

Sam Houston State University-The Woodlands Center
3380 College Park Drive
The Woodlands, Tx 77384
Registration Due: August 11, 2025

August 23, 2025

\$35/Participant

Texas DeMolay Leadership Academy VI:

PUTTING FIRST THINGS FIRST



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Dear Members and Advisors,

Welcome back to another year of the Texas DeMolay Leadership Academy, our sixth annual gathering dedicated to building leaders who will shape our Chapters, our communities, and our world!

This year, our theme is “Putting First Things First”. It’s easy to get lost in the rush of to-do lists, event plans, and competition with distractions. Real leadership means stepping back to ask: “What truly matters most, right now”? Is it the Member who feels disconnected and needs a friend? The practice that will prepare us to lead ritual with pride? The conversation that will set expectations and inspire others to follow?

When we put first things first, we align our actions with our values and our obligations, creating a Chapter culture where everyone knows what is expected and feels included in building something bigger than themselves.

As we learn together, I encourage you to remember two guiding principles:

1. Care Personally: Take the time to see the people around you for who they are, not just what they can do. A true leader knows when someone needs encouragement, a listening ear, or a reminder that they belong.
2. Challenge Directly: Leadership is not about avoiding discomfort; it’s about having the courage to hold yourself, and others, accountable to the standards that make DeMolay great. When you see something that needs to change, say it with clarity and kindness.

These principles-caring personally and challenging directly-are the foundation of leadership that lasts. They will help you set the tone in your Chapter and in your life, putting first things first in a way that inspires trust and builds momentum.

Thank you for choosing to invest in yourself and your leadership journey. Together, we are preparing the next generation of leaders to serve with integrity, humility, and courage.

I look forward to welcoming you all back to The Woodlands on August 23!

With Gratitude,

Rex W. Wunsche, SHRM-CP

Director-Texas DeMolay Leadership Academy

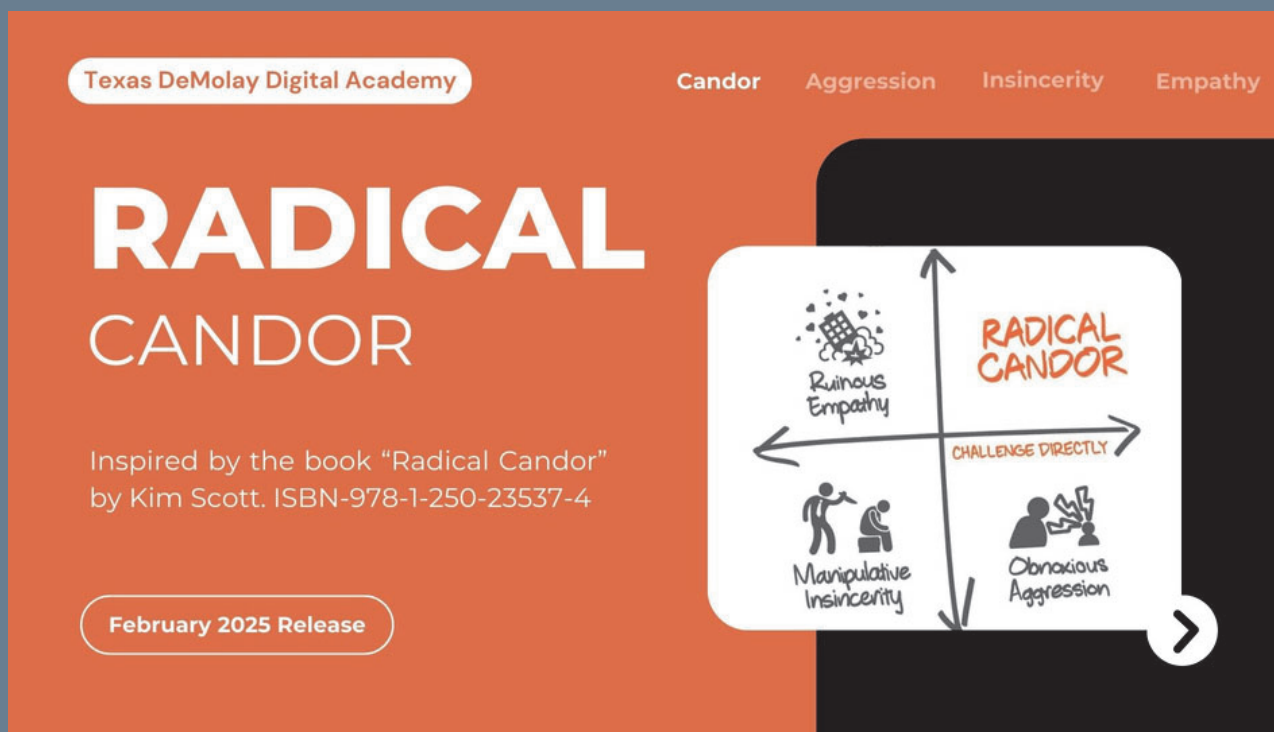
Active DeMolay

COURSE
CATALOGUE

Keynote Presentation:

RADICAL CANDOR

*A live session from the
Texas DeMolay Digital
Academy archives!*



Radical Candor, based on the works of Kim Scott, teaches young, and adult, leaders in the Order of DeMolay how to communicate with honesty and empathy using the principles of Radical Candor. Through practical instruction and real-life examples, you will learn to give constructive feedback, build trust, and avoid common leadership pitfalls like Obnoxious Aggression and Ruinous Empathy. Perfect for any DeMolay or Advisor, this training will strengthen your leadership presence and help you create a more respectful, high-performing Chapter.

