



## Spring 2013 Nominated Officer Questionnaire

### PART I: GENERAL INFORMATION

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Name: Christopher Chui  
Year: Junior  
Major: Major  
Pledge Class (Year): Omega Spring 2012

**Please mark which elected position(s) you are running for with an X:**

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|--|--|
| <input type="checkbox"/> President                   | <input checked="" type="checkbox"/> VP of Fellowship |
| <input type="checkbox"/> Pledgemaster                | <input type="checkbox"/> VP of Finance               |
| <input type="checkbox"/> VP of Service               | <input type="checkbox"/> VP of Communications        |
| <input checked="" type="checkbox"/> VP of Membership | <input type="checkbox"/> Fundraising Chair           |

### PART II: SHORT ANSWER QUESTIONS

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1. What is your vision for APO?

My vision for APO is to make it an organization where productive happy members can interact with one another in a positive manner to represent themselves and others well as both USC students and human beings. APO is more than a community service organization. It is somewhere a student can grow into a happy contributing member of the community

2. Why do you want the position(s) you are running for?

I want VP of Membership because I feel that particular position calls for an individual who can see the big picture as well as the little details when it comes to the people within this organization. I think that the VP of Membership is someone who can look at Alpha Phi Omega as a whole and see where they can help in the human element whether it be through membership retention, finishing requirements on time, or just bringing people together to create a more harmonious organization. I want to be able to fill that role for everyone.

I want VP of Fellowship because it is one of the things that I and many other people enjoy a lot in this organization. I am so happy when I am able to see others enjoying time with one another and I would love to be someone who could facilitate that for others. I know that bonds made in college can last years, if not a lifetime, and I feel that if we could only take one thing from APO, it should be long lasting family and friends.

3. What are your goals for the position(s)?

For membership I want to change the stigma that follows it; the idea that it is simply a position to get things done. I firmly believe that the more you put into something the more that you'll get out of it and I feel that this position is ideal for that kind of thought process. I want to get the traditional things done as

the VP of Membership but it is my goal to make it a position that is versatile and helpful throughout the organization. I want to interact with members to a more personal degree than what has been exhibited in the past and I want to bring to the position a larger amount of event planning than what has been previously expected.

My goal for fellowship is simply to help others find friends within this organization. There are so many wonderful individuals in APO and when they go to fellowship events you can see them growing closer in front of your eyes. This may sound strange, but I want to be in a position as VP of Fellowship where it would no longer be necessary to plan events. I want people to want to hang out together without my facilitation. If I can get the entire chapter to plan their own impromptu hangouts and fun activities and inviting the people that they met at my fellowship events. It would be a victory.

4. What new ideas can you bring to the position and organization as a whole? Please provide examples.

In regards to membership I want to focus on two main things. The first one is membership retention. One of the problems that we have as an organization every year is that invariably someone people will fall off the face of the earth. We essentially never see them again for the entire semester. Now I realize that a component of this is that people are busy and have other priorities but I feel that if you have already invested a whole semester in APO why not stick around to see the fruits of your labors. It is for this reason that I want to plan more events that get individuals whom you will not often see at GBM or other activities out and about with the general body. The process of building an event like this would focus on the family lines as well as the three families. A lot of the time family lines will do something together whether it be simply getting dinner or a small hangout with one another. I want to increase the number of these events that are facilitated specifically by APO. I know of a few bigs and littles that will bring the former or the latter out to events and I feel that will help people who have not been as involved to remember how great of an organization APO is. For those who do not have any remaining family lines, the same idea would apply but to entire families. I love the fact that family competition brings out people who are not as involved and I feel that increasing the number of these events as well will help keep members around as well as bring back others who have fallen away.

In regards to fellowship something that I want to expand on that currently exists in APO is the idea of competition. I personally believe that competition breeds excitement and fun as long as it is in a controlled environment and doesn't get out of hand. I think that building more events where teams or individuals can compete with one another would be a great thing in fostering relationships within the organization. APO football and Assassins are such a large part of what has become fellowship in APO I believe that building more events like these would be beneficial for the organizations. A couple events that I have thought up would be a Super Smash Bros tourney, trivia quiz bowl, soccer match, dance off or any number of things people would want to showcase their skills in.

5. What relevant experience, if any, have you had working in committees or other organizations for the position(s) you are running for? Please be specific.

I have extensive experience in leading teams and managing individuals in all sorts of settings, from groups as small as three to organizations as large as 200.

I currently serve as Omega Family Head where I was responsible for managing the family as well as planning events for the Omegas.

I participated in Fellowship and Membership committees this year where I helped contribute ideas as well as assisted in the execution of events on the actual day.

I served as Pledge Class President for the Omega Class in Spring 2012 where I managed our pledge class and helped to ensure that we had a successful pledge semester with the events that we were required to plan.

I was the Director of Fellowship in Los Angeles Community Impact (LACI) where I was in charge of planning retreat for the organization as well as events throughout the semester to keep the general membership body entertained.

6. What other time commitments will you have next semester (i.e. Other student organizations, work, research, etc.)? How do you plan to balance APO executive board duties with those commitments?

I do not have many other commitments.

Scout – 1.5 hours a week

LACI – 2-3 hours a week

My primary extracurricular is APO and has been for the past year. It is my primary concern on campus besides school work and given that my other commitments do not require that much time I am not overly concerned about having problems with balancing responsibilities. That being said, if ever there was a question on what needed to be done: APO would be first.

# Christopher Chui

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## EDUCATION

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### University of Southern California, Los Angeles, CA

January 2011 – present

Gordon S. Marshall School of Business

B.S., Business Administration, Management Consulting, Information Operations Management

## EXPERIENCE

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### Don't Panic Leisure Products, Los Angeles, CA

Business Intern

Summer 2012

- Evaluated company supply chain inadequacies and developed contingency plans to mitigate time and cost setbacks
- Spearheaded the online marketing campaign for the newest company product utilizing internet advertising tools such as Google Adwords
- Examined cost breakdown inefficiencies within the company and presented to owner viable changes to reduce the bottom line

### Meriwest Credit Union, San Jose, CA

Marketing Division Intern

Summer 2009

- Served as brand management champion, responsible for ensuring that the credit union's brand image was consistent across all client facing materials
- Helped to prepare reports for national credit union competitions
- Hosted seminars to promote awareness regarding the importance of financial sustainability and wellness

## LEADERSHIP

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### Los Angeles Community Impact (LACI), Los Angeles, CA

Director of Fellowship

January 2011 – present

- Initiated programs and events to strengthen the bonds within the organization that included aspects of marketing, membership retention, and social activities
- Organized a chapter retreat by maintaining responsibilities of contacting the realtor, coordinating activities and members, and managing the retreat budget

Team Leader

- Created a strategic marketing plan for a tutoring center that focused on helping disadvantaged kids accepted into college
- Led regular status meetings and team communications with client personnel to keep our projects on track and in line with client expectations

### Alpha Phi Omega (APO), Los Angeles, CA

Pledge Class President

February 2012 – May 2012

- Organized and developed pledge class community service projects both within USC and around the Los Angeles area
- Created a pledge elected board committee to help field concerns and questions from the pledge class

## ACHIEVEMENTS

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### USC Dean's List for Academic Excellence

1<sup>st</sup> Place Winner of the Future Business Leaders of America National Case Competition

## SKILLS AND INTERESTS

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- Microsoft Office Suite, including Access, Excel, and PowerPoint
- Proficient in Oracle Crystal Ball Software
- Interests include football, video games, food

**Legend:**

- Conflict
- Registered Section
- Scheduled Section (Not yet registered)
- Time Block
- X Drop a Section

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