



BETA THETA DATA

Spring 2015 Volume 63 Number 2

Capital Campaign Update

Thanks to your generous support, our capital campaign achieved our fundraising goal of \$100,000 in late April, well ahead of our June 30, 2015 deadline. We are pleased to report that we have received donations

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&
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from 31 pledge classes from 1949 to 2015. Over 200 alumni and actives are represented on our roster of donors, including the entire pledge class of 2014, which collectively contributed \$5,000 to the campaign. What an amazing statement about the vitality and commitment of our actives! We wish to offer special recognition to Garry Nolan who contributed \$10,000 and John Olsewski, Chuck Whitehead and Jeffrey Horowitz, each one of whom donated \$5,000.



Our first priority will be to use the funds donated to remake the Pi Kappa Alpha "Big Front Lawn". The scope of work for this project includes: the reconstruction of the front steps, the replacement of the walkway from the steps to the front porch, the repair of the front porch, the installation of two new patio areas, the construction of new retaining walls, the regrading of the front yard, new landscaping and new lighting and handrails. The new steps, retaining walls and patio borders will be built from Medina sandstone, sourced to match the steps that have been one of the characteristic features of the Pike house.

Additional funds secured through our capital campaign will be used to address other capital needs at the Pike House. The Building Fund Trustees and the Alpha Theta Board of Trustees have identified another project, room and common area doors. Depending on the amount of additional donations we receive from alumni by June 30, we may be able to pursue this new project.

We urge you to contribute to the campaign if you have not done so already. Everyone is encouraged to support our fraternity! Please send a check made payable to Alpha Theta Fraternity, to: Bill Page, Treasurer, 1201 Meadow Sweet Lane, Victor, NY 14564. Please include your pledge class year on the memo line. All donations of \$100 or more received by June 30, 2015 will be added to our donor plaque. Additional information about the campaign and an online donation portal are available at www.alphathetacapitalcampaign.org.

We will host a special ceremony at Homecoming this September to thank and recognize all of our contributors as well as our class captains. On this occasion we will unveil our donor plaque, which will list donors by giving level - \$5,000, \$2,500, \$1,000, \$500, \$250 and \$100. More details about the dedication ceremony and the

(continued above)

construction work to remake the Pi Kappa Alpha "Big Front Lawn" will be shared with alumni in the coming months. Your commitment to the success of the campaign, the brothers in your pledge class and to the active chapter is greatly appreciated!

Chapter President's Report

Matt Lim '17 mlimpike@gmail.com

Spring 2015 has been a fruitful semester for PIKE. The active chapter has initiated 21 fine gentlemen into the bonds of Pi Kappa Alpha. Each new PIKE has brought diverse ideas and a determined attitude to the effort to strengthen Beta Theta. The new member education process was holistic and purposeful - new members learned the history of Beta Theta and what it means to truly live up to the standards of SLAG.

This semester, Beta Theta raised over \$7,000 dollars in partnership with Syracuse PIKE during the Second Annual Run Rob Run philanthropy event. Brothers of Beta Theta ran on the Arts Quad for 24 hours straight to support the Make-A-Wish Foundation. Additionally, Beta Theta has been investing in 17 South. Over the past year, the chapter has purchased a new grill for the kitchen, a washer, dryer, refrigerator, and sandwich unit.

We hope to see you all at Homecoming this September, where we are excited to host a wine and cheese night and a sit down dinner. The Alpha Theta Capital Campaign Committee will also be holding a ceremony to recognize campaign contributors on Homecoming Saturday. On behalf of the active chapter, I would like to thank all of those who have contributed to the capital campaign. We are thankful for all that you do and hope to see you all on the Pi Kappa Alpha Big Front Lawn (and Patio).

Reunion 2015

During reunion weekend, on June 6th from 3-5pm, the

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actives who are in Ithaca for the summer will be throwing a barbecue at 17 South for any and all Beta Theta alumni to come talk, eat, and drink. Our chef will be making burgers and dogs along with other barbecue, and we will also have some craft beer and local upstate New York wine as well. You'll be able to meet the active brothers who will be staying over the summer, see 17 South, and catch up with other alumni. So come by to enjoy the (brief) Ithaca summer at 17 South! If you can make it to the event, please contact Alumni Relations Chair Jon Kibel jkibelpike@gmail.com. Please RSVP sooner rather than later, hope to see you all there!