Featured Moderator: Rex W. Wunsche, SHRM-CP

*Collaborating with tools
designed to innovate the
New Member Experience.*

Featured Presentation:

MY CHAPTER MEMBERSHIP DEVELOPMENT



A thriving DeMolay Chapter begins with dedicated Members who understand the value of sharing our Order with others. This session on Growing Membership in DeMolay will empower Members and Advisors to think creatively and strategically about how to strengthen their Chapters by bringing in new Members while retaining and engaging current ones.

During this class, we will explore the essential question: Why does Membership growth matter? We will discuss how each new Member brings energy, skills, and perspective that enhance our Chapter's ability to serve our communities, build friendships that last a lifetime, and ensure that the mission of DeMolay continues for generations to come. Participants will learn why focusing on personal invitations, meaningful connections, and welcoming environments is key to successful recruitment efforts.

Featured Moderator: Michael Cote II

Featured Presentation:

*Running efficient and effective
meetings for all stakeholders.*

CHAPTER MEETING BASICS



This session is perfect for new Members or anyone looking to better understand how DeMolay Chapter meetings work. Participants will learn the basic structure of a meeting, including the opening and closing ritual, how to follow an agenda, the roles of officers, and how to participate effectively. We will also cover meeting etiquette and how to make sure every meeting is organized, respectful, and productive. By the end of the session, participants should feel confident in attending and contributing to Chapter meetings - and even stepping into leadership roles in the future.

Featured Moderator: Paul Wunsche

*Learning how to discover
what you're passionate
about and turn it into a
career opportunity.*

Lunch and Learn:

FINDING YOUR CAREER



Not sure what you want to be when you grow up? Whether you are in Middle School, High School, or beyond, this lunch and learn session is designed to help you explore your interests and understand the different career paths available to you. We will talk about how to identify your strengths, explore careers that match your personality and passions, and learn about both college and non-college options. You will also hear real-life advice on how to start building your skills now - so you are ready for whatever comes next. Lunch will be provided.

Bring your appetite, your questions, and your curiosity!

Featured Moderator: Krista Miller

Featured Presentation:

*Creating Effective Social Media
Campaigns for your Chapter.*

SOCIALS & THE ALGORITHM



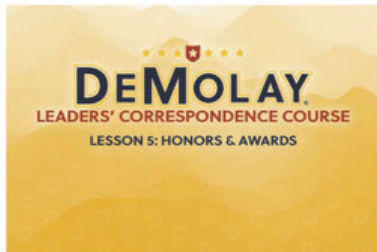
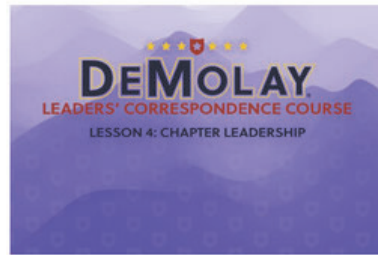
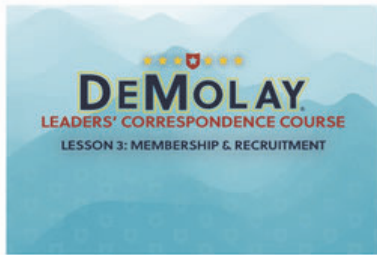
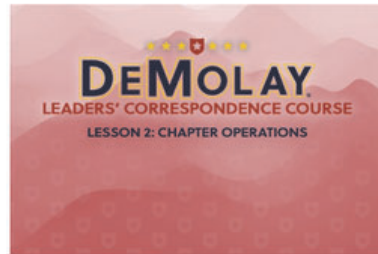
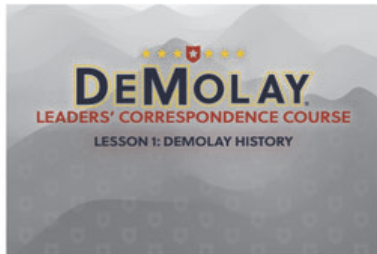
Join our featured moderator as you learn how to use social media to support and grow your Chapter. This session will explore key concepts like “the algorithm” and how it impacts your posts, how to capture attention-getting content, and how to build a grassroots social media campaign. By the end of this course, you will understand how to create engaging posts that help showcase your Chapter and boost its presence online.

