

## VOLUNTEER

We are seeking a few more alums to take active leadership roles in the association and develop a more extensive program of alumni events, perhaps on regional levels. If you are interested in giving back to Beta Pi in this capacity, please contact Joel Catania '71 at [jlclii@aol.com](mailto:jlclii@aol.com).

## AWARD WINNING BROTHERS

Congratulations to the following undergraduates for the following recognitions...

*Ben Franklin Scholars*  
**Gianpaolo Carpinito**  
**Michael Pintauro**  
**Derick Olson**  
**Rachleff Scholar**  
**Michael Pintauro**

*Runner Up for Best Greek House Manager at Penn*  
**Stephen Purcell**

## IN MEMORY

We have recently learned of the passing of the following brothers:

**Arthur Cramer Jr. '47**  
**Arthur Wheeler '44**  
**Roger Allen '50**

## Stay Connected Throughout the Year

Alumni Web Site  
[www.pika-upenn.org](http://www.pika-upenn.org)

Facebook Page  
[www.facebook.com/pikaupenn](http://www.facebook.com/pikaupenn)

April 2013

# Slices of Beta Pi

[www.pika-upenn.org](http://www.pika-upenn.org)

The Alumni Newsletter of the Beta Pi Chapter of  
Pi Kappa Alpha Fraternity

## ALUMNI REPORT

### Celebrating Its 10<sup>th</sup> Anniversary, the Beta Pi Alumni Association is Calling on You to Re-Engage with PiKA

#### *A Breakdown of the Critical Ways You Can Help to Advance PiKA and Beta Pi this Year*

*By Joel Catania '71*

Started with a few brothers on an email chain a decade ago, the Beta Pi Alumni Association of PiKA celebrates its 10th anniversary in 2013. In its 10-year history, the alumni association has seen many accomplishments. Our Founders' Day events have been the primary focus for alumni meetings. We held a salute to the "Old Guard" recognizing alums from the '40s who helped build the new chapter house when it was forced to move from its original location due to university expansion. We had a large group come back for a salute to our chef emeritus, Julia Wellons, to celebrate the anniversary of her retirement. Also, another memorable celebration was the 40th anniversary of the new chapter house.

As you can see from these numbers, we've had a significant decline in annual fund donations since our peak in 2008-09:

2008-09:	\$24,451	147 gifts
2009-10:	\$13,630	116 gifts
2010-11:	\$11,150	91 gifts
2011-12:	\$13,395	101 gifts
2012-13 YTD:	\$7,035	52 gifts

However, I'm pleased to report that we've had a strong showing of support at the International Fraternity level. At Founders' Day, I was pleased to acknowledge ten Beta Pi brothers who pledged cumulative gifts of over \$250,000, of which 70% has been directed to the Beta Pi Endowment Fund.

As you'll read in this newsletter, PIKE University continues to shape men of influence across the globe, thanks to the effort of global volunteers and staff including Beta Pi alumni

**Gregg Ormond '74** and **Bruce Wolfson '71**.

You have likely received fundraising solicitations for the Campaign for PIKE University, which is vital to the International Fraternity's effort to develop integrity, character and discipline for brothers at campuses across the world. Equally as critical is your support of the Beta Pi Alumni Association annual fund. We count solely on the contributions of Beta Pi alumni to fund operations year after year, which allow us to continue communications, host events and support our active chapter.

*"In this milestone year for the Beta Pi Alumni Association, I ask that you give back in honor of your PiKA experience."*

Just as the International Fraternity's efforts to raise funds through the Campaign for PIKE University has benefitted Beta Pi members (read the profile on **Justin Levine '05** on page 3), the annual fund helps us maintain a strong alumni network to support active chapter in recruiting quality members who will further advance Beta Pi into the International spotlight. Your support of both fundraising efforts is critical to the future of our chapter.

In this milestone year for the Beta Pi Alumni Association, I ask that you give back in honor of your PiKA experience. Make a contribution to the chapter's annual fund using the enclosed form (or online at [www.pika-upenn.org](http://www.pika-upenn.org)), and look for opportunities to reconnect with Beta Pi and fellow PIKES this year.