Board of Directors, 2014-2015

term		
2015	Ed Catto, President	201-314-4558
2016	Bob Forness	973-701-7323
2017	Tim Cole, Vice President	508-982-5266
2018	Steve Amador, Treasurer	703-269-7096
2019	Jeff Reinders, Alumni Relations	630-639-8999

Advisor's Corner

Spring is in the air and new members are blooming. We welcome our newest brothers, the pledge class of 2015! The

brotherhood has grown to over 90 actives and the house remains strong. Our first year back in 17 South Ave is drawing to a close and three has been a lot of learning. We had the typical amount of growing pains as the actives learned more about running the house. My thanks to the whole e-board and in particular the treasurer for keeping it all together.

I'd also like to thank our first graduate advisor, Nick Toth for his time. We are working with Alpha Theta to finalize the assignment for next year. As we have learned, maintaining oversight and consistency is critical to risk management and house operations. The Alumni Advisory Board continues to meet regularly. While the activity level has been reduced, we still welcome new members including recent graduates. Just send me an email and let me know if you are interested.

Alpha Theta President's Message

Can you hear it?

It's a busy, noisy, messy world out there. It's filled with too many messages and too often emphasizes the rotten things happening.

Fraternities, and the Greek System at large, have recently been in headlines focusing on rotten things. It ranges from racist chants to sexual abuse to dangerous/life threatening hazing. Are those things you believe in or support? Would you want to be a part of a system that perpetuates this horrendously awful and dangerous thinking? Why would anyone want to be a part of the Greek System?

At the same time you're chewing on that, let me point out something that you may have missed. I almost didn't hear it. But driving to work late one day, I was thrilled to hear Loretta Lynch's acceptance speech as she (finally) became the United States Attorney General. Her personal story is an impressive one, and as she was thanking all the great folks who contributed to her success (teachers, parents, mentors) I was thrilled to hear her include a sincere thanks to her sorority.

Now, you know she wasn't thanking them for the great parties. She wasn't thanking them for the laughs or the fun or the facilities. She wasn't even thanking them for the lasting friendships. She was thanking her sorority sisters, and her

Calendar

Sept 18-19, 2015	Homecoming
November 1, 2015	Fall 2015 BΘData deadline
November, 2015	Pike University, NJ
May 1, 2016	Spring 2015 BΘData deadline
June 9-12, 2016	Reunion Weekend
Sept 23-24, 2016	Homecoming
March 26, 2017	Centennial of BΘ chapter founding
March 1, 2018	PiKA 150 th anniversary

sorority, for helping her become the accomplished person she was meant to be.

That's why I'm proud to be a part of Pi Kappa Alpha. What we're all striving to do is to develop a culture that celebrates the best in each of us and provides help getting there during a transformational time in life. Pi Kappa Alpha isn't just about parties. It isn't just about the facilities or the fun or the laughs we share. It isn't just about the friendships, although that's a big part of what I value.

We're all working hard to help one another "step up" to something better. There's a lot of other places where you can be negative, or snarky or mean-spirited. But Pi Kappa Alpha is meant to bring out the best student, the best leader, the best athlete and the best gentleman that is somewhere deep in each of us. Sure, there'll be stumbles. Sure, some knuckleheads will do things they shouldn't do. But our failures aren't what we're about. We're focusing on getting better and better. And that really is a "never-ending battle", to borrow a phrase from my favorite Kryptonian.

The Greek System at large is struggling to understand this - but let me tell you - at 17 South Avenue we understand it. I can hear that from the outstanding new class of Actives we have. I can hear that from the impressive crop of recent Pikes we just graduated. I can hear that from the sterling job our Graduate Advisor did and the great things we're expecting from our new Graduate Advisors. I can also hear the great success and the amazing support for our "Step Up" capital fundraising campaign. I couldn't be more excited for what's next ...or be more excited to be a part of it all as a proud brother of the Pi Kappa Alpha fraternity.

My brothers, I hope you can hear it too.

Alum Booksigning

We're really excited to announce the newest book from Jim Joseph (pledge class of '82) called *Out and About Dad: My Journey as a Father with all its Twists, Turns, and a Few Twirls*.

