Brothers of Alpha,

Alpha Phi Alpha Fraternity, Inc. needs an individual like Brother Herman "Skip" Mason – youthful, energetic, visionary, fearless and compassionate. A proven spiritual, fraternal, civic and community leader, Bro. Skip is ready, willing and able to serve us as our 33<sup>rd</sup> General President.

During the years that I have known Bro. Skip, I have been impressed with his dedication and commitment to service. His diligence and exceptional organizational and leadership skills are some of his greatest assets.

When I consider a candidate for General President, I am seeking an individual who is not only concern about "national" Alpha but "international" Alpha. As a Brother who resides outside of the United States of America , I need a leader who is sensitive to the needs of the Brothers who are separated from mainland of the USA and feels disenfranchised by an organization they love and hold dear. Based on platform and discussions, I am convinced that Bro. Skip would be the BEST Brother to lead our great organization and to assist in advancing the Alpha agenda.

Bro. Herman "Skip" Mason has demonstrated that he is committed to excellence in all his undertakings. An individual who prepares in advance for every move that he makes and every situation that he must

encounter, I am therefore convince that he can surely advance the cause of Alpha globally with his vision and positive attitude.

I therefore endorse the candidacy of Bro. Herman “Skip” Mason for the 33<sup>rd</sup> General President of Alpha Phi Alpha Fraternity, Inc. because I believe in the 7.

Fraternally,

Bro. Ricardo P. Deveaux  
President & CEO  
Bahamas Primary School Student of the Year Foundation

Chairman  
International Brothers Affairs  
Alpha Phi Alpha Fraternity, Inc.

Bahamas Area Director  
Florida Federation of Alpha Chapters, Inc.

Past President  
Iota Epsilon Lambda Chapter  
Nassau, Bahamas

Life Member #10596

# FROM THE ISLAND OF BERMUDA



**"I am confident that under his leadership and stewardship our great Fraternity can only grow from strength to strength." Senator Wayne Caines**

Brothers,

I had the pleasure meeting and spending time with Brother Mason last year whilst he was in Bermuda as the Key Note Speaker for our (Epsilon Theta Lambda) Annual Black and Gold Gala Ball.

During his visit to Bermuda, Brother Mason met with the Premier of Bermuda, he also met with other Political and Community Leaders. Whilst in Bermuda Brother Mason conducted himself with dignity and aplomb.

I was impressed that Brother Mason had the foresight to come to Bermuda and forge relationships with the Brothers of Epsilon Theta Lambda. Brother Mason's visit spoke voluminously about his commitment to the development of our Fraternity. The Brothers of Epsilon Theta Lambda were invigorated by his visit and his fraternal clarion call to duty.

Brother Mason is a true ambassador of his Country and our beloved Fraternity.

Brother Skip Mason is a Renaissance man, he possesses the rare combination of verve, intellect and humility. I am confident that under his leadership and stewardship our great Fraternity can only grow from strength to strength.

Brother Skip Mason is a man of highest esteem, Brother Skip Mason has my endorsement for the 33rd General President of Alpha Phi Alpha Fraternity Inc.

Fraternally,

Senator Wayne M. Caines BA LLB (Hons)

Chief of Staff to the Premier of Bermuda

## From the President of Alabama A&M University:



Dr. Robert R. Jennings  
10th President  
Alabama A&M University

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## ALABAMA A&M UNIVERSITY

February 20, 2008

Brother Skip Mason  
Candidate, 33<sup>rd</sup> General President  
Atlanta , Georgia

Dear Brother Mason:

I am both pleased and honored to endorse your candidacy for the 33<sup>rd</sup> General President of our beloved fraternity, Alpha Phi Alpha, Incorporated.

Having known you for several years, I am well aware of your strong Christian values and high morals. When I think of distinguished Alpha men, you are most definitely among the list. You are an excellent leader; you have demonstrated a strong belief in and promoted the values of brotherhood and academic excellence. The list of multiple service endeavors as well as your advocacy for strong communities are

well known both locally and nationally.

I personally believe that you would be able to stimulate the men of Alpha and play a major role in preparing us for the greatest usefulness in the cause of humanity, freedom, and dignity. There is no doubt in my mind that you would represent us both nationally and internationally with the highest degree of respect and intellect. Thus, it is without any degree of reservations, that I endorse you as our next national president.

Sincerely,

*Robert R. Jennings*

President



**"But what is crystal clear about Brother Mason is that he has never stopped serving Alpha. He has never stopped honoring our founders. He has never stopped believing that our fraternity could be better, should be better, and most importantly, he has never stopped believing in us."**

My Dearest Brothers,

Since my birth in Alpha I have watched very closely and listened with great intensity to the deeds and the words of our General Presidents. During my journey into Alpha I took great interest in knowing as much as possible about our leaders. In my mind we, the most influential men in the world recognized our General Presidents as the most influential leaders in the world, and their prominence was inspiring.

When I served as Assistant Vice President of the Eastern Region I had the wonderful opportunity to sit at the table with all of our living Past General Presidents; Judge James Williams, Ozell Sutton, Charles C. Teamer, Sr., Dr. Henry Ponder, Adrian Wallace, Harry E. Johnson, Sr., and my favorite of them all, Milton Carver Davis. Under the leadership of our 32<sup>nd</sup> General President Darryl R. Matthews, Sr. I had the honor and the privilege to sit at the feet of these great men and absorb all that they had to offer, their wisdom, their knowledge, and their unwavering commitment to Alpha Phi Alpha.

I have looked closely at the words and deeds of our top two General Presidential candidates and I have found without any doubt in me whatsoever that Herman "Skip" Mason embodies all that is necessary for him to sit among the revered leaders of our fraternity. "Skip" has made it clear that his candidacy for the General Presidency is an untraditional one. He has never served as an area director, never as a district director, never even as an Assistant Vice President or Regional Vice President. But what is crystal clear about Brother Mason is that he has never stopped serving Alpha. He has never stopped honoring our founders. He has never stopped believing that our fraternity could be better, should be better, and most importantly, he has never stopped believing in us.

His daughter is named Jewel and of course this was by no accident. "Skip" looks into her eyes and sees the beauty of our Dear Alpha Phi Alpha. Jewels eyes are "Skip's" gateway to the brightness of Alpha's future.

He remembers where we have come from and he has a vision and a plan for where we are going.

I know that Brother Herman “Skip” Mason is the right leader at the right time for the right reasons. I believe that he will stand up for the values, traditions, and principles that make our beloved organization legendary and as such; I believe it is my turn to stand up for him. I ask that brothers across this nation check his record, check his heart, and then cast your ballot for Herman “Skip” Mason.

Fraternally,

Brother K. Chase Patterson  
Past Assistant Vice President  
Eastern Region  
Alpha Phi Alpha Fraternity, Inc.

**Believe in the 7! Believe in Alpha! Believe in Skip Mason for  
33rd General President of Alpha Phi Alpha Fraternity, Inc.**

**[www.believeinthe7.com](http://www.believeinthe7.com)**