Featured Moderator: Kendal Clark, MS

Featured Presentation:

*Facilitating a positive New
Member Experience for all.*

LEADERSHIP CORRESPONDENCE COURSE



The DeMolay Leadership Correspondence Course (LCC) is a valuable tool for Members who want to grow as leaders and deepen their understanding of the organization. In this session, participants will explore the purpose and structure of the five-course program, which covers topics like DeMolay History, Chapter Operations, Membership and Recruitment, Chapter Leadership, and Honors & Awards. You will learn how to access the LCC, how it can benefit your DeMolay journey, and how completing it can help prepare you for future leadership roles. Whether you are just starting out or looking to take the next step, this session will show you how the LCC can guide your development in DeMolay and beyond.

Featured Moderator: 2025-26 Elected State Officers

Special Course Offering:

Influencer Innovation Summit

Featured Moderator: Rex W. Wunsche, SHRM-CP



This advanced workshop is designed for stand-out DeMolay Members who are looking to deepen their leadership skills and become influential figures within their Chapters. The session provides a comprehensive experience on how to use leadership tools and strategies to create lasting positive change within your Chapter. It is particularly valuable for Chapter leaders and those who are interested in becoming a State Officer.

Throughout the workshop, participants will work through key areas, including:

1. Self-Assessment
2. Introduction to Influencer Innovation
3. The Discovery Initiative
4. Expressing our Vision (with virtual presenter Lisa Gates)
5. Amazon Warehouse Tour and Discussion on the SLAM process
6. GROW Modeling
7. Conclusion (with virtual presenter Isabel Muri)

At the end of this session, participants will have a deep understanding of the GROW Model and how to use it, combined with the knowledge of how to leverage their status as an influencer to improve their Chapter's growth and success. You will also gain tools for building a network that enhances collaboration and continuous development.

Requirements for Participation:

1. Must be an Active DeMolay
2. Must have been a Member for at least one calendar year by the date of the Leadership Academy
3. Must be at least 15 years of age or older
4. Must be recommended to attend by their Advisory Council, with a statement outlining how they are an influencer within their Chapter - MAX 2 PARTICIPANTS PER CHAPTER
5. Must bring an internet-accessible device (laptop or tablet preferred) to the session
6. Must be a stand-out Member of their Chapter, demonstrating leadership, influence, and active participation

This workshop is an excellent resource for DeMolay Members who are looking to make a lasting impact and take their leadership potential to the next level. By the end of the course, you will be ready to use the tools and strategies you have learned to contribute meaningfully to your Chapter's continuous improvement.

Members who participate in this workshop will be excused from the sessions:

1. Leadership Correspondence Course
2. Socials and The Algorithm

Advisors

COURSE
CATALOGUE

GUIDING THE NEXT GENERATION

Advisors are the engine of a successful DeMolay Chapter, empowering young men to learn, lead, and grow. This session will explore the vital role Advisors play in shaping the future of our Chapters and the lives of the young men we serve. Together, we will discuss what it truly means to be an Advisor, examining the balance between providing guidance while allowing young leaders to take ownership and learn from their experience.

Participants will explore the expectations, responsibilities, and opportunities that come with being a DeMolay Advisor, while also considering the unique joys and challenges of mentoring youth. We will share practical strategies for building trust with Members, encouraging participation, and supporting youth-led activities while ensuring safety and compliance with DeMolay guidelines.

This course will also highlight how Advisors can embody the principles of “caring personally and challenging directly”, fostering an environment where young men feel supported to grow while being held accountable to the standards of DeMolay. Whether you are a new Advisor or have served for many years, you will leave this session with renewed inspiration, a clear understanding of your role, and practical insights to support your Chapter’s success.

Come prepared to share your experiences, learn from others, and embrace the profound impact you can have in guiding the next generation of leaders in DeMolay.

ADVISOR PRACTICUM

Being an Advisor means navigating a variety of real-life situations with care, confidence, and a commitment to youth development. This hands-on practicum will give Advisors an opportunity to practice responding to common and challenging scenarios they may face within the Chapter environment.

During this engaging session, Advisors will work through realistic situations in small groups, practicing skills such as addressing conflicts among Members, encouraging participation, managing parental expectations, and ensuring activities remain youth-led. Participants will gain confidence in how to handle these situations with empathy and clarity, aligning with the principles of “caring personally and challenging directly”.

This practicum will also help Advisors develop a toolkit of practical phrases and approaches to guide conversations with Members, officers, and parents; while keeping the best interests of the Chapter and each Member in mind. It is designed to be interactive, supportive, and affirming of the important role Advisors play in creating positive, empowering environments for young men to learn and grow.

Whether you are looking to strengthen your skills, prepare for the unexpected, or simply learn from the experiences of others, this course will equip you with the tools and mindset needed to lead confidently and compassionately as a DeMolay Advisor.