Our pal JJ has been publishing a series of marketing books, as well as leading a highly respected marketing agency, contributing to the Huffington Post and teaching at NYU. But with his newest, most personal book, Jim shares his stories of fatherhood, his family and the challenges of being a gay dad. We're so proud of his success and so impressed with his personal courage. He'll be signing copies at the Cornell Bookstore during reunion weekend... and we're going to twist his arm to sign a few at 17 South Avenue too.

Ed Catto '85 edcatto@hotmail.com

5 Questions with...

Jonathan Flaks, '86

Jonathan [www.jfcoach.com/about-jonathan-flaks] was initiated in 1983, and is founder and president of Jonathan Flaks Coaching Associates [www.jfcoach.com]. He spends his free time enjoying sailing, tennis, SCUBA diving, and, of course, his other passion, music.

- Jonathan, how did a Cornell engineering degree turn into a professional coaching career, and when did you start your business?*
 [JF] Coaching and engineering are both problem solving and design oriented disciplines. However, I never actually intended a career in engineering and instead customized my Electrical Engineering degree with a minor in electronic music and audio production with courses at Ithaca College. After Cornell I immediately went into the music business and my peak of success was as the organist and music director for the New York Rangers at Madison Square Garden. I also ran a music department at an advertising agency. While in advertising, I offered a singer some helpful advice and support (coaching?) and she recommended me to someone who became my first coaching client the next day. That was 1998, just as the industry was forming. Many training hours and clients later, I'm still helping people achieve optimal success and balance.
- You've been playing keyboards for as long as anyone has known you. How's that going?*
 [JF] I've been playing piano since I was 6 years old and studied classical piano through High School. I've mostly been in cover bands for over 30 years, including the last 3 years with *Kick Start Charlie* [www.kickstartcharlie.com]. We play in Rockland County, NY, Westchester County NY and North East New Jersey about once or twice a month. A few brothers have generously agreed that the band doesn't suck. It's an exciting hobby and I always love playing, but I have a greater passion for the executive career and business coaching work that I'm lucky to have found.
- How did being a Pike help you in your career?*
 [JF] Our fraternity is delightfully diverse and leadership oriented. Even though my highest role in the organization was Sergeant at Arms, I learned a lot about leadership, community and teamwork.
- What Pikes have you managed to stay in touch with personally? Who have you lost touch with and would be interested in seeing?*
 [JF] Far too few. Ed Catto, Mike Greenberg, Mark Podgainy, Jeff Lowe, Jeff Horowitz, David Zodikoff and all the guys who attended the last few Zulufest events at CitiField. I'd love to see Charlie Snider, Thrax, Ralph Giwerc, and too many more to name.
- What's your fondest memory of 17 South Avenue?*
 [JF] Sitting in the sun on the roof is the first thing that comes to mind - lots of foggy memories of Room 9 and the nest. Certainly the socials - they were always great. Living in the house in the summer was awesome.

If you'd like to participate in Five Questions, or have a suggestion for someone you like to hear from, finger him to Tom Sporney [tsporney@betathetadeta.net].

Thank you to the Capital Campaign Committee and Class Captains!

Committee	Class Captains					
Ken Hull	1957	Logan Cheek	1978	Chuck Horvath	1985	Mike Mathewson
Alan Zucchini	1961	John Mangan	1979	Andy Bjork	1985	Mark Podgainy
Tom Sporney	1961	Ken Hull	1980	Steve Amador	1989	Art Witebsky
Paul Wessel	1962	Bob Ball	1980	Paul Wessel	1990	Josh Bernstein
Elliot Dee	1964	Alan Zucchini	1981	Dave Susnitzky	1990	Adam Frisch
Bill Page	1964	Lowell Martin	1981	Ed Conti	1990	Martin Barkman
Marc Rubenstein	1965	Alan Becker	1982	Elliot Dee	1991	Sam Grabush
Josh Bernstein	1966	Rick Carrington	1982	Bill Page	1991	Ertan Yenicyay
	1972	Tom Sporney	1983	Marc Rubenstein	1993	Michael Sloan
	1973	Doug Sacha	1984	Bob Forness	1994	Dean Katsaros
	1975	Chip Baines			1994	Will Rukin