## Shaping Men of Influence

*PIKE University Makes an Impact on Our Brothers around the Globe*

Today's undergrads face enormous challenges: sweeping changes in nearly every field, significant alteration of the workforce and a difficult economy. Many college students worry about whether they will even find a decent job at graduation. These challenges demand advanced leadership and interpersonal skills that go beyond the technical qualifications of a job.

Enter PIKE University. Begun in 2002, this outstanding resource is the exclusive leadership and education program of Pi Kappa Alpha international fraternity. It's a value-based educational program that equips PIKE undergrads with life lessons that will resonate with them long after they leave college.

Beta Pi is a leader in this renowned program, sending many of the chapter's undergraduate men each year to the conferences, as well as leading the way in support of The Pi Kappa Alpha Foundation, which underwrites PIKE University.

**Bruce Wolfson '71** is president of the foundation. "From the beginning the international fraternity called on experts in management training, emphasizing a values-based approach," he said. "It's really a very sophisticated management training program, comparable to what successful executives receive. The result is not only training on the nuts and bolts of running a quality chapter, but also a life-impacting educational experience that promotes the values of our fraternity."

Undergraduates describe their PIKE University experience with enthusiasm. One brother shared, "Skills people normally learn on the job over the course of years are taught to us as a matter of one course at PIKE University." Another described his learning as "How to lead, how to delegate and how to serve." Over and over again, PIKE University attendees use the words "integrity," "character," "discipline" and "inspirational" to describe the life-changing experience. When nearly a thousand brothers gather for PIKE University, they find themselves in the company of like-minded men who are committed to excellence. That common passion fans the flame that ignites true leaders.

Eleven years later, the impact of PIKE University has been nothing short of phenomenal. The result is that the chapters who are committed to PIKE University have seen incredible growth and strength. "It works!" says **Gregg Ormond '74**. "It has great programs, like the Regional Leadership Summits,

The Academy and Conventions and the Chapter Executives' Conference (CEC)."

At the heart of PIKE University's success is the financial commitment to Pi Kappa Alpha alumni internationally. The Pi Kappa Alpha Foundation is a 501(c)(3) charitable organization that is the primary support vehicle for the educational efforts of the international fraternity, particularly PIKE University. Beta Pi has the distinction of being one of the most generous chapters, leading with more members of the President's Council, donating \$1000 or more toward the Foundation.

The Foundation is in the midst of a \$10 million campaign for PIKE University, launched at the international convention last summer. So far, approximately \$6.9 million has been raised, with more commitments on the way. Beta Pi alumni have pledged \$300,000 toward the Campaign.

Through the Pi Kappa Alpha Foundation, Beta Pi has established the Beta Pi Chapter Endowment. This special chapter-level endowment is designed to raise funds to help pay the way for Beta Pi undergraduates to go to PIKE University events. Our chapter has the distinction as being one of only five chapters (out of 220) designated as a part of the Chapter Champions Campaign. This special campaign, in conjunction with the Foundation, is geared toward funding chapter-level endowments, like the Beta Pi Chapter Endowment. A vast majority of the \$300,000 raised by Beta Pi alumni is earmarked for the Beta Pi Endowment.

Gregg Ormond comments on the lead-by-example generosity of Beta Pi alumni: "Our

chapter is one of the oldest in the international fraternity. Its heritage continues today with the generous involvement of our alumni, both in support of the Campaign for PIKE University and in their support of the Beta Pi Chapter Endowment. I cannot tell you how much that means to our undergraduate brothers who are able to go to the PIKE University conferences because of that generosity. I want to encourage all of our brothers to join us in this worthwhile endeavor to support both the Campaign for PIKE University and the Chapter Champions Campaign, in support of the Beta Pi Chapter Endowment."

Bruce Wolfson points out another factor contributing to the success of PIKE University: the incredible difference alumni involvement makes at the chapter level. "Beta Pi has benefited greatly because of our outstanding chapter advisor, **Alex Brodsky '03**," he observes. "Alex's enthusiasm has motivated other alumni to get more involved in our chapter. He encourages our undergrads to go to PIKE University. He's gone with them to the conferences. That great attitude makes a gigantic difference."

These are exciting times for Pi Kappa Alpha and Beta Pi. In these dynamic and challenging times, PIKE University combines the great reputation of Pi Kappa Alpha with the power of a top-notch leadership training experience. The result is the shaping of men who make a significant difference in their spheres of influence. That builds the PIKE legacy for today and generations to come.



*Presidents' Council Members Harvey Mackler '72, Jerry Herman '72, Bruce Wolfson '71, Dave Edman '73, Rich Sussman '69, Gary Sachs '74, Joel Catania '71, Mark Perna '68, Rich Myers '69 and Paul Zaentz '69.*

## ALUMNI PROFILE

### How to be a Better Man

#### *Justin Levine '08 on the Deep Impact of PIKE University*

*We had the opportunity to catch up with **Justin Levine '08**, who was actively involved in PIKE University during his undergrad years at Penn.*

#### **How were you involved with PIKE University?**

I attended roughly a dozen PIKE University events as an undergrad. At my first event, I was the only Beta Pi brother present. By my last event, we had 15 brothers attending. I tried to soak up as much of the experience as possible. The sessions not only taught me how to be a better brother, but also how to be a better man. Those lessons will stay with me forever.

#### **You had the honor of being selected to be a part of the International Fraternity's Supreme Council. Share about your experience in that capacity.**

I am very humbled and thankful for the experience. It was a tremendous opportunity to serve with some truly wonderful people, including fellow Beta Pi brother **Bruce Wolfson '71**, who unquestionably is the biggest reason why the PIKE University program has become so successful. My time on the Council was both rewarding and challenging. We faced some incredibly difficult decisions, and even ended up

suspending a few chapters in which I had many, many friends. Those were not easy choices, but they were the right ones.

#### **How do you think your PIKE University experience contributed toward that honorable selection?**

The experience helped make me both a better man and a better leader. The lessons learned through PIKE University gave me the confidence to follow my dream and believe that I could affect positive change not solely at my own chapter, but at houses all across the country. I learned that real leaders find ways to reach common goals and to unite the brotherhood behind a singular purpose.

#### **Share how Beta Pi alumni support of both the chapter and the international fraternity made your experience possible.**

I don't think undergraduates truly understand how much the alumni love and support their chapters. All of the PIKE University events were funded by alumni donations, and without that support, I and many others would have never had the opportunity to be involved with the University. I think that anyone who had a positive experience through PIKE wants others to share in that joy and the

establishment of truly special bonds. None of that is possible without the generosity of Beta Pi alumni.

#### **What would add to encourage alumni to support both Beta Pi and the PIKE University effort?**

I would ask them to look no further than my own development to comprehend how vital and influential these events are for young men. The seminars and classes create solid, foundational building blocks for encouraging leaders to affect positive change and development.

#### **Your father, Joel Levine '70, is also a Penn Pike. How did his involvement with the fraternity affect your choice for Beta Pi as your fraternity?**

It played a tremendous role. I saw the incredible experience my dad had with PIKE and how he maintained close relationships with many of his fellow brothers. What I marveled most was the ability for him and his friends to pick up where they left off even after extended time apart, after not seeing each other for three, five, even ten years. I knew that I wanted something similar and the opportunity to forge lifelong bonds of friendship. I am proud to follow in my father's footsteps.

## ALUMNI UPDATES

#### **Joseph Hess '50**

(701 King Farm Blvd. #438, Rockville, MD 20850; jch6192@verizon.net) reports, "About four years ago I was diagnosed as having a blood disorder called Myelodysplastic Syndrome (MDS). I received 16 pints of blood transfusions over a three-month period followed by regular medications, including a continuing medication by infusion. About two years ago it was discovered that I was on two diuretics that were contributing to the problem. I'm much improved since ceasing the doctor-prescribed diuretics."

#### **Morty Cohen '65**

(a.k.a. "Big Mort," a.k.a. "Fishfry," a.k.a. "No Meld Cohen") shares the story of a 2013 Founders' Day pinochle game with legendary players **Richard Myers '69**, **Paul Zaentz '69** and **Joel Catania '71**. Morty writes "For the previous 47 years, I have stretched the boundaries of disbelief by failing to produce meld. But that reputation was about to end. After a moment's hesitation, once the bidding came around to me, I announced, 'I'm going to bid. The only question is, how high.'"

Staring at his hand, Morty wondered

"Can I reach 50?" He writes, "Just bidding 50 is a memorable experience. I knew this chance was unlikely to ever happen again. I told my partner, Zaentz, 'I'm going to need a little help from you,' and then I said it. '50'".

*Did Morty's confident bidding pay off? Read his full story online at [www.pika-upenn.org](http://www.pika-upenn.org).*

*We're always on the lookout for great alumni news, stories, memories and photos! Share yours today at [www.pika-upenn.org](http://www.pika-upenn.org) or by mailing them along with your gift.*

## CHAPTER REPORT

### Building Our Brand

#### *Beta Pi Achieves Success in Earning Awards, Increasing Recruitment, Running Philanthropy and More*

The brothers of Beta Pi have continued to improve all aspects of our chapter, and their hard work is paying off.

#### **Recruitment**

Pi Kappa Alpha was proud to recruit 24 new members this spring – a new class which upholds our high standards of chapter involvement and commitment. Many new members have already expressed interest in committee, chair and executive board positions, and many also attended the Pike University Leadership Summit in New Brunswick, NJ to ensure that they are well-prepared to lead our house forward in the future.

In order to maintain or surpass this spring's recruitment results, PKA will start the recruitment process earlier in the upcoming year to foster more connections with candidates and build their brand in the Penn community.

#### **Philanthropy**

Brothers ran two successful philanthropy initiatives this spring, the Mackler Run and Relay for Life. The Mackler Run is a 5K run to benefit ALS research. Our entire chap-

ter participated, totaling 150 service hours and \$5,000 raised. The Relay for Life is an American Cancer Society fundraiser held on campus, in which PKA brothers formed a team to participate.

As always, we are looking toward the future. PKA plans to partner with a sorority to host an upcoming event on campus that will include the entire Penn Greek community. Current ideas include a carnival, DJ competition and sports tournament. We are also looking to partner with local restaurants to host a block party.

#### **Academics**

With an average 3.36 GPA, Beta Pi brothers have increased their academic ranking against other Penn Greek organizations within the past year. We encourage academic achievement by designating study spaces in the house, and would like to thank alumni for their support, which enabled us to turn one room into a dedicated office.

During midterms and finals, we also use the dining rooms for quiet study areas and facilitate brother-to-brother tutoring, as well

as textbook exchanges.

#### **Awards**

President **Stephen Purcell** recently won runner-up for Best Greek House Manager on Campus. Our house also has several Ben Franklin, Joseph Wharton and Rachleff scholars, which are honors awarded to exceptional Penn Students.

#### **House Improvements**

Thanks to generous donations by the Alumni Housing Committee, we were able to renovate our second and third floor bathrooms.

Our brotherhood house improvement project is to install a basketball court and renovate the garbage area in our backyard. (The project was scheduled to be completed last year after Founders' Day, but due to inclement weather was postponed to this year's Work Day.)

Additionally, we will be re-doing the planters in the front and back of the house to improve the outside appearance of the chapter house. Our new members have expressed interest in renovating a portion of our basement with new shelves and paint.

## BETA PI EVENTS

### Celebrating Chapter Success, Alumni Milestones and PiKA Traditions at Founders' Day 2013

On Saturday evening, March 23rd, 90 alumni and undergraduate brothers celebrated Founders' Day. Alumni traveled from as far as Switzerland, Canada, Washington, California and Florida to reunite with their brothers for dinner at the

Restaurant School at Walnut Hill College.

#### **Highlights from the evening included:**

- Chapter members addressing highlights, including being a runner up for the Newell Award and having the third largest pledge class on campus
- Updates on current fundraising efforts at both the chapter and International Fraternity levels
- Presentations of alumni awards and undergraduate scholarships
- Celebration of alumni with milestone five-year anniversaries

- Hosting of "Pike Traditions," singing "How'd You Like To Be a PiKA" and "Down In Old Virginy"

Read the full recap and see many more photos at [www.pika-upenn.org](http://www.pika-upenn.org).



*Don Schreiber '47, David Jones '60, Rich Myers '69 and Joe Livezey '56 with undergrads at this year's Founders' Day celebration.*



*Jerry Herman '72 presenting Dave Herman Scholarship to Ethan Aaron*