Dik's Ravings

A few years ago I read an article in the paper about how the millennials were inadvertently creating online artifacts of their misspent youths that would dog them throughout eternity, queering their chances for respectable, non-drooling spouses and professional advancement. Mostly these artifacts take the form of digital photographs involving underpants, alcohol, and reckless behavior. "Ha ha," I thought, "my generation is immune due to the non-digital nature of our youth!" It turns out you can digitize daguerreotypes and whatnot, so we baby boomers aren't out of the woods. Yet. There is hope, though, hope born through the age-old can-do spirit that built our society, otherwise known as blackmail. If you want to participate in this lucrative opportunity, let me know and I'll broker some deals. Work from home! Turn the memorabilia you've kept in shoeboxes all these years into a new boat! You'll need the negatives, though, in order to command top dollar. (Someone will have to explain the concept of "negatives" to the millennials.)

Dik Saalfeld '80 rf25@cornell.edu
Washington correspondent

In my old age I am tempering my inclination toward slander and libel. Toward that end, I am trying not to identify, by full name, the individuals whose tawdry stories I tell in this rag. You may think this is a noble change of policy, but the fact is that it is completely selfish, given the horrific payback possibilities. Anyway, a brother I will identify only as "A" once passed out drunk and was so insensate that we were able to lay him out on the front table, paint his nails with Whiteout, fold his arms, surround him with candles, and hold a funeral service. There must be pictures. Tragically, I do not have them. Let me know.

If you have no connection to social media, or never look at Ithaca news sources, you may not know that the Chapter House, a.k.a. Jim's Place, burned to the ground. For Pikes of a certain age, it will be like the Kennedy assassination: where were you when you heard the C-House burned down? (If your answer is "reading Dik's Ravings," you really should get out more.) We had some boffo times there. A person I will identify only as "Thomas Andrew Berg '80" took off his shirt and danced on tables to Village People tunes. Casey accidentally set his face on fire teaching people how to do flaming shots. While sucking down brewskis at the C-House, I watched Mark Nestle eat a light bulb, and Mike Schadle pound nails up his own nose. I have not encountered high brow entertainment like that in all the years since, and I weep silently for the loss of this institution.

Once, at a party, a skinny four-eyed rube I will identify only as "Dik Saalfeld" got shot down for a dance by a lady who was, by all accounts, a heifer. Rich Goeggel, observing Dik's humiliation, said "you can't just ask them to dance – you have to chat them up, and compliment them. Women like to be complimented. Take that last one – you should have said she has a nice dress, and that she doesn't sweat much for a fat girl." Rich is so wise, and I want to be just like him when I grow up.

If you haven't already done so, give the Fraternity some money. Beta Theta raised enough to replace the criminally dangerous front steps and porch, but more is needed. Any amount is welcome, but don't be a tightwad. If your wife is a feminist and doesn't believe in the Fraternity concept, tell her the money is for drugs. Forego golf for a few weeks – you suck, anyway.



Alumni Notes



"Great night at Zia's on Saturday. Surprise visit from college fraternity bros, John Carrington Peterson and Alan Hoffman. And I thought this was a solo act..."

- Rick Ross '82
[rick5ross@aol.com]

Al Becker '67 [aibecker@comcast.net] returned from an American Thanksgiving with son Mike in Cambridge England. "After four years as the legal assistant to the American judge to the International Court of Justice in The Hague, he has started on a Ph.D. in international law. But the big attraction is our granddaughter Eilis who is, naturally, the prettiest smartest three-year-old... at least in our family."

Bill Robinett '69 [billr_1947_1998@yahoo.com] just retired from the Missouri Department of Transportation on December 1st, and moved to the Kansas City area to be close to his grandson.

Chapter Eternal

The brothers of Beta Theta Chapter of Pi Kappa Alpha extend their sympathy to the families and friends of the following brothers:

Will Anderson '62

Peter A. Baum '48

Robert S. Carabelli

February 8, 2013

[www.greersmortality.com/new_view.php?id=2224500]

William J. Cullen '49

July 30, 2014

William A. Franklin '45

Edward M. Krech, Jr. '55, '58

March 23, 2015

[www.legacy.com/obituaries/greenvilleonline/obituary.aspx?pid=174473833]

Ray Elbert Trussel